



## Community Music Project Creation and Management

*This programme is delivered by CM in partnership with MusicLeader London, hosted by Sound Connections*

**Dates:** From 3<sup>rd</sup> November - 2<sup>nd</sup> February every Thursday evening\*  
**Time:** 6:00pm – 8:00pm  
**Trainer:** Dave O’Donnell  
**Venue:** Brady Centre, Hanbury Street, E1 5HU (near Whitechapel tube).  
**Fees:**

Standard fee for the full programme	£250
Discounted fee for MusicLeader Members (full programme) (limited number available!)	£200
Fee per module (if taken individually)	£60

\*There will be a break over the Christmas holiday period.

**If you are running music workshops or training to be a music leader this course can show you how to understand the historical and social context for your work and suggest methods for creating and running good-model community projects from conception to completion.**

### Course Summary

The course comprises five two-week modules, taken separately or as a whole programme, which will prepare the student for working as a music leader, community artist/workshop leader or project manager. The programme can be taken with the PTLLS City and Guilds accredited Arts and Music Leader Training programme, which prepares students to teach in community settings.

The course will provide a social and historical background for community arts and education today and will give the student a context for understanding their role as community artist/educator in the 21<sup>st</sup> century. By understanding the roots of the community education and arts movements the student is able to develop their own perspective on the need for community-based creative arts work and therefore a clarity of purpose for their own motivation in becoming a community artist.

The course will also investigate the skills needed for good model design, project management for community projects, budgeting and fundraising and the basics of evaluation, monitoring and impact strategies.

The focus of the course is on developing the student’s 360-degree understanding of their own role as a community educator/artist through the analysis of specific skills and knowledge needed to fully implement their own employment plans in this area.

**This course is aimed at:**

Community musicians, artists, practitioners and musicians who want to start up and manage their own community music project.

**Course Timetable**

<p>3<sup>rd</sup> &amp; 10<sup>th</sup> November</p>	<p><b>Module 1: Context and Project Design</b>          Setting a historical context for community music projects and analysing the elements that make a good project model. Participants will create a project in the sessions according to an analysis of needs, the exact client groups and the realistic impact strategies available for their idea.</p> <p>1. The history and social and political drivers that created the community education/arts movements in the U.K. – from the Victorian settlement movement through the alternative arts movements of the 1960’s and 70’s to the current position.</p> <p>2. Good-Model Project Design. How to create a community project that is designed for impact and correctly identifies need, community and specific clients. It covers the difference between intervention and interference, examples of ineffective and effective models, contact and impact strategies and the various types of planning and implementation cycles.</p>
<p>17<sup>th</sup> &amp; 24<sup>th</sup> November</p>	<p><b>Module 2: Projects and Fundraising</b>          Looking in detail at different types of project and their purposes and how to fundraise for them.</p> <p>3. Different types of community music project, S.W.O.T analyses for these, risk assessment and management and some international perspectives on community arts and music projects from other countries.</p> <p>4. Fundraising. The politics of funding community projects, the inter-linked funding systems and the creative budgeting and project design that can aim for maximum impact.</p>
<p>1<sup>st</sup> &amp; 8<sup>th</sup> December</p>	<p><b>Module 3: Managing and Planning Ahead</b></p> <p>5. How to manage projects from design to completion, Impact Strategies not exit strategies, managing teams, creating a basic GANTT chart, managing change, the inclusion pyramid (identifying project users and stakeholders) and trouble-shooting.</p> <p>6. Negotiating Skills for fundraising and teamwork. How to plan for fundraising presentations, meetings and reporting. The basics of ‘Principled Negotiation’ and ‘Getting to Yes’, the use of body language in meetings, spotting trap-doors, allowing for change and flexibility and dealing with adversarial negotiators.</p> <p>Problem solving in project management. How to identify the real problem, addressing problems globally, simple systems for identifying solutions and implementing them.</p>

<p>12<sup>th</sup> &amp; 19<sup>th</sup> January 2012</p>	<p><b>Module 4: Evaluation and Reporting</b></p> <p>The essentials of evaluating the performance of a project and how to report to funders and other stakeholders.</p> <p>7. Evaluation, monitoring and assessment. The importance of evaluating impact, outcomes and outputs, SMART and CRISP outcomes, triangulation and presentation.</p> <p>8. Financial reporting. Creating simple systems for managing project budgets and making life easy, through pre-preparation, when it comes to final financial reports to funders.</p>
<p>26<sup>th</sup> January &amp; 2<sup>nd</sup> February 2012</p>	<p><b>Module 5: Tips and Tricks of project and self-management</b></p> <p>9. Problem solving in project management. How to identify the real problem, addressing problems globally, simple systems for identifying solutions and implementing them.</p> <p>10. Time Management. In the context of the 'portfolio' career, creating systems for managing differing priorities, small teams, and time lines built into the project design.</p>

### Feedback from previous participants

“The course made me aware of how to approach funders, how to match project aims to funder outcomes, how match funding works and what constitutes an evaluation and its role in the project. It gave me the skills and knowledge to design projects and the confidence to approach funders.”

*Matt Mars, Musician, Composer, Producer, Educator. Amongst other things, Matt is director of Skillz - a company which provides music education to children at risk of or currently under exclusion from school through emotional behavioral and social difficulties.*

“The main thing this course gave me was CONFIDENCE! It also gave me ideas for setting up my own projects and how to go about the necessary planning and research.”

*Robbie Fordjour, Professional Musician and Teacher. Robbie combines work as a professional drummer to Courtney Pine with one-to-one, small group and whole-class teaching of djembe and drumkit.*

### Trainer Biography:

Dave O’ Donnell is one of the pioneers of the community music movement in the UK and has been running community music projects for over 30 years. He created Community Music in 1983 – the first project of its type to develop community-based outreach work with socially excluded young people alongside accredited training for musicians to become music leaders. CM, as it is now known, was the first to develop HE/FE partnerships, accredited courses, NVQs for music and has created and made independent many projects over the years including Midi Music Company, Community Music East and

ADFED. Dave was the instigator of the consortium of community music companies that formed Sound Connections and acted as Chair of the Trustees for the formative years.

Dave has been a musician, band and tour manager and run music venues and festivals. He is currently a Development Consultant and lecturer on a Foundation Degree in Creative Business Creation. He is also writing a textbook on community music project design and management to be published by Rock School.

**To book:**

Download the booking form from the MusicLeader website (Training Directory), complete and return these by email to [bookings@sound-connections.org.uk](mailto:bookings@sound-connections.org.uk). We'll then send you an invoice to pay by BACS or cheque. When we receive the payment you'll receive an email confirming your place on the course, with full details of timings and venue. Full booking conditions are available to download from the MusicLeader website.

**Access Requirements:**

Training is provided in a level access venue. If you have any specific access requirements (e.g. sign language interpretation, large print versions of any course materials) please let us know at least two weeks before your training date.

For more information on this workshop or for help with booking, call Nicole on 020 7729 7220.