

Main Grants 2017-18 report

Name of organisation	The Midi Music Company
Date of meeting	14 July 2016
Names and positions of attendees	Wozzy Brewster - Founder/Exec Director, The Midi Music company Gordon William - Chair of the Board, The Midi Music company Nancy Stridgen - Cultural and Community Development Officer, London Borough of Lewisham Andy Thomas - Cultural Development Manager, London Borough of Lewisham

Group: The Midi Music Company	Total	Q1	Q2	Q3	Q4
Total funding received 2015-16	39,024	-	13,008	13,008	13,008
Total funding to be received 2016-17	52,032	13,008	13,008	13,008	13,008

Outcomes	<ol style="list-style-type: none"> 1. Engaging children in participatory music-making to improve their instrumental and singing abilities through group tuition in Samba Drums, Keyboard, Guitar & Band 2. Improve confidence and aspirations of children and young people by their participation in music education programmes 3. Engage young people and adults in music education and skills development, supporting progression within further/higher education. 4. Develop artistic, performance, presentation, marketing & promotional skills of young people using; digital media, music production, live rehearsals, performance opportunities, industry seminars and events delivered, whilst monitoring industry membership subscriptions, access to employment, education, training and enterprise development. 5. Engaging young people in west Lewisham in developing their musicianship to nurture their musical talent and open progression pathways to careers in music. 6. Provision of various events to showcase the work BMC students and CICAS® members
----------	--

Outputs:	2015-16 Target	2015-16 Q2	2015-16 Q3	2015-16 Q4	2015-16 Total	% Achieved	2016-17 Target	2016-17 Q1	Q2	% Achieved TD
1. 207 instrumental & singing classes for 170 children aged 5—11: 6 x 45mins x 20wks 4 x 1hrx2lwks/3 x 1.5hrs x 1wk	207	27	107	207	207	100%	75 instrumental classes for 58 children	90 Classes/ 81 children		120% classes 139% YP
2. 10 x BMC Bursaries awarded to 5— 16s. 1 x CICAS Young Producer Intern recruited for a period of two years, on-going support for 2 x Interns aged 16— 30, producing new music and accessing resources.	10 bursaries 2 interns	10 bursaries 2 interns	10 bursaries 2 interns	10 bursaries 3 interns	10 bursaries 3 interns	100% bursaries 150% interns	1 Intern Supported	1 Intern Supported		100%
3. 65 training weeks for 60 x 16+ non-accredited short courses, covering Music Production/Mixing It, Cre8tiv® Choir, Keyboards/Guitar and Pro Studio Tips. 1 x 3hr sess. x 20wks/ 1 x 2.5hrs sess. x 20wks 1 x 2hrs sess. x 2lwks/ 1 x 2hrs sess. X 4wks	65	6	35	65	65	100%	22 training weeks for 21 x 16+ non- accredited short courses	19 x 16+/ 30 Classes		86% train wks 142% classes
4. 600 new and registered CICAS® members provided with access to rehearsal space, recording & music production facilities, digital media access and industry intelligence.	600	221	503	723	723	120%	175	578		330%
5. 6 x music business seminars delivered by industry professionals with a total audience of 50	6	0	3	6	6	100%	2 seminars 15 people	3 seminars 27 people		150% seminars 180% participants
6. 2 x The Breakout Clubs at the Amersham Arms with an estimated total audience of up to 180.	2	0	1	2	2	100%	1 breakouts 75 audience	1 breakout 87 audience		100% clubs 116% audience

7. 9 x emerging artists profiled on our website on a monthly basis.	9	2	3	6	6	66% website down	12	2		
8. 40 x CICAS members entering placements, internships, apprenticeships, further/higher education, registered self-employed or new business start-ups	40	12	29	46	46	115%	15	17		113%
9. 14 training weeks x 2hrs for 16 students aged 13/14 — 19 in Music Business and Music Production, feeding into Music Leadership training for 2 participants.	14	0	0	0	0	0% Forest Hill School not raised funding	N/A in 16/17	-	-	-
10. 7 x end of term Sharings for 200 performers	7	1	4	7	7	100%		Takes place in July		
11. 1 x Summer Showcase for 40 performers	1	1	1	1	1	100%		Takes place in July		
12. 1 x UNIQUE! Showcase for up to 30 performers	1	0	0	0	1	100%		postponed until further notice		

1. Remove funding from under-performing groups/those performing least well

Have you achieved at least 90% of the agreed reporting outputs and outcomes in all quarters since the start of the programme?

84% of The Midi Music Companies (MMC) outputs were achieved as 10 out of 12 outputs were met. Mitigating circumstances for the 2 outputs not reached are provided below. All significant targets were met or over achieved

Impact and Reach

- Targeted number of users were increased by 259 (**1,664** against 1,405)
- **46 CICAS** members accessed further/higher education, registered self-employed or entered employment (target 40)
- **723 CICAS®** members/young people accessed rehearsal space, recording & music production facilities, marketing support and industry intelligence (target 600).

Have you achieved all of the wider outcomes outlined in the initial grant application?

MMC's wider outcomes were achieved in 2015/16.

Alumni of the Budding Musicians Club bursaries (free music lessons age 5-16) have progressed at the Blackheath Conservatoire and have been supported with extended bursaries and free access to practise at MMC, with some progressing to the CICAS® programme.

Case studies show positive results for young people being supported into the creative industries, becoming self-employed, setting up businesses as well as individual talent being nurtured and progressed. Results include:

- Michelle O'Faith won a Women Make Music Award from PRSF
- Local young musician was connected to the Awards for Young Musicians and has been given a place at Berkley College of Music in Boston, USA (at 15 years old).

If no to either of the above:

- what are the mitigating factors?
- what plans are in place for improving performance?
- what progress has been made against actions agreed with your Development Officer?

Mitigating circumstances for the 2 outputs in 2015/16 that were not achieved:

7. 9 x emerging artists profiled on our website on a monthly basis. This was due to MMC's website being hacked and not being operational during this period.

2016/17

MMC will launch a new website this summer incorporating a media gallery, testimonials, events calendar, artistic programme, music and links to social media; Instagram, Facebook & Twitter. They have iPhone media software to make short films and have been maximising social media networks to raise their profile

9. 14 training weeks x 2hrs for 16 students aged 13/14 — 19 in Music Business and Music Production, feeding into Music Leadership training for 2 participants.

This outcome was reliant on funding from Forest Hill School and the school did not raise the funding for this programming.

These outputs not being achieved did not affect overall outcomes being achieved within the period.

What local support/evidence of need can you identify for the work you are undertaking?

The organisation provided the following evidence of need:

- Client feedback
- Increased use of resources
- Progression for CICAS® members into the creative industries
- The music industries recognition of the lack of diversity and MMC's ability to be an entry point into career pathways via new partnership with Warner Music for employment and internship opportunities and the CEO's representation on the UK Music Diversity Taskforce
- Proposals for decreasing arts education (EBacc) resulting in decreased opportunities to learn music within schools, therefore after school music provision is of increased importance.
- Affordability of the programme; Lewisham Music service tuition fees are unaffordable for some young people from low income households and MMC allows this equality of opportunity and progression pathways.

2. Negotiate reductions and seek alternative funding streams

Are there any proposals that you can put forward that will deliver significant saving against current expenditure? This can include capital investment to change your delivery/business model.

The organisation stated that it has re-structured staff twice in the past 2 years and is now at the minimum staffing level to deliver services. There is a wish to increase rental income by refurbishing the back office space and the organisation believe that this could mitigate against cuts to Council funding.

What alternative funding streams are you already pursuing?

The organisation is actively pursuing the following funding streams:

- Esmee Fairbairn Foundation
- Garfield Western Foundation
- St James's Place Foundation
- Evelyn Local Assembly/Evening Standard Dispossessed Fund
- Progressing with valuation of land for sale (Blushers site)

It was advised that these funding streams would enable specific projects to take place and would not replace Lewisham funding.

Are there any other funding streams that you can identify that the council can support you to access?

Lewisham officers are supporting the organisation to explore the potential for a back office space in the Watson Street base to be refurbished and allow a commercial rental income.

Support is also being given around opportunities for skills in fundraising training for MMC administrator and programme coordinator.

3. Work with groups to consider mergers or asset sharing

Are there any organisations doing similar work to you in the borough who you may consider sharing resources or merging with? Who have you considered/approached?

MMC is working in partnership with IRIE!, Heart n Soul, Lewisham Speaking Up and Fairbeats! for referrals to programming and use of space for programme delivery. It was expressed that there is not an appropriate organisation to merge with at this time.

Are there other groups in the local area that you could share resources with even if they are delivering a different type of service? Again, who have you considered/approached?

See above.

What support might you need to move these suggestions forward?

Rental opportunity in Watson Street base

Lewisham officers are supporting the organisation to explore the potential for an office space in the Watson Street base to be refurbished and allow a commercial rental income.

4. Pro-rata reductions across all groups

What would a 25% cut in your grants look like in service delivery terms? What are the wider impacts?

The organisation stated that a cut without suitable replacement would result in less affordable music education for young people from low income households. The Budding Musicians club would be cut and other sources of income being sought.

It was stated that a cut would impact highly on young BAME people as MMC participants are 63% BAME. Participants also include refugees and young people with disabilities.

Reduced opportunities for young people to access work experience.

Have you modelled this cut and developed an action plan for its implementation?

MMC stated that a cut had not been modelled at this time.

Conclusion

Any other comments / areas discussed

Partnership with Lewisham and organisations

MMC has a culture of open support and collaboration with other Lewisham organisations and individuals, though there is a small staff team. Beneficiaries of this have included Heart n Soul, Crosswires Music Festival, Lewisham Peoples Day, The Albany, Forest Hill School, Lewisham Young Mayors Team, Fairbeats (referral for refugees) and Blackheath Conservatoire.

MMC have a strong partnership based working relationship with services across the directorates of Lewisham Council including Schools, Young Mayors Team and Cultural and Community Development.

Unique Opportunity and Industry links

As detailed above MMC have networks within the music industry to allow high level opportunities for Lewisham's young people. This is evidenced with the new partnership with Warner Music HR for work placements and internships.

Equality of Opportunity

MMC has redressed equality of access and opportunity for a large number of Lewisham young people with high quality free and subsidised provision. MMC has also worked on the first mixed audience 'Deaf Rave' to take place in a large nightclub in the UK (Fabric) as well as showcasing this work at Lewisham Peoples Day.

Conclusion and recommendation

2015/16 has been a successful year for The Midi Music Company. The outcomes have been overachieved and there has been high quality provision and opportunity for large numbers of Lewisham young people. (See figures in above report). Outputs and outcomes are predicted to be overachieved for 2016/17 also.

It was suggested by the organisation that a back office space in Midi Music's Watson street base is refurbished to allow commercial income to potentially cover the 25% cut. Midi Music currently lease Watson Street from Lewisham Council.

It is recommended that The Midi Music Company receive a pro-rata cut.

Equalities groups disproportionately impacted by recommendations

Ethnicity, Age, Disability

Ethnicity:	X	Pregnancy / Maternity:	
Gender:		Marriage & Civil Partnerships:	
Age:	X	Sexual orientation:	
Disability:	X	Gender reassignment:	
Religion / Belief:			

Commentary and potential mitigations:

63% of MMC's participants are BAME young people. Disabled participants are supported via Midi Music's programming and the organisations links with Heart n Soul's programming. MMC's Deaf Rave programming has allowed progression routes for deaf music makers that were outstanding in this time period. Cuts in funding would therefore

Equalities groups disproportionately impacted by recommendations

have a disproportionate impact on ethnicity, age and disability. Officers will continue to work with The Midi Music Company to mitigate against the impact of the cuts through the potential of refurbishment of a back office space in their Watson Street base to allow a commercial rental income.