



## **Midlands' music survey & directory FAQ**

**What does Arts Council England do?** Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. The main types of investment offered are: National Portfolio (NPO) investment; Arts Council National Lottery Project Grants (ACNLPG); as well as Development and Investment funds. In addition to this, ACE operates as fund holder for Music Education Hubs (MEHs) on behalf of the Department for Education. Arts Council is a non-departmental public body and works at arm's length from Government and receives money directly from the Government as well as from the National Lottery. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

**Why is BOP Consulting doing a survey on behalf of Arts Council England?** The survey is part of a mapping and research exercise that has been commissioned by Arts Council's music team in the Midlands. Previous research, funding analysis and anecdotal evidence, including conversations with different stakeholders, has highlighted some opportunities and challenges that are impacting the sector. These relate to artistic programming, audience development, artist/talent development, touring, venues, sector ecology and business models. Similarly, an analysis of Arts Council music investment in the Midlands demonstrated that contemporary popular, folk, jazz and world music are genres which could benefit from further development and support. An in-depth analysis of the current music ecology in the Midlands, including existing networks, geographical hotspots/areas of low activity, increased understanding of the current

venue ecology, as well as identification of wider stakeholders will now take place. This information will help identify advice giving and support offered in the future, as well as aid development of sector-led initiatives such as new networks.

**What is the purpose of the directory?** The main purpose of the directory is to enable people working in the music sector in the Midlands to learn about other individuals/organisations operating in the area. Arts Council England hope it will provide opportunities for networking and aid the development of new partnerships.

**What will the research cover?** In addition to the survey and the directory, BOP Consulting will hold focus group workshops and have appointed an advisory group to the research. Arts Council also asked BOP Consulting to use some existing data and reports to outline some other key characteristics of the music sector in the Midlands. This includes for example workforce and economic impact related analysis. We are hoping that together with the survey, this would provide a more comprehensive picture of the music ecology in the Midlands.

**Will the findings be shared?** The key findings will be shared with participants of the focus groups, the advisory board, participants in the directory and on Arts Council's website.

**How will my data be managed?** Arts Council England processes personal data according to its [General Privacy Notice](#). BOP Consulting has been commissioned to deliver this work for the Arts Council and therefore Arts Council is the data controller. The Midlands' Music Survey does not collect personal data such as names and contact details of respondents. However, we do offer survey respondents the opportunity to consent to be included in the Midlands' Music Directory and information supplied for the directory includes personal data. The directory will be made publicly available via the Arts Council website for a period of six months and then removed from the website. For further information about The Arts Council's collection and use of personal data, please contact:

- The Information team at Arts Council England via [Information@artscouncil.org.uk](mailto:Information@artscouncil.org.uk) or Arts Council England The Hive, 49 Lever St, Manchester M1 1FN.

For any general questions about the survey or the directory, please contact Bethany Lewis by calling 020 7253 2041 or sending an email to: [bethany@bop.co.uk](mailto:bethany@bop.co.uk)

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