**Wiltshire Music Connect #dontdropmusic Campaign
Key Messages to Stakeholders**

The key messages in this document have been adapted to create individual PDF Guidance Sheets for each stakeholder group.

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| **Category** | **What you can do** | **What you can do** | **What you can do** |
|  | **Schools** | **Associates / Tutors** | **Parents / Carers** |
| **Don’t assume…** | Don’t assume the ‘old normal’ will be back soon, prepare for a different normal | Don’t assume the ‘old normal’ will be back soon, **prepare for a different normal** | Don’t assume the ‘old normal’ will be back soon, prepare for a different normal**Don’t *assume* that your child won’t be able to take up tuition** because of Covid or cost.A lot of music tuition has been available since the start of lockdown, and will still available when pupils return to school including online provision.You can find out about who’s offering what [here](https://wiltshiremusicconnect.org.uk/directory/)  |
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| **We know the value of Music** | **Music can:*** increase confidence and self-esteem
* improve health and wellbeing
* provide important life and social skills
* develop creativity and self-expression
* improve cognition, literacy and numeracy
* be the key to unlocking potential
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| **Communicate with schools, providers and parents / carers** | **Make sure your music lead is communicating with the tutors working in / through your school.** | **Make sure you’re in touch with your schools’ music lead(s).**  | **Tell your school and tutors that you still want tuition and music.** |
| **If necessary, encourage (and support) tutors to adapt** their models and approaches to what the school can manage and any new policies **Consider making space and technology available** in your school for Associates to use so they can continue to teach – either in person or online. Many of our Associate tutors are now experienced in safe online tuition and could continue to teach their students online when they return to school if required. | **Consider how / where you *could* adapt your models / approaches** **(including online resources)** to cope with a different ‘normal’ and how that will help meet what the school can manage and pupils need. | **If you don’t have suitable technology or broadband for online home tuition let your school and tutor know** – they *may* be able to suggest alternatives for example hosting online tuition at school |
| **Consider ways in which (groups of) tutors can connect with (potential) pupils** through the school (Zoom etc) and other ways you can promote opportunities through web site, PTA, Bulletins etc  | **Liaise with other tutors working in same school(s)** (see LINK LINK) and explore ways you might collaborate to make choices simpler for schools and pupils e.g shared PDF’s of profiles / offersLet us know what you’re doing! |  |
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| **Pupil safety** | **Safeguarding - consider and clarify your position regarding online tuition** (Tutor to family and Tutor to school) and familiarise yourself [with Wiltshire Music Connect’s guidance for Associates](https://mailchi.mp/wiltshiremusicconnect/important-revisions-to-safeguarding-guidance-schs)  | If you are teaching online, or planning to, make sure you **use and refer to the guidance / framework for online Safeguarding** developed by Wiltshire Music Connect and detailed [here](https://mailchi.mp/wiltshiremusicconnect/important-revisions-to-safeguarding-guidance) | Do ask about the safety of online tuition and the measures the tutor (or school) have in place. You may be required to sign an agreement |
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| **Promote Musical opportunities** | **Communicate with parents** of pupils who already have lessons.**Communicate with ALL parents about the possibility of pupils taking up an instrument** for the first time. We can help with this – [Why Music](https://wiltshiremusicconnect.org.uk/whymusic/) | **Find put if the school has new policies and practices** that you need to be aware of  | Please tell and share with your friends and your children’s friends’ parentsSee [family page](https://wiltshiremusicconnect.org.uk/families/) on our website |
| **Use social media** and share / retweet / favourite / like any posts with the ‘campaign’ **#DontDropMusic** **If we all do it then it creates momentum!** | **Even if you’re not looking for more work or new pupils please get involved with our campaign!****Use social media** and share / retweet / favourite / like any posts with the ‘campaign’ **#DontDropMusic** **If we all do it then it creates momentum!** | **Use social media** and share / retweet / favourite / like any posts with the ‘campaign’ **#DontDropMusic** **If we all do it then it creates momentum!** |
| **Share our new film promoting availability of Associates for schools & pupils**  to colleagues, families and pupils. LINK TO FILM | **Share our new film promoting availability of Associates for schools & pupils**  to colleagues, families and pupilsLINK TO FILM | **Share our new film promoting availability of music and these messages with other parents / carers** who’s children may be interested in learning an instrument / singing LINK TO FILM  |
| **Don’t forget to include music in the ‘info packs’ that you send out to new families**. In particular, think about new year 7 pupils.We can help with this – [Why Music](https://wiltshiremusicconnect.org.uk/whymusic/) | **Provide info to your schools about your offer for them to send out to families** inc. new pupils joining the school.This could be something on which you collaborate with other Associates. | **If your child is starting a new school**, make sure you ask the school about its music provision. **Don’t *assume* that your child won’t be able to take up tuition** because of Covid or cost. |
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| **Support with cost if needed** | **Consider how your school may also be able to work with Wiltshire Music Connect to support pupils needing financial assistance** for tuition*.**Wiltshire Music Connect’s scheme, although extended, may not be able to cope with all additional demand.* | **Wiltshire Music Connect’s tuition subsidy allocation will be increased for academic year 20-21** but within realistic parameters as we need to consider how we manage expectation for tuition support with limited funds in subsequent years. | **If your child is really keen to take up tuition with one of our Associates but you’re worried about costs**, you can ask your school to request some subsidy towards the cost (and also of instrument hire) – we have a limited amount available but please ask |
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| **Protect a highly skilled workforce** | **Associates are quality assured, safeguarded and highly skilled professions**. Their offers are listed [here](https://wiltshiremusicconnect.org.uk/directory/) and more info on Associate status is [here](https://wiltshiremusicconnect.org.uk/why-associates/schools-extra-info/) You can advise other tutors to apply to become Associates.**Please don’t expect tutors to start working for less** money.Your investment in relationships with good quality assured tutors will have helped build your music departments. | **Make sure that your profile on the Wiltshire Music Connect Directory is up to date** particularly in terms of the new Online Tuition status and Clusters. Login [here](https://wmconnect.wpengine.com/members/login/)**Make it easy for your schools / customers to choose you** | **Associates are quality assured, safeguarded and highly skilled professions**. Their offers are listed [here](https://wiltshiremusicconnect.org.uk/directory/) and more info on Associate status is [here](https://wiltshiremusicconnect.org.uk/why-associates/parents-carers-extra-info/) **Please don’t expect tutors to start working for less** money. |
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