

## How to get involved in the Hub

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### 1. Ways to get involved

#### **MMS network member – networking and promotion (pg 1)**

It's the Hub's job to share and signpost opportunities for learning and making music. So, if you simply want to keep informed, and share your news and opportunities, just follow the steps in '**How to make the most of MMS marketing opportunities**' – particularly the first three.

#### **MMS partner – more active involvement (pgs 2 - 4)**

Partner organisations are committed to working together to support the goals and aims of the Hub and the National Plan, for the benefit of the children and young people of Swindon.

They attend partners meetings, share their experience, knowledge and views, and influence the direction of the Hub.

If you'd like to be a partner, then follow the steps in '**How to make the most of MMS marketing opportunities**' first – so you can find out more about the Hub, and share your news and opportunities.

Then if you feel you'd like to be more involved, read '**How to become a Hub partner**' towards the end of this document – and sign and return it to: [pclark@smscio.co.uk](mailto:pclark@smscio.co.uk)

## 2. How to make the most of MMS marketing opportunities

1. **Sign up to one of our enews** so you can keep informed of news and opportunities via the Hub.
2. **Let us know about what you offer for schools and young people, including news/dates** for classes, workshops, groups, services and other opportunities by:
  - a. Add [pclark@smscio.co.uk](mailto:pclark@smscio.co.uk) to your e-news/press list
  - b. Contacting us when you have something specific to promote. We'll add them to the news and events section of the **Hub website** and to appropriate enews's

We will be issuing a **termly general eBulletins** (which goes to schools)

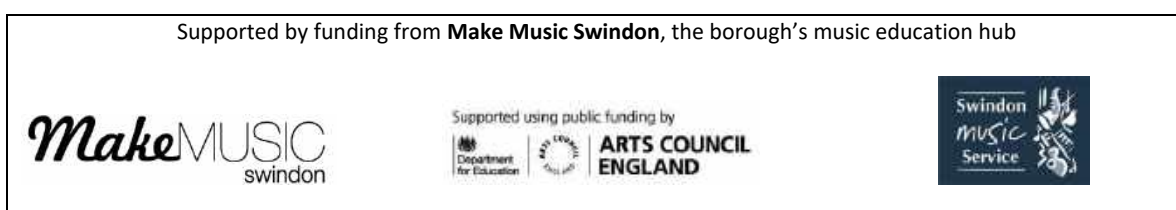
3. **Let us know your stories and anecdotes, and any evidence of your impact:** we're always on the lookout for ways to advocate the value and impact of music
4. **Help us to map music education in the borough,** and to help us all understand what's out there and what's needed.
5. **Help us be consistent in the way we all describe the Hub.** The basic wording we use is: *Make Music Swindon is the borough's music education hub. It is a network which brings together organisations and individuals across the borough, including schools, to help more young people enjoy the wide-ranging benefits of learning and making music. To find out more, visit [www.smscio.org](http://www.smscio.org)*
6. **Use the Hub logo and descriptive copy** appropriately to show your support of and involvement in the Hub, and to advocate music education in the borough (see pg 3).

## Using the Make Music Swindon logo and wording

Making sure that we're consistent in using the **Make Music Swindon** (MMS) identity will help us all to develop a strong and consistent image for music education in Swindon. It will help to create a connection between the Hub, its partners, and related stories, images, marketing and advocacy.

There are three ways to use the logos and credits, and we have given examples below. Where possible, please hyperlink the logo and wording back to the hub website at [www.swindonmusicservice.org](http://www.swindonmusicservice.org)

### 1. TO ACKNOWLEDGE FUNDING VIA THE HUB:



### 2. TO ACKNOWLEDGE YOUR PARTNERSHIP IN THE HUB:

(ie for music education activities that aren't directly funded through the Hub)



### 3. TO ACKNOWLEDGE YOUR SUPPORT OF THE HUB (NETWORK MEMBERS)



## Further information on partnership working

Dick Hallam (Music Education Consultant, previously National Participation Director)

[www.dickhallam.co.uk/resources/Effective%20Partnership%20Working%20April%202011.doc](http://www.dickhallam.co.uk/resources/Effective%20Partnership%20Working%20April%202011.doc)

Helen Coll and Katheryn Deane 'Music and the power of partnerships'

<http://musicmark.org.uk/publications/books/music-and-power-partnerships>

Katheryn Dean, Sound Sense: <http://network.youthmusic.otrg.uk/groups/musical-inclusion/discussions/strategy-partnerships-inclusion-workforce-development-advocacy->

Rosabeth Moss-Kanter (Harvard Business School): <http://blogs.hbr.org/kanter/2010/06/15-steps-for-successful-strate.html>

## Good Partnership<sup>1</sup>

The following factors for success emerge from surveys of partnerships, and workshops of practitioners involved in creating and running partnerships:

- Agreement that a partnership is necessary
- Respect and trust between different interest
- The leadership of a respected individual or individuals
- Commitment of key interests developed through a clear and open process
- The development of a shared vision of what might be achieved
- Time to build the partnership
- Shared mandates or agendas
- The development of compatible ways of working and flexibility
- Good communication, perhaps aided by a facilitator
- Collaborative decision-making, with a commitment to achieving consensus
- Effective organisational management

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<sup>1</sup> Taken from GOOD PARTNERSHIP SWINDON MUSIC SERVICE by Peter Clark

## Music Education Hub Partnership Working Agreement

Partner organisations are committed to working together to support the aims of the hub and the National Plan for Music Education, for the benefit of children and young people in Swindon.

We all know that partnerships that thrive are based on clear expectations, common goals, mutual respect and good communication. We want to make sure that all of us involved in the Hub develop good partnership working, and so this document outlines some core expectations and commitments that we have agreed as Hub partners.

We agree that as partners in the Hub we will:

- put **improved outcomes** for young people at the heart of all we do
- continually strive to make music education in the borough **accessible to all, effective, inspiring, and resilient**
- share **information, expertise, ideas and passions**
- support each other in **communicating the importance of music making and learning** for young people, and the value and impact of our own and each other's work – through our own communications, as well as Hub communications activities
- behave courteously to other partners, **respecting individual practices and ethos**
- attend or send a representative (or organise, in the case of the Lead Organisation team), **partners meetings and training** (Four meetings a year<sup>2</sup> plus any additional meetings and training as required)
- feedback to the other partners the outcomes of any relevant **local or national training or networking** that you have attended
- provide and share **information and evidence to promote and advocate music education**

*Partners who are receiving funding from the Hub will also:*

- deliver the **outcomes** agreed (in our individual projects, and as a whole) to a high standard, within the budget and the timeframe agreed
- provide the **statistical and other (eg qualitative) information and reports** requested (by the lead organisation team and Arts Council England (ACE)), and provide extra detail as required; and be aware of the statistical requirements from ACE (the lead organisation will provide this for you) and collect appropriate data

In addition to the above, the MMS lead organisation team will:-

- Give you **proper notice** of meetings, marketing opportunities, monitoring requirements, training opportunities
- *For partners receiving funding from the Hub:* see that you are **paid in a timely way** on receipt of a correctly completed invoice or release funding as agreed within the grant timetable, provided work has been completed satisfactorily

**Signed:** .....

**On behalf of (organisation)** .....

**Dated:** .....

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<sup>2</sup> Skype type conferencing systems will be made available for those who cannot travel