Uncovering best practice in developing entrepreneurial mindsets in performing arts education in UK secondary (QAA 1, 2, 3,4, 7) #ImpactFund

Group Size
Small group (teams of 4-6)
Learning Environment
Any
QAA Enterprise Theme(s)
1Creativity and Innovation 2Opportunity recognition, creation and evaluation 3Decision making supported by critical analysis and judgement 4Implementation of ideas through leadership and management 7Communication and Strategy

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Objective:

Help learners to develop skills in creativity, innovation, project management, finance, fundraising and event planning

Overview:

This activity involves engaging learners in planning an artistic event, for example a music concert.

Activity:

The activity involves the following steps which can be adapted to suit different timescales of delivery and learner groups:

1. Working in small groups, learners should decide which sort of event they wish to plan (e.g., an evening music concert, or, more ambitiously, a local arts festival over a weekend in a local space)
2. Groups should be encouraged to be as creative and innovative as possible in their planning, with a focus on:

- What people may want to attend that may not currently be on offer
- What fundraisers may like to support

3. Learners might be encouraged to discuss each person's role within the team (e.g., marketing, finance)

4. Learners should map out what the event will look like, and what resources will be needed

5. A budget should then be produced to show how these resources will be acquired or funded (e.g., through ticket sales, fundraising)

6. The group should then develop a full fundraising plan, including people who will be contacted, proposal different streams of fundraising (e.g., personal donors vs crowd funding), and any marketing materials (e.g., a flyer giving an overview of the event)

7. The group might then present this fully developed.

Skill Development:

The following skills are developed through this activity:

- Finance
- Teamwork
- Creativity
- Innovation
- Project management
- Communication and networking
- Planning and prioritisation

Resources:

- Performing Rights Society tips on music resources: https://www.prsformusic.com/m-magazine/features/top-10-free-online-music-resources
- UK government resources on the power of music in everyday life: https://www.gov.uk/government/publications/the-power-of-music-to-change-lives-a-national-plan-for-music-education/the-power-of-music-to-change-lives-resources
- British Council advice on arts careers https://arts.britishcouncil.org/resources?conditions[]=&page=1
- Susan Eldridge of the company 'Notable Values' and her podcast on music careers: My Podcast — Notable Values | Susan Eldridge
- Young Classical Artists Trust musician toolkit: YCAT 21st Century Musician Toolkit

Final Report:

Please click here to access the Final Report.

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