



Music Mark ANNUAL REVIEW 2019/20



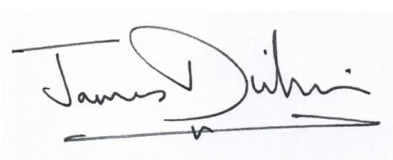
WELCOME

James Dickinson Chair



This year has been a further year of growth for Music Mark, with an increase in engagement from our members. As the world was irrevocably changed with the onset of the coronavirus pandemic, we sprang into action to support the sector, and have been hugely encouraged by the warm and engaged response to our initiatives.

I would like to thank all our incredible supporters, our loyal members, and the Music Mark team for their hard work, resilience and adaptability during a year of growth and change. Our ambitions for the coming year are significant, and we look forward to working with you as we strive to realise them.



Bridget Whyte Chief Executive



As the world around us continues to change, we use our role as a leader within the industry to bring people together. As you'll see from the pages of this, our first Annual Review, Music Mark works to support, connect and influence on behalf of the music education sector, helping our members and partners to achieve tremendous things.

This academic year we refined our vision and mission, and having done so, have set ourselves ambitious goals for the future. Despite the ongoing challenges of the pandemic, I have confidence we can continue to aid the sector to adapt to the changing environment and help ensure all children and young people have access to musical learning.



2019/20 IN NUMBERS

Our Membership

98%

98% of Music Education Hubs in England are members, with our Wider UK network expanding into Wales, Northern Ireland, Scotland, the Channel Islands and overseas



7,000

We developed our connection with over 7,000 Music Mark Schools

29%

This year saw a 29% increase in new individual members



50

We worked with almost 50 corporate partners, representing diverse businesses and charities from across the music education sector

This has been the year of online events and digital resources, with our online presence expanding significantly as we hosted virtual events and webinars for the first time



63%

By September 2020 we had seen a 63% year-on-year increase in website users



Our Resources page was viewed over 167,000 times in the 2019/20 academic year

167K

1,500 +

We received over 1,500 signups for our first ever Music Teaching CPD day

We gained 1,000 new followers on Twitter, and established a strong Facebook community

+1,000



£124,693

Income generated through partnerships, grants and sponsorship

SUPPORTING

WE SUPPORT OUR MEMBERSHIP THROUGH TRAINING AND GUIDANCE, UNDERPINNING BEST PRACTICE IN THE MUSIC EDUCATION SECTOR.



The *10 Things* campaign blogs have been read over 3,000 times

Supporting Music in Schools



We worked with the BBC on their flagship Music Education project *Bring the Noise*, supporting the development of a short film and the promotion of key free resources for teachers.

The *10 Things All Schools Should Know About Music* booklet was updated to include the latest research underpinning the need for music in schools. In response to the Coronavirus pandemic, we developed the *10 Things* booklet into a series of blog posts, working with teachers, music specialists and the latest research to advocate for the importance of music in schools.

Early careers

Music Mark provides mentoring and work experience opportunities for students to learn about the sector and worked with music student volunteers at our Annual Conference in November 2019.



In December 2019 Bridget delivered her annual lecture to music students at the University of Cardiff on “The Business of Music Education”, following which we supported a second student placement.

SUPPORTING

Organisational Resilience



It is rarely desirable to make decisions hastily, even though the urgency of the situation might prompt it, or powers on-high might even encourage it.

Nigel Taylor, author of
Developing Organisational Resilience:
A Guide for Music Education Hubs



- A written guide on Organisational Resilience, released in 18/19, was updated in October 2019
- Nigel Taylor ran a session at the Music Mark Annual Conference in November 2019
- Nigel has written two supplements to the guide focussed on resilience during the pandemic, released in April and July 2020

Leadership

94% of course attendees rated the training as 'very useful'

- We recruited a new cohort to our 5 Dimensions of Leadership course which ran in Manchester (and later online due to the pandemic).
- We offered refresher sessions in Leeds and London for those who have completed the training in previous years.
- The 5 Dimensions of leadership course has been delivered to 106 individuals from 53 music education organisations since its creation.

The 5 Dimensions of Leadership is a leadership development programme for Senior Leaders, Middle Leaders and Aspiring Leaders within Music Services and other music education organisations. The programme is led by Andy Hind, from Enhancing Learning, run by Music Mark and supported by Arts Council England.



SUPPORTING

Website Engagement

Our top news story 'Teaching Music in Schools' on DfE advice and the pandemic received almost 10,000 views

Our website continues to be a key resource for the music education sector, providing job listings, up to date guidance, resources, and the latest news stories. Throughout the academic year we advertised 154 music education jobs on our website and have seen both the 'News' and the 'Resources' sections become increasingly important to our membership. As the impact of coronavirus outbreak intensified in March, engagement increased markedly as we developed resources and guidance responding to the pandemic, including information addressing the transition to online teaching and home learning.

Webinars

As lockdown made face to face meetings and training impossible, we created fully-subsidised member webinars responding to the most immediate needs of our membership. Between May and June 2020 we ran webinars on:



- **Wellbeing:** focussing on ways in which those working in music education could support their mental health during the pandemic
- **Licensing:** focussing on licensing in the context of online teaching and learning, proving particularly useful to those of our membership who were moving to online teaching at speed due to the pandemic
- **Gender Diversity:** focussing on understanding gender identity and how to be an inclusive leader



174 Music Mark Members engaged with the webinars live and 306 have since accessed them online

CONNECTING



WE CONNECT THE MUSIC EDUCATION NETWORK BY PROVIDING NATIONAL AND REGIONAL EVENTS, BOTH LIVE AND NOW VIRTUAL, AS WELL AS NUMEROUS NETWORK GROUPS AND MEMBER MEETINGS.

Communications

To keep our membership informed with the latest music education news and updates, we have various regular mailings. As well as our Weekly Bulletin to Heads of Music Services and their wider leadership teams, we also send a Monthly Newsletter, termly School Newsletter, Corporate Offers newsletter, and job alert emails.



We have an audience across the globe, with mailings reaching subscribers in Europe, USA, Canada and Asia.

**In July we
received over
200,000
impressions
on Twitter**

In addition to this, we also connect to a wider audience through our digital platforms. Since the pandemic began, our digital engagement has increased dramatically, with our [Facebook](#) and [Twitter](#) followers and impressions increasing steadily each month.

This academic year, we joined [LinkedIn](#) and YouTube to connect our job listings to a wider audience and share our video resources. In response to the changing governmental guidelines around musical teaching, we also created a series of WhatsApp groups to build a supportive network for our members to share knowledge and advice in an uncertain time.



CONNECTING

The Music Mark Conference 2019

The 2019 Annual Conference took place in Sheffield and saw more delegates attending than previous years with over 300 attendees. The conference focussed on 'Partnerships, Collaboration and Enterprise' and, with support from many of our Corporate Partners, the event provided a day and a half of valuable training, discussion and networking opportunities. Feedback from the conference was very positive and included confirmation that moving the conference to other parts of the country was welcomed.

"Really enjoyable and helpful conference - thank you!"

"Really useful. Always great to catch up with colleagues and network. Worthwhile, encouraging and motivating."

"Another brilliant conference, inspiring and challenging."

2019/20 Live Event Highlights

We also ran another successful conference in the North West at the Royal Northern College of Music...

...held our first South Yorkshire conference

...and supported the MEHEM conference (Music Education Hubs East Midlands) in February 2020.



SUPPORTING & CONNECTING

Our Pandemic Response

At Music Mark we help those working in Music Education to stay connected in order that they can network, support one another and share best practice. Before the pandemic we ran and supported a number of live national and regional events. Since the outbreak of the pandemic we have adapted at speed to help our membership stay connected; setting up WhatsApp groups, Zoom 'Big Meets' to discuss key challenges, maintaining up-to-date resources on our website, and issuing regular communications focussed on helping our membership at this time of crisis.



*Our main Coronavirus guidance resource
“Music Unlocked” was viewed 21,357 times
in 2019/20*

The Digital Summer Summit, June 2020

Due to the pandemic, we moved our Summer Summit online. We hosted a quartet of webinars on Zoom addressing the latest updates from DfE and Arts Council, discussions on safe teaching practices, presentations from young musicians and heard from school teachers and leaders.

The event was a resounding success with the membership and a hugely positive moment at a difficult time. The online format made the event more accessible, and we welcomed 257 attendees throughout the day.



This was a simply outstanding day. It was thought-provoking, challenging, supportive and completely relevant. I came out of the sessions energised and enthusiastic. I believe that the day will have real impact to our hub, schools and children.

- Summit attendee



Music Unlocked

As the pandemic progressed, Music Mark worked with independent Music Education consultant Gary Griffiths to compile the Music Unlocked guidance for schools and providers. The guidance offers the latest information on teaching music safely, and since its publication in June has been updated regularly to keep pace with governmental advice.



INFLUENCING

WE REGULARLY SPEAK TO THE GOVERNMENT AND GOVERNMENTAL ORGANISATIONS ON BEHALF OF OUR MEMBERSHIP.

As a membership organisation for those working in music education, we 'speak and act in support of music as a subject, and we promote best practice'. We strive to ensure that all stakeholders understand the value and life-changing potential of music for all children and young people.

Music Mark is also a subject association. Subject associations speak for their subject communities; they undertake research into their members' concerns and reflect these back to policy makers. A subject association is never only one lone voice but instead is the collective voice of their subject community, working to ensure the highest quality of teaching.

INFLUENCING

WE SPEAK AND ACT IN SUPPORT OF MUSIC AS A SUBJECT, AND WE PROMOTE BEST PRACTICE.

- On 20 September 2019 alongside the ISM we published an [open letter to the government](#) in *The Times*. The letter highlighted the jobs at risk in the music education sector and the need for further funding.
- In November 2019 the settlement of funding for Hubs to continue delivering the National Plan for Music Education was agreed to cover the 2020/21 financial year as well as providing a small uplift of funding for this year (2019/20).
- In February 2020, Music Mark convened a national meeting of peers from across the Music Education sector in order to gain a consensus on what was required of the planned refresh of the National Plan for Music Education in England.
- Throughout the pandemic Music Mark has met regularly with Arts Council England and the Department for Education to secure guidance, support and funding for our membership.

2019/20 Advocacy Highlights

September 2019

We called for continued funding for music education hubs

February 2020

With ISM, we wrote to the Secretary of State for Education about future hub funding

March 2020

We published sector guidance on DfE's Consultation on the National Plan for Music Education

June 2020

With the ISM and MTA, we wrote to the DfE asking for urgent guidance for music educators



INFLUENCING



Our CEO Bridget Whyte regularly speaks on behalf of the sector. This year's appearances include:

- In October 2019 Bridget delivered speeches to the *All-Party Parliamentary Group on Music Education (APPG)* forum highlighting historic underfunding by the English government; the Westminster Forum on Music Education on the consultation Music Mark had carried out on the Model Music Curriculum; and at the Music Industries Association's first education conference
- Bridget presented at the HITS conference in Scotland in January 2020
- Bridget was the keynote speaker at the West Midlands Music Education Conference in January 2020, directly addressing over 280 music and instrumental teachers

“ Back in 2010/11 – nearly 10 years ago – the Music Education Grant allocated to Music Services was £82.5m. According to an inflation calculator on the Bank of England’s website, that amount is £103.9m today. If the government is as committed, as it says it is, in equitable access for all children and young people to a rich, diverse music education with opportunities beyond the national curriculum, it must invest appropriately in the structure it has created to do that.
– From Bridget Whyte’s speech to the APPG in October 2019 ”

WHAT'S NEXT?

The academic year 2019/20 will be remembered for the Coronavirus pandemic which led to a national lockdown including school closures from 23 March 2020. Despite the challenges, our members embraced technology and adapted at speed.

Engagement with our membership has been transformed – we are speaking to members more often and are better placed than ever to support, connect and influence on their behalf.

Together we can ensure the future of music education is not only secure, but also flourishing.



Digital Conference November 2020

Our Annual Conference will be delivered virtually for the first time

A new membership structure

Our membership structure will be simplified from December 2020



Expanding our work into the wider UK

Building relationships with music education organisations in Wales, Northern Ireland, and Scotland as well as in the Channel Islands, Isle of Man, the MOD Music Service in Cyprus, and beyond

#CanDoMusic campaign

Practical resources to pandemic-proof making music in schools in partnership with the ISM and the MTA



Music Mark Schools

Supporting Music Mark Schools and the wider school network, through our partnership with the ABRSM

In the academic year 2020/21, here are just some of the things we will be focusing on:



The Hub Support Programme

We will continue to develop our Arts Council-Funded Hub Support Programme for Music Education Hub members

Big Meets

Our virtual Big Meets give members a chance to discuss their challenges and highlights with peers across our network



CPD Days

Termly training days for Music Teachers across the sector to learn and connect

#BlackLivesMatter

Continuing our project to research and address racial diversity in the Music Education sector



Inclusion in music education

Working with partners including Changing Tracks to ensure true equity of access to musical learning

THANK YOU

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