

▶▶ **Leaders in music education**



# on the threshold of a dream

New agendas, new solutions for Music Services



**ANNUAL CONFERENCE 2010**

## ▶▶ Leaders in music education

MUSIC EDUCATION HAS COME A LONG WAY IN THE LAST DECADE;  
WE MUST NOT LOSE OUR MOMENTUM BUT REALISE THE DREAM OF  
MAKING MUSIC MATTER FOR EVERY CHILD.

# on the threshold of a dream



# Welcome



“Of course we are all very concerned about the future, but I believe the only way to respond to challenges is to tackle them head on.”

JOHN WITCHELL, CHIEF EXECUTIVE



**I am delighted to welcome you to this year's FMS annual conference for music service leaders, which is being held in the lovely city of Belfast. We are particularly grateful to our hosts in Northern Ireland who have made us so welcome.**

In 1969, when the Moody Blues album 'On the Threshold of a Dream' came out I'm afraid I was a classical music geek! I missed it because I was more into Dallapiccola and dodecaphony – how sad! Since then, by teaching lots of secondary school children and supporting the development of new genres and approaches to learning in music, I've happily realised it's the ever changing qualities of music that keep it alive and relevant, rather than becoming absorbed in serialism.

### **New solutions, new agendas**

So our conference this year is about crossing a threshold and grasping the new agenda with new solutions. Of course we are all very concerned about the future, but I believe the only

way to respond to challenges is to tackle them head on. We will be doing that during the two days. Some leading figures in education – Sir Tim Brighouse, Roy Leighton, Deborah Annetts, Christina Coker and David Sulkin to name but a few – will provide their expert views on the agendas and the solutions. Colleagues within music services will also contribute their thoughts. Do participate in the workshops to explore some of the solutions. Also please visit the exhibition where the rich resources for music are on display.

Music services are resilient and determined; we are flexible and responsive and accept the responsibility of leading and managing change. We grasp opportunities, focus on high achievement and standards, and we provide material and spiritual wealth for the nation. This conference will underline everything positive about our work, help us to unite our vision and foster deep partnerships with others for the benefit of everyone who makes music – that is 'everyone'!

### **Thanks**

We are extremely grateful to all those who have contributed to this conference – our colleagues in Northern Ireland, Sarah Adamson and the Otley team, Watershed Consulting who are responsible for the conference set, publications and our public relations, Yvonne Barwick who has co-ordinated the trade exhibition, our exhibitors, speakers and our sponsors – the ABRSM and Yamaha. Finally I thank you, our members. You are the FMS; you make it what it is. Without you and your dedicated work we would not be in business.

Finally I would like to give a warm welcome to our new Chief Executive, Virginia Haworth-Galt. I am delighted that she is able to attend the conference and I do hope you will take the opportunity to say hello to her. Naturally, she will be a key figure as we 'cross the threshold' during the next year and I wish her the very best as she works with you to fulfil our dream.

**John Witchell** Chief Executive



## day 1

16.00 – 19.00

**REGISTRATION** – Hilton Hotel, Belfast

18.00 – 18.30

**Musical performance** – in the hotel foyer**A-Freek-A** – *Director, Nicky Sutch, Belfast Education and Library Board*

19.30

**Dinner**

Following dinner there will be a guided walking tour of the city.  
(Please book as numbers are limited)



## day 2

09.00 – 09.30

**REGISTRATION**

09.30 – 10.30

**Annual General Meeting**

All member heads of service are invited to attend in the Lagan Suite.

10.30 – 11.10

**BREAK AND EXHIBITION**

11.10 – 11.30

**Musical performance**

**Celtic Fusion** – *featuring drummers and dancers from St Cecilia's College (WELB), SELB Music Service, and traditional musicians from Our Lady's Grammar School (SELB)*

Directors – *Austin Gallagher, Ronan McKee, Christa Darrall, Rosie Smyth*

**new agendas,  
new solutions**

## day 2

11.30 – 11.45

**Opening remarks***Maureen Hanke, Chair, FMS and John Witchell, Chief Executive, FMS*

11.45 – 13.00

**Keynote – Stepping over the threshold:**

How to move from knowing to doing

*Roy Leighton, The Roy Leighton Partnership*

13.00 – 14.15

**LUNCH**

14.15 – 15:15

**Priorities for the Future:**

An interactive session, chaired by Jane Bolger, where key influencers in music education will share their priorities for the future and answer questions from the floor

*Deborah Annetts, Chief Executive, Incorporated Society of Musicians**Christina Coker, Chief Executive, Youth Music**Mark Phillips, HMI Ofsted National Adviser for Music**Marc Jaffrey, Think Again Media*

15.15 – 15.45

**BREAK AND EXHIBITION**

15.45 – 16.45

**Workshop 1:**

Taiko Drumming – is it for your music service?

*Kagemusha Taiko***Workshop 2:**

Planning New Business Models

*Graham Roberts, Director Valuations & Business Modelling, Ernst & Young***Workshop 3:**

Musical Bridges &amp; Transitions

*Leonora Davies, Consultant**Adrian Chappell, Programme Convenor, Musical Bridges & Transitions PHF*

## day 2

**Workshop 4:**

Stronger Frameworks

*Dick Hallam, National Music Participation Director*

*Paul Wilson, Music Director, Wren Music*

*Nick Howdle, Youth Music*

**Workshop 5:**

New Approaches to Music & SEN

*Diane Paterson, Inclusive Music Team Leader, ArtForms and Secretary, YAMSEN*

**Workshop 6:**

Music Camps in the Derbyshire Dales

*Ian Burton, Music Development Manager, Nottingham City Children's Services*

16.45 – 17.00

**BREAK AND EXHIBITION**

17.00 – 18.00

**Workshops Repeated**

18.00 – 19.00

**BREAK**

19.00 – 20.00

**Drinks Reception and Music**

At Belfast City Hall courtesy of the City of Belfast. (Please assemble in the hotel reception as buses will take delegates to the City Hall.)

**Musical performance**

**Codetta** – City of Derry Civic Choirs

Director – Dónal Doherty

20.00 – 21.45

**DINNER**

21.45 – 22.30

**Ceilidh**

**The St Malachy's College Senior Traditional Group**

Director – Paul McNamee

**Jazz Ensemble** – WELB

Director – Bob Quick

22.30



## day 3

09.15 – 09.30	<p><b>Musical performance</b></p> <p><b>Harp Ensemble</b> – BELB  <i>Director – Edel Brady</i></p>
09.30 – 10.45	<p><b>Keynote –</b>  The Future of Education: Passions, Priorities and Possibilities  <i>Sir Tim Brighouse, London Commissioner and Chief Advisor for London Schools until his retirement in 2007</i></p>
10.45 – 11.15	<p><b>BREAK AND EXHIBITION</b></p>
11.15 – 11.45	<p><b>Panel presentation:</b></p> <p>Views from music service colleagues and questions  <i>Carolyn Baxendale, Bolton Music Service</i>  <i>Kim Hember, Enfield Arts Support Service</i>  <i>Dónal Doherty, Western Education &amp; Library Board</i>  <i>Keith Ellerington, Caerphilly Music and Arts Service</i>  <i>Jayne Briggs, Derbyshire City and County Music Partnership</i>  <i>Peter Chivers, Brighton &amp; Hove Music &amp; Performing Arts Service</i></p>
11.45 – 13.00	<p><b>Discussion groups and plenary</b></p> <p>What are the priorities for music services beyond 2011?</p>
13.00 – 14.00	<p><b>LUNCH AND FINAL VISIT TO EXHIBITION</b></p>
14.00 – 14.45	<p><b>Keynote – Looking after our Workforce</b>  <i>David Sulkin, Chief Executive, Musicians' Benevolent Fund</i></p>
14.45 – 15.30	<p><b>Summing up</b>  <i>John Witchell, Chief Executive, FMS</i></p>
15.30	<p><b>TEA AND DEPART</b></p>





# turning the dream into a reality



## New ideas in an age of change.

**Representing most of the music services in England, Northern Ireland and Wales, the FMS has once again been at the forefront of music education development and advocacy this year.**

The key initiatives reflect the priorities of services and, together provide the underpinning of our work locally and nationally.

### Wow, it's music next

This important research study undertaken by Dr Anne Bamford at the University of the Arts, London, was completed in February 2010 and presented at the Burning Issues Conference. Its impact was very considerable in a number of ways. The extensive study with over 1200 schools to gauge the impact of the Wider Opportunities instrumental learning programme at Key Stage Two demonstrated clearly that music is working. The research findings on the effects on children's self esteem, confidence and the sheer enjoyment of learning music were overwhelmingly positive. However the report also highlighted the need to ensure that children make good progress beyond the programme, particularly at the all important move from primary to secondary school. The FMS is supporting the work on transitions, which is also featured in a workshop at this conference.

This was one of the most significant studies ever conducted by the FMS with the support of the DCSF and Awards for Young Musicians and it created considerable media attention

at both a national level and in the regions.

### Rising with the Tide

This ten-day course for music service leaders was launched at the beginning of the year and has been received with much enthusiasm from aspiring and existing heads of services. The course has been co-ordinated by Richard Crozier, who continues to work on a consultancy basis for the FMS, and is directed by Andy Hind. To date 90 people have signed up and there is a waiting list for a new course in the autumn.

For many years, leaders in music services have looked with envy at the training provided for headteachers. A dedicated course for music service leaders was long overdue, so we are delighted that it is proving to be so popular. Our aim is to make this a permanent feature of the CPD programme and currently we are hopeful that it will soon receive accreditation – as we all know, points mean prizes! If you are interested in participating, please contact the FMS office.

### Fit for purpose

In an increasingly complex period of change with sustained economic pressure, the FMS is delighted to be working with Graham Roberts,

Director (Valuation and Business Modelling) at Ernst & Young and his colleague Joanne Breeze. Graham and Joanne are leading a small task group, with the purpose of supporting all music services in developing new business models. We know that there is no magic bullet or one size that fits all. But the FMS is determined to ensure that we are as ready as we possibly can be to shape the future with confidence and have the skills to tackle the challenges that lie ahead. A workshop at the conference is devoted to this and a report by the FMS will follow.

### Thinking again – the Think Again Media Communications Training Programmes

Since the autumn of 2009 the Think Again team have been traversing the nation training services in communication skills, the principles and art of selling member services and how to deal with the media. They are now fully engaged with their second tranche of 25 services and are being assisted by Douglas Adamson of Watershed on the sales training aspects of the course. These sessions have been enthusiastically received and felt to be very timely in the current, harsher and more competitive commercial environment that we are now experiencing.





### Music is working – so what?

Whilst the message that music is working is being conveyed with vigour, how do we know it and, so what? These are the questions that are asked systematically in the Self Evaluation Programme, which is now well into the second round of moderations. From the rigorous review which each service undertakes we know that achievement of pupils is judged to be good or better in 71% of services; in teaching and learning it is 75%, in breadth and access it is 74% and in leadership it is 79%. These are important data which are driven by criteria and moderated externally. They present a positive picture of music services maintaining high standards in all areas of their work, but also indicate that there is always room to make good things better.

Incisive, moderated self evaluation is incredibly important for music services. It demonstrates to society that music services are working well and that they have the systems in place to continue improving. The answer to 'so what?' is that music services make a difference to the lives of millions of children and their families. We have the evidence for this and we must convey the message with passion and conviction. Without music services we won't fulfil our musical aspirations for schools and children.

The third year of the programme commences in September. It will draw together the developments of the previous years and evaluate the progress made in realising the goals of each service.

### Lighting the LAMP

We are indebted to Richard Hallam, National Music Participation Director, in introducing the Local Authority Music Plans and tracking the progress of music education strategies across England. Music services are central to the process and thus have a critical role in ensuring that LAMPs are developed systematically. Of course the plans entail some hard work, but they are also highly effective advocacy tools for services. Here are a few figures from the latest LAMP report that show how local authorities exceeded their targets during 2008/2009.

ASPECT	2008/2009 PROJECTED	2008/2009 ACTUAL
No of schools with Wider Opportunities	7,865	8,916
No of KS2 pupils taught	339,934	392,253
No of pupils continuing	97,939	128,699
No of pupils attending ensembles	182,636	311,458

LAMPs are only as effective as the people and organisations that work together locally. They provide stronger frameworks for deeper partnerships and meaningful collaborations. At the conference this year a workshop will be focusing on this critical issue.



## FMS Buzz

FMS Buzz is a new interactive website for the FMS and its member services, where online news feeds and latest news at a local and national level can be quickly disseminated. The site has been developed by Ian Clethero of Zone New Media and is available to all member music services.

## A Common Approach Revised

The FMS published the seminal curriculum 'A Common Approach' in 2002. The programme has served us well and orders are still placed with the publishers. However, nearly ten years on, now is the time to revise and update. Education has moved on rapidly with paradigm shifts in approaches to teaching and learning. In 2002 large group lessons were in their infancy and no-one mentioned personalised learning. Approaches with social aims, such as In Harmony, had not yet been considered and information technology was a shadow of what it is now. All these are reasons why the FMS has identified the revision of 'A Common Approach' as a welcome and fruitful task for the next couple of years. When all is said and done, providing a lead for pedagogy is a fundamental responsibility of the FMS. If you are interested in contributing to a revision task group, please mention it to your regional representative.

## The Strategic Wheel

All these initiatives are part of a coherent plan to support individual music services and underpin advocacy locally and nationally – in England, Northern Ireland and Wales. As we all prepare for the challenges that lie ahead, we should be reassured to know that we have in place a strategy that pulls together the hearts and minds of all those who value the central role of music services. Music services make every child's music matter; the FMS makes every music service matter.





## ▶▶ Leaders in music education



### Acknowledgements

We are very grateful to all those who have contributed to the organisation of this conference and who support the FMS. We thank in particular:

Sarah Adamson and the FMS administration team at Otley

Yvonne Barwick: exhibition co-ordinator

Richard Crozier: consultant

Douglas Adamson: Watershed Consulting

Colleagues in Northern Ireland who have made us so welcome

Hilton Hotel, Belfast

All contributors to the conference – speakers, guests and members of the FMS Executive

We also thank our sponsors, the ABRSM and Yamaha Music and those organisations who work in partnership with us including Marc Jaffrey and the Think Again team, Margaret Griffiths and the Quality Assurance team, Graham Roberts at Ernst & Young, our friends in Sing Up and Professor Anne Bamford. We are also indebted to all parents and schools that support us.



# 10 things you should know about Music Services...



**1** Music is working – over 2 million children are taught successfully by Music Services to play and sing every week

**2** Music Services are the backbone of music education – without them few children would have instrumental and vocal lessons

**3** Music Services have over 12,000 trained, qualified teachers working with children to attain the highest standards *in and through* music education



**4** Music Services work with children throughout their educational life: fostering a culture of rigour and aspiration, helping them progress on each step of their musical journey

**5** Music Services create partnerships to maximise musical opportunities for all young people



**6** Music Services' teaching of Special Educational Needs and Socially Excluded children is recognised as world class



**7** Music Services identify and nurture exceptional talent

**8** Music Services run over 4,000 bands, youth, school and county orchestras and ensembles

**9** Music Services give thousands of children the opportunity to perform live on stage through concerts and events each year



**10** Music Services have successfully pioneered large group instrumental tuition

The Federation of Music Services is proud to represent nearly every Music Service in England, Wales and Northern Ireland (158). In partnership with many others we make Britain musical. For more details and case histories on how music transforms children and schools, contact: The FMS, 7 Courthouse Street, Otley, Leeds LS21 3AN. Tel: 01943 463311 Fax: 01943 461188 Email: [info@thefms.org](mailto:info@thefms.org)

