

Why a National Policy for music?

1) **Introduction**

Currently in the UK there is no National Policy for Music. The Department for Culture Media and Sport have not got one, the Arts Councils of England, Scotland and Wales have not got one – the fact of the matter is that no-one has one. There are of course one or two policies covering different genres of music but there is no coherent policy that covers all musics in the UK from creation to performance and distribution, a policy that also deals with music education, training and life long learning.

A National Music Policy would ensure that all musics are provided for, according to their needs.

Set below is a simple framework for the development of a National Policy for Music.

2) **The Purpose of National Music Policy**

- To enable the United Kingdom to utilise its resources in support of music in the most efficient and effective manner.
- To assist in bringing about the following broad aims:
 - the promotion of music generally
 - the fostering of a “healthy” music scene in Britain across all genres and types of music

3) **Elements Needed For A “Healthy” Music Scene**

- Musical excellence (i.e. first rate musicians)
- An audience for the music (demand)
- Sufficient/appropriate venues
- Regular work for musicians
- Energy/enthusiasm
- Opportunities for learning, and training

4) **How Could Such Policy Be Constructed?**

Four stages would be needed:

- Information gathering
- Planning (and costing options)
- Implementation
- Assessment/Revision/Fine Tuning

5) **Information Gathering**

What information do we need?

- Needs/requirements/views of relevant groups
 - the public
 - musicians
 - distributors (promoters, arts administrators, the media, etc)

6) **Information on Distribution and Infrastructure**

It is vital to understand, control and influence this
There is very little structured information available

6.1 First steps

6.1.1 Undertake on audit of resources

- musicians
- venues (concert halls, arts centres licenced premises, stadiums etc)
- people (professional, media/muscle/experts)
- money (public/private)

6.1.2 Full Structural Assessment

- management/control
- responsibilities
- flow of funding
- information flow

6.2 Need to explore all areas of logistical support for music

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|---------------------------|--|
| Public Sector | - Department for Culture Media and Sport,
Department for Education and Employment, Arts
Councils, Parliament, MP's Opinion Formers,
Local Government. |
| Private Sector | - Promoters, Record Companies, Producers etc. |
| Trade Organisation | - BPI, PRS, PPL etc |
| The media | - Television, Radio and Press at National, regional
and local levels and on line media |
| The Business
Community | - Current/Potential Sponsors, Arts & Business |
| Education | - Schools, Colleges, Youth Music Associations or
Orchestral Archives and Information Centre |
| Experts | - Management, Marketing Advertising, PR Research. |

How can they be involved/motivated?

How could they be persuaded to give more consideration to music?

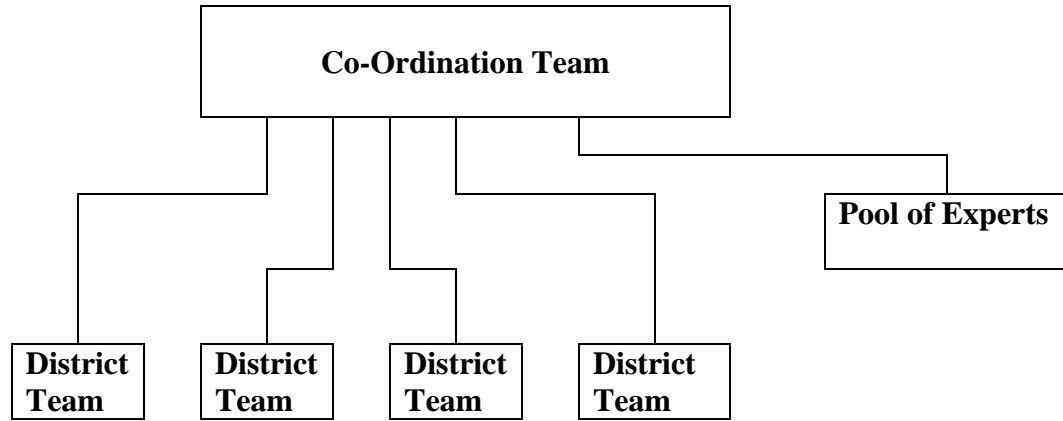
How could they be helped to do this?

How could their activities be focused/influenced?

How can they help?

7) **Who Would Conduct The Review?**

Need to create a central project co-ordination team able to call on relevant experts as needed and with project personnel in regions around the country.



8) **Relevant Skills Needed**

Co-ordination team: management, market research, strategic planning, administration, marketing.

District teams: (initially) providers of local information; (later) could form nucleus of an implementation team.

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