



2019 summary report

On 21 June 2019 Make Music Day (MMD) in the UK featured 1,103 performances accessed free by audiences of an estimated 56,000 people - plus 132 digital events with over 84,000 views. Events took place up and down the country in all kinds of unusual locations, from hilltops to hospitals, moors, music shops, parks, pubs, schools, ships, shopping centres, train stations, libraries and more!

Make Music Day UK is led by a steering group of 9 organisations chaired by Making Music and Music for All. MMD 2019 was financially supported by Arts Council England, the NAMM Foundation, the MU, Making Music, Music for All and Hal Leonard Europe, plus in kind support from many organisations, not least all event organisers, venues and performers. MMD is a member of the international Make Music Alliance. MMD 2019 was the third nationally coordinated Make Music Day in the UK.



2019 HIGHLIGHTS

Highlights included Durham and Darlington's county-wide festivities in partnership with NYMAZ, involving over 17,000 participants; carnival troupe Kinetika Bloco parading through London Bridge; Abingdon's inaugural town music festival; and a huge celebration in the middle of Lincoln. Over 100 libraries from Brighton & Hove to Edinburgh Central offered the gamut of music for all ages. Music publishers Hal Leonard Europe again supported MMD, providing free arrangements of Bring me Sunshine, the official anthem, including a newly commissioned brass band version.

The day featured countless workshops, open mics and participatory performances, while musicians gave audiences plenty of opportunity to enjoy music styles and genres stretching from a capella to acid jazz and beyond. [View the gallery.](#)

There was also a continuous international live stream of music which the UK was part of, and included broadcasts from Make Music Days in Argentina, Australia, Cyprus, France, Germany, Greece, Nigeria, UK, USA, and more. [Click here to view.](#)

This report summarises key data and information gathered through surveys and consultations with audiences, artists, venues, event organisers, project management and partners. The full evaluation can be downloaded [here](#).

HEADLINES

- ◇ 1,103 performances
- ◇ 29,353 performers
- ◇ 141,341 total audience (live and online)
- ◇ 183,967 reached on social media

"It's amazing to have an event like this where it's open to the public - it's an important part of making music accessible & to inspire people of all ages to make music."



"Great! Love live music in public places, changes the atmosphere totally. It's amazing. Our day is very different with music. A very inspiring workshop and performance. Got me thinking and fed back into the general pool of inspirations for my creative process. **An excellent first taste of music without formality.** The more events that draw people into music the better. **It brings people together - there's real community spirit.** Amazing, full of energy, it made my day. "

MMD 2019 audiences

PUBLIC IMPACT

Feedback was gathered from audiences. The key findings were:

- 40% had heard of MMD before, compared with only 28% in 2018
- Stumbling across an event was the most common means audiences discovered MMD
- 59% said they were more likely to participate in music making in the future
- 69% said they were more likely to attend live music events

Event organisers cited the principle motivations for getting involved as:

- 76% to be part of a global event
- 68% simply to celebrate music
- 65% to promote what they do
- 60% for the performance opportunity

“This was the first MMD event I have organised and I have been absolutely amazed by the enthusiasm of those taking part and the interest and enjoyment shown by members of the public.

We had people come to our event who had never been inside our venue and they have said they will come back to other events.

It was a great day for staff, customers and performers alike. We will be hosting regular acoustic sets at the library now and hosting key performances once a month.

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MMD 2019 event organisers

Space	Events
School	187
Library	105
Park/outdoors	34
Pub/restaurant/cafe	23
Town square/public space	21
Religious building	19
Village hall	11
Hospital	7
Music/arts venue	7
Museum/gallery	7
Transport e.g train station	6
Shopping centre	2

It is an opportunity to highlight community music activity which is too often overlooked by funders, politicians, stakeholders, regulators because it's not funded; it is a great opportunity to forge new connections for music organisations with other local organisations, businesses, local infrastructure (hospitals, libraries, parks etc).

I had a fantastic day, celebrating all kinds of music made by all kinds of people. From people recovering from addiction, to school children & senior citizen making music together – it really was magical!

I love that my son has the opportunity to get involved in an exciting global event like this, I hope to see him do much more of it in the future.

What an inspiring event! We've changed our plans for the day to be a part of this. A lovely reminder that music is all around.

Very enjoyable, my 10-month-old baby had her first live music experience and loved it.

I think it's a really special way of connecting the community, bringing people together and getting them to try something new.

MMD 2019 audiences

FACTS AND FIGURES

800% growth since the first nationally coordinated MMD in 2017

	2019	2018
Performers	29,353	6,792
Audience (live performances)	56,486	49,755
Audience (digital performances)	84,855	64,662
Venues/ Spaces	429	202
Live performances	1,103	498
Digital performances	132	60

84% said they would take part in MMD 2020

60% of event organisers said they made new connections or relationships through their involvement with MMD

Geographical reach



Breakdown of performances by Arts Council region

Arts Council Region	2019 performances	2018 performances	2017 performances
ACE South East	351	127	40
ACE North	348	83	14
ACE London	107	113	44
ACE South West	89	33	10
Scotland	82	62	7
ACE Midlands	80	58	27
Wales	22	9	5
Other (Isle of Man, Ireland)	19	0	0
Northern Ireland	5	13	0

Preparations are now underway for Make Music Day 2020, which will be held as usual on 21 June. Head to makemusicday.co.uk for more information.