



## Application to the Big Projects Fund

**Project Name:** M.A.S. Records

**Project Manager:** Anna Place, Head Of School Lifelong Learning, Kidderminster College; Kevyn Gammond, M.A.S. Records Project Manager/Music Industry Management course leader

**Document Version:**

**Document Distribution:**

Name	Location	Responsibility	Action/Information
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### 1. Background

Historically the West Midlands region has been a source of many nationally and internationally renowned artists and today a wealth of untapped potential. Kidderminster College and M.A.S. Records has a long established record of providing top quality training in this field and has extensive links with the Music Industry. M.A.S. Records takes a very practical and pragmatic approach to the industry. The training opportunities offered by this proposal aims to bridge the gap between education and industry by providing the work based and study skills that are essential for success. We will equip participants with the knowledge, understanding and skills that are required in many aspects of the work place, thus recognising the importance of transferable skills in the marketplace. The proposed M.A.S. Records BTEC Level 4 Ensemble/Band Studies will address those needs by developing a programme at Kidderminster College and the M.A.S. Records Satellite Centres– which will provide the student with higher level skills and knowledge relevant to higher education and the creative industries. The proposal is to deliver 125 talented musicians of all genres a customised, industry standard, integrated musicianship and business training scheme that will take place over one year and develop Higher Education opportunities and genuine links into the music industry.

### 2. Objectives of the Project

- To develop and deliver an innovative curriculum package which includes industry standard customised training that integrates musicianship and business skills, offered outside normal working hours.
- To provide a bridge into Higher Education to disadvantaged students who would not normally consider HE routes, leading into the new programmes now being created, such as HND Urban and Electronic Music Production and also the Foundation Degree in Music Industry Management.
- To focus the delivery of this training close to the students homes or workplaces, at Kidderminster College/M.A.S. Records and in the sub regions of the West Midlands. These satellite centres will give the students contact with industry practitioners as a key element for learning and establishing ongoing review of provisions with employers.

- To develop higher level skills in order to support success in Higher Education.
- To develop a progression/arrangement with the student into Higher Education.

Each beneficiary will:

- Receive training in aspects of musicianship, performance and business skills.
- Produce and implement a business plan.
- Develop networking skills and gain valuable contacts and inroads into the music industry.
- Receive ICT training on how to sell product, market and promote themselves online.
- Receive 60 contact hours of training, together with 8 hours of mentoring to support the transition to HE
- Achieve HND Level 4 Ensemble and Band Studies.

### **3. Project Approach**

The proposed start date for the M.A.S. Records programme is August 2008. The programme will be designed and supported by members of staff from Kidderminster College/M.A.S. Records with real industry experience, who are able to equip participants with the relevant knowledge, understanding and skills to meet the demands of the entertainment industry. M.A.S. Records staff will provide the opportunity for musicians to have a demo CD of professional standard recordings, a promotional package, a business plan for ongoing career aims, and an accredited Level 4 qualification in skills relevant to the music business. The project will also raise the profile of the creative industries in the area and establish links between learning providers in the industry.

Since the project is involved with various Music Industry organisations, such as rehearsal rooms, recording studios, promoters and record labels, it bridges the gap between the Further Education provider and Music Industry institutions.

The nature of this approach not only promotes a network and infrastructure of communication between industry and education provider, but also informs the design and delivery of the project.

The mode of delivery is designed to meet the needs of the students in a number of ways. Firstly it takes the students out of the classroom and into industry based locations, such as rehearsal rooms and venues. Secondly, due to students being in low paid employment, the project will be delivered outside working hours thus enabling students to further their education whilst simultaneously remaining in employment.

### **4. Scope**

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

M.A.S. Records will provide the opportunity for musicians to:

- Gain knowledge and understanding of the music industry through innovative curriculum delivery, at a time and location suitable to the student.
- Establish a progression route into HE

Beneficiaries will include promising musicians providing them with an opportunity to study a Level 4 Qualification close to their workplace, in the West Midlands. Musicians will follow a closely structured development plan to improve their employment prospects, in terms of musicianship, material, promotion and industry awareness, outcome/impact, and an accredited qualification in skills relevant to the music business. It does not duplicate work already taking place and adds value to Kidderminster College and University of Worcester.

Due to the nature of the scheme being situated within the infrastructure of the Music Industry, the project therefore provides the scope for employed or part time students to learn whilst simultaneously continuing employment. In addition to this the Level 4 is a vocational qualification that provides students with an established route into Higher Education.

## **B. Out of Scope**

The project funding will not cover the marketing of the programme, staff delivery costs, nor any awarding body fees.

## **5. Constraints**

The project will need to take account of student work commitments, including busy periods and deliver the curriculum as flexibly as possible.

## **6. Initial Project Case**

The ongoing developments and demand of M.A.S. Records as a music industry provider and education specialist is to develop students' further understanding of today's marketplace and their ability to move within it whilst equipping them with higher level skills to succeed in HE. Each of our satellite centres will have designated music and business trainers. The sessions and development will be delivered over a total of 34 weeks organized into 3 blocks of 11 weeks. Each student will receive the equivalent of 2 hours of music training each week for 34 weeks. Online business development support will be provided in addition to live event support and recording time. There will be a total of 68 contact hours training for each beneficiary, and all training contact hours will be recorded on auditable documents.

## **7. Benefits of the Project**

Key benefits to the learners:

- Students are taught by industry professionals.
- Greater understanding of employment opportunities within the music industry and of full and part-time HE opportunities and how to access them.
- All students are educated on how the music industry operates and the curriculum is relevant to the employer and learner needs.
- Opportunity to take advantage of progression agreement

Key benefits to Kidderminster College:

- Increased number of learners
- Providing an opportunity for a none traditional route into Higher Education.
- Promoting and ensuring education is accessible to students in low paid employment, predominately those in manual activities.

Key benefits to the LLN:

- Contribution towards the achievement of the targets for development of additional course in the music and entertainment industry.
- Increase in the number of students entering Higher Education with vocational qualifications.
- The programme targets the hard to reach young people predominately in low skilled, low paid employment
- Production of progression agreements between level 4 from Kidderminster College to University of Worcester

## 8. Key Assumptions

- Availability of project management team
- Sufficiently flexible delivery to recruit students in employment.

## 9. Costs

(This should include the commitment of the organisation to pay 20% of the costs)

note: due to students in low paid employment the costs will be predominately for the hire of rehearsal rooms close to their work place and mode of delivery

### COSTS

Rehearsal rooms cost approx. £10 per hour

\*2 hours a week = £20

\*34 weeks = £680

\*5 bands = £3,400

\*4 satellite centres = £13,600

### STUDENTS

approx. 5 students per band

\*5 bands per satellite centre = 25 students

\*5 satellite centres = 125 students

### PROJECT PERSONNEL

The total cost to release staff to co-ordinate and develop the programme will be £8,640

### TOTAL COSTS

£22,240

## 10. Project Timescale

The project timescale will be: August 2008 – August 2009.

Autumn Term, August 2008 - December 2008:

Programme design, recruitment, auditions; initial training needs analysis; preparation of resources and training materials; enrolment and registration with examining board; initial music and business skills assessment to inform bespoke programme; musicianship and business training; guided rehearsals; develop and refine material for live set; recording of rough demos; develop recording material/live demos; assessment and appraisals; mentoring.

Spring Term, January 2009 - March 2009:

musicianship and business training; performing on sonic boom gig circuit; recording material; assessment demos/industry standard recording; start business plans; assessment of HND Level 4 units; industry standard recording; construct marketing campaign; guided rehearsals; study skills, mentoring.

Summer Term, April 2009 - July 2009:

assessment of HND Level 4 units; sonic boom gig circuit; festival circuit; CDs released; implement marketing campaign; implement business plan; guided rehearsals; ongoing marketing/promotion and business support for clients; finalise marketing/promotion and business support for clients; write business plan; assessment report; scheme evaluation; confirmation of sustainability;

## 11. How will the project be evaluated?

There will be regular meetings of the project team to monitor progress. A report will be produced at the end of the project and circulated to members of the LLN which will include:

- Feedback from project management, tutors and exam board moderators.
- Student evaluation/written appraisals.
- Proportion of students progressing to HE.
- Good practice.

## 12. How will the project be sustained?

If the project is successful, the college will run the programme in future years which will be funded by increased enrolments. Further sustainability will be gained by feeding routes into higher education, such as the new Degree programmes now being created, i.e. HND Urban and Electronic Music Production and Foundation Degree Music Industry Management.

In addition an annual self-assessment report will be produced summarising all relevant information and will be used to inform the planning and delivery in subsequent years. This will address recruitment, retention and achievement. The college will also investigate the possibility of employer sponsorship.

## 13. Which aims, outcomes and/or targets will the project achieve for the HWLLN? Please also state which funding criteria this project meets and how.

The aims, outcomes and/or targets that the project will achieve for the HWLLN include:

- increasing the number of students entering into HE with vocational qualifications
- increasing the number of part time students entering HE whilst continuing employment.
- Facilitating change in the design and delivery of curriculum to meet the needs of target students
- Providing a bridge between FE and HE

The funding criteria that this project meets includes:

- FE college developing vocational learning
- Strengthening of existing links with employers
- Making education more accessible to students in employment
- Increasing the number of students with vocational qualifications entering HE

## 14. Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

Risks	Probability	Impact	Containment Plan
Outputs, outcomes and milestones are not achieved	Low	High	Regular checks to monitor achieved outputs, outcomes and milestones. Any under performance can be identified and appropriate action taken.

Project timetable slips	Medium	Low	Regular checks to monitor progress. Any under performance can be identified and appropriate action taken.
Key staff leave	Low	Low	All staff on this programme will be qualified with relevant experience and able to cover. A bank of appropriately qualified staff to call on.
Monitoring systems do not deliver	Low	Medium	Regular checks are made to monitor learner progress and evidence collection. Any inconsistency can be identified and appropriate action taken.
Poor recruitment, difficulties in recruiting beneficiaries (type and/or volume)	Low	Low	Previous schemes have been inundated with applicants. Considerable interest has already been expressed.
Poor achievement	Low	High	Previous schemes have had a high rate of achievement.
Equipment failure	Low	Low	Equipment maintained by technician. Loan of equipment and repair agreement with BLT.
Beneficiaries enter a programme that is not appropriate to their learning needs	Low	Low	Learners undergo an initial audition and assessment to determine their learning requirements and suitability
Beneficiaries are not making progress towards their learning aim	Low	Medium	Evidence (written or otherwise) of beneficiary activity is maintained in the beneficiary portfolio, with regular assessments carried out. Learner progress is monitored and appropriate remedial action is taken to advance progression.
Poor retention	Low	High	Previous schemes have had a very high rate of retention. All trainees will receive individual attention in terms of barriers to their training. Attendance and progress will be monitored closely. Only bands with a stable, committed line up will be recruited. Effort made to accommodate new line up.

## 15. Project Team

<b>Person</b>	<b>Title</b>	<b>Responsibilities</b>
Anna Place	Project Manager	
Kevyn Gammond	Creative Director/Tutor	
Scott Garrett	Development Officer/Tutor	
Luke Hatton	Business/Marketing/Tutor	
Dominic Hatton	Business/Marketing/Tutor	
Andy Houston	Technician	
Tom Gittins	Recording Engineer/Tutor	
David Humphries	Recording Engineer/Tutor	