



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 2017 Annual Report



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## Foreword

I was delighted to take up the role of Chairperson of Music Generation in March 2017, during what was truly a momentous year in the organisation's development. In just 12 months this ground-breaking organisation launched a second phase of expansion, commenced roll-out into new areas of Ireland and welcomed a commitment by Government to extend the programme nationwide.

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 mission: to transform the lives of children and young people through access to music tuition.

The publication of this Annual Report for 2017 also provides me with an opportunity to welcome to the Board Deirdre McCrea, whose extensive knowledge and expertise will undoubtedly be of significant value as we enter the programme's next exciting phase.

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

**Leo Blennerhassett, Chairperson**

## Introduction

Since its formation in 2010 Music Generation has been guided by a powerful vision to create universal access to music tuition for all children and young people, regardless of circumstance. In 2017, through the committed partnership-working of our donors, funders and local partners, we made some extraordinary strides on our journey towards this shared goal.

In July we announced that Music Generation would expand into nine new areas of Ireland, thanks to renewed financial investment by U2 and The Ireland Funds and as a result of Government's support for the programme's second phase. In September we revealed the nine new areas selected for participation, opening the door for thousands more children and young people to access and engage in truly transformative musical experiences with inspiring musician educators.

2017 was also marked by a series of major performances by young musicians, exemplifying the richness and diversity of the work happening every day in local communities. They included performances for President Michael D. Higgins at Áras an Uachtaráin, for Canadian Prime Minister, Justin Trudeau at Dublin Castle and for His Serene Highness Prince Albert II, Sovereign Prince of Monaco, as part of The Ireland Funds' Worldwide Conference 2017. These occasions have allowed Music Generation to share with the broader public the real and remarkable possibilities available to children and young people through music.

Music Generation arrived at a significant milestone in December 2017 when An Taoiseach, Leo Varadkar announced Government's commitment to support the programme's expansion nationwide by 2022. This historic achievement would not have been possible without the dedicated partnership-working 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 2018 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 2017:

- **Leo Blennerhassett** Chairperson (from March 2017) 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
- **Dr Cliona Doris** Head of Orchestral Studies, DIT Conservatory of Music and Drama, Dublin
- **Martin Drury** Independent Curator and Adviser
- **Shaun Purcell** Chief Executive of Mayo, Sligo and Leitrim Education and Training Board
- **Jackie Maguire** Chief Executive of Meath County Council
- **Deirdre McCrea** (from June 2017) 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
- **Bill Whelan** Musician and Composer

### Staff

Music Generation National Development Office staff in 2017:

- **Rosaleen Molloy** National Director
- **Eve O'Kelly** MEP Support and Development Manager
- **Aoife Lucey** Communications and Marketing Manager
- **Helen Grant** Finance Manager
- **Cathriona Grange** Operations Manager
- **Kevin O'Brien** Administration Assistant

## Finance

- Music Generation's total income for 2017 was €3,081,633.
- Core funding of €494,229 was received from The Ireland Funds and €2,485,000 was received from the Exchequer through the Department of Education and Skills.
- Music Generation also received €89,992 through its partnership with the Arts Council which adds value to core Music Education Partnership programmes.
- Other income received (€12,412) included deposit income and funding to support performance opportunities for young musicians. A financial statement for the year ended 31 December 2017 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		
Goals	Actions	Goals progressed in 2017
<ul style="list-style-type: none"> <li>Expand into more areas of the country</li> <li>Nourish growth in terms of depth of provision with the existing Music Education Partnerships established in Phase 1</li> </ul>	<ul style="list-style-type: none"> <li>Co-fund and work with new Music Education Partnerships (MEPs)</li> <li>Guide and support delivery by the existing MEPs to grow the depth of provision as they continue to focus on building capacity to:               <ul style="list-style-type: none"> <li>Sustain and transform the diversity of practice among musicians across the spectrum of performance music education</li> <li>Nourish children/young people's growth, progression and musical independence across a diversity of programmes, music genres and contexts</li> <li>Develop longitudinal programming which enables engaged partnership between musicians and children/young people</li> </ul> </li> <li>Continue to invest in incentivising collaboration between Music Generation MEPs through regional and national projects</li> <li>Continue to invest in learning and networking opportunities for the range of partners involved in Music Generation's wider partnership ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>9 new MEP Areas selected for participation</li> <li>Government commitment announced for Music Generation to be expanded countrywide by 2022, as part of Creative Ireland's Creative Youth Plan</li> <li>Through the ongoing Support and Development resource function of the National Development Office:               <ul style="list-style-type: none"> <li>MEPs' ongoing programme development supported</li> <li>Implementation of MEP plans and shared learning between MEPs supported</li> <li>Close contact with programme delivery and musicians' practice in MEPs maintained; timely and constructive feedback provided</li> </ul> </li> <li>7 inter-MEP collaborative projects in 2017 delivered through the National Projects strand</li> <li>4 regional workshops for musicians delivered, focussing on dissemination of <i>Possible Selves in Music</i> research</li> </ul>

<b>Strategic Priority 2: SUSTAINABILITY</b>		
<b>Goals</b>	<b>Actions</b>	<b>Goals progressed in 2017</b>
<ul style="list-style-type: none"> <li>• <b>Through partnership, continue to develop, strengthen and sustain the infrastructure for performance music education</b></li> <li>• <b>Advocate for the value of performance music education in the lives of children/young people by engaging effectively with key stakeholders and target audiences</b></li> </ul>	<ul style="list-style-type: none"> <li>• Through public-private partnership, work with Philanthropists, Government and Local MEPs to continue to secure long-term sustainable funding streams</li> <li>• Work effectively with the existing and new MEPs by responding strategically in a co-ordinated way to long-term development and sustainability needs</li> <li>• Increase public awareness of Music Generation's impact</li> <li>• Amplify and promote the work of MEPs</li> <li>• Empower youth voice by giving agency to children/young people's advocacy for performance music education</li> </ul>	<ul style="list-style-type: none"> <li>• Philanthropic support maintained from U2 and The Ireland Funds for Music Generation Phase 2, including a donation from Bank of America Merrill Lynch Charitable Foundation</li> <li>• 50% locally generated matched income maintained by Local Music Education Partnerships</li> <li>• New Phase of Arts Council Partnership investment secured</li> <li>• Engagement maintained with relevant government departments on workforce matters</li> <li>• Set-up support programme for new MEPs commenced</li> <li>• 5-year strategic plans completed with a further three Phase 1 MEPs</li> <li>• Delivery of Professional Learning Network events led by MEPs which focussed on sharing of learning and promotion of best practice</li> <li>• Strategic communications plan for Music Generation devised and implemented which achieved increased public awareness to key audiences through targeted PR and marketing through a variety of communication channels</li> <li>• Further development of Young Ambassadors Programme locally, nationally and internationally through live performance and digital platforms</li> </ul>

Strategic Priority 3: QUALITY		
Goal	Actions	Goals progressed in 2017
<ul style="list-style-type: none"> <li>Work with all partners within Music Generation Music Education Partnerships to achieve the highest quality of experience for children/young people in performance music education</li> </ul>	<ul style="list-style-type: none"> <li>Foster a strong culture of shared learning across the Music Generation MEP Network by: <ul style="list-style-type: none"> <li>Supporting MEPs in developing, articulating, maintaining and sustaining high artistic and educational standards in their strategic planning for performance music education</li> <li>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</li> <li>Giving agency to musician-led initiatives, in order to achieve positive musical outcomes for children/young people and recognise musicians' needs to enrich their own creative practice</li> <li>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</li> <li>Continuing to invest in research with a focus on articulating quality and sharing best practice across the diversity of performance music education</li> <li>Co-ordinating a variety of forums to enable shared learning/knowledge exchange within and between the existing and new MEPs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Progressed through the ongoing Support &amp; Development function of the National Development Office <ul style="list-style-type: none"> <li>A range of national and international advisory supports and expert input provided for / accessed by MEPs to nurture the practical understanding and delivery of quality in a performance music education model built on the principles of diversity</li> <li>Through the National Projects strand a range of professional development and training initiatives for musicians at local level were supported</li> <li>Worked with MEPs to support the establishment of Lead Musician roles to build teams, enhance programme delivery and envision high-quality musical outcomes for children and young people</li> <li>Curation and delivery of bi-monthly and annual residential Music Generation Leadership Network meetings</li> <li>Delivery of regional seminars to support the dissemination of <i>Possible Selves in Music</i> research</li> <li>Supported individual MEPs to take leadership roles by developing collaborative projects in specialised areas of practice through the National Projects strand</li> </ul> </li> </ul>

### 3. Impact

The following information outlines the impact of Music Generation's work during 2017:

#### Increased Participation, Programme Development, Employment Opportunities

- **48,500** opportunities for children and young people to engage in music tuition, who would not otherwise have had the choice of access or the chance to participate. This represents an **18%** increase in participation from the previous year
- **400** employment opportunities, mainly for musicians
- Tuition in **800** centres across 11 tuition contexts
- **12** Instrument Banks
- Delivery of **58,500** tuition hours
- **150** different programmes offered across all genres of music
- **8,100** musical instruments for young musicians

#### Selected highlights from 2017 include...

- In **JANUARY** young musicians from Music Generation Laois joined Minister for Education and Skills, Richard Bruton T.D. and U2's Adam Clayton in Dublin to mark the announcement of an open call for applications to the programme's next phase. [Read more](#)
- **FEBRUARY** saw the town of Borris, County Carlow, come alive as the third annual Music @ Mount Leinster Festival brought together 110 young musicians from 8 counties for a celebration of traditional Irish music-making. [Watch video](#)
- On 31 **MARCH** 13 members of the Music Generation Laois Harp Ensemble packed their instruments and travelled to the Edinburgh International Harp Festival where they joined musicians from around the world for five days of workshops, concerts and events. [Read more](#)



- Cork City was a hive of musical activity in **APRIL** as participants from its brass and wind programmes were joined by young Carlow and Mayo musicians for the 'Brass Off!' residential programme – a festival of workshops, rehearsals and collaborative performances. [Watch a video](#)

- In **MAY** Music Generation Limerick City hosted the second national gathering of young rock and pop musicians and their tutors at 'Music Generation Live at the Milk Market'. This day-long workshop and public performance involved more than 110 young musicians from every partnership area in Ireland. [Watch a video](#)



- Young musicians from Music Generation Laois took centre stage at the Gala Celebration of The Ireland Funds Worldwide Conference in **JUNE**, where they performed for an audience of national and international delegates, including Guests of Honour His Serene Highness Prince Albert II, Sovereign Prince of Monaco, and An Taoiseach Leo Varadkar. [Read more](#)
- **JULY** saw traditional Irish music ensembles from counties Laois and Carlow perform for President Michael D. Higgins and Sabina Higgins at two summer Garden Parties in Áras an Uachtaráin, celebrating the work of people and organisations active in their communities. [Read more](#)



- In **AUGUST** Music Generation Clare hosted 110 young traditional Irish musicians from eight counties at Fleadh Cheoil na hÉireann 2017. The groups each performed a set on the Fleadh Gig Rig, setting the streets of Ennis alight with music, dance and song. [Watch video](#)
- Young Cork City musician Caoimhe Barry joined National Director Rosaleen Molloy in studio at RTÉ in **SEPTEMBER** as Music Generation officially announced the nine new areas selected for participation in its second phase. [Listen back](#)

- 13 extraordinary young musicians from Music Generation Carlow flew to Sitges, Barcelona during the **OCTOBER** bank holiday to stage a collaborative performance with world champion Irish dancer David Geaney, under the direction of flautist James Mahon. [Watch the performance](#)



- Portlaoise was the host town for the second annual Tionól for Harps and Pipes, a weekend gathering in **NOVEMBER** featuring workshops, seisiúns and performances, attended by more than 150 professional and young musicians of all ages from 11 different counties. [Watch a video](#)
- More than 50 young flautists from six different Music Generation partnerships joined renowned musicians Sir James and Lady Jeanne Galway for a masterclass and collaborative performance opportunity at the Royal Irish Academy of Music in **DECEMBER**. [Read more](#)



## 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 2017. The Board of Directors were responsible for preparing final company accounts for 2017
  - 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 (2009)
  - Annual work plans and reports prepared for the Department of Education and Skills, submitted in January 2017
  - 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

The logo for the band U2, consisting of the letters 'U2' in a bold, black, sans-serif font.

### Programme Partner



### Funders



Local Music Education Partnerships

### Research



## Appendix A - Membership and attendance at Board meetings 2017

	02-Feb	05-Apr	01-Jun	20-Jun	04-Sep	28-Sep	19-Oct	14-Dec
Leo Blennerhassett	✓	✓		✓	✓	✓	✓	✓
Pat Burke	✓	✓	✓	✓	✓	✓	✓	
Dr Clíona Doris	✓	✓	✓	✓	✓	✓	✓	✓
Martin Drury	✓	✓		✓	✓	✓	✓	✓
Jackie Maguire	✓	✓	✓	✓				✓
Deirdre McCrea			✓	✓	✓		✓	
James Morris	✓			✓	✓	✓	✓	✓
Shaun Purcell		✓	✓	✓			✓	✓
Bill Whelan					✓	✓	✓	✓

## Appendix B - Expenses paid to Board Members in 2017

No Directors' fees were paid to Board Members in 2017

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

	€
<b>Leo Blennerhassett</b>	
<b>Pat Burke</b>	
<b>Dr Clíona Doris</b>	
<b>Martin Drury</b>	
<b>Jackie Maguire</b>	
<b>Deirdre McCrea</b>	
<b>Shaun Purcell</b>	<b>370.86</b>
<b>James Morris</b>	
<b>Bill Whelan</b>	