

EAST AYRSHIRE COUNCIL

EDUCATION SUB-COMMITTEE – 5 SEPTEMBER 2000

SCHOOL OF MUSIC AND RECORDING TECHNOLOGY

STREETSMART INITIATIVE

Report by Director of Educational and Social Services

1. PURPOSE

- 1.1** To advise Elected Members of a proposal to develop a pilot youth workshop on “Forming a Band” to raise awareness of the potential impact of the music business in Ayrshire as part of the SMART (School of Music and Recording Technology) Project.

2. BACKGROUND

- 2.1** The SMART (School of Music and Recording Technology) Project has been in development since 1996 and current project partners include South Ayrshire Council, University of Paisley, Ayr College and Scottish Enterprise Ayrshire (SEA). The SMART Project comprises several strands of activity, including capital investment, piloting of academic and enterprise programmes and community engagement.
- 2.2** The community engagement strand has been branded “StreetSMART” and the partners propose to run a pilot programme to get SMART ‘live’ across Ayrshire. The main objective during the first phase of StreetSMART is to organise a successful programme of events during August – November 2000. The programme will focus attention on SMART and its potential impact on the development of music businesses in Ayrshire.

3. PROPOSAL

- 3.1** It is planned that the programme will include a pilot youth workshop on ‘Forming A Band’, involving Ayrshire secondary schools; a Masterclass Series (Guitar; Keyboards / Sequencing / Sampling; Drums; Becoming a DJ; Live Performance) and a ‘New Deal for Musicians’ Concert.
- 3.2** The objective of the pilot youth workshop is to generate awareness of SMART amongst potential students and to make Ayrshire schools aware of what SMART has to offer. One school in each of East, North and South Ayrshire will be involved in the pilot. Candidate schools will be agreed in consultation with relevant council departments.
- 3.3** The proposal is for each school to identify a band or group of potential band members (say 4-5 members per band maximum in the pilot). Bands will then

receive expert help from music industry professionals via a series of workshops to help raise awareness amongst bands of:-

- how to develop individual / group music skills (eg. live performance).
- business issues related to forming and running a successful band; eg.
 - legal; copyright ownership, royalties, etc.
 - marketing; band name / image/ label design, etc.

3.4 Proposal is to operate up to 4 workshops giving music industry experts the opportunity to help bands as a unit and also to split bands to allow tuition to be given to individual members; eg. drummers, guitarists, etc. from the 3 pilot bands and to receive tuition in small groups which will include 1:1 assistance. Exact workshop format will be agreed with relevant music teachers when identified.

4. POLICY / LEGAL IMPLICATIONS

4.1 Nil.

5. FINANCIAL IMPLICATIONS

5.1 Beyond the in-kind contribution of time from officers and school staff to the initiative, any other commitments can be met within existing resources.

6. RECOMMENDATIONS

6.1 It is recommended that Members:-

- (i) approve participation in the StreetSMART initiative.
- (ii) invite the Director to report back in due course; and
- (iii) otherwise note the contents of this report.

John Mulgrew
Director of Educational and Social Services

KMcK/NG
21 August 2000

LIST OF BACKGROUND PAPERS

Nil

Members wishing further information should telephone Graham Short, Head of Schools, (01563) 576089 or Kenneth McKinlay, Principal, Quality Development (01563) 555650.

IMPLEMENTATION OFFICER: GRAHAM SHORT, HEAD OF SCHOOLS

AGENDA