LIVE MUSIC NOW
BRINGING MUSIC TO LIFE
STRATEGIC VISION: 2017-2022

LIVEMUSICNOW.ORG.UK
LIVE MUSIC NOW

Live Music Now (LMN) was created by Yehudi Menuhin and Ian Stoutzker CBE in 1977 to bring live music to disadvantaged people throughout the UK.

Live music inspires and enriches life, but too many people are denied the opportunity to experience it. To address this, LMN provides interactive music programmes in special schools, care homes and hospitals, and in a range of community and healthcare settings. Our work is delivered by talented young professional musicians who we train and support to deliver LMN’s work based on the latest healthcare and educational research.

LMN musicians usually work within ensembles, and are drawn from a wide variety of genres, covering classical, world music, folk music and jazz. Each year, we deliver thousands of participatory performances and specialist workshops, reaching over 120,000 vulnerable children and adults throughout Scotland, Wales, England and Northern Ireland.

Engagement with live music has been shown to bring measurable health, social and educational benefits. Working with leading academics, teachers and care organisations (such as the Care Quality Commission), we are developing tools to ensure that participants in our programmes fully experience these benefits. As such, we are playing our part in a national campaign for greater access to the arts, working with the National Alliance for Arts, Health and Wellbeing, the Music Education Council and others.

Music programmes in healthcare and education must always be delivered sustainably and responsibly. Musicians working in this field need serious training and support, and our mentors, staff and volunteers all play a vital role in this.

The majority of people over 75 years old live alone. Amongst this group, reported feelings of loneliness have reached epidemic levels, with serious implications for the health of those who experience it. Working with local care organisations, LMN provides opportunities for people to come together and share music and company, providing rare human contact, helping build support networks and simply giving moments of joy.

Since we started, we have given over 70,000 interactive music sessions, for over 2.5 million people. However, there is huge potential for us to develop our reach in specific healthcare settings, such as mental health and neuro-rehabilitation and dialysis wards. We have wide-ranging plans to expand our activities, but will always ensure that LMN represents excellence in musicianship, practice and outcomes for those who participate; and that our musicians receive the highest levels of training and support throughout their time on the scheme.
Live Music Now will continue to deliver thousands of interactive music sessions each year, focussing on three areas of strategy, with five key aims in each.

Music and Wellbeing (page 4)
A wide body of clinical research shows that engaging with live music can provide significant benefits to people’s health and wellbeing. This is particularly the case for older people living with dementia, or experiencing loneliness. Yet older people continue to access live music (and all arts) far less than younger people.

Live Music Now aims to expand its wellbeing programme, working with leading care sector partners. We will ensure our work reaches those older people most in need, and is based on the very latest neurological evidence concerning music and dementia. We will also explore how music can help other disadvantaged groups in society.

Musicians Development (page 8)
Over the past 40 years, LMN has trained thousands of professional musicians to work in challenging settings, helping build and shape their future careers. They stay with us for no more than 5 years, so that we can continue to build the UK’s music outreach workforce, investing in the future of this important work for everyone.

We will develop and extend our training pathway to include training for musicians working in an even greater range of specialist healthcare and education settings, and advanced opportunities for our most accomplished musicians.

Music for Children with Special Educational Needs and Disabilities (page 6)
Regular musical engagement can enable many children with special educational needs and disabilities (SEND) to lead happy and fulfilling lives. However, many special schools have no specialist music provision, and there are very few opportunities for children with disabilities to attend music events together with their families.

Live Music Now aims to expand its programme for children with SEND and their families. Currently we are involved in 15% of special schools, and our aim is to increase this to 25%.

How will we achieve all this? (page 10)
Over many years, LMN has created a strong framework to deliver this work throughout the UK, which provides a solid base for expansion. There is a greater demand for our programmes than ever before.

Supporters and Partners (page 13)
None of this work would be possible without the contributions and encouragement of our many supporters, friends and partners throughout the UK.
MUSIC AND WELLBEING

Engaging with live music can benefit everyone’s health and wellbeing, particularly older participants living with dementia or experiencing loneliness. Yet people over 75 continue to access live music and arts events significantly less than younger people.

Each year, LMN delivers over 1,250 music sessions for older people, in care homes, communities and specialist hospital wards. Working with leading care sector partners (including Care England, Luminate (Scotland) and the Care Quality Commission), we ensure our work reaches those most in need, and is based on the very latest neurological evidence about music and dementia. We are actively exploring how music can help other disadvantaged groups in society, including work in specialist hospital wards and refugee centres.

LMN musicians visit older people living in residential care and the community through three main strands:

**Individual Visits**
Single visits to care homes and hospital wards by LMN ensembles, providing unique musical experiences for older people, and a range of benefits to residents, staff and carers.

**Communities in Concert**
Bringing people together within communities for joyful live music events, with a particular appeal to those who are lonely or living with early-stage dementia.

**Musicians in Residence**
Longer-term programmes providing regular activities within residential and non-residential care for older people, hospitals and other settings. These sessions might involve participation through singing or the use of specialist instruments and digital technology, creating unique new music.
OUR AIMS FOR WELLBEING:

Reach
LMN has hundreds of trained musicians throughout the UK, and a strong organisational structure. We would like to provide many more interactive performances for older people, meeting the increasing levels of demand from caring organisations for effective music programmes. If we can raise more funds, we will work with care providers and regulators (such as the Care Quality Commission) to target our work appropriately to meet needs. We will also engage with at least 5,000 care homes by providing support materials through our ‘Choir in Every Care Home’ initiative.

Excellence
LMN will develop exciting new ways for older people to live positive, creative and fulfilling lives through music. We will involve the care sector, older people and their carers in programme design, resulting in innovative music making projects and outputs. We will train and support musicians to deliver these programmes, including the use of accessible and assistive music making techniques and tools to overcome physical and cognitive barriers.

Wider engagement
We will lead a programme of music activities in communities where mainstream arts performances are least likely to take place, and where loneliness is a particular concern. As well as engaging with new audiences, these sessions will help participants feel more resilient, confident and able to advocate for themselves. Working with leading care organisations, we will help build stronger social networks and communities of support, helping older people who live independently. We will also develop programmes for adults with mental health issues, refugees and migrants, and hospital patients in specialist wards (including dialysis and neuro-rehabilitation).

Evaluation
We will carefully evaluate our work, to ensure that we understand and can communicate the difference we are making. We will contribute to the growing evidence base around the impact of music on the wellbeing of older participants, including their families and carers. We will demonstrate that music programmes should play a part in adult social care, and can have economic impacts, such as a reduction in the need for antipsychotic medicines.

Advocacy
LMN is one of the world’s leading exponents and advocates of music and health. The evidence we gather will contribute to the case for greater public investment in music and the arts and an increase in their role and application in health and social care. We will regularly share research and good practice, together with leaders from healthcare and adult social care.
Regular musical engagement can enable many children with special educational needs and disabilities (SEND) to lead happy and fulfilling lives. However, many special schools have no specialist music provision, and there are very few opportunities for children with disabilities to attend music events together with their families. Without LMN, these children might never experience live music.

Every year, we provide at least 1,600 sessions for vulnerable and disadvantaged children and young people, in special schools, mainstream schools and community venues. Working with teachers and academics, we ensure our musicians are equipped to support children and families with a range of different specialist needs. LMN is the only national organisation taking such specialist music workshops into special schools throughout the UK. This includes extended projects that contribute to young people’s musical development and wellbeing.

LMN musicians visit children withSEND through three main strands:

**Participatory Concerts**
Taking high quality bespoke concerts into special schools and other SEN settings, providing an inclusive and stimulating experience for all.

**Musicians in Residence**
Ranging from 6 week projects to year-long programmes in special schools and other SEN settings including children’s hospitals. LMN musicians lead workshops for small groups of children, engaging them in musical activities that build their personal, social and musical skills. Musicians work closely with staff to maximise the impact of their sessions.

**‘All Together Now’ family music sessions**
Relaxed participatory concerts and workshops for young people with disabilities to attend together with their families, within a safe and welcoming venue.
OUR AIMS FOR CHILDREN:

**Reach**
We would like to provide many more interactive performances for vulnerable and disadvantaged children and young people. If we can raise more funds, we aim to significantly increase the number of dedicated special schools and units we visit throughout the UK.

**Excellence**
We aim to improve the quality of music education and opportunities being offered to children who are excluded from mainstream music provision. LMN musicians should be equipped to work with children with the most complex needs, helping them lead fulfilling and creative lives. We will deliver specific training and project models for different areas of need, such as children and young people with Profound and Multiple Learning Difficulties, Autism, Sensory Impairment and Social, Emotional and Mental Health difficulties.

**Wider engagement**
Many families of children with disabilities face social isolation as well as financial and health inequalities, and find it difficult to access cultural activities. LMN will provide inclusive live music sessions that families can enjoy together, in their local communities. We will also aim to offer specialist music programmes for children and young people in hospitals, particularly long-term patients and their families.

**Evaluation**
We will further challenge LMN musicians to develop reflective skills. We will systematically capture feedback from participants and their families, carers, venue staff, LMN musicians, LMN trainers and partners, using online systems to collect this where appropriate.

**Advocacy**
We will promote the importance of regular high quality musical opportunities for all children and young people with SEND. We will take this message to the individual schools and settings that we visit, cultural / education organisations and funders, and to policy makers at a local, regional and national level.
Over the past 40 years, LMN has selected and trained thousands of professional musicians to work in challenging settings, helping build and shape their future careers. They stay with us for up to 5 years, so that we can continue to build the UK’s music outreach workforce, investing in the future of this important work for everyone.

Live Music Now has been unique in this field for training generations of musicians to use music in a social context. Musicians tell us that their experience with LMN shows them the remarkable potential for music to play an active part in society, teaches them many new skills, and shapes their future careers.

Averaging over 350 musicians on the scheme at any one time, Live Music Now trains more professional musicians than anyone else to work in outreach contexts. The scheme is carefully structured, so that musicians receive the highest standard of care from before their audition, through to induction, training, mentoring and further development. We work with music colleges throughout the UK, to ensure that the scheme is understood and promoted to students, and in some cases, is included within their professional development modules.

Working with leading trainers and practitioners, we will ensure that all musicians on the LMN scheme receive specialist training throughout their time on the scheme, providing them with regular opportunities to collaborate and share good practice.
OUR AIMS FOR MUSICIANS:

Reach
We will further develop our relationships with music colleges, artists development agencies and higher education institutions throughout the UK, to ensure that music students have a high level of awareness of LMN. Auditioning for LMN should be at the forefront of music graduates’ minds as a next step when they leave their institutions. It should also be a career aspiration for young musicians (pre-university) across all genres.

Excellence
We will develop and extend our training pathway to provide advanced opportunities for our most accomplished musicians, working with external organisations such as academic institutions and leaders. We will accommodate different learning styles and approaches ensuring more musicians take advantage of the support we offer. We will encourage peer-to-peer learning and support, and to signpost musicians to suitable employment opportunities as they leave the scheme. We will engage key alumni for our training and mentoring opportunities.

Wider engagement
LMN’s professional development programme in each of our strategic areas will reflect and be informed by the latest evidence base for working in those areas, led by acknowledged experts in their fields. We will encourage reflective practice, ensuring an understanding of evaluation, sustainability and accountability, and instilling in musicians a commitment to their own continuing professional development.

Recognition
We will advocate for greater recognition of LMN as a kitemark of high quality practice. LMN accredited musicians should be considered more employable in the education, health and other outreach sectors.

Advocacy
We will continue to raise the profile of ‘outreach’ work as a valid part of a successful musician’s portfolio career. We will advocate the many benefits to musicians of delivering such work, based on the testimonies of the thousands of musicians who have completed the LMN scheme. We will emphasise the need for highly skilled musicians in this field, who should be paid a fair professional fee. We will encourage our alumni to continue to be ambassadors for the scheme, to model best practice and inspire others.
“Finishing one’s studies and graduating is really only the beginning. The learning never stops. LMN gives one the opportunity to perform in many different and sometimes challenging situations and surroundings, but I felt I learnt so much from my experience, not least the fact that I was also bringing music to many parts of the community who had never experienced or been to a live concert performance before.”

Melvyn Tan, pianist

“” My involvement with LMN has been fundamental in bringing me to the place where I am in my career, and for that I am hugely grateful.”

Julian West, Head of Open Academy, Royal Academy of Music
HOW WILL WE ACHIEVE THIS?

Live Music Now is comprised of two interconnected charities: Live Music Now (covering England, Wales and Northern Ireland) and Live Music Now Scotland. Both organisations are led by experienced, involved and highly skilled boards. Live Music Now is chaired by its founder Ian Stoutzker CBE, and LMN Scotland by Gavin McEwan. The senior management of LMN comprises an Executive Director and three Strategic Directors, who are each responsible for a specific area of organisational strategy. LMN Scotland has its own Director and management team. We all share the same strategic aims and operational framework (such as our website, database and marketing materials).

We employ Branch Directors in Wales, Northern Ireland and each of the four regions of England, responsible for the musicians in their areas, and for delivering all programmes and activities there. They are supported by additional staff and an Advisory Committee of volunteers, who help us cover such large geographical areas. LMN Scotland is a separate charity, operating closely to deliver the same national scheme.

We have strong relationships with all four UK arts councils. We are the only UK-wide organisation developing outreach musicians in this way and delivering outreach programmes on such a scale. As such, we are working with leading care, health and education sector organisations to advocate for greater access to artistic programmes amongst individuals and communities that are currently excluded from the arts.

In order to deliver this work responsibly and effectively, we must train, support and remunerate LMN musicians. This takes time and investment. Although music programmes can be far cheaper than medical alternatives, it is a significant challenge for us to find sufficient core funding each year. To achieve the aims set out in this document, we must further raise our profile amongst those in the healthcare, social care and special education sectors, promoting the benefits of music for their stakeholders. We will form a new advisory council, gathering a wider base of supporters, to raise the funds needed for this work.

Live Music Now is amongst the most pioneering arts outreach organisations in the world. We have partnerships with many international organisations, from Germany and Austria, to Australia, Chile, India and Abu Dhabi. We are building a new network of cooperation and collaboration.

We are indebted to the visionary individuals and organisations that support us, who often tell us that they have themselves witnessed the profound impact that music can have on vulnerable people.

Every year, we receive far more requests for LMN musicians to visit than we have the funding to provide. The potential of music to play a part in specialist care settings is increasingly understood. Over the coming years, LMN aims to raise additional funds to meet this growing demand, whilst continuing to place the quality of the musical experience at the heart of our work.

If you can help us bring music to life throughout the UK, please do get in touch. We would be delighted to hear from you.
Our daughter’s name is Rosie. Today was the happiest, most engaged, and fully aware with anticipation, that we have ever seen her! It showed us what she is capable of, in the right hands, and I can’t thank (the musicians) enough. Many, many thanks for a truly memorable day for us and that goes for Rosie too! ”
Parent, Glasgow

“ For some children on the autistic spectrum . . . – maybe as many as 1 in 20 – music may simply be the most important piece in the puzzle, into which all the others fit.”
Prof Adam Ockelford
HOW YOU CAN GET INVOLVED

**Bring LMN musicians to your local school, hospital, care home or community**
Live Music Now have staff and musicians throughout the UK who organise for musicians to visit older care homes, special schools, hospitals and other community locations. If you would like to help make a particular visit take place, please visit our website at www.livemusicnow.org.uk to find the contact details for your nearest LMN Branch Director. They can discuss with you what local funding might be available, and how we might be able to help.

**Volunteer for LMN**
We are always delighted to hear from anyone who might be able to help us. LMN has active volunteers in Scotland, Wales, Northern Ireland and each of the four regions of England. They help us raise funds, select and support musicians, and visit projects. It can be hugely rewarding. Please visit the LMN website at www.livemusicnow.org.uk to find details of how we work with volunteers, and to get in touch with your nearest Branch Director.

**Support us**
The vulnerable people we help rely on the generosity of individuals and foundations who donate to LMN. Even a small donation can make a huge difference to a child at a special school, or an older person experiencing loneliness.

If you would consider making a single or regular donation, simply visit www.livemusicnow.org.uk and click on “Donate Now” or “LMN Scotland” at the top of the screen.

If you might consider making a large donation, or even leaving a gift to Live Music Now in your will, please get in touch with us by calling 020 7014 2829 or emailing info@livemusicnow.org.uk. Thank you for considering this.
“The difference to the quality of life of some of our residents cannot be measured. We have seen improvements in residents’ wellbeing, shown in increased sociability with staff and other residents, a general increase in ‘happiness’ and a decrease in agitation. This has been sustained in between sessions.”

Manager, Wyatt Residential Care Home

“Creativity and innovation are key ingredients in outstanding care homes, and regular singing and live music activities can help care homes positively address all five key questions our inspectors ask of care homes. A key part of our strategy is encouraging improvement, which is just what you do, hence the reason why I am so supportive.”

Andrea Sutcliffe, Chief Inspector, Care Quality Commission
FRIENDS AND SUPPORTERS

Live Music Now’s work is made possible by the contributions and encouragement of our many supporters, friends and partners throughout the UK. We are very grateful to them.

Patron
His Royal Highness The Prince of Wales, KG KT GCB

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LMN Scotland
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Creative Scotland Youth Music Initiative
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Partners
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England: South East
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