

MUSIC GENERATION

MAKING MUSIC EDUCATION HAPPEN

Ireland's National Music Education Programme
A Music Network initiative, co-funded by U2, The Ireland Funds,
The Department of Education and Skills
and Local Music Education Partnerships

Music Generation DAC 2018 Annual Report



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Foreword

I am delighted to present this Annual Report for 2018, an important year in which Music Generation has continued to grow the breadth and depth of its provision for children and young people in Ireland. Over the course of 12 months, programming and planning for roll-out commenced in 9 new areas of the country and the first steps were taken on the journey to nationwide expansion by 2022.

These landmark achievements for Music Generation could not have been realised without the continued and dedicated support of our valued partners. In particular I would like to acknowledge U2, The Ireland Funds, the Department of Education and Skills, Music Network, the Arts Council and the network of Local Music Education Partnerships with whom we work closely in pursuit of our shared goal: to transform the lives of children and young people through access to music tuition.

This publication also provides me with an opportunity to welcome to the Board Anna Marie Delaney and David Leahy, whose extensive knowledge and expertise will be of tremendous value as we enter the programme's next phase of development. I would like to acknowledge outgoing Board Members Jackie Maguire and Shaun Purcell, who have both made a significant contribution to advancing the mission of Music Generation during their committed years of service.

The cornerstone of Music Generation has always been its pioneering approach to public-philanthropic partnership, which in just eight years has dramatically transformed the landscape for performance music education in Ireland. That all our partners are aligned in their vision to 'make music education happen' for the children and young people with whom we work is unfailingly this organisation's greatest strength. I look forward to continuing to collaborate with our local and national partners, my fellow Board Members and the Music Generation Executive to build on our successes to date and further the reach of this transformative programme in the year to come.

Leo Blennerhassett, Chairperson

Introduction

Since its foundation in 2010 Music Generation has been guided by a clear vision to create universal access to music tuition for all children and young people, regardless of circumstance. In 2018, through the committed partnership-working of our donors, funders and local partners, we made some extraordinary strides on our journey towards this shared goal.

During the first six months of the year Music Generation Development Officers were appointed in five new areas of Ireland, paving the way for thousands more children and young people to engage in truly transformative musical experiences in their localities. In March we hosted our first ever national gathering of Music Generation musicians; a valuable opportunity to share learning and expertise across the network of skilled professionals with whom we work.

We were delighted to share news of the Arts Council's decision to renew its partnership with Music Generation, which will enable enriched experiences for young musicians and add new dimensions to existing core programmes over the next three years. In September, together with our donors and funders, we celebrated achieving the 2018 Allianz Business to Arts Award for 'Best Long Term Partnership'.

2018 was also marked by a series of major performance opportunities for young musicians, allowing Music Generation to share with a broader public the real and remarkable possibilities available to children and young people through music. Among them were performances for HRH Prince Charles, Prince of Wales and Camilla, Duchess of Cornwall in Cork City, a live television appearance on the RTÉ Late Late Toy Show and a concert by young Laois musicians as part of The Ireland Funds' Monaco Weekend Celebrations.

These significant milestones would not have been possible without the dedicated support of our philanthropic donors, the Department of Education and Skills and the network of Local Music Education

Partnerships. Together, we will continue to work hard to reach our collective goals for 2019 and beyond, to enable the best possible outcomes for children and young people through access to high-quality performance music education.

Rosaleen Molloy, National Director

1. Who We Are

Music Generation is Ireland's National Music Education Programme, which transforms the lives of children and young people by giving them access to high-quality performance music education in their local areas. Initiated by Music Network, Music Generation is co-funded by U2, The Ireland Funds, the Department of Education and Skills and Local Music Education Partnerships.

Vision

'What we want to do is really simple. We just want to make sure that everyone, whatever their background, gets access to music tuition. That's the idea.' (Bono/U2)

Music Generation Strategic Plan, 2016 – 2021

Mission

Through access to the breadth of high-quality performance music education, transform the lives of children and young people, enabling them to develop their creativity, reach their full potential, achieve self-growth and contribute to their personal development, within a vibrant music community.

Music Generation Strategic Plan, 2016 – 2021

Board

Established as a subsidiary company of Music Network CLG, Music Generation DAC is governed by a nine-member Board of Directors.

Music Generation Board Members in 2018:

- **Leo Blennerhassett** Chairperson, Management Consultant and former Managing Director of Accenture Ireland
- **Pat Burke** Former Assistant Secretary General at the Department of Education and, more recently, Chair of the State Examinations Commission
- **Anna Marie Delaney** (from November 2018) Chief Executive of Offaly County Council
- **Dr Cliona Doris** Head of Orchestral Studies, DIT Conservatory of Music and Drama, Dublin
- **Martin Drury** Independent Curator and Adviser
- **David Leahy** (from May 2018) Chief Executive of Galway and Roscommon Education and Training Board
- **Jackie Maguire** (up to September 2018) Chief Executive of Meath County Council
- **Deirdre McCrea** Independent Arts Consultant and former CEO of Music Network
- **James Morris** Founder of Windmill Lane Studios, Windmill Lane Pictures and The Mill (London), currently working with Windmill Lane to establish a Visual Effects Studio in Dublin
- **Chantal O'Sullivan** (from Jan 2018) Antique dealer, member of the New York board of the Irish Georgian Society, member of The Ireland Funds and New York's Glucksman Ireland House.
- **Shaun Purcell** (up to May 2018) Chief Executive of Mayo, Sligo and Leitrim Education and Training Board
- **Bill Whelan** Musician and Composer

Staff

Music Generation National Development Office staff in 2018:

- **Rosaleen Molloy** National Director
- **Eve O'Kelly** MEP Support and Development Manager
- **Liz Powell** (from September 2018) MEP Support Manager
- **Aoife Lucey** Communications and Marketing Manager
- **Amy Byrne** Communications and Administration Officer

- **Cathriona Grange** Operations Manager
- **Helen Grant** Finance Manager

Finance

- Music Generation's total income for 2018 was €3,651,332.
- Core funding of €872,544 was received from The Ireland Funds and €2,565,000 was received from the Exchequer through the Department of Education and Skills.
- Music Generation also received €198,713 through its partnership with the Arts Council which adds value to core Local Music Education Partnership programmes.
- Other income received (€15,075) included deposit income and funding to support performance opportunities for young musicians. A financial statement for the year ended 31 December 2018 is available from the Companies Registrations Office.
- The funds allocated to Music Generation cover programme outlay costs to Local Music Education Partnerships and National Development Office running costs.

2. Strategic Goals

Strategic Priority 1: GROWTH		Implementation Plan Actions 2018
Goals	Actions	
<ul style="list-style-type: none"> Expand into more areas of the country Nourish growth in terms of depth of provision with the existing Local Music Education Partnerships established in Phase 1 	<ul style="list-style-type: none"> Co-fund and work with new Local Music Education Partnerships (LMEPs) Guide and support delivery by the existing LMEPs to grow the depth of provision as they continue to focus on building capacity to: <ul style="list-style-type: none"> Sustain and transform the diversity of practice among musicians across the spectrum of performance music education Nourish children/young people's growth, progression and musical independence across a diversity of programmes, music genres and contexts Develop longitudinal programming which enables engaged partnership between musicians and children/young people Continue to invest in incentivising collaboration between Music Generation LMEPs through regional and national projects Continue to invest in learning and networking opportunities for the range of partners involved in Music Generation's wider partnership ecosystem 	<ul style="list-style-type: none"> Commenced set-up process in 9 new LMEP Areas in 2 phases: <ol style="list-style-type: none"> Phase 1, Jan – Sept: Wexford, Waterford, Galway County, dlr, Leitrim Phase 2, July – Dec: Galway City, Kilkenny, Roscommon, Cavan/Monaghan In partnership with the Department of Education and Skills (DES) devised an implementation plan for Music Generation's national expansion by 2022 Through the ongoing Support and Development resource function of the National Development Office: <ul style="list-style-type: none"> Maintained close contact with programme delivery and musicians' practice in LMEPs and provided timely and constructive feedback Supported LMEPs in ongoing programme development Supported the implementation of LMEP plans; shared the learning between LMEPs to support the development of effective programming Through the Creativity and Collaboration fund, initiated and supported four inter-LMEP collaborative projects in 2018 Convened the inaugural Music Generation National Musicians Day

Strategic Priority 2: SUSTAINABILITY		Implementation Plan Actions 2018
Goals	Actions	
<ul style="list-style-type: none"> Through partnership, continue to develop, strengthen and sustain the infrastructure for performance music education Advocate for the value of performance music education in the lives of children/young people by engaging effectively with key stakeholders and target audiences 	<ul style="list-style-type: none"> Work with relevant Government Departments and LMEPs to respond to Music Generation's need to be adequately resourced by an appropriately skilled workforce across a range of artistic/managerial, musician, and administration/support roles to sustain future development Through public-private partnership, work with Philanthropists, Government and LMEPs to continue to secure long-term sustainable funding streams Work effectively with the existing and new LMEPs by responding strategically in a co-ordinated way to long-term development and sustainability needs Increase public awareness of Music Generation's impact Amplify and promote the work of LMEPs Empower youth voice by giving agency to children/young people's advocacy for performance music education 	<ul style="list-style-type: none"> Maintained engagement with the DES on seeking to progress workforce matters Through ongoing engagement with the DES, developed an implementation plan for Music Generation's national expansion by 2022 Maintained engagement with the Arts Council on the implementation of the new three-year partnership Ensured LMEP 50% matched income was raised Continued to implement a set-up support programme for new LMEPs Worked with Phase 1 LMEPs on the completion of five-year strategic plans Continued to provide strategic support and advice to Phase 1 LMEPs on the implementation of their existing five-year plans; enabled LMEPs to access additional investment through the Creativity and Collaboration Fund to support programme development Continued to support Professional Learning Network opportunities across LMEPs which focus on sharing of learning and promotion of best practice Devised and implemented a strategic communications plan for Music Generation designed to increase public awareness and build reputation among key audiences through targeted PR and marketing across a variety of channels Documented and shared the story and impact of Music Generation to support the strategic priorities of growth, sustainability and quality Continued to develop the Young Ambassadors Programme locally, nationally and internationally through live performance and digital platforms Influenced public perception of the value and impact of performance music education by creating a platform for children and young people to share their Music Generation stories in their own words

¹ Clare and South Dublin Local Music Education Partnerships

¹ Co-funded through Arts Council, philanthropic and DES investment

Strategic Priority 3: QUALITY		Implementation Plan Actions 2018
Goal	Actions	
<ul style="list-style-type: none"> • Work with all partners within Music Generation Local Music Education Partnerships to achieve the highest quality of experience for children/young people in performance music education 	<ul style="list-style-type: none"> • Foster a strong culture of shared learning across the Music Generation LMEP Network by: <ul style="list-style-type: none"> - Supporting LMEPs in developing, articulating, maintaining and sustaining high artistic and educational standards in their strategic planning for performance music education - Continuing to invest in professional development and learning networks for musicians to support their engagement with innovative approaches and new ways of thinking about performance music education practice - Continuing to invest in the Co-ordinator/Music Development Officer Network, strengthening its function as an empowering professional development forum to support this key leadership role - Continuing to invest in research with a focus on articulating quality and sharing best practice across the diversity of performance music education 	<ul style="list-style-type: none"> • Ongoing Support and Development function of the National Development Office • Enabled a range of national and international advisory supports for LMEPs to access appropriate expertise as required, to nurture the practical understanding and delivery of high-quality performance music education • Through the Creativity and Collaboration Fund, incentivised and supported a range of professional development and training initiatives at local level • Curated and delivered bi-monthly Leadership Network meetings, including an annual two-day residential meeting • Continued to integrate the dissemination of <i>Possible Selves in Music</i> research across learning network forums • Raised the profile of Music Generation in international contexts via performances and presentations

3. Impact

The following information outlines the impact of Music Generation's work during 2018:

Participation, Programme Development, Employment Opportunities

- **42,500** engagements by children and young people in music tuition, who may not otherwise have had the choice of access or the chance to participate
- **350** employment opportunities, mainly for musicians
- Tuition in **800** centres across **11** tuition contexts
- **12** Instrument Banks
- Delivery of **56,200** tuition hours
- **150** different programmes offered across all genres of music
- **8,300** musical instruments for young musicians

Selected highlights from 2018 include...

- In **JANUARY** Senior Strings players from Music Generation Louth joined St Paul's High School Choir, Bessbrook, for a performance of Vivaldi's 'Gloria' in St Patrick's Catholic Cathedral, Armagh. Later in the year members of the Strings Orchestra shared their experiences. [Read more](#)
- **FEBRUARY** saw seven new Music Generation South Dublin tracks launched at a Listening Party in Tallaght. The songs were composed, arranged and produced by teenage participants in the SubSounds Schools programme under the guidance of professional musician mentors. [Listen online](#)
- In **MARCH** young musicians in Cork City, including rock and pop groups and a New Orleans style Brass Ensemble, enjoyed the honour of performing for President Michael D. Higgins at Cork City Library as part of the Cork Lifelong Learning Festival 2018. [Read more](#)



- Eight harpists from Music Generation Laois wowed crowds at the Edinburgh International Harp Festival in **APRIL** with a stunning set performed in support of the virtuosic trad duo, Chris Stout and Catriona McKay. [Watch online](#)
- In **MAY** Music Generation Offaly/Westmeath expanded its flagship Singfest Choral Residency to include a 'Community Come and Sing Day' for choirs and solo singers of all ages and levels of experience, and a 'Sing OUT!' for young singers from second level schools across both counties. [See more of Singfest](#)

- Music Generation Limerick City welcomed international delegates of The Ireland Funds Conference 2018 to its Creative Centre, Cecil Street in **JUNE**, for a special visit encompassing a tour of recording and production facilities and performances by choral, rap and hip-hop musicians. [Read more](#)

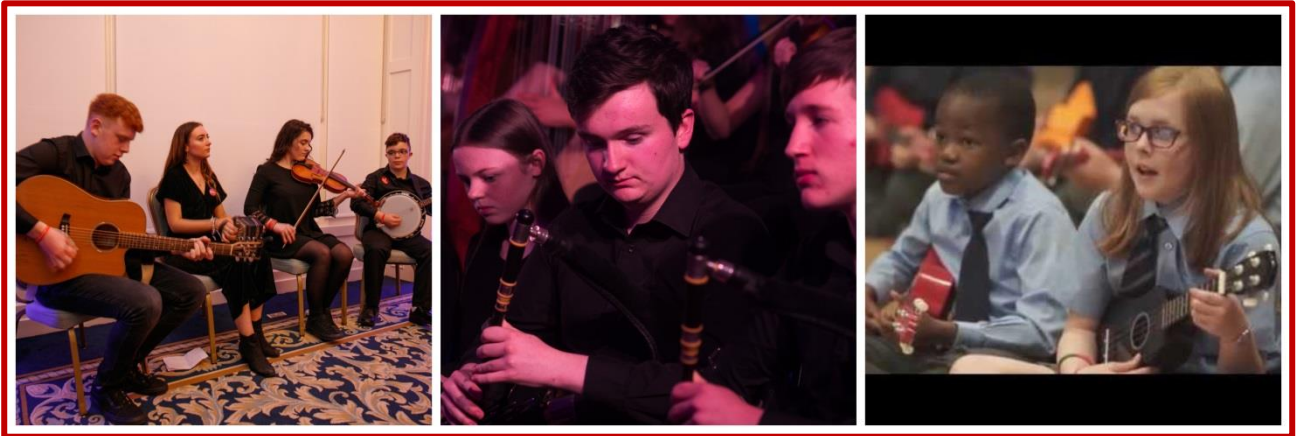


- **JULY** saw programming commence in earnest in Dún Laoghaire-Rathdown, Galway County, Leitrim, Waterford and Wexford with new opportunities for young people in each area to try out a series of taster sessions, workshops and masterclasses across a huge range of musical styles. [Read more](#)
- In **AUGUST** the town of Drogheda whole-heartedly welcomed some 260 young traditional Irish musicians from seven Music Generation counties at Fleadh Cheoil na hÉireann 2018. The groups each performed a set on the Fleadh Gig Rig, setting the streets alight with music, dance and a flash mob. [Watch video](#)
- Music Generation partnerships in almost every area of the country continued their tradition of participation at in Culture Night in **SEPTEMBER**, including choral performances in Sligo's Hawks Well Theatre, open mic nights, workshops and performances. [Read more](#)



- In **OCTOBER**, the extraordinarily skilled Music Generation Carlow trad ensemble Reelig were invited to a Bank of America Merrill Lynch Global Forum hosted at The Shelbourne Hotel in Dublin, where they performed for delegates including Cherie Blair CBE QC and former Chief Commissioner for Human Rights in Northern Ireland, Monica McWilliams. [Read more](#)

- In **NOVEMBER** Music Generation Mayo shared an insight into its 'Céilí Ukulele' programme, designed for young musicians in primary school contexts in Castlebar and Ballina. The programme seeks to impart knowledge of musical principles while also instilling a joy and passion for performing. [Watch video](#)
- In **DECEMBER** the outcomes of one of our farthest reaching collaborative initiatives, Tionól, a gathering for harps and pipes musicians led by Music Generation Laois, were shared through the release of a documentary video, created by a young participant on the programme. [Watch video](#)



4. Governance

- 4.1** Operational and governance processes are in place to ensure that Music Generation operates efficiently and complies with the governance obligations of all of its funders.
- 4.2** There is an effective financial management, compliance and reporting system in place. This includes:
- Monitoring of financial reports at regular management meetings
 - Quarterly management accounts submitted for approval by the Board of Music Generation
 - Quarterly income and expenditure reports submitted to the Department of Education and Skills
 - Completion of the audit of financial statements for 2018. The Board of Directors was responsible for preparing final company accounts for 2018
 - Compliance with all appropriate procedures for financial reporting, internal audit, travel, procurement and engagement with third parties
 - Compliance by Music Generation with all obligations under tax laws
 - Adherence with relevant Codes of Business Conduct for employees
 - Annual review of key company policies.
- 4.3** Compliance with governance requirements set down by the Department of Education and Skills:
- Music Generation pays regard to relevant national strategies, Government policies and the Code of Practice for Governance of State Bodies (2016)
 - Annual work plans and reports prepared for the Department of Education and Skills, submitted in February 2018
 - Audited accounts of income and expenditure have been made available to the Department of Education and Skills
 - The Strategic Plan of Music Generation reflects priorities and key outputs which compliment Government's priorities and the Department's Statement of Strategy.

5. Funding Partners

Music Generation is proud to have the support of:

Principal Philanthropic Donors



U2



Funders



An Roinn Oideachais
agus Scileanna
Department of
Education and Skills



Local Music Education Partnerships

Programme Partner



Appendix A - Membership and attendance at Board meetings 2018

	22-Jan	12-Mar	24-May	02-Jul	10-Sep	03-Dec
Mr Leo Blennerhassett	✓	✓	✓	✓	✓	✓
Dr Clíona Doris	✓	✓	✓	✓	✓	✓
Mr Bill Whelan		✓		✓		
Ms Jackie Maguire			✓		✓	
Mr Shaun Purcell	✓	✓				
Mr Martin Drury	✓	✓	✓	✓		✓
Mr Pat Burke	✓	✓	✓	✓		✓
Mr James Morris		✓		✓	✓	✓
Ms Deirdre McCrea	✓	✓	✓	✓		✓
Ms Chantal O'Sullivan				✓		
Mr David Leahy				✓	✓	✓
Ms Anna Marie Delaney						✓

Appendix B - Expenses paid to Board Members in 2018

No Directors' fees were paid to Board Members in 2018.

The figures below include Board Member expenses for attendance at Local Music Education Partnership events and attendance at Board meetings.

	€
Leo Blennerhassett	
Pat Burke	
Anna Marie Delaney	
Dr Clíona Doris	
Martin Drury	
David Leahy	125.69
Jackie Maguire	
Deirdre McCrea	
James Morris	
Chantal O'Sullivan	
Shaun Purcell	370.86
Bill Whelan	