



Music Mark **ANNUAL REVIEW**

2021/22



SUPPORTING
CONNECTING
INFLUENCING

THE YEAR AT A GLANCE



“With the pandemic still very much a key challenge for music education in 2021/22, Music Mark continued to support its membership and the wider sector to provide children and young people across the UK with access to musical learning. Our guidance – through Music Unlocked – remained invaluable, but we also developed other resources to help ensure that music was not side-lined as schools reopened. We embraced the call for a more equitable, inclusive and diverse sector, reviewing Music Mark’s governance and work, as well as leading a call for everyone to move from Talk into Action.” **James Dickinson • Music Mark Chair**



SEPTEMBER 2021

Bridget’s Blog launched - CEO Bridget Whyte began her regular blog feature with ‘[A global vision for Music Education](#)’. Later in the year, her July blog on the [refreshed NPME](#) became the most highly read blog on the Music Mark site.



OCTOBER 2021

An Update from Ofsted • 422 members registered to join Mark Phillips as he presented an update to the Music Mark membership for the final time as Ofsted’s National Lead for Music.



DECEMBER 2021

December 2021 - Fast Forward: Technology and Music Education Conference in Brighton • For the first face-to-face gathering since November 2019, we welcomed over 300 music educators to our annual conference at the Hilton Brighton Metropole.



JANUARY 2022

Music Mark and the MTA published joint statement • In response to the Ofqual suggestion that music be cut from the school day due to Covid related staff shortages, Music Mark and the MTA rejected the emergency timetable, calling it ‘inappropriate’.



FEBRUARY 2022

We published an article celebrating Dr Kadiatu Kanneh-Mason becoming Music Mark’s first Champion • Faz Shah later joined Dr Kanneh-Mason, becoming Music Mark’s second Champion in June.



MARCH 2022

Accessibility audit of the Music Mark website • We worked with a digital accessibility specialist to support us in providing inclusive web experiences.



APRIL 2022

A Common approach relaunched • Twenty years after its initial publication in 2002, we updated and published A Common Approach in a new digital format.



MAY 2022

IPSO application submitted • We submitted our application to become one of Arts Council England’s Investment Principles Support Organisations.



JUNE 2022

National Plan for Music Education released in England • This closely followed the publication of the **Welsh National Plan for Music Education** in May which announced a trebling of funding.



AUGUST 2022

Music Mark Schools 2022/23 programme opened • In the 2021/22 programme, 3,036 teachers and headteachers from all over the UK signed up to Music Mark Schools, a 13% increase from the last academic year.

REFLECTING ON THE YEAR

The academic year 2021/22 has been a period of rebuilding in the wake of intense change and socio-political challenges. At Music Mark, we're proud to have played a part in this rebuilding process, cultivating partnerships and connections as part of a sector that is empowered to deliver a high-quality music education for all children and young people. We've grown as a membership organisation, delivered more training than ever before and convened the go-to event for the sector when The Power of Music, the refreshed National Plan for Music Education in England, was released in June.

We work to respond to the immediate concerns of our membership whilst strategically advocating for the longer term needs of the sector with policy makers across the UK. But we are nothing without our members, so thank you for being part of our network of leading music educators and music education organisations. We're proud to share reflections and achievements from our past year here.

£92k allocated to projects through the Partnership Innovation Fund

77 Music Mark events took place, the most we've run in a single year to date

5,871 booked to attend our events, from webinars and Big Meets, to CPD days and training sessions

15 out of the 16 Music Services in Wales became members, joining **100%** of the Music Education Hubs in England

44 music educators contributed their knowledge to help refresh A Common Approach in its new digital format

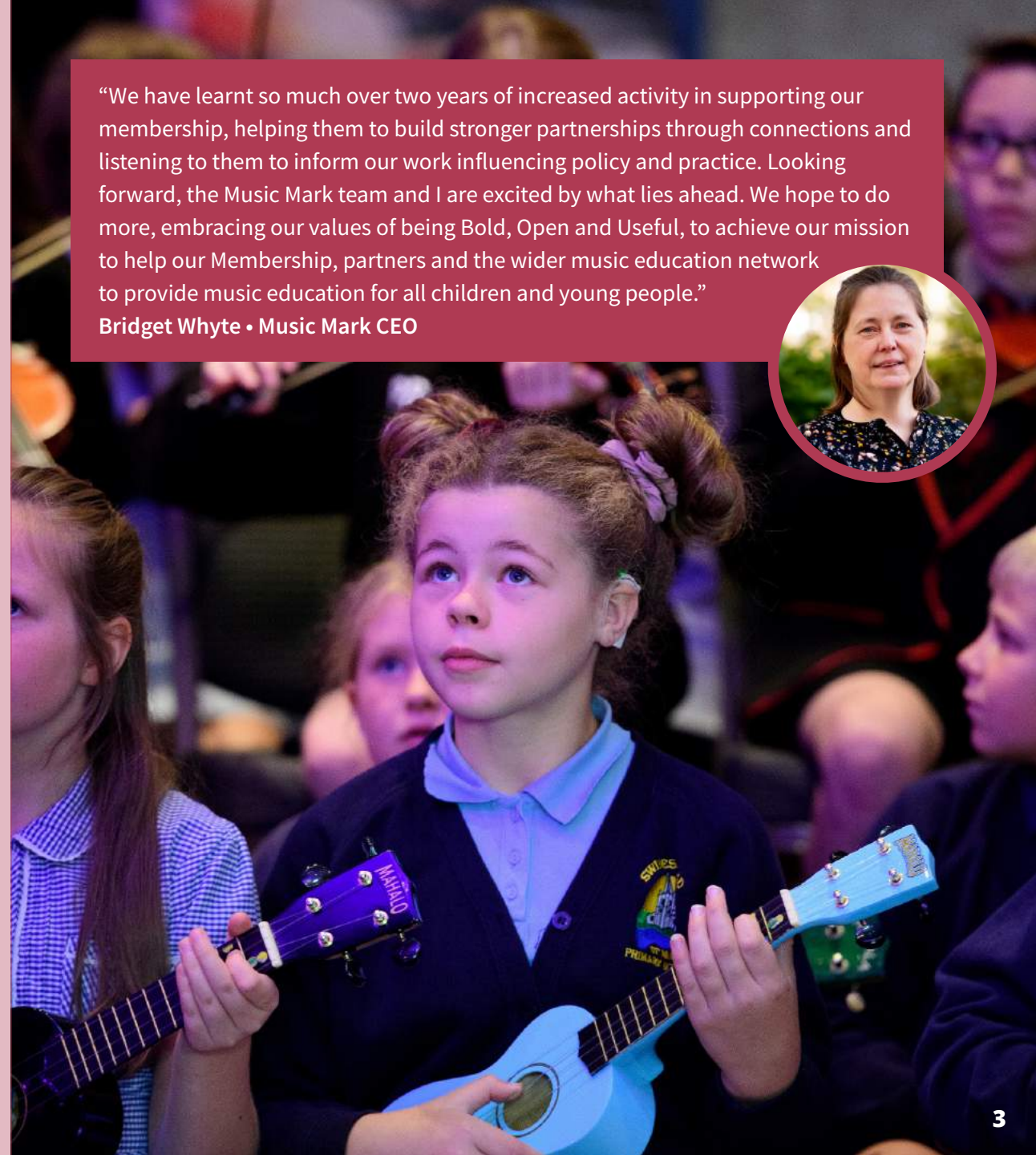
452 jobs advertised on our jobs board. Our jobs board is one of the most popular sections on our website.

90 organisations pledged to put Talk Into Action as part of our EDI movement

161% increase in followers on LinkedIn and over **1,000** new followers on Twitter

"We have learnt so much over two years of increased activity in supporting our membership, helping them to build stronger partnerships through connections and listening to them to inform our work influencing policy and practice. Looking forward, the Music Mark team and I are excited by what lies ahead. We hope to do more, embracing our values of being Bold, Open and Useful, to achieve our mission to help our Membership, partners and the wider music education network to provide music education for all children and young people."

Bridget Whyte • Music Mark CEO



EVENTS & TRAINING

In the academic year 2021/22, we've delivered 77 events amassing a total of 5,851 bookings – the most events we've run in one year to date. Our events help our membership to develop their music education work by staying up to date with best practice, policy developments and networking with peers across the country.

Accessibility and inclusion has been a key theme since launching the Talk into Action movement at the conference in December. Leading educators Nate Holder and Sam Stimpson have both curated a series of events for our members exploring diversity in music education.

We've returned to an in-person format for our larger scale events, such as our annual conference, allowing members to come together and discuss the hot topics in music education face-to-face.

We've begun each term with an online CPD Day to support and invigorate practitioners. Across the year, 2,497 booked to attend our CPD Days.

Speakers and contributors from across the sector shared their expertise and unique perspectives with our network.

Pictured (top to bottom): Nikki Yeoh, Faz Shah, Sam Stimpson, Howard Goodall and Kris Halpin.



THE HUB SUPPORT PROGRAMME

In collaboration with Arts Council England (ACE), the Department for Education (DfE), and Sound Connections, we enhanced the suite of training and resources we offer to support the development of Music Education Hubs in England. Through the programme, we've helped equip organisations and individual colleagues with the skills and confidence to rebuild with resilience in the wake of the pandemic.

Consultancy conversations highlighted Finance and Business operations as an area where support would be welcome, so we delivered a five-part series covering Project Budgeting, Bookkeeping, HR, and more, in collaboration with Aim High Accounts.

Through the **Partnership Innovation Fund**, we provided 19 partnerships with £91,969 of funding towards innovative projects contributing to stabilisation and pandemic recovery.

100% of Music Education Hubs in England have engaged with at least one element of the Hub Support Programme

Our refreshed **Workforce Development Programme** built on the professional development support offered in previous years, working with consultants, leaders, emerging leaders, business teams, and chairs. As part of this varied and responsive programme we've facilitated:

Training and Events • 57 people attended our popular Six Dimensions of Leadership course - that's 72 hours of leadership training delivered! We've programmed long-standing favourites like our **Difficult Conversations** training, as well as new sessions such as our **Events Management** series.

Peer Learning Groups • 90 people across the UK have joined one of our peer groups where colleagues support and guide each other through subjects such as being a new head of service, instrument hire, and business administration.

Mentoring Programme • We've matched mentees with trained mentors who have supported them on organisational change, career development and business planning.

One-to-one Advice Sessions • For bespoke, one-to-one support, we've created a platform to book fully-subsidised advice consultations with sector experts on topics ranging from HR to business strategy.

EVENTS & TRAINING HIGHLIGHTS



We convened the first major meeting for the sector on the National Plan for Music Education in England just four days after it was released. 555 signed up to join us and hear from representatives from the DfE, ACE and the Department for Digital, Culture, Media and Sport (DCMS).



Composer Howard Goodall thanked teachers for their tireless efforts and contributions throughout the pandemic at our first CPD Day of the year in September 2021.



Teachers from across the UK joined us for our Teach Meets – our new online discussion space for classroom and instrumental music teachers to share learnings.



BBC Young Musician finalist Charlotte Barbour-Condini debunked common misconceptions about recorder playing and treated our members to a performance at our Spring term CPD Day in January.



As part of the Workforce Development Programme, two cohorts of 20 joined consultant Carmel Cardona for a six-week resilience course in January, and again in February.

“Thank you for creating a safe and supportive space for us to explore resilience.” – Resilience Course Attendee



“It was invaluable to chat with colleagues from across the country”
– Teach Meet attendee



“I would like to thank Music Mark for the fantastic range of training that was offered through the year. I felt very privileged to be able to access sessions relevant for my CPD for no extra fee.”
Member Survey Feedback



“Through music we learn the amazing and vital skill to listen, to respond to and to be respectful to other voices.”

Howard Goodall • Keynote address at Music Mark Autumn Term CPD Day 2021



We're building an extensive library of video resources for members to watch in their own time, with 59 videos so far including webinar recordings, training sessions, and CPD days. Our most watched video was our October 2021 Update from Ofsted.

SUPPORTING THE SECTOR

A Common Approach

Twenty years after its initial publication in 2002, we redeveloped **A Common Approach** – a curriculum resource for instrumental and vocal teachers. Coordinated and edited by Catherine Brentnall, we worked with 44 music education professionals from across the UK to update the content with their ideas and expertise. Now available in a new

digital format with accompanying video walkthroughs, the resource supports teachers to deliver ‘a holistic approach to music education’ in individual, small-group or whole-class instrumental and vocal lessons.

Since its re-launch in April 2022, the site has been viewed 22,000 times.

"The support Music Mark has offered has been an absolute lifeline and has enabled me to continually learn, develop and grow in confidence." -
Member Survey Feedback



Talk into Action

Since launching in December 2021, 90 organisations and counting have pledged to make a commitment to EDI and put Talk into Action within their teams. We've run 8 online events with a Talk into Action focus.

Internally, we are working through the I'M IN process – a self-analysis tool to help identify where improvement can be made. We have also worked with a steering group that has helped us to shape our EDI work and practices.

Music Unlocked

Since our pandemic guidance '**Music Unlocked**' was first published and shared in June 2020, the page has been viewed almost 60,000 times. Having been continually updated by independent consultant Gary Griffiths in line with changing government advice, the resource and its nation-specific supplements have helped schools, practitioners, and organisations across the UK to continue to make music safely whilst navigating risk assessments, bubbles, and face coverings. Following a post-Christmas spike in cases, Gary Griffiths' news article '**Omicron: New Year, Old Measures**' was our most highly read news item this year.



MUSIC EDUCATION IN A DIGITAL WORLD



Annual Conference 2021 – Fast Forward: Technology and Music Education

On 2 – 3 December 2021, we ran our first ever hybrid conference, welcoming 274 delegates to the Brighton Hilton Metropole and 93 who joined virtually on our custom built microsite.

Fast Forward: Technology and Music Education celebrated innovations in the digital sphere, with powerful keynotes from musicians Kris Halpin and BISHI, and technology entrepreneur Warren Knight.

It was also the first opportunity for much of the Music Mark membership to come together again in person since the 2019 conference.

“It was so nourishing to meet people and discuss ideas. This has been the biggest personal loss of the pandemic. Nothing compares to sitting round a table and thrashing ideas out.”

2021 Conference Attendee



303 tickets sold

72% of delegates* travelled to the conference by public transport



41 contributors

18% of delegates* were first time attendees



48 representatives from our exhibiting Industry Partner organisations

The conference microsite was viewed **9,703** times



For Music Mark and our members, the pandemic meant pivoting to a wholly digital delivery model swiftly, and with limited prior experience. After almost two years of embracing this online or hybrid way of work, our 2021 conference was then a chance to reflect on what digital innovation really means for the music education sector, examining the obstacles and celebrating the opportunities.

A Digital Alliance

At the conference, we launched the alliance for Digital Innovation in Music Education (DIME) to continue exploring how technology enhances music education practices. In partnership with Wiltshire Music Connect, Connect Resound and Music for Youth, the DIME network strives to share best practice and advocate for the benefits of digital innovation in helping to make music education accessible, diverse and inclusive to all.

72 have signed up to the DIME alliance and 90 registered to attend the first DIME meeting in June. Here we discussed how to raise the profile of technology as a tool for music education - as an instrument, a performance platform, or an administrative tool.

*Delegates who completed our feedback survey.

ADVOCATING OUR VISION FOR MUSIC EDUCATION



As a Subject Association for Music Education, we influence on behalf of our members to key public bodies such as national arts councils and devolved government departments for education. Through regular conversations with policy makers, we advocate our vision for music education – an education that is accessible, high-quality, and enriches the lives of the young people we serve.

Amplifying this message and unifying our voice, we are proud to work in partnership with other subject associations and national organisations on matters concerning the sector. This year, we co-hosted ‘Big Meet’ discussions with the Music Education Council (MEC) following the publication of the refreshed English NPME, and worked with Youth Music to run a funding information session. Bridget Whyte (CEO) and James Dickinson (Chair) frequently present at sector events, speaking at events by the Music Industries Association, the Music Teachers’ Association, Making Music, and more.

Through these partnerships, our campaigns, and all that we do, we strive to champion the value and life-changing potential of music for all children and young people, and ensure our message is heard by those who need to hear it.



Youth Voice in Music Education: 10 Things to Think About

Following our three-part event series exploring Youth Voice, we published our new resource, ‘[Youth Voice in Music Education: 10 Things to Think About](#)’. This collaborative resource compiles tips, experiences and case studies from 16 organisations within and adjacent to the sector.

How do you incorporate the voices of young people in your organisation? How can we truly listen to what young people are saying? What barriers might there be to their engagement?

Get Playing

We launched our [Get Playing](#) campaign in June 2021 to help encourage young learners across the UK to connect with their local music service and make music. After members told us they found the campaign useful, we updated our webpage to make the Find My Music Service tool even easier to use and refreshed the free Marketing Pack resource. The pack includes illustrated assets, a new 10-week content guide, and 60 ready-to-use social posts.

WHAT'S NEW?

We're always keeping a listening ear open to feedback from our membership. Here's how we responded this year...



Following the needs analysis report commissioned by ACE, you said you'd value more resources and support around Youth Voice • We ran a three-part series exploring approaches to Youth Voice and published a 25 page guide, Youth Voice in Music Education: 10 Things to Think About.



You were looking for more support for teachers • We ran termly Teach Meets and also launched Affiliate Tutor memberships, enabling music service members to give their teaching staff free Music Mark membership.



You said you'd value more support and training opportunities for your whole organisation, from leadership to operations • As well as continuing our popular leadership training programme, we've expanded our Workforce Development Programme to include more peer groups, offering a regular meeting space for emerging leaders, administrators and business leads.



You said you'd like to see a joined up approach across the sector • We have a number of strong partnerships at a national level, including with the ISM and Music Teachers' Association (MTA) since launching the #CanDoMusic campaign in August 2020. We worked with the Music Education Council (MEC) on the summit events in June following the NPME launch.



You said you liked the flexibility of virtual events but still valued opportunities to meet in-person • Whilst running the majority of our events online, we adopted a hybrid approach for our larger scale in-person events, allowing attendees to join remotely, catch up on recordings, and use live subtitles.



WHAT'S NEXT?

Celebrating Routes Into Teaching

We will continue raising the profile of a rewarding career in music education as we explore how to address the shortfall of instrumental and vocal teachers.

Amplifying Youth Voice

We have ambitions to create a National Youth Council for Music Education to influence our priorities and inform our advocacy work.

Diversifying A Common Approach

We will continue developing A Common Approach with the help of our steering group to include a more diverse range of instruments.

Committing to a Sustainable Future

We will consider how the music education sector can and should respond to the climate crisis and continue to monitor the environmental impact of our work and events.

Putting Talk Into Action

We'll continue asking how we can support meaningful change around equity, diversity, and inclusion in music education, and bring our membership together at our Talk Into Action conference.



THANK YOU!

We'd like to say thank you to our membership for their continued hard work this year.



STAFF

Bridget Whyte • CEO

Rosie Lowe • Membership & Events Manager

Yusef Sacoor • Membership & Events Coordinator

Naomi Smith • Communications and Marketing Manager

Lucy Lorimer • Communications and Marketing Officer

Matthew Crisp • Admin Assistant

Since permanently waving goodbye to our London Bridge office, the Music Mark team work fully remotely in locations across England, from Winchester to York. Through a lively Teams chat, regular video calls, and in-person planning days, the team are able to keep in touch and are never far apart for long.

BOARD OF TRUSTEES

James Dickinson • Chair

Peter Smalley • Vice Chair

Peter Bolton • Treasurer

Yogesh Dattani • Equity, Diversity, and Inclusion Lead

Emma Archer

Emma Calvert

Martin Fautley

Jan Ford

Clair McColl

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Gemma Price

Simon Gray

ADVISORY COMMITTEE

Gerard Booth • North West

Ian Burton • East Midlands

Julie Dorr • North East

Paul Guenault • South East

Sophie Lewis • National Youth Music Organisations

Phil Needham • Yorkshire and Humberside

Kath Page • South West

Mark Steele • West Midlands

Ben Stevens • East of England

Stuart Whatmore • London

CONSULTANTS

Catherine Brentnall • A Common Approach

Carmel Cardona • Communications & Marketing, Youth Voice

Zoe Coakley • Conference Management

Gary Griffiths • Music Unlocked, Hub Support Programme

Mia Seymour • Finance and Accounts

Sam Stimpson • EDI and Talk into Action

PHOTO CREDITS

Page 1 • Top left, top middle

Page 3 • Full page

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Lincolnshire Music Service
Photographer: Chris Vaughan

Page 4 • Nikki Yeoh
Photographer: Nick White

Page 4 • Howard Goodall
Photographer: Jane Cox

Page 8 • Right
Newham Music at Music for
Youth Proms 2019

Page 8 • Top left

Page 9 • Middle
Oldham Music Service
Photographer: Gerard Booth

CONTACT

✉ info@musicmark.org.uk

🌐 www.musicmark.org.uk

🐦 @musicmarkuk

📘 @UKMusicMark

🌐 Music Mark - The UK
Association for Music
Education

📧 PO Box 800
Winchester, SO23 3RY

☎ 020 3633 9863