A SUMMARY OF THE JAZZ SERVICES BUSINESS PLAN AND ACTION PROGRAMME 2004/2008

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Updated 4th June 2006

1 Who are we?

Jazz Services provides a voice for jazz, promoting its growth, accessibility and development in the UK through the provision of services in information, publishing, education, touring, communications and marketing.

Jazz Services Limited, a company limited by guarantee without share capital, is a registered charity with a board of directors. It is funded by Arts Council England with financial assistance from the Musicians' Union (MU) and the Performing Right Society Foundation.

2 What do we do?

2.1 Information & Publishing

2.1.1 Information

Jazz Servicesí database provides the most comprehensive overview of the UK scene that exists in the world. This vital resource can be accessed by phone, fax, email or the Jazz Services website.
We facilitate contacts between international jazz organisations and promote the free exchange of information between countries, for the benefit of jazz in the UK.

2.1.2 Publishing

Jazz UK and listings

Jazz UK is the free news journal of the British jazz community with a print run of 30,000. It is a subsidiary company of Jazz Services published every two months. Jazz UKís comprehensive national gig guide is available on Jazz Servicesí website.

On the Net

Jazz Services operates one of the most highly-regarded of UK jazz websites - well designed, user-friendly, constantly updated and linked to many other jazz resources with information on UK gigs, musicians, promoters, education, venues, marketing and much more.

Jazz Education Directory:

A comprehensive directory, in book form and on the internet has been published and is aimed at jazz teachers and students. It provides details of training opportunities, sound and recording courses, performance and improvisation workshops and a raft of other technical, promotional and creative information.

Guide for New Promoters:

The Guide, published in the spring of 2004 in book form and online, was developed in conjunction with Joan Morrell and Dan Somogyi, and is an invaluable aid for anyone promoting and marketing gigs. Jazz Services secured assistance for this project from the Arts Councilís Touring

Department. Collaboration with the Asian Music Circuit, the African & Caribbean Music Circuit and Folk Arts England ensures that the many diverse musics will be represented, and addenda to the Guide will be published in 2006/2007

Marketing your Band/Making CDs/The Musician & the Internet:
Jazz Services guides for musicians published with the support of the Musiciansí Union. These guides are available in book form from Jazz Services and can also be accessed via the MU website.

Cool Keys:
A television introduction to the piano, jazz and improvisation produced in partnership with the BBC, Yamaha, Associated Board of the Royal Schools of Music and the Arts Council England.

2.2 Education

Children are natural improvisers ñ a fact of life the National Curriculum now recognises, with the inclusion of improvisation. Jazz Services works to increase the awareness of jazz and to help foster the jazz musicians and audiences of tomorrow.

We work closely with an Education Advisory Panel to ensure appropriate contributions to education projects and through its members, work to facilitate access to jazz throughout the education system including liaison with the Associated Board of the Royal Schools of Music, Trinity College London and Trinity College of Music and Leeds College of Music amongst others.

2.2 Touring

National Touring Support Scheme:
JSLís Touring Support Scheme provides financial support, information and guidance to musicians, bands, promoters and managers to enable them to set up and market their own UK tours. The scheme has been revised and improved and the new arrangements will operate from 1st April 2006. See www.jazzservices.org

National Recording Support Scheme:
A new scheme run in conjunction with 33 Records aims to produce and market up to 8 CDs featuring UK bands and musicians over the next three years. The scheme will be launched in January 2006.

Training:
Jazz Services (jointly with the Jazz Section of the Musiciansí Union and the Association of British Jazz Musicians) also runs seminars on marketing, CD-production, getting the best out of the Internet and a Guide for New

Promoters. Jazz Services is developing an online Jazz Music Business Resource that will be a cornerstone of the new website development launch in 2006.

Jazz Promoters Award Scheme:
Jazz Services, the Performing Right Society Foundation and the Musiciansí Union collaborate on an annual awards scheme to nurture and encourage the network of volunteer jazz promoters who are crucial to the wellbeing of the UK jazz scene.

2.4 Communications & Marketing

2.4.1 Communications

Jazz Services is dedicated to helping musicians, promoters, audience and listeners and all kinds of jazz organisations and sympathisers reach each other.
We are also active in pursuing both public and private investment in jazz in the UK 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.

2.4.2 Marketing

Jazz Services offers advice to jazz performers, promoters, public and commercial organisations on markets, venues, promoters and audiences, tailored to their particular needs, backed up by a formidable database of information on radio and TV stations, press, festivals, musicians and bands in the UK.

3 Who do we do it for?

Jazz Servicesí work reaches:-
Promoters
Jazz Clubs
Arts Centres
Theatres
General public
Jazz and arts organisations, nationally and regionally
Arts funding organizations
Government
Local authorities
Teachers and students
Musicians
Band leaders
Agents
Media
Commercial companies
Festivals

Professional and trade organizations - e.g. Musiciansí Union and Performing Right Society, Mechanical Copyright Protection Society, British Phonographic Industry, National Music Council
Record companies

The audience for jazz at live events in England, Wales & Scotland is 2.8 million adults and studies have shown that as many people again watch jazz on television or listen on the radio as actually attend i.e. around 6 million adults have a definable interest in jazz.

4 <u>What are we planning to do?</u>

4.1 Information

a) Provide an information service to all those interested or potentially interested in jazz; to deal effectively with all requests for information and to incorporate new technology. With Capital 2 lottery funding we plan to expand and enhance the JSL web site and database so that musicians, promoters, venues, tutors, etc. can add to and edit their own database entries.

b) Merge the JSL and Jazz UK databases to provide the most comprehensive listings service of its kind in the UK, freely available to the media. There will also be a complementary online photo library of musicians and bands for use by the media. An Online Jazz Music Business Resource is also being developed.

c) Promote the development of contact between jazz organisations internationally and the free exchange of information between those organisations for the enrichment of jazz in the UK.

d) <u>Develop JSLís international operations:</u>

- Research and compile guidelines on access to funding support, practical travel information for touring bands abroad, at all levels, with or without an agent. Produce guidelines in three stages ñ ëGetting into Europe; USA & Canada; Australia & Far Eastí.
- Work with international jazz contacts with the aim of producing a reciprocal package of information that will facilitate the international exchange and movement of bands and musicians.
- Attend International Association of Jazz Schools (IAJS) and International Association of Jazz Educators (IAJE) Conferences, and meetings of the European Jazz Network to develop networking with educators, promoters, musicians etc and to promote JSLís work and services

- .Investigate ways of working with the BBC on their broadcasting services to 19 European countries.
  attend MIDEM

4.2 Publishing

a) Jazz UK:
Continue to support the development and enhancement of Jazz UK ñ a wholly owned subsidiary of Jazz Services.

b) Marketing Your Band/Making CDs/ The Musician and the Internet/ Guide for New Promoters:
Continue to distribute these publications.

c) Guide for New Promoters:
For this publication, JSL is collaborating with the Asian Music Circuit, African & Caribbean Music Circuit and Folk Arts England to develop sections of the Guide dealing with other under-represented musics which are due for publication in 2006.

d) The CD-ROM:
The content promotes the services JSL can offer to musicians and promoters in the UK and act as a step by step guide to how we work. There are sample pathways on using the new web site information. The CD-ROM also promotes UK jazz to an international market with band listings and audio clips from the latest UK jazz CDís, highlights the best in UK jazz performance and educational opportunities, with links to jazz sites around the world.

e) A Jazz Music Business Resource:
Develop an online jazz music business resource that will serve promoters, musicians, students and life-long learning.

f) BBC:
Work with the BBC on the production of material, (along the same lines as Cool Keys), on jazz for teachers - with particular reference to Key Stages 3 & 4.

4.3 Education

Continue to work to raise the profile of jazz in education in the UK, with the support of the Jazz Services Education Advisory Panel, in a wide range of ways.

a) Establish a network of teachers, jazz educators, musicians, composers, writers, broadcasters and promoters to assist the panel and Jazz Services generally in the furtherance of these aims.

b) Monitor developments in education, with particular reference to the national and schoolsí own curriculum and to music technology, and assess their significance and relevance for jazz in education.

c) Work collaboratively with existing, appropriate organisations and agencies.

d) Expand and consolidate the Jazz Services Education Database.

e) Lobby for jazz and increased resources in the education system. Work with the JSL Education Advisory Panel in the development of advocacy and education projects, seminars and conferences, which proselytise the benefits of jazz in educational settings.

f) UK Jazz Forum:
Jazz Services is developing a UK Jazz Forum that brings education together with the music business. The first UK Jazz Forum is scheduled to take place in 2007. Humie Webb has been appointed as the organiser to the project.

g) International Association of Jazz Schools (IAJS) and International Association of Jazz Education (IAJE):
Work with IAJS on information projects and attend IAJE Conferences.

h) Music-Ed ñ A Central Internet Resource and Directory for Music Education:
Continue to develop the ëall musicsí approach of this magazine - a resource for all who work in education.

i) Continue to contribute to the work of:
The Qualifications and Curriculum Authority (QCA) on the National Curriculum for Schools and the FE curriculum and examinations;
The National Music Council on education and training matters, work with the Developing Skills Council and generally.
Women in Jazz Swansea ñ the Womenís Jazz Archive.
National Jazz Archive based in Loughton, Essex.
The National Music Education Forum of the DfES and the DCMS.

j) Trinity London:
As part of a successful lottery bid, to work with Trinity and the Musiciansí Union on training for musicians and teachers to deliver jazz education as part of the National Curriculum.

k) Jazz Research Network:
Continue to work towards the development of the Jazz Research Network. The Network currently works with: Leeds College of Music, University of Newcastle, Manchester University, Newcastle College, University of Salford, Institute of Popular Music, and Liverpool University. However, all education organisations with an interest in jazz are welcome to join the continuing development of the JRN.

4.4 Touring

a) National Touring Support Schemes:

To use the JSL Touring Scheme to promote musicians and bands of merit not readily promoted by the commercial sector and other agencies and to maximise attendance at these events and reflect Jazz Services equal opportunities policy. The policy is mainly geared to small groups and covers the full range of jazz music, idioms and styles. The purpose of the Touring Scheme is:

- To broaden touring opportunities for musicians and include the full range of styles of jazz and related musics.
- To encourage musicians and musicians' representatives to seek national touring opportunities.
- To support and vitalise small-scale touring which enables British musicians (primarily) to develop national audiences and profile.
- To gather data on venues to refresh JSLís information data base
- To encourage promoters and help grow the audience for jazz.
- To help the selected bands in their promotional efforts by organising and mailing press releases, advising on publicity and marketing and promoting the tours through Jazz UK

Awards are up to a maximum of £1500 for a minimum of 5 and up to 8 dates and over and to a maximum of £2500 for a minimum of 9 dates up to 15 dates and over.

The touring period has been extended for each quarter to allow flexibility for promoters, bands and musicians.

b) National Recording Support Scheme

This scheme aims to record up to 8 bands over three years, operating in conjunction with 33 Records.

c) Promotersí choice

It is proposed to run a pilot scheme that would entail the following:

- Three bands would be selected who had never undertaken a national tour
- The scheme would be called ëPromotersí choiceí
- Bands have to be championed by a promoter, and promoters forward their choices to JSL
- The bands will be showcased at the London Jazz Festival

d) Training for Promoters

JSL has been working with Making Music on a scheme to develop, broaden and diversify the activities of voluntary music promoters across England

and to maximise the opportunities for bands and musicians to undertake successful high quality engagements on the circuit of voluntary promoters.

e) Helping bands get work abroad
Jazz Services will develop showcase opportunities abroad. The ìinternationalî showcase will be launched in 2007/2008.

f) Performance and Touring:
To investigate showcases for UK bands in live and on-line format. Please see 4.5.2

g) Training:
Continue to give general advice on a wide range of topics to musicians, bands, promoters, agents, and in conjunction with the Musiciansí Union and the Association of British Jazz Musicians, run training seminars for musicians and promoters and the development of an online Jazz music Business Resource.

h) The Commercial Sector:
Build a stronger relationship with the commercial sector e.g. record companies, commercial radio etc, to work more actively together on promoting live music.

i) Arts Council England:
Continue to discuss and explore ways in which ACEís Regional Offices can assist the promoting and touring of jazz in the UK.

j) Performing Right Society Foundation Jazz Promoters Award:
Continue to work with PRS and the MU to encourage jazz promotion through this annual Awards scheme.

k) Building the infrastructure of Promoters:
Research promoters who rarely or never promote jazz and encourage them by providing, e.g.:

- Details of the market for jazz
- Information on promoting and marketing jazz gigs
- Advice on co-operating with other promoters and making joint applications for funding to promote jazz.

l) LiveMusicSearch.co.uk:
To continue, with partners Mark Thistlewood and Alan Brown, to develop a ìone stop shopî for bands available for function work where individuals and organisations can book bands in their chosen genre of music direct.

4.5 Communications & Marketing

4.5.1 Communications

a) Promote contact between musicians, promoters, organisers, funding organisations and individuals within the jazz industry.

b) Media Strategy:

- Work with the media to increase play of UK bands and music.
- Ensure UK recordings and new releases are given profile on JSL website.
- Develop an enhanced on-line listings service, freely available to the media.
- Develop an online photo library, freely available to the media.
- Ensure that web pages are cross referenced with listings pages.
- With the Musiciansí Union examine the feasibility of exploiting Access Radio.
- Continue to sponsor listings pages in Jazz UK.
- Continue to assist in the development of Jazz UK. Provide a definitive information resource in the UK by merging the databases of Jazz UK and JSL.
- Conduct a mapping exercise on jazz activity in the UK.
- Provide a voice for jazz by lobbying for jazz in the media and for issues affecting jazz via the media.
- Raise the profile and heighten awareness of Jazz Servicesí role in serving the jazz constituency.

c) Funding:

Seek funding from public and private sources for projects and initiatives which further the availability and appreciation of UK jazz activity both at home and abroad. Ensure that jazz gets an appropriate share of public funding for the arts.

d) Advocacy & Profile Raising:

Work with Arts Council England and its regional offices to ensure that the opinion-formers and leaders are fully informed on the contribution that jazz makes to the cultural life of the UK.

e) All Party Parliamentary Jazz Appreciation Group (APPJAG):

f) Working with Other Organisations: Continue to contribute inter alia to the work of:

- African & Caribbean Music Circuit
- All Party Parliamentary Jazz Appreciation Group
- Arts Council England
- Asian Music Circuit
- Associated Board of the Royal Schools of Music
- Association of British Jazz Musicians
- BBC

- British Music Information Centre
- East Midlands Jazz Forum
- European Jazz Network
- Folk Arts England
- FLY
- Incorporated Society of Musicians
- International Association for Jazz Education
- International Association of Schools of Jazz
- Jazz Action
- Jazz Research Network
- Jazz Section of the Musiciansí Union
- Jazz UK
- Jazz Wise
- Jazz Yorkshire
- Leeds College of Music
- Making Music
- Musiciansí Union
- Music for Youth
- National Jazz Archive
- National Music Council
- National Music Education Forum
- NW Jazzworks
- Performing Artists Media Rights Association (PAMRA)
- Performing Right Society Ltd
- Performing Right Society Foundation
- Phonographic Performance Limited
- Serious
- Teesside Business School
- 33 Records
- Trinity College London
- Trinity College of Music.
- Welsh Jazz Society
- Women in Jazz, Swansea
- Youth Music
- Zenith Research

4.5.2 Marketing

a) Live Music Venue Chain:

Jazz Services will continue to work towards the concept of a chain of live music venues that would be a wholly-owned subsidiary of JSL and would covenant profits back to the parent company.

b) Brand Name for UK Jazz CDs:

Look at the feasibility of developing a generic brand under which UK jazz CDs could be marketed. The brand name would act as a focal point and bands would gain the benefit of economies of scale (e.g.: joint advertising). The scheme would be aimed at bands and musicians who have produced CDs but are unable to secure distribution.

c) Sponsorship and Fundraising:
Continue to work with Terry Adams of Zenith Research in the development and execution of an action programme arising from his initial research into sponsorship of jazz. Continue to work with Serious to examine possibilities for raising the profile of jazz among the business community with an event at the Palace of Westminster in November each year. To carry out the recommendations in the Charities Aid Foundation report on developing a fundraising strategy for Jazz Services.

d) Showcasing UK bands through Broadband broadcasting:
Broadband broadcasting from a live showcase. The proposal is to:

- Record up to 4 bands per week.
- Edit, add titles, links, credits plus a short introduction from a variety of people from the UK jazz scene. Give each band a 30-minute slot.
- Put the programme up on the site on Thursday afternoon and run through to the following Thursday when the next programme would go up on the site.
- Archive the bandsí performance for future reference after the week on the site.
- Bands would need fees for recording.
- The agreement with the band would be for unlimited use of the bands material on the site only, in perpetuity. The band therefore, would own the material and all rights other than JSL website use.
- The aim of the broadband broadcast should be to create a ëcultí following and to that end professional editing and production is required.
- The programme would be marketed through networks, organisations, the media, and advertisements in publications in Europe, North America and Australia.
- The broadband broadcasts should reflect UK jazz activity in its entirety and it would be enormously helpful to have UK ënameí bands appearing.

Appendix 1

Jazz Services

a) The People

Core Staff:
Chris Hodgkins (Director)
Celia Wood (Information and Publications Manager)
Phil Meloy (Information Officer)

Freelance and Part Time
Humie Webb (UK Jazz Forum Organiser)
Steve French (Computer Consultant)
Biddy Samuels (Secretarial Support)
Beverley Chadwick (Touring Data Processing Support)
Helen Maleed (Press and Public Relations)
Yots Panagiota Koutsouvelis (Clerical Support)
Negga Mekonnen (Book Keeping)

b) The Board of Directors

Jazz Services is ably assisted by its board of management who provide skills and expertise to the company at no cost.

c) Accessing Services

Information about the services provided by JSL is freely available and enquiries about specific services can be made as follows:

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+44 (0(29 7401 6870 (fax)

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