



# MUSIC MANIFESTO

MAY 2024

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# LISTEN AS YOU READ.

It would feel remiss in a document all about the power and joy of Jersey music not to include the work of local musicians and composers. So, below is a QR code which will take you to a track list of Jersey artists' work. Connect your earphones or speakers and listen to the incredible work of some local practitioners as you peruse this document.



**Music Manifesto** Launched on 15 May 2024

Produced by representatives of the Jersey music sector, in partnership with the Government of Jersey, the Tom Fleming Creative Consultancy ([tfconsultancy.co.uk](http://tfconsultancy.co.uk)) and Martha MacDonald ([marthamacdonald.com](http://marthamacdonald.com)).

*Front cover photo credit: Bevans, inside cover photo credit: Robert Gala*





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# INTRODUCTION.

***Creating a manifesto is a political act. It evokes the thrum of feet stood firm in protest and resistance, the rhythm of words spoken at rallies and in debate, the irresistible, empowering sound of voices joining together in unison.***

The word manifesto has its roots in the Italian *manifestare* and Latin *manifestus*, meaning 'to make public', and now has a connection with the modern phenomenon of manifestation, the belief that you can speak your reality into existence. If something is made manifest it is real and tangible; it exists. And although we won't be speaking the aims of this Manifesto into the mirror three times every morning, we are demanding – in public, in writing – real, concrete and positive changes to the way Jersey's music sector is structured and supported.

The Jersey music scene is the product of the unfaltering graft of musicians, music producers, venue managers, promoters, composers, sound engineers, record shop retailers, music teachers and students, instrumentalists, music therapists, musicologists, and other myriad professionals in Jersey's music sector.

At every level of this sector, there is extraordinary talent and untapped potential, but without sufficient support in vital areas, we risk losing – and in some sad cases have already lost – elements of this diverse, independent and DIY scene.

This document is the result of the Jersey music sector coming together to imagine a better future for themselves. Throughout an extensive consultation process, their ideas, advocacy and contributions have formed the bedrock of this Manifesto.

The Music Manifesto will show you what's at stake if we don't show up for Jersey's music sector. It will introduce you to the work of some of the amazing people who make up Jersey's music sector and allow whoever is reading this a chance to reflect on your own love story with music and how intertwined that story is with your connection to our Island home of Jersey.

The Music Manifesto is a rallying cry for Islanders, for politicians and decision-makers and for music lovers and practitioners to join together in support of our music scene.

So, let's make some noise...



Photo credit: Bevans



A man with a beard, wearing a brown corduroy shirt, is shown in profile from the chest up. He is playing an acoustic guitar and singing into a microphone. The background is dark with some bokeh light effects.

# THE AIMS.

This Music Manifesto is the starting point for renewed support and positive change within the way the local music scene is structured and sustained. The aims of the Manifesto are:

- 1** To serve as a reminder of how fundamental music is to Jersey's culture and community, and how it fosters connection as well as cultural and economic development.
- 2** To demonstrate that members of Jersey's music community are dedicated and committed to the local music scene and they want to celebrate and nourish it.
- 3** To set a new bar for music in Jersey and to work towards achieving these ambitions for our music scene.
- 4** To bring individuals, institutions and organisations within the music community together under a shared vision for Jersey's music sector.
- 5** To instigate vital conversations and garner support for the local music sector from key government departments, cultural institutions, community organisations and private sector partners.



# THE MANIFESTO.

Bringing about change can be an overwhelming and daunting process. It's also easy to remain in the realm of the abstract when speaking about change - "I just want it to be better/easier/more economically viable" - but it takes a lot of time and energy to pin down how exactly you intend to bring about the change you want to see. Luckily for this process, when you harness the hive mind of music creatives in Jersey, you can access the positivity, practicality and precision needed to generate an entire Manifesto of specific changes the local music community wants to see. And here they are:

## **Within Government, the music community is asking for...**

- A costed action plan and associated Music Strategy for Jersey that will deliver a comprehensive programme of development across the local music scene.
- The creation of a 'Music Champion' post within Government who will represent and advocate for Jersey's music scene at the highest levels.
- A formal space for ongoing conversation and consultation between Government and the music community.
- Investment in projects which fulfil the aims and ethos of this Manifesto, and foster collaboration and exchange across and beyond Jersey's music scene.
- The formation of a Musician's Charter which formally protects and values the work, skills and fair pay of musicians and music practitioners.

## **Within Infrastructure and regulation, the music community is asking for...**

- Investment in a high-value, multi-purpose music venue for Jersey which can host local and international performances across all genres and act as a creative hub for the Island.
- Reform and review of the Island's tax and social security systems so it's more realistic for musicians and other creatives in the sector to make a sustainable living.
- Reform and review of the Island's entertainment regulations to make it easier and more accessible for venues and other public realm spaces in Jersey to host music events.

## **Within Programming and Education, the music community is asking for...**

- Investment in an annual and international island-wide Festival of Music with an innovative cross-venue, cross-genre and multi-organisational remit.
- Improvement in the way musical programming is promoted and co-ordinated in Jersey to help build audiences and support performances locally.
- Investment in musical education resources and personnel to improve the quality of and access to music education in the Island.
- The diversification of music qualifications on offer for Jersey students.

# KEY THEMES.

Now you've heard the intro, here's the full score... the Manifesto identifies a number of key actions which are grouped together by theme. These include: Wellbeing, Education, Professional Development, Audiences, Cultural Identity, The Music Economy, Music Infrastructure and Collaboration & Partnership.

## Music & Wellbeing

- A civic post with responsibility across music, arts, culture and wellbeing.
- The incorporation of music into policymaking across Government.
- A dedicated music therapy programme across schools, hospitals and hospices, care homes and social services facilities.
- Funding support for musical programming for neurodiverse audiences.
- Support for community-level music initiatives.
- Funding and resources for music to be kept separate and distinct from Sport.

## Music in Education

- The benefits of music learning across all genres are formally recognised in Jersey's education policy.
- All school-aged and non-school-aged students are reached in an inclusive and equitable way.
- All primary and secondary schools have access to a specialist music teacher and free tuition.
- Diversification of music courses and qualifications on offer.
- Music education providers work together to deliver consistent standards and approaches.
- Music education is sufficiently subsidised to ensure socio-economic factors are not an obstacle.



# Professional Development

- Diversification of music courses and qualifications on offer.
- Sector-wide support to fill skills gaps within the music sector, especially for youth workers, adult education teachers, music therapists and other specialities.
- Improved provision and access to rehearsal rooms, studios and performance spaces for music students.
- Establishment of an Island-wide 'Creative Apprenticeship' programme to allow students of all ages to get professional experience in music settings.
- Initiatives, funding and opportunities for emerging musical talent to build their skills and develop their practice.
- Acknowledgement of historic and contemporary barriers to access and pursue a career in music – including but not limited to: gender identity, race, ethnicity, economic background and disability – and that diversity and inclusion should be prioritised in music initiatives across the board.

## Audiences

- Working with Government to expand the range of venues hosting live music.
- Investment in an annual and international Island-wide Festival of Music.
- Specific focus on events by and for young people.
- Support for dedicated programming for neurodiverse audiences.
- Collaboration and partnership within the promotion of music events, including working closely with local media outlets.

## Cultural Identity

- Build Jersey's international reputation as a creative hub and music destination.
- Emphasise Jersey's music scene within the Island's tourism messaging and international diplomacy.
- Foster links with global talent via funded exchange programmes, residencies and programmed events.
- Ensure existing and historical venues and music spaces are protected, maintained and restored via regulatory reform and funding support.
- Curate a programme of music initiatives which engage with Jersey's unique heritage, linguistic and cultural background – including Jèrriais.





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*“Investment in a dynamic, creative, and collaborative music sector, on a par with other industries, will benefit Jersey as a whole.”*

**Claire Harvey, Principal of Jersey Academy of Music**

*Photo credit: Jersey Music Service, The Studio*

## Music Economy

- Investment in Jersey's music sector is prioritised as a key contributor to the Island's creative and night-time economy.
- Creation of a Musician's Charter to protect the work, rights and fair pay of music professionals.
- Music is portrayed and championed as a viable career pathway and music jobs are created and supported.
- Further support for the role of music in other creative sectors including within film, gaming and the performing arts.

## Music Infrastructure

- Creation of a 'Music Champion' post within Government.
- Development of a costed action plan and associated Music Strategy for Jersey.
- Establishment of a formal mechanism for ongoing consultation between Government and music community.
- Consideration of the role of music and the music sector within other policymaking decisions – including within Jersey's pledge to become Carbon Neutral by 2050.
- Funding provision for music initiatives.
- Review and reform of regulations surrounding music venue operations, performance and tax/social security.
- Investment in multi-purpose music venue and community hub and other music spaces in the Island.

## Collaboration & Partnership

- Development of a strategic framework to foster partnership and collaboration across music and the arts.
- Any Government funding provision should explicitly encourage creative collaboration.
- A commitment from the music community to work closely with one another on an individual and organisational basis.
- Fostering links and collaboration via exchange, residency and engagement programmes locally and internationally.





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“Jersey has an incredible wealth of talent that needs a chance to get in front of an audience. This is a chance for more artists to really grow and shine!”

Ruben Maric, Keyboardist & Composer

*Photo credit: Robert Gala*





# THE PRINCIPLES.

Jersey's music community has an ambitious, thoughtful and shared vision for the development of the music scene in the Island. Together, they uphold the following principles:

- Participating in music is **a right for all** and **a healthy, dynamic, vibrant and creative music scene** is central and beneficial to the lives of all Islanders.
- Music drives **positive change** in the **wellbeing** of individuals and of our community; in **education and academic achievement**; and in our own **sense of self**, our **purpose** and our **Island's identity**.
- We will work pro-actively with the Government to **drive development and change** in the Island's music sector.
- We call upon the Government of Jersey to respond to this Manifesto, and to work with us in **supporting, enabling and facilitating** the outcomes we seek to achieve.
- Our music sector should reflect and articulate Jersey's **unique heritage and cultural identity** and should offer **diverse and equal opportunities** in representing and including **Islanders from all backgrounds**.
- Participation in musical activities should be **available and accessible** to all Islanders, **regardless of social, cultural or economic status**.
- All islanders should be made aware of **opportunities for participation in music**, and those who are currently without access to music should be **explicitly reached and engaged with**.
- Developing music in Jersey should be approached in an **ethical, equitable, fair, inclusive and environmentally responsible** way.
- We will approach the fulfilment of this Manifesto's aims by **working together** within the music community, across organisations and individuals.
- We will **actively promote** this Manifesto to raise **public awareness and support** for our vision for music in Jersey.





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“Jersey needs to come back to its musical roots, and this Manifesto is a stepping stone towards that goal, hopefully inspiring the community to follow suit.”

Joshua Brint, Lead Guitarist of Momento Vivere

*Photo credit: Bevans*

# THE VISION.

In realising the aims of this Manifesto, the local music community envisions a brighter, more sustainable and accessible music sector in the Island. Jersey should be a place where...

**Music and music-making are valued as a vital part of Island life.**

**Islanders are passionate about participating in musical creativity and the community is engaged with the work of its local musicians.**

**Music and musical creativity are advocated for in every aspect of Island life, including at the highest levels of Government.**

**There is pro-active and enthusiastic investment in musical opportunity for all children and young people, especially those from more deprived communities.**

**There is a sense of community, partnership, and artistic cohesiveness across all aspects of the music sector.**

**There is a vibrant cultural economy that supports our music sector in sustaining innovative professional output and inspiring amateur performance.**

**An international reputation as a place full of musical opportunity is built, making Jersey an attractive location for other creative talent.**





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“Anything that improves and supports the joy of making, performing and listening to music is not only good for participants of all ages, but also for the Island.

The more venues there are, the more local talent can seize the opportunity to express in front of an audience their musical ability.”

Gilbert O’Sullivan, Professional Singer-Songwriter



# NEXT STEPS.

Whilst the existence of this document may feel like the end or the completion of something, this is actually just the start of a beautiful and perhaps occasionally challenging process. As you'll have read, the changes the music community wants to see are ambitious, innovative and far-reaching and it will take a major team effort to bring those changes about.

So, how can you get behind the Music Manifesto? Well, telling more people about it and how important it is will be a great start. Bring it up at brunch, post about it on social media, send smoke signals and carrier pigeons, because we need to get the word out! Showing your support for the Manifesto will mean the world to our music community and will demonstrate to the decision-makers and politicians that this matters to Jersey.

Which brings us onto that all important step of engaging with your political representatives about this project. Email your Constables and Deputies about the Manifesto, let them know that you care about the future of Jersey's music scene.

On the next page, there is a list of key resources and the contact information of the organisations who will be instrumental in the next steps of implementing the Manifesto. Reach out, let them know you're engaged and invested in the future of our music sector.

The best way to show your support for the Manifesto and the local music scene is to show up for them. Go to local gigs if you can, buy their music and merchandise if you're able to or just simply tell them what impact their music has on you. It'll mean the world.

**Make some noise.**

**Support the Music Manifesto.**

*Photo credit: Bevans*





## MAKE SOME NOISE.

Please find below the contact information of key representatives and organisations who are going to be a vital part of implementing the vision detailed in this Manifesto. Reach out to them, let them know that you care about the future of Jersey's music sector:

**Creative Island Partnership (CIP)** - The Creative Island Partnership has been established by the Government as a forum for individuals interested in working together to deliver the objectives of the Arts Strategy and the Music Manifesto.

[creativeisland@gov.je](mailto:creativeisland@gov.je)

[gov.je/CreativeIslandPartnership](http://gov.je/CreativeIslandPartnership)

**Jersey Music Association (JMA)** - The JMA was founded as a voice for the musical community in Jersey and has been identified as the music sector's representative body within the ongoing implementation of the Music Manifesto.

[jerseymusicassociation@gmail.com](mailto:jerseymusicassociation@gmail.com)

[www.jma.org.je/](http://www.jma.org.je/)

**States Members** - Your elected representatives will be responsible for the political response to the Manifesto. If this matters to you, let your local States Member know.

[www.statesassembly.gov.je](http://www.statesassembly.gov.je)

## OTHER RESOURCES.

**The Musicians' Union (MU)** - The Musicians' Union is the UK trade union for all musicians representing over 34,000 musicians.

[www.musiciansunion.org.uk](http://www.musiciansunion.org.uk)

**Keychange** - Keychange is a global network and movement working towards a total restructure of the music industry in reaching full gender equality.

[www.keychange.eu/](http://www.keychange.eu/)

Find out more: [gov.je/MusicManifesto](http://gov.je/MusicManifesto)

## 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.



# THE PROCESS.

The Music Manifesto is the culmination of a nine-month consultation process run by Creative and Cultural Consultants at the Tom Fleming Creative Consultancy in partnership with the Government of Jersey's Creative Island Partnership and Ministerial Departments. This process was run in the following phases:

- **Phase 1** (September 2023): Review of existing Government policy and relevant cultural data, analysis of Jersey's music sector and identification of key music community stakeholders.
- **Phase 2** (October 2023): Virtual and face-to-face consultations with music sector representatives and site visits.
- **Phase 3** (November 2023): Drafting the Music Manifesto Core Text.
- **Phase 4** (December 2023): Initial music community review of draft Manifesto Core Text.
- **Phase 5** (January 2024): Members of Creative Island Partnership review and feedback on draft Manifesto Core Text.
- **Phase 6** (February - April 2024): Preparation for public launch of Manifesto and planning for next steps of the initiative.

The Music Manifesto Core Text is what this document is based on, but put in more accessible language and brought to life with imagery and further contributions from music professionals and local sector representatives.

## THE AUTHOR.

Martha MacDonald is a playwright and comedy writer from Jersey, Channel Islands. Whilst her musical experience is limited (having only reached the dizzying heights of Grade 3 Viola), her work as an advocate for Jersey's creative scene as a journalist and during the consultation process for the Government's Art Strategy resulted in her being invited to work as Creative Lead on the public launch of the Music Manifesto project.

*Photo credit: Rod Bryans*





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“When young people make music together, they work toward a common goal that can change lives profoundly. The Music Manifesto is clear about the importance of music and the positive effect that it can have on all of our lives.”

Dr. Graham Cox, Principal of Jersey Music Service

*Photo credit: Jersey Music Service, Paul Wright*





# ACKNOWLEDGEMENTS.

This Manifesto is dedicated to every single person who works or participates in the Jersey music scene. We owe so much to the hard working individuals - amateurs and professionals alike - who dedicate their time and efforts (too often out of sheer goodwill) to filling this Island with music. In case you haven't been told lately: we are so grateful.

We'd like to thank everyone who participated at any part of the consultation process: your ideas, experiences and honesty formed the bedrock of this project and we hope you feel like we did them justice here. Many thanks go to Tom Fleming and Chris Joynes at the Tom Fleming Creative Consultancy for running such a comprehensive and impartial consultation process. Thank you also to Lily-Mae Fry for her assistance during the consultation workshops.

Heartfelt thanks go to the Minister for Sustainable Economic Development Kirsten Morel and the Minister for Education and Lifelong Learning Deputy Rob Ward, and his predecessor Deputy Inna Gardiner for supporting this project.

This project wouldn't have been possible without the passion and dedication of Martin Coxshall who has the Jersey music scene running through his veins and the incredible work of Paul Milbank and the Creative Island Partnership team, in particular Lauren Sanders and Nikita Carter. Many thanks go to The Studio team - Stephen Coleman, Michael Neves, Ruani Gibbings and Leilani Vibert - who brilliantly shot and edited the Manifesto documentary.

Thanks also to our film interviewees: Sam Falle, Nic Dinnie, Christina Orchard, Nelson Terris, Adria Godfrey, Cosimo Dhamsi-Hounsborne and Esther Rose Parkes Heinrichs for their candour and their time.

Special thanks go to Tomasz Tura and the Blue Note team, Hannah Campbell and all at Crosstown, Paul Sharkey at Island Music, Darren Vibert at Seedee Jons and Claire Harvey and Julie Robinson at the Jersey Academy of Music for accommodating us during the filming of our documentary. Thank you to Todd MacDonald for his creative input and guidance.

We're very grateful to Carmel Butel and the entire Jersey Youth Arts Service for allowing us to use St. James's Centre for the Manifesto Launch and to our performers on the evening: Rui Figueiredo and Abel Salgado, Phoebe Willson, Cosimo Dhamsi-Hounsborne and the band members of Intermission.

*Photo credit: Jersey Music Service, Paul Wright*







Find out more: [gov.je/MusicManifesto](https://gov.je/MusicManifesto)