



make  
music  
happen

annual review 2016/17

Championing the transformative potential  
of music for children and young people in  
North Yorkshire and across rural England





## A note from the Chair

Looking back on NYMAZ's achievements over the past year reminds me what a busy and fruitful time it has been. It is particularly gratifying to see how NYMAZ initiatives have extended our influence and impact at a regional and national level.

Because NYMAZ is based in one of the most geographically isolated parts of England, we have a profound understanding of the additional hurdles that face a young person wanting to take part in music-making in a rural area. So we've been working hard to develop new and inventive ways to make access to music easier – not just in North Yorkshire, but in other areas that face similar challenges.

This year we concluded the first national roll-out of a NYMAZ initiative: 12 Music Hubs across England adopted our flagship Connect: Resound model for online music learning. In a special report we shared what we have learned and also lent support to the wider campaign for better broadband in rural areas.



We believe that everyone deserves access to music, no matter where they live. We sent out this message far and wide through our Play Far Away Day, with musicians performing in some of North Yorkshire's most remote locations.

My thanks go to my fellow trustees, the dedicated staff team at NYMAZ and all our partners – in the county and nationwide – for working so hard to make this such a special year for NYMAZ and for young people's music-making.

Sarah Derbyshire MBE, Chair,  
NYMAZ Board of Trustees

**“My goals are to be more social and confident and this project has helped me to do that.”**

**Project participant**

# Our year in numbers



## For professionals

Supported

**774**

members across  
our four networks:  
Early Years Music,  
SEND,  
Remote Music Learning,  
Music Partners

Offered

**30**

CPD activities

Trained

**273**

individuals

Attracted

**2,030**

views and downloads  
of online broadcasts  
& resources

Provided employment  
opportunities for

**46**

music leaders

## For young people

Engaged

**1,991**

of North Yorkshire's  
children and young  
people in music  
activities

Delivered

**385**

music workshops

Held

**38**

performances

Increased core  
participation by

**113%**

(i.e. the number of  
participants attending  
multiple sessions)

Hosted our music  
activities in

**47**

locations

## Campaigns

Launched

**#PlayFarAwayDay**  
to highlight that  
everyone should have  
access to music, no  
matter how rural their  
location

Increased our web  
site traffic by

**209%**

Worked with

**12**

Music Education Hubs  
across England to  
help them explore  
how to embed online  
learning into their  
delivery model

Had retweets from  
**Kate Rusby** and  
**Ruby Turner!**

Achieved

**43,000**

Twitter impressions  
in one week for the  
**#PlayFarAwayDay**  
campaign



# For young people

Providing children and young people in North Yorkshire with music-making activities is at the heart of our work.

We focus on 0 to 25 year olds living in challenging circumstances, including rural isolation, economic deprivation and life conditions. We work with trusted partners to create projects which raise aspirations, enable personal and social development and enhance career prospects. We welcome everyone – from those who are new to music-making through to talented musicians.

In 2016/17, our activity included:

## Experiencing new genres

We are committed to introducing young people to diverse music styles and genres. Children from military families in Catterick Garrison tried DJing and mini-Rock Schools. Group instrumental and singing workshops in musical theatre ran across Richmondshire, whilst Whitby schoolchildren took part in a Big Sing event as part of Musicport Festival.

## Engaging early years

Our weekly sessions in Harrogate, Whitby and Catterick Garrison focused on young parents/carers and their children aged 0 to 5. Supportive friendships, increased self-confidence, enhanced musical skills and enjoying time with their children were the key benefits noted by participants.

## Going beyond the mainstream

This year we introduced taster interactive concerts to Special Schools and Pupil Referral Units (PRUs) from pop duo Paper Horse and folk trio Bright Season. We also extended our Musicians' Residency scheme into three PRUs. In Scarborough, inclusive singing and signing activities for both disabled and non-disabled children were offered every week.

## Supporting progression

In Richmond and Settle regular youth jazz improvisation ensembles provided a chance to play alongside professional musicians, develop instrumental technique, compose music and perform in public.

## What's next?

- Continue to deliver 10 music projects aimed at children in challenging circumstances, working through our trusted partners.
- Devise new projects in response to local needs, including a Musicians' Residency in Selby.
- Increase the future sustainability of projects.





## For professionals

We are committed to growing the skills of music leaders and those in the music education sector to increase the quality of music projects, locally and nationally.

Our four specialist networks develop musicians, practitioners and support staff at all stages of their career. They provide a space to learn, share and network. Membership is free, although we introduced a paid level for the Early Years Music Network to enable access to additional resources.

In 2016/17, our highlights were:

### Engaging the sector

Our networks continued to enjoy strong levels of engagement and ultimately enhanced the standard of music project delivery in North Yorkshire and beyond.

### Inspiring best practice

Through our varied CPD and events programme members have accessed the latest thinking and shared their own learnings with peers. Examples include the Musical Inclusion CPD weekend led by community musician and trainer Phil Mullen; the SEND Music Network Gathering featuring Graham Dowdall from University of London, SoundLINC and Live Music Now; plus practice-sharing sessions and live broadcasts of early years music workshops.

### Going further

Other initiatives aimed at helping members to develop their careers include: a bursary scheme to access external training; governance support for organisations; plus opportunities to bid for commissions.

### What's next?

Continue to offer CPD opportunities, practice sharing, networking, online resources and advocacy materials.

### Introducing our Networks

- **NYMAZ Early Years Music Network:** for those making music with the under-fives
- **NYMAZ SEND Music Network:** supports those working with children and young people with special educational needs and/or disabilities
- **NYMAZ Remote Music Learning Network:** connects those with an interest in online music education across England
- **NYMAZ Music Partner Network:** aimed at those involved or interested in the development and delivery of music outreach work in North Yorkshire

For more info and to join, visit [www.nymaz.org.uk](http://www.nymaz.org.uk)



# Our year in pictures



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1. Richmond Jam preparing for a performance
2. Introducing the beats, the bass and the breaks at a DJ Workshop
3. Our Musical Inclusion CPD Residential Weekend in Scarborough
4. Showcasing local talent at Tennants Auctioneers Charity Preview
5. Music for Two in Catterick Garrison supporting #PlayFarAwayDay
6. Whitby schoolchildren hit the big stage for the Big Sing!
7. In harmony at a CPD Workshop
8. Taking part in the SELFA Girls Rock project



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# Campaigns

Advocating for music for everyone, regardless of where they live, and for the expansion of digital initiatives which help achieve this aim.



We have consolidated our position as a sector leader, influencing and driving music education initiatives on a regional and national level, aligned to our specialisms of rural isolation and digital learning. We also continue to champion musically inclusive practice.

In 2016/17 we focused on:

## Raising profile through #PlayFarAwayDay

Twenty-five music groups took part in #PlayFarAwayDay on 18 June, launched in partnership with Yorkshire Festival. They played in remote locations to demonstrate that everyone should have access to music, no matter where they live. We promoted the benefits of participatory music in rural areas and boosted our social media profile with 43,000 Twitter impressions in one week.



## Encouraging digital learning

Via Connect: Resound - see opposite.

## Enhancing our message online

Traffic to our site increased by 209% after we made improvements including a new Campaigns section and an upgraded Discover page, which is a useful signposting tool for parents and young people – see [www.nymaz.org.uk/discover](http://www.nymaz.org.uk/discover)

## What's next?

Continue to broker, negotiate and support new strategic partnerships to further build musically inclusive delivery across North Yorkshire, alongside the North Yorkshire Music Hub.

# Connect: Resound

Championing digital technology innovations which provide children in rural areas with greater access to music education and enrichment activities.

In 2016/17 we concluded the national roll-out phase of Connect: Resound, funded by Arts Council England Grants for the Arts, J Paul Getty Jnr Charitable Trust and participating Music Education Hubs.

Activities included:

## Hosting the first Connect: Resound CPD Gathering

Over 50 attendees from across the UK came along for a day of discussion and debate at our sector-leading event held at York St John University.

## Connecting professionals

We established the Remote Music Learning Network to offer opportunities for learning, collaboration and access to resources.

## Disseminating our findings

We launched a report which made the business case for Hubs whilst advocating for universal access to superfast broadband.

## Broadcasting live performances

Schools watched and interacted with specially commissioned live online broadcasts from the likes of Royal Northern Sinfonia and Halle Orchestra.

## What's next?

Seek multi-year support for a further roll out and to maintain the Network.

[www.nymaz.org.uk/connectresound](http://www.nymaz.org.uk/connectresound)





# Inspirational stories

Through music we have a positive impact on people's lives. These short case studies show how our projects make a difference.

## Liam's story

Liam had a history of behavioural issues at primary school and struggled with group activity. He was reluctant to join in with the Big Sing as choirs were 'not cool'. However, Liam found he could sing in tune and started to join in. By the end he was performing enthusiastically. He is now more confident and better at teamwork. He has continued to sing at school and sits at the front by choice.

## Sophia's story

Sophia attended RAM Jam. Always an enthusiastic participant, she helped set up, asked lots of questions and explored other musical styles. She later revealed that she had applied to study music at BTech diploma level. Her mother commented that because of RAM Jam, 'Sophia now has a true passion for music'.

## Beth's story

Beth is a 13-year-old who suffers from social anxiety. In the two-month project at Risedale School of Rock, she played guitar and helped create lyrics with the band's singer. Beth said that the project has helped her become more social and confident.

## Carter's story

Carter wears two hearing aids and has very strong glasses. He tends to isolate himself and play on his own. It was hoped that the Found Sound music sessions would encourage him to socialise. Carter was instantly interested in the noises other participants made and showed a real delight in hearing his voice on recordings. The project has given him new levels of confidence, much to the delight of his family.

## Joe's story

Eleven-year-old Joe has started to play the guitar and faces challenges relating to special educational needs, motor skills and social isolation. The CYC Online Academy engaged with him directly via one-to-one lessons, both in person and online via Skype and Facetime. Joe really enjoyed having dedicated time with the practitioner and demonstrated good focus. He can now play simple chords and hold down a rudimentary rhythm.



**“Until I joined *Musical Mums*, I felt very much on my own.”**  
Project participant





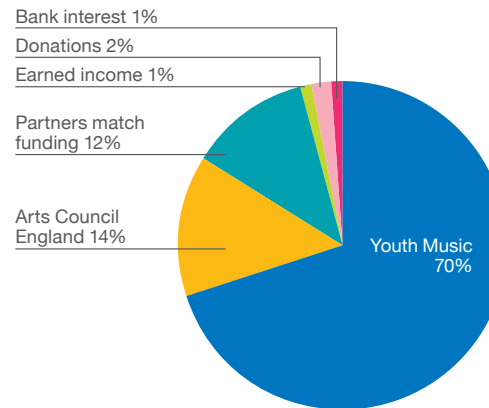
Thanks to this project our son now composes, performs and helps others with improvisation in an independent and confident way.”

Parent of project participant

## Finance

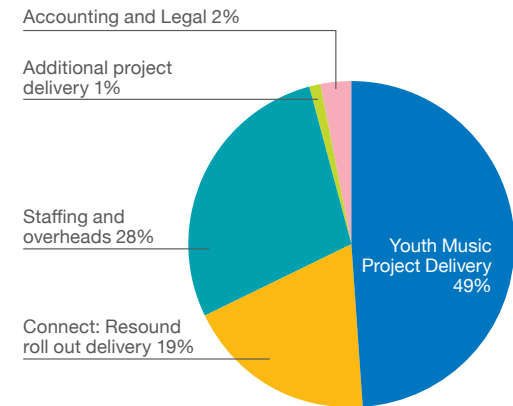
Extract from independently examined accounts, 2016/17

### Income



Youth Music	£158,786
Arts Council England	£32,094
Partners match funding	£26,043
Earned Income	£3,038
Donations	£4,004
Bank Interest	£273
<b>Total</b>	<b>£224,238</b>

### Expenditure



Youth Music project delivery	£120,420
Connect: Resound roll out delivery	£46,291
Staffing and overheads*	£69,506
Additional project delivery	£1,566
Accounting & Legal	£6,532
<b>Total**</b>	<b>£244,315</b>

Restricted Funds	-£810
Unrestricted Funds	£74,039
Cash at Bank, 31 March 2017	£63,528

#### Restricted Fund

The restricted fund deficit carried forward at 31 March 2017 will be balanced by incoming resources under the 2017/18 funding agreement with Youth Music

\* Includes project delivery

\*\* The excess of current year expenditure over income has arisen as NYMAZ had restricted reserves brought forward of £23,207 which have been spent in the year

#### Extract from Reserves Policy

As NYMAZ's operations are sustained through a combination of multi-year and single year grants [...] the Trustees also feel that it is prudent to maintain a sufficient amount in reserves to allow time to consider other options to raise money or cover operational costs [...] should sufficient funding no longer be available after that date.



“Lots of ideas for developing and using stories to create movement and song opportunities...fabulous, affordable and relevant.”

Attendee at CPD event

## Our Partners

We work with a wide range of fantastic partner organisations to deliver our music projects across North Yorkshire:

Accessible Arts & Media  
Army Welfare Service  
Blue Box Productions  
Create Arts Development  
Dales Jam  
Harrogate International Festivals  
Live Music Now  
musinc  
Musicport Festival  
North Yorkshire Music Hub  
Richmond Jazz Festival  
SELFA (Skipton Extended Learning for All)  
Songwires

We have also worked with the following partners on Connect: Resound:

Cornwall Music Education Hub  
Cumbria Music Hub  
Durham & Darlington Music Education Hub  
East Riding of Yorkshire Music Education Hub  
UCan Play  
University of Hull

And engaged with

Devon, Cambridgeshire, Surrey, Kent, West & East Sussex, Brighton & Hove and Kent Music Education Hubs

## Our Team

### Staff team

Heidi Johnson, Director  
Millie Raw Mackenzie, Projects Officer  
Richard Hearn, Projects Officer, maternity cover  
Charlie Gower-Smith, Administrator  
Emily Penn, Digital Project Manager  
Made by Marketing, Marketing Consultant  
Vanessa Hart, Bookkeeper

### Trustees

Sarah Derbyshire MBE (Chair)  
Kathryn Belton  
Sharon Canavar  
Missy Mills  
Nigel Mochrie  
Carolynn Peace  
Sam Pirt  
Chris Strong  
Dr Robert Wilsmore



With warm thanks to  
our funders & supporters

### Principal Funder

The National Foundation for Youth Music  
Music-making is life-changing. Youth Music  
believes every child should be given the  
chance to make music.

[www.youthmusic.org.uk](http://www.youthmusic.org.uk)






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**ARTS COUNCIL  
ENGLAND**

### Funders 2016/17

Arts Council England Grants for the Arts  
J Paul Getty Jnr Charitable Trust  
Tennants Auctioneers

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