



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 2019 Annual Report



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Foreword

I am proud to present this Annual Report for 2019, a significant year in which Music Generation extended its reach and deepened its impact for the children and young people of Ireland. Over the course of the past 12 months five new areas commenced participation in the programme, putting us firmly on track to achieve our target for nationwide expansion by 2022.

As we journey closer towards that major milestone I would like to acknowledge our valued partners: U2, The Ireland Funds, the Department of Education and Skills, Music Network, the Arts Council and the network of 25 Local Music Education Partnerships with whom we work. Their continued support and commitment have been instrumental in enabling us to pursue our shared mission to transform children and young people's lives through music.

This report also creates an opportunity to welcome to the Board John Kelly and Mel Mercier, whose deep knowledge of music and music education will make an immensely valuable contribution to our work. I would also like to acknowledge and thank outgoing members Dr Cliona Doris and Bill Whelan, who have played a vital role in the strategic growth and development of Music Generation since its inception.

2020 will mark ten years since U2 first articulated a pioneering vision to make sure that 'everyone, whatever their background, gets access to music tuition'. In the decade that has passed we have made remarkable strides towards realising that bold ambition. We are now also looking to the future, continuing to seek out new and innovative ways to achieve the best possible outcomes for children and young people through music. Energised by those possibilities, we look forward to working with all of our partners to discover what more we can achieve together in the year ahead.

Leo Blennerhassett, Chairperson

Introduction

Since it was established in 2010 Music Generation has been guided by a clear intention: to create access to high quality performance music education for children and young people, regardless of circumstance. In 2019, through the dedicated partnership-working of our donors, funders and local partners, we have edged even closer to making that vision a reality.

In the past 12 months five further Music Development Officers (MDOs) were brought on board to lead the development of new Music Generation programmes. In their local areas they will forge strong partnerships, harnessing the drive and commitment within their communities to open up the world of music for many more 'music generations'.

We took time in 2019 to focus on partnership, and its fundamental importance in building and sustaining our work into the future. We published new Guidelines for Local Music Education Partnerships and hosted a national Networking and Information Sharing Forum to bring together and learn from partners across the Music Generation ecosystem, each contributing to achieving transformative outcomes for children and young people.

We launched a new strategy for quality and a framework for its implementation. In collaboration with the network of MDOs and our team of skilled musician educators we are now focused intently on nurturing a culture of continuous improvement, honing our practice and optimising quality of experience for children and young people. Indeed, the range and scope of opportunity for our young musicians throughout the year is reflective of our commitment to quality. We have included a snapshot of that activity in this report.

Towards the end of 2019 Music Generation became a member of the Children's Rights Alliance, and was invited to perform at the Ombudsman for Children's Office flagship 'Child Talks' event in Dublin Castle. Our engagement with these child and youth-centred organisations is an affirmation of our core belief that it is every child and young person's right to have the choice of access and the chance to participate as a musical

citizen. We move forward into 2020 with a renewed sense of purpose and clarity, knowing that our strategic goals and the actions of all of our partners will be aligned by that essential principle.

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 ten-member Board of Directors.

Music Generation Board Members in 2019:

- **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** Chief Executive of Offaly County Council
- **Professor Cliona Doris** (up to June 2019) Senior Lecturer MMus in Performance Programme Chair, DIT Conservatory of Music and Drama, Dublin
- **Martin Drury** Independent Curator and Adviser
- **John Kelly** (from October 2019) Writer, Broadcaster and SONY, EMA and PPI award-winner
- **David Leahy** Chief Executive of Galway and Roscommon Education and Training Board
- **Deirdre McCrea** Independent Arts Consultant and former CEO of Music Network
- **Professor Mel Mercier** (from December 2019) Chair of Performing Arts, Irish World Academy of Music and Dance, University of Limerick
- **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** 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
- **Bill Whelan** (up to June 2019) Musician and Composer

Staff

Music Generation National Development Office staff in 2019:

- **Rosaleen Molloy** National Director
- **Eve O’Kelly** (up to June 2019) MEP Support and Development Manager
- **Paula Phelan** (from March to June 2019) LMEP Support Manager; (from June 2019) Head of Quality, Support and Development
- **Liz Powell** LMEP 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 2019 was €5,179,301
- Core funding of €1,578,825 was received from The Ireland Funds and €3,485,000 was received from the Exchequer through the Department of Education and Skills
- Music Generation also received €111,492 through its partnership with the Arts Council
- Other income received (€3,984) included deposit income and funding to support performance opportunities for young musicians. A financial statement for the year ended 31 December 2019 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 2019
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 and 2 	<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 National Expansion Phase: <ul style="list-style-type: none"> Set-up process in 5 new LMEP Areas (Kerry, Tipperary, Kildare, Meath, Longford) Preparedness process with 4 LMEP Areas (Dublin City, Limerick County, Cork County, Fingal) 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 Supported LMEPs in ongoing programme development Supported the implementation of LMEP plans Shared the learning between LMEPs Through the Creativity and Collaboration Fund, initiated and supported 9 inter-LMEP collaborative projects and 6 single LMEP projects in 2019 Convened the second Music Generation National Musicians' Day Convened LMEP Networking and Information Sharing Forum

Strategic Priority 2: SUSTAINABILITY		Implementation Plan Actions 2019
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 Continued to provide support and advice to LMEPs on the development and implementation of strategic plans; enabled LMEPs to access additional investment through the Creativity and Collaboration Fund¹ 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 Co-funded through Arts Council, philanthropic and DES investment

Strategic Priority 3: QUALITY		Implementation Plan Actions 2019
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 - Co-ordinating a variety of forums to enable shared learning/knowledge exchange within and between the existing and new LMEPs 	<ul style="list-style-type: none"> • Establishment of a Quality Support & Development Unit at the Music Generation National Development Office • Completed the development of a Quality Framework for Music Generation and commenced implementation • Commenced support for musician engagement and professional development through initiation of Quality Framework implementation and pedagogy training days • Curated and delivered quarterly Leadership Network meetings, including annual two-day residential meeting • Quality Framework Toolkit informed by <i>Possible Selves in Music</i> research • Knowledge exchange and shared learning advanced and integrated through initiation of Quality Framework Review processes

3. Impact

The following information outlines the impact of Music Generation's work during 2019 (including five additional areas who delivered their first full year of programming in 2019):

REACH AND PARTICIPATION

- **67,053** engagements with music tuition by children and young people who may not otherwise have had the choice of access or the chance to participate
- **393** Musician Educator employment opportunities
- Tuition in **1,032** centres
- **17** Instrument Banks
- Delivery of **79,860** tuition hours
- **208** different programmes offered across all genres of music
- **13,842** musical instruments for young musicians

STORIES OF IMPACT



- **South Dublin strings:** In January we visited the students and staff at St Ronan's National School, Deansrath, who partner with Music Generation South Dublin to offer a strings programme for 3rd – 6th classes. This short video captures their story, in their own words. [Watch online](#)
- **Elevation Wicklow:** Over 14 weeks in 2019 the Music Generation Wicklow Elevation Project saw 13 young people come together to collaborate, improvise and create music as a group. The project was supported by the Creativity and Collaboration Fund. [Watch video](#)
- **Alumni experience:** Singer, songwriter and musician Amy Barrett spent an afternoon with us in February, discussing what music means to her and how Music Generation helped her navigate her musical journey. [Watch video](#)
- **Laois Music Centre:** RTÉ Nationwide travelled to Laois to learn more about the communities of music that have sprung up through partnership and participation with Music Generation Laois and Laois School of Music. [Watch video](#)
- **Partnership in action:** Music Generation Clare works collaboratively with four different Centres in Clare through Youthreach provision, offering young people the opportunity to engage in creative music-making, song writing and performance. [Hear their stories](#)

- **Musician impact:** Every year, more than 350 musicians plan and provide music tuition for children and young people in Ireland as part of the Music Generation programme. We sat down with a number of the team to learn what continues to inspire them as music educators. [Hear their stories](#)

YOUNG AMBASSADORS

Each year the Music Generation Young Ambassadors' Programme creates opportunities for young musicians to perform on national and international stages. 2019 opened up new platforms and extended these opportunities for dozens more children and young people:



- **January:** A choir of young musicians from Music Generation South Dublin was invited to perform its original composition at the 'Global Ireland 2025: Making it Happen' conference in Dublin Castle. [Read more](#)
- **April:** Singers from Music Generation Offaly/Westmeath's Singfest Festival Choirs represented Music Generation as Young Ambassadors at the second annual National Musicians' Day. [Read more](#)
- **September:** Carlow community trad ensembles Reelig and ReelÓg were invited to perform on the Department of Education and Skills stage at the 88th National Ploughing Championships in Fenagh, County Carlow. [Read more](#)
- **November:** Young flautists from Offaly/Westmeath and Dún Laoghaire-Rathdown joined the RTÉ Concert Orchestra on stage at the National Concert Hall to celebrate the 80th birthday of Sir James Galway. [Read more](#)
- **November:** Five rappers from Cork City gave an extraordinary performance of their own songs and music at the Ombudsman for Children's Office 'Child Talks' event in Dublin Castle. [Read more](#)
- **December:** Offices of the Department of Education and Skills in Athlone, Dublin and Tullamore became the stage for Music Generation Young Ambassadors during Public Service Innovation Week 2019. [Read more](#)

NEWS AND PROGRAMMING HIGHLIGHTS

On 13 May 2019 Music Generation announced the next five areas to commence participation in the programme as part of its national expansion phase. As a result, many more children and young people in Kerry, Kildare, Longford, Meath and Tipperary will have the opportunity to access tuition within their local communities. [Read more](#)

“Every milestone reached on this journey is a source of great pride for the band as well as everyone who has worked so hard to make it happen.”

- *The Edge, U2*



- The town of Borris, County Carlow played host to 100+ young and professional musicians for the fifth annual **‘Music @ Mount Leinster’** Festival of traditional Irish music, supported by the Creativity and Collaboration Fund. [Media coverage](#)
- On 10 April representatives of the LMEPs so vital to the ongoing development of Music Generation nationally gathered to discuss the importance of partnership at an **LMEP Networking and Information Sharing Forum** in the Department of Education and Skills. [Read more](#)
- Over three days in June young musicians of Cork City took over the major music stage at Seafest, the country’s largest free family maritime celebration. The line-up included performances by young rappers, hip-hop artists, rock and pop bands and Irish trad musicians among others. [Read more](#)
- For the fifth consecutive year Music Generation held a strong presence at **Fleadh Cheoil na hÉireann**, including taking a slot on the Gig Rig in Drogheda town to platform seven ensembles from five different counties. [Read more](#)
- Young musicians from Carlow, Laois, Wicklow and Wexford had the honour of performing an exclusive international concert in October as part of **Sitges Live 2019**, a cross-cultural festival of Irish and Catalan music. [Read more](#)
- **Brass Off 2019** was an extraordinary coming together of 120 wind, brass and percussion players who spent three intensive, enjoyable days learning, sharing and performing with an international Guest Band and Artistic Director in Waterford City. [Watch video](#)
- **Tionól** is a gathering for harps and pipes hosted annually in November by Music Generation Laois. Now in its fourth year the event has established itself with all the diversity and vibrancy of a festival, featuring international artists, guest professionals and live performances. [Watch video](#)

4. Governance

4.1 Music Generation Designated Activity Company (DAC) has operational and governance processes in place to ensure that it operates in an open and transparent manner, that it complies with its statutory/legal responsibilities and with the governance obligations of all of its funders and donors.

Music Generation DAC is governed by a Constitution and its Board of Directors is committed to maintaining the highest standards of corporate governance, including adhering to the Charities Regulator Charities Code of Governance.

Music Generation DAC takes account of the following laws and regulatory requirements:

- Children First Act 2015, and the Children First: National Guidance for the Protection and Welfare of Children (2017)
- National Vetting Bureau (Children and Vulnerable Persons) Act 2012, (Commencement Order), 2016
- Employment Legislation
- Data Protection Acts, 1988, 2003 (Amendment), and 2018, and the EU General Data Protection Regulation ('GDPR') 2018
- Health, Safety and Welfare At Work Act 2005 and General Application Regulations 2007
- Public Procurement Guidelines
- Revenue reporting requirements
- Code of Governance for the Governance of State Bodies 2016
- Charities Act 2009 and the Charities Regulator reporting requirements
- The Lobbying Act 2015
- Companies Acts and Companies Registration Office (CRO) reporting requirements.

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 2019. The Board of Directors was responsible for preparing final company accounts for 2019
- 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 the Governance of State Bodies (2016)
- Annual work plans and reports prepared for the Department of Education and Skills, submitted in February 2019
- 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 of Education and Skills Statement of Strategy.

5. Funding Partners

Music Generation is proud to have the support of:

Principal Philanthropic Donors



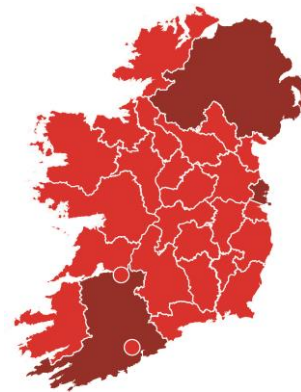
Programme Partner



Funders



An Roinn Oideachais
agus Scileanna
Department of
Education and Skills



Local Music Education Partnerships

Appendix A - Membership and attendance at Board meetings 2019

	07-Feb	08-Mar	04-Apr	29-May	02-Oct	17-Dec
Mr Leo Blennerhassett	✓	✓	✓	✓	✓	✓
Dr Cliona Doris	✓	✓	✓	✓		
Mr Bill Whelan			✓	✓		
Mr Martin Drury		✓	✓	✓		✓
Mr Pat Burke	✓	✓	✓	✓	✓	✓
Mr James Morris	✓	✓	✓		✓	✓
Ms Deirdre McCrea	✓	✓	✓	✓		✓
Ms Chantal O'Sullivan					✓	✓
Mr David Leahy	✓		✓	✓		✓
Ms Anna Marie Delaney				✓	✓	
Mr John Kelly					✓	✓
Mr Mel Mercier						✓

Appendix B - Expenses paid to Board Members in 2019

No Directors' fees were paid to Board Members in 2019.

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	-
Cliona Doris	-
Martin Drury	-
John Kelly	-
David Leahy	989.59
Deirdre McCrea	-
Mel Mercier	-
James Morris	-
Chantal O'Sullivan	-
Bill Whelan	-