



## Development Brief

# New Music Dashboard - Request for Proposals

*Created December 2017*

### 1. Overview

The **New Music Dashboard** is an initiative driven and funded by **Sound and Music**, with the support of the national **New Music Cluster**.

Sound and Music believes that the New Music Dashboard will transform how those involved in the programming, marketing and distribution of new music share their understanding of audiences - in their own areas and across the country. For organisations, creators and producers, this collaborative insight will inform decision-making and have a lasting, positive impact on the new music ecology.

The New Music Dashboard will transform how 'we' collectively develop sustainable approaches and methods to engaging and enriching the cultural experience of audience members, both now and for the future. Over time, Sound and Music believes that this is the single best chance of growing and diversifying audiences, and to significantly increasing public engagement with and the appreciation of new music in the UK.

This is an unprecedented and unique opportunity.

As outlined in the **New Music Manifesto** proposed by Sound and Music:

***"We all need and want to know more about our audiences. We want to know more about their motivations and behaviours, their perceptions and potential barriers. We want to grow them, diversify them, engage with them and introduce them to the innovative, exciting, 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."***

Members of the New Music Cluster include:

- Sound and Music
- NMC Recordings
- Riot Ensemble
- BCMG – Birmingham Contemporary Music Group
- CoMA Festival – Contemporary Music for All
- Nonclassical
- Bastard Assignments
- London Sinfonietta
- Creative People and Places

Sound and Music refers to this development as a 'dashboard' which will essentially be an online platform that brings together information and insight into a living, breathing and accessible resource, through varying forms of data aggregation and visualisation.

## 2. Current challenges

Currently there are a number of key obstacles and collective challenges for the sector in achieving the ambitions outlined above.

They include:

- Limited centralised, national and openly accessible data about audiences for new music in the UK
- Current data sets (including **Audience Finder**) do not sufficiently break down 'Music' categories, or take into account the nuances, variety and breadth of music being created today
- Current data sets often exclude producers outside larger organisations and are weighted towards venues with box office systems, excluding smaller scale producers, free events, DIY events and other non-institutionalised forms of activity. All of which are becoming increasingly essential to the new music ecosystem.
- Current data sets often exclude digital audiences and consumers, favouring and placing emphasis on physical event attendees and in particular paid ticketed events via a box office. This does not adequately represent the engagement of audiences for new music, or contemporary and growing trends in consumption
- Current data sets are limited and patchy, and what is captured sits within siloed organisations and/or data systems, with little ability for wider impact and/or collaborative intervention

All of the above means that, as organisations and as a wider sector, we are limited in our ability to support or advise those creating new music, such as and in Sound and Music's case composers and as outlined above other creators and producers, and to enable the profile and visibility of new music activity – of which there is much nationally – to be easily accessed.

In order to give a true picture of current audiences and consumer behaviour, we must begin to address the challenges above and to capture and use data more effectively across the sector.

This in turn will begin to create a shared, more representative and richer picture for all those who wish to present new music to contemporary audiences.

As the national charity for new music in the UK, this is a priority for Sound and Music and for the sustainability of those creating it.

From the **New Music Manifesto**:

***“Collectively we can address common challenges, learn and support each other, and develop new systems and processes that have a sustainable sector-wide benefit and impact. Together we can create truly memorable experiences and lasting relationships.***

***Individually we continue to try and ‘re-invent the wheel’, duplicating work, exhausting energies and alienating audiences. Alone we learn little and together we can learn more.”***

### 3. About the New Music Cluster

Sound and Music has begun to lead a collaborative conversation through the reinstatement of the national New Music Cluster, with a number of partners, including fellow National Portfolio Organisations, DIY artist-producers, commercial venues and composers, in order to explore and develop a new approach to audience data capture and insight.

This group forms the heart of a newly formed steering group which has three simple aims:

- To work together, to gather data and share information about audiences for new music
- To work together, to review the insight shared and to make recommendations about future approaches to new music including programming, marketing and presentation
- To work together, to develop and trial new initiatives and approaches for the greater good, the future health and sustainability of new music; including reviewing language and accessibility

### 4. About the New Music Dashboard

Across the New Music Cluster most members are already collecting or have access to quantities of data, through varying and individual methods.

Some of these data collection methods include:

- Box office systems
- Online ticketing platforms
- Audience surveys – live and digital
- Digital analytics
- Subscribers analytics

By building on individual experience and successes to date, Sound and Music will with the support of the New Music Cluster develop a new system and new methodologies for collecting and sharing data, which will ultimately take the proposed form of a **New Music Dashboard**.

### 5. Aims of the New Music Dashboard

- To show a national picture of new music audiences from across the UK
- To give insight into region, city and town specific audience attendance and behaviour
- To present 'real time' data in a visually engaging and easily accessible manner
- To be (wherever possible) automated, and to minimise barriers for those contributing data (including lack of time and lack of knowledge)
- To collate and enable analysis of data for wider commentary, campaigning and developments
- To safely store and comply with the General Data Protection Regulation (GDPR)
- To align and equally value digital audiences alongside physical event attendees
- To bring together creators and organisations from across the sector to collaborate to the development, growth and analysis of audiences
- To support organisations, composers, artists, producers and curators in decision making, whether inside or outside of an organisational context
- To give users guidance and support on data capture methods, including identifying what data to capture and providing accompanying templates and resources
- To highlight the importance of shared insight for the growth and sustainability of new music, and support the acquisition of necessary knowledge, skills and funding
- To support and complement existing national requirements and cultural data sets including the Audience Agencies, Audience Finder – <https://audiencefinder.org/>

## 6. The approach

At this stage Sound and Music has outlined the following approaches that must be considered in any proposal.

- To continue to develop the project with the New Music Cluster and steering group
- To develop specific, targeted and accessible data capture methodology which includes both digital and physical audience information and insight
- To develop a national New Music Dashboard for trusted professional and collaborative usage, initially B2B but with B2C potential.
- To seek additional engagement with the wider sector through real-time tests and trials
- To develop and capture greater, growing and varied data about how audiences access, engage with and consume new music
- To develop an evidence base, impact and evaluation data for future investment and funding

## 7. Requirements of the brief

Sound and Music views this development as a phased and agile process, which will be reviewed and revised at every phase, due to its unique nature and multiple collaborators.

Sound and Music has committed to funding phase 1 of this development in order to achieve the following:

- To develop proof of concept
- To develop a minimum viable product
- To develop clear methodologies and structure
- To develop a case for support and further funding

Sound and Music, and the wider New Music Cluster, acknowledges that in order to fulfil the ambitions and aims of this project additional funding streams must be sought.

Sound and Music welcomes RFPs that consider the above and outline options for additional phases.

- To effectively hold large sets of varying data
- To effectively aggregate data inline with agreed fields and requirements
- To effectively present data in a visually engaging and easily consumable way
- To effectively encourage and allow for 'front end' user engagement
- To effectively and easily allow users to upload data and insight
- To effectively create different levels of 'back end' 'user' access

## 8. Definitions of new music

The New Music Dashboard will need to present audience information that relate to different genres and styles within wider new music practice, as collated and defined by those who contribute it. However, Sound and Music acknowledges that segregation by 'sub-genres' can easily become reductive and contentious!

In order to address this, ideally there should be no more than 10 'sub-genres', that every contributor to the New Music Dashboard will accept and be willing attribute to their data, and to provide data in the format required.

The selection and confirmation of 'sub-genres' for the New Music Cluster to resolve, whilst accepting that resolution is likely to involve some sort of compromise. The aim is to create an ability to measure data and gain insight, not to be reductive or to create constraints, Sound and Music believes that by working together, we will create a common language, and something that is sensitive, clear and meaningful for all involved in this project.

Below is an example of how these 'sub-categories' could be defined:

- New Music – Electro-acoustic
- New Music – Audio-visual
- New Music – Sound-art
- New Music – Contemporary Classical
- New Music – Staged or theatrical (including music theatre, opera)
- New Music – Experimental
- New Music – Improvisation
- New Music – Jazz
- New Music – Choral
- New Music – Folk

Sound and Music would also welcome proposals that consider how 'sub-categories' could continue to be expanded for the future, either through submission and authorisation or another method.

## 9. Types of data to be collated

Below is a proposed, but not exhaustive, list of the types of data to be collected and automated where possible:

- Numbers of attendees
- Age of attendees
- Gender of attendees
- Location of attendees
- Profile of attendees
  
- Type of event / sub-genre
- Type of venue / space
- How many events
- How many paid events
- How many free events
- Number of tickets sold
- Average ticket price
  
- Numbers of Facebook followers
- Number of Twitter followers
- Number of newsletter subscribers
- Number of online listeners
- Number of hours of new music daily / weekly / monthly
- Best day of the week new music events online and offline

## Dashboard landing page -

Below is a proposed, but not exhaustive, list of the functionality required:

- Welcome message
- About section / members information
- Homepage / Living data sets / national picture / one page not scrolling
- Click through to find out more – please register or create a profile and add your data
- Expands into specific data set pages – broken down from the homepage
- Search function – by postcode / region / city / location profile
- Search function – by age group / audience profile
- Search function – by sub-genres / genre profile
- Sign up / newsletter subscription

## Contributor profile -

Below is a proposed, but not exhaustive, list of the functionality required:

- Name
- Role
- Organisation
- Web URL
- Logo / Image
- Brief description
- Digital data – linked through analytics
- Selected categories for 'New Music' - 'sub-genres'
- Upload data set function / link to box office
- Automation of data upload daily / monthly / quarterly

## Signed in User / non contributor profile -

Below is a proposed, but not exhaustive, list of the functionality required:

- Name
- Role
- Organisation
- Age / Gender / demographic data
- Region / location data Membership request form
- Newsletter subscription option

## 10. Proposal Requirements:

Proposals should be submitted via email to Sound and Music's Head of Digital, Marketing and Communications: [victoria.johnson@soundandmusic.org](mailto:victoria.johnson@soundandmusic.org)

**Deadline for proposals: Noon, Thursday 25<sup>th</sup> January 2018**

**Fee for this project £15,000 inclusive of VAT**

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet the requirements of the brief
- Explanation of your approach to the brief
- Recent examples of relevant work
- References
- Pricing and timeframe
- Terms and conditions

### a. Criteria for selection:

The successful proposal will be selected according to criteria which are weighted as follows:

- Quality of proposal and how it meets the brief (50%)
- Experience in similar projects (25%)
- Price/value for money (25%)

### b. Request for Proposals key dates:

Activity	Dates
Request for Proposals published	Monday 18 <sup>th</sup> December 2017
<b>Proposals received by</b>	<b>Noon, Thursday 25<sup>th</sup> January 2018</b>
New Music Cluster shortlisting meeting	Monday 5 <sup>th</sup> February
Target date for selection of service provider	Monday 12 <sup>th</sup> February
Target start date and project meeting <i>*Meeting to take place at Somerset House, London</i>	Friday 16 <sup>th</sup> February
Complete Research and scoping phase	Friday 30 <sup>th</sup> March *TBC*
<b>Completed development phase 1</b>	<b>Friday 11<sup>th</sup> April *TBC*</b>
Phase 1 evaluation meeting	Friday 18 <sup>th</sup> May *TBC*