

Draft Brief

New Dimensions in Music Performance and Participation

Introduction

In the context of developing a new strategic vision for the Arts and Museums service Members agreed that they would like to create an opportunity to develop a new approach to music promotion and presentation in the County which is built on the concept of a centre(s) of excellence that supports partnerships or networks that achieve audience impact over time.

Hampshire Context

The **music making and presenting ecology** in Hampshire and its environs is complex and involves a range of sectors. Specialist concert halls which serve Hampshire residents such as the Anvil and Turner Simms which present the best of international artists are complemented by local authority run sector such as the Southampton and Portsmouth Guildhalls and venues such as in Rushmoor and Fareham which present mixed programmes which include popular music as part of the offer.

At a more local level the network of small scale arts centres present mixed music programmes which feature folk, blues, up and coming bands etc. There is, in addition a network of specialist clubs which cater for the tastes of folk and jazz enthusiasts and a wide range of private sector promoters eg pubs in urban centres. There are also a number of specialist festivals (genre or location) which are presented annually.

Given the complexity and multi layered nature of music practice and presentation, for more specialist tastes audiences expect to travel to satisfy particular interests. In this regard the proximity to London is important.

Hampshire Music Service (HMS) provides a wide range of performance and participation opportunities for young people across the County. This includes

- 70 Bands and Orchestras
- Providing 150 awards to gifted and talented young musicians
- Managing the Leader's Awards for young people of talent who are disadvantaged.

HMS also runs a large number of festivals and celebratory concerts each year, which are aimed at encouraging wider participation and where young people can enjoy making music together – these events are not restricted to classical repertoire.

A number of youth music organisations such as Music Fusion provide activity which targets young people within the wider context.

Across the county an unknown number of music societies cater for community music making, choirs, orchestras, folk groups etc and independent promoters such as Grayshott Concerts and the Winchester Chamber Music Festival promote a wide range of performances across the County.

It is in the context of this ecology that decisions about investment in music must be framed.

Strategic Framework

There are two key documents that shape the thinking on how the County Council considers investment in cultural activities.

The Primary document for the County Council is *Open for Business*. Eight priorities are laid out

1. Improve the quality of life for all, particularly those who are vulnerable or disadvantaged
2. Enhance community engagement and partnership working – strengthening and empowering communities
3. Support and enable sustainable economic development
4. Enhance Hampshire's environment and promote sustainability
5. Develop new models of service provision, meeting the challenges of reduces resource and evolving national policies, whilst improving quality of service for users
6. Improve customer service
7. Deliver efficiencies and expenditure reductions, supported by effective management of resources.
8. Rebuild training, leadership and competence frameworks to enhance the effectiveness, capacity and flexibility of staff and managers.

In the Context of the Department the Arts and Museums Strategy *Connecting Communities to Excellence* sets the framework. The Objectives for the service are

- 1) Creating Destination Hampshire – a place where people want to visit, live and invest (*Open for Business Priorities 3,4 & 6*)
- 2) Engaging young people in the education process and supporting skills development for employment (*Open for business Priorities 1,2 &3*)
- 3) Improving the health and wellbeing of older residents by enabling opportunities for social and intellectual participation. (*Open for Business Priorities 1 & 2*)
- 4) Supporting the Hampshire creative economy and nurturing home-grown talent (*Open for Business Priorities 3 & 4*)

- 5) Developing a resilient and cost-effective sector capable of delivering quality outcomes with measurable social and economic benefit (*Open for Business Priorities 5,7 & 8*)

We Value

- a) Participation – inspiring Hampshire residents to get involved
- b) Excellence – providing Hampshire residents and visitors with access to work of national quality
- c) Expertise – nurturing a diverse professional workforce that underpins ambitions for excellence and plays a wider sector leadership role
- d) Resilience – driving down costs, attracting external investment and ensuring good value for money
- e) Partnerships – collaborating across cultural forms and organisations to deliver the greatest public benefit

We work collaboratively with communities and other cultural providers to increase access to and appreciation of the County's rich arts and museums resource. Local community funding and volunteer partnerships are fundamental to our plans and we will work most closely with those local authority and community partners who are most prepared to invest resource.

New Dimensions

In considering the development of new dimensions in music provision, 4 key ideas will provide the focus for investment, taking the theme of Connecting Communities to Excellence.

- Increasing Participation
- Audience Development
- Partnership
- Inclusion

Community is the key word in this context, with its multiple meanings encompassing communities of interest, geography, and ethnicity. The County Council is looking for partners that can demonstrate excellence and leadership as specialists in the field of music making and presentation.

The Brief

The County Council is seeking bids from interested partner(s) to develop a programme of new presentation excellence and participation across the County. It has an investment potential of the following

2012/13	£20,000
2013/14`	£70,000
2014/15	£70,000

Potential partner(s) should be able to demonstrate the following

- That they will lead a partnership between, or networks of, venues and ensembles/orchestras which provides a framework to build new relationships, including new modes of presentation e.g. digital, site specific etc between audiences, venues and music makers.
- A targeted audience development strategy which can demonstrate growth and/or impact over time which results in continued and sustained good relationships between partners and communities at the end of the programme.
- Legacy at the end of the programme
- Demonstrable attention to the inclusion agenda in construction and delivery of the programme.
- A focus on participation that goes beyond the traditional, music practice based, framework e.g. digital etc.
- Integration of Arts Award opportunities for young people in the programme.
- Builds a relationship with the Music Hub.
- Requires the sharing of good practice and leadership across the County
- Leverages resource to add value to existing programmes and new dimensions.

The Lead Partner should be able to demonstrate delivery experience of

- ✓ Successful promotion of music concerts and other music events.
- ✓ A clear understanding of rigorous audience development practice and evidence that these are put into practice
- ✓ Delivery that addresses the inclusion agenda.
- ✓ Understanding of the potential of partnership with the Music Hub for Hampshire.
- ✓ Leadership amongst peers and smaller organisations
- ✓ Experience of successful leverage using investment available.

Indicative Timetable

What	By When
Opportunity Advertised	June 2012
Submissions received	TBC
Interview panel	TBC
Partner identified	TBC
Negotiation of approach and agreed programme identified	December 2012
Year 1 Pilot/early phase	Ends March 2013
Year 2 Delivery	Ends March 2014
Year 3 Delivery/legacy identified	Ends March 2015

Management and Reporting

The partnership relationship will be managed by HCC Arts and Museums Service. Regular reporting and review meetings will take place with a steering group made up of

- Head of Arts and Museums
- Head of Hampshire Music Service
- A N Other.

Procedure

There is a budget limit on proposals of £160,000 over 3 years as outlined above. It is inclusive of all costs associated with the delivery of the programme agreed.

Organisations interested in working on this project should provide the following

- A methodology or approach to the delivery of New Dimensions through partnership including (minimum) indicative partnership membership, artistic framework and outline outputs of the programme.
- Information about the experience of the lead partner and associated organisations demonstrating how this experience supports this proposal.
- CV of key delivery personnel
- Information on similar previous projects including outcomes
- Three references with full contact details
- Fixed fee proposal.