

## Project Name: Development of FD in Music Industry Management

### Amendment History:

Version No.	Date	Reason for Amendment
1	2 <sup>nd</sup> January 2008	New Proposal

### Project Manager

Anna Place, Head of School Lifelong Learning, Kidderminster College

### Document Distribution

<i>Name</i>	<i>Location</i>	<i>Responsibility</i>	<i>Action/Information</i>
Andrew Miller	Kidderminster College	Principal	For info
Debbie Lambert	LLN	Manager of the LLN	For information
Geoffrey Elliott	UW	Members of the Steering Group	To approve to proposal
Chris Morecroft	WCT		
Ian Peake	HCT		
Mike Rookes	OU		
Gail Rothnie	UoB		
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

### Background

Within the West Midlands there are a range of major employers and a multitude of small organisations that require staff with specific music skills and knowledge. The Music West Midlands consultation strategy document identifies a lack of appropriately qualified recruits within music business and technical disciplines. Through research and discussions with the industry and strategic organisations it is apparent that high-level skill development in these two areas is crucial for the sustainable growth of the music economy within the Midlands. The proposed Foundation Degree in Music Industry Management will address these needs by:

- Developing a programme which is shaped by employer needs
- Developing higher level skills and knowledge relevant to the creative industries
- Include contact with industry practitioners as a key element for learning, and
- Establish ongoing review of provision with employers.

### Objectives of the Project

- Research, analysis and writing the foundation degree programme by March 2009.
- Validation of the foundation degree programme by University of Worcester.
- The proposed start date for the foundation degree programme is September 2009.
- To develop a progression agreement for the students

## **Project Approach**

The project will be led by one or more member of staff from Kidderminster College (KC) who will be bought out of a certain amount of teaching to undertake the work. They will survey related provision available locally and nationally, identify possible areas for development, arrange visits to a number of national and local employers, then set up curriculum development teams. The development process would include external consultation, visits to other delivery centres and to the employer network established in the research phase. The course will be validated by UW.

### **Scope:**

#### **A Key Products from the project**

- A newly developed Foundation Degree in Music Industry Management shaped by employers
- Established steering group of employers to continually review and enhance provision
- Progression Agreements

#### **B Out of Scope**

The project funding will not cover the marketing of these courses, nor will it cover any approval costs.

### **Constraints**

Lack of awareness among employers of Foundation Degrees

### **Initial Project Case**

The development of a unique and innovative 'demand led' Foundation Degree which will build on current good practice and industry experience.

Stage one: Establish a network of industry, employer and education specialists to work collaboratively to design and develop provision

Stage two: Produce a matrix of skills and knowledge by analysing industry and employer needs

Stage three: Identify content, delivery and assessment methods appropriate for industry by

Stage four: Design modules that serve the requirements of industry and that are underpinned by academic knowledge and understanding

Stage five: Establish methods of accrediting prior learning gained in the workplace, input from UW required

Stage six: Identify and confirm regular work based placements

Stage seven: Establish a steering group to provide ongoing monitoring and development of the Foundation Degree

### **Benefits of the Project**

Key Benefits to the Learners:

- An innovative approach will deliver sector specific skills and knowledge and understanding to students that wish to progress a career in the music industry

#### Key Benefits to employers:

- A flexible and responsive curriculum relevant to the market, industry, employer and learner needs
- Industry standard training will be underpinned by rigorous academic knowledge and understanding
- Modular delivery to enable flexible learning packages to reflect the needs of industry, the individual and accredits prior learning thus reducing the amount of time that learners spend away from the workplace

#### Key Benefits to Kidderminster College:

- Engagement with employers
- Flexible delivery
- Increased opportunities to generate additional learners

#### Benefits to the LLN :

- Contribution towards achievement of the targets for development of additional courses in Sport, Tourism, Heritage, Culture and Media
- Development of a progression agreement

#### Key Assumptions

- Availability of key members of the project team
- Employer engagement

#### Costs

The total cost of the project will be approximately £8,640 to cover the release of project personnel only.

#### Initial Risk Log

Risks	Probability	Impact	Containment Plan
Release of staff to implement the project	Low	Low	Rationalisation of project objectives and key stages to match staff availability
Low employer involvement	Medium	High	Existing employer contacts from highly successful ESF MAS project. Involvement of Advantage West Midlands and Sector Skills Council in recruitment of further suitable employers
Course not successfully validated	Low	High	Work closely with relevant department at UW to ensure all criteria and timescales met.

#### Project Team

Anna Place – Head of School Lifelong Learning, Kidderminster College  
 Kevyn Gammond – MAS Records, Kidderminster College  
 Scott Garrett – Lecturer, Kidderminster College