

The Big Music Project



The Big Music Project is a unique initiative, funded by The Big Lottery Fund, and delivered by the UK's biggest music and entertainment brands and major youth sector players to elicit societal change and transform the lives of young people in some of the most deprived areas across England, Scotland, Wales and Northern Ireland.

Young people and music

Young people have a unique relationship with music. They talk about music, they share experiences, many are truly creative and for an enormous number, the chance to connect more closely with music is hugely appealing. The opportunity to work within the industry is a dream that many aspire to, but few believe they will ever attain. Using music industry careers to inspire and engage them, the project will give young people the practical advice and help they need to take their first steps towards a rewarding future.

The Big Music Project exists to help young people...

1. ... Establish positive connections and communication within (and across) communities through the use of music, social media and other appropriate channels. Enabling them to establish and maintain healthy reciprocal relationships within their community.
2. ... Have improved outlook and prospects, particularly where they are at risk of falling into negative patterns of behaviour.
3. ... Benefit from practical training and workshops to enable young people to look beyond their current horizons, and the space and time to identify what they are good at.
4. ... Be provided with the social capital and support that encourages wider world thinking, citizenship and work readiness.
5. ... Be able to take control of their lives relatively quickly so that they can move on with the benefit of new-found peer networks.

To achieve these aims we will...

1. Deliver a large scale, year long, media-led youth engagement campaign, focussed on the opportunities created for them by their passion for and interest in music.
2. Create first opportunities to make or produce music, thereby increasing confidence and collaboration skills, and building links across communities.
3. Nurture and develop young musicians both musically and commercially to provide them with a rounded view of the industry they aspire to work in. This will cover training on marketing, social networking, recording, production, PR, promotion, legal affairs and other elements that will help talented acts rise to the next level.
4. Deliver community-based learning programmes that use music as the 'hook' to promote opportunities, employability and citizenship to disadvantaged 14-24 year-olds
5. Deliver best-in-class digital tools and provide peer-to-peer mentoring by other highly motivated young people.
6. Develop routes into employment in highly desirable industries while also enabling young people to develop transferable skills towards employment in any industry.

Background





The project launched in April 2014 at and features:

- A **website hub** offering practical careers advice, and inspiration to help young people make their move into the world of music and beyond.
- Our **“On Track” careers programme** with hundreds of internships and work experience opportunities.
- **The Big Music Project Live** in Belfast, Cardiff, Glasgow and London in September and October 2014 will see thousands of young people get hands-on experience of music industry careers. Each event will be packed with live music, big name speakers, first class advice from industry experts, information on work opportunities in the local area, and the chance to find out how this project can make a difference in the local community.
- **The Big Music Project Competition.** A national competition, powered by The Next BRIT Thing, searching for and nurturing talented young classical and contemporary musicians, including regional on-tour heats in 13 UK towns and cities through November 2014 and a live final during BRITs week 2015.
- Creation of **100 youth club Hubs and 1000 young Big Music Project Champions** through youth clubs operated by UK Youth and its partners. These young people will be given support and training to deliver a music project for their community including a specialist toolkit developed with the BRIT School.
- The whole project is supported by a **national media campaign** driven by Capital FM.

The Partners

Global and Capital FM

Through its charity arm, the UK’s largest commercial radio group, Global, is the lead partner and will deliver the communications strand, reaching 4.5million young people through its Capital FM brand alone. They are also responsible for delivering thebigmusicproject.co.uk, a website hub, launching 31 March 2014, and offering careers advice and inspiration as well as being a portal to the other strands of the project.

BPI

The trade body for the music industry, and the people behind The BRITs, BPI, are responsible for delivering four massive live hands-on careers events (Belfast, Cardiff, Glasgow, London) in Sept/Oct 2014 plus a national music competition including 14 regional heats in Nov/Dec 2014

UK Youth

The UK’s leading network of youth clubs, UK Youth, have brought together regional partners Youth Cymru, Youth Scotland, Youth Action Northern Ireland, Rathbone and MyPlace to create a network of 100 youth club Hubs for the project, each training and supporting 10 project “champions” (1000 national project champions) to deliver a music project to benefit their local community. A further 99,000 young people will receive peer education from these Champions.

Equal

Experts in business psychology and public sector business analysis, Equal (part of Aegis Media) will conduct the project evaluation, producing a robust piece of research showing the impacts of the project.

Timeline

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2014	Activity
Mar	<p>Last week of March –Champions attend regional Intro days. Cardiff's day (organized by youth Cymru) takes place at WMC on 22 March</p> <p>Mon 31 March – www.thebigmusicproject.co.uk launched, supported by high profile campaign of Capital FM. Hosting careers advice and inspiration and a portal to internship and work experience opportunities – The Big Music Project On Track Scheme.</p>
Apr	<p>Mon 28 April – The Big Music Project Competition launches online with pop and classical categories. Young people from across the UK can add their performances to the website ahead of judging by industry experts.</p>
Jun	Champions come together for media training delivered by CoSpa
Aug	<p>Tickets for “The Big Music Project Live” event are available</p> <p>Presenting category of The Big Music Competition Project launched</p>
Sep	Sun 21 September – The Big Music Project Live in Glasgow at The Arches
Oct	<p>Sat 4 October - The Big Music Project Live in London at The Brewery</p> <p>Sat 11 October – The Big Music Project Live in Cardiff at Wales Millennium Centre</p> <p>Sat 18 October – The Big Music Project Live in Belfast at Belfast City Hall</p>
Nov	<p>Throughout November – The Big Music Project Competition On Tour - Fri 14 Belfast; Sun 16 Glasgow; Mon 17 Gateshead; Tue 18 Leeds; Wed 19 Manchester; Thu 20 Liverpool; Sat 22 Leicester; Sun 23 Birmingham; Mon 24 Cardiff; Tue 25 Bristol; Thu 27 Portsmouth/Southampton; Sat 29 London; Sun 30 London</p> <p>. Regional finalists perform in front of an industry panel</p>
Feb 2015	Date tbc – The Big Music Project Competition Final takes place at O2 during BRITs week and acts as end-of-year celebration.

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