MUSIC

ACADEMIC

PARTNERSHIP
UK Music is a campaigning and lobbying group which represents every part of the recorded and live music industry from artists, musicians, songwriters and composers, to record labels, music managers, music publishers, studio producers and music licensing organisations.

We develop policies to underpin the industry’s ongoing commercial success and communicate these policies to Westminster, thought leaders and the media.

Our members are:

**UK MUSIC GROUP**

- Association of Independent Music (AIM)
- British Academy of Songwriters, Composers and Authors (BASCA)
- BPI
- Featured Artists Coalition (FAC)
- Music Managers Forum (MMF)
- Music Producers Guild (MPG)
- Music Publishers Association (MPA)
- Musicians Union (MU)
- PPL
- PRS for Music

**LIVE MUSIC GROUP**

- Association of Independent Festivals (AIF)
- Association of Festivals Organisers (AFO)
- Concert Promoters Association (CPA)
- Agents Association (AAGB)
- International Live Music Conference (ILMC)
- National Arenas Association (NAA)
- Production Services Association (PSA)
INTRODUCING
THE MUSIC
ACADEMIC
PARTNERSHIP

The Music Academic Partnership [MAP] is a ground-breaking collaboration between a select number of educational institutions and the membership of UK Music. Its focus is on preparing individuals who want to build careers out of their passion for music.

In the drive for innovation and economic growth, Government asked British industry to develop its own growth-focused skills programmes.

UK Music answered with the launch of the UK Music Skills Academy and now Music Academic Partnership.

Businesses in today’s modern music industry are looking for an extremely qualified and skilled workforce to support music talent.

The industry and the skills needed today are far more technical than they were ten years ago. Entry level opportunities are limited. The vast number of businesses are SMEs. The market is fierce.

Ground-breaking collaborative research, enviable workplace experiences for students, high-level exchanges between tutors and industry leaders – these are just some of the outcomes we anticipate evolving from the Music Academic Partnership.
MUSIC INDUSTRY INTERFACE
UK Music will work with MAP institutions by providing a brokering service with our members. All MAP members will be invited to a MAP Executive Lunch Series. Each quarter, a different member of UK Music’s board of directors will host a lunch to introduce MAP members to a select group of executives from within their organisation and membership.

Each board of directors represents a different part of the music sector: record labels, music publishers, studio producers, music management, the collecting societies, the live sector, and the artists, musicians, and composers.

The executive lunches will provide MAP members with the opportunity to make new contacts and form new relationships with all parts of the music sector, and take part in in-depth discussions about current issues, challenges, and practices.

All MAP members will also be invited to join the UK Board of Directors meeting in December for a reflective look at the past year and to share ambitions for the future. The meeting will be followed by festive drinks.

Below is a description of the specific benefits and services offered to the academic members of the Music Academic Partnership.

In addition, UK Music will work with academic institutions who wish to create bespoke initiatives through MAP to further distinguish their academic offer.

STUDENT OPPORTUNITIES
UK Music will use our networks to open up new opportunities and hands-on experience for students at MAP institutions.

One such example is the new BBC Introducing pilot. Through our association with the Creative & Cultural Skills National Skills Academy, we are able to ensure that MAP students are amongst the first to take part in this new venture with the BBC. Students in this programme are taking on a “real” assignment, working with the BBC to film and record a broadcast-quality package of the local artists whose work has been selected to feature on the BBC Introducing slots.

Another example is the exciting new MAP Music Technology Prize, sponsored by KOKO. This has been developed specifically by KOKO for students at MAP institutions. Students will be asked to put together a business plan to develop an original app, website or digital platform/service. The winner will be awarded up to £20,000 to develop and launch their music technology idea. They will receive expert guidance on this development and launch from a team assembled by Oliver Bengough, a British entrepreneur and owner of KOKO, the iconic music venue in Camden, London.

Exclusive access to our ‘Production Days’ programme will see MAP students learning about the range of roles needed to put on major live events and meet some of the top professionals working in the industry. MAP will provide opportunities for students to go backstage at major festivals and gigs across the UK.

One of the biggest challenges facing new and unsigned acts is getting exposure to the industry to enable them to take their careers to the next level. MAP will offer students the opportunity to be part of exclusive industry-facing showcases and events including the Great Escape, Liverpool Sound City and MIDEM.

Institutions wishing to develop new experiences for their students can call on UK Music to help design an initiative to fit in with particular educational objectives and which coincide with the business strategies of our members.
COLLABORATIVE RESEARCH
MAP creates an exciting opportunity for industry and academia to collaborate on new ground-breaking research.

Through our members, UK Music has privileged and unique access to data. This has enabled UK Music to conduct the most thorough and detailed research into the music industry’s size, make-up and economic contribution.

Yet significant gaps remain. The role of music in our lives is much bigger than GVA, jobs and exports. UK Music has identified a range of economic, social and cultural research topics of interest and relevance to industry as a starting point for discussions with MAP members, to see where ideas for collaborative work align.

At individual level, UK Music is able to act as an industry sponsor to students at MAP institutions embarking on dissertations or final year projects.

At institutional level, UK Music is able to provide a central coordinating hub for collaborative research launched through MAP, assist with grant applications for projects requiring external funding, and through our Research Working Group, an infrastructure through which MAP collaborations can be progressed.

UK MUSIC REHEARSAL SPACES
MAP institutions will be offered exclusive access to UK Music’s network of 15 music rehearsal spaces which provide young people from disadvantaged backgrounds with a safe place to come together and make music.

With the help of UK Music, 14 pilot music rehearsal spaces were created in urban and rural areas in England experiencing multiple deprivation. The funds were used to provide instruments and equipment, and contributed towards the cost of necessary capital works, such as sound-proofing.

Building on the success of the pilot project, a new rehearsal space scheme was opened with Emeli Sandé in Tottenham in October 2014. The Tottenham project has been invested in by Beggars Music, who provided the capital set-up costs, and Haringey Council.

PARLIAMENTARY PROGRAMME
As UK Music is a Whitehall-facing organisation with frequent and regular contact with Government and Parliamentarians throughout the year, MAP institutions will be offered opportunities for political engagement.

All MAP members will receive invitations to UK Music’s annual Parliamentary reception, whose guests regularly include members of the cabinet and shadow-cabinet, ministers, MPs and peers from across the political spectrum; special advisers and civil servants.

UK Music provides the secretariat to the All-Party Music Group. Each year, UK Music will plan at least one All-Party Music Group event dedicated exploring an issue that arises through the MAP. The event may be used to debate a topical issue, such as higher-education funding and the arts; or used to highlight and promote activities undertaken through MAP such as groundbreaking research.

MAP members will receive notice of UK Music’s presence and activities at the main political conferences each year. We will facilitate attendance for those members interested in participation.

BRANDING
UK Music will maintain a search-optimised MAP webpage on our main website where MAP institution’s logos will be prominently displayed alongside a link to your website. Any online search for MAP or your institution’s name will bring up this page and reiterate the close association.

All MAP members will receive the professionally-designed MAP logo as a high-definition file to embed in marketing material, and authorisation to use it how you wish, for as long as you remain part of the Partnership.

MAP institutions will be promoted at UK Music events, a MAP banner will feature the logos of all MAP members and be prominently displayed. You will have the opportunity to be photographed at these events with key guests, and these photographs may be used freely in your literature.

In addition, UK Music will work with any MAP member wishing to develop further branding or marketing resources from the opportunities arising from the partnership. An example of this may be a photo gallery of your students performing at a showcase arranged through MAP, or your institutions’ logo embedded in an infographic resulting from collaborative research.
To become a member of the Music Academic Partnership, an academic institution must be invited by the UK Music Board of Directors.

MAP membership will remain exclusive to ensure the quality and workability of the network.

Academic Institutions wishing to join MAP should register their interest with UK Music in the first instance.

An annual membership fee is payable by participating academic institutions. That membership fee is used wholly to support and develop the MAP programmes and initiatives. UK Music is a not-for-profit company.

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UK Music’s membership comprises of:

- AIM
- Musicians’ Union
- BASCA
- BPI
- FAC
- MPG
- UK Live Music Group
- MPA
- PPL
- PRS for Music
- MMF