



## **New Music Dashboard Manifesto**

**Created March 2017**

### **The Issue**

We all need and want to know more about our audiences. We want to understand more about their motivations and behaviours, for coming to an event and exploring new music online, their perceptions of the work and the barriers that could prevent them returning.

We want to grow them, diversify them, engage with them and introduce them to the innovative, impactful, challenging and unique new music being created across the UK today. We want composers, artists, producers, musicians, ensembles, collectives and organisations to be embedded into cultural discourse, to be a part of the conversation and to be celebrated.

Currently we know little about audiences for new music in the UK. And for those without ticketing and box office information we know even less. Despite huge technological advancements, digital developments and improved data capture, our sector is still severely limited in its collective insight and ability to achieve any of the ambitions above.

Often we are closed and competitive when it comes to audiences, data and information sharing, siloed in thinking that they are 'our' audiences and that by sharing we will somehow lose them. But this is not the case.

Collectively we can help transform the future of new music. We can test new approaches, address common challenges, develop better ways of sharing information, and focus on shared goals that will benefit everybody who cares about new music.

Individually we continue to try and 're-invent the wheel', duplicating work, exhausting energies and confusing or even alienating audiences.

Alone we learn little; together we learn more.

### **The Plan**

Sound and Music is spearheading a new initiative, the development of a national New Music Dashboard (working title) and we are calling for others to join us.

Historically, as a sector, we have put emphasis as a sector on capturing live event/box office data as a means of driving ticket sales. However, what other insights can we draw out from that data that can inform how we plan, programme and market our work to have more impact?

What about digital audiences – the thousands of people who subscribe, follow, listen online? How do we value and better serve them and what can we learn from the ever evolving consumption and presentation of new music online? What can all of this tell us about audiences nationally and how to reach and engage with them more effectively?

Through the New Music Dashboard we want to bring together all of this information and insight into a living, breathing and accessible resource, making it possible for all of us to use data more effectively.

## **The Commitment**

Sound and Music is a national organisation.

We do not produce events ourselves but support the development of new music across the country. We want composers and artists to thrive artistically and professionally, and we want to enrich the experience of a significantly larger national audience for new music. This is our motivation for this new initiative.

We want more people to have the opportunity to hear and experience new music wherever they are in the country.

To make it work, Sound and Music wants to bring together a range of organisations to shape and develop the Dashboard, to input information generously, work together to understand issues, and create a new platform and methodology for the future.

Sound and Music will bring together a core steering group of new music partners to shape, develop and enable this work. We also want to re-establish the wider national New Music Cluster of organisations with whom we can test the dashboard and to develop a sector-wide space to discuss three topics: audiences, digital and data.

Sound and Music will work closely with Arts Council England and the Audience Agency to ensure this development supports the Audience Finder tool and that the New Music Dashboard strengthens and enriches all current data captured, and supports all established requirements for funded partners. Sound and Music will develop, devise and implement all data sharing agreements, protection policies and contracts to ensure that all collaborators, audiences and artists are protected, and that all current and national legislation is followed.

Sound and Music also agrees to share all relevant data and insight with all collaborators to the New Music Dashboard and to publish and share all learning publically.