



SUPPORTING  
CONNECTING  
INFLUENCING

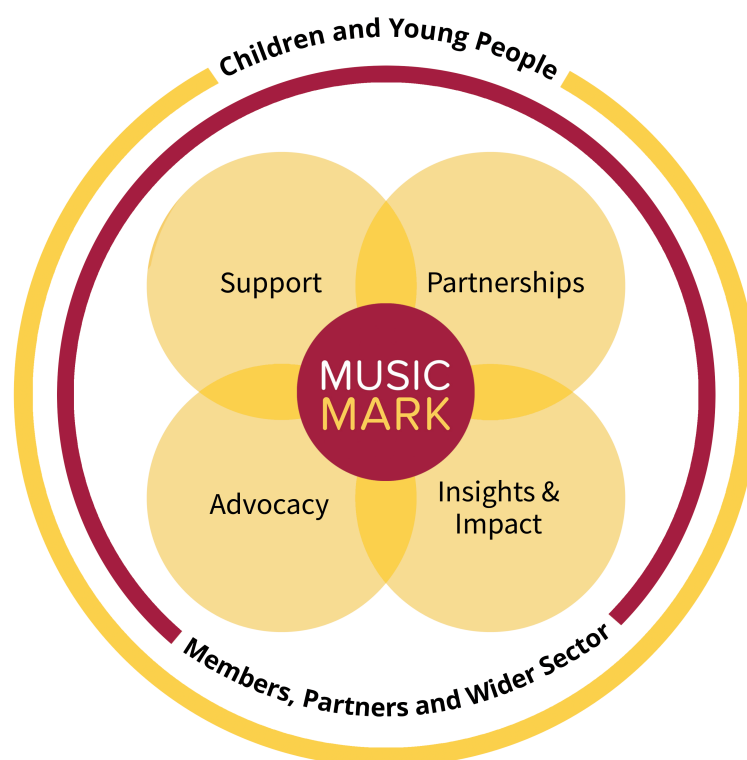
# Music Mark's Strategic Priorities for 2023 – 2026

March 2023

Music Mark has been supporting the music education sector as a membership organisation and subject association since 2013. The charity is governed by a Board of Trustees, many of whom are elected from the Membership, and run by a small, dedicated staff team. To ensure we play a relevant, valuable part in the music education ecosystem the voices of our membership and the wider sector are sought and considered in everything that we do.

This document outlines our vision for music education, our mission for how we will do our part in meeting that vision, our values as a charity and the four strategic priorities which form the primary focus of our work for the next three years. The vision and mission are as presented to the Membership at the AGM in 2019 with minor changes made in February 2022 to better reflect the charity's commitment to Equity, Diversity and Inclusion (ED&I). In 2022 a set of values were developed and become a formal part of this updated business plan. The Strategic Priorities have been reviewed and redeveloped in light of the growth of Music Mark and the changing landscape within which we operate. These strategic priorities have been developed in consultation with the Board, staff team, the membership and wider stakeholder groups.

Music Mark works to support and connect its Members and Partners in their provision for Children and Young People, connecting with National Bodies and Policy Makers to influence the policies and practice which impacts on that high quality, equitable, diverse and inclusive music education provision.



# Music Mark's Vision, Mission and Values.

## Vision

Accessible and excellent musical learning and engagement in and out of school, for all children and young people, which inspires and enriches their lives.

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## Mission

Supporting, connecting and influencing in pursuit of a high quality, equitable, diverse and inclusive music education for all children and young people

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## Values

The charity's core values are:

- **Bold:** we are the voice of music education, ambitious for ourselves and the sector, striving for excellence in all that we do and enable
  - **Open:** we are open to new ideas, ways of working, and to diversity of experiences; we create spaces where all are welcome and platform marginalised voices; we are always learning and improving
  - **Useful:** everything we do is relevant and useful for the individuals and organisations we support; we recognise we're not always the expert and believe that partnership working is key
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## 2023-2026 Strategic Priorities

### Support

We will provide an engaging, rigorous and diverse programme of training and professional development. Training will include topics such as leadership, fundraising, good governance and marketing. Professional Development opportunities will include peer-to-peer mentoring, professional coaching and conferences for practitioners and leaders. We will challenge established ways of working to employ new and innovative ways of delivering training, ensuring our support is structured in a way that is truly useful for multiple organisation types in the sector.

### Partnerships

At a national level we will strengthen our existing partnerships as well as build and implement new partnerships within and beyond the music and education sectors. We will also advocate for the importance of partnerships at a local and regional level through a UK-wide campaign which promotes and champions the value of partnership working, supporting our members to develop fruitful and productive partnership through our toolkits and resources. We will use partnerships with others to ensure children and young people across the UK, including from areas of particularly low cultural engagement, have access to a quality music education.

## **Advocacy**

We will continue to advocate at a local, regional and national level for the importance of music education and will develop and deliver relevant, needs driven, campaigns ourselves and with partners. We will, in partnership, continue to collate resources and provide support and role modelling to the wider sector around governance, workforce, participation and programming. We will maintain our role in helping to shape policy by bringing insights from the sector to the right people in government and arms-length bodies across the UK, and highlight activity from across the UK on the international stage.

## **Insights & Impact**

We will commission and champion high quality research and its outcomes, making a digestible and navigable library of evidence available to the sector, in particular filling gaps in current sector knowledge. We aim to support the sector to increase their data literacy, carry out their own research and make data-driven decisions. We will also evaluate our impact as a membership organisation on the organisations and individuals we support as well as the impact of our work on the children and young people who access music education in the UK.

## **The UK Association for Music Education - Music Mark**

In order to deliver our strategic priorities there are also things we plan to do internally to increase the rigor and sustainability of the organisation and to put us in the optimal position to realise our goals. This includes our plans to:

- Review and augment our Advisory Committee to be more representative of the sector and create additional consultative groups
- Continue to regularly and meaningfully consult our members
- Create a National Youth Council for Music Education to influence our priorities
- Build capacity within the organisation to support the delivery of this plan and diversify the staff team
- Work to become more financially resilient as a result of diversifying our income streams through fundraising.

This document outlines our strategic priorities for the next 3 years. Behind it sits a working action plan document which articulates Music Mark's objectives to deliver on these priorities including how we will do so, who will be responsible, how we will know when we've succeeded and what resources we need. The plan will be regularly reviewed by the Music Mark staff team and form a key part of reporting to the Board of Trustees.

**Bridget Whyte, CEO**

March 2023