



making
music

MAKING MUSIC

Who are we?

Making Music

UK association for leisure-time music groups = groups of hobby musicians

Instrumental groups: amateur orchestras, brass bands, jazz ensembles, folk groups, ukulele bands, drumming circles...

Vocal groups: classical choral societies, community choirs, jazz choirs, glee clubs

Making Music – what do we do?

- Practical support & services: insurance, templates for policies, useful services - MM Platform, charity registrations
- Musical development opportunities, e.g. project Adopt a Music Creator
- Connecting members to each other and to experts
- Around 40 Zoom events a year

Making Music – who are we for?

- For those who run groups: they are usually volunteers, they are part of the group and also organisers - they need help!
- They are not specialists in marketing or finance or event organising - we give them the tools

Making Music – how do we work?

We work on the principle of empowering our members - we give them the information and the tools, so they can run their groups.

Groups choose what tools they need, pick the information which is useful to them.

Who are our members?

Who are our members?

4,000 members

In all 4 nations of the UK from Cornwall to the Shetland Isles

In cities, towns and villages

58% Vocal

32% Instrumental

10% Promoters

Average group size - 57



The voice of our members

How do we collect data and stories from members?

- Membership data - what members tell us when they join and renew
- Big Survey - last in 2022, 23% members responded
- Logging emails and phone calls
- Events - Member meet ups, topic events
- Consultations (as and when)

What are we focussing on at the moment?

- ❖ Empower our members to advocate and lobby on their own behalf. How does local politics work? How can they influence the people and structures which can make a difference?
- ❖ Our members tell us their main worry is to find new participants and new audiences. We help them to remove barriers: to become more inclusive and accessible

International connections?

- Making Music is a member of Amateo: interested in finding out how organisations similar to us work in other countries
- Our members: they are getting involved in Make Music Day, an international celebration in 125 countries. Connecting to others like them across the world.
- Our members tour: go to perform in other areas of the UK and also abroad - can we create more connections for our members? Facilitate exchanges?