

Music Industry Events for Young People Commission Opportunity

Wiltshire Music Connect is seeking to commission a number of organisations to devise and deliver Music Industry Events for young people aged 11-18 years across Wiltshire. These commissions support one of our core roles as a [Music Education Hub](#): *Progression Routes: Ensure that clear progression routes are available and affordable to all young people, so they can continue with their music.*

- We can provide up to 6 x £800 commissions (for six different events)
- We expect each event to lever a minimum of £120 (15%) cash match funding or earned income (i.e. not made up of support in kind)
- Each event should have an audience of *at least* 20 young people from more than one school
- All events need to take place between February and July 2019
- We expect to commission 6 different schools/organisations to run these events. (If you would like to apply for more than 1 commission, you *must* speak to us in advance.)

We are commissioning some general careers and training resources, aimed at young people and their parents / carers, which will provide a realistic and future-facing overview of opportunities in the music industry in its widest possible sense. These resources will reflect a broad range of music performance styles and genres will include industry associated pathways in digital technology, marketing, promotion, education, composing, directing, managing etc. (These will be available to commissioned organisations early in the new year.)

Each event must:

1. Reflect the widest range of music industry opportunities and career pathways, including non-performance opportunities
2. Have value for parents, carers and school staff as well as young people;
3. Ensure that attendees come away with a sense of the range of opportunities available to them within the music industry (including new technologies, teaching, music therapy, venues, performance, recording as well as music opportunities within the wider arts/creative industries sectors);
4. Include an opportunity for young people to meet and communicate directly with experienced professionals from both the local and national music scene;
5. Be inclusive and accessible;
6. Provide appropriate safeguarding for all attendees before, during and after the event, including consents for any photography / audio/ video recording;

The commissioned organisations will need to demonstrate the ability not only to programme an innovative event but also to promote directly to the target audience. A demonstrable track record for promoting to, and attracting audiences in the target age range is essential.

Events can either happen during school hours, or out of school hours, and the marketing/recruitment strategy should reflect this accordingly.

The events must be promoted by the commissioned organisation to secondary schools in Wiltshire (Music and Careers Departments) as well as directly to young people, parents and carers. (Wiltshire Music Connect can support promotion of the event through its usual channels.)

Secondary schools can also apply directly to deliver an event or may be used as a venue for an event run by a delivery partner.

A commissioned event can be presented as part of a larger programme, or can extend beyond music, as long as music related outcomes can be reported discretely.

Organisations can link these events with their own programmed artists provided they are fully involved in the events and that the commission money is ring-fenced for event expenditure (i.e. not existing performance fees.)

Commissioned organisations will be required to measure/capture the following information for each event:

- The number of young people attending who are educated OR living in Wiltshire by year group and gender
- Names of schools attended by audience members / participants
- Number of Parents / carers attending
- School teaching staff attendance – names, numbers, teaching role
- Qualitative evaluation feedback from young people, parents/careers, and teachers to measure how effectively the aims of the event were reached. Qualitative evaluation feedback relating to how inclusive and accessible the event was

How to apply for one of these commissions:

Submit a response to this specification, using the template provided, **by mid-day on Friday 7 December 2018** to nick.howdle@wiltshiremusicconnect.org.uk

You may need to be available for a follow-up phone call some time during the week of Monday 10 December 2018.

Commission decisions will be made by Tuesday 18 December 2018.