



MAKING MUSIC LONDON 2010 Plan of Work

RDO tasks and aims for this year

During 2009 the impact of adopting the new non-committee structure became apparent. We tried to maintain a Volunteer Bank, but save for the two ongoing tasks of editing London Harmony and helping to compile our (now online) Concert Diary, it soon became apparent that as things stand we do not have any tasks to complete that are appropriate to working with such a group. When we attempted to set up a system of Borough Representatives, none of the member groups responded to the offer of a visit.

In addition, we received no applications for a Small Grants scheme despite success in previous years. During 2010, therefore, we are trying to go back one step and establish some high-profile activity that aims to promote the work of MM and MM London: our British Lung Foundation project, the ongoing relationship with Southbank Centre, and the MPA project. All are detailed below. In addition we will keep improving the regional website within its (and our) current design restrictions in terms of content and up-to-date information, plus a continuous attempt to improve communication with members in general.

The crucial issues of governance and accountability are met by our Question Time meetings, to which all regional members are invited and their opinions sought, plus our constant reporting to the line management system employed by Making Music. We have received more significant contact with member groups via Question Time meetings in 2009 than previous AGMs managed to achieve.

HT & TH, January 2010

'INTERNAL' TASKS

- **Duties undertaken in place of regional chair/committee/webmaster/treasurer**

We estimate that around one third of our work time is taken up by these tasks. Having at long last got the finances and website in particular under control, we are able to keep things ticking over efficiently.

- **Improving communications**

- London Harmony: increase e-distribution via Adestra; continue to encourage paid adverts; diversify content
- Adestra: use of Adestra technology to increase contact with members, especially the additional group members who we can contact using these e-mails
- London website: continue to update both in terms of new content and member group details; participate in new web developments as they happen nationally; keep checking web stats
- New Projects: increase awareness of organisation amongst current and non-members via our high-profile projects (SBC, MPA and British Lung Foundation)

- **Staff meetings/internal support**

- One London RDO to attend each RDO meeting, two if possible/good use of time
- RDO London to attend relevant Chairs meetings and Board meetings as necessary
- Tom to sit on Communications Working Party whenever possible
- Support MMO colleagues with various tasks such as articles for Highnotes, inotes etc.

- **Volunteer Management**

- Communicating/assisting with (two) volunteers to produce London Harmony and maintain the concert Diary on London website

- **2008/9 Project Evaluations**

- Completing and distributing evaluations for Croydon, Kingston and Makeover Grant projects as appropriate, including London website and Knowledge Bank

'EXTERNAL' TASKS AND PROJECTS

- **The Bernstein Project, in association with Southbank Centre**

Continue to help publicise the MM member groups participating in this high-profile series of performances
Ongoing contact with SBC team, especially marketing department

- **New project structure: Partnership with British Lung Foundation *Breathe Easy* groups,**

Designed to raise profile and money for MM London region

London RDOs working with BLF office and medical staff

Evidence of pilot project in 4-5 *Breathe Easy* groups to be used to expand scheme across London

- **Organising Question Time**

A minimum of 2 per year, open to all MM London members and with Board representation where at all possible. Outside speakers invited as main attraction to members, speaking on topics relevant to members.

- **MPA / Sheet music hire campaign**

Researching barriers to performing music in copyright

Surveying member groups to provide a large body of evidence

Making representation to the MPA and possibly individual music publishers and hire services to offer reduced rates to voluntary music groups

- **Members' community projects pot,** for ad hoc bids until funds are used up

To offer small amounts of funding to member groups to complete project budgets

Available where advance planning hasn't been possible, e.g. Southbank Centre partnership scenario

Not to be advertised as a standard source of funding, but held in reserve for special cases

- **Next project in collaboration with Southbank Centre**

Following meeting in November 09 with Marshall Marcus, working towards a celebration of the anniversary of the Festival of Britain in June 2011. Also possible development of a MM series within the 2011/12 Classical Music Series at SBC, plus new voluntary orchestra project at The Clore with some MM involvement.

- **Ad hoc advice to members and non-members via e-mails, phonecalls, enquiries received via London website, referrals from MM Office and RDO colleagues**

The volume of contact from members and non-members remains constant, although we always welcome more. Hopefully the increased use of Adestra communications will assist with this.
