

MAKE MUSIC DAY UK

SUMMARY REPORT 2020



MAKE MUSIC DAY GOES ONLINE...

Make Music Day runs annually on the 21 June and is a grassroots celebration where communities, musicians, venues and event organisers collaborate to put on free music events in their local area. It started in France in 1982 as 'Fête de la Musique' and has now spread across the globe with thousands of events taking place in 125 countries to create the world's largest DIY music festival. Make Music Day UK facilitates, coordinates and supports the organisation of events in the UK.

Due to the COVID-19 pandemic, this year's Make Music Day UK was re-imagined as a largely online DIY music festival, with a handful of socially distanced 'real world' events. This departure from the annual celebration's usual format of offline, community-based events supported by some online activities, did not dampen spirits and on the 21 June 2020 **277 individual events** took place. The events featured **1739 performances** and **11,162 individual performers**. Across all events and platforms, the **total audience was 531,726** and the hashtag - #MakeMusicDayUK - had a **reach of 1.4 million people**.



MAKE MUSIC DAY UK 2020 PROGRAMME

The programme for Make Music Day UK 2020 had three distinct strands:

- **Perform:** This strand supported people to host their own gigs and performances, and provided a platform for them to showcase their talents.
- **Create:** This strand provided participatory opportunities for music-makers of all abilities to make music and try out new experiences.
- **Watch:** This strand featured a curated online broadcast of music programmes from across the UK and beyond for audiences to engage with.

A FLAVOUR OF THE DAY

There are too many fantastic events to mention here, but here's a snapshot to give you a flavour of the day. A rendition of 'How Far I'll Go' from Disney's *Moana* by **ABRSM** (Associated Board of the Royal Schools of Music) has so far received over 20,000 views. Their call out for a virtual ensemble attracted 712 contributions from musicians aged 4 to retirement age in 19 different countries. Brian Doran's **Beyond Six Strings** showcased a penchant for unusual multi-stringed instruments to more than 6000 people and Musicians Coronavirus Action Ilkley hosted the **Ilkley Care Home Serenade**. The serenade featured 14 volunteer musicians who performed socially distanced events for the residents of care homes in the area.



BritishBlackMusic.com and **Black Music Congress** displayed the breadth of British black music with a six-hour DJ set that spanned more than 120 years, from **Samuel Coleridge-Taylor's** 1898 composition 'Hiawatha's Wedding Feast' to **Dave's** 2020 Brits performance of 'Black'. The **National Youth Folk Ensemble** presented an hour and a half of music culminating in a performance from their former artistic director **Sam Sweeney**. Northern Ireland's **Beyond Skin** who use the arts to bridge cultural divides, produced an online music show that brought together collaborations and performances from homegrown talent and musicians across the globe.

Specially recorded performances by **Georgia Cecile** and **Fraser Urquhart**, **Herschel 36**, and **Kinnaris Quintet**, marked Glasgow's status as a UNESCO City of Music and youth music development charity **NYMAZ** organised **Rural Fest**, featuring a full day of music and activities from Yorkshire's young music-makers. Nick Luscombe's **Musicity** provided musical journeys through the landscape and architecture of South London with notable performances from **Clementine March** and **Neue Grafik**. **Make Music Abingdon** made a day of it streaming 24 artists from the area in 12 music-filled hours. Welsh soprano **Elin Manahan Thomas** delivered an online singing lesson, and more than 700 Zoom participants took part in the **Sofa Singers'** rendition of Commodores classic 'Easy'. **Music Education Partnership Group** and **Tinderbox's Symphony of a Thousand** event had more than 400 participants sing and play along to 'Hey Jude' conducted by Sir James MacMillan. **Making Music** also organised a virtual choir and ensemble to create a special, collaborative performance involving 199 people of 'Bring Me Sunshine', the Make Music Day anthem.

GOING GLOBAL

- **Making Music In (Or Out Of) Lockdown:** Featured elements from the organisers behind Make Music Day in Italy, Germany and the US.
- **Beyond Skin:** Featured performers from 37 different countries.
- **Global Song Circle:** This participatory workshop involved a performance and demonstration by contributors from South Africa.
- **Rebels With A Cause:** Spearheaded by the European network Amateo and involved participants from Lithuania, Slovenia, United Kingdom, Belgium, Slovakia, Greece and the Netherlands.
- Elements from the Watch strand were featured in the Make Music Alliance international stream containing contributions from 13 different countries and 17 US states.





CREATING OPPORTUNITIES

Although this year was a very different Make Music Day, it didn't prevent event organisers and performers from creating opportunities for everyone to make and access a diverse range of music.

	2020	2019	2018	2017
EVENTS	277	429	213	147
PERFORMANCES	1739	1235	558	147
PERFORMERS	11,162	29,653*	6792	2723
AUDIENCE	531,726	141,341	114,417	8161

*Please Note: 17,658 performers were the entire school population of County Durham. This is exceptional and therefore mentioned here to explain these figures.

"We're almost all amateur musicians and most of the people involved are very active in amateur music. They've found that their opportunities to perform have been virtually nil. The wonderful thing is that this has given us the opportunity to perform and also to fulfil a very definite social need. It's an opportunity to perform and also to be appreciated – and do something good. People refer to it as bringing smiles to people's faces and I think that this is true."

Ilkley Care Home Serenade Event
Organiser



"It was fantastic to see smiles on everyone's face. Live music has been so deprived in lockdown."

W7 Edge Event Organiser

"The virtual orchestra experience gave me a variety of music I might never have watched before."

Audience Member



"I enjoyed how the event joined everybody together during lockdown, giving us a common goal."

Audience Member

"It brings singers, musicians of all standards together and enables all to perform."

Audience Member



"You were happy to support us in whatever we wanted to do. That's really important as Make Music Day is about people making music and not being dictated to... Make Music Day UK should carry on this very tolerant position of understanding that their job is for them to create the platform and facilitate music to be made. That is very powerful."

Beyond Skin Event Organiser

IMPACT

Skills and career development:

- Performers have more confidence in running online events as a result of taking part in MMD UK 2020 – "Now I know I can do an online gig, I think I'll be more relaxed for the next gig."
- Event organisers have developed streaming skills – 100% of the attendees of the 'how to run online events' workshops run by MMD UK developed digital and other technical skills.
- Young people were mentored by NYMAZ to be event organisers as part of MMD UK 2020 and "the experience either changed or cemented their ideas about their future careers".

Widening access to and engagement with creative and cultural activities:

- 68% of the audience members surveyed reported being more likely to engage in music-related activities as a result of MMD 2020.
- Event organisers reported that their online events for MMD UK 2020 made accessing music more viable for specific audiences such as parents with young children.
- Beyond Skin and Make Music Abingdon reported interest from new volunteers as a result of MMD 2020..

Supporting wellbeing and bringing people together:

- Audience members and participants reported how being part of MMD 2020 made them feel part of a community – "It created a fantastic feeling of togetherness in these difficult times."

KEY LEARNINGS AND THE FUTURE

Key learnings from MMD 2020 include:

- **Events:** MMD UK's role is to facilitate others to put on events for Make Music Day. Supporting collaborations between individuals, groups and organisations on local, regional, national and international levels should be a key focus, alongside providing training and development opportunities for event organisers.
- **Audiences:** There are opportunities for expanding MMD UK's reach in Wales and Northern Ireland; this can be achieved through partnership working. Participation opportunities that support wellbeing and social needs are also welcomed by audiences.
- **Digital:** Online events are not always cheaper or easier to organise, but despite digital exclusion issues they can open-up access to new audiences.

Recommendations for future development are:

1. **Define** clearly MMD UK's offer to its different stakeholders and use this to inform the support infrastructure provided to event organisers.
2. **Revise** the evaluation strategy by identifying key impact indicators through which MMD UK and its activities can be assessed.
3. **Enhance** MMD UK's socially engaged arts practice by building on prior work in this area and looking for innovative initiatives to partner with.
4. **Refocus** national communications to the raison d'être of Make Music Day so that the DIY nature of the event is captured, and use local marketing to highlight specific events.

[Download the full evaluation report here.](#)



Images and photographs provided by event organisers and Andy Sillet.

FIND OUT MORE AND GET INVOLVED
IN 2021 AT:

MAKEMUSICDAY.CO.UK