

## Christopher Ian Hodgkins

**41 Bedford Road  
West Ealing  
London  
W13 OSP**

**020 8840 4643  
07950 522041**

**Chris@chrishodgkins.co.uk**

---

An experienced leader with skills in strategic management, business planning, financial management and marketing. A successful lobbyist and advocate with proven communication skills at all levels from gigging musicians to the Houses of Parliament. Also brings a detailed knowledge of the music business both as manager and performer.

---

### EXPERIENCE

---

#### **Managing Director, Jazz Services Limited (JSL)**

**1985 -  
Present**

- JSL is a registered charity, core funded by the Arts Council of England with financial assistance from the Musicians' Union and the Performing Right Society Foundation. Please see [www.jazzservices.org.uk](http://www.jazzservices.org.uk)
- Responsible for all aspects of financial management and budgeting, business planning, strategic and action programmes for the company's operations in education, touring, information, marketing, sponsorship, publications, communications, advocacy and JSL's subsidiary company, Jazz Newspapers which publishes Jazz UK (largest distribution of any jazz magazine in Europe). Developed and lead the joint management team that ensures that Jazz Services and Jazz UK work to achieve their objectives
- Extensive public relations role including acting as a committee member, trustee and board member in organisations such as Jazz Newspapers Ltd, National Music Council of Great Britain, National Jazz Archives, Performing Artists' Media Rights Association, Jazz Section of the Musicians' Union, Classical and Specialist Music Group of the Performing Right Society Ltd and the Secretariat to the All Party Parliamentary Jazz Appreciation Group.

### FUNDING ACHIEVEMENTS

---

- Successful sponsorship deals include Schlitz Jazz Sounds (televised by BBC2, 1986), National Jazz Month (October 1987) and three-year sponsorship deal with Pimms (1988-1991). **1986 - 1991**
- Raised European Arts Festival funding for touring. **1992**
- Secured Lottery capital funding to computerise JSL's information database. **1995**
- Successfully applied to the Arts Council of England's Arts for Everyone Main Scheme for £90,000 to move JSL's information database online, Jazz UK online and develop the Jazz in Education database. **1998**
- Raised £140,000 from the Arts Council National Lottery Programme to upgrade the Jazz Services website, create an online photo library for musicians and a web-based jazz music business resource. The following year, the site received the Best Website Award in the first Parliamentary Jazz Awards in 2005. **2003**
- Secured £40,000 from the Arts Council Digital Recording Fund to record eight albums and market the bands online. **2004**
- Assisted the National Jazz Archive in its Heritage Lottery Fund bid. The NJA was awarded £50K **2008**
- Jazz Services has been awarded increased funding for three years by Arts Council England. **2008 - 2011**

---

## EDUCATION

---

- With Digby Fairweather assisted in the creation of the National Jazz Archive (NJA) at Loughton in Essex with the support of Essex County Council. The NJA is the only archive in the UK with an emphasis on British jazz. **1987**
  - Initiated the Jazz Research Network (JRN) in conjunction with Dr James Birkett, Newcastle University, Manchester University and Leeds College of Music. The JRN is now successfully merged with the Centre for Jazz Studies at Leeds College of Music. **1998**
  - Secured funding from the Paul Hamlyn Foundation to work with the Guildhall School of Music. The Scheme assisted musicians with training, recording a CD and organising national touring. **1999**
  - Collaborated with the BBC, Yamaha and Associated Board of the Royal Schools of Music to provide 'Cool Keys', a unique classroom resource introducing jazz and improvisation to pupils at Key Stage 2 and 3. **2002**
  - Created an Alliance with Teesside Business School to assist JSL in Total Quality Management, impact analysis and develop the JSL Online Jazz Music Business Resource. JSL acts as a case study in the teaching of Strategic Marketing Planning at postgraduate level. **2005**
  - Commissioned the first economic research into jazz in Great Britain. "The Value of Jazz" was published in December 2006. The research has been very well received by the jazz constituency, the Arts Council and MPs and is a crucial PR and advocacy tool for jazz in the UK. **2006**
  - JSL has just acquired the Musiced website to help build a strong online and unique presence in education. Please see [www.musiced.org.uk](http://www.musiced.org.uk) **2008**
- 

## PUBLICATIONS

- Delivered a paper on the crucial need for jazz in Europe to share information at the first European Jazz Conference, 1991
- "Jazz: The Case for Better Investment"  
A paper which spearheaded a campaign undertaken by Jazz Services for better levels of support for jazz and which was aimed at Parliament, funding bodies and opinion formers. Published by HMSO for the National Heritage Committee 28<sup>th</sup> February 1996.
- "The Performing Right Society and the Abolition of the Classical Music Subsidy."  
A memorandum that was published by the HMSO for the Culture Media and Sport Committee. 20<sup>th</sup> May 1999
- A Briefing Paper on Jazz in the UK for the All Party Jazz Appreciation Group. 19<sup>th</sup> January 2000. Published online
- Reform of Public Entertainment Licensing. A response to the White Paper on proposals to change entertainment licensing "Time for Reform". 30<sup>th</sup> November 2002. Published online.
- Connecting for the Future: A Review of Jazz in the North East of England. Commissioned by Arts Council England North East. Delivered 24<sup>th</sup> October 2004
- An analysis of jazz within the music sector in the UK in terms of politics, economics, sociology, technology, environment, the law, marketing and value chains 1<sup>st</sup> August 2008

---

## ADVOCACY

---

- "Jazz on a Shoestring"  
In 1994, with funding from the Musicians Union, launched the campaign which secured the support of MPs on an Early Day Motion and achieved wide coverage in national and local press and media.
- House of Commons Select Committee on National Heritage  
Presented written and oral evidence on the funding of jazz, The Case for Better Investment, on 7<sup>th</sup> December 1995. The campaign along with Jazz on a Shoestring succeeded in raising levels, year on year, of public subsidy for jazz from Arts Council England
- House of Commons Select Committee on Culture, Media and Sport  
Presented written and oral evidence on the abolition of the Classical Music Subsidy in favour of subsidy for all music at the Performing Right Society Limited on 20<sup>th</sup> April 1999. The argument was won and the Performing Right Society Foundation was set up to fund all music.
- Jazz Services appointed to act as the Secretariat to the All Party Houses of Parliament Jazz Appreciation Group, 1999
- National Assembly for Wales  
Presented written and oral evidence on the Arts and Cultural Policy Review on 22<sup>nd</sup> March 2000.
- Devised a campaign with Jazz Services, the Association of British Jazz Musician in conjunction with the Musicians' Union to obtain a fare deal for musicians under the Licensing Act 2003.
- Worked with the Phonographic Performance Ltd to organise the first Parliamentary Jazz Awards in 2005 and subsequent awards in 2006, 2007 and 2008. The awards have successfully raised the profile of jazz in Parliament and at the DCMS and Arts Councils.

---

## COMMITTEES

---

- Trustee of the board of the Welsh Jazz Society
- Chair of the Jazz Section of the Musicians' Union from 2004 to 2008. The membership increased from 1200 to 3600.
- Performing Rights Society Ltd Classical and Specialist Music Advisory Panel. Ensuring representation of jazz and related musics at the PRS.
- National Music Council of Great Britain. The representative body for the music sector in the UK
- Secretariat to the All Party Parliamentary Jazz Appreciation Group.
- Performing Artists Media Rights Association (PAMRA). As Company Secretary to the Board of PAMRA, worked towards the successful merger with the Phonographic Performance Ltd.
- As chair of the Trustees of the National Jazz Archive, introduced action programmes broadening the base of patrons to include Baroness Amos, Courtney Pine, Gary Crosby, Deirdre Cartwright and Liane Carroll. Secured £50,000 of Heritage Lottery funding for phase one of a digital development plan.

---

## ADDITIONAL EXPERIENCE

---

### *Music*

#### **Professional Musician**

Toured the UK and Europe with appearances at the Sacramento Jazz Festival (USA). Involved in numerous TV and radio broadcasts. Completed a joint project with Max Brittain, the London Life Suite, which was funded by the Arts Council of Great Britain. The Chris Hodgkins Trio have recorded and released two albums since 2005. A quartet album of new music based on Boswell's London Journal co-composed with Eddie Harvey released in September 2008.

**1968 -  
Present**

*Welsh Jazz Society*

**Administrator**

**1978 - 1981**

The Welsh Jazz Festival was so successful that the festival committee set up the Welsh Jazz Society Ltd. Responsibilities included general and financial management, fundraising and sponsorship, organising tours, setting up affiliates societies, marketing, PR and organising the Welsh Jazz Festival.

*Welsh Jazz Festival*

**Founder**

**1974 -1981**

Founded the Welsh Jazz Festival in 1974 with Geoff Palser. Responsible for the growth of the festival, artistic direction, raising funds and sponsorship marketing, financial control and PR. Spare time was spent as a freelance trumpeter and bandleader. Made recordings for local radio, Radio 4, a television series for HTV and European tours with own band.

*Research and Marketing Ltd*

**Trainee Marketing Executive**

**1972 - 1974**

Gained commercial experience and was involved with direct mail and product launches in the HTV area.

---

EDUCATION

---

*Ealing College of Further Education, London*

**Higher National Diploma in Business and Finance**

**1983 - 1985**

Pass with Distinction

*London Management Centre, Polytechnic of Central London*

**Master of Business Administration**

**1988 - 1990**

Part-time, self-financed course. Awarded distinction for dissertation on business planning

*Chartered Institute of Marketing*

**Diploma in Marketing**

**1990 - 1991**

**Awarded Fellow of the Chartered Institute of Marketing**

**2005**

---

AWARDS

---

Awarded 2002 BBC Radio 3's Services to Jazz Award

Jazz Services received 2005 Parliamentary Jazz Award for best website and the 2008 Parliamentary Jazz Awards for Jazz UK as best jazz magazine

**Leisure Interests**

Music of all kinds, reading, collecting books, business, British politics, walking, playing the trumpet.