



2018 summary report

On 21 June 2018 the UK celebrated Make Music Day in style with over 500 free performances to audiences of almost 50,000 people. Events took place up and down the country, from the Isle of Lewis to the Isle of Wight in all kinds of locations including train stations, shopping centres, pubs, libraries, music shops, hospitals, schools, parks and hilltops.

Make Music Day UK (MMD) is supported by a network of over 100 organisations, headed by a steering group of 8 organisations led by Making Music and Music for All. MMD 2018 was supported by Arts Council England, Creative Scotland, the NAMM Foundation and Music Sales plus in kind support from many organisations.

MMD is part of the international Make Music Alliance which has its roots in France's Fête de la Musique, a nationwide celebration founded in 1982. MMD 2018 was the second nationally coordinated event and marks a significant growth since 2017. Our evaluation shows that MMD 2018 featured 6,729 performers at 558 performances, enjoyed by live audiences of 49,755 people plus digital audiences of 64,662 people.



2018 HIGHLIGHTS

Highlights include a brass band parade across London Bridge led by Kinetika Bloco to celebrate New Orleans 300th anniversary, Watford's Cassiobury Park brought to life by Electric Umbrella's music collective for adults with learning disabilities, singing and piping on top of Edinburgh's Waverley shopping mall, performances and live streams from libraries across Norfolk, and performances in schools in Northern Ireland as part of Beyond Skin's peace building initiative.

Other favourites include Whitby Community Choir's Dawn Chorus, singing in the sun at 4.30am at Danby Beacon, What the Folk performing a-board Severnside Rail trains between Bristol and Severn Beach, Ivories and Strings live streamed performances from the Yorkshire dales in partnership with NYMAZ, and gospel performances at the British Library to commemorate the Windrush anniversary. There are too many events to fully describe here – all were brilliant in so many ways. Check out www.makemusicday.co.uk for more details.

This report summarises key data and information gathered through surveys and consultations with audiences, artists, venues, event organisers, project management team and partners. The full evaluation can be downloaded [here](#).

2018 ACTIVITY

2018 was the second year of a nationally coordinated event in the UK. This year, the strategies to grow the event were as follows:

- **Artistic strands** – to provide inspiration and ideas; there were three featured strands – Brass Bands, Flashmobs and Rural curated with artists and partners
- **Flagship events** – to demonstrate what Make Music Day could look like, to build profile and attract media attention. There were flagship events in London and Edinburgh.
- **Make Music Day song** – Music Sales supported MMD for the second year running, providing the free arrangements for Bring me Sunshine for the day. 103 performances of the anthem took place this year.
- **Collaborations** – many organisations collaborated on different aspects of MMD; for example, NOLA Fest in New Orleans and Kinetika Bloco on the brass band parade; NYMAZ on the rural strand.
- **PR and marketing activity** – which focused on national, local and industry PR, recruiting and utilising celebrity ambassadors, media partnership with Classic FM and a high level of social media engagement including live streamed performances (200k reach via Twitter in June with the #MakeMusicDayUK hashtag trending on 21 June).
- **Dissemination** – a steering group of 8 national network organisations and a wider network of over 100 organisations supported MMD by organising events, disseminating information and endorsing the initiative.
- **Tools and resources** – an interactive website, toolkits and marketing templates were produced for event organisers to use.
- **Central project management** – a small team of two part-time project managers coordinated the event and supported event organisers. A project manager was appointed to grow the event in Scotland.

PUBLIC IMPACT

Feedback was gathered from the general public, either completed on paper through volunteer help at events or through an online questionnaire which was publicised on a postcard handed out at all events. The key findings were:

- 28% had heard of MMD before and the majority, 72%, had not.
- The most common ways audiences discovered events were via a performer or stumbling across the event by accident.
- 54% of audiences already made music themselves, and the remaining 46% did not.
- 41% said that they were more likely to participate in music making in future as a result of attending an event on MMD.
- 53% of audience members said they were more likely to attend more live music events as a result of attending an event on MMD.

“Takes me out of my dark thoughts, lifts me up, makes me feel happy and part of something.”

“Lovely, friendly family event that's encouraged me to take up classes locally.”

“It was such a great surprise to climb in the train and hear the lovely folk music being played! My son and I even got to join in with some simple percussion instruments. Definitely the best train ride we've had in Bristol! More please!”

“Live music is needed more often in public places. People...need more events like this.”

MMD 2018 audience members

FACTS AND FIGURES

	2018 total	2017 total
Performers	6,792	2,723
Audience (live)	49,755	8,161
Audience (digital)	64,662	Not collected
Venues	202	80
Live performances	498	147
Digital performances	60	Not collected



Genres

Genre	Number*
Choral/gospel/a capella	37
Pop	26
Classical	23
Folk	23
Instrumental/chamber/orchestral	19
Jazz/blues	17
World/ethnic	16
Brass band/marching band	10
R&B/soul	8
Rock/indie/metal	7
Steel pans/samba/drumming	7
Electronic	6
Urban	5
Avant garde/experimental	4
Hip Hop	4
Country	2
Reggae/dub/ska	2



*These are the results of the 92 event organisers/venues/artists who responded to the survey

Geographical reach

Arts Council region	2018 performances	2017 performances
South East	127	40
London	113	44
North	83	14
Scotland	62	7
Midlands	58	27
South West	33	10
Northern Ireland	13	0
Wales	9	5



FUTURE DEVELOPMENT

As part of the MMD evaluation, steering group members, project managers and a number of partners, event organisers and artists were consulted on their feedback and suggestions for future development. The overriding impression was positive, that a step change was achieved this year which, given the limited resources available, was remarkable. There is much to build on in future and the following areas for development were identified:

Human Resources

Ensure greater project management resource is in place well ahead of MMD 2019; engage PR & Marketing support much earlier in the annual cycle to ensure a stronger engagement campaign; establish regional steering groups/regional champions to build an effective 'hub and spoke' model.

Financial support

Secure funding earlier in the annual cycle; explore multi-year funding; secure greater in kind commitment from organisations (event equipment, branding materials); look to commercial partners, whilst acknowledging the limited branding options available; add greater commercial expertise to steering group.

Programming

Curate Flagship/'Stop the Traffic' events to build profile and exposure; continue curating themes/strands with partners; greater emphasis on genre variety and participation (the 'make' is important); produce a creative and high profile public launch event up to three months before the day to garner attention and support.

Communications

Develop a fully functioning website which will allow the event to grow and better engage with the public; earlier engagement, and with a more diverse range of Ambassadors; develop appropriate media partnerships which cover a variety of genres; engage a communications specialist earlier in the annual cycle.

Partnerships

Continue to develop partnerships across the sector and outside of the arts; work with the steering group to brainstorm and prioritise partnerships to develop; better articulate the potential benefits to being involved.

ABOUT MAKE MUSIC DAY

Created locally, connected globally

Make Music Day takes place across the globe on 21 June annually. Started in France in 1982 as Fête de la Musique, this celebration of music now takes place in over 120 countries on the summer solstice. It is a DIY festival of music and anyone can perform or organise an event. Events take place in venues and public spaces – from town squares to libraries, bandstands to school halls, pubs to train stations – and are free to attend.

Make Music Day aims to:

- Showcase the breadth and variety of musical activity and talent present in all communities, but often hidden
- Introduce organisations, venues, performers and businesses to new audiences by taking music into the streets and to unusual locations
- Encourage more members of the public to engage with music as participants and audiences, perhaps trying something for the first time
- Trigger individuals to return to or embark on music-making in their leisure time
- Bring grass-roots communities together and provide them with a framework to create their own music-making events
- Connect with international Make Music Day, bringing countries together and allowing for cultural exchange