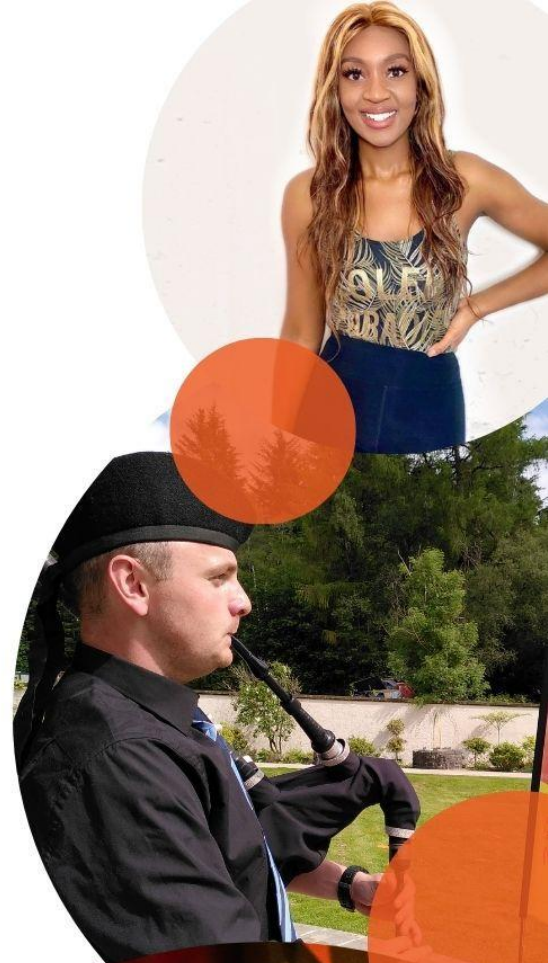


Make Music Day UK 2021

Evaluation Report
September 2021

MAKE MUSIC
DAY UK

21 JUNE



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Executive Summary



In October 1981, Maurice Fleuret as Director of Music and Dance at the French Ministry of Culture, laid the foundations for a new concept: “Music will be everywhere and the concert will be nowhere”. His vision evoked a revolution in the field of music that we now celebrated internationally as Make Music Day. It has become the world’s largest DIY music festival and is built on the principles of the event being free to audiences, open to all music and genres without hierarchy and is accessible to everyone.

Make Music Day first came to the UK in 2012 and has been growing year on year since it started being coordinated nationally in 2017. It is an international annual day of music making, a free celebration of music that takes place in 125 countries on the 21 June every year. It creates cultural communities by:

- Fostering connections in music-making
- Supporting the development of skills
- Promoting music and music-making to new audiences via free music events and participatory projects

Make Music Day UK is currently supported by an alliance of over fifty organisations, headed by [Making Music](#) with support from [Arts Council England](#), [Creative Scotland](#), [Hal Leonard Europe](#), the [NAMM Foundation](#), [Music for All](#) and [ABRSM](#). Make Music Day UK is part of the international [Make Music Alliance](#). The project is currently overseen by a steering group of individuals connected to the following organisations - ABRSM, English Folk Dance and Song Society, Hal Leonard Europe, ISM, International Association of Music Libraries, Libraries Connected, Making Music, Musicians’ Union, Music for All, NAMM Foundation and UK Music - and a dedicated team of part-time, freelance professionals. It is currently in the process of transforming itself into a Charitable Incorporated Organisation (CIO) using the Association model format.

This evaluation report reflects on the learning from the Make Music Day UK activities in terms of the build-up to the 2021 festival, and the festival itself.

Key Achievements

- Total events: 164
- Total performances: 3,589
- Total performers: 31,122
- Total in-person audience: 37,185
- Total online audience: 293,151
- Total audience: 330,336

Make Music Day UK 2021 - At A Glance

In the build-up to Make Music Day UK 2021, a support offer was rolled out across the UK to enable people to get involved in the festival – as performers, event organisers and volunteers. This engaged with over 600 people across the delivery of 18 meet-ups, 7 workshops and 8 drop-in sessions and saw the creation of 10 new open-access resources. This programme supported musicians and creatives to connect and initiate activities in their local area. As one event organiser said, they were able to “build a better network of local musicians who wanted to participate”. Furthermore, the programme also enabled people to develop the skills needed to deliver music events, as well as other more transferable skills, as one attendee noted - “[It] built my confidence in using Zoom”.

On the 21 June, the events delivered were a mixture of online, in-person and hybrid activities that included gigs, participatory activities, workshops and jam sessions. Figure 1 details the breakdown across the UK.

Figure 1: Location of Events by Country in United Kingdom

Location	Events	Performers	Performances
England	122	29,442	2707
Scotland	34	1360	714
Northern Ireland	4	160	84
Wales	2	80	42
Other ¹	2	80	42
Total	164	31,122	3,589

As part of these events, there were many international collaborations that took place, including:

- Make Music Day UK 2021 Official Broadcast involved contributions from the UK, the Netherlands, Brazil, Nigeria, India, Slovenia, Lithuania, United States, Mexico, Poland, China, Portugal, South Africa, Colombia, Costa Rica, Singapore, Afghanistan, Sri Lanka, Kenya, Japan, Zambia, Germany, Italy and the Philippines as part of the 4’33” project and International Drum Battle
- Hands Up for Trad International Showcase that showcased acts from countries including Scotland, Wales, Spain, Belgium and France.

¹ Isle of Man and other non-UK locations

- ABRSM: A video celebration of music making over the last year that involved performances from people in Myanmar, Singapore, India, South Africa and the UK.
- Global Folk Challenge that had participants from the UK, US, Nepal, Germany and Italy.
- MixMash Studios that connected music fans and producers together from the UK, USA, Australia, Pakistan, Nigeria, Hungary and Brazil.

In terms of the genres of music represented at Make Music Day UK 2021, the most prominent music genres were Pop, Folk, Rock, Classical, Jazz, Choral, Trad, Soul and Orchestral. However, an eclectic variety of other genres were also present at the festival such as Swing, Punk, Ska, Disco, Country, Samba, Electronic, Funk, House and Reggae.

Make Music Day UK 2021 events have come in all shapes and sizes. With 21 June falling on a Monday, schools were a key part of this year's festival. Wiltshire Music Connect - the Music Education Hub for Wiltshire - worked with 52 schools from the area and involved over 7,000 children in singing "Together" - a song that was commissioned for Wiltshire children during lockdown. Durham Music returned to Make Music Day with 'The Big Play 2021' and through a range of activities and resources supported over 15,500 young people to take part in the festival across 140 different performances. Outside of schools, in Ilkley, Yorkshire there were performances in 13 care homes and Live Music Now Scotland organised a concert in Glencairn House Care Home for 35 residents. Over in Yorkshire, a music teacher delivered short taster lessons on the piano, viola and violin and Dawson's Music and Sound organised events in 5 of their music shops across the UK. Whole day events took place in Abingdon, Chelmsford, Havering, Egham, Lincolnshire, Harrogate as well as hundreds of other activities in other parts of the country. Unfortunately, due to torrential rain in some parts of the UK, a few events had to be cancelled.

Online, there was a wide range of activities happening as well. There was an online 'jam along' session held in Hampshire that involved 20 people and in Belfast, the Dawsons Music & Sound team organised a livestream that provided musicians with a platform for their music that had an audience of over 2000 people and is still gathering around 170 views per week. Severn Arts in the Midlands created a unique opportunity for young people to be part of a brand-new performance that was premiered online on Make Music Day. With over 650 performers of all abilities taking part in the activities and an online audience over 6,000, this digital output is something the organisation will continue to showcase outside of the festival.

Audience feedback suggests that the festival is a great catalyst for creativity; 76% of survey respondents stated that the event had inspired them to make more music or attend/watch more music events in future. Audiences noted that the environment of the events - both online and offline - was positive. People noted that there was a "strong artistic atmosphere" and that the events were "very comfortable". It was also commented on how "inclusive and positive" the events were, particularly for SEND groups. The festival also promoted a sense of community and supported wellbeing. It brought joy to people and enabled them to meet and connect with others. One audience member noted how they "enjoyed the company and singing again", whilst another stated they could "meet people who are similar to me" at the event.

Areas for improvement identified by audiences and event organisers included enhancing the diversity of the music in terms of genre and geography, delivering more hybrid events and increasing the awareness of Make Music Day in the general public.

Impact

Make Music Day UK 2021 has demonstrated impact at individual, organisation and societal levels in the following ways:

- Individual impact
 - Developing skills and know-how in music, creative and digital fields
 - Creating opportunities for new creative experiences and music awareness
 - Catalysing creativity and engagement with music
 - Supporting wellbeing
- Organisation impact
 - Developing relationships and connections within music communities
 - Providing a new and/or extended platform for musicians and creatives
 - Giving a clear direction and focus for music-making
- Societal impact
 - Supporting community-building
 - Contributing to the COVID-19 recovery
 - Awareness raising of wider societal issues

Recommendations

To develop Make Music Day UK further it is recommended that the festival:

1. Continues to focus on positioning Make Music Day UK as a facilitator of creativity and provide support for individuals, groups and organisations to engage in the festival.
2. Builds on current inclusion practices to ensure Make Music Day UK is pro-actively removing barriers to engagement in its activities.
3. Develops current approach to marketing and communications so that it focuses on community-building and strategic engagement of specific communities (including the commercial music sector) as well as raising the overall profile of Make Music Day at a national level.

[Watch a video summary of Make Music Day UK 2021 here.](#)



Support Offer



A key learning from the Make Music Day UK 2020 evaluation was that event organisers appreciated the support and resources available to them in the build-up to the festival. It was felt that further workshops, trainings and mentoring would be beneficial to support skills development and such activities act as key catalysts for people to create events on 21 June. Therefore, to enable as many people as possible to organise and deliver their own event for Make Music Day UK 2021, a Support Offer programme was devised that built on work in this arena from previous years. This consisted of:

- **Meet-Ups:** A series of online 'meet-ups' were run in different geographies across the UK, as well as internationally. These meet-ups were designed to (a) raise awareness of Make Music Day, (b) encourage and support people to take part in Make Music Day and (c) build local, regional, national and international connections between people, groups and organisations that support more people to get involved in music activities as part of, and beyond, Make Music Day 2021.
- **How To... Workshops:** A series of online skills development workshops were run to support people to improve their know-how of specific topics and activities that would enable them to run their own music-related events and activities as part of, and beyond, Make Music Day 2021.
- **Ask Us Anything Sessions:** These were more informal, agenda-less 1-hour online 'drop-ins' where people could drop-in and speak to a member of the Make Music Day UK team about their event for 21 June 2021.
- **Resource Development:** A set of print and audio-visual resources were developed to support people to organise and deliver their own event for Make Music Day UK 2021.
- **Volunteer Music Ambassadors:** A small-scale training and mentoring programme was delivered in which volunteers were recruited and trained to raise awareness of Make Music Day UK in the communities that they were connected to.

In total 633 people engaged with the support offer as event attendees, participants, co-hosts or volunteers and 10 new resources were produced or co-produced with partners.

Meet-Ups

In total, 18 meet-ups were held and 458 people attended the sessions. Many of the meet-ups were co-hosted with one or more organisations who had strong connections to specific geographic or interest-based communities. For example, co-hosting a UK-wide event with UK Music was aimed at engaging young people, whereas the event co-hosted with Making Music was aimed at leisure time musicians. Geography-based communities were also targeted by engaging with organisations such as NYMAZ, Severn Arts and The New Room who support us to engage people in the North East, West Midlands and South West respectively. Figure 2 details the geographic locations, attendance and co-hosts (where applicable) of the meet-ups.

Figure 2: Meet-ups and attendance numbers

Geographic location	Attendance	Co-Host
International meet-up 1	55	Musik Zentrum Hannover / Make Music Alliance
International meet-up 2	47	Make Music Alliance
UK-wide meet-up 1	30	UK Music
UK-wide meet-up 2	42	Making Music
UK-wide meet-up 3	36	Get It Loud In Libraries
Scotland meet-up 1	9	Tinderbox Collective
Scotland meet-up 2	14	-
Scotland meet-up 3	4	-
Wales meet-up (combined across 2 short sessions)	12	Making Music Wales and Tŷ Cerdd
Northern Ireland meet-up	17	Beyond Skin
London	17	Team London Bridge and Musicity
South West England meet-up	16	The New Room
South East England meet-up	25	Make Music Abingdon and Norfolk Music Hub
North West England meet-up	42	Cumbria Libraries and Liverpool Libraries
North East England meet-up	37	Durham Music Service and NYMAZ
East Midlands England meet-up	13	Northamptonshire Music and Performing Arts Trust
West Midlands England meet-up	10	Severn Arts
Winter Solstice meet-up	32	Make Music Abingdon, Beyond Skin, Independent Digital Producer

The feedback from these meet-ups was positive. One attendee of a meet-up said it was “a really enjoyable session” and they “enjoyed hearing about your ideas and questions about the day in the breakout rooms, how brilliant it's going to be this year!”. Another attendee noted that the session had some “great ideas and it was just good to get the ball rolling”,

whilst a newcomer to Make Music Day said that they were “really looking forward to finding ways to get involved in the festival!”. Attendees fed back on some of the events and activities that the meet-ups had catalysed, which include:

- A hybrid online/in-person event from 12-5pm (all live streamed via Twitch) involving a mixture of musical activities featuring adults who are a part of the Bringing It All Back wellbeing project. The event involved live and pre-recorded interviews, music performances, music videos, gameshows and other musical activities, and culminated in a live gig.
- A series of online body percussion workshops which thousands of young people got involved with, throughout the UK and internationally in Dubai and Thailand.
- A full day of performances and events in Ridgefield, USA including a screening of Rock ‘n’ Roll Misadventures in Libraries.
- A performance for the Drum Battle initiative.

Feedback such as this demonstrates how the meet-ups help support awareness raising about Make Music Day and how people can get involved.

In terms of sparking new collaborations and relationships, one attendee of the meet-ups said that they had “built a better network of local musicians who wanted to participate”, whilst another attendee who runs a venue used the session to call out to performers who were interested in using their space on 21 June 2021. They suggested that Make Music Day UK could look at how we could support “connecting venues to artists” more formally in future years. On the international arena, World Heart Beat Music Academy collaborated with an organisation from Colombia, in which participants from both countries created a music video which was simultaneously livestreamed in the UK and Colombia on the 21st June, whilst The Taborers Society held a 2hr music session on Zoom with the Pipe and Tabor Society of Japan. Members from the UK, Catalunya, USA and Bulgaria participated, in addition to the Japanese contingent. Furthermore, two schools in Nigeria collaborated with two schools in Cornwall, and joined forces to deliver a 2-day event on 22nd and 23rd June that involved the exchange of traditional music. The organisers behind Make Music Day Ridgefield (USA) are also in dialogue with an international partner from Nigeria and are working out a collaboration for the future school year.

A notable unexcepted outcome of the sessions was skills development in terms of accessing online activities. As one attendee noted, the meet-ups “built my confidence in using Zoom” and since attending the sessions they’ve set-up music activities on Zoom. Whilst the online sessions were positively received, some attendees said it would be good to also have some in-person, localised meet-ups when COVID-19 restrictions permit. They wanted to continue to the online meet-ups as well as they covered larger geographies, but felt that it would be good for smaller, local meet-ups to be organised or supported by Make Music Day UK as well.

How To... Workshops

In total, 7 How To... workshops were held and 150 people attended them. Some of these workshops were delivered by the Make Music Day UK team and some were co-delivered by creatives and industry experts in their fields. Figure 3 outlines the different sessions.

Figure 3: How To... workshops delivered

How To... Workshop	Attendance	Description
How To... Put on your own gig	21	A co-hosted session with the Musicians' Union and UK Music that explore how to set-up a gig, covering topics such as booking a venue, marketing, roles on the day etc.
How To... Get the most out of your social media	25	A session delivered by the Make Music Day UK team that covered how to build audiences of different social media platforms.
How To... Involve young people in your event	17	A co-hosted session with NYMAZ and Sound Connections that shared practical experiences and top tips on working with young people to co-produce music events.
How To... Get an audience	12	A co-hosted session with NAMM foundation that looked at traditional and guerrilla marketing techniques.
How To... Edit video	26	A session delivered by the Make Music Day UK team that covered basic video editing techniques using free software.
How To... Livestream (Basic)	27	A session delivered by the Make Music Day UK team that covered basic livestreaming skills for Facebook, Twitter and Instagram and general video production best practice.
How To... Livestream (Intermediate)	22	A session delivered by the Make Music Day UK team that covered more advance livestreaming skills using OBS.

Again, the feedback from these meet-ups was positive. Attendees of the livestreaming sessions noted that they were “very useful” and had been delivered with “clarity”. Other comments included that the sessions introduced them to tools they had not considered using before and that they made livestreaming more viable to them. When commenting on the social media workshop, attendees noted how it was “a great help” and they there were “very grateful” for the advice given. More so, the working with young people session was also seen as useful and participants noted a number of ideas of how they could involve young people more in their activities, such as:

- Refreshing our feedback surveys for pupils - to get some post-Covid feedback about what's wanted next
- Connecting with schools, charities and other local music teachers to reach young people who may be open to collaborating/participating
- Adding youth voice as the start of conversations for each part of our County Districts discussions
- Sharing the learning from the session with the whole team
- Printing out the ladder of participation and adding it to my admin pinboard at my desk for permanent reference

These skills development workshop directly supported people to participate in Make Music Day 2021. For example, one musician was able to produce their own behind-the-scenes documentary about the making-of a Christmas single and release it on 21 June alongside a live Q&A due to attending the livestreaming and video editing sessions. Furthermore, another individual took ideas from the audience session on guerrilla marketing and used these to connect with people in her neighbourhood to get an audience for a hyper-local event they ran. Additionally, an event organiser who delivered an in-person event on the 21 June described how the ‘organising your own gig’ session was really valuable for beginners as it covered a lot of key areas with practical advice. The skills developed in the How To... workshops were not only useful to musicians and creatives wanting to get involved in Make Music Day 2021, but also beyond the event itself.

Ask Us Anything Sessions

In total, 8 Ask Us Anything sessions were held and 18 event organisers attended them. 3 of the sessions were aimed at event organisers based in Scotland, with the remainder being open to event organisers from across the UK. They were all run on Fridays between 12pm and 1pm from the end of April until 21 June 2021.

The sessions were less well attended than envisioned, but attendees found them useful for:

- Getting answers to specific questions
- Discussing a problem and/or different solutions to issues
- Finding out more about initiatives
- Technical queries/rehearsing
- Ad-hoc advice

To improve the attendance of the sessions, event organisers and Make Music Day UK team members felt the following may be beneficial:

- Changing the day/time of the sessions and not sticking to a set day and time
- Having a specific focus to each session, as well as an agenda-less ‘ask us anything’ section
- Having them focused on geographical areas in a similar fashion to the meet-ups, reframing them as ‘catch-ups’ and marketing them to the meet-ups’ audiences

Resource Development

In total, 10 new resources were created and shared on the Make Music Day UK website in the build-up to 21 June 2021. Figure 4 details the different resources.

Figure 4: Resources

Resource	Description and Link
An Introduction To Video Editing	An introductory video tutorial on how to use Shotcut video editing software. It can be accessed here: https://www.youtube.com/watch?v=yHqPSV9-W5U

Editing a Virtual Performance Video	A video tutorial on how to edit together images and sounds to create a virtual performance video. It can be accessed here: https://www.youtube.com/watch?v=wTzAn-LBZg0
How to Make an Audiogram	A video tutorial on how to make an audiogram as a visual accompaniment to audio-based products. It can be accessed here: https://www.youtube.com/watch?v=EzvgQl5AWbw
How to Make a Video Thumbnail	A video tutorial on how to make a thumbnail visual to go with an online video. It can be accessed here: https://www.youtube.com/watch?v=gwR8RUCaICA
NAMM Foundation: How to get an audience	A recorded presentation on traditional and guerrilla marketing techniques. This was co-produced with the NAMM foundation and can be accessed here: https://www.youtube.com/watch?v=Coj6FZabC98
Musicians' Union: How To Put On Your Own Gig	A recorded presentation on how to organise and run a gig. This was co-produced with the Musicians' Union and can be accessed here: https://www.youtube.com/watch?v=U_Y-QVvSHzA
Get The Most Out Of Your Social Media	A PDF version of presentation slides that contain top tips for building an audience on different social media platforms. It can be accessed here: https://makemusicday.co.uk/wp-content/uploads/2021/03/MMD-Social-Media-Workshop.pdf
Digital Gig In A Box	This online 'box' is full of digital assets to help people put on a digital event. It includes social media images, thumbnails, logos and tutorials. It can be accessed here: https://makemusicday.co.uk/wp-content/uploads/2021/04/Make-Music-Day-Gig-In-A-Box.pdf
Hiring A Venue: Top Tips	This PDF includes top tips for hiring a venue, including the key components of an electronic press kit. It can be accessed here: https://makemusicday.co.uk/wp-content/uploads/2021/05/Hiring_A_Venue_Top_Tips.pdf
Marketing Materials	This folder contains a range of marketing materials to support people to promote their own events as well as other Make Music Day UK initiatives to online and offline audiences. It can be accessed here: https://drive.google.com/drive/folders/1uSq3_pOHGI1xAAbGCc5QM5bh-OLVSPxa?usp=sharing

In addition to these, we sourced relevant existing resources from partners and distributed them on the Make Music Day UK website on the resource page. These resources included COVID-19 Rehearsing & Performing Guidelines from Making Music, Access Guide: Online Music Events from Attitude Is Everything, a Youth Voice & Participation Handbook from Sound Connections and How To Put On Online Concerts And Performances from ISM. There was also an online form that allowed people to order merchandise for their events which include t-shirts, bunting, posters, invites, tote bags etc.

Feedback on the resources and merchandise produced was overwhelmingly positive. One survey respondent noted that "the resources were excellent", whilst another stated that Make Music Day UK "couldn't have been more supportive or helpful and the resources were excellent". An event organiser stated that they were "surprised" by the amount and quality of the resources and support they've received from such a small team of people. They felt the resources and the communication were clear and gave "people confidence to get involved" as it felt like a properly organised festival. In terms of merchandise, event organisers really valued the sense of identity that it gave to them and their event. One

organiser noted that “the merchandise gives a community feel” and others pointed out how the orange colour was distinctive and helped them to “stand out”.

In terms of areas for improvement, event organisers noted the following:

- More bunting and t-shirts to be made available
- Posting merchandise sooner to enable them to be used in marketing and pre-recorded elements
- Clarity on how to access the resources (and support offer in general) for people new to the website (i.e., people who hadn’t been show where to access them at support offer events)

Volunteer Music Ambassadors

A recommendation from the 2020 Make Music Day UK evaluation report stated that:

alternative forms of marketing and communications could be adopted to cultivate interest in Make Music Day as a concept/vision. Ideas and techniques from activism and grassroots movements could be used or adapted in order to innovate in this arena.

Furthermore, there has been a push from Make Music Day UK to widen the participation and access of the festival for event organisers and audiences alike. To support addressing this recommendation and its strategic direction, the Make Music Day UK team created a small-scale, pilot Volunteer Music Ambassador programme. This programme sought to recruit people as volunteers to promote Make Music Day in their communities, and particularly tap into underrepresented audiences within the Arts and audience groups Make Music Day UK were seeking to develop. The programme was initially promoted through organisations such as Attitude Is Everything, NYMAZ, Sound Connections, Drake and Black British Music who were connected with target demographics including people with disabilities/Disabled people, people from minority communities and young people. It was then promoted to a more general audience across the UK. The time commitment that was asked for was between 0.5 and 3 days between May and 21 June.

In April 2021, Make Music Day UK delivered 2 online sessions for people who were interested in becoming a Volunteer Music Ambassador. These sessions provided information about the programme, marketing techniques, support to create an action plan if they wanted to become a Volunteer Music Ambassador and group discussions about communities they could connect with and how. 12 people attended these sessions, 7 of which created their own bespoke action plans and became Volunteer Music Ambassadors and connected into the following audiences:

- Faith groups
- Rural communities
- Musicians
- Music teachers
- Older people
- Libraries

- Military community
- Deaf and disabled people
- Local arts groups
- People based in the geographies that the volunteers were based

The marketing activities took the form of social media posts (self-generated and ones with Make Music Day UK created content), distributing leaflets, putting up posters in village hall noticeboards, schools and shops, sending direct emails, including information on emailers and direct messaging of individuals and groups. The Volunteer Music Ambassadors also used the tote bags and t-shirts day-to-day to promote visual awareness in their communities.

These activities raised awareness about Make Music Day in general, and some of the specific events and initiatives as part of Make Music Day UK. The Volunteer Music Ambassadors reported that the conversations they had whilst handing out marketing materials or posting on social media/messaging platforms had indicated that many of the people they connect with were previously unaware of Make Music Day.

During the programme, the support provided to the Volunteer Music Ambassadors following the initial session was regular online catch-ups, a weekly emailer, one-to-one emails and a WhatsApp group. From the perspective of the Volunteer Music Ambassadors the positive aspects of this programme were:

- The marketing materials - including scripts/stock images - were really helpful.
- The direct contact with and approachability of Make Music Day UK team and opportunities to 'catch-up' online were valuable. The WhatsApp group was particularly welcomed.
- Communication throughout - i.e., how to claim expenses, what to do next etc.

The aspects that could be improved and/or ideas for the future were:

- Starting earlier to make it easier to engage schools.
- Providing BSL interpretation for online meetings².
- Access to footage and materials from previous year - particularly video material - to use in marketing activities.
- Further specific training on different marketing techniques.

From the perspective of the Make Music Day UK team, the key learning was:

- How much time is needed to support volunteers and how this needs to be factored in to ensuring the volunteering opportunity is meaningful - programmes like this need to be factored into team members' role adequately.
- The ways in which volunteers can be engaged and supported remotely - WhatsApp worked particularly well for sharing new marketing messages and content, and interacting with the group.

² Automatically generated closed captions were used in the Zoom sessions but these were not always accurate, and reduce interactivity and understanding for Deaf participants.

- When and how to run a programme like this - it would be advisable to start earlier and ask for more time commitments from people, as well as giving Volunteer Music Ambassadors specific marketing messages to communicate to their target communities.
- Factor in access from the start - ensure that there is a separate budget to cover access costs such as BSL interpretation and also factor in the time needed to arrange this when recruiting volunteers.



Events



In 2021 there were 164 events held across the UK³. Although COVID-19 restrictions were still in place - to varying degrees - across the UK, 2021 saw an increase in in-person events compared to 2020, although online/digital events were the most popular option. In total, across all of these events there were 31,122 performers involved and 3,589 performances⁴.

Location

Figure 5 below breaks down the events, performers and performances numbers via location. Although event numbers are lower in 2021 than in 2020, we have seen a rise in performers taking part and the number of performances that have taken place. This can possibly be explained by Make Music Day UK 2020 being almost entirely online and a large number of events were short, single musician livestreams. In 2021, Make Music Day UK has still seen a lot of livestreams or digital events but as people's digital skills have

³ This figure is based on events registered via the Make Music Day UK website, additional events that were reported on the event organiser's survey and events that were unregistered and unreported that we located via online searching, social media and other digital communications by the Make Music Day UK team. See Appendix Item 1 for full list of events.

⁴ We received accurate quantitative reporting on performers and performances from 34 out of 164 events, therefore these figures have been calculated by adding together the totals from the following:

- Extraordinary Make Music Day UK events: There were 8 events which we have classified as being "extraordinary" due to them having an unusually high number of audiences, performers and/or performances. We have based these numbers on *actually reported data* from the event organisers - all of whom submitted data reports.
- Ordinary Make Music Day UK events: There were 156 events which we have classified as "ordinary" due to them having audience, performer and performances numbers in-line with the conventional event size of Make Music Day UK events. We received actual data from 26 of these events and therefore the performances and performer figures are estimated numbers that has been calculated using a trimmed mean methodology and multiplying up the number of average performances and performers to account for those events who did not supply any data in this field. This methodology is consistent with the approach taken in previous years.

We have adopted the above technique as including/excluding the "extraordinary" events in the trimmed mean average calculations would have skewed the data.

increased during the pandemic, many events were more sophisticated than in 2020 and involved a range of performers and performances. More so, the increase in in-person/live events in which different performers/artists came together for single events can also potentially explain the increase.

Figure 5: Location of Events by Country in United Kingdom⁵

Location	Events	Performers	Performances
England	122	29,442	2707
Scotland	34	1360	714
Northern Ireland	4	160	84
Wales	2	80	42
Other	2	80	42
Total	164	31,122	3589

Multi-locations and international collaborations

With a large number of events still being held online/digitally in 2021, we have attributed location of online events based on the location of the main event organiser, even if elements of that event were streamed or contributed from other locations. More so, some of these online/digital events involved international collaborations. Key events that fall into this category are:

- **Make Music Day UK 2021 Official Broadcast** - 2021's livestream took the form of 3 separate events/broadcasts throughout the day and involved international collaborations such as the 'Drum Battle' initiative that involved drum/percussion bands from the Netherlands, Brazil, Nigeria, India, Slovenia, Lithuania, United States, UK and Mexico, and Beyond Skin's 4'33" project with the John Cage Trust that involved contributions from Mexico, Poland, England, China, Scotland, Portugal, Northern Ireland, South Africa, Colombia, Wales, Rajasthan, Costa Rica, Singapore, Afghanistan, Sri Lanka, USA, Kenya, Japan, Zambia, Brazil, Germany and the Isle of Man. Additionally, elements from the Make Music Day UK 2021 Official Broadcast were also featured in the Make Music Alliance global stream, which garnered 1,800 views on 21 June. This international stream featured events from countries including the US, Germany, South Africa, Italy, Brazil and the Philippines.
- **Hands Up for Trad International Showcase** - Hands Up worked with the European Folk Music Network and Global Music Match to broadcast a mixture of acts from countries including Scotland, Wales, Spain, Belgium, France and more. This event had an in-person audience of 50 people, online audience of 500 people, involved 30 different performers and included 13 individual sets/performances.
- **ABRSM: A video celebration of music making over the last year** - ABRSM's contribution to June 21st, Make Music Day 2021 - featured a performance of the soul classic, Stand By Me, arranged and performed by the Reel of Fortune Ceilidh Band from Scotland. It is accompanied by film of lockdown performances from over 200

⁵ Please note: The 'extraordinary events' were largely attributed to England, hence the larger performer/performances number when compared to other nations.

musicians, including ABRSM customers, partners and staff, in dozens of countries - from Myanmar and Singapore to India, South Africa and the UK. It has garnered over 48,000 online views to-date.

- **Global Folk Challenge** - Make Music Day UK invited musicians from across the world to swap folk songs. Participants were from countries including the UK, US, Nepal, Germany and Italy.
- **MixMash Studios** - In June 2021, music makers and sound samplers from across the globe came together virtually to create new and imaginative compositions. The initiative connected music fans and producers together from the UK, USA, Australia, Pakistan, Nigeria, Hungary, Brazil and more to create new music that celebrates a world of sound.

Figure 6: Performances Yearly Comparison Table via Arts Council Region

Arts Council Region	2021 performances	2020 performances	2019 performances	2018 performances	2017 performances
ACE London	768	491	107	113	44
ACE South East	506	362	351	127	40
ACE North	792	306	348	83	14
Scotland	714	217	82	62	7
ACE South West	462	139	89	33	10
ACE Midlands	176	83	80	58	27
Northern Ireland	84	70	5	13	0
Wales	42	69	22	9	5
Other	42	2	-	-	-
Total	3589	1739	1084	498	147

As Figure 6 depicts, the dominant number of events, performances and performers are linked to England, with a significant amount being attributed to Scotland. The funding that Make Music Day UK receives from Arts Council England and Creative Scotland has played a key role in developing the festival's presence in these areas. Without strategic funding in Wales and Northern Ireland it has been hard to galvanise activity in these geographic areas.

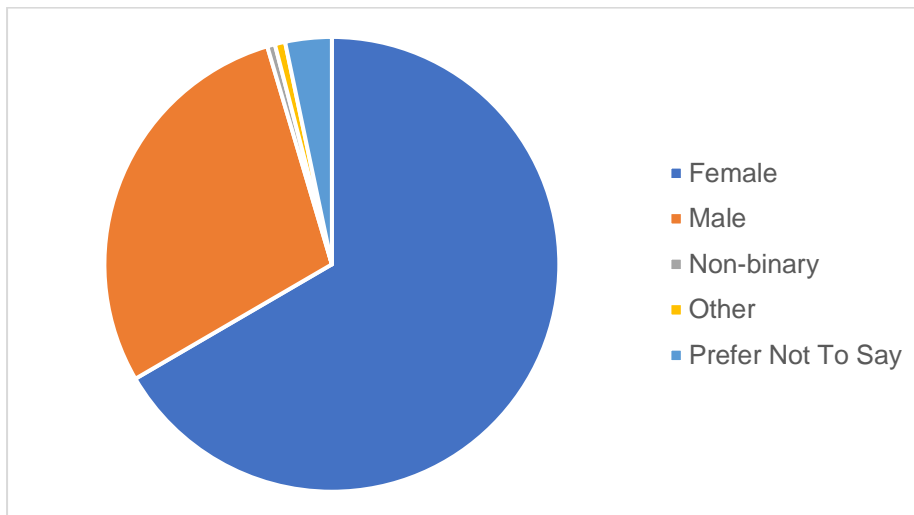
Demographics

In order to better understand the people who take part in Make Music Day UK activities, we have begun to log demographics of 'event organisers' who attend Make Music Day UK organised activities (i.e. events related to the Support Offer). The discussion below is based on this data, and thus is not a full representation of all event organisers involved in Make Music Day UK activities, but does give some indication of the groups of people involved in the festival.

Sex

Females are the largest demographic of Make Music Day UK event organisers (67%), with males accounting for 29%. As Figure 7 depicts, the remaining 4% is divided event organisers identifying as non-binary, other or preferring not to say.

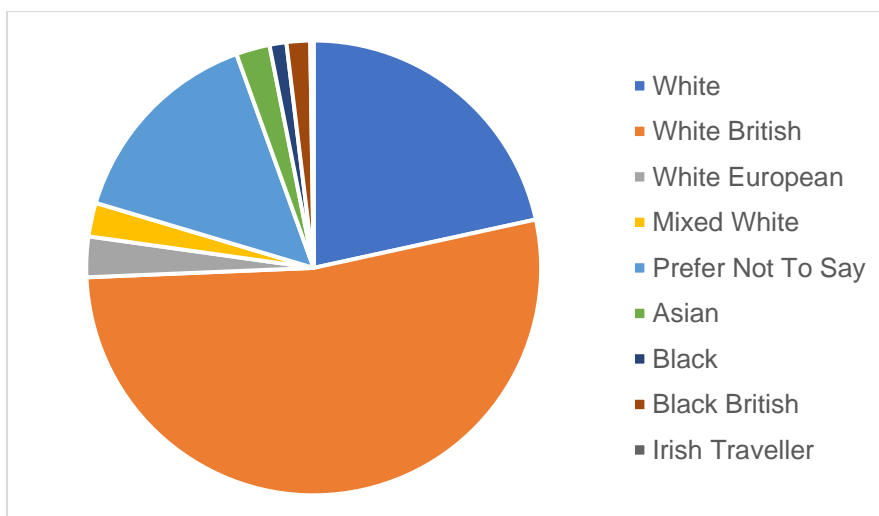
Figure 7: Sex of Make Music Day UK event organisers



Ethnicity

In terms of ethnicity, Make Music Day UK event organisers chose to define themselves as being predominantly White British (53%) or White (22%), or Preferred Not To Say (15%). As Figure 8 depicts, other ethnicities stated included White European (3%), Asian (3%), Black British (2.3%), Black (1.5%) and Irish Traveller (0.2%).

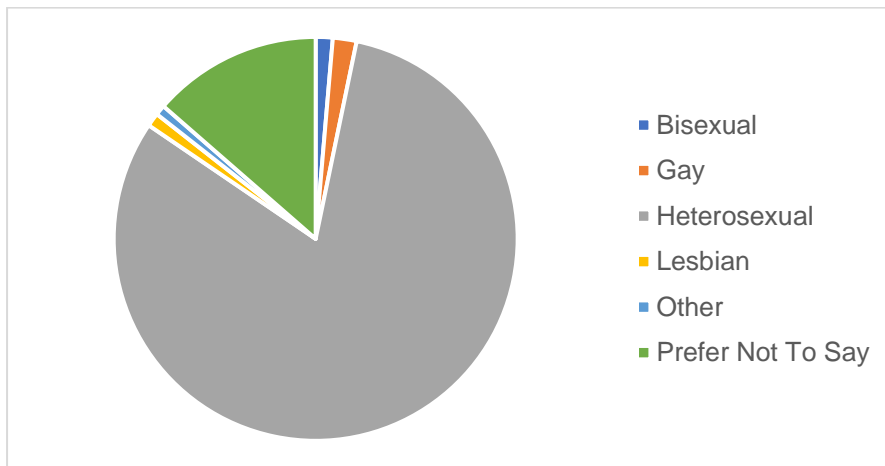
Figure 8: Ethnicity of Make Music Day UK Event Organisers



Sexual Orientation

In terms of sexual orientation, Make Music Day UK event organisers chose to define themselves as being predominantly Heterosexual (81%) or Preferred Not To Say (14%). As Figure 9 depicts, event organisers also identified their sexual orientation as Gay (2%), Bisexual (1%), Lesbian (1%), or Other (1%).

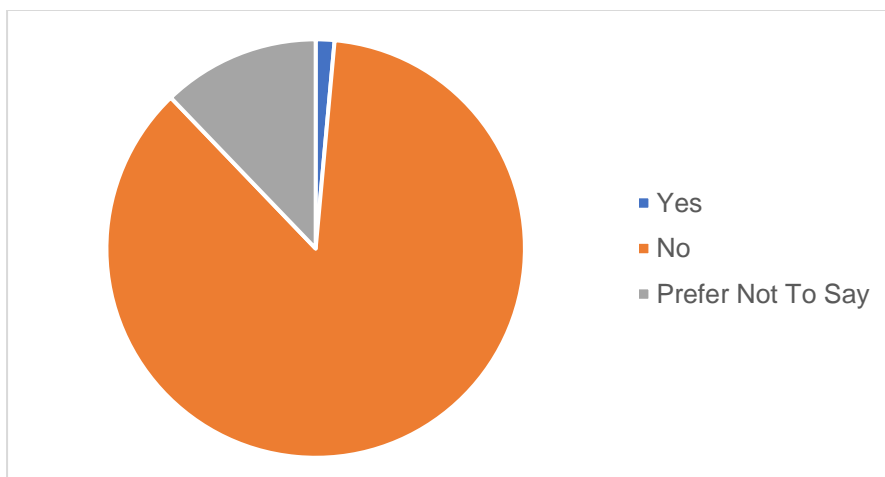
Figure 9: Sexual Orientation of Make Music Day UK Event Organisers



Disability

Make Music Day UK event organisers predominantly stated that they do not have a disability and/or long-term health condition (87%), with 1.5% stating that they do have a disability and/or long-term health condition. This is depicted in Figure 10 below.

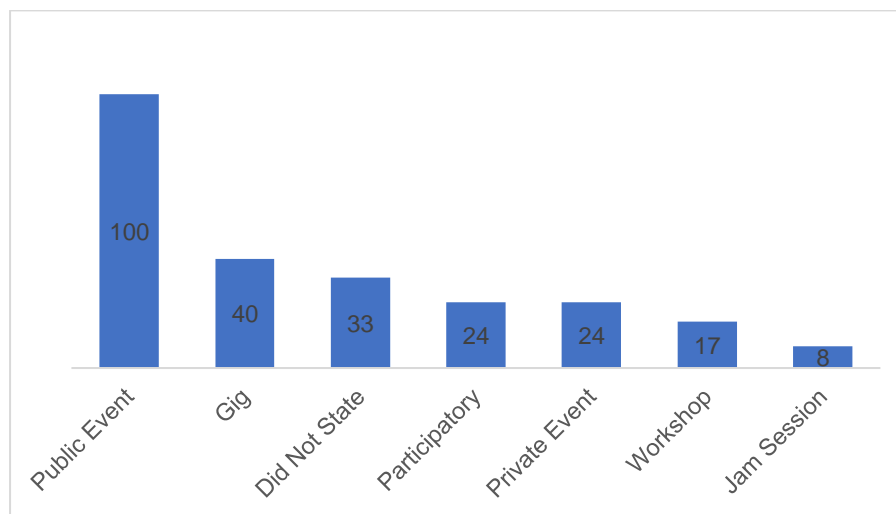
Figure 10: Do you consider yourself to have a disability and/or long-term health condition?



Types of events

The majority of the events delivered on 21 June 2021 were public (100 events), compared to 24 private events (e.g., in schools or care homes). A Figure 11 below depicts⁶, event organisers in some instances also chose to select more specific event types such as 'gig' (40 events), 'participatory' (24 events), 'workshops' (17 events) and 'jam session' (8 events).

Figure 11: Types of events



Genres

In terms of the genres of music present in these events, there is a diverse mix. As Figure 12 shows, the most prominent music genres were Pop, Folk, Rock, Classical, Jazz, Choral, Trad, Soul and Orchestral. However, an eclectic variety of other genres were also present at the festival such as Swing, Punk, Ska, Disco, Country, Samba, Electronic, Funk, House and Reggae.

⁶ There were 164 individual events held as part of Make Music Day UK, some events selected more than one 'event type' category as they had different elements contained within them.

A word cloud shaped like a stylized letter 'E', representing the most common music genres. The words are color-coded: green for the most common, orange for the next most common, and blue for the least common. The word cloud includes genres like Rock, Classical, Funk, World, Soul, Electronic, Pop, Jazz, Hip Hop, Reggae, Blues, Ska, Disco, Metal, Punk, Avant, Choral, and many others.

With Make Music Day 2021 falling on a Monday, schools were a key part of this year's festival. Durham Music's Big Play 2021 involved over 15,500 young people across 140 performances and had an audience of 20,000 people. Rockingham Primary School celebrated Make Music Day with an assembly about its origins and by singing some of their favourite songs. Like many other schools, Netley Primary School took part in the Make Music Day UK Anthem competition and recorded their own version of 'Stand By Me'. Brotherton and Byram CP Academy celebrated world music in their classes and made their own band for the day. Music Partnership North (MPN) virtually brought together schools from across Newcastle and Northumberland to join together for the MPN Big Gig to celebrate Make Music Day as part of a video compilation. Wiltshire Music Connect - the Music Education Hub for Wiltshire - worked with 52 schools from the area and involved over 7,000 children in singing "Together" - a song that was commissioned for Wiltshire children during lockdown.

Outside of schools W7edge took part in their second Make Music Day and brought music to the bandstand of Elthorne Park, London. The Kaleidoscope Choir in Derbyshire delivered window serenades to residents of a local care home - an activity that was also delivered in other areas of the UK. Live Music Now Scotland organised a concert in Glencairn House Care Home for 35 residents. Elsewhere in Scotland, Making Music organised a series of performances in Mugdock County Park including performers such as Eddie Seaman and Charlie Kirkpatrick. Making Music also organised performances in other bandstands and parks across the UK as part of the festivities and NYMAZ's young ambassadors took over Harrogate Bandstand for their Rural Fest - a celebration and exploration of what 'rural' means. Also in Yorkshire, Music teacher - Jen Haines - delivered short taster lessons on the piano, viola and violin and posted a video of a performance from the day on social media. Unfortunately, due to torrential rain in some parts of the UK, a few events had to be

cancelled. MSCTY in collaboration with Team London Bridge were due to deliver an event at. The Scoop in London that would have been an evening of inspiring, eclectic music on the Thames with live performances from a variety of London-based artists serving up electronic soul, with Latin, Drum & Bass and jazz-fusion all part of the mix. Making Music planned to celebrate Make Music Day in London with members of the Central Band of the Royal British Legion and Opal Flutes at Waterloo Millennium Green. Due to the weather, both of these events could not go ahead.

Online, there was a wide range of activities happening. There was an online 'jam along' session held in Hampshire that involved 20 people and singer-songwriter - Jeff Brown - delivered a livestream performance of melancholy songs from his home in the Highlands, Scotland. In London, Angelina Luzi did an acoustic livestream featuring a range of music genres including Folk, Pop and R 'n' B that had an audience of 26 people. The in-person Rural Fest activities were also supported online by a series of pre-recorded performances and a livestream and ABRSM's video for Make Music Day 2021 that brought together performers from different countries, has had over 48,000 online views. In County Durham, the music venue Stockton Globe celebrated Make Music Day by posting content across their social media channels from local musician James Harrison who provided the soundtrack to the day. His cover of 'Stand By Me' garnered 907 views on Facebook.

The following 'Spotlight On...' section contains further information on the Make Music Day UK initiatives and case study sample events that contributed to the festival on 21 June 2021.

Feedback

Feedback from event organisers was gathered via a mixture of surveys, one-to-one interviews, focus groups and ad-hoc communications (i.e., emails). This feedback was largely positive, but there were some challenges in organising their events as detailed below.

Key Achievements

- Tech support and resources: Event organisers felt that the technical support and resources provided to event organisers whether that was via the How To... workshops, one-to-one communications with team members or support to take part in the Official Broadcast was really valuable. One of the organisers of the Big Sing from Durham Music stated that "overall, tech support was first class - a very positive experience". The Duo on the Patio organisers, commented on how the "Planning and assistance from the Make Music Day team was fantastic and the resources invaluable". Event organisers more generally noted how good communication from the Make Music Day UK team made them feel welcomed into the festival and fully supported.
- Bringing people together: Event organisers regularly commented on how Make Music Day provided an opportunity or focus for bringing people together and connecting with existing contacts and new ones. As one organiser stated, "It was great to be part of the event - really gave the group a focus after such a long period of separation and small get-togethers", whilst another organiser commented on how

the event is “very accessible” and gave them “something to focus on amongst my existing community of students/members” as well as “a lovely way to join together with other community music groups”. For many, a key part of this was the merchandise: event organisers commented on how the bunting and t-shirts “gives it a community feel”. More so, attaching activity to Make Music Day also gave organisers a chance to reach new audiences; as one organiser stated - “The 21st will have given those who have not heard our narrative before, access to it”.

- Igniting new activity: Make Music Day UK helps to catalyse more music making activities by getting people involved and interested in music, and being a site at which new ideas and initiatives around music can occur. In 2020, Beyond Skin’s contribution to Make Music Day spawned similar events to be co-ordinated by themselves and the Min-On Music Research Centre as part of Share Music Day Japan. Since 2020, they have delivered 5 separate events. Similarly, an event organiser this year detailed how on the back of the network that has emerged from Make Music Day activities, they are now organising a separate garden music festival for the Summer.

Key Challenges

- Marketing and PR: Event organisers felt that there was more work needed in raising the profile of Make Music Day in the UK. They felt that more paid for social media advertising, sections of local, regional and national television and celebrity ambassadors/influencers are needed to get the general public aware of the day. Some people felt that online streaming was waning now that COVID-19 restrictions were easing and “without being a big name and the market is oversaturated”, however, for many online ventures opened up access to new audiences.
- Time: Many event organisers considered the lack of time to be a key challenge for them to get involved in the festival. Some of this time pressure was caused by event organisers starting preparations too late/only hearing about Make Music Day shortly before the 21 June. Other time pressures included the website registration form taking too long and the merchandise not arriving quickly enough to be used in pre-records and promotional content prior to 21 June.
- More opportunities to create connections: Many event organisers commented on how they would like to be able to more easily find out who was getting involved in Make Music Day in their area. They felt that the website didn’t facilitate this very well. More so, one organiser commentated on how the “international collaboration didn’t really happen for us, so we will concentrate on local more next year”. Organisers were keen for Make Music Day UK to focus on helping them connect more with other people involved in the festival and facilitating the development of these relationships.

When discussing what is missing from the Make Music Day UK offer to event organisers, they felt that it would be useful for Make Music Day UK to support event organisers in how to raise donations at their events and/or attract sponsorship for them. With a core aspect of Make Music Day being that events are free for audiences, event organisers were keen to explore how they could cover the costs involved in bringing music to communities by other means.

Spotlight on...



This section of the evaluation highlights some of the many activities that took place as part of Make Music Day UK 2021, focusing on key projects run by the festival and a sample of events from across the UK.

Make Music Day UK Projects

To support people to get involved in Make Music Day UK 2021, the organisers behind the festival and core partners launched 9 projects.

Livestream Broadcast

Building on the success of the 2020 Broadcast, Make Music Day UK arranged three livestreams on the 21 June. The first of the streams - Lunchtime Notes - joined Durham Music's Global Big Sing live for a sing-a-long, went live to Scotland for signed performances of the Make Music Day UK 2021 anthem by school children, included a film of a newly commissioned piece by Cevanne Horrocks-Hopayian written for three inclusive ensembles and a dancer to respond to, brought audiences a South Asian music workshop by Newham Music and combined with Live Music Now musician Ford Collier for a musical journey from Western classical through folk and jazz to beatboxing and back again. This was followed by Twilight Tunes that showcased an international drum battle, a series of short video pieces from Northern Ireland's Beyond Skin, a solo artist stage featuring beatboxing, singer-song writers and ukuleles, a compilation of jazz performances from South Wales curated by James Chadwick and Nick Luscombe in conversation with musicians Elsa Hewitt and Kirk Barley about their sonic responses to locations close to Tower Bridge. The day was rounded off by the Evening Ensemble stream that saw Making Music bring us performances in parks from across the UK, Black British Music celebrate domestic black music in a compilation feature, a digital concert organised by Reel Youth Media and City of Edinburgh Council's Arts and Creative Learning team, the broadcasting of some of the

MixMash studio challenge tracks and a section of Hands Up for Trad International Showcase.

More than 50% of the broadcast came through an 'open call' in which musicians and organisations across the UK and beyond could apply for a section on one of the livestreams. The selected contributors were given digital support to bring their livestreams to life for the 21 June by the Make Music Day UK team. So far, the livestreams have had an audience of over 3,000 people on YouTube, and contain contributions from across the UK and beyond displaying music genres such as pop, folk, jazz, metal and much more.

Olaide Steele who applied for the call and was chosen to perform as part of the Solo Artist Stage in the Twilight Tunes livestream said:

Really enjoyed it! I really liked the transitions between performances.

It would have been good to have had more time to prepare and receiving the Make Music Day UK t-shirt and bunting earlier would make it even better next year.

The broadcasts can be viewed here: <https://makemusicday.co.uk/broadcast-rewind/>

MixMash Studios

In June 2021, music makers and sound samplers from across the globe came together virtually to create new and imaginative compositions. This project built on [Street Studio Cities](#) (2015-2019), and the [Lockdown Sound Challenge](#) (2020). Presented by [Found Sound Nation](#) and [Harman](#), Street Studio Cities set up outdoor mobile studios in cities all over the world, where producers invited passers-by to stop and sing, play an instrument, or record audio for the evolving Street Studio track. For 2020, The Lockdown Sound Challenge in partnership with [Plugged](#) saw producers working with samples submitted by the public from across the UK to create new and exciting music.

MixMash Studios in 2021, delivered in partnership with Plugged and the Make Music Alliance, took both initiatives further, inviting more people around the world to participate through contributing their own samples, and more producers to take on the challenge of creating a new track with the samples for the global broadcast. From 6-19 June, musicians and non-musicians were invited to add short sound samples to the global collection – bass lines, barking dogs, vocals, machine noises, or anything else they find intriguing. Then, from 20-21 June, producers had 24 hours to create an original piece of music using only the samples provided, and nothing more.

MixMash Studios connected electronic music fans and producers together from the UK, USA, Australia, Nigeria, Pakistan, and more to create new music that celebrates a world of sound. In total there were 108 submissions to the project, involving 56 individual performers.

Global Folk Challenge

Make Music Day UK invited musicians from across the world to take part in this Global Folk Challenge by swapping folk songs. Participating musicians and groups shared a folk song from their country, and in exchange, learnt a different folk song submitted by another participating musician. The songs were then performed and shared on 21 June 2021.

In total, 19 submissions/performances were made as part of this project and a song book containing all of the entries was produced. Speaking about their experiences of the project, a musician that took part - Martin Jones, said:

I really enjoyed taking part in this Global Folk Challenge. I will be keeping Mr Weather in my repertoire. It was interesting listening to music from different countries and cultures

Make Music Day Schools

With 21 June landing on a Monday in 2021, schools were a key part of the festival. The Make Music Day UK team and partners developed a range of ways they could get involved:

- **Big Sing:** As part of the Durham Big Play, [Durham Music](#) presented a live streamed Big Sing. Musicians led a virtual sing-a-long of the songs and 98 individual schools signed up to be a part of it with their 20,000+ pupils.
- **Charanga Resources:** [Charanga](#) is a world-leading music teaching and learning platform used in 62 countries. It hosts a vast library of songs and in 2021 they offered some of these for free on Make Music Day. These resources were viewed over 3,700 times in the build-up to the festival.
- **Junkophonics:** Resources and know-how was made available by partners [Bash the Trash Environmental Arts](#) about how household waste can be used to create instruments. This activity also helps to raise global awareness about household waste pollution.

Speaking about their schools' experiences of this project, Teremok CIO that runs a Russian school in Nottingham said:

Thank you very much to your team for this project and help in organisational questions. For me, this was the first experience in organising such an event and I am glad that I found you.

International Drum Battle

The Make Music Day Drum Battle was managed by the [Organisatie van Muziekverenigingen in Fryslân, Netherlands](#) with support from Amateo, the European network for active participation in culture, and it brought together drum and percussion groups of all ages from around the world, celebrating our rich cultural diversity.

Drum and percussion groups from across the world were invited to sign-up to take part. After all participating groups registered, an online meeting took place to get to know each

other and prepare for the MMD Drum Battle and following this a series of online workshops / masterclasses took place, some organised by participants / experts in their field. Each group then submitted a percussion / drum solo with its own 'ritual', for example including visuals, stunts and stick tricks where relevant. The recordings were edited together and the MMD Drum Battle was premiered online on 21 June via the Make Music Day UK 2021 Broadcast.

The project involved 450 individual performers and 30 different drum/percussion bands from the Netherlands, Brazil, Nigeria, India, Slovenia, Lithuania, United States, UK and Mexico. Outside of the Broadcast, the Drum Battle film has been viewed over 9,800 times on social media.

Jan-Willem van Kruyssen, one of the key organisers involved in this project, stated that:

Slowly life is moving again and musicians can play together again. What could be better than to celebrate this worldwide during the Make Music Day 2021?

Rock 'N' Roll Misadventures in Libraries

From 2005-2021, Loud in Libraries has scored a unique groove in the fabric of library history by bringing the best emerging and established artists to play gigs in libraries across the UK. To celebrate the last 16 years of rock'n'roll in libraries, Loud In Libraries produced a special behind-the-scenes documentary for Make Music Day UK 2021 that charts their unforgettable misadventures.

Together with Make Music Day UK and Libraries Connected, Loud In Libraries worked with libraries across the UK and beyond to organise a global online and in-person premiere. Over 15 libraries got involved by hosting their own premiere screening via one or more of the following on 21 June 2021:

- Organised a small film screening in the library at a designated time on the 21 June 2021
- Premiered the film on social media at 2pm on 21 June 2021

Speaking about the collaboration, Stewart Parsons who founded Loud In Libraries said:

Partnering with Make Music Day was both a relief and a joy in 2021 as music venues and libraries tentatively moved out of lockdown and began to remind people of their unique life enhancing properties. I will never forget the special opportunity MMD afforded Loud In Libraries to showcase its star-studded journey through the nation's libraries.

The documentary can be viewed here: <https://www.youtube.com/watch?v=9prU-y2IU7A&t=1s>

4 '33" International Collaboration

On Make Music Day, 21 June 4.33pm (UK Time), Beyond Skin, John Cage Trust and Make Music Day UK with musicians from around the world premiered a special collaboration

performance video of the John Cage piece 4'33". 4'33" is a three-movement composition by American experimental composer John Cage (1912–1992). It was composed in 1952, for any instrument or combination of instruments, and the score instructs performers not to play their instruments during the entire duration of the piece throughout the three movements. Although this is generally seen as 4 minutes and 33 seconds of silence, it actually asks musicians to listen to the sounds in their performance environment.

For Make Music Day UK 2021, Beyond Skin organised the gathering of video contributions from musicians from Mexico, Poland, England, China, Scotland, Portugal, Northern Ireland, South Africa, Colombia, Wales, Rajasthan, Costa Rica, Singapore, Afghanistan, Sri Lanka, USA, Kenya, Japan, Zambia, Brazil, Germany and the Isle of Man. Each video recorded the atmospheric sounds in the performance space, whilst the musical instruments were silent and had an overarching theme of 'loss' which seemed fitting due to the COVID-19 pandemic.

The final production premiered as part of a Make Music Day UK Livestream Broadcast 2021 and then was released across various social media channels. The film has had over 600 views on YouTube alone. An audience member described the film as *"an amazing variety of cultures and landscapes and people!"*. Speaking about the project, Darren Ferguson from Beyond Skin stated:

"This has been an idea that has gone way beyond what we expected. The video footage coming in is spectacular, some groups and musicians have been able to travel to beautiful and iconic places to film. Visually it is stunning, and you can feel the environment of each place. The starting point of Gary Coey's video representing Northern Ireland is simply a recording of him in his front room. We were going to film again on a scenic location but then we thought there is something more powerful and moving that an idea with a musician in their own house can trigger a global movement."

You can watch the video produced here: <https://www.youtube.com/watch?v=vq0tZ8BIYIY>

Make Music Day UK Anthem

Whilst the previous anthem for Make Music Day UK for the last four years was 'Bring Me Sunshine', 2021 saw Make Music Day UK launch a new anthem - Stand By Me - for the year supported by Hal Leonard Europe and Sony Music. Through Sheet Music Direct, musicians were given access to various arrangements of the song free of charge.

In partnership with Hal Leonard Europe, Make Music Day UK ran a competition for the best cover version of Ben E. King's 1961 classic, 'Stand By Me', co-written with Jerry Leiber and Mike Stoller. To enter the competition, people had to record their version of the song and upload it to social media on 21 June with the hashtag - #MMDStandByMe. There were 30 entries to the competition and the eventual winner was 2020's defending champions, Reel Youth Media. Reel Youth Media is a creative digital music project for young people aged 12 – 19 years old which aims to develop technical and creative production skills whilst supporting young musicians, performers and youth music service providers to create innovative digital media content and live events.

Judging the competition, Tom Farncombe of Hal Leonard Europe said Reel Youth Media:

"...demonstrated a spirit of collaboration and inclusion, with a highly successful arrangement. They made the most of instrumental variety to bring shape and interest to the form (loved the accordion and fiddle for the instrumental theme, which is a rich element [...]) The challenge with 'Stand by Me' is on how to keep the repeating chords interesting. I thought RYM did this very well via their instrumentation, coupled with some very honest, unaffected vocal performances, and the sincere, (and vital) eco messaging to create an imaginative and impactful result. Well done to all involved."

Speaking about how they produced the entry, Stephen Tierney from Reel Youth Media said:

"The young people we work with were very keen to explore issues around climate change in the run up to the COP26 summit being held in Glasgow in November. Upon approaching our cover version we realised that there were strong lyrical elements within the song that we could relate to these issues eg. 'if the sky that we look upon should tumble and fall' etc. We then embarked on a workshop process with young people across digital platforms to write a spoken word piece and construct our intro to the song."

Several young people were involved in this process, including a group of young women refugees who used this as a platform to develop language skills, cultural engagement and their content contributed to the final piece. We arranged our cover version in partnership with Totally Sound Youth Music Project who delivered virtual instrument tuition sessions to participants and supported people to get involved. For many, this was the first time they had performed their instrument in any sort of public setting."

We are thrilled to have won the competition for Make Music Day Anthem best cover version again this year and to have successfully defended our title from 2020. We are very proud of all the young people who took part in this and of our staff team who worked so hard to support the delivery of the project."

Once again, we have been able to use Make Music Day as an end of term focal point for our activities and provide our young participants with a wonderful platform to share their music and performances. I am sure this award will only add to their sense of pride and achievement towards what they have accomplished this term."

The winning entry can be viewed here: <https://www.youtube.com/watch?v=8Ljc0KpAi50>

Window Serenades

Window Serenades shares the joy of live music with isolated people, bringing solo musicians or small groups to play outside care home windows for those who request a song or to larger groups of residents and staff.

Created as a socially distanced programme for Make Music Day on 21 June 2020 and cross-promoted by the international Make Music Alliance as a way to provide safe musical performances during a global pandemic, Window Serenades was still just as relevant in 2021.

As part of the project, Musicians Coronavirus Action Ilkley again organised themselves to deliver the Ilkley Silver Serenade. This event took place in and around Ilkley in West Yorkshire. 36 musicians in 8 small ensembles entertained residents and staff outside 12 care homes and accommodation facilities for older people. The event reached a total audience of around 260 people. A variety of musical offerings were available: two jazz bands, two choirs, a woodwind group, a saxophone group, a string trio and a husband and wife trombone / saxophone duo.

Speaking about the event, organiser Les Goldman stated:

The musicians were all really grateful to have the chance to perform, and we got some great feedback from the Care Homes and other specialist elderly accommodation at which we performed.

Good liaison with care homes is key to the success of this sort of event - irregular staffing and poor communication at venues seems to cause the most problems, in spite of our big efforts to make sure everyone knew what was happening.

We're hoping to do something even bigger next year, weather permitting! Elderly people in residential accommodation often have little chance to experience live music and like the rest of us, they really appreciate it.

Sample Events

To better understand the experiences of event organisers and the creatives involved in Make Music Day UK 2021, we undertook more in-depth evaluation activities with a number of events across the UK. This involved a longer survey and one-to-one reflective interviews, and sought to give an understanding of the different types of events and people that take part in Make Music Day UK.

Dawson's Music & Sound - Northern Ireland

To celebrate Make Music Day 2021, the team from Dawsons Music & Sound music shop in Belfast hosted in-store events across the day to encourage and inspire people to kickstart their music journey or explore a new direction. Activities included:

- hands-on instrument tutorials
- "how-to" workshops and recording drop-in
- impromptu jamming and live performances

Similar activities took place in other stores of this chain across the UK.

The Belfast store saw a lot of young people come through the doors “who had never picked up an instrument before”. They’d seen the event advertised on social media and the store’s website, and were keen to be experimental. One young person came in and asked, “What’s the weirdest instrument you have - can I play it?”, demonstrating how initiatives like Make Music Day and the types of opportunities event organisers like Dawson Music & Sound offer enable people to be creative and try new things in low pressured environments.

For the retailer, the events in the Belfast and other stores were also really useful as a market research tool. As a customer centric business, they could see first-hand the interest areas of different locations. Belfast, for example, had a lot of interest in traditional folk instruments and music, whereas Manchester event attendees were more focused on music technology; based on this interest a recording area has now been set-up in the store.

Engaging with Make Music Day also fits with Dawsons Music & Sound ethos and values. They have events throughout the year in their stores to support grassroots musicians. As an extension of this, the Belfast team at Dawsons Music & Sound also produced their own livestream on 21 June to showcase the musical talents of their staff teams and customers from across the UK. Speaking about the livestream, one of the organisers stated:

We had more people wanting to work with us than the hour and a half we had allocated ourselves. So, I think doing something like that is of benefit for us as a retailer because when it comes down to it, we do sell stuff but it also fits in with how we want to market ourselves but we do also want to be a forum to help musicians at any point within their journey.

The livestream provided musicians with a platform for their music and is still gathering around 170 views per week. This platform is one which Dawsons Music & Sound would like to extend further in 2022 by contributing to the Make Music Day UK and global livestreams.

You can watch the livestream here: <https://www.youtube.com/watch?v=b3qRUj1fY8g>

Sign At The Gate - Scotland

The Frisson Foundation invited primary schools across Scotland during these continued Covid-19 restrictions to be a part of ‘Signing Challenge’ in which children would learn how to sign the 2021 Make Music Day UK anthem - Stand By Me. The event sought to promote inclusive communication and was in-line with the core themes being promoted by the Foundation of inclusion and resilience.

There were various ways that the schools could get involved in this event:

1. Some schools performed live as part of a livestreamed performance of Stand By Me that featured in the Make Music Day UK official broadcast.
2. Some schools submitted video recordings of them signing the anthem - some of which were incorporated into the Make Music Day UK official broadcast and others were shared on social media.
3. Some schools learned the sign version of Stand By Me and performed the song whilst watching the livestreamed performance and/or during the day in their schools.

210 people took part in these activities in-person and the posts on Facebook have reached over 6000 people.

With schools in Scotland still operating under a number of COVID-19 restrictions, organising the event had some challenges. For example, the host school for the livestream had a COVID-19 outbreak before the event and this delayed rehearsals, and teachers in all schools were generally under pressure and found it hard to fit “something extra” into their schedules. However, the Frisson Foundation believes that “music contributes to kids’ education and wellbeing” and therefore taking the time to engage schools in initiatives like Make Music Day is really valuable. This is the motivation behind the Foundation supporting the schools to be involved via resources and communications. The outcome of the event is something that everyone involved was really pleased with; there was even a “clamour between the 6 schools [in the livestream] over who would be host”. The event has enabled them to “build relationships” and they have “something we can build on and can go back next year, that will have a positive response”.

Looking to the future, the Frisson Foundation would like more awareness to be built up in schools about Make Music Day and for Make Music Day UK to support event organisers to know what other activity is happening in their area so that there’s no duplication and people can work together on shared ideas.

Glamorgan Music School Celebrates Make Music Day - Wales

The Glamorgan Music School found out about Make Music Day a little late in the day via a post on social media, but instantly thought “we have to do this”. Against the clock, the school organised a series of performances from the students including:

- A rock band
- A duet from twins at the school - one sang and one played the piano
- A selection of solo singers
- A tenor horn playing the James Bond theme tune

The performances were across all different types of music, and Glamorgan Music School also arranged a performance by the Barry Male Voice Choir. Although a full audience wasn’t permitted, one person per child could attend.

The organisers had planned to livestream the performances to Facebook, but technical barriers around the Internet connection prevented this. Instead, they recorded the performances and uploaded them later. Despite this difficulty, and the challenges of performing outside, the school said, “We made a new partnership with a male voice choir and gained a teacher... It was awesome - all our pupils enjoyed it” and they are keen to get involved in 2022.

For next year’s festival, Glamorgan Music School thought it would be good to send information about Make Music Day directly to other music schools and to highlight the international element as that is what “hooked them in”. They also felt that the website could be easier to navigate for people getting involved for the first time. It was a little “too bright

and hectic” and they didn’t realise there were resources available to support them to run the event.

The Big Play 2021 - North East, England

Durham Music joined forces with Make Music Day UK for their second ‘Big Play’. ‘Big Play’ is all about celebrating everyday music making; in the classroom, playground, practice room, at home, live or virtually. In 2019, Durham Music engaged nearly 18,000 young people from Durham and Darlington for Make Music Day as part of in-person events. After the pandemic caused the Big Play to miss a year, it returned in 2021 with a mixture of online and in-person activities.

Durham Music supported schools to take part in one of two ways:

- Creating their own ‘Big Play’ event in their school - this could have been a live event or a pre-recorded activity that is shared online
- Joining schools from all over the world to tune into a Make Music Day Global Big Sing that was livestreamed as part of the Make Music Day UK’s official broadcast

Schools who were interested in taking part registered with Durham Music and received a pack with the resources they needed to take part.

One of the organisers of the event said that:

Our event exceeded all expectations. We feared schools wouldn’t feel able to join due to covid restrictions. We hoped to get 50% of our 2019 activity but we nearly matched it.

In total, over 15,500 young people took part as performers across 140 different performances, and there was an online audience of 20,000 people. Initial worries about schools being under a lot of pressure due to the pandemic and not wanting to engage did not transpire. This was because Durham Music were keen to keep the activity “low key” and make it simple for schools to get involved. A key part of this was Charanga “making the resources accessible” as it was important to “make it super easy for schools” to take part. Good communication with the schools also played a key role in enabling them to engage. This involved creating the pack of resources for schools, telling them how they could get involved (with 2-3 months’ notice), weekly updates, and pushing the idea on social media. This was a tried and tested approach from 2019, but with social media playing a bigger role with many schools now using social media much more due to the pandemic.

One of the key reasons Durham Music participates in Make Music Day is because it subverts the usual pyramid performance structure, where the best musicians get an opportunity to perform. Instead, “Make Music Day is an ideal vehicle for every child to have the performance experience” and, as one of the event organiser states, “It’s so democratic Make Music Day... you can do whatever you want to do... there’s nothing else quite like that”. This commitment to providing spaces for anyone and everyone to make music, regardless of ability, is a shared ethos between the event organisers at Durham Music and the festival.

For Make Music Day 2022, Durham Music are keen to take part again but would be keen to connect more with the global aspect of Make Music Day and would be keen to work with the UK team to facilitate this.

Make Music Day Tees Valley - North East, England

Musinc usually run an annual performance by young people who take part in their programmes but due to COVID-19 this hasn't happened, so their activities for Make Music Day 2021 acted as a replacement celebration for this. 2021 was Musinc's first year involved with Make Music Day and they first heard about it through a youth music meeting in the area. Their event had a few different strands:

- Flashmobs in 4 schools
- Pre-recorded music performances - a mixture of crowd-sourced materials and performances shot by a production crew hired for the event
- Drumming workshops on bandstands (inspired by Making Music's push for making bandstands a prominent feature of this year's Make Music Day UK programme)

There were some challenges that the event organisers came across when realising their event, for instance the digital skills expertise they needed to realise their event being more expensive than imagined, their original vision to livestream elements of the event being thwarted by the quality of the internet connection available, and COVID-19 restrictions meaning that the flashmobs that were initially envisaged as happening in public spaces across Tees Valley were reimagined in schools. Furthermore, the event organisers were not aware of the resources available on the Make Music Day UK website to support them with digital activities. The event organisers felt that it would have been useful to have had a personal contact at Make Music Day UK to ask questions of and who could have directed them to relevant material and support sessions advertised on the website.

Despite these difficulties, the event was a real success. There were 26 performances and 50 performers took part, and the digital recordings that were released online have garnered an audience of 3,000 people. The lead organiser stated that "everyone loved it" and people were cross-posting the online videos and making comments such as "that's my niece". This digital content has been good for Musinc as it has given them outputs to continue to share and use as a promotional tool. They also felt that the activities as part of this event have raised awareness of Make Music Day in the area as "a lot of people didn't know about it and now do". The team at Musinc are keen to build on this next year now that the festival is on their radar and would be open to being local ambassadors.

Make Music Day New Brighton - North West, England

'In Cahoots', a band based in Merseyside, brought the largest DIY music festival in the world to 'Rockpoint Records' in New Brighton. The five piece band performed a range of feel good tracks from the 60s, 70s, 80s, 90s, soul, pop, blues, etc right through to stomping Irish tunes, providing audiences a chance to celebrate music and community with their friends and family.

The event faced the challenge of having to switch from their original Liverpool city centre venue to New Brighton on the Wirral. However, the independent record shop run by a local social entrepreneur - Rockpoint Records - couldn't have been more supportive and fully embraced the concept of Make Music Day as a community-led festival. Together with Rockpoint Record, In Cahoots decorated the street and venue by hanging up Make Music Day bunting (and making more bunting as well), and got into the spirit of things by wearing the t-shirts. The venue supported the band to manage the event safely and there was even some "socially distanced dancing" as part of a 3-hour performance. The event was "an absolute success - people still talk about it in New Brighton", and this demonstrates how Make Music Day can bring vibrancy and creativity through music to communities across the UK.

The organisers behind the event commented on how they felt supported to put on the gig from the Make Music Day UK team:

We loved the build-up - the meetings and the workshops and the courses. We couldn't be involved in all of them but you do feel you are supported and you were a part of something.

They felt that the global aspect of Make Music Day was a real hook for them to get involved, as well as the shared wish between the band and Make Music Day UK for "people to experience the importance of music" and to "promote music to new people". In total, 300 people engaged with the event - in the store and on the street - across 6 different performances. They did plan to livestream the performance, but there were some technology issues, so instead they recorded the performance and will release it at a later date.

In Our Reflections - Midlands, England

Severn Arts created a unique opportunity for young people to be part of a brand-new performance that was premiered online on Make Music Day. For the event, they commissioned a special piece called 'In Our Reflections' that combined a wonderful score written by David Cowell and a spoken word poem by their Young Poet Laureate, Ellie Dart. Severn Arts invited young people of all levels of musical abilities from across Worcestershire to be involved in the performance of the piece, taking on both instrumental and vocal parts. Young people recorded their performances using a backing track provided by Severn Arts and these performances were edited together into one online video performance piece.

This event focused on "inclusion" and for Severn Arts it was about "enabling as many people of all abilities to take part". Contributors included county groups, music centre groups, school choirs, Worcester Young Voices, individual instrumentalists, and singers, and an ex-student helped with the vocal coaching. With the confidence developed to do online performances during Make Music Day 2020, Severn Arts used this and the skills they'd developed to create a more "polished" end product. The result was an "amazing performance that we will keep showcasing" and with over 650 performers taking part in the project "from across ability range and across the county". This event was their biggest online performance and whilst it was "a massive task bringing it all together", it was also

“hugely rewarding”. The online audience for the piece is over 6,000 people⁷, but it was felt that this year audience development and interaction could have been better. This is due to the designated social media person not working on Make Music Day itself and colleagues having to step in; this is a point to learn from for future online events.

Severn Arts are motivated to be a part of Make Music Day because “music makes a difference, music changes lives... all of the things Make Music Day stands for, we want to be a part of that”, despite it taking up capacity in the organisation to do the event properly. More so, Severn Arts felt that Make Music Day is a “huge value to us, as it helps us and our performers to gain profile and it is good to be a part of something “bigger than us”. For 2022, it would be good to build on this further and get connected more with other people who are delivering Make Music Day events. A suggestion would be to share social media handles of event organisers so that people could connect with each other online and cross-promote one another’s events. Make Music Day UK could help facilitate this.

You can view the In Our Reflections performance here:

<https://www.youtube.com/watch?v=FmWPG4vXKMo>

Make Music Essex - South East, England

The Essex Music Development Agency delivered two Make Music Day events in 2021, one in Havering and one in Chelmsford. These events aimed to bring live music to different communities and build awareness of Make Music Day in the areas.

In Chelmsford, the original event plan was to bring music to the high street by having a series of performances under gazebos, but the weather made this impossible and therefore the performers were moved into a nearby shopping centre. The shopping centre had been initially reluctant to have the performances indoors due to COVID-19 restrictions and them not wanting too large a crowd to gather. However, because of this last-minute change of plan, there is now a relationship there to build on for 2022. In total, there were 10 performances from 10 individual performers, and an in-person audience of around 500 people.

In Havering, the event was already programmed in a shopping centre and therefore the performances were unaffected by the torrential rain. As part of Make Music Day Havering, Age Concern arranged for a musician to do a 40s sing-a-long that was streamed into care homes in Havering and also shared with Chelmsford as well. This collaboration with Age Concern was a really “good link up” and something to build on in 2022. In addition to these in-person events, Essex Music Development Agency also used their social media accounts to encourage people to share their performances digitally and then the Agency redistributed these online.

The Make Music Day events enabled Essex Music Development Agency to “make some new connections with musicians”. The lead organiser behind these events felt that there

⁷ The make-up of this figure was: 276 web page views, 700 performers, Facebook (3324 reach, 285 engagements), Twitter (1827 impressions, 53 engagements), 751 views on YouTube, Make Music Day 2021 playlist 205 views. The total audience and performers was 6,867.

was an “incredible set of resources” for the size of the project, and that “meet-ups and catch-ups were really useful”. Both of these made it easy for them to get involved in the festival. For 2022, they are preparing a funding bid to the Arts Council to specifically support activity in Essex. They are keen to co-ordinate activities across the area and support other event organisers and musicians to get involved. In essence, Essex Music Development Agency would be the local connection to Make Music Day UK and would support promotion of meet-ups, resources, initiatives etc. at a local level. The motivation to do this is because of the shared aim of Essex Music Development Agency and Make Music Day UK to “promote music and musicians”. As the lead organiser states:

I like the concept and the ethos of Make Music Day. It's about getting people involved - this is a key message to share, you just stick a piano out and encourage people to play it.

For the Agency and musicians, a key hook is also to promote themselves. It's a good way to “raise your own profile and highlight your organisation”.

European Music for Summer Solstice - South West, England

A chamber choir from Exeter Festival Chorus planned to sing a short a *capella* concert programme to welcome the first day of summer to a private audience in a garden. The programme was inspired by the Summer. Unfortunately, the unpredictable British weather meant that this outdoor event couldn't take place in-person, but the organisers quickly moved the activity online. Here they involved 33 performers and had an audience of 35 people. This involved performing 7 secular and sacred a capella 4-part harmony pieces. The group did get together for an in-person performance a week later, so all was not lost. The choir also created digital recordings and released these online.

This is the first time the choir has been involved in Make Music Day and they were inspired by hearing about how other similar groups such as Egham Choral had been involved in previous years. The group thought, “If Egham can do it, why can't Exeter do it?”. The lead organiser of the event also felt that the support offer from the Make Music Day UK team was valuable. They felt “it was clear what Make Music Day could offer” and the “website had a good structure”. They also found the Make Music Day UK team to be “very responsive” with communications and information and resources were provided in “good time”. What this demonstrates is that the support offer for 2021 - that involved meet-ups and talks from past event organisers, resources and merchandise produced, communications and individual contact - is key to enabling new event organisers to get involved with Make Music Day.

One of the key benefits for the chamber choir to get involved in Make Music Day was that it helped them to “maintain reasonable choir membership despite the pandemic restrictions” due to the focus and motivation it gave members. The rehearsals on Zoom in the build-up to 21 June helped to keep motivation high. They also arranged their own masterclasses delivered by experts outside of the choir. Members felt “enriched” by this training and it helped to “keep [their] musicology and quality up”. It was also good for the choir to “not just make music for their own privilege” but to also share it with others. They plan to be involved in Make Music Day UK 2022 and to integrate it into their overall programme. To support

them to do this, they felt that Make Music Day UK could help facilitate connections to local venues and performance spaces, as well as to other musicians who are planning to get involved in the festival to see if there could be any collaborations.

Ickburgh Can Sing - London, England

Ickburgh School is a Special Educational Needs school in Hackney and they love Make Music Day. Each year, the whole school gets involved including the headteacher and the cleaners. The school is committed to learning through discovery and they feel strongly that music and performing enriches their students' lives and provides vital opportunities for expression and communication.

More than 11 classes performed as part of the celebrations, and there were 90 different performers involved. Around 200 people who study and work at the school were audience members.



Audience



The total audience for events taking place as part of Make Music Day UK 2021 was 330,336. The live/in-person audience total was 37,185 and the digital audience total was 293,151⁸.

Audience Feedback

An online survey was used as the main way of collating audience feedback on Make Music Day UK 2021.

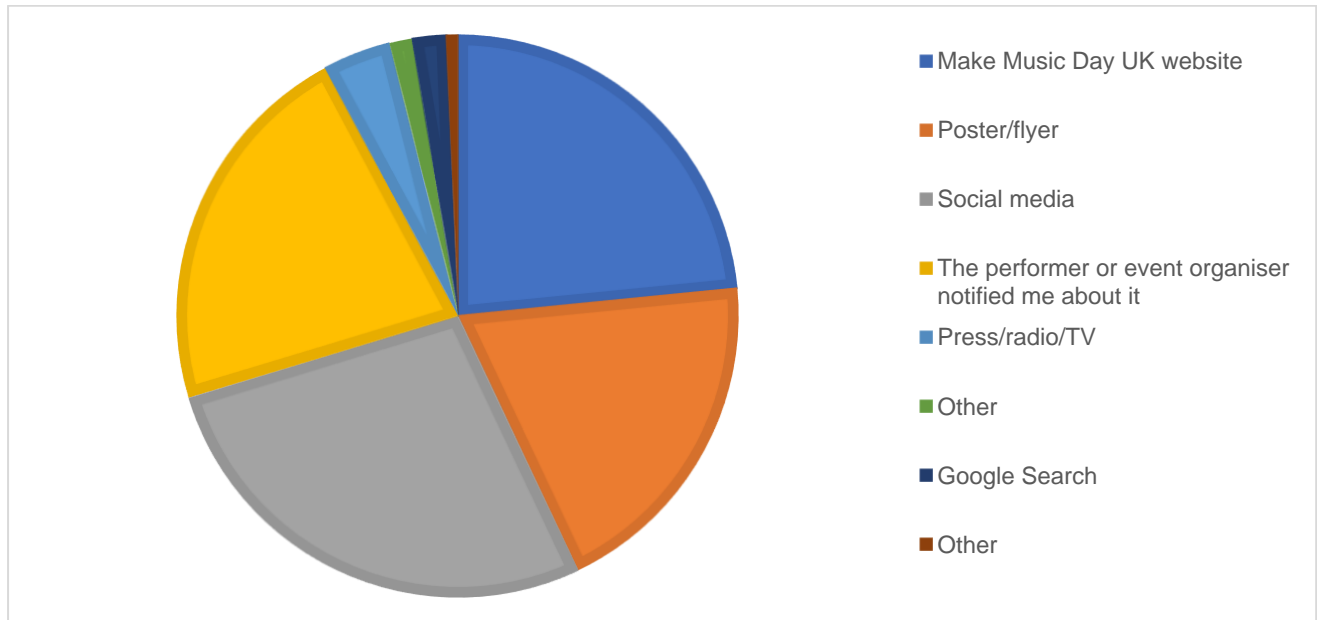
Awareness of Make Music Day

Respondents to the survey indicated a high level of pre-existing awareness of Make Music Day. 90% of respondents were already aware of the event prior to their engagement with it in 2021. In terms of how audiences found out information about the Make Music Day UK 2021 events they attended, social media (27%), the Make Music Day UK website (24%), a notification from the event organiser/performer (22%) and posters/flyers (20%) were the most common ways⁹. As Figure 13 below indicates, it was less common for audiences to find out about Make Music Day UK events from traditional forms of media or general online searches. Those who selected 'Other' identified sources of information as being from attending meetings where the event was mentioned, the Make Music Day UK newsletter, information distributed by music education hubs and via organisations like Making Music.

⁸ We received accurate quantitative reporting on performers and performances from 34 out of 164 events, therefore the audience figures have been calculated in the same way as the 'performer' and 'performances' totals outlined in the 'Events' section of this evaluation report.

⁹ Respondents could select more than one way by which they were encountered information about the Make Music Day UK 2021 event they attended.

Figure 13: How audiences found information about the Make Music Day UK 2021 events they attended pie chart

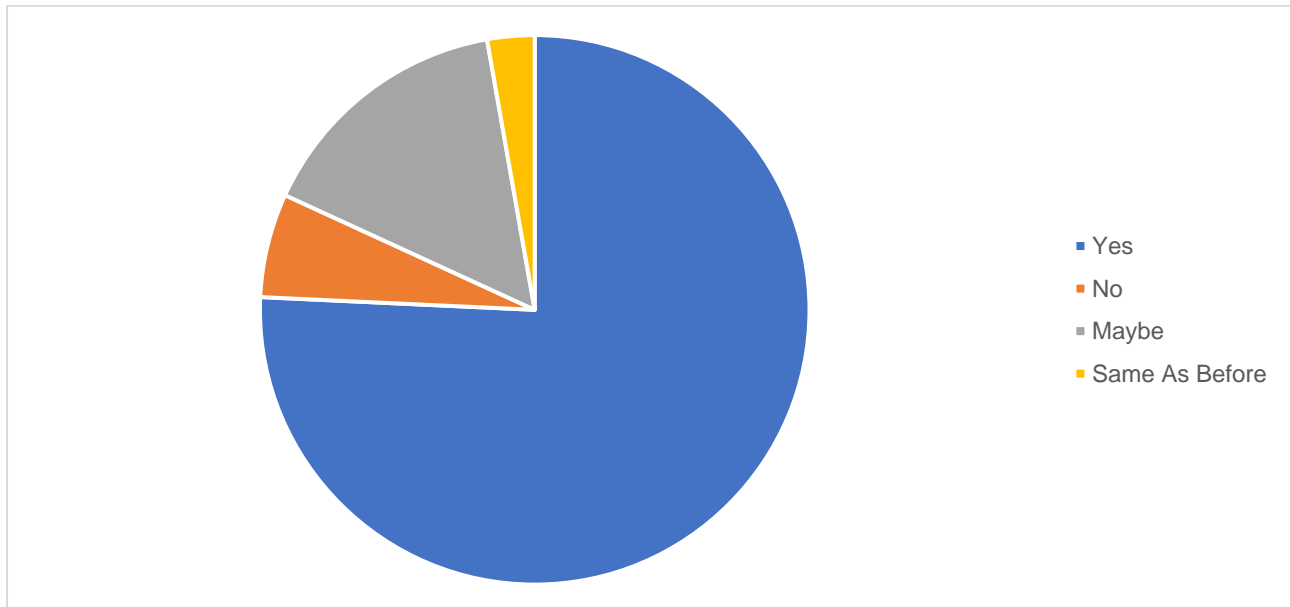


When compared to Make Music Day UK 2020 audience habits for finding information about events, we can see that social media and personal connections with event organisers/performers are still crucial. However, in 2021 we can see how the Make Music Day UK website and offline marketing materials have risen in prominence. This is perhaps due to two key reasons. Firstly, the Make Music Day UK website was substantially redeveloped between 2020's and 2021's events. Secondly, COVID-19 restrictions were easing across the UK in the build-up to Make Music Day 2021 and thus there was (a) more in-person marketing activities and (b) more in-person events taking place in the UK.

Getting involved in music

81% of the survey respondents were already involved in music making activities prior to Make Music Day 2021. This is unsurprising given the nature of the event. However, as Figure 14 below depicts, there is evidence from the survey to suggest that Make Music Day UK 2021 was a catalyst for people becoming even more involved in music activities. 76% of survey respondents stated that the event had inspired them to make more music themselves or attend/watch more music events in future, with 15% saying that it may have inspired them.

Figure 14: How audiences were inspired to be involved in music activities as a result of Make Music Day UK 2021



Achievements

The survey provided audiences with the space to highlight what they had enjoyed about Make Music Day UK 2021. Key achievements of the day included:

- The atmosphere created at the events: Audiences noted that the environment of the events - both online and offline - were positive. People noted that there was a “strong artistic atmosphere” and that the events were “very comfortable”. It was also commented on how “inclusive and positive” the events were, particularly for SEND groups.
- Brought new/different experiences and music to audiences: The feedback suggested that Make Music Day UK 2021 had provided opportunities for people to experience new and different things in relation to music. For example, audiences commented on how it had been their first experience of live music since the COVID-19 pandemic - “It was fun and uplifting to be able to sing again outside with people instead of Zoom”. Other audience members commented on how it broadened their awareness of different types of music - “[It] let me have a great understanding of music” and how there was a variety of music on offer - “[There was a] variety and breadth of events” and “The music is wonderful and the line-up is huge and relaxing”.
- Provided a sense of wellbeing: People enjoyed the event from a personal wellbeing perspective - it brought joy to people and enabled them to meet and connect with others. One audience member noted how they “enjoyed the company and singing again”, whilst another stated they could “meet people who are similar to me” at the event. Other respondents stated that, “[Make Music Day] is a happy day, the world is better because of music” and “after attending, I was very relaxed, I felt the charm of music.”

- Inspired people to be more creative: Audiences noted how the event had been good for igniting creativity. One person noted how it had made “me more inspired”, whereas another stated that they “got great new ideas for stage setup, decorations and locations. It’s great!”. Others suggested that “music cultivates the mind” and how as a new musician they had enjoyed the event and it had help them on their musical journey.

Improvements

The survey also provided audiences with the space to highlight what could have been improved about Make Music Day UK 2021. A significant amount of respondents chose to use this area to state that they didn’t feel the event could be improved. However, some suggestions for improvements included:

- Enhancing the diversity of the music in terms of genre and geography - “Add more music styles from other regions and countries”
- Delivering more hybrid events (i.e., both online and in-person combined events) - “It is hoped that offline activities and online activities will be combined”
- More awareness raising - “A lot of people still don't know [about Make Music Day], there should be more publicity”



Communications and Marketing



The 2021 Make Music Day Communications Strategy was implemented by the in-house freelance project management and comms team and consisted of a new website, press releases, blogs, social media, galvanising celebrity and volunteer ambassadors, training and supporting event organisers and distributing branded merchandise to events across the UK.

Specific communications activities

- Launched a newly designed website which is graphically eye-catching, conveys the ethos of MMD and enables event organisers to find resources and list their MMD events.
- Ran a comprehensive social media campaign focusing on Twitter, Instagram and Facebook which included organic and paid advertising.
- Three press releases focusing on Creative Projects, MixMash Studios and general MMD events written, distributed and sold in to press resulting in a range of listings and articles in local, national and trade press, TV and radio.
- Liaised with new and continuing MMD UK ambassadors: Sam Sweeney, The King's Singers, Apollo5, Elin Manahan Thomas, Nicola Benedetti, Emma McGann, Frank Turner, Iona Fyfe and Zoe Alexander. Ambassadors provided video and written content for our website and social media and promoted MMD through their own social media.
- Piloted a mentoring scheme for volunteer ambassadors to promote Make Music Day in their communities, and particularly to tap into underrepresented audiences.
- Worked with wide-ranging partners to ensure that MMD events were broad and diverse therefore helping to wider the reach of Make Music Day.
- Delivered a comprehensive Support Offer which included skills workshops in communication-related topics such as social media and guerrilla marketing as well as digital resources to support event organisers to promote their events, attract press coverage and reach bigger and more diverse audiences.
- Disseminated a range of free branded merchandise (t-shirts, bunting, posters, tote bags) to event organisers across the country to ensure events felt unified and would be eye catching to audiences.

- Blog posts for Creative Projects written plus a series of guest blogs from partners including Musical Connections, Dawsons Sound and Music, Together With Music, Get It Loud In Libraries distributed via our newsletters and on the website. This totalled 31 blog posts on the website and 34 newsletters disseminated via the Make Music Day UK mailing list. The newsletters were read by over 3,537 people, an increase of 15% compared to last year.
- Disseminated regular newsletters to our mailing list featuring MMDUK updates and information along with engaging content and blogs from our partners and across the music sector.
- Worked with our Wider Network for 100+ partners to promote MMD, disseminating stock copy, social media posts and images for use on their social media and newsletters etc

Strategic communication aims

1. Communicate core principles and strong brand to promote MMDUK and continue to raise profile - especially driving message of shared ownership.

The core principles (events must take place on 21 June, be free to the public and have something to do with music) were embedded into all of our communications across platforms. The new website positioned MMD as a strong brand with these core principles at the heart. The strong brand was carried through to the materials we produced e.g. branded merchandise and social media content, ensuring these were of high quality and visually linked to the overarching brand and visual identity.

Our communications also focused key message of shared ownership, that MMD is a DIY festival and it's the people that make it happen and that the central MMD team are here to support and facilitate event organisers. The participative projects and a strong skills-focused support offer drove this key message. We invited a range of previous event organisers to speak at network meetings, ranging from individual musicians and small leisure-time music groups through to large organisations to share what they did for MMD last year to provide inspiration to others.

2. Reach more and new participants, including:

- **more diverse audiences: diversity in age, gender, race, socio-economic backgrounds**
- **people who are isolated/have limited opportunities**

MMD reached more performers and in-person audiences than last year. The digital reach has also grown considerably over the years – although online audiences was not as high as in 2020, it is still a huge increase on previous years; the #MakeMusicDayUK reach 2 million people this year compared to 1.4 million in 2020. It is hard to know what proportion of these audiences are new to MMD, although based on feedback from event organisers it appears that they felt they reached new audiences and people who were not previously aware of MMD.

In particular, we aimed to broaden the reach to more diverse audiences and people who are isolated/have limited opportunities, particularly those most impacted by the pandemic such as care home residents and school children. We did this through working with partners

to reach under-represented groups, e.g. Sound Connections, NYMAZ, Live Music Now, Black British Music, Attitude is Everything, and launched a few initiatives such as Windows Serenades (music in care homes) and a schools programme with Charanga to bring music to thousands of older and young people who particularly missed out on musical opportunities during the pandemic.

Diversity was a strong focus of the official broadcast. It was programmed through an open call to ensure that there were fewer barriers to involvement and unconscious bias did not influence the programming. Particular highlights included the Frisson Foundation's Sign at the Gate, Arts & Health South West premiere, Black British Music selection, Live Music Now showcase, Newham Music's South Asian music workshop and the Durham Big Sing. Further events elsewhere also promoted MMD to diverse audiences such as more performances in care homes, rural locations, schools and SEND settings.

We also signposted resources relating to inclusion and accessibility on our website from partners including Sound Connections, Youth Music and Attitude is Everything to support event organisers to embed inclusion and diversity in their plans for MMD.

3. Cultivate organic growth by galvanising and upskilling event creators to build own audiences

Rather than a top-down PR and marketing approach, we decided to focus more time and resource into building the skills of event organisers and giving them the tools to reach their own audiences via marketing, social media and PR. We did this by:

- Running How To workshops that incorporated topics led by audience and event organiser feedback from 2020 including social media, PR and marketing, editing video and putting on a grassroots gig, running an online event, and involved a broad range of guest speakers and partners.
- Holding regional meet-ups providing new and existing event organisers an opportunity for to connect and ask direct questions of experts within the community and mainstream music industries.
- Providing additional 1:1 support via the 'Ask me Anything' drop-in sessions which provided marketing support to those who needed it.
- Providing tools and resources on the MMD website e.g. template press release, social media toolkit, digital gig toolkit, live streaming tutorials.
- Providing free merchandise to enable event organisers to adorn their performance spaces with official branding.
- Piloting a volunteer mentoring scheme to support volunteers to promote MMD to the communities they are connected to.

4. Promote awareness of hybrid model of 2020, to be further developed in 2021; communicate idea of adaptation, flexibility around event types and last-minute events / changes to events

Given the ongoing COVID restrictions in summer 2021, we encouraged event organisers to consider a range of options for their event and to retain a degree of flexibility throughout their planning. We shared lots of videos from MMD 2020 (which was almost solely online) to demonstrate the benefits and opportunities of delivering events digitally. This has its own

benefits this year and enabled lots of event organisers to collaborate across locations, including internationally, and reach a bigger and diverse audiences than otherwise.

However, we did not want MMD 2021 to be just online and still encouraged event organisers to explore live, in-person options. We provided guidance on staging events updated with the latest government COVID guidance; we produced a 'Gig on your Doorstep' toolkit to support event organisers to create hyper-local, small scale events; we promoted strands including Windows Serenades and MMD schools to stage performances in private spaces to small numbers; and we produced a blog ['21 ideas'](#) to provide a range of ways people could stage an event for MMD with very little planning time or resources.

5. Encourage general public to engage more with music beyond MMD

One of the key aims of Make Music Day is to act as inspiration and a catalyst to encourage audiences and participants to engage in music year-round. We do this by:

- Showcasing a huge range of music on Make Music Day and providing information on how people can get involved in these activities year-round. We host a dedicated section on our website to signpost audiences and participants to further music-making opportunities such as finding a group, finding gig listings, exploring a specific genre of music, getting music into the workplace, connecting with a local music education hub or where to purchase sheet music and instruments.
- Providing extended free trials for Sheet Music Direct and Charanga for Make Music Day via partners Hal Leonard Europe and Charanga respectively, providing a 'no strings attached' taste of online resources that have the option to be renewed and paid for after Make Music Day.
- Sharing blogs in our newsletters and on social media from other music organisations such as Together With Music, Get it Loud in Libraries and Dawsons Sound & Music to provide others ideas for taking part in music.
- From feedback, we know that the Support Offer inspires and supports event organisers to use these skills in other music-making activities year-round.
- Also from feedback, we know that Make Music Day enables people to make new connections and partnerships which benefit their activities year-round.
- We have seen many initiatives that originate as part of Make Music Day develop into year-round activities, such as the ongoing success of Make Music Abingdon who now hold monthly events and libraries programming music regularly, not just on 21 June.

6. Increase awareness about MMD as a global event (a strong pull for involvement according to past surveys)

A strong focus for 2021 was instigating and supporting collaborative participative projects with global partners, specifically Window Serenades, MixMash Studios, Global Folk Challenge, 4'33" and the international drum battle. These successfully engaged with musicians across the world from North and South America, Europe, Africa, Asia and Australia.

We worked closely with MMDs in other countries through a growing global network made up country coordinators across the world in partnership with the Make Music Alliance. This

enabled us to reach musicians and organisations across the world to take-part in these projects.

We also hosted two global network meetings in partnership the Make Music Alliance and promoted via the MMD global network. These were attended by people from various countries and resulted in many global collaborations for Make Music Day.

The official broadcast demonstrated the global nature of Make Music Day, showcasing performances from many different countries alongside UK-based performances.

Key successes

- Strength of visually led concise messaging across all platforms to communicate the core principles of Make Music
- Hybrid model supports inclusivity of Make Music Day and global collaborations
- Strategic partners are imperative to reach broad, diverse audiences
- Development of the Support Offer based on feedback and the needs of event organisers and audiences; this in turn helps to strengthens shared ownership
- Pilot volunteer ambassadors programme is a good way to reach different communities
- Participative projects help to engage new people, provide easy ways to get involved and can involve people globally

Recent challenges and recommendations for the future

- Some communities may be unaware of MMD due to how they acquire knowledge of local, national or international events. Trusted sources perhaps being word-of-mouth or local / community news sources. Furthermore, not everyone engages in social media and there is a need to find alternative ways to reach people.
- Developed strategy needed to fully utilise celebrity ambassadors based on mutually beneficial messaging for both MMD and the individual ambassadors
- New approach required to achieve national PR coverage, looking at securing bigger/commercial partners across the music sector to widen reach and profile.

PR coverage: Highlights

[Classical Music Magazine](#)

[Music Teacher Magazine](#)

[Brian Funk podcast](#)

[The Sunday Post](#)

[The National](#)

[Belfast Telegraph](#)

[South Wales Argus](#)

[BBC Points West](#)

[Bogner Regis Observer](#)

[Ilkley Gazette](#)

[Brighton Magazine](#)

[NE Volume](#)

[Manx Radio](#)

[The List Magazine](#)

Reach	39096	54564	40	212305	139740	-34	281134	272014	-3
Engagement	6518	1022	-84	11865	13093	10	14731	16140	10
Followers	3173	3792	20	2950	3801	29			
Twitter									
Impressions	80000	121500	52	161000	234000	45	320200	471000	47
Engagement	1115	982	-12	1920	1520	-21	3362	3467	3
Followers	2046	2479	21	2044	2491	22	-	-	-
Totals/average									
Impressions	125496	179608	43	387528	383438	-1	628618	759959	21
Engagement	7913	2461	-69	14389	16720	16	19578	23615	21
Followers	6306	7704	24	6084	7728	27	-	-	-

Figure 17: Social media objectives 2021

Social media objectives 2021	Objectives (%)	Actual (%)
Increase in social media followers	25	27
Increase in social media reach	50	21
Increase in social media engagement	50	21

Notes on social media objectives

- Objectives were based on increase 2019-2020 however did not take into account the increase in advertising budget that year which saw dramatic increases in Facebook and Instagram reach and engagement. Therefore, objectives should have been set lower.
- Advertising budget was similar in 2020 and 2021. However, in 2021 the budget was spread over a longer time period which somewhat accounts for the decreases seen in the 1-week and 1-month periods.

Reflections and Recommendations for 2022

- Reassess priority of platforms
- If time is limited, Facebook Page as tertiary platform.
- Continue with Twitter as per 2021 - with more focus on conversations
- Great potential with Instagram to reach more of MMD community and new music communities with development of a fuller Instagram strategy, to include interactive Stories campaigns, Reels and IGTVs.
- Greater collaboration with partners on social media e.g., Stories Takeovers by partners/ambassadors

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- Use content from 2021 Support Offer sessions to create more useful, educational content e.g., slide show/carousel posts: 'How To...'
- Create content specifically for user personas
 - Community/amateur musicians
 - Professional/ aspiring professional musicians
 - General public
- More use of user-generated content
- New national Facebook groups - utilise as space for all participants to connect with each other, ask questions of MMD team, MMD team present online trainings within group. Musicians could share their music here in the run-up to 21 June, practise going live etc.
- Celebrity ambassadors' strategy
- More video and live video content

Impact



Although Make Music Day UK is focused on the annual delivery of a DIY music festival, its impact extends beyond the activities that take place on 21 June each year. This section of the evaluation summarises this impact and maps it to Art Council England's 'Let's Create' outcomes.

Individual, organisational and societal impact

Figure 18: Make Music Day UK 2021 Impact Table

Impact Level	Types of Impact	Evidence of Impact
Individual <i>This layer of impact concerns how Make Music Day 2021 benefited individual people such as musicians, audience members and participants.</i>	Developing skills and know-how - digital, music-making, creative events organising, confidence etc.	<ul style="list-style-type: none"> • "built my confidence in using Zoom" • "very grateful for the advice given" • "[The resources give] "people the confidence to get involved" • "Several young people were involved in this process, including a group of young women refugees who used this as a platform to develop language skills, cultural engagement and their content contributed to the final piece." • Members felt "enriched" by this training and it helped to "keep [their] musicology and quality up". • "couldn't have been more supportive or helpful and the resources were excellent"
	Raising awareness of and introducing people to different types of music / new opportunities for participation	<ul style="list-style-type: none"> • "[It] let me have a great understanding of music" • "We arranged our cover version in partnership with Totally Sound Youth Music Project who delivered virtual instrument tuition sessions to participants and supported people to get involved. For many, this was the first time they

		<p>had performed their instrument in any sort of public setting.”</p> <ul style="list-style-type: none"> • “What’s the weirdest instrument you have - can I play it?” • “It’s so democratic Make Music Day... you can do whatever you want to do... there’s nothing else quite like that”.
	Catalysing creativity and further engagement with music	<ul style="list-style-type: none"> • 76% of audience survey respondents are more likely to get involved in music-related activities because of Make Music Day UK 2021 • “I got great new ideas for stage setup, decorations and locations. It’s great!”
	Improving wellbeing and sense of connection/belonging	<ul style="list-style-type: none"> • “[Make Music Day] is a happy day, the world is better because of music” • “[A]fter attending, I was very relaxed, I felt the charm of music.” • “I nclusive and positive” • “We loved the build-up - the meetings and the workshops and the courses... you do feel you are supported and you were a part of something.” • T-shirts and other merchandise “gives it a community feel”
<p>Organisational</p> <p><i>This layer of impact concerns how Make Music Day 2021 benefited organisations (including music-making groups).</i></p>	Developing relationships and connections within music communities	<ul style="list-style-type: none"> • This year, we have “built relationships” and have “something we can build on and can go back next year, that will have a positive response”. • “We made a new partnership with a male voice choir and gained a teacher.” • “We made some new connections with musicians” • “[Make Music Day] is of benefit for us a retailer because when it comes down to it, we do sell stuff but it also fits in with how we want to market ourselves but we do also want to be a forum to help musicians at any point within their journey.”
	Providing a new and/or extended platform	<ul style="list-style-type: none"> • Make Music Day is a “huge value to us” as it helps us and our performers to gain profile and it is good to be a part of something “bigger than us”. • It’s a good way to “raise your own profile and highlight your organisation” • “The 21st will have given those who have not heard our narrative before, access to it”.
	Giving a clear focus/direction for music-making	<ul style="list-style-type: none"> • “[We] maintained reasonable choir membership despite the pandemic restrictions” • It was great to part of the event - really gave the group a focus after such a long period of separation and small get-togethers”

<p>Societal</p> <p><i>This layer of impact concerns how Make Music Day 2021 has benefited the wider society and music-making communities.</i></p>	Community-building	<ul style="list-style-type: none"> • “[We have] built a better network of local musicians who wanted to participate.” • The event was “an absolute success - people still talk about it in New Brighton”
	Contributing to the COVID-19 recovery	<ul style="list-style-type: none"> • “Slowly life is moving again and musicians can play together again. What could be better than to celebrate this worldwide during the Make Music Day 2021?” • “It was fun and uplifting to be able to sing again outside with people instead of Zoom” • “Partnering with Make Music Day UK was both a relief and a joy in 2021 as music venues and libraries tentatively moved out of lockdown and began to remind people of their unique life enhancing properties.”
	Raising awareness of wider societal issues	<ul style="list-style-type: none"> • The environmental message embedded in the Make Music Day UK 2021 Anthem winner: ““The young people we work with were very keen to explore issues around climate change in the run up to the COP26 summit being held in Glasgow in November. Upon approaching our cover version we realised that there were strong lyrical elements within the song that we could relate to these issues” • Promotion of resources that provide support in making music events (online and offline) more inclusive • Programming, highlighting and supporting the inclusion of musicians and creatives from diverse backgrounds

Mapping to Art’s Council England’s Let’s Create Outcomes

Let’s Create is Arts Council England’s (ACE) strategy for 2020 – 2030. It has three core outcomes. Figure 19 maps the contributions that Make Music Day UK 2021 has made to them.

Figure 19: Make Music Day UK 2021 and Let’s Create Outcomes

Outcome	Make Music Day UK 2021 Contribution
Creative People: Everyone can develop and express creativity throughout their life	Activities that support people to develop and express creativity:

<p><i>Promoting and funding opportunities for people to get involved in creative activities.</i></p> <p><i>There are barriers to becoming and staying involved in creative activities. ACE will encourage organisations to do more to provide and promote opportunities for creativity for everyone.</i></p>	<ul style="list-style-type: none"> • 164 music events were delivered that engaged people in music, music-making and creativity • 9 projects were launched to encourage people to get involved in creativity including: <ul style="list-style-type: none"> ○ Make Music Day Schools - ideas and resources to support engagement of children and young people in music-making ○ MixMash Studios - low-entry initiative to support people to be a part of experimental music-making ○ Make Music Day Anthem - resources to support people to learn how to play 'Stand By Me' ○ Open call for Make Music Day UK Official Broadcast 2021 - providing technological support and a platform for creatives and creativity <p>Supporting people to overcome barriers to engagement in creative activities:</p> <ul style="list-style-type: none"> • Removing the cost of access to music-making resources through partnerships with Hal Leonard Music and Charanga, as well as collating and producing open access resources • Make Music Day is free to take part and free to attend events • Delivery of 7 How To... workshops to 150 people that support them to develop the skills needed to engage in Make Music Day activities and participating in music-making and performing in general • Providing ideas for how people can easily (and at low or no cost) get involved in music making activities and Make Music Day (e.g., 21 ways to get involved in Make Music Day blog plus several free resources and toolkits).
<p>Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture</p> <p><i>Recognising the impact of culture and cultural experiences on places and people.</i></p>	<p>Supporting communities to take a collaborative approach to culture by building relationships and partnerships between people, groups and organisations via:</p> <ul style="list-style-type: none"> • Delivery of 18 meet-ups that involved 458 people from different geographical and communities of interests to raise awareness of how they can get involved in

<p><i>ACE is making a commitment to removing the geographic, economic and social barriers that currently exist in access to culture. It is encouraging organisations to make better connections with local education providers to make sure that every child has high quality cultural opportunities and develop partnerships with the Department of Health and Social Care, NHS England, social care providers and others to use culture and creativity to support wellbeing.</i></p>	<p>Make Music Day and work together on shared projects/events.</p> <ul style="list-style-type: none"> Supporting the development of Make Music Day locally through groups/projects such as: <ul style="list-style-type: none"> Make Music Abingdon Make Music Chelmsford Make Music Havering <p>High-quality cultural opportunities for every child through partnership working with music hubs and education services that provide activities and initiatives that enable children and young people to engage in Make Music Day. This includes:</p> <ul style="list-style-type: none"> Rural Fest - NYMAZ In Our Reflections - Severn Arts Big Play - Durham Music Make Music Day Tees Valley – Musinc Wiltshire Music Connect – song project <p>Supporting communities to use music to support wellbeing through:</p> <ul style="list-style-type: none"> The Windows Serenade project - bringing the joy of live music to people in care homes Partnership with Making Music that encouraged members (and non-members) to perform in bandstands and organising outdoor performances - supporting people to get outdoors and reclaim public spaces as part of COVID-19 recovery
<p>Creative and cultural country: England's cultural sector is innovative, collaborative and international</p> <p><i>The cultural sector will only ever be as strong as the talent on which it is built. ACE has identified a lack of sustainable creative and cultural careers especially for people from lower socio-economic backgrounds, disabled people and people from Black and minority ethnic backgrounds. It is keen to see these opportunities increased.</i></p> <p><i>ACE is keen to see new technologies being used to focus both on developing new work and reimagining our cultural heritage for</i></p>	<p>Examples of innovative practice includes:</p> <ul style="list-style-type: none"> Fostering collaboration between different sectors such as: <ul style="list-style-type: none"> Events run by Dawson's Music and Sound (Commercial) Big Sing/Make Music Day School initiative collaboration with Charanga (Education and Third Sector) Supporting schools in rural locations in Scotland to engage in livestreaming activities as part of the Sign At The Gate section of the Make Music Day UK Official Broadcast 2021. MixMash Studios' experimental music production process that produces new music

audiences. They are supportive of projects that foster collaboration between artists, with each other and with sectors like FE, HE, tech, the third sector and the private sector, as well as developing new international partnerships.

Focusing on providing a platform and opportunities for creatives from diverse backgrounds by:

- Highlighting the work of diverse artists in the Make Music Day UK Official Broadcast 2021 represented by sections such as:
 - Newham Music's South Asian Music Workshop
 - Solo Artist Stage
 - Black British Music Selection
 - Live Music Now
- Events that highlight and promote inclusion, such as:
 - Ickburgh Can Sing - Supporting children with SEN to engage in music
 - Sign at the Gate led by the Frisson Foundation
 - Arts & Health South West
 - Ivories and Strings - Providing free music taster lessons
 - Free resources from Hal Leonard Europe and Charanga - Removing paywall barrier for engaging in learning music
- Delivery of How To... workshops on how to strengthen youth voice in music projects
- Actively engaging Disabled people in volunteering/training opportunities in the Arts through partnership work with organisations such as Attitude Is Everything
- Promoting resources to event organisers that support the development of better inclusion practices in music events (online and offline)
- Volunteer Music Ambassadors programme that sought to raise awareness of Make Music Day in underrepresented communities including rural communities and Deaf and Disabled people.

Supporting the development and delivery of international projects and exchanges via activity such as:

- Global Folk challenge
- International drum battle
- 4'3" project
- MixMash studios

	<ul style="list-style-type: none">● Delivery of 2 x international meet-ups that initiated activity such as:<ul style="list-style-type: none">○ The Taborers Society collaboration with the Pipe and Tabor Society of Japan.○ The World Heart Beat Music Academy collaboration on a music video/livestream project with an organisation from Colombia.○ Schools exchange between Nigeria and Cornwall
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Recommendations



Based on the learnings from data gathered as part of the evaluation of Make Music Day UK, the following recommendations are being made.

1. **Continue** to focus on positioning Make Music Day UK as a facilitator of creativity and provide support for individuals, groups and organisations to engage in the festival. This can be achieved by continuing to:
 - i. deliver 'How To...' workshops in different areas relating to music and the delivery of music events/activities (including broader areas such as fundraising etc.)
 - ii. develop and promote resources that support engagement in music (including development of resources for specific audiences and a range of abilities)
 - iii. provide platforms for groups and musicians (i.e., official broadcast) and programme these through open calls rather than a top-down curated approach
 - iv. initiate projects that inspire music-making targeted at different audiences (including providing platforms for different voices, genres and experimental practice)
2. **Build on** current inclusion practices to ensure Make Music Day UK is pro-actively removing barriers to engagement in its activities. This can be achieved by:
 - i. standardising inclusion options/accessibility features such as BSL interpretation, subtitles, closed-captions, alt-text etc. for all Make Music Day UK organised events and produced communications
 - ii. delivery of 'How To...' workshops for event organisers and development of Make Music Day specific resources on access and inclusion topics
 - iii. developing further strategic partnerships and initiatives with organisations who can act as conduits into underrepresented communities in the Arts

3. **Develop** current approach to marketing and communications so that it focuses on community-building and strategic engagement of specific demographics and sectors (including the commercial music sector) as well as raising the overall profile of Make Music Day at a national level. This can be achieved by:
 - i. Greater collaboration with partners and event organisers to engage more actively with their audiences through activities such as social media takeovers, a celebrity/influencer ambassadors' strategy and use of user-generated content.
 - ii. More interactive content throughout the year to encourage further active engagement from audiences such as competitions and campaigns, live videos and Q&As, more content aimed at specific audience groups and ongoing development of the Facebook group (national level) to encourage on-going sharing between musicians/event organisers.
 - iii. Strategic use of existing assets and more thorough integration of support offer into wider marketing and communications approach by making more use of existing resources, repurposing existing video content, active facilitation of sharing of social media handles at meet-ups and reassessing priorities with different online platforms to make most use of resource available.
 - iv. Strengthen and forge relationships with commercial partners who have the resources and position to raise awareness about Make Music Day at a national level and within mainstream/traditional media outlets (i.e., television, national press etc.)

Appendix

Item 1 - Events List 2021

	Event Name	County	ACE Region
1	Entry of the Saxophones!	Aberdeenshire	Scotland
2	Stand by Me	Bedfordshire	South East
3	Sing Papworth open sing	Cambridgeshire	South East
4	Ysgol Penglais School, Make Music Day	Ceredigion	Wales
5	Behind the Scenes with Dr Jazz	Cheshire	North
6	Singing in the Village	Cheshire	North
7	Make Music Day at Dawsons Music & Sound Chester	Cheshire	North
8	Get It Loud in Libraries	Connecticut, USA	Other
9	Storm Bird	Cornwall	South West
10	Cornish Schools MMD	Cornwall	South West
11	Gyllyngdune Gardens	Cornwall	South West
12	BEATnDRUM Perform 'Vou Festejar' by Beth Carvalho for Make Music Day 2021	County Antrim	Northern Ireland
13	Make Music Day at Dawsons Music & Sound Belfast	County Antrim	Northern Ireland
14	Make Music Day at Dawsons Music & Sound Livestream	County Antrim	Northern Ireland
15	Big Jam!	County Durham	North
16	STOCKTON 'MAKE MUSIC DAY' FLASH MOB!	County Durham	North
17	HARTLEPOOL 'MAKE MUSIC DAY' FLASH MOB!	County Durham	North
18	Virtual Big Sing	County Durham	North
19	Stockton Globe Makes Music!	County Durham	North
20	Notes from the frontline; A Celebration and Appreciation of NHS Key Workers	County Durham	North
21	Always sing a song	Derbyshire	Midlands
22	European Music for Summer Solstice	Devon	South West
23	Get It Loud In Libraries film premiere	Devon	South West
24	The making of my Christmas single 'Santa Are You Almost On Your Way'	Devon	South West
25	St Thomas Library - James and his musical instruments	Devon	South West
26	Make Music UK 2021 Anthem 'Stand By Me' (YouTube premiere)	Devon	South West
27	Make Music Day 2021 Live Performance	Devon	South West
28	Night Music for Make Music	Devon	South West
29	Dartington Gamelan Community Workshop	Devon	South West
30	Making Music Scotland celebrate at Mugdock	East Dunbartonshire	Scotland
31	Hands Up for Trad International Make Music Day 2021	East Dunbartonshire	Scotland

32	Memories by the Sea with Nicola Christina 3pm till 5pm	East Lothian	Scotland
33	Do-Re-Mi-Fa-Sol-La-Ti/ pre-recorded performance	East Riding of Yorkshire	North
34	Vaughan Williams Midsummer concert (pre-anniversary)	East Sussex	South East
35	Make Music Day All Day Celebration! (Brighton & Hove & East Sussex Music & Arts)	East Sussex	South East
36	Make Music Chelmsford	Essex	South East
37	Havering Make Music Day Hornchurch	Essex	South East
38	Fermanagh Concert Band, Live at the Round O	Fermanagh	Northern Ireland
39	MMD Piano Lessons	Gloucestershire	South West
40	The Taborers Society and The Pipe and Tabor Society of Japan combine to make music	Gloucestershire	South West
41	Gateway 2 Music Students Perform Stand By Me	Greater London	London
42	St. Alban, A&S CE Primary Sing With Us in Faith, Hope and Love!	Greater London	London
43	Singing in the Garden!	Greater London	London
44	Summer in the Garden: Comfortable Classical	Greater London	London
45	Ickburgh Can Sing!	Greater London	London
46	Jam On it	Greater London	London
47	Get It Loud in Libraries	Greater London	London
48	Griffin Schools Trust, Wellerman: A Massed Performance	Greater London	London
49	Make Music Day, Year 3 Sing along	Greater London	London
50	British Black Music Selection	Greater London	London
51	Camberwell Bunker Garden Sextet	Greater London	London
52	Make Music Havering	Greater London	London
53	W7edge does ELTHORNEPARK	Greater London	London
54	Liberty Woodland School celebrates Make Music Day	Greater London	London
55	Crystal Palace Brass Band GC6 (SE19 3QW)	Greater London	London
56	Corran Quartet at Highgate festival	Greater London	London
57	OnJam, Celebrating World Music Day	Greater London	London
58	Lunchtime Notes, Make Music Day UK Official Broadcast 2021	Greater London	London
59	Twilight Tunes, Make Music Day UK Official Broadcast 2021	Greater London	London
60	Evening Ensembles - Make Music Day UK Official Broadcast 2021	Greater London	London
61	Veronica's Window Serenade	Greater London	London
62	Music to Our Ears	Greater London	London
63	Yamaha Music Greater London Ambassadors	Greater London	London
64	THAMES Celebrates Make Music Day	Greater London	London
65	ABRSM	Greater London	London
66	Angelina Luzi solo acoustic livestream	Greater London	London
67	Free Flute Recital from my Balcony	Greater London	London
68	Sing & Perform with Randolph Matthews	Greater London	London

69	The 3rd WALTHAM FOREST CELLO FEST 2021 in Greater London, WFCF CELLO ACADEMY, Free Individual Cello Sessions	Greater London	London
70	Get It Loud In Libraries	Greater London	London
71	Stand By Me	Greater London	London
72	Folk Exchange	Greater London	London
73	Mix Mash	Greater London	London
74	Make Music Day UK 2021	Greater Manchester	North
75	Make Music Day at Dawsons Music & Sound Manchester	Greater Manchester	North
76	Make Music Day Jam Along	Hampshire	South West
77	Dancing round the world	Hertfordshire	South East
78	The Saddest Songs I Know	Highlands	Scotland
79	Bookbug via Facebook Live, Music Special!	Inverness	Scotland
80	Make Music Isle of Mann	Isle of Mann	Other
81	Jam in the park	Kent	South East
82	Landmark Show Choir of Deal, Kent sings anthem Stand by Me	Kent	South East
83	Always on the Move, Musicians in Exile	Lanarkshire	Scotland
84	Landscape Drones	Lanarkshire	Scotland
85	Nevis Ensemble Gets Back On The Road!	Lanarkshire	Scotland
86	O Mirum	Lanarkshire	Scotland
87	Rock 'n' Roll Misadventures in Libraries	Lancashire	North
88	DACA makes Music	Lancashire	North
89	Rock 'N' Roll Misadventures in Libraries, Get It Loud in Libraries Film Premiere	Lancashire	North
90	Make Your Own Kind Of Music	Leicestershire	Midlands
91	Make Music Day @ Lincoln!	Lincolnshire	Midlands
92	Make Music Day New Brighton 2021	Merseyside	North
93	30-minute Violin study & play	Merseyside	North
94	Rock 'N' Roll Misadventures in Libraries	Merseyside	North
95	New Gaelic and Scots Songs on the Bookbug App and Song and Rhyme Library!	Midlothian	Scotland
96	Live Music Now Scotland - Glencairn care home concert	Midlothian	Scotland
97	Syncopate, City Of Edinburgh Schools Digital Concert	Midlothian	Scotland
98	Make Music Day @ Bridgend Farmhouse	Midlothian	Scotland
99	Colinton Orchestra Lockdown Video of Blue Danube by Strauss 11am	Midlothian	Scotland
100	Comfort me with Apples by Southside Community Choir, Edinburgh	Midlothian	Scotland
101	Make Music Day	Midlothian	Scotland
102	Get It Loud In Libraries	Midlothian	Scotland
103	Trash Music Workshop	Midlothian	Scotland
104	Bucket Beats	Norfolk	South East
105	Ivories & Strings Free Taster Music Lessons	North Yorkshire	North

106	Harp Recital	North Yorkshire	North
107	Cello and Harp Recital	North Yorkshire	North
108	Sunset Sing	North Yorkshire	North
109	An afternoon of music and food	North Yorkshire	North
110	Pre-Recordings from Young People - Musinc	North Yorkshire	North
111	Middlesbrough - Flashmob	North Yorkshire	North
112	Rural Fest 2021	North Yorkshire	North
113	MIDDLESBROUGH	North Yorkshire	North
114	REDCAR & 'MAKE MUSIC DAY' FLASH MOB!	North Yorkshire	North
115	Videos from Schools - Musinc	North Yorkshire	North
116	That Sounds Fun at your door	North Yorkshire	North
117	DUO On the Patio	Northamptonshire	Midlands
118	SMILE (Reboot Boogaloo)	Northumberland	North
119	Retford Make Music Day 2021	Nottinghamshire	Midlands
120	MAKE MUSIC DAY ABINGDON	Oxfordshire	South East
121	Ock Street Band, „ÀLive from the Drive,À	Oxfordshire	South East
122	Ukulele Jam	Oxfordshire	South East
123	Get it Loud in Libraries Film Premiere	Oxfordshire	South East
124	Make Music Day UK - Isle of Wight	Portsmouth	South West
125	From the Music Hall to Memphis with Martin Stephen Jones Live Virtual Concert for Make Music Day 2021	Renfrewshire	Scotland
126	Sign At the Gate	Scotland	Scotland
127	Unlisted event 1	Scotland	Scotland
128	Unlisted event 2	Scotland	Scotland
129	Unlisted event 3	Scotland	Scotland
130	Unlisted event 4	Scotland	Scotland
131	Unlisted event 5	Scotland	Scotland
132	Unlisted event 6	Scotland	Scotland
133	Unlisted event 7	Scotland	Scotland
134	Unlisted event 8	Scotland	Scotland
135	Unlisted event 9	Scotland	Scotland
136	Unlisted event 10	Scotland	Scotland
137	Unlisted event 11	Scotland	Scotland
138	Big Sing	Somerset	South West
139	Young Musicians,À Concert in Vivary Park, Taunton at 5pm	Somerset	South West
140	Make Music Day @JCA	Somerset	South West
141	Quedam music	Somerset	South West
142	Daniel Shaw and Strode College Music Students Online @ Street Community Library Somerset	Somerset	South West
143	Gig On The Drive	South Yorkshire	North
144	Stand by Me anthem	Surrey	South East
145	I sing because...	Surrey	South East
146	La Verdad (The Truth)	Surrey	South East
147	Online recording	Surrey	South East

148	Make Music Anthem Stand By Me	Surrey	South East
149	Egham Festival of Music	Surrey	South East
150	Music in the Park with The Salts	Surrey	South East
151	Live Streamed Performance	Vale of Glamorgan	Wales
152	Get it Loud in Libraries	Warwickshire	Midlands
153	Rebel Girls, the musical	West Lothian	Scotland
154	Music for 111 Musicians	West Sussex	South East
155	Blackthorns Makes Music!	West Sussex	South East
156	The Ilkley Silver Serenade	West Yorkshire	North
157	Celebrate Make Music Day with Bringing It All Back Home	West Yorkshire	North
158	"Stand By Me" - a Make Music Day celebration with Keelham Primary School	West Yorkshire	North
159	Make it Loud in Libraries	West Yorkshire	North
160	Lewis and Harris Youth Pipe and Concert Band Performance	Western Isles	Scotland
161	All Sing TOGETHER Wiltshire	Wiltshire	South West
162	In Our Reflections Make Music Day 2021	Worcestershire	Midlands
163	Make Music Day at Orchard Primary School	Worcestershire	Midlands
164	Get It Loud In Libraries film premiere	Yorkshire	North

Item 2 - Social Media Report 2021

Summary

Make Music Day UK social media accounts continued to grow on Facebook, Twitter and Instagram, with audiences increasing on each platform and with particularly good results seen on Twitter.

Average increase in reach and engagement of 21% across platforms

Social media supported the overall Communications aims of the organisation this year:

- **Communicate core principles and strong brand** to promote MMDUK and continue to raise profile - especially driving message of shared ownership.
- **Reach more and new participants**, including:
 - more diverse audiences: diversity in age, gender, race, socio-economic backgrounds (measured with stats from diverse partner groups? evaluation - data from Mailchimp)
 - people who are isolated/have limited opportunities (measured with partners' data & case studies e.g., NYMAZ, music in care)
- Cultivate organic growth by **galvanising and upskilling event creators** to build own audiences
- Promote awareness of hybrid model of 2020, to be further developed in 2021; communicate idea of adaptation, flexibility around event types and last-minute events/changes to events

- Encourage general public to engage more with music beyond MMD
- Increase awareness about MMD as a global event (a strong pull for involvement according to past surveys)

Cross-Platform Data

i) Reach, Engagement and Followers: January - June 2021

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021
Instagram						
Reach (total)	466	595	2135	696	3355	9698
Reach (paid)	-	-	1248	-	2423	8356
Reach (organic)	595	595	887	696	932	1342
Engagement	130	195	212	289	1075	2107
Followers	1144	1175	1201	1224	1296	1436
Facebook						
Reach (total)	7806	4645	28074	6746	85003	139740
Reach (paid)	5878	-	21100	-	70344	95186
Reach (organic)	1928	4645	6974	6746	14659	44554
Engagement	348	329	1387	446	537	13093
Followers	3436	3444	3561	3623	3699	3801
Twitter						
Impressions (K)	19.9	37.8	61.4	50.4	67.5	234
Engagement	185	321	432	399	610	1520
Followers	2111	2154	2202	2244	2275	2491

ii) Reach, Engagement & Followers: 2020-2021 Comparison

	1 week data 17-23 June			1 month data June			6 month data January-June		
	2020	2021	% incr/decr	2020	2021	% incr/decr	2020	2021	% incr/decr
Instagram									
Impressions	6400	3544	-45	14223	9698	-32	27284	16945	-38

21 JUNE

Engage ment	280	457	63	604	2107	249	1485	4008	170
Followe rs	1087	1433	32	1090	1436	32	-	-	-
Facebo ok									
Reach	39096	54564	40	212305	139740	-34	281134	272014	-3
Engage ment	6518	1022	-84	11865	13093	10	14731	16140	10
Followe rs	3173	3792	20	2950	3801	29			
Twitter									
Impress ions	80000	121500	52	161000	234000	45	320200	471000	47
Engage ment	1115	982	-12	1920	1520	-21	3362	3467	3
Followe rs	2046	2479	21	2044	2491	22	-	-	-
Totals/a v.									
Impress ions	125496	179608	43	387528	383438	-1	628618	759959	21
Engage ment	7913	2461	-69	14389	16720	16	19578	23615	21
Followe rs	6306	7704	24	6084	7728	27	-	-	-

Social media objectives 2021

	Objectives (%)	Actual (%)
Increase in social media followers	25	27
Increase in social media reach	50	21
Increase in social media engagement	50	21

Notes on social media objectives

- Objectives were based on increase 2019-2020 however did not take into account the increase in advertising budget that year which saw dramatic increases in Facebook

and Instagram reach and engagement. Therefore, objectives should have been set lower.

- Advertising budget was similar in 2020 and 2021. However, in 2021 the budget was spread over a longer time period which somewhat accounts for the decreases seen in the 1-week and 1-month periods.

Instagram

- Healthy increase in follower numbers and an excellent increase in engagement but a decrease in reach on Instagram in 2021.
- Instagram was used as a 'shop window' this year, limited time to build community
- Excellent increase in engagement mainly from paid posts
- Post types: mainly Grid posts. Insufficient time to create Stories & Reels.
- IGTVs used minimally for the longer form videos produced

Best performing post in June:



Post Insights	
Messaging-related insights are unavailable due to privacy rules in some regions. Learn More	
66	2
Interactions ⓘ	
10	
Actions taken from this post	
Profile Visits	10
Discovery ⓘ	
469	
Accounts Reached	
27% weren't following makemusicdayuk	
Impressions	478
From Home	322
From Hashtags	83
From Profile	50
From Other	22

Demographic

Locations

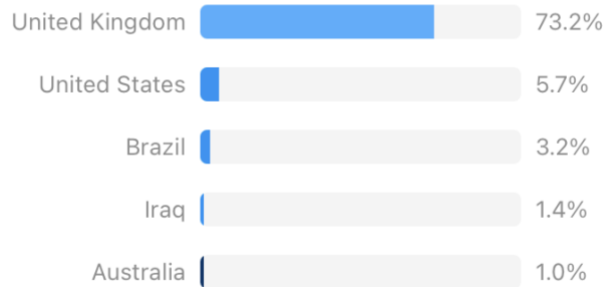
Countries

Continuing trend of last two years with a slight decrease in the proportion of UK users.

2021

Top Locations

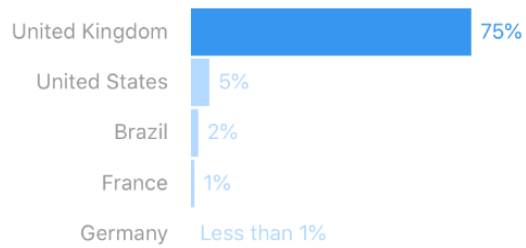
Cities Countries



2020

Top locations ⓘ

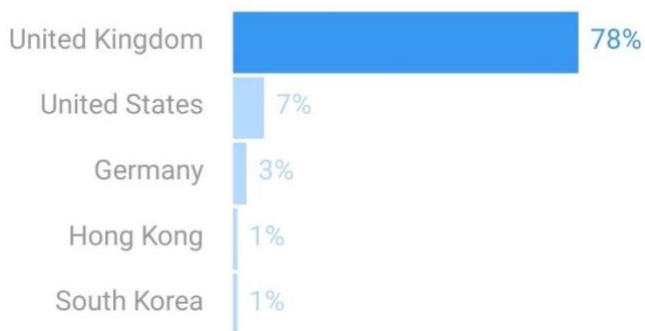
Towns/cities Countries



2019

Top locations ⓘ

Cities Countries



Cities

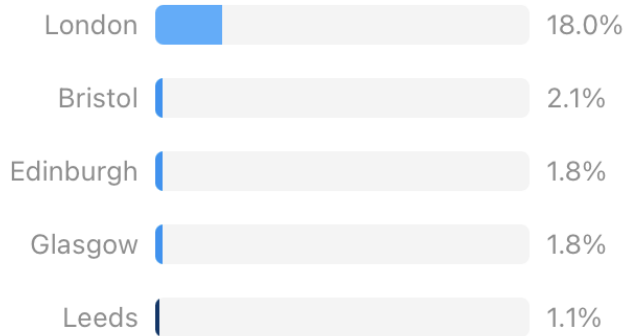
Continued trend of becoming less London-centric, this year significantly so, with London users dropping from 29% to 18%.

2021

Top Locations

Cities

Countries

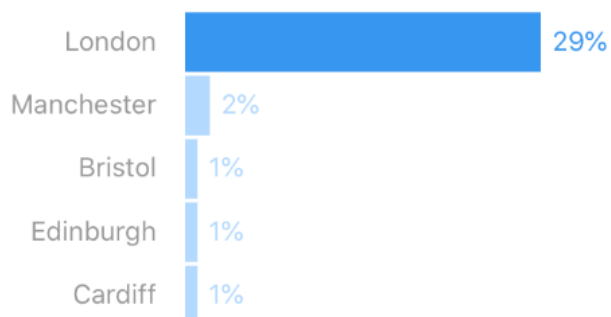


2020

Top locations ⓘ

Towns/cities

Countries

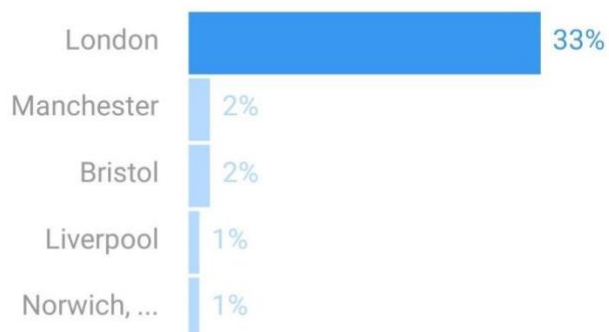


2019

Top locations ⓘ

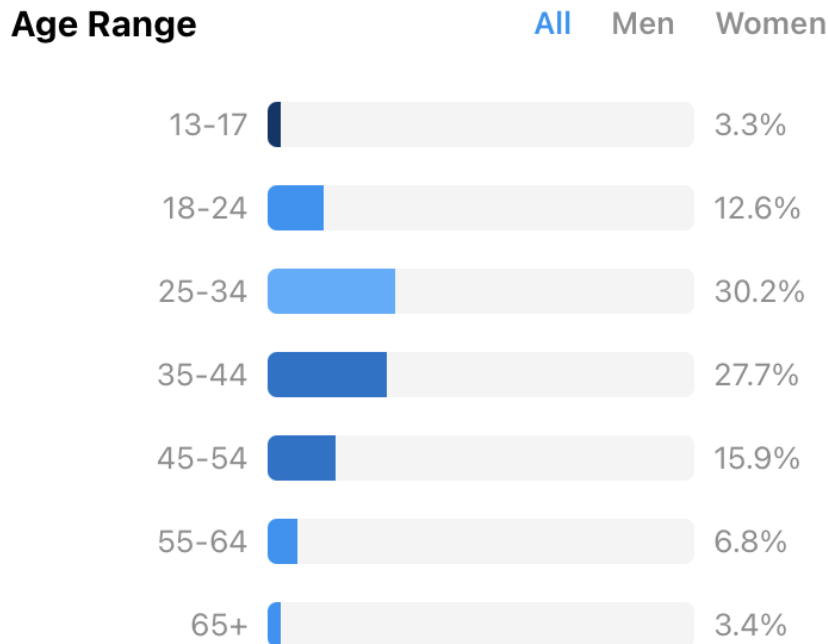
Cities

Countries



Age range

The largest demographic remained users aged 25-44, however the proportion was slightly lower this year: 57.9% compared to 63% in both 2019 and 2020.



Gender saw a decrease in women this year - 57.6% women (compared to 64% of users being women in 2020, 62% in 2019)

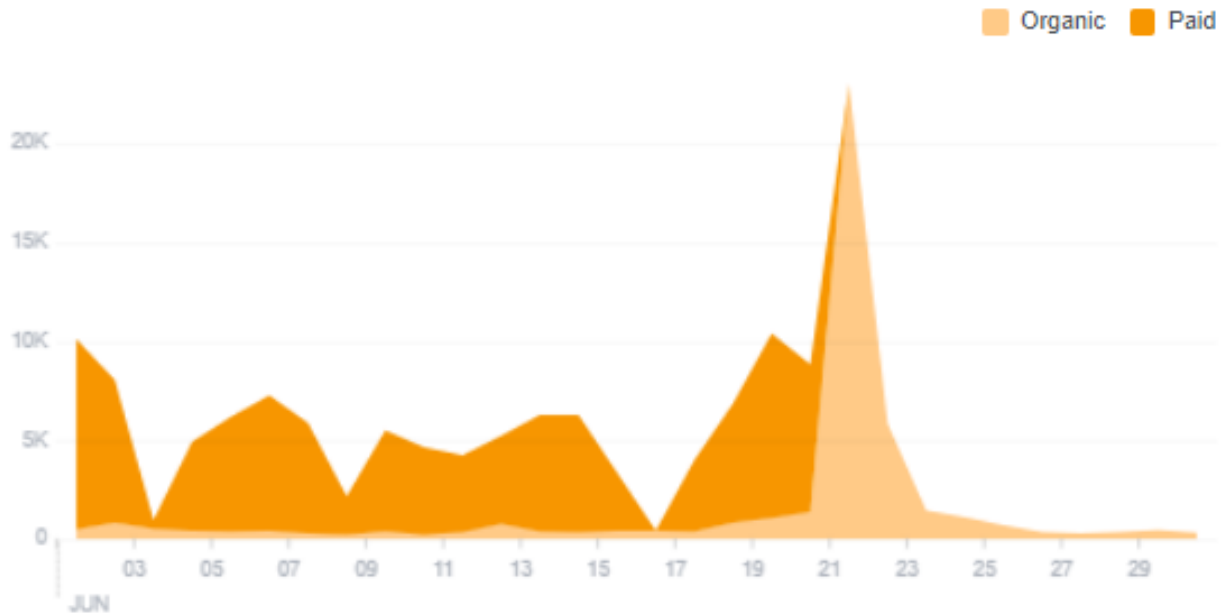
Facebook

- Healthy increase in followers from 2020.
- Organic reach and engagement very low as the Facebook algorithm continues the push for paid posts (see section 6 for ads results)
- Large decrease in Facebook reach over the 1-month period shown, partly due to distribution of paid posts (in 2021 there were less paid posts in the period 6 weeks before 21 June, compared to 2020). Over a 6-month period Jan-Jun there was actually an increase in organic reach of 1%. There was a slight decrease in overall reach of -3%.
- Official Live Stream was shared on YouTube and website this year so less traffic to Facebook page on 21 June
- Facebook Groups - regional groups closed and national group set up as online community space for volunteers and all participants but not developed this year due to lack of time.

Post Reach: June

Post Reach

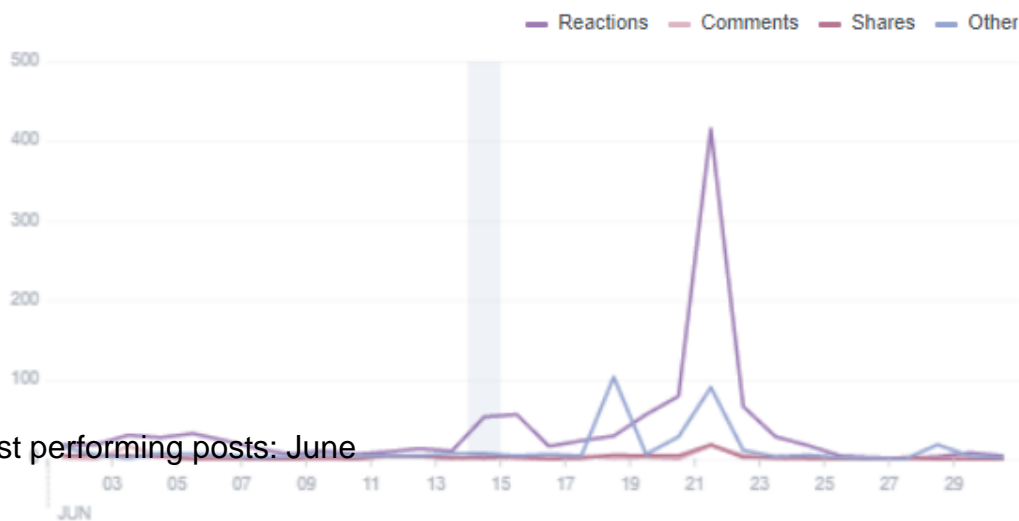
The number of people who saw any of your posts at least once. This metric is estimated.




Post Engagement: June

Reactions, Comments, Shares and More

These actions will help you reach more people.



Best performing posts: June



Make Music Day UK
 June 21 · 🌐

Happy Make Music Day 2021!
 It's finally here and we can't wait to get started... here's what you need to know:

Want to find an event that's happening near you or online?
 Check the Events Listings page: <https://makemusicalday.co.uk/events/>


Want to catch the Make Music Day UK Official Broadcast?
 Head over to our YouTube channel
<https://www.youtube.com/c/MakeMusicDayUK>

And check out the full line-up here: <https://makemusicalday.co.uk/make-music-day-uk-official-broad...>

Want to register a last minute event? It's not too late! You can do so here:
<https://makemusicalday.co.uk/events/community/add/>

And last but by no means least, whatever you're doing to celebrate music today - make some noise about it! Tag us on Instagram, Facebook and Twitter @makemusicaldayuk and don't forget to use #MakeMusicDayUK

Here's to a marvellously music-filled day! 🎵🎶🎸🎤🎹



Performance for Your Post

25,586 People Reached

251 Reactions, Comments & Shares

180 👍 Like	7 On Post	173 On Shares
36 ❤️ Love	7 On Post	29 On Shares
1 😲 Wow	0 On Post	1 On Shares
7 Comments	0 On Post	7 On Shares
27 Shares	27 On Post	0 On Shares

254 Post Clicks

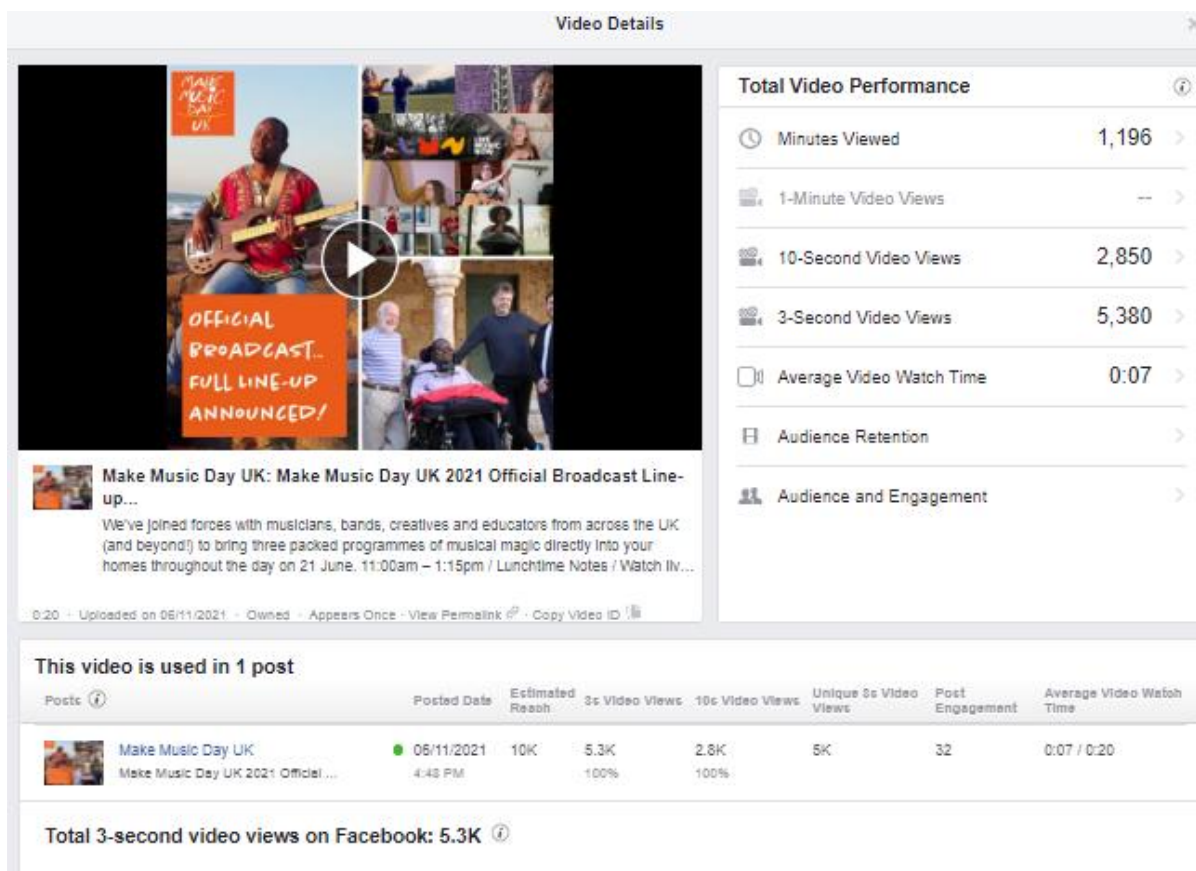
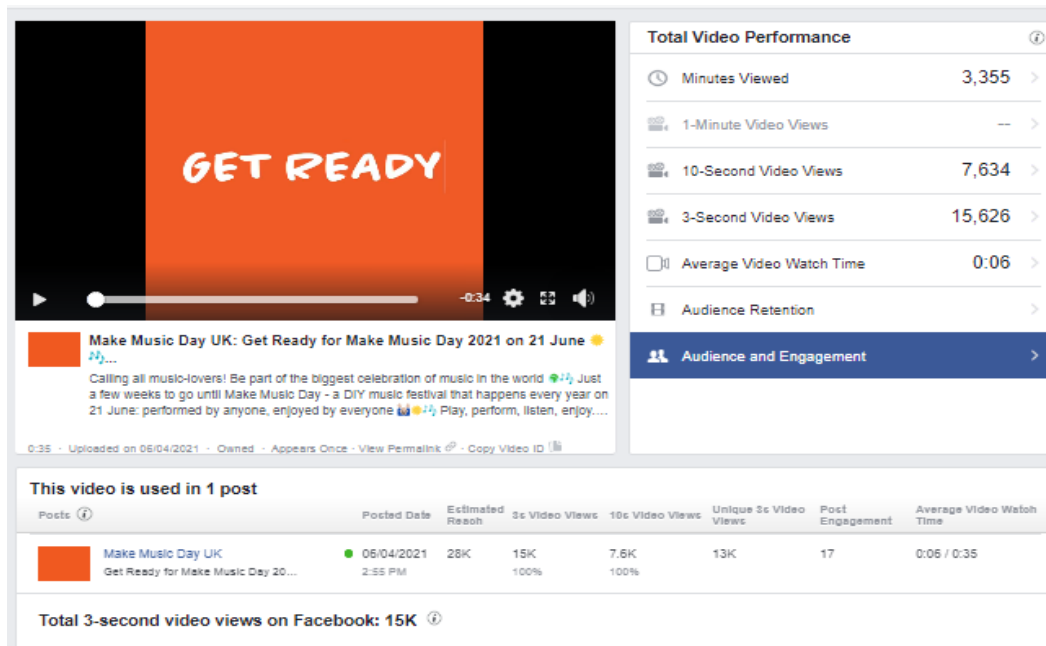
29 Photo Views	36 Link Clicks	189 Other Clicks
-------------------	-------------------	---------------------

NEGATIVE FEEDBACK

6 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

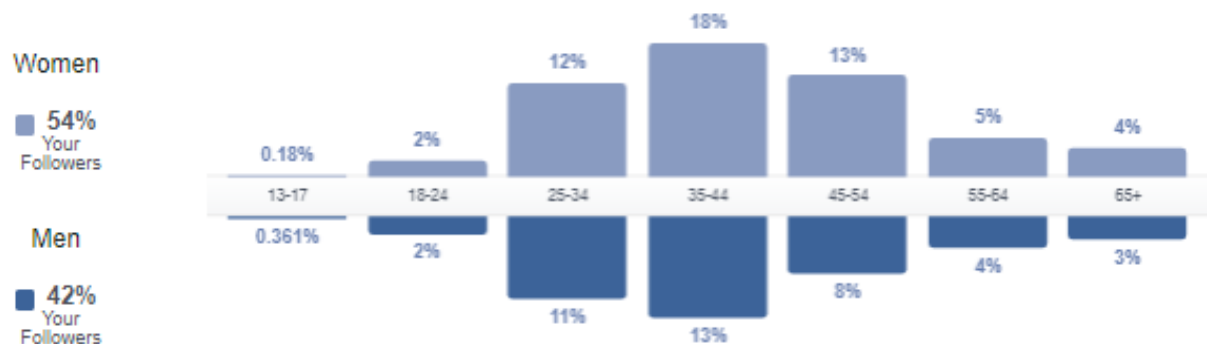
Other high performing posts:



Demographic

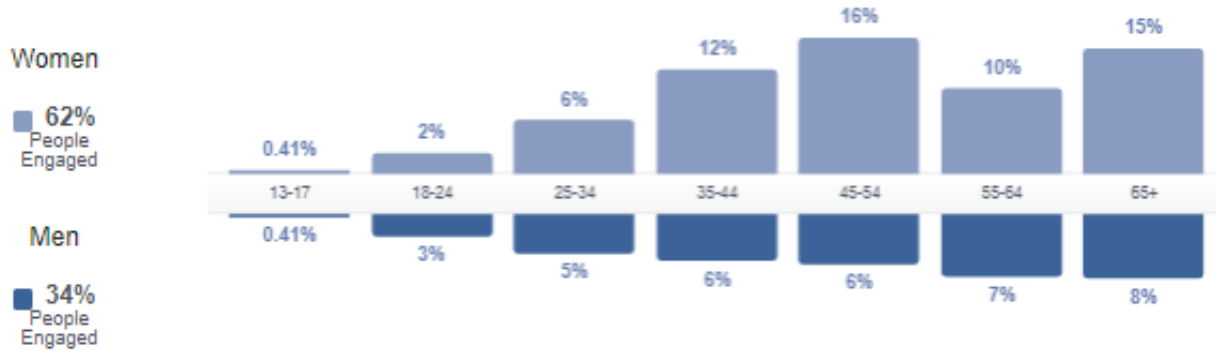
- Slight decrease in women 54% in 2021, compared to 55% in 2020
- Older demographic than Instagram: less than 3% aged 13-17, compared to almost 16% on Instagram
- Slight shift to older audience overall, compared to 2020
 - 23% of Facebook users aged 25-34, compared to 26% in 2020
 - 31% of Facebook users aged 35-44, compared to 33% in 2020
 - 21% of Facebook users aged 45-54, compared to 18% in 2020
- Facebook UK audience remains heavily London-centric, although less so than 2020
- People engaged more likely to be female and older demographic:

The people who follow your Page. This number is an estimate.



Country	Your Followers	City	Your Followers	Language	Your Followers
United Kingdom	2,270	London, UK	738	English (UK)	1,825
Spain	128	Bristol, UK	81	English (US)	990
India	104	Edinburgh, UK	81	French (France)	107
United States of America	93	Glasgow, UK	45	Spanish	77
France	80	Brighton and Hove, UK	28	Italian	68
Italy	62	Barcelona, Spain	25	Spanish (Spain)	64
Germany	40	Madrid, Spain	25	Portuguese (Portugal)	35
Portugal	36	Liverpool, UK	21	Polish	25
Australia	34	Cardiff, UK	20	Portuguese (Brazil)	20
Brazil	27	Leeds, UK	19	German	19

The number of People Talking About the Page by user age and gender. This number is an estimate.



Twitter

- Excellent organic growth in reach
- 70,649 accounts reached (impressions) on 21 June alone
- Healthy growth in follower numbers
- Huge increase in profile visits compared to 2020 (396% increase)
- An unexpected decrease in engagement and engagement rate over the 1 week and 1-month periods shown. The most part of this decrease was in link clicks, with increase or consistency in likes, comments and replies (see Engagement graphs for 2021 and 2020 below), indicating a change in the way our audience is using Twitter - staying on the platform for conversations rather than using it as a starting point/signpost for information.
- However, an increase in engagement over the 6-month period of Jan-Jun 2021: an overall increase of 3%.

June Overview

JUN 2021 SUMMARY

Tweets

313

Tweet Impressions

234K

Profile visits

13.8K

Mentions

1,024

New followers

206

Post Reach: June

Your Tweets earned **233.7K impressions** over this **30 day** period



Post Engagement: June

2021

Likes

786

Jun 30
5 likes



On average, you earned 26 likes per day

Replies

37

Jun 30
0 replies



On average, you earned 1 replies per day

2020

Retweets without comments

430

Jun 30
0 Retweets without comments



On average, you earned 14 Retweets without comments per day

Engagements

Showing 30 days with daily frequency

Engagement rate

1.9%



Link clicks

672



On average, you earned 22 link clicks per day

Retweets

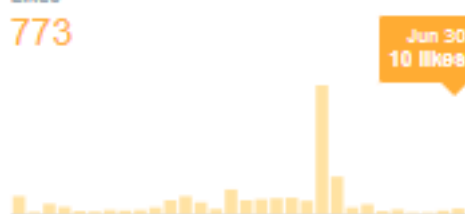
455



On average, you earned 15 Retweets per day

Likes

773



On average, you earned 26 likes per day

Replies

20



On average, you earned 1 replies per day

Best performing tweet in June:



Make Music Day UK @MakeMusicDayUK
Happy Make Music Day 2021!
It's finally here and we can't wait to get started... here's what you need to know:
Want to find an event that's happening near you or online?
Check the Events Listings page:
<https://makemusicday.co.uk/events/>
READ the rest of this thread for more...👁👂
pic.twitter.com/ZxTibcEYzb

Impressions	31,871
Total engagements	430
Likes	104
Detail expands	103
Retweets	80
Media engagements	61
Link clicks	47
Profile clicks	33
Replies	2

Top media Tweet earned 27.7K impressions

"Music transcends everything... generations, class, backgrounds, even language barriers"

Hear from [#MakeMusicDayUk](#) Ambassador [@ionafyfe](#) about why she's supporting [#MakeMusicDay](#) this year - and why you should get involved too!
pic.twitter.com/U68FEO5NKH



5 19

Impressions	27,748
Media views	4,994
Total engagements	338
Media engagements	268
Detail expands	23
Likes	19
Profile clicks	16
Retweets	8
Hashtag clicks	4

Top mention earned 552 engagements

Cheadle Hulme PS
[@CheadleHulmePri](#) · Jun 21

We have had a wonderful morning celebrating [#MakeMusicDay](#) with our first Competition of the Choirs. Each year group performed a song and was scored by our Pupil Parliament judges on their singing and performance. A huge well done to everyone!
[@MakeMusicDayUK](#) [#CHPSMusic](#)
pic.twitter.com/gN3rYnz5L6



7 6 54

[View Tweet](#)

Demographics:

- Not available. Twitter removed Audience Insights from Twitter Analytics in January 2020.

Facebook & Instagram Advertising

Goals

- Brand awareness: to build recognition of Make Music Day UK among new target audiences
- Increase awareness and take up of specific Support Offer events/workshops
- Increase awareness of 21 June official broadcast

Ads Summary

Date	Ad	Creative	Objective	Placement	Audience	Budget	Spend
6/5/21	Folk Challenge	graphic	Engagement		IB Music	40	31.69
24/05/21	MMD Video	official video	Engagement	FB (video too long for Insta)	LAL Page Likers	100	100
24/05/21	MMD Video	official video	Traffic	FB (video too long for Insta)	LAL Engagers	100	91.59
2/6/21	Ask Us Anything	3 images test	Engagement	FB & IG	Warm_FB & IG engagers +3sec video views	50	49.99
4/6/21	Stand By Me	apollo5 video	Engagement	FB	LAL Page Likers	25	25
4/6/21	Stand By Me	apollo5 video	Engagement	IG	LAL Page Likers	25	25
8/6/21	MMD General	short video	Engagement	FB & IG	IB Music	50	50
8/6/21	MMD General	short video	Engagement	FB & IG	LAL	50	50
14/6/21	Mixmash	page post		FB (image size not accepted for IG)	Warm_FB & IG engagers +3sec video views	30	30
16/6/21	MMD General	short video		FB & IG	LAL	50	80
16/6/21	MMD what you need to know	collage image-page post		FB & IG	Warm_FB & IG engagers +3sec video views	50	50

16/6/21	Official broadcast	page post	Engagement	Fb (caption too long for insta)	IB Music	30	39.36
						600	622.63

Results

Overall

Campaign	Impressions	Result Type	Results	Cost per Result	Amount Spent (GBP)	CPM	Link Clicks	CPC	CTR
May/June 2021 Engagement	189675	Post Engagement	79472	0.01	499.35	2.63	303	1.65	0.16
May-June 2021 Traffic	18470	Link Clicks	212	0.43	91.59	4.96	212	0.43	1.15
May 2021 Engagement 1	3941	Post Engagement	682	0.05	31.69	8.04	7	4.53	0.18

CPM: Cost per mille

CPC: Cost per click

CTR: Click through rate

Reflections/Recommendations for 2022

- Reassess priority of platforms
- If time is limited, Facebook Page as tertiary platform.
- Continue with Twitter as per 2021 - with more focus on conversations
- Great potential with Instagram to reach more of MMD community and new music communities with development of a fuller Instagram strategy, to include interactive Stories campaigns, Reels and IGTVs.
- Greater collaboration with partners on social media e.g., Stories Takeovers by partners/ambassadors
- Use content from 2021 Support Offer sessions to create more useful, educational content e.g., slide show/carousel posts: 'How To...'
- Create content specifically for user personas
 - Community/amateur musicians
 - Professional/ aspiring professional musicians
 - General public
- More use of user-generated content
- New national Facebook groups - utilise as space for all participants to connect with each other, ask questions of MMD team, MMD team present online trainings within

group. Musicians could share their music here in the run-up to 21 June, practise going live etc.

- Celebrity ambassadors' strategy
- More video and live video content

Make Music Day UK is currently supported by an alliance of over fifty organisations, including the following:



Find out more at: <https://makemusicday.co.uk>