

# Community Music Everywhere



**Corporate Plan  
2019 – 2023**

This document was written by director Åsa Malmsten following a process of extensive consultation with practicing community musicians and the board of trustees. The document was board approved on the 13<sup>th</sup> July 2018 and comes into effect from January 2019.

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## Who we are

Sound Sense is the UK professional association for community musicians. We represent and advocate for the workforce that delivers music to the community. Sound Sense has a growing membership across England, Scotland, Wales and Northern Ireland. Our members are professional musicians, workshop leaders, freelance facilitators, early years workers, music leaders, orchestra and opera education managers, youth workers, music therapists, teachers and lecturers, arts organisations and more. Each of our members is committed to changing lives through music. Sound Sense supports them to make sure that the change they effect can be as far reaching and long lasting as possible.

## How we support our members

Sound Sense provides its members with a framework of support, enabling community music practitioners to continue to develop their practice. Our framework includes £10m Public Liability Insurance, access to DBS checks, continuous professional development, member networking events, coaching and one-to-one mentoring, a knowledge bank of tools and resources, and safeguarding practice documentation for working with vulnerable people. Sound Sense also works in partnership with universities across the UK, developing and delivering training opportunities for community music practitioners.

## The value of community music

Community music is inclusive and person-centred and takes place in a wide variety of settings across the length and breadth of the UK. Research has shown community music to have a positive impact on health, education, and social engagement, particularly for people experiencing challenging circumstances.

Sound Sense supports professional community music practitioners to deliver inclusive and diverse community music experiences by supporting their professional development. Working with our members, we drive up the standards of inclusion and diversity in music education to inform the development of music education and community arts practice as a whole.

## Where we have come from

Since 1991, Sound Sense has played a leading role in shaping the future of community music practice and music education policy.

- As a Music Education Council (MEC) forum member, we work to improve the provision and standard of music education in the UK.
- As an ArtWorks Alliance founding member and partner, we work in partnership with participatory arts organisations, across artforms, to develop best practice and grow the participatory market.
- Sound Sense works in partnership with higher education institutions to disseminate academic research taking place across the UK and internationally.

## Our Vision

# Community Music Everywhere

## Our Mission

- To raise the profile of community music.
- To support the ongoing professional development of our members.
- To grow the marketplace for participatory community music practice.
- To champion the value of community music and its impact on society.
- To represent community music across the arts and education sector.
- To keep a strategic overview of the community music landscape and to inform our members of the national picture.

## Our Core Values

- **Professionalism** – we promote professionalism across the community music sector, supporting our members to work at the highest standards of practice.
- **Inclusion** – we believe everyone, of all backgrounds and identities, should have unrestricted access to meaningful music experiences, built around their individual needs.
- **Collaboration** – by working with key national strategic partners, we can have greater impact
- **Connection** – we connect individuals and organisations across the UK, sharing experience and best practice, building strong networks and a resilient workforce

## The Offer

Member services	CPD	Advocacy, policy, best practice
<p><b>Best practice:</b></p> <ul style="list-style-type: none"> <li>• Public Liability Insurance</li> <li>• Enhanced DBS checks</li> <li>• Discounts on events and training</li> <li>• Access to the Music Education Code of practice - ensuring professionalism across the sector</li> </ul> <p><b>Networking opportunities:</b></p> <ul style="list-style-type: none"> <li>• Connecting community music practitioners across the UK through regular regional networking events, run by members, for members</li> </ul> <p><b>On the Sound Sense website:</b></p> <ul style="list-style-type: none"> <li>• Advertise events delivered by members</li> <li>• Find a Musician – providing you with an online profile</li> <li>• Tools &amp; Resources section</li> <li>• Advice and guidance</li> <li>• Member news published on the website and shared in social media</li> </ul> <p><b>Bulletin Board:</b></p> <ul style="list-style-type: none"> <li>• The monthly newsletter containing latest news, opportunities and jobs listings</li> </ul> <p><b>Sounding Board Journal:</b></p> <ul style="list-style-type: none"> <li>• Share practice with other members by submitting an article.</li> </ul>	<p><b>Professional development:</b></p> <ul style="list-style-type: none"> <li>• Online training opportunities</li> <li>• Child/Vulnerable adult protection training</li> <li>• Effective low-cost marketing</li> <li>• Coaching for teams, developing projects or business plans</li> <li>• One to one online mentoring for individual community musicians</li> <li>• Peer-to peer mentoring scheme – developing community music practice by shadowing another practitioner</li> <li>• Promote and share best practice</li> </ul> <p><b>Member Engagement:</b></p> <ul style="list-style-type: none"> <li>• Regional networking/lunches</li> <li>• Issue specific round-table discussions</li> <li>• Professional skills sharing between members</li> <li>• Connecting members in the local area</li> </ul>	<p><b>Influencing policy and growing the market:</b></p> <ul style="list-style-type: none"> <li>• Through our work with Music Education Council and ArtWorks Alliance</li> <li>• Regular, regional membership meetings, providing members with the opportunity to feed into policy and advocacy</li> </ul> <p><b>Strategic view of International Community Music practice:</b></p> <ul style="list-style-type: none"> <li>• Through partnership work and our corporate ISME membership</li> </ul> <p><b>Disseminating academic research and share members experience:</b></p> <ul style="list-style-type: none"> <li>• In Sounding Board Journal</li> <li>• On the Sound Sense website</li> <li>• In Social media</li> <li>• Attendance at key events</li> </ul>

# Areas of exploration

## Growing Sound Sense

- To review and further develop the membership offer, working in partnership where appropriate.
- To develop and deliver regular, regional and member-led networking opportunities for Sound Sense members
- To work in partnership to develop and deliver a strong strand of CPD, including online training, specifically for community music practitioners
- To develop and sustain strategic partnerships which helps us achieve our mission and which are beneficial to our members
- To maintain a strategic overview of the community music industry nationally and internationally, taking an active role in discussions around the development of policy and best practice.
- Where appropriate; to fundraise for and deliver projects for and with community music practitioners.

## Strategic partnerships

- To build and maintain partnerships with training providers to improve the CPD offers to the membership
- To build and maintain partnerships with HE/Universities for research purposes, in order to inform best practice guidance and documentation
- To develop a peer to peer mentoring scheme where community music graduates and practitioners share skills and develop learning “on the job” to gain experience in a high-quality practice-based environment
- Where appropriate, and working in strategic partnership nationally and internationally, fundraise for and deliver community music projects, where there is a clear focus on the development of the next generation of community musicians.

## Building a program of networking opportunities

- To develop and deliver a series of networking opportunities, delivered in small group sessions, regionally, by members, for members
- To developing a discussion toolkit that Sound Sense members can use to run regional networking meetings. This should discuss topics based on the needs of the industry/political agenda and should include some questions or activities.
- To set up an online forum where the discussion points can be shared nationally with other Sound Sense members.
- To further develop “Find a Musician” as a networking resource between members as well as externally

## Building a resource bank

Creating a one stop-shop for resources to support community music practice. This will include a combination of in-house resources as well as those provided by partners and members and will include:

- Templates for small businesses, including project planning and budgeting
- Tools for workshop best practice documentation and practical resources.
- Tools for evidencing impact
- GDPR tools and guidance
- Links to other useful resources