A SUMMARY OF THE JAZZ SERVICES BUSINESS PLAN AND ACTION PROGRAMME

2009/2011

Presented by
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I What is Jazz Services?

1 Jazz Services is a voice for jazz in the UK.

2 Jazz Services is a registered charitable company (Charity no: 258044/Company no: 0946244)

3 Jazz Services receives funding from Arts Council England and the Performing Right Society Foundation.

4 **Jazz Services' Vision Statement**

Jazz Services aims to deliver its services and products to people and organisations on line, on paper or in person.

5 **Jazz Services' Mission Statement**

Jazz Services provides a voice and support for UK jazz, promoting its growth, accessibility and development in the UK and abroad. Services include advice, advocacy, communications, education, information, marketing, publishing, research and touring.

6 **Jazz Services' Value Statement**

Jazz Services holds the following values:

6.1 Furthering the cause of Jazz.

6.2 Increasing the profile of British Jazz both at home and abroad.

6.3 Providing a high quality, easily accessible information service to the jazz community.

6.4 Valuing and supporting the continuing development of jazz as a creative music and live jazz performances across the UK.

6.5 Via Jazz UK, the grassroots journal of British jazz, which Jazz Services publishes -

- Seeking co-operation and understanding across styles, professional status and locality;
- Securing recognition, support and funding for British Jazz musicians;
- Helping players, promoters and the public share the beauty of jazz and make it more widely recognised as a vital cultural force of the UK.

6.6 Complying with equal opportunities policy.

II What does Jazz Services do?

1 Information

Jazz Services runs a comprehensive online database on the UK jazz scene and also supplies detailed advice and information by phone, fax or email.

2 National Touring Support Scheme (NTSS)

Jazz Services runs a unique Touring Support Scheme helping bands to tour in the UK.

3 Recording Support

Jazz Services operates a recording support scheme; eight bands have been selected to date. The scheme is subject to availability of finance and sales and will re-open when further funds become available.

4 Promoters

Nurtures a network of enthusiastic promoters and, in collaboration with the Performing Right Society Foundation, runs an Awards Scheme for promoters.

5 Education

Jazz Services runs education projects and contributes to facilitating access to jazz throughout the education system including life long learning. With the National Music Council and the Music Education Council, we make annual Awards to LEAs that have made outstanding commitments to jazz education.

6 Networking

Jazz Services helps musicians, promoters, listeners and all kinds of jazz organisers and jazz enthusiasts to reach each other within the UK and internationally. JAZZ SERVICES also facilitates contacts between international jazz organisations and promotes the free exchange of information between countries, for the benefit of jazz in general and UK players in particular.

7 Communications and Marketing

7.1 We offer consultancy on markets, venues, promoters and audiences.

7.2 Jazz Services website gives access to a formidable database of up to date information on radio and TV stations, press, media, festivals, promoters and musicians and bands in the UK.

7.3 We are constantly active in pursuing both public and private investment in UK jazz and keep in touch with opinion-formers, politicians and legislators to ensure they are up-to-date with the contribution that jazz makes to cultural life in the UK.

7.4 Research: *The Value of Jazz*, media reports etc.

8 Jazz UK

8.1 Jazz UK is the grassroots news journal of the UK jazz community with a print-run of over 30,000.

8.2 The magazine is not aimed solely at specialists, but seeks to spread appreciation of the music, and to expand the opportunities for its performers. It is committed to securing appropriate recognition for the UK jazz musicians, and fostering a healthy jazz scene.

8.3 Jazz UK is distributed free to hundreds of clubs, pubs, concert halls, colleges, shops and libraries throughout the UK and is also available on subscription.

III What are Jazz Services' Goals?

1 Information

1.1 To provide an information service to all those interested or potentially interested in jazz.

1.2 To deal effectively with all requests for information.

1.3 To incorporate new technology where appropriate.

2 Publishing

To publish magazines, newsletters and research which are recognised as the premier source of information on jazz activity in the UK.

3 Facilitating

3.1 To promote contact between musicians, promoters, organisers, funding organisations and individuals within the jazz industry

3.2 To promote more contact between jazz organisations internationally and the free exchange of information for the enrichment of jazz in and from the UK.

4 Communications and Marketing

4.1 To seek funding from public and private sources for projects and initiatives which further the availability and appreciation of UK jazz activity at home and abroad.

4.2 To seek to ensure that jazz gets an appropriate share of public funding for the arts.

4.3 To ensure that opinion-formers are properly acquainted with the contribution that jazz makes to cultural life in the UK and generally.

5 Education

5.1 To work with existing organisations and agencies to develop education policies and projects that raise the profile of jazz in education in the UK.

5.2 To facilitate access to jazz as part of music education in the National Curriculum

6 Touring

6.1 To use Jazz Services Touring Schemes to promote musicians of merit not readily promoted by the commercial sector and other agencies.

6.2 To maximise attendance at jazz events.

6.3 To assist promoters.

6.4 To promote the Jazz Recording Scheme.

7 Equal Opportunities

7.1 Jazz Services is committed to taking positive steps to prevent discrimination and stimulating equal opportunity irrespective of disability, race, sex, age, sexual orientation, marital status and religious belief.

7.2 Jazz Services is committed to promoting equal opportunities through all areas of the company's activity.

IV How is Jazz Services planning to achieve its Goals?

1 Information

1.1 Launch of Jazz Services e-mail newsletter

Send out bi-monthly. Engaging with the jazz community on a regular basis will provide opportunities to ask people to update information and content.

1.2 Develop online Jazz Music Business Resource

This will enable musicians, promoters and educators to access the resources they need at any time.

1.3 Advise musicians and other interested parties on funding opportunities.

1.4 Develop a Jazz UK News section on the website

This will give the website greater currency and give Jazz UK a real web presence to promote and secure increased advertising and subscription.

1.5 Online Photo Library

Commission new photographs, request updated images from musicians/venues, building of in-house photo store with Jazz UK.

1.6 Radio Portal

A radio portal will be developed in conjunction with media partner(s). Introduction of Jazz Services podcasts with interviews and National Touring Support Scheme previews. This will offer new media broadcast opportunities for UK jazz musicians. One trial podcast in 2009/10 and two podcasts in 2010/11.

1.7 International information

Develop country guides for the website. 10 jazz profiles in 2009/10, 35 in 2010/11.

1.8 Online database

The database to be audited category by category prioritising education and media contacts. Aim to create a more effective website and database that can be used with confidence.

1.9 Archives

Assist jazz-related archives as required.

1.10 Research

1.3.1 Undertake Phase Two of *The Value of Jazz*
1.3.2 Work on the Advisory Board for the Open University *What is Black British Jazz?* Study

2 Publishing

2.1 **Marketing Your CD** a guide for musicians by Malcolm Creese to be updated.

2.2 Three new online publications

2.2.1 *The Jazz Musicians Guide to Copyright*
2.2.2 *The Jazz Musicians Guide to the Internet and Digital Music*
2.2.3 *Guide to UK Jazz* – aimed at international media and promoters.

2.3 Jazz UK

2.1.1 Promote subscription via Jazz Services website
2.1.2 Increase presence on Jazz Services website
2.1.3 Develop and enhance listings online and in the magazine

3 Facilitating

Work with The hub and Folk Arts England to develop *UK Festivals Online* an online ticketing and audience development resource for voluntary sector music festivals.

4 Communications and Marketing

4.1 Advocacy

4.1.1 Work with ACE to ensure opinion formers and leaders are acquainted with and appreciate the contribution that jazz makes to cultural life in the UK and generally

4.1.2 Attend relevant arts and music industry committees.

4.1.3 Lobby for jazz in the media and on issues, including the Licensing Act and other legislation that could affect jazz activity in the UK.

4.1.4 Act as the Secretariat for the Parliamentary All Party Jazz Appreciation Group. Alert the group to opportunities for the group or its individual members to act on behalf of jazz in the UK in and outside Parliament

4.1.5 Work in partnership with organisations such as Making Music, Phonographic Performers Ltd, Musicians' Union, Serious, Performing Rights Society Foundation, and Teesside Business School etc on a range of activities.

4.1.6 Work with the National Music Council to develop an advocacy and lobbying organisation for diverse musics.

4.2 Raise the profile of Jazz Services

Increase awareness of Jazz Services and its activities.

5 Education

5.1 As a signatory of the Music Manifesto and generally, to promote and support jazz in education in the UK and to facilitate access to jazz.

5.2 Develop education projects, seminars & conferences that proselytise the benefits of jazz in the classroom

5.3 Develop resources for the classroom through the MusicEd website.

5.4 Develop the MusicEd website and integrate it into the Jazz Services website.

5.5 Continue to contribute to the work of the National Music Council and the Music Education Council and with them, continue to present awards recognising outstanding commitment to jazz education by local education authorities and/or their music services.

5.6 Continue to develop training days for promoters & musicians.

5.7 Work with other organisations to establish a Jazz in Education Information Partnership. Pilot Phase in 2009 with a roll out in 2010/2011:

5.8 Work with the Workers Education Association to explore jazz educational activity – history of jazz, playing jazz, attending events and to promote audience development. A pilot scheme to be developed.

5.9 **Air Project**

Establish a scheme to provide business mentors for jazz students and musicians.

5.10 Test the feasibility of a Jazz in Education Day or a Summer Networking Day where participants develop own classroom practice techniques.

5.11 Facilitate the future of the National Youth Jazz Orchestra.

6 **Touring**:

6.1 **National Jazz Ensemble**

Investigate scope and feasibility of establishing a National Jazz Orchestra.

6.2 **International**

6.2.1 Continue forging new opportunities for showcasing UK jazz and creating possible exchanges.
6.2.2 Expanding international contact database
6.2.3 Develop guides to a range of countries for the Jazz Services website
6.2.4 Set up a Jazz Services International Advisory Panel to develop long term strategies and tactics in international development and assist Jazz Services in exploiting international opportunities.
6.2.5 Participate in overseas conferences such as *Jazz Ahead*
6.2.6 Participate in the European Jazz Network including facilitating a UK city to host the network's General Assembly and developing Europe-wide research on jazz economies and other organisations.
6.2.7 Expand the visibility of UK jazz abroad by working in partnership with ESIP (International Events Management and other organisations.

7 Equal Opportunities

7.1 Family friendly logo

Introduce a “family friendly” logo for Jazz UK and Jazz Services listings online to indicate jazz events where families with young children are welcomed.

7.1 Disability access logo

Develop the use of disability access logo in Jazz UK and Jazz Services listing online.

8 Marketing Plans

8.1 Helping Promoters

8.1.1 Jazz Services will conduct a research exercise to map venues and promoters which never or rarely promote jazz.

8.1.2 A pack will be developed to encourage jazz promotion, to include

- Details of the market for jazz
- Information on promoting and marketing jazz gigs
- Media lists
- Information on bands

8.1.3 Promoters to be encouraged to co-operate to make joint applications to the ACE Touring Fund and regional Lottery funds.

8.2 Recording support scheme

8.2.1 Produce 2 CDs a year in 2009/10 and 2010/11. Increase online promotion and sales of CDs.

8.2.2 Continue working with other organisations to expand the JSL record label portfolio such as releasing classic UK jazz albums to help finance new releases.

Appendix: Contacts

A. Office

Chris Hodgkins (Director)
Joe Paice (Information and Publications Manager)
Phil Meloy (Information Officer)
Humie Webb (Education Support Officer)
Yots (Listings Editor, Jazz UK)
Roger Thomas (Editor, *Jazz UK*)
Nick Brown (Advertising & Production Manager, *Jazz UK*)
Brian Hennessey (Administrator, *Jazz UK*)

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B. Professional Advisers

Company Secretary:	Jackie Elliman, c/o Jazz Services
Solicitors:	MLM, Pendragon House, Fitzalen Court, Newport Road Cardiff CF24 0BA
Accountants:	PKW Associates, 2nd Floor 1 Church Square, Leighton Buzzard, Beds LU7 1AE
Bank:	Lloyds Bank plc, 1 Queen Street, Cardiff CF10 2AF
Financial Adviser:	Tony Kohn c/o Jazz Services
Business Adviser:	Fiona Baird Associates, c/o Jazz Services

A. Board of Directors

Name	Professional Description
Terry Adams	Market Researcher
Christine Allen	Management and Business
Don Anderson	Risk Manager, Bank of China International UK Ltd
Brian Blain	Former Music Promotions Officer at the Musicians' Union
John Blandford - Chair	Freelance Management Consultant
Rosie Brown	Trainer, Project Manager, Musician, Educator, Lecturer
Dr Kathy Dyson	Musician and Educationalist and Musicians' Union EC Member
Emma Kendon	Fundraiser, formerly PR and Marketing Manager in HE and Music
Peter Schulze	International Festival Director and Radio Producer
Dr Catherine Tackley	Educationalist
Cathie Rae	Musician, Arts Manager, Educationalist
Peter Vacher	Freelance Jazz Journalist and Lecturer
Barbara White	Musician and Musicians' Union EC Member
Ivor Widdison	Former Education Policy Co-ordinator, Local Government Association
Geoff Wright	Educationalist & Promoter