

MAKE MUSIC DAY UK

SUMMARY REPORT 2021

21 JUNE



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 provoked a revolution in the field of music that we now celebrate 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 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 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

This report provides a summary of the learnings and achievements from the Make Music Day UK 2021 festival and its build-up activities.



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

#MakeMusicDayUK Reach: 2 million

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. This engaged with over 600 people via 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”**.



With 21 June 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. **Wiltshire Music Connect** worked with 52 schools from the area and involved over 7,000 children in singing "Together". In Wales, the **Glamorgan Music School** organised a series of performances by their students and the **Barry Male Voice Choir**, while at **Byram CP Academy**, students celebrated world music in their classes. Away from schools, **Live Music Now Scotland** organised a concert in **Glencairn House Care Home** for 35 residents and **Musicians Coronavirus Action Ilkley** entertained residents and staff outside 12 care homes to an in-person audience of 260 people. **Ivories and Strings** delivered short taster lessons and whole day events also took place in Abingdon, Chelmsford, Havering, Egham, Lincolnshire, Harrogate as well as many other activities in other parts of the country.

Online, there was a wide range of activities happening as well. There was a 'jam along' session held in Hampshire and in Belfast, the **Dawsons Music & Sound** team organised a livestream that provided musicians with a platform for their music and that had an audience of over 2000 people and is still gathering around 170 views per week. **Severn Arts** in the Midlands engaged 650 young performers and garnered an online audience of over 6,000 people, whilst **ABRSM's** video for Make Music Day 2021 has had over 48,000 online views. Across three official broadcasts, Make Music Day UK provided a platform for a range of artists and music including a signed performance of 'Stand By Me' organised by the **Frisson Foundation**, a South Asian music workshop from **Newham Music**, a performance from ukulele artist **Fragile Lucy**, a compilation show hosted by **Black British Music** and **Beyond Skins'** Marching Metal and 4'33" videos that alone have an online audience of over 45,000.

This is a very small snapshot of some of the activities that took place on Make Music Day 2021.

GOING GLOBAL

- The Drum Battle initiative with Organisatie van Muziekverenigingen in Fryslân and Amateo involved drum/percussion bands from the Netherlands, Brazil, Nigeria, India, Slovenia, Lithuania, United States, UK and Mexico
- Beyond Skin's 4'33" project had contributions from Mexico, Poland, England, China, Scotland, Portugal, Northern Ireland, South Africa, Columbia, Wales, Rajasthan, Costa Rica, Singapore, Afghanistan, Sri Lanka, USA, Kenya, Japan, Zambia, Brazil, Germany and the Isle of Man.
- Hands Up for Trad International Showcase involved acts from countries including Scotland, Wales, Spain, Belgium and France.
- ABRSM's video included performances from people in Myanmar, Singapore, India, South Africa and the UK.
- Global Folk Challenge had contributions from the UK, US, Nepal, Germany and Estonia.
- MixMash Studios had contributions from the UK, USA, Australia, Pakistan, Nigeria, Hungary and Brazil.





YEAR-BY-YEAR COMPARISON

	2021	2020	2019	2018	2017
EVENTS	164	277	429	213	147
PERFORMANCES	3589	1739	1235	558	147
PERFORMERS	31,122	11,162	29,653	6792	2723
AUDIENCES	330,336	531,726	141,341	114,417	8161

"[The Make Music Day UK anthem competition winner] 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)... I thought Reel Youth Media did this very well via their instrumentation, coupled with some very honest, unaffected vocal performances, and the sincere, (and vital) eco messaging."

Tom Farncombe, Hal Leonard Europe



"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?"

Drum Battle Initiative Organiser

"We had more people wanting to work with us than the hour and a half we had allocated ourselves [for our livestream]."

Dawsons Music & Sound



"An amazing variety of cultures and landscapes and people!"

Audience Member, 4'3"

"I enjoyed the company and singing again."

Audience Member

"The events were inclusive and positive."

Audience Member



"It's so democratic Make Music Day... you can do whatever you want to do... there's nothing else quite like that."

Durham Music, Event Organiser

"Planning and assistance from the Make Music Day UK team was fantastic and the resources invaluable."

Duo on the Patio, Event Organiser

SPOTLIGHT ON...

Official Broadcast 2021

Building on the success of the 2020 Broadcast, Make Music Day UK arranged three livestreams in 2021. The streams showcased the diversity of music in (and beyond) the UK and provided a platform for emerging artists. Contributions included **Frisson Foundation's** Sign at the Gate, a film of a newly commissioned piece by **Cevanne Horrocks-Hopayian**, a South Asian music workshop by **Newham Music**, a compilation with **Live Music Now** musician **Ford Collier**, a solo artist stage with **Olaide Steele**, **Fragile Lucy** and **SK Shlomo**, jazz performances from South Wales curated by **James Chadwick**, **Nick Luscombe** in conversation with musicians **Elsa Hewitt** and **Kirk Barley**, **Making Music** bringing performances to parks across the UK, a celebration of domestic black music from **Black British Music**, and a digital concert organised by **Reel Youth Media** and **City of Edinburgh Council's Arts and Creative Learning team**. More than 50% of the broadcast was from an 'open call' and so far, the livestreams have had an audience of over 3,000 people on YouTube. Olaide Steele who applied for the call said, "I really enjoyed it! I really liked the transitions between performances".

The Big Play 2021

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**. Schools were encouraged to get involved by creating their own 'Big Play' event in their school and by joining in the 'Global Big Sing' that was livestreamed in the official broadcast. These activities had an **online audience of 20,000 people**. Speaking about the event, the organisers said - "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."

Make Music Essex

The **Essex Music Development Agency** delivered two events. In Chelmsford, they organised 10 performances in a shopping centre, that garnered an **in-person audience of around 500 people** throughout the day. In Havering, a similar event took place in another local shopping centre, as well as a partnership with **Age Concern** that saw them arrange for a musician to lead a 40s sing-a-long that was streamed into care homes in Havering and Chelmsford. Make Music Day has enabled Essex Music Development Agency to “make some new connections with musicians”. For the Agency and the musicians who took part, the events were a good way to “raise our own profile and highlight our organisation”.

WATCH A SUMMARY VIDEO FROM MAKE MUSIC DAY UK 2021 HERE

IMPACT AND THE FUTURE

Make Music Day UK 2021 has demonstrated impact in the following ways:

Individual impact

- Developing skills and know-how in music, creative and digital fields, event programming and organising
- Offering opportunities for new creative experiences and music awareness
- Catalysing creativity and engagement with music
- Supporting wellbeing

Organisational impact

- Developing relationships and connections within (music) communities
- Creating a new and/or extended platform for musicians and creatives
- Providing a focus for regular music-making

Societal impact

- Supporting community-building
- Contributing to the COVID-19 recovery
- Raising awareness of wider societal issues

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

- **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.
- **Builds** on current inclusion practices to ensure Make Music Day UK is pro-actively removing barriers to engagement in its activities.
- **Develops** its 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.



Images and photographs provided by event organisers.

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