



Comhairle Contae Thiobraid Árann Thuaidh
North Tipperary County Council

STRATEGIC PLAN FOR MUSIC

MISSION STATEMENT

The North Tipperary Music Development Initiative strives to provide opportunities for musicians and music-making in the county which strengthen awareness and appreciation of music through performance, attendance and engagement with quality music programmes.

This is achieved through proactive development of innovative and collaborative models and initiatives which ensure the North Tipperary Music Development Initiative is responsive to needs articulated by the communities it serves.

- STRATEGY 1: Music Development and Supports**
- STRATEGY 2: Building Partnership**
- STRATEGY 3: Information and Communications**
- STRATEGY 4: Access**
- STRATEGY 5: Participation and Performance**

STRATEGY 1: Music Development and Supports

GOAL: TO PROVIDE SUPPORTS TO ENHANCE THE DEVELOPMENT OF ALL GENRES OF MUSIC IN NORTH TIPPERARY

Objectives:

- 1. Provide professional development opportunities for artists working in the North Tipperary area**
 - Provide funding supports for access to Music Network's Continuing Professional Development Programme for Artists
 - Facilitate the development of a Teacher's / Tutor's Forum and Artist's Forum with the potential for the Arts Officer to provide in-kind support to facilitate the initial meeting of the forum
 - Provide information on policy developments and initiatives at local and national level which are designed to assist artists.

- 2. Support the development of music-related research**
 - Provide funding support to commence collection of traditional music sources in North Tipperary
 - Develop relationships with the Irish Traditional Music Archive towards best practice for the development of this initiative
 - Support the research and feasibility of research into Music in Pre-School and Childcare settings
 - Create an archive / library of music from existing resources within the Arts Office and from stakeholders and supplement following this research.

- 3. Encourage and support crossover between musical genres**
 - Provide a familiarisation visit to Mhaoin Ceol an Chlar model to understand best practice in this area
 - Work with CCE and existing private music schools to develop potential avenues for crossover.

- 4. Provide supports for musicians working in the community**
 - Work with local musicians to deliver the artist's in residence scheme within North Tipperary
 - Promote Per Cent for Art schemes for music
 - Work with the Musician's Forum to develop collaborative programmes which link the work of the artist to community needs.

- 5. Examine the current areas of provision of grant-aid in the music area to ascertain their fit with the music strategy and possible restructure of funding opportunities available to the sector via the Arts Office**

E.g. Arts Council: Young Ensembles Scheme, Music Capital Scheme, Artists in Residence Scheme. Music Network: Development Schemes for Artists, Promoters and Audiences

STRATEGY 2: Building Partnership

GOAL: TO DEVELOP AND MAINTAIN PARTNERSHIPS WHICH WILL ASSIST THE LONG TERM SUSTAINABILITY OF MUSIC RELATED INITIATIVES WITHIN NORTH TIPPERARY

Objectives:

- 1. Continue the development of existing partnerships with key agencies and organisations and work towards the establishment of new partnerships towards the provision of community-wide initiatives for music and which encourage the promotion of live music performances within the county.**
 - Develop a partnership approach with the Youth Officer of Comhaltas Ceoltóirí Éireann
 - Enhance relationships with musicians, promoters, retail providers and music teachers and tutors through Forums
 - Work with organisations such as Source and other bodies who have previously promoted musical events in the region towards the development of further opportunities for live music performance
 - Establish relationships with potential promoter's towards the development of concert opportunities for the county
- 2. Develop partnerships to encourage and support crossover between musical genres and across artforms.**
 - Establish relationships with World Music Centre in University of Limerick, Maoin Ceol an Chláir etc. to design initiatives which will fulfil this objective
- 3. Communicate to stakeholders the interim and future outcomes of the music development initiative.**
 - Send letter to all who took part in the consultation process to provide an update of the project and the key objectives for music development as a result of the initiative
 - Develop a formal launch to build awareness of the Strategic Plan for Music
 - Provide the outcomes of the process online, through an Arts Office publication and through editorial in local media.
- 4. Build partnerships for the development of additional music education services in the county**
 - Await the report and outcomes of the evaluation of the Music Education Partnership Pilot in order to determine the most appropriate approach for North Tipperary in this regard
 - Develop a relationship with St. Angela's Academy of Music to understand their needs in relation to sustainability of the academy into the future

STRATEGY 3: Information and Communications

GOAL: PROMOTE THE WORK OF THE ARTS OFFICE AND THE WIDER MUSIC POLICY INFRASTRUCTURE TO ALL STAKEHOLDERS

Objectives:

1. **Provide information to the sector** relating to the Arts Council's Funding Programmes, existing initiatives and support programmes by Music Network and other agencies.
2. **Await the outcomes of the current evaluation of the Department of Education and Science's Music Education Partnership Pilots.** Make this information available when published to those operating music education services in North Tipperary.
3. **Develop and enhance communications material from the Arts Office to the sector**
 - Continue the development of the Arts Office Newsletter and expand this communication to provide information for musicians, tutors, teachers of relevant professional development opportunities
 - Investigate the establishment of a "What's On" online listing publication for events in the region
 - Investigate development of an Online Discussion Forum for musicians, promoters etc
 - Provide advice to music teachers / tutors to ensure they are listed on the Music Network website at www.learnmusic.info
4. **Develop and circulate a database of musicians, music tutors, music teachers and researchers in North Tipperary**
 - Utilise the information gathered through the Music Development Initiative to commence this work
 - Explore the potential for sharing this information locally (Data Protection) through the artist's / tutor's forums
 - Provide regular calls for updates to this database through the Arts Office Ezine.
5. **Provide clear information regarding the nature and supports offered by the Arts Office for music related projects**
 - Utilise the Arts Office Newsletter and the Forum context to communicate information of this nature to relevant stakeholders

STRATEGY 4: Access

GOAL: ENHANCE ACCESS TO MUSIC FOR ALL LOCATIONS WITHIN NORTH TIPPERARY FOR ALL AGES AND ALL COMMUNITIES

Objectives:

1. Provide supports for individuals with identified talent and emerging talent in Music.

- Provide an annual bursary through open competition, for emerging talent to provide access to instrumentation and musical tuition
- Provide an annual bursary through open competition, to an individual with identified talent to enable them to develop this talent (e.g. provision for specialist tuition / masterclass attendance / instrument upgrade etc)
- Explore the potential for existing 3rd level music students to take part in the Music Network Masterclass Series

2. Support initiatives developed through local agencies and organisations which support access and inclusion

- Provide funding for quality music related projects for organisations working in the area of age and access
- Support initiatives for local bands and musical ensembles
- Work with local music schools and Source to develop a showcase for local talent using the former "Battle of the Bands" as a model for increased participation in music for young adults
- Support the development and extension of the "Music in Childcare Settings" initiative

3. Encourage the development of initiatives which embrace new cultures and musical experiences

- Work with local community development agencies to provide supports for projects which are relevant to community needs and which embrace new communities
- Investigate the potential to develop a multi-cultural choir
- Encourage interdisciplinary connections between art forms including music
- Support the work of Youth Theatre Groups, Musical Societies etc

4. Examine the feasibility of development of music education services within the county

- Await the report and outcomes of the evaluation of the Music Education Partnership Pilot in order to determine the most appropriate approach for North Tipperary in this regard

STRATEGY 5: Participation and Performance

GOAL: TO ENHANCE LEVELS OF PARTICIPATION OF MUSICIANS AND AUDIENCE MEMBERS BY DEVELOPING AND SUPPORTING INCREASED PERFORMANCE OPPORTUNITIES ACROSS GENRES

Objectives:

- 1. Extend opportunities for live performance opportunities for musicians across all genres**
 - Promote the reinvigoration of Singer/Songwriter's Circle through the Musician's Forum
 - Develop and circulate a database of venues in the region and suitability for specific musical genres / events
 - Support the reinvigoration of the traditional Seisiún for traditional music
 - Provide supports/training for musicians who need to enhance their live performance skills
 - Examine the possibility of allocating funding towards the costs of performances as investment required is a significant consideration for groups/individuals planning to stage a performance
- 2. Provide support for the development of a Choral Showcase within the county**
 - Explore the potential for development of "An Tostal" type initiative for those in the post primary sector.
 - Explore the potential for the above initiative to be extended to include choral singing at all levels including adult choirs
- 3. Extend the Artist in Residence Scheme of local schools to provide a music residency across 2 schools each year**
 - Work with locally based professional musicians to provide these Residencies
- 4. Explore the Music Network / Arts Council Music Capital Development Scheme for the acquisition of rehearsal equipment for youth and community Groups**
- 5. Continue to support music within existing festivals or respond to needs as they emerge**
- 6. Explore the potential for development of additional live music performances within the Nenagh region**
- 7. Seek to address the issue of access to performance by those in rural areas**
 - Link with other organisations that may be able to provide transport e.g. the Rural Transport Initiative, ICA, local community groups that might be able to car pool
- 8. Utilise the Promoter's Forum to establish the nature of performance which would suit the region and supports which might be offered to assist such promotion**