

# Advancing Music



Music Policy and Strategy

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Implementation Plan

2023—2025



Photographer: Andrew Wilkinson

A

## A. 'Retain and Develop' Strategies

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>A.1</b>	<b>All Music (Open Genres)</b>			
<b>A1.1</b>	We will continually review music-funding schemes, priorities, processes and communications to assess appropriateness and to improve access for artists and organisations across different genres and practices.	<p>Reviews of Arts Council funding programmes to better meet artists and organisation needs across different music genres.</p> <p>Adaptations of funding-programme guidelines and priorities to advance and communicate genre inclusiveness.</p> <p>Run an annual on-line advice clinic for prospective applicants across genres and make a version of this available online as an ongoing resource.</p>	<p>Adjustments to funding programmes and application processes to better meet patterns and needs in different music genres.</p> <p>Funding-application materials that are more clearly tailored and communicate open-genre nature of Arts Council music supports.</p> <p>Better –informed and more confident applicants across multiple genres of music.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>2024 Ongoing</p>
<b>A1.2</b>	We will complete and periodically repeat current research analysing Arts Council funding applications and outcomes in different music genres.	Complete music-genre analysis of 2022 Arts Council music-funding and subsequent years' applications and awards to assess levels of applications and success in different genres.	A clear evidence base to measure and track progress in genre inclusiveness of Arts Council music supports.	<p>Q2 2023</p> <p>Q2 2024, etc.</p>

## A. 'Retain and Develop' Strategies

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>A2</b>	<b>Individual Music Artists</b>			
<b>A2.1</b>	We will take measures to appropriately prioritise new and emerging applicants across different music genres and practices in our individual funding schemes.	<p>Analysis of new applicants applying and succeeding in funding applications across Music Schemes.</p> <p>Contribution to wider Arts Council consideration of measures to increase new applicants.</p> <p>Stipulate new applicants' inclusion and support as a priority in appropriate individual-artist funding-scheme guidelines.</p>	<p>A clear evidence base to measure and track extent of new-applicant application and funding success.</p> <p>Increased numbers and consolidation of new-funding applicants being funded in music-funding schemes.</p>	<p>Q3 2024</p> <p>2024 onwards</p>
<b>A3</b>	<b>Music Groups and Organisations</b>			
<b>A3.1</b>	We will review Arts Council supports for music resource organisations in the context of the needs of the music sector(s), genres and practices as part of a wider Council resource-organisation review.	Contribute to cross-art-form Arts Council review of resource organisations.	A full range of resource/support organisations are in place and funded to meet different sector and genre-support needs.	<p>2023 Arts Council review.</p> <p>Implementation from 2024</p>

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>A4</b>	<b>Other Council policy priorities</b>			
<b>A4.1</b>	We will incorporate cross-art-form Council policies (for example, Paying the Artist Policy, Equality, Diversity and Inclusion Policy, International Policy, Spatial Policy) in periodic reviews of music-funding schemes, priorities and guidelines.	Explicitly incorporate strategic Arts Council policies as priorities in music-funding schemes.	All Arts Council cross-art-form policy priorities are incorporated and reflected in music-funding schemes.	2024 ongoing



Photographer: Ken Coleman

B

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B1</b>	<b>Advocacy</b>			
<b>B1.1</b>	We will engage with the National Council for Curriculum and Assessment in relation to curriculum music-education access, design, practice and impact at first- and second-level schools.	Co-ordinate with the Arts Council's Young People, Children and Education (YPCE) and Strategic Development teams to formulate an Arts Council approach to engagement and advocacy with NCCA on music curriculum.	Measurable improvement in quality, access, participation and impact of curriculum music education at first and second levels.	2024 ongoing
<b>B1.2</b>	We will advocate with national and local government for the provision of accessible music rehearsal, studio and performance venues nationwide.	Utilise Arts Council strategic partnership with Local Authority Managers' Association to design and implement local needs-based facilities/venue-provision pilot schemes for music artists.  Contribute to Arts Council advocacy with government arts capital supports in this regard.	New 'best practice' models of provision of rehearsal, studio and performance facilities for amateur/spiring and early-stage professional artists.	2024 ongoing  2024 ongoing
<b>B1.3</b>	We will advocate with national and local government for the provision of accessible music-instrument resources to facilitate increased music participation.	Utilise Arts Council strategic partnership with Local Authority Managers' Association to improve affordable access to instruments for voluntary music making.	Increase in number of freely accessible instrumental resources being used in local areas.	2024 ongoing

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
		Contribute to Arts Council advocacy with government on arts capital supports for amateur music participation.		2024 ongoing
<b>B1.4</b>	We will advocate with government, Coimisiún na Meán, and public-service and commercial broadcasting organisations to strengthen policy and practice in the broadcasting of Irish music of all genres.	<p>Develop collaborative relationships with government, Coimisiún na Meán and key broadcasting organisations to increase representative broadcasting of music by Irish artists across all music genres.</p> <p>Explore possibilities of commissioning or co-commissioning research in this field.</p>	<p>Increased, more-representative broadcasting of Irish music across different music genres.</p> <p>Development of sound evidential basis to establish baselines and to measure progress.</p>	<p>2024 ongoing</p> <p>Q3, 2024</p>
<b>B1.5</b>	We will commission research on demographics and equality and diversity in music education, participation and professional activity across different music genres (including main commercial-music genres).	Commission research as described.	Development of sound evidential basis to establish baselines, identify needs and measure future progress in music access and participation.	Commission Q1 2024, Delivery Q4 2024

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B2</b>	<b>Particular music-genre supports</b>			
<b>B2.1</b>	We will invest in continued expansion of artist-development supports across a wide diversity of music genres (including country music, popular music and electronic music) through specialist resource organisations.	Increase investment in genre-specialist music-resource organisations' supports where possible.	Increased investment in artists and organisations across a wider range of music genres.	2024 ongoing
<b>B2.2</b>	We will adapt and coordinate current Council music programmes and supports for artists, audiences and participants to complement strategies, programmes and measures arising from the proposed new approach to supporting the development of the commercial-music Industry.	Work closely with any new commercial-music development agency/unit in developing Arts Council supports for commercial-music-genre artists, etc.	A coordinated set of appropriately tailored supports for artists and organisations working in the commercial-music industry(ies).	2024 ongoing
<b>B2.3</b>	We will develop and implement a plan to significantly strengthen jazz/improvised-music development, beginning in 2023.	Commission, implement and invest in a research-based national jazz and improvised-music development plan.  Incorporate strengthening of jazz and improvised music as an art-form priority across Arts Council music schemes.	Significant strengthening of national jazz and improvised-music access, participation and professional-performance activity.	Q4 2024 ongoing  Q4 2024 ongoing

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B2</b>	<b>Particular music-genre supports</b>			
<b>B2.4</b>	We will develop a programme of year-round regional-centre professional performing group residencies across different formats and genres by working with local government and appropriate education partners nationally.	Engage with potential local and national partners to design and implement a national programme of regional, multi-annual small-group residencies.	More vibrant professional musical development in regional centres.	2024/2025 Ongoing
<b>B2.5</b>	We will act as a proactive facilitating partner to establish public-access music archives and resources in Irish popular-music genres, jazz, classical music and opera to complement national archive work in traditional music and other art forms.	Engage with third-level institutions and other potential partners to devise and agree partnership models for national music archives.	Filling of gaps/deficits in public and artist access to full diversity of Irish musical heritage.	2024/2025
		Implement agreed models.	Establishment of publicly accessible music archives covering different genres.	2025 Onwards
<b>B2.6</b>	We will support production of, and access to, recordings and/or performing editions of important historic Irish music in all genres.	Specify as an art-form priority across Arts Council music-funding programmes.	Ensure all forms of Irish-music heritage are preserved and made widely accessible to creative and performing artists and the wider national and international public.	Q4 2023 ongoing
<b>B2.7</b>	We will explore and, where possible, introduce more time-responsive funding supports to better reflect the different planning and opportunity time frames of some music genres.	Engage with the Arts Council funding-programme review and funding-scheme reviews to adapt funding processes to this end.	Arts Council funding supports better match shorter business and opportunity cycles of some music genres.	2024 ongoing

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B3</b>	<b>Music participation</b>			
<b>B3.1</b>	We will continue and develop our existing national-level music participation and strategic partnerships and supports, including our partnership with Music Generation.	<p>Maintain and strengthen current Council investment in professional development and resource organisations supporting amateur and voluntary music-making.</p> <p>Maintain and strengthen Arts Council partnership with Music Generation.</p>	<p>Increased and broader national public access to high-quality participation in amateur music-making.</p> <p>More developed collaboration and increased impact of Council's partnership programme with Music Generation.</p>	<p>2023/2024 ongoing</p> <p>2023 ongoing</p>
<b>B3.2</b>	We will engage proactively with other national, amateur music-making organisations to establish supportive partnerships	Support professionalisation and other strengthening of national development organisations in pipe bands, brass and wind bands and amateur adult and youth orchestras.	Strengthening and growth of participation in larger-scale group music-making.	2023/2024 ongoing
<b>B3.3</b>	We will proactively encourage and facilitate development of other national development and resource organisations in genres and practices where gaps are identified.	Act on particular music findings of resource-organisation review in respect of amateur and voluntary music-making support.	Strengthening and growth of amateur and voluntary participation at all scales across diverse genres of music.	2024 ongoing
<b>B3.4</b>	We will avail of the Arts Council–local authorities strategic partnership to develop more strategic funding of local voluntary and amateur music-making.	Introduce to Arts Council/local authorities partnership agenda.	Strengthening of amateur and voluntary participation in group music-making at local level.	2024 ongoing

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B4</b>	<b>Artist/applicant development</b>			
<b>B4.1</b>	We will adapt or introduce supports to meet artist needs for specialist international education, training and development in music.	Ensure Arts Council individual-artist supports develop to include support for advanced international professional education and training not readily available in Ireland.	Best professional-development support for emerging and established music artists.	2024 ongoing
<b>B4.2</b>	We will review with relevant resource organisations and other prospective partners the potential for strengthening career planning and technical and business training for artists, artist managers and other key artist-support professionals.	Hold review meetings with resource organisations.  Support plans emerging from review.	Best professional-development support for emerging and established music artists.	Q3 2024  Q1 2025 ongoing
<b>B4.3</b>	We will ensure these actions enable investment in new artists, applicants and initiatives across different music genres.	Include new and emerging-artist support as explicit element in artist supports programmes delivered by funded organisations.	New-artist emergence is consistently supported.	2025 ongoing
<b>B5</b>	<b>Music recording</b>			
<b>B5.1</b>	We will work with Arts Council traditional arts and different music-genre expertise to devise a common approach and to strengthen Council supports for professional music recordings.	Design a re-configured common approach to Arts Council support of professional-artist recording.  Implement changes.	Optimised supports for recordings of high quality.	Q1–3 2024  Q4 2024 ongoing

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B5.2</b>	We will establish and maintain dialogue with independent Irish recording-industry trade organisations and key Irish recording-industry rights organisations.	Ensure annual Arts Council executive meetings with all main Irish recording-industry organisations.	Greater mutual awareness and understanding of recording practice as it affects artists and audiences in Ireland.	2023/2024 ongoing
<b>B6</b>	<b>Music facilities and venues</b>			
<b>B6.1</b>	We will commission research to identify optimum models of provision of a national network of accessible performance, rehearsal and recording venues for new and emerging artists in a range of specialist music genres and practices, and for community music-making.	Design and commission feasibility study to identify best approach to possible models.	Improved local access to affordable facilities for a range of music artists.	Q3 2024
<b>B6.2</b>	Building on this, we will undertake an action-research pilot in partnership with appropriate local authorities, arts organisations and artists to trial specialist music-venue and rehearsal facilities.	Introduce a pilot scheme in at least one local-authority area.	Improved local access to affordable facilities for a range of music artists.	Q3 2025 onwards

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B7</b>	<b>Increased linkage with intersecting art forms, genres and practices</b>			
<b>B7.1</b>	We will formalise and strengthen linkages and collaboration across Arts Council teams that intersect with music, including traditional arts, opera, multidisciplinary arts, festivals, arts centres, young people, children and education, arts participation, local-authority arts, etc.	<p>Instigate formal annual or biannual integration/ collaboration planning and review meetings with traditional arts, opera, multidisciplinary arts, arts participation, young people, children and education, festivals, venues, local arts, arts participation, equality, diversity and inclusion.</p> <p>Undertaking any initiatives to emerge as part of ongoing work programme.</p>	Improved Arts Council synergies in support of music development.	<p>Q1 2024</p> <p>Q3 2024 onwards</p>
<b>B7.2</b>	We will work with the Arts Council's Theatre team and Opera team to develop a Council policy for support of music-theatre and musical-theatre artists and organisations.	<p>Cross-team agreement on approach and policy statement</p> <p>Introduce programme changes/ initiatives.</p>	Better supports for music-theatre and musical-theatre artists and public.	<p>Q1-3 2024</p> <p>2025 ongoing</p>

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B8</b>	<b>Partnerships</b>			
<b>B8.1</b>	We will strengthen and deepen existing relationships, coordination, collaboration and partnership initiatives (where appropriate) with government and other national bodies engaged in music development.	Actively develop and maintain positive working relationships with Department of Arts, Culture Ireland, Creative Ireland, RTÉ, National Concert Hall, MusicGeneration and with the Department of Education in relation to the Creative Schools joint initiative and broader music education.	Optimum cooperation, collaboration and synergy in the development of music in Ireland.	Q4 2023 ongoing
<b>B8.2</b>	We will strengthen and develop collaboration with the Arts Council of Northern Ireland on music development on an all-island basis.	Initiate structured annual/biannual executive planning and review with the Arts Council of Northern Ireland in developing music on an all-island basis to benefit artists and audiences in both jurisdictions, including fulfilling potential within the Shared Island initiatives framework.	Optimum cross-border cooperation and collaboration in the development of music on the island of Ireland.	Q1 2024 ongoing
<b>B8.3</b>	We will explore development of a new strategic relationship between the Arts Council and Coimisiún na Meán.	Initiate executive discussions with Coimisiún na Meán.	Optimum alignment and mutual support of music and broadcasting and media policies and programmes.	Q1 2024
<b>B8.4</b>	We will develop structured regular dialogue with Irish commercial-music industry rights and representative organisations.	Meet main music-industry organisations at least once a year.	Optimum information exchange, cooperation, collaboration and synergy in the development of music in Ireland.	Q1 2024 ongoing

## B. Change-Focus Strategies (continued)

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>B8.5</b>	We will take part in, and engage with, the work of key international music and music-education policy bodies and networks.	Arts Council to join and participate in International/ European Music Council, International Society for the Performing Arts, European Music Education Policy Group and/or other relevant international bodies.	Optimum awareness and adoption of best international policy and practice in music and music education.	Q4 2023 ongoing
<b>B8.6</b>	We will also collaborate with government as appropriate on initiatives to support and develop opportunities for artists as part of the night-time economy development programme.	Discuss with our parent department and contribute appropriately to the development of the night-time-economy programme.	Opportunities for music artists and audiences are maximised.	2024 ongoing



Photographer: Peter Martin

	Music Policy & Strategy Actions	Deliverables/KPIs	Desired Outcomes	Timeline
<b>C1</b>	<b>Commercial Music Industry Development</b>			
<b>C1.1</b>	We will commission research on international models of best practice in commercial-music industry development to identify the optimum organisational and funding model(s) for the development of the Irish commercial music industry.	Commission independent research in conjunction with our parent department.	A best-practice approach identified for the development of the Irish Commercial-music industry.	Q1–2 2024
<b>C1.2</b>	We will work closely with key stakeholders to bring a national commercial music industry development strategy and programme into being, with appropriate organisational provision.	Support/develop/contribute to any new commercial-music industry development approach and strategy.	A measurable improvement in national development supports for the Irish commercial music industry and artists working in it.	Q3–4 2025 ongoing
<b>C1.3</b>	As this is developed, we will work to ensure current Arts Council music programmes are developed to complement this.	Adapt Arts Council’s existing music-funding programmes to best complement any new commercial-music industry development strategy.	A well-integrated approach(es) to state support of the different needs of all music genres and music artists.	2025–2026 ongoing



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