

Wiltshire Music Connect - Digital Consultant

Brief - January 2020



Background

Wiltshire Music Connect is the Music Education Hub for Wiltshire. Music Education Hubs are funded by the government through Arts Council England and are a key part of the National Plan for Music Education.

We connect children and young people in our county with a broad range of music making opportunities and experiences to complement and support what schools offer. **Because music is excellent for developing young minds.**

As well as working with schools and music teachers we work with a growing group of people involved in a much wider range of music activity, including bands, clubs and groups, promoters, festivals and venues – with both professional and volunteer musicians and music supporters.

Wiltshire is a sprawling rural county with around 240 schools. We have a higher than average percentage of 'small' schools in rural villages and this compounds the need for digital connectivity.

We are seeking to contract a Digital Consultant to help us carve out a more digitally engaged future for our organisation and stakeholders. We are proud of the progress we have already made in this area but are now ready to bring in some outside expertise to help us navigate the next steps.

What we have done so far

- Started using Google Docs, Forms, Sheets etc for collaborative working with our remote team of Cluster Coordinators
- Commissioned [new ways of leading First Access](#) (whole class ensemble tuition) using live streaming and video content
- Started to offer [webinars](#) as part of our CPD programme
- Increased the amount of digital content we share with our stakeholders (videos etc.)
- Started to explore the use of Zoom to facilitate remote attendance at our regular cluster meetings
- Participated in [podcasts](#)
- Offered commissions to schools and other music education providers to support innovative use of technology in music education
- Pulled together a small group of individuals from other Music Education Hubs in the south west to discuss and collaborate on this area of work – Tech Explorers

What we want to do next

We have identified the following four areas for further development. But this is not an exhaustive list and we're hoping to appoint a consultant who can identify new things that we haven't yet considered and draw them into a broader strategy.

Music Education Products:

- Exploring the full digital potential of our [Why Music](#) resources.
- Developing further innovative content, podcasts, webinars etc.

Delivery of music education to young people:

- Improving the quality and depth of delivery through the use of digital technology
- Improving access and reach of music education through digital technology (particularly to SEN/D and isolated communities)
- Stimulating innovation in terms of delivery for young people of all ages – 0-19
- Enabling collaborative composition (through, for example, Sound Trap)

Communications

- Developing our methods of communication to stakeholders
- Finding better and simpler interaction *between* our stakeholders (forums, user generated content, resource sharing etc.)
- Exploring digital platforms for young people's creativity (for both their views and their music.)

Systems

- Analysing and developing our current use of Google Docs, Forms and Sheets
- Reviewing the way that we collect, manage and analyse data

What you will do

Talk to a range of local, regional and national stakeholders, consider the wider Political environment, tell us things we don't know and haven't yet 'seen' and make costed recommendations as to how Wiltshire Music Connect might best embed digital developments in the next phase of its planning.

Person Specification

- Digital expert with proven successful experience of this type of consultancy
- Understanding of Music Education and its contexts
- Good communicator - you will need to be able to communicate with a range of stakeholders some of whom will not naturally speak 'digital'
- Understanding of strategy

To apply

We strongly advise potential applicants to contact us for an informal conversation before making an application. To request a conversation please email: sophie.amstell@wiltshiremusicconnect.org.uk
Please note that half term in Wiltshire is 17-21 February and our staff will have limited time for conversations during this week.

Submit a proposal (maximum 4 sides A4) by **12 noon on Tuesday 3 March** outlining:

- your understanding of this brief
- your suggested methodology with itemised costing linked to different elements
- an explanation of how you will present your findings / recommendations
- your experience with examples of relevant work and measurable impact
- an explanation of who would do the work (if you are an organisation rather than an individual applicant)
- your availability

Shortlisting will take place by Friday 6 March and shortlisted applicants will be invited to interview in Bradford on Avon (or via video conference) on the afternoon of **Tuesday 17 March** to present their proposal and answer questions.

Timescale

- Initial contract agreed March 2020 – work to be completed by autumn 2020 by agreement.

Budget

- Approx. £5000 + VAT