

FLEXIBLE FUNDING ASSESSMENT

Applicant name:	Making Music - National Federation of Music Societies	
Application Reference number:	G201001023	
Amount Requested (Year 1/Year 2)	£98,030	£102,545
Officer's recommendation		
<p>Summarise the key points of your assessment and draw out the strengths and weaknesses of the application taken together with any comments you have received from source evidence (portfolio of evidence/ internal / external consultation). Highlight any specific risks <i>Note: The amount of information you provide here should be sufficient for the decision maker to reach a decision. As with all previous commentary boxes please do not exceed 250 words</i></p>		
Comments:		
<p>The proposal clearly represents a commitment to increasing participation and engagement in live music activity across Scotland within the voluntary/amateur/semi-professional sector. Artistic excellence and development of high standards is continually supported through training and development in key skills and issues for member performance groups and promoters as well as links with the (emerging) professional sector. Equal opportunities are clearly considered in the application – although a full policy needs to be seen.</p> <p>The proposals are ambitious – aiming to increase participation and develop an exciting new Amateur Orchestra for Scotland. Additional activity is clearly outlined in the business plan and clearly demonstrated in the budgets. The governance and management of the company is strong.</p> <p>There are only a few areas of development/clarification identified:</p> <ul style="list-style-type: none"> ▪ More details on management and potential partnerships to develop the orchestral project ▪ Submission of an Equal Opportunities Policy applicable to MMS rather than MMUK. ▪ Submission of revised budgets to meet the 25% minimum partnership required for both years <p>Making Music Scotland supports and encourages a huge resource of participation and promotion of live music across wide communities in Scotland. Based on its continued commitment to raising artistic standards and widening access and participation, I would say that the proposal clearly meets the priorities of the fund and the Music Department.</p> <p>I would recommend this as high priority and recommend that some increase, of at least an additional £11,000 (to meet the costs of upgraded Training and Development Officer post) be supported – with additional conditions to re-submit material as outlined above.</p>		
Officer's overall priority recommendation		HIGH
Lead Officer signature:		Date: 29 January 2008 Revised: 20 March 2008
Print name:	Tamsin Mendelsohn	

Stage 2: Heads of Departments prioritise applications with advice from Specialist Advisors

1. What were the strengths and weaknesses of the application identified by the Specialist Advisors? Please summarise their comments below. What were their ratings of the importance of the application in being supported?

The panel consisted of Murray Buchanan, Paul Bream, Jim Gaitens, Rachel Nelken and Susan Nickalls, with ratings received from Marie Fielding by email.

Comments:

- With regard to artistic vision and quality, the panel thought it would have been helpful to see more examples of types of programming and repertoire.
- The panel noted that, as stated by the organisation, artistic quality was not the primary objective of Making Music.
- The panel noted the quality of the organisation's audience development work and its benefit to MMS.
- The panel thought that the model whereby Making Music staff acquire skills (such as audience development) and pass them down to their members was a good one.

The panel rated the importance of the application in being supported as **Medium to High**.

2. Summarise the role of the organisation within the infrastructure of the sector. Assess to what extent the organisation's vision will contribute to the department's and to Scottish Arts Council's aims: (to fulfil artists' potential, to increase participation, to place creativity at the heart of learning)

Comments:

Making Music Scotland (MMS), part of the wider UK organisation Making Music is the organisation that took over the remit and work of the old NFMS (National Federation of Music Societies). The NFMS, now Making Music is a key employer of professional musicians through the auspices of their member orchestral, music theatre and operatic societies and plays a key strategic role for the music department, not least in the CPD opportunities represented by the wide variety of opportunity MMS represents. Making Music also has an industry standard agreement, brokered by the UK Musicians' Union with the ABO (Association of British Orchestras) further underlining their strategic importance in the UK and of course, to the Scottish Arts Council.

The national strategic importance is also enhanced by the fact that the member societies are "amateur" in terms of their individual membership, so MMS/MM affords a wide range of enthusiastic, committed and passionate musicians/singers/producers, etc the opportunity to promote and stage work and to utilise professional resources for their performances, thus providing education and CPD in equal measure together with sustained access and participation opportunities in a co-ordinated and organised manner, supported by a professional umbrella organisation.

1. **Fit with FXO criteria:** Other than 1.5, fully.

1.1 Excellent artistic vision and leadership; role within sector/support to artists: MM leads the sector in providing support to the many amateur music-making organisations that are so important a part of the industry in Scotland and contribute so much to the well-being of communities.

1.2 Improving your engagement with the public: Through its network of members, MM has a wide and diverse engagement with the public.

1.3 Good practice in the governance and management: Excellent governance and management with the implementation now of a FTE development officer, to the benefit of MM Scotland.

1.4 Practical implementation of your equal opportunities policy; widening access: A full equal opportunities policy is provided from the UK-wide organisation. A more bespoke version for Scotland will be provided.

1.5 Raising other income at least 25%: This must be met and budgets re-submitted accordingly.

2. Fit with Departmental priorities: The provision of high quality performance across both professional and amateur sectors is commendable as is their access and participation mantra. The learning and training agenda is also very strong.

3. Fit within Scottish Arts Council aims: Primarily the second aim, but also aims one and three.

3. Based on the lead officer's assessment and the subsequent meeting with Specialist advisors, please rate the application (High, medium, low) summarise your reasons for assessing the application as you have (drawing out the strengths and weaknesses of the organisation and highlighting any specific risks)

Comments:

As outlined above, MMS has a significant strategic benefit to the music department and to that end we would wish to consolidate additional money to support FTE administration of MMS by their development officer, which is included in the higher amount requested in their application of £98K and £102,545 respectively. The Specialist adviser's panel were also comfortable with that requested increase in funding as is the assessing officer. The consolidated post is in line with MM UK's additional investment for their development officers in the UK to give them FTE status and increased responsibilities.

MMS has engaged in a significant audience research project and is working with member societies to ensure they understand the importance of engaging fully with their respective communities and targeting young people, where they are seeking to partner with YMI and the senior members of their communities. MMS currently has society membership of 190 covering 26 of Scotland's 32 local authority areas. Their stated target is for 225 members in 2010/11, which is a realistic target

Whilst MMS state that they have no direct artistic control over their member societies, with increased investment, we would expect that to change and for them to consider using a more rigorous evaluation methodology that could easily follow our own Specialist Advisor portfolio. MMS might also consider broadening the genres served by their members and to increase input that lies outside the western classical influenced "norm".

MMS would also benefit from a marketing plan that assists them as well as the system they already have in place for their members to help them achieve maximum spread for their respective activities. MMS must also secure the pre-requisite 25% matched funding in year one, before their application could be successful. This should not prove difficult for them.

MMS comfortably combines the amateur and professional agendas and provides a clear training

agenda that compliments performance-based activities. Their proposal for developing a new amateur orchestra for Scotland is interesting and I would want them to liaise with the professional performing ensembles, the ABO and NYOS in that regard. The necessary revision to budget to show a 25% input from other partnerships should be deliverable and their consolidated funding should at least contain the £11K element which represents our share of the additional benefit of having FTE administration, which is now essential for this organisation.

1 Application rating: High

I agree with both the assessing officer and specialist adviser panel's recommendations and feel that subject to clarifying budgets, particularly on matched income, this application should be rated high.

1.2 Reasons for assessing at this rating: The quality and diverse range of their output resulting in amateur and professional music-making working totally in partnership.

1.3 Strengths of application: The strategic importance of MMS to this department and the significant contribution made by MMS in maintaining and developing access and participation for its members and for the public with whom they engage throughout Scotland.

1.4 Weaknesses of applications: meeting the 25% target.

1.5 Specific risks associated with the application: No specific risks.

1.6 Development areas identified: A bespoke equal opportunities policy and more detail on the "Scottish Amateur Orchestra" proposals.

1.7 Recommended level of support: £85,000 and £87,000.

4. Please comment on the geographic reach of the programme

Comments: As stated above, the spread of MMS activity is wide and currently encompasses 26 of Scotland's 32 local authorities.

1.1 Where will the activity/programme take place? Throughout Scotland.

1.2 Where will the audience come from? The communities served by the member societies.

Head of Department's overall priority recommendation		HIGH
Head of Department's signature:		Date: 14 February 2008 Revised 23 March 2008
Print name:	Ian Smith	

Stage 3: Collective Heads of Department (Arts Development Managers) make recommendations to Directors (Acting Chief Executive, Depute Chief Executive and Co-Directors of Arts)		
1. Summarise the reasons why the final rating has been made.		
Comments: Good overall fit with FXO criteria. The amount reflects development areas identified, the competitive funding context and assessment recommendation. Support of £85,000 annually is proposed.		
Collective Heads of Department (Arts Development Managers) priority recommendation		Strong Medium
Chair of Meeting signature:		Date: 2 April 2008
Print name:	Iain Munro	

Stage 4: Directors make recommendations to Joint Board (strategic fit)		
Record the Directors' recommendation and confirm the suggested level of support. If the recommendation differs from Stage 3, please summarise the reasons why.		
Comments: Agree with Stage 3 recommendation. Support of £85,000 annually is proposed.		
Directors recommendations to Joint Board		Strong Medium
Acting Chief Executive signature:	Jim Tough	Date: 10 April 2008

Stage 5: Joint Board's decisions		
Record the Joint Board's recommendation. If the recommendation differs from Stage 4, please summarise the reasons why.		
Comments: The Joint Board accepts the Stage 4 recommendation.		
Joint Board Final Decision		APPROVE
Date: 24 April 2008	If approved for support, enter sum awarded	£85,000

End of Assessment