

REPORT TO: ARTS AND HERITAGE COMMITTEE - 15 MAY 2000

REPORT ON: MUSIC PLUS

REPORT BY: DIRECTOR OF ARTS AND HERITAGE

REPORT NO: 319-2000

1.0 PURPOSE OF REPORT

- 1.1 To advise members on the success of the first year of Music Plus and put forward plans for this year's activity.

2.0 RECOMMENDATION

- 2.1 That the Committee notes the success of Music Plus to date and agrees the proposals for future work.

3.0 FINANCIAL IMPLICATIONS

- 3.1 Music Plus has attracted funding from the Scottish Arts Council National Lottery (SAC) and the Social Inclusion Partnership (SIPS). For this year, the contribution from the SAC is £60,000 and from SIPS is £10,000. Dundee City Council contributes £20,000 to the project which is contained within the Arts and Heritage Department's 2000/01 revenue budget. In addition the project has been successful in attracting outside sponsorship, receiving £2,000 from Radio Tay and £2,000 in kind from Rainbow Music last year.

4.0 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 Music Plus helps to ensure that opportunities for culture, leisure and recreation, specific to music, are readily available to all.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 Music Plus offers a full range of activities for all ages and abilities. All venues are fully accessible.

6.0 MAIN TEXT

- 6.1 Music Plus is Dundee City Council's music development initiative and brings together a range of partners. It aims to bring a clearer focus for the creation, development and presentation of live music in Dundee and the partners are working to create opportunities for involvement and participation in a wide range of music from city centre promotions to community and education projects.
- 6.2 The partners in the project are the Traditional Music and Song Association (Dundee Branch), the Royal Scottish National Orchestra, the Dundee Jazz Festival and the Dundee Guitar Festival.
- 6.3 Over the last year the Music Plus initiatives have delivered a total of 42 performances and 170 workshops. A total of 2,167 participants and 3,442 audience members have benefited from the initiative. 388 tutors/ artists have been employed, with 22 volunteers working on the projects. A total of 29 employees from the partner organisations have also been involved over the course of the year.
- 6.4 In the first year the average number of first time attenders to events (either as audience or participant) was 50%. The projects attracted a broad spectrum from under 18's to over 50's and provided significant benefits to the people who took part in them.

- 6.5 These benefits ranged from gaining practical musical skills such as playing an instrument, composing music, improvising, singing and performing to developing more social skills such as working in a team, communication, building confidence and self esteem and making new friends.
- 6.6 The projects also provided benefits to the City of Dundee through increased cultural profile and increased economic activity in terms of visitor numbers and bed nights for attendees to the Jazz and Guitar Festivals.
- 6.7 For this year, Music Plus has a very full and exciting programme planned which will build on the successes of last year and further develop the work as follows:
- Dundee Jazz Festival. Takes place from the 30 May - 4 June, with Music Plus support allowing the festival to develop its community tour and Jazz Space for local musicians.
 - Soundbase Workshops. Taking place in five areas of the City, the Soundbase Workshops provide opportunities for 12-18 year olds in rock, pop and dance music. The workshop sessions will reconvene from May and will concentrate on performance and songwriting skills leading up to a showcase performance from the participants.
 - Traditional Music Activity. Community events will be held in five areas of the City following on from last year's successful collaborations with the Hilltown Funday, Midlin Festival, Whitfest and the Grey Lodge Settlement. Song classes will take place in partnership with the University of Dundee's Centre for Continuing Education and Lifelong Learning.
 - Dundee Guitar Festival. Takes place from the 2 - 6th August.
 - RSNO in the Community. From October, five community groups will continue to build on the relationship they formed with the RSNO last year. They will receive two visits from RSNO musicians focusing on performances and workshops and have the opportunity to attend an RSNO concert at the Caird Hall.
 - Dundee Jazz School. Four sessions will begin from October encouraging instrumentalists to learn jazz techniques and ensemble playing.
 - Soundbase Event. A free, daylong event will build on last year's successes and is likely to be held in October this year. The event is aimed at giving 12 - 18 year olds a taster of the wider music industry.
 - RSNO Commission. The four schools involved (Glebelands Primary, Brackens Primary, Menzieshill High and Baldragon Academy) will be working with RSNO musicians in November to create pieces of music based on Walton's Façade. The performances of the pieces will take place at Dundee Contemporary Arts.
- 6.8 In addition to the above, Music Plus will also be working with
- Dundee Contemporary Arts on a series of free, Sunday lunchtime concerts and music programming as part of the planned DCA Nights event in November
 - The Flower Festival on programming the music at the event in September
 - Dundee College's Dance Development Officer on a combined music and dance project leading up to a performance at the Soundbase Event

7.0 CONSULTATION

- 7.1 The Chief Executive, Director of Support Services, Director of Finance and Director of Corporate Planning have been consulted on this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

8.1 None

Director of Arts and Heritage _____ Date _____