



Dorset music opportunities mapping

Report for Soundstorm prepared by The Arts Development Team, Dorset County Council. This report documents research into the music making ecology of rural Dorset, Bournemouth and Poole, with a focus upon opportunities to take part in music making for young people, particularly those in challenging circumstances.

Date of report September 30th 2014

Please note: Children and young people are represented in this report by 'C&YP' and The Arts Development Team by 'ADT'.

Methodology:

Two surveys, one for individuals and one for organisations, were designed by ADT and Survey Monkey online facility used to publish the questions (*see appendix 1*). The questions aimed to capture all essential data relating to what was on offer, where and for whom. The questions also asked for feedback on perceived or known barriers to C&YP accessing an offer and also if there were any training and development needs for those individuals or organisations making the offer.

Data and information compiled has been used to draw conclusions and make recommendations. Dorset county and Bournemouth and Poole unitary authority areas have been referenced separately where appropriate. There is inevitable cross-over between the geographic areas and the provision where some providers cross borders, so ADT have included this information where we have knowledge of it against the offers.

Research into individual music leaders/teachers

The ADT researched a range of existing information available online to search for contact information for individual music leaders who operate privately. One hundred and thirty seven (137) individual email addresses were harvested and social media was used to compile contacts, in addition to a range of existing knowledge and networks to seek contact information. In order to comply with data protection regulations, permissions were sought via the surveys for information to be held on a new database.

The Dorset County Council Communications team worked with ADT on a press release to further encourage people to complete the surveys. This information went out in three local papers: Dorset Echo (paper and web), View from Weymouth and View from Dorchester and in addition on the www.dorsetforyou.com site. ADT used Twitter to spread information about the survey resulting in 2,350 known re-tweets.

Research into organisations

The ADT used existing knowledge and further research to compile a list of organisations that provide an offer for C&YP. ADT utilised data collected during previous research and development projects – Community Music Development (2007-9) and Creative Dorset - Music Industry (2011). In addition web-based research and canvassing of arts sector colleagues (including Dorset Music Service) were used. A request to complete the survey was sent to 57 organisations including music specialist organisations, Youth centres, Children’s Centres and other arts providers. This has provided a more comprehensive and up-to-date picture of provision across Dorset.

How organisations are funded

DORSET C.C.		BOURNEMOUTH & POOLE	
Charity	20	Charity	13
Community Interest	1	Community Interest	0
Independent	0	Independent	1
Mixed	0	Mixed	1
Private/commercial	30	Private/commercial	36
Public	7	Public	10
Youth Music	4	Youth Music	1
TOTAL	62*	TOTAL	62*

*Please note this figure does not represent the total number of organisations collected in the accompanying databases as some data is either incomplete or organisations appear in both Dorset and Bournemouth & Poole information.

Observations:

Amongst the private/commercial sector there is a preponderance of Early Years’ providers. This is likely to be a reflection of investment by recent/current governments in this sector. Much of the provision identified in this project has been set up and run by mothers who have tapped into local needs in their area, and in a significant number of instances, have created successful small businesses by meeting those demands.

There is significantly more charitable provision in the D.C.C. area than the two conurbations. This probably reflects the way in which many sport and cultural facilities in rural/semi-rural areas is the product of local community efforts. Most medium-large towns in the county have

a range of informal music education facilities, many of which have been established for several decades, with intergenerational family involvement a notable feature.

Survey outcomes

The final number of completed surveys stands at 21 for individuals and 20 for organisations. This represents a good return for organisations at 33.3% but a low return on individuals at 6.4%. More in-depth information against organisations was compiled to supplement the data returned in the survey to give a more comprehensive picture.

Individuals

The research into individuals offering music opportunities shows that there is a large number operating across the conurbation; however collating their individual details into a database with permission would require additional resources. ADT revealed 300 + separate names in the course of the research from which 137 email contacts harvested from research online and through our existing networks were sent the survey to complete.

Findings relating to geographic areas (boroughs):

There is a mixed pattern of support available across the county largely dependent on arts / officer resources available to strategically support and promote music opportunities.

Christchurch

There is no district arts officer for this borough and a low level of support through the Borough Council in terms of money and personnel who could strategically support music opportunities for C&YP. There are three music specific music providers with extensive reach and provision amongst them in this borough.

East Dorset

East Dorset has an Arts Officer and some resources dedicated to arts and cultural support. The area has venues and groups in all major towns and a low level of deprivation. There are eleven providers listed in this borough but they are serving the east side and bigger towns within East Dorset. The notable areas are the outer-lying rural areas of Cranborne and Alderholt where distances to travel to provision through venues or groups is much greater than in other parts of the district.

North Dorset

There is no borough support for the arts and no officer. The provision mapped in the research shows that Gillingham and Shaftesbury are notable cold spots with a low number of organisations and individuals that could be collated in the research. The strongest provision for young people (12+) in these key towns is within the youth centres. There are nine music providers across this borough.

Purbeck

This is a rurally isolated area of the county, again with no borough support at present for the arts. This is a cold spot area in terms of lack of organisations based here who offer music provision with nothing mapped in Swanage the most rurally isolated town in Purbeck.

West Dorset

West Dorset is currently well supported through a district Arts Officer and Community Development Officer. There is a good network of venues, organisation and individuals offering music opportunities for a wide range of C&YP. ADT mapped twenty five organisations offering provision here.

Weymouth & Portland

There are thirteen areas in Dorset that are within the top 20% most deprived nationally for multiple deprivation, ten of them are within the urban borough of Weymouth and Portland. Portland is also rurally isolated. There is no current borough arts officer or dedicated budget. This borough also has a dense population of C&YP with high levels of disadvantage due to socio-economic factors. There is also a lack of arts venues in this area. However, it is important to note that there is a strategic link between the 9 Youth Centres and Portland Rocks, a music making organisation with clear progression for C&YP from ages 13+. The Weymouth & Portland Partnership Community Plan 2013 – 2016 has eight aims including: 'Support provision of creative activities and events to build community relations, combat social isolation and mental health issues'.

ADT mapped seventeen providers in this area but Youth Services make up a large part of the provision.

Challenges identified through methodology:

Gaining responses with useful data

The rate of return on the questionnaires was lower than anticipated, despite using the incentive of the chance to win Absolute Music vouchers. The main form of communication used was email, in order to get across the key information easily, quickly and subsequently collect accurate and useable data. The email format may have meant some of those surveyed viewed it as unwanted junk mail, or simply chose not to respond within the timescale given.

Quality assurance

Knowledge of the quality of offer is also an issue – ADT recommends that references would be asked for or trusted third party assurances given when engaging an individual teacher. This could be a pre-requisite of registration for a public access website for music leaders. Many music leaders already have a public access listing through sites with their own levels of quality assurance, for example www.music-teachers.co.uk.

Child protection and safeguarding

The data and contacts on the list of individual musicians do not include any checks for child protection or safeguarding purposes. This issue is covered in the recommendations at the end of the report.

Cost

Cost is highlighted as a perceived barrier to attendance by nine respondents to the surveys. This is an issue where self employed providers who are earning their living providing lessons/workshops cannot afford to subsidise C&YP. Independent providers would likely require funding themselves in order to offer this, or be directly employed by an organisation to deliver a subsidised offer. It can also be said that independent providers may not know if cost is a barrier because they simply do not have access to this information about C&YP they do not already work with.

Compiling data on individual providers

The information on individual providers was found through existing public access sites. The low return rate from individuals asked to complete the survey would indicate that it could be a waste of future resources to try and duplicate information that already exists in the public domain. Instead, any signposting to individual providers could be in partnership with an existing organisation, for example Musicians Union, who already has extensive listings, or a new public access database to search for opportunities. This could be a self-populating entity for people to enter their own information. Previous examples such as Arts Index, the artist database supported by Dorset, Bournemouth & Poole would be a model. Individual entries could be verified by a Soundstorm member of staff before going live online. This second option would require substantial extra resources and so would need to be carefully considered.

Recommendations against key areas in the brief

Reaching disadvantaged children and young people

The research shows that there is a wide variety and spread of opportunities amongst the organisation and individuals collated in this research. However, the reach to disadvantaged C&YP is difficult to determine using the available data. In the survey we asked for a response on the following factors:

- cost
- distance travelled by attendees
- Known difficulties;
 - economic deprivation
 - rural isolation/transport issues
 - Special Education Needs (SEN)
 - Looked After Children
 - family challenges

This data is not always known by respondents as they do not formally collect the information from C&YP. We only have anecdotal responses to indicate where

respondents *perceive* these factors as a barrier but there is not substantial data to prove which factors are or are not a barrier.

Youth Centres have existing networks with young people who are harder to reach. We received these responses from youth workers who responded to the survey: *"We are under utilising the music space we do have and this is purely because we don't know enough about our own stuff! I inherited the music studio when I became key worker and music is not my specialism"*. Dorchester locality youth worker *"I'm so pleased to see this (re: the survey), any help this opportunity could provide is very much welcomed, we have just redecorated our music room"* Littlemoor, Weymouth youth worker.

Recommendations:

Future delivery work in this field should happen in partnership with providers who already work with disadvantaged C&YP or have the strategy in place to enable out-reach to happen.

- a) Expand the offer and deliver work with Youth Centres who can provide a base for music opportunities or with Children's Centres who already reach disadvantaged families.
- b) Use Youth Centres and Children's Centres as advocates in bridging the gap between providers and C&YP.
- c) Use a mentoring model to enable young people to support other young people in a cascade model (an existing very successful model exists through B Sharp where young people become music leaders)

Children and young people with additional needs

For the purposes of this report the term 'additional needs' refers to C&YP with special educational needs (SEN) and/or a disability. Only one provider responding to the survey actually offers specific provision for young people with additional needs. A small number of providers already work with children with additional needs but an in-depth picture as to the real offer available to C&YP with additional needs requires a separate piece of work.

There are now effective methods to reach families who have C&YP with additional needs for example the Xchange. Xchange is a one stop resource for families and was developed in consultation with local parent carer forums and jointly between Dorset County Council and Bournemouth and Poole unitary authorities.

Recommendations:

a) commission in-depth research to identify real offer for C&YP with additional needs including addressing:

- (i) What is the offer for C&YP with a disability that means playing a conventional

instrument is impossible or difficult?

(ii) Are there enough trained practitioners with specific skills to mean there is the geographic spread and a good choice of opportunities?

b) Use Xchange to promote the offer for C&YP with additional needs and their families

ADT is aware that Dorset Music Hub has a focus on work with C&YP who have additional needs. The recommendation from ADT is joined up discussions between both Dorset and Bournemouth & Poole Music Hubs to share awareness of developments. Some or all of the recommendations may already be in development.

Child protection (CP) and safeguarding

In order to create new resources to signpost C&YP to music opportunities, or enable new provision child protection would need to be considered alongside any future planning. CP should be integrated against project planning and work with partners who can also put CP and safeguarding into practice when working with independent providers.

Delivery work through the DAT network

Dorset Arts Trust has a collaboration of over 100 organisations and individuals a large majority of which support work with and for C&YP. This network is an effective method of delivering training, reaching wider networks and managing projects. The CPD areas of need most frequently raised in the survey were mentoring, reaching audiences, marketing and fundraising. All these CPD areas allow for combined audiences to be reached when a training event takes place.

Recommendation:

a) Use existing DAT members to organise training relating to CPD needs highlighted in the research

Early Years

There has been some adverse impact on the provision of Early Years music opportunities since the last 'Sonic Boom' report in 2012. Whilst there are 23 Children's Centres remaining in Dorset, 8 in Bournemouth and 11 in Poole they have been under significant pressure financially with threat of closure, scaling back of staff and resources and a move to provide outreach but no venue in some locations. Nonetheless Children's Centres are still the key bases across Dorset, Bournemouth and Poole from which to reach the most vulnerable children aged 0-7, and families who would otherwise be unlikely to access private music provision due to factors such as cost and transport. The government are increasing the number of funded nursery places for vulnerable 2 year olds, and giving access to regular music making through providers is a good way to help ensure these children are reached.

Recommendations:

- a) Training for playworkers, nursery staff, preschool staff and childminders to deliver music making as part of their sessions **or**
- b) Further funded projects to take professional music leaders into EY settings and directly deliver sessions and support staff to sustain regular music making. ADT know this model works through previous projects including 'Roots of Growth'.

Continuing Professional Development (CPD)

35% organisations identified mentoring as a key CPD area of interest or need. Linked to this 26% and 23% organisations requested training in youth work and social work skills respectively, reflecting the need to understand and manage behaviours and social issues when working with young people. 37% want training around reaching new audiences and 40% identified fundraising as a training need. 29% organisations requested music specific training. Barriers to accessing training were identified as time, cost and travel. The ADT previous experience of running training for groups of music leaders has shown it is difficult to get engagement/attendance where travel and time out from normal working patterns are required. ¹

Recommendations:

- a) Formal mentoring training for supporting young people through Bournemouth, Dorset and Poole Skills and Learning programme
- b) Shadowing established musicians as informal up-skilling opportunity for young musicians
- c) Offer opportunities for more established musicians to develop their offer through shadowing other musicians
- d) Enable visits to existing live projects in action (a small bursary (£100 per applicant) model is currently running in South West region to support EY practitioners through Take Art in Somerset and could be used as a template
- e) Coordinate opportunities for networking time with others
- f) Working with music hubs to identify young people of school age who want to further their music outside school.
- g) Projects to bring younger, emerging music leaders on with their career. This could include industry representation at school-based careers events and creative career conferences attended by schools from across the county.
- h) Offer fundraising training programme.

Funding for additional work

Where there is a need for signposting others to sources of funding in addition to Youth Music, ADT have found two online sources for comprehensive music funding opportunities:

1

*Examples include:

ADT 'Roots of Growth' project, funded by Youth Music 2012-14 and Youth Music funded report 'Early Years Evidence Review: assessing the outcomes of early years music making', Douglas Lonie 2010.

<http://www.learning-southwest.org.uk/page/Funding-Opportunities---Ongoing-Funding>

http://www.emimusicfoundation.com/images/uploads/USE_Other_Charities_That_Can_Help.pdf

Compiling data on individual providers

The information on individual providers was found through existing public access sites. The low return rate from individuals asked to complete the survey would indicate that it could be a waste of future resources to try and duplicate information that already exists in the public domain. Instead, any signposting to individual providers could be in partnership with an existing organisation, for example The Musicians Union that already has extensive listings, or a new public access database to search for opportunities. This could be a self-populating entity for people to enter their own information. Previous examples such as Arts Index, the artist database supported by Dorset, Bournemouth & Poole would be a model. Individual entries could be verified by a Soundstorm member of staff before going live online. This second option would require substantial extra resources and so would need to be carefully considered.