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A Music Manifesto for Jersey

MAY 2024



1. Vision Statement

In Jersey, participation in music is fundamental to our cultural lives and is vital for our collective wellbeing. 'Participation in music' means an active involvement through playing an instrument or singing, through performing alone or with others, and through experiencing music across the island as part of audiences for all genres. It means having access to music at all levels of education and access to musical skills and training opportunities for all communities. It means engagement with and advocacy for musical innovation through composition, production, technology, programming and promotion.

Jersey is a creative island with music at its heart. We believe that:

- An inclusive and dynamic music scene is indicative of a healthy society, where access to a diverse range of music activities - from singing in choirs to involvement in a lively and innovative professional music scene - supports community and individual wellbeing.
- Participation in music-making as performers, organisers and audience members facilitates social literacy, enhances cultural confidence and generates pride in place.
- The island's community-led musical ecosystem should operate as an institutionally and culturally non-hierarchical space, open to all and supportive of individual and collective musical ambitions.
- Music-based collaboration and exchange should thrive – across communities, genres, organisations and sub-sectors.
- Musical excellence in Jersey is to be championed and, through national and international partnership, the island should become known as a place of opportunity and creativity for established and aspiring professionals across the music sector.

2. Objectives of the Music Manifesto

The objectives of this Music Manifesto are:

- To position music as fundamental to the island's culture, delivering impact for individuals and communities, supporting social renewal and sustaining cultural and economic development.
- To demonstrate commitment to Jersey's music sector from all members of the music community, including the many creatives of all generations who make up the active music community but who may not belong to a represented group.

- To establish a key set of references for the community-wide development of musical activities and infrastructure across the island and beyond.
- To establish a set of principles upon which to foster sector-wide co-operation, collaboration and partnership for music across all individuals, organisations and beneficiary groups.
- To mobilise political buy-in and support for music development from key government departments, cultural institutions, community organisations and private sector partners.

3. Principles underpinning the Music Manifesto

The development of the Music Manifesto has been guided by the following overarching principles. These principles are upheld by all members of the music community:

- We believe that participation in music is a right for all, and that music is fundamental to the lives of all islanders.
- We strongly believe that a healthy, dynamic, vibrant and creative music sector is of crucial importance to the island of Jersey, and this Music Manifesto has been developed to articulate our approaches to delivering this.
- Our advocacy for investment in and development of the island's music sector is driven by the contributions that a healthy and dynamic music sector can make to outcomes for social and public good, including in relation to:
 - collective and individual wellbeing;
 - educational and academic achievement;
 - community thinking;
 - a sense of place and purpose.
- We recognise that primary agency for driving development and change in the island's music sector rests with the music community itself, and we will work pro-actively with government in enabling all initiatives that support and facilitate that change.
- We call on the Government of Jersey to respond to the points raised here, and to work with us in supporting, enabling and facilitating the outcomes we seek to achieve.
- We are committed to building and maintaining a music sector that reflects and articulates Jersey's unique heritage and cultural identity, while also representing and including all islanders.

- We believe that participation in musical activities should be available and accessible to all islanders on an equitable and inclusive basis, regardless of social, cultural or economic status.
- We will work to ensure that all islanders are aware of opportunities for participation in music, and will explicitly seek to engage those currently without access to music.
- We are committed to taking an ethical, fair, inclusive and environmentally responsible approach to developing and growing music in Jersey.
- We will approach the fulfilment of our objectives for the music sector through a mutual process of collaboration, exchange and non-hierarchical support across institutions, organisations and individuals.
- We will actively promote this Manifesto to raise public awareness and support for our objectives.

4. Overarching statements on the development of the music sector

We seek to facilitate a cultural and strategic shift on the role of music in Jersey, with the goal of ensuring that:

- Jersey is an island where music-making is widely recognised and valued as a vital ingredient in island life.
- Islanders as a whole are enthusiastic about participating in and experiencing musical creativity, with an increased desire for musical experience at individual, community and island level.
- The island community is invested in and excited about its local creative musicians, their activities and their achievements.
- Every islander is an advocate for music and musical creativity, whether as a performer, a learner, an organiser or an audience member.
- The island is enthusiastic and pro-active about investing in musical opportunity for all children and young people in particular, and especially those from more deprived and/or harder-to-reach communities.
- The island, its institutions and individuals foster a sense of community, partnership and artistic cohesiveness across all aspects of the music sector.

- The island nurtures a vibrant cultural economy that supports our music sector in achieving and maintaining excellent and innovative professional output and inspiring amateur performance.
- The island becomes widely known as a place full of opportunity for engagement with and inspiration from a broad, varied and diverse range of high-quality musical experiences, thereby contributing to the proportion of creative talent choosing to use Jersey as a base.
- The role of music and its place within the island's identity is advocated for at the highest levels of government.

5. Priority interventions by theme

5.1 A headline summary of key interventions

This Music Manifesto outlines a detailed series of activities and approaches, gathered under the range of themes covered by Sections 5.2-5.9.

From these, we have selected the following as the key practically orientated headline interventions necessary for driving the future development of Jersey's music sector:

Governance, Partnership and Leadership

1. The development of a dedicated actionable agenda that will link with a Jersey Island Strategy for Music and deliver a structured programme of development across all aspects of the music sector.
2. The establishment of a senior civic post that will act as a champion for music, appointing individuals with relevant expertise and a background in the island's music sector to work across all sectors of government and represent on behalf of the music sector at highest levels.
3. Mechanisms ensuring direct consultation between government and the music community on the design and implementation of all initiatives and interventions associated with the development of the music sector.
4. Investment in initiatives to foster creative collaboration and exchange between individuals, organisations and communities operating at local, regional and international levels.
5. The establishment of a government-sanctioned Musician's Charter, ensuring that:
 - musical performance on the island is highly valued by venues, promoters and audiences;

- musicians are properly recognised as skilled professionals and remunerated accordingly;
- existing legislative, regulatory and social security constraints around music and musicians are reformed;
- all established or emerging practitioners within the music sector have access to opportunities to develop their professional and creative practices

Infrastructure and regulation

6. Investment in a unique high-value multi-purpose music venue with the capacity to:
 - host a broad programme of events from island-based and international touring artists and ensembles across all genres;
 - provide a transformational programme of inspiring performances for audiences;
 - enable opportunities for performance and creative collaboration across the island's music community;
 - act as a cultural focal point and as a hub for talent development.
7. Investment in the establishment of a creative community-run hub for the island in order to:
 - provide physical space and resources for musicians and other creatives;
 - facilitate individual creative practice;
 - foster communities of exchange, support and collaboration across media.
8. Reform of the island's tax and social security systems, in order to better support the sustainable livelihoods of musicians and other creatives.
9. Reform of the island's entertainment and performance regulatory systems in order to:
 - better ensure the support and protection of musical events, existing venues and spaces;
 - better enable use of civic, public and private spaces for musical performance and rehearsal;
 - improve audience access to a broad variety of musical events in a range of settings.

Programming and Education

10. Investment in an annual and international island-wide Festival of Music, working across all parishes as a cross-venue, cross-genre, multi-organisational programme in order to:
 - build audiences for music in Jersey;
 - provide platforms of support for the island's diverse creative communities;
 - promote Jersey as an inclusive place for music creation and participation across all cultures and genres;
 - facilitate fringe events, participatory workshops and mechanisms for collaboration and exchange.

11. Improved promotion and co-ordination of musical programming across all genres, with a particular objective to build audiences and support original and creative performances.
12. Investment in improving musical education for both in-school and out-of-school settings, including by:
 - ensuring that all school-age students have free access to musical learning;
 - establishing universal mechanisms for assuring the quality and consistency of musical education for learners of all ages;
 - offering opportunities for up-skilling teachers;
 - increasing recruitment of additional support staff.
13. The provision of an expanded range of qualifications and courses associated with all aspects of music, with a particular focus on post-secondary school Level 3 vocational courses developed in alignment with music industry standards covering: composition; music technology; instrument building; audio-engineering; recording and production; promotion; management; business skills and entrepreneurship; media, broadcasting and music journalism.

5.2 Theme: Music and collective wellbeing

In advocating for the development of the music sector, we seek to highlight the substantial contribution that musical participation makes to society, in terms of health and well-being.

In doing so, we ask that:

1. The Government of Jersey formally recognise and acknowledge the value of music, art and culture in restoring balance and happiness to the lives of all islanders by establishing a civic post with cross-sectoral responsibility for music, arts, culture and well-being.
2. Government policy across all sectors, including Health, Society, Education and Culture, includes:
 - formal recognition and endorsement of the social and health benefits of participation in music making;
 - dedicated strategies for sector-specific engagement with music-related activities;
 - committed sector funding for music-related activities;
 - acknowledged accountability for delivering on sector-specific outcomes;
 - clear cross-sector alignment and lines of communication on music-related activities.

3. Any strategy for the development of the music sector include specific crossover with parallel strategies for health provision, including in relation to:
 - physical health and therapy;
 - mental health and wellbeing;
 - protection and safeguarding of children and vulnerable adults.
4. There is a dedicated programme of cross-sector investment in music therapy within social and healthcare settings, including for:
 - Schools
 - Hospitals and hospices
 - Care homes
 - Social services facilities.
5. There is funding support for an increase in dedicated musical programming and events for neuro-diverse audiences and their families, in order to improve inclusion and participation in music in the context of education, health and well-being, cultural experience and social equity.
6. In recognition of the social, health and well-being needs of all demographic groups (young children and infants, school-aged, young people, seniors), there is support for a diverse and inclusive range of community-level music initiatives targeting all communities.
7. Any civic or private sponsorship and support for community and grass-roots musical initiatives seeks to highlight to the public the social and health benefits of participation in musical activities.
8. Any government funding and/or private sector sponsorship ensures a clear balance and parity between funding and resources for the music sector and for sport.

5.3 Theme: Music in education

In enhancing the development of music in education in Jersey, we seek a guarantee that:

1. Jersey's education policy directly acknowledges academic evidence of the wider educational and pedagogic benefits of learning music, and include musical education as a key element within wider strategies to ensure quality educational outcomes for all learners.
2. Approaches to music in education from all providers ensure that all school-aged learners are reached on an inclusive and equitable basis.
3. Pupils at all primary and secondary schools have access to a specialist music teacher and free tuition.
4. Music in education includes dedicated initiatives to work with all learners outside of school age, particularly young adults.

5. Music in education across all providers assures a joined-up approach to delivery and a quality of provision based on:
 - aligned curricula and qualifications;
 - standardised approaches across all providers;
 - a clearly defined set of required teacher competencies;
 - overarching mechanisms for assessment and oversight of teaching quality across all providers, including in terms of safeguarding.
6. Mechanisms to improve access for individuals of all ages include measures to directly address socio-economic factors, including by:
 - ensuring the affordability of lessons based on individual means;
 - subsidising purchase or hire of instruments, equipment and software based on individual means;
 - ensuring universal access to appropriate practice and rehearsal facilities.
7. All schools utilise group singing as a free and universal route into musical participation, and as a means of:
 - establishing a context where music is part of the daily fabric of school life;
 - ensuring all students are inspired by music;
 - encouraging all students to continue engagement and participation in music.
8. Music in education – in schools and elsewhere - supports learner demand by engaging with a full and diverse range of musical genres, forms and performance approaches including, but not limited to, Classical, Jazz, Traditional, Pop & Rock, Hip-Hop, Dance, Alternative and Experimental musics, and music linked with Jersey's cultural and linguistic heritage.
9. Music in education actively support learner demand by including an expanded range of qualifications and courses associated with all aspects of music, with a particular emphasis on post-secondary vocational courses developed in alignment with music industry standards including, for example: composition; music technology; instrument building; audio-engineering; recording and production; promotion; management; business skills and entrepreneurship; media, broadcasting and music journalism.
10. Music in education partners with the wider music sector through specific programmes for engagement including: visiting artist workshops; technical workshops; school visits; work experience placements etc.
11. Music in education ensures a coherent pathway for transition between primary and secondary schooling, and from secondary schooling into further and higher education, including through interventions designed to:
 - improve curriculum alignment;
 - achieve equitable levels of attainment across school-aged children;
 - better facilitate cross-sector participation and exchange.
12. Music in education – in schools and elsewhere - works to support creativity, experimentalism and risk by including an emphasis on supporting the creative practices

of musicians and others concerned with producing, performing and presenting original music across a full and diverse range of genres.

5.4 Theme: Professional Development and Skills

In improving opportunities for professional development and career pathways, we seek to engage all institutions, organisations and individuals within the music sector in ensuring that:

1. There is support for professional development across the music sector by providing opportunities for learning on aspects of music in addition to instrumental performance, including, for example: composition; music technology; instrument building; audio-engineering; recording and production; promotion; management; business skills and entrepreneurship; media, broadcasting and music journalism.
2. Existing educational institutions offer an expanded range of qualifications and courses associated with all aspects of music, with a particular emphasis on post-secondary school Level 3 vocational courses developed in alignment with music industry standards, and including a focus on individual business management and entrepreneurship within the music sector.
3. There is sector-wide support for on-going professional development and career pathways that address existing and identified Skills Gaps on the island, particularly in relation to the existing demand for youth workers, teachers of adults, musical therapists and other sector specialists.
4. Across the sector as a whole, there is improved clarity and institutional awareness of potential career pathways, qualifications options and routes into employment across the music sector, including in relation to cross-over with other sectors such as Health, Education and Social Services.
5. There are programmes of exchange with the music sector that enable students at FE level and learners of all ages to access and use professional and creative working spaces, including rehearsal rooms, recording studios, and alternative performance spaces.
6. There is an island-wide programme of 'Creative Apprenticeships', that enable students at FE level and learners of all ages to gain accredited professional experience through placements in recording studios, concert halls and performance spaces, events programming etc.
7. There is sector-wide support for island-based initiatives that offer young musicians exposure and experience within the professional sector, and opportunity to transition from formal learning into performance.

8. There is a dedicated programme of funding and opportunities for diverse and emerging talent and existing professionals and semi-professionals within the music sector, including in relation to:
 - the development of individual practices;
 - the sharing of original and new music;
 - the provision of practical opportunities for collaboration and partnership.
9. There are sector-supported initiatives to support individually-led collaboration and partnership, including, for example:
 - collaboration with other professionals and/or creatives with complementary skills and expertise;
 - engagement with individuals and organisations across music and other arts sectors;
 - individual partnership and exchange at local, regional and international levels.

5.5 Theme: Audiences for music

In developing the audiences for musical performance and activities in Jersey, our objectives include ensuring that:

1. There is a dedicated Government-endorsed programme to expand the range of venues currently active in hosting live music on a regular basis.
2. There is investment in an annual and international island-wide Festival of Music, working across all parishes as a cross-venue, cross-genre, multi-organisational programme in order to:
 - build audiences for music in Jersey;
 - provide platforms of support for the island's diverse creative communities;
 - promote Jersey as an inclusive place for music creation and participation across all cultures and genres;
 - facilitate fringe events, workshops and mechanisms for participation, collaboration and exchange.
3. There is an expansion of opportunities for audiences of all ages to experience original and creative music, including an increase in diversity based on genre and style.
4. There is a sector-wide focus on support for events and programming dedicated to supporting public participation in and engagement with grass-roots and community-based musical cultural activities.
5. There is an increase in musical programming by and events for young people in particular, including through interventions providing:
 - organisational support for young people from established musicians and promoters in organising and promoting concerts;
 - a programme of dedicated under-age shows across all genres;

- performances in alternative venues or spaces not centred around bars and alcohol licensing.
6. There is funding support for an increase in dedicated musical programming and events for neuro-diverse audiences and their families, in order to improve inclusion and participation in music in the context of education, health and well-being, cultural experience and social equity.
 7. There are co-ordinated initiatives using online, digital, print, broadcast and social media to facilitate an overall improvement in sector-wide communications, promotion, information-sharing and awareness-raising on island-wide musical events and activities – both formal and non-formal - with the goal of building audience awareness and participation across all demographics.
 8. Jersey-based public and private broadcasters, newspapers, social media and digital outlets commit to and enact a dedicated programme of support for Jersey-based musicians, performers and events across all musical genres.

5.6 Theme: Music and Cultural Identity

In acknowledging the role that music can play as foundational to the island of Jersey, we seek to ensure that:

1. All members of the music community, including public institutions, commit to fostering an island-wide music ecosystem that enables Jersey to establish its reputation as a national, regional and international hub and a destination for creative and adventurous musicians and audiences alike.
2. There is direct engagement between individuals, organisations and government departments within Jersey's music and tourism sectors to ensure that musical events, venues, ensembles and performers are presented as a key part of Jersey's tourism offer.
3. There is direct engagement between individuals, organisations and government departments to ensure that Jersey's musical venues, ensembles, individuals, organisations, events and programming are utilised as a key element within the island's agenda for international and cultural diplomacy.
4. There is public and private investment in a co-ordinated sector-wide programme designed to attract world-class talent to participate in the development of Jersey's music sector, including through:
 - cultural exchange programmes;
 - creative and educational residencies;
 - programmed events and touring.

5. There is dedicated Government and funding support for out-of-island collaboration and exchange between organisations, ensembles, musicians, promoters, venues and schools.
6. There is an increased programme of dedicated support for the promotion of Jersey-based artists, performers and acts through local, national and international broadcast, digital and print-based media outlets.
7. There is a programme of public awareness-raising to recognise and celebrate Jersey's current and historic contributions to music across all genres and traditions.
8. Regulatory reform supports the island's musical heritage by ensuring civic protection and restoration for existing and historical venues, performance and rehearsal spaces, and long-established musical events across the island.
9. There is a dedicated programme of sector-wide musical initiatives to support musicians, audiences and young people to engage with Jersey's unique cultural identity, including in relation to:
 - traditional musics from across Jersey's linguistic and cultural groups;
 - our indigenous language of Jèrriais
 - the role of music in Jersey's different historical contexts and heritage settings;
 - Jersey's changing cultural influences and identities;
 - Jersey's wider cultural and environmental resources, including literature, fine art, language, landscape, history, heritage and community.
10. There is investment in a unique and high-value music venue, containing multiple spaces with the capacity and technical resources to:
 - host a diverse and inclusive programme of events from island-based and international touring artists and ensembles across all genres;
 - provide a transformational programme of inspiring performances for audiences;
 - provide opportunities for performance and creative collaboration among professional and amateur musicians;
 - act as a cultural focal point and as a hub for talent development.
11. There is investment in expanding the number, availability and distribution of suitable community spaces across the island – including parks and other public spaces – offering technical facilities and expanded capacity for musical performance and participation at community level.

5.7 Theme: The Music Economy

In investing in the development island's music sector, we ask all stakeholders to commit to upholding the value of music and musicians in economic terms. Specifically, this includes ensuring that:

1. Investment in Jersey's music sector is acknowledged and prioritised as a key contributor to the island's creative economy, in terms of employment, income generation, retail, tourism, as well as in terms of social and collective wellbeing.
2. The Government of Jersey initiate a government-sanctioned Musician's Charter, in order to ensure that:
 - musical performance on the island is properly valued by venues, promoters and audiences;
 - musicians are properly recognised as skilled professionals and remunerated accordingly;
 - existing legislative, regulatory and social security constraints for musicians are addressed;
 - all established or emerging practitioners within the music sector have access to opportunities to develop their professional and creative practices.
3. The role of music is recognised by all stakeholders as a key driver in the development of the Night-Time Economy for St Helier and beyond, and is formally acknowledged within any Government-led plans for the economic revitalisation of Jersey's communities.
4. The Government ensure that Jersey's well-established festival sector is leveraged to support the musical and professional development, promotion and participation of Jersey's musical creatives across all genres, and is utilised to expand the role of the music sector in contributing to the island's visitor economy.
5. The island's music sector is supported by all institutional stakeholders, including in Education and Employment, as an aspirational route for professional and career development, including through interventions such as:
 - improved clarity and institutional awareness of potential career pathways, qualifications options and routes into employment;
 - an expanded range of qualifications and courses associated with all aspects of music, with a particular emphasis on post-secondary school Level 3 vocational courses;
 - a focus on the development of sustainable jobs across the sector, including in relation to existing and identified Skills Gaps on the island;
 - island-wide reform of any tax, social security, regulatory and legislative mechanisms that act as disincentives for those seeking to pursue a career in music.
6. Wider government-led support for the island's creative industries include mechanisms to ensure better cross-over between music and other creative sectors, including the role of music in film, gaming and the performing arts.

5.8 Theme: Music infrastructure

In facilitating the development of the music sector in Jersey, we see it as essential to invest in reforming the island's systemic, regulatory and building-based infrastructure for music.

At a **systemic level**, our specific objectives include ensuring that:

1. The Government of Jersey establish a senior civic post that will act as a champion for music, appointing individuals with relevant expertise and a background in the island's music sector to work across all sectors of government in order to represent on behalf of the music sector at highest levels.
2. The Government of Jersey work in collaboration with members of the music community on the development of an island-wide Government-led strategy for the development of the music sector.
3. Any Government-led music strategy or significant activity is aligned with agreed sector priorities, is defined in partnership with the music community, and ensures a unified and wholly transparent sector-wide approach to delivery agreed by all parties.
4. Any Government-led music strategy include specific initiatives to:
 - invest in infrastructure for music and the arts
 - reform musical regulation and legislation
 - support professional and amateur musicians
 - ensure prompt payment for musicians and other service providers
 - develop audiences
 - reform musical education
 - develop professional pathways
 - foster collaboration and exchange.
5. Any Government-led music strategy include a dedicated initiative to address the existing cross-sector gap in provision for 18-25 year-olds, including in terms of access to services, resources, facilities, opportunities, activities, education and training.
6. The Government establish a formally-recognised, well-resourced and fully inclusive music sector strategic group including representatives of the music community, with the remit for:
 - facilitating delivery of a music strategy;
 - giving voice to stakeholders within the music sector;
 - working with the civic and private sector in addressing existing constraints;
 - supporting initiatives for collaboration, partnership and exchange;
 - unifying approaches and initiatives across the creative industries;
 - working to co-ordinate events programming, promotion and public awareness-raising.

7. The Government put in place mechanisms ensuring direct consultation between government and the music community on the design and implementation of all initiatives and interventions associated with the development of the music sector.
8. Any Government-led strategic approaches to building the music sector include transparent centralised mechanisms specifically designed to:
 - enable rather than constrain the activities of the music community;
 - provide agency to members of the music community in delivering outcomes;
 - support inter-organisational collaboration or co-operation across the island;
 - assist in the achievement of mutual objectives.
9. There is sufficient and consistent funding available for investment across all aspects of the music sector, and that any public and/or private funding is managed through transparent centralised mechanisms to ensure that it is easily and equitably accessible to all.

At a **regulatory level**, our specific objectives include ensuring that:

10. Regulatory reform addresses existing entertainment licensing, regulatory guidelines and procedural mechanisms with oversight of live musical performance across the island, in order to:
 - reduce barriers to engagement and participation across all demographic groups;
 - support and enable venues, musicians and audiences;
 - create an enabling environment for independent, grass-roots and community-centred musical activities.
11. Regulatory reform ensures civic protection for existing and/or historical venues, performance and rehearsal spaces, and long-established musical events across the island, in order to maintain and restore any existing infrastructure within Jersey's musical ecology.
12. The Government of Jersey work to support independent and creative musicians and others in the music sector by:
 - addressing systemic constraints associated with tax and social security;
 - expanding the range of qualifications and courses associated with all aspects of music, with a particular emphasis on post-secondary school Level 3 vocational courses;
 - providing opportunities for sustainable career development across the sector.

At a **physical level**, our specific objectives include:

13. Investment in a unique and high-value music venue, containing multiple spaces with the capacity and technical resources to:
 - host a diverse and inclusive programme of events from island-based and international touring artists and ensembles across all genres;
 - provide a transformational programme of inspiring performances for audiences;

- provide opportunities for performance and creative collaboration among professional and amateur musicians;
 - act as a cultural focal point and as a hub for talent development.
14. Investment in the establishment of a creative community-run hub for the island designed to:
- enable individual creative practice;
 - foster communities of exchange, support and collaboration across media
 - provide space for musicians and other creatives;
 - provide access to resources including studio space, media rooms, teaching/rehearsal rooms, technical hire, instrument repair, and social spaces.
15. Investment in expanding the number, availability and distribution of suitable private or community-based venues or other spaces offering facilities for performance, rehearsal, recording and/or broadcasting, including through the removal of regulatory and legislative barriers to the use of such spaces for musical activities.

5.9 Theme: Collaboration and Partnership

In building the Jersey music sector's attributes as a supportive, inclusive and community-driven musical ecosystem, we request that all stakeholders work to ensure:

1. The development of a coherent sector-endorsed strategic framework for facilitating or enabling partnership and collaboration across the music and the arts.
2. That any Government funding within the music sector explicitly seeks to facilitate collaborations and partnerships between organisations, individuals and community groups within the music sector and beyond.
3. A dedicated programme of investment in physical and regulatory infrastructures designed to enable or facilitate collaborations and partnerships between musicians, bands, promoters and community groups operating at the grass-roots level.
4. That all members of the music community commit to improved co-ordination, partnership and collaboration between Jersey's existing musical organisations, especially those operating in the fields of musical education, classical and ensemble music.
5. That there are sector-wide initiatives and funding to support individual and institutional collaboration and partnership, including, for example:
 - engagement with individuals and organisations across music and other arts sectors;
 - collaboration between individuals and organisations with complementary skills and expertise;
 - individual or organisational partnership and exchange at local, regional and international levels;

- partnership and collaboration on performances and events involving young emerging musicians and established performers;
 - collaboration and co-creation for music-making and audience participation across the island's diverse communities.
6. That the Government of Jersey enable improved musical collaboration and partnership by address regulatory barriers for events programming and streamlining procedures for organising musical events at community and grass-roots levels.
 7. That the Government of Jersey give support to initiatives designed to internationalise the music sector through institutional exchange, residencies, touring and programmed performance, with the objective of:
 - fostering international collaboration and exchange;
 - raising global awareness of the island's creative musical outputs;
 - utilising the music sector as a key element within the island's programme of cultural diplomacy.
 8. That civic, government and private events take an adventurous approach to booking, using them as a platform to:
 - provide opportunity to a diverse portfolio of Jersey-based groups, musicians and ensembles;
 - support and publicise the island's music sector;
 - demonstrate that all participants in the island's music sector are recognised and valued.

A Word from the Creative Island Partnership

The development of this Music Manifesto was facilitated by the Creative Island Partnership, a Government-led forum which connects artists, innovators, cultural institutions, and creative industries leaders for the development of Jersey's creative sector.

In all this, our main aim is to facilitate and enable meaningful collaborations and connections within Jersey's rich cultural sector; not just collaborations that are financially or politically expedient, but deep, generative partnerships that lead to original, innovative, and transformational work. This Music Manifesto is an example of this open partnership model in action.

The provocation required to get us thinking seriously about music came from the Jersey Music Association. Their impassioned advocacy of the music sector during the launch of the Arts Strategy helped us to recognise that music needed its own work-stream. Subsequently, we were able to support a few small music projects by helping community music leaders to access grant funding. All the projects were wonderfully fruitful. One in particular - led by an

inspiring music teacher and a radically enabling School Head - transformed the whole music programme of a secondary school with a very small amount of funding. It became clear to us that the musical community in Jersey was ripe with potential for growth and innovation. The leadership and passion required was all there. Some attention and strategic support would go a long way.

We began a programme of consultation; sitting around tables with groups of music teachers, performers, music students, recording artists, and private music organisations; writing on Post-it notes and flip charts and gathering up the recurring themes and ideas. This reaffirmed to us that all the knowledge and passion required for a revitalisation of music in Jersey is contained in the diverse and brilliant musical community itself. A Government-led strategic document wasn't going to cut it. It risked alienating the people on the ground who were living and breathing music. At worst, it could disparage everything that was already happening. Instead, we needed to listen and to gather up the knowledge, stories and ideas and present them back to the community as a manifestation of their collective voice – a rallying call to the sector and a guiding light for the application of Government support. One of the team whispered, “we need a Manifesto”. It sounded fun and exciting. It stuck and... well, here we are.

In our eyes, the publication of this Manifesto is not the end but the beginning. The scope is vast, but we are confident that our partnership model of development, having got us to this point, can continue to move us forward with creativity, integrity, responsiveness and commitment. We are challenged by, but excited about the difficult and rewarding work ahead – the work of clearing away the obstacles and applying the right kinds of support and funding to enable the music sector in Jersey to reach its extraordinary potential.