



MAKE MUSIC DAY – LIBRARY TOOLKIT

This document is a step-by-step guide to help you plan and stage an event in your library on 21 June, Make Music Day.

Everyone loves a free gig or workshop and everyone loves a library. Make Music Day is all about bringing music into public spaces and surprising people. Libraries are therefore great venues to get involved on the day.

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INTRODUCTION

Libraries are community hubs, public spaces for learning and discovery, places to be inspired, to be supported and to champion local people and communities.

Events and workshops have regularly popped up in libraries on Make Music Day. One inspiring example is from Norfolk. In 2018, 91 performances took place in Norfolk, 30 of which took place in libraries. Norfolk County Council Libraries and Information Services worked with Norfolk Music Education Hub to organise a diverse range of performances throughout the day. These ranged from solo musicians, local school and community choirs, mini movers, musical code clubs, and a full day's programme of performances at Norfolk and Norwich Millennium Library.

90% of audiences said they felt happier as a result of attending, and 85% felt more part of their community. Local schools reported that they often didn't have anywhere for their children to perform, so appreciated the opportunity to bring their music to a different audience, and lots of the children were excited to perform outside of school.



Above: Westminster Music Library – Make Music Day workshop for adult instrumental learners

And if that's not inspiration enough, find more ideas for your event:

<https://makemusicday.co.uk/inspiring-ideas/>

PLANNING CHECKLIST

Electric or acoustic performance – Think about who your audience will be and what type of music you'd like to see performed. Does the performance space you have access to power sockets for mics and amps, or is it better suited to acoustic groups or choirs?

Pick a time and location – Choosing a location where you will have a captive audience is key to the success of your event, foyers or in-house café areas could be a good option. You may have a pedestrianised outdoor or garden area to make use of, weather permitting. Decide on whether you will have just one performance slot or a series of shorter 15-20 minutes slots. Also think of a time that works best for your performers and also will have a captive audience e.g. lunchtime or after school hours.

Getting technical – If you've opted to offer electricity for performances, check whether the performance space has access to power sockets. Will the library provide amplification, mics and stands or do the performers need to bring all their own equipment? If the former, nominate someone to look after this equipment during the performances to ensure it doesn't get damaged or stolen.

Getting permission – Talk to your local council, more often than not they'll be keen to get involved too and your event could spark a council wide Make Music Day initiative! Plus, they have a wealth of human resources from extra event staff to health to safety officers that can help to coordinate your event.

Have a read of our [event planning toolkit](#) for more information on health and safety and other useful tips for planning your event.

PROGRAMMING

Identifying performers - If you'd like to host an event in your library but you need performers, there are a couple of options:

Use the Make Music Day website - Once you have registered on the website, you can add a venue profile, detailing the kind of performers you're looking for, the times available and whether you can provide electricity or any equipment. You can then search for musicians in your area who are looking for somewhere to perform and who meet your requirements. Use the messaging function to contact the musicians directly.

Send out an expression of interest form - Alternatively you can source performers yourself. This could be done through an expression of interest form which will to identify:

- What times musicians can perform
- Could they perform in more than one location (if putting on events in multiple libraries)
- What technical equipment they need

Publicise the expression of interest form using the following channels:

1. Direct email to local music groups or via Making Music who have a whole database of leisure-time music groups
2. Contact your local Music Education Hub who can help identify school/youth groups
3. Opportunity listed in council newsletter
4. Social media call out
5. Posters in libraries

For further tips and ideas, check out this helpful resource on the Libraries Connected website – [Cultural Programming in Libraries](#)

PROMOTING YOUR EVENT

List your event – Once you’ve decided on your event, add it to the Make Music Day website and map so that audiences can find you. You can update the event as and when performers are confirmed.

Don’t be shy - Use all of your contacts to help spread the word, through email, social media and word of mouth. Use the #MakeMusicDayUK hashtag on social media, and maybe even one of your own as well. Connect with as many relevant organisations as possible to help promote your event. Inform relevant media and publications of your event. You might even make it onto the news! Check out our [event planning toolkit](#) for more marketing tips.

ON THE DAY

Event manager – Decide on roles and responsibilities in advance, have a dedicated member of staff to welcome musicians and be on hand to help with any technical requirements.

Capture the action – Your event may only appear for a short while and will catch people by surprise, so be sure to nominate someone to capture it on camera. Most mobile phones and tablets have the ability to record high quality video (ensure you have put your device on the correct settings), which can be uploaded directly onto YouTube after your performance. You also have the option of streaming live across Facebook. Take a look at our [live streaming toolkit](#) for support with this. Be sure to include the #MakeMusicDayUK hashtag when posting on social media and you can send us a copy of your video for us to add to the Make Music Day YouTube channel and share across social media.

WHAT IS MAKE MUSIC DAY?

Make Music Day is an annual set of free music events taking place in venues and public spaces – from town squares to libraries, bandstands to school halls and arts centre. It takes place on the longest day of the year – on 21 June. You can organise or attend an event near you while joining thousands of other music lovers around the world in over 120 countries!

Make Music Day is:

- ✓ Performed by anyone, enjoyed by everyone
- ✓ Open to music makers of all ages, skill levels, and musical styles
- ✓ A DIY celebration of music that needs YOU to make it happen
- ✓ A way to showcase talent, local music-making and different kinds of music
- ✓ An opportunity to promote your venue, business or musical activity and reach new audiences and members
- ✓ A chance to have a go at singing or trying an instrument for the first time
- ✓ On 21 June (summer solstice) every year

Where it all began...

In 1982, Jack Lang and his staff at the Ministry of Culture in France dreamed up an idea for a new kind of musical holiday. They imagined a day where free, live music would be everywhere: street corners and parks, rooftops and gardens, shop fronts and mountaintops.

And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, 21 June, and would be called Fête de la Musique (in French, the name means both 'festival of music' and 'make music'!).

Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: France shuts down on the summer solstice and musicians take over. Two thirds of the population of France now take part in Fête de la Musique each year!

Three decades after it began, the holiday has spread throughout the world and is now celebrated in more than 120 countries.

Why take part in Make Music Day?

To raise your profile - The extra exposure brought about by Make Music Day and the support of our partners can help raise you/your group, venue or business' profile in the local and national media and flag up your activities and talents to potential new promoters, partners, participants, volunteers and audiences.

To grow your group - Keen to attract new members? Make Music Day is the perfect opportunity to introduce your group or organisation to a new audience and get more people involved in your regular activities or programme.

To celebrate your achievements - We know you work hard all year round, both behind the scenes and in front, taking part in Make Music Day is a chance to come together and celebrate all that you've achieved.

To feel part of something huge - Knowing that you are part of a global music event reminds us all that we're part of something big and incredibly important. The more people that take part in Make Music Day, the stronger the message we can send about the importance of everyday music-making, celebration and community spirit.

CONTACT INFORMATION

Make Music Day Social media accounts



@MakeMusicDayUK



@MakeMusicDayUK



@MakeMusicDayUK



Make Music Day UK

Please use the **#MakeMusicDayUK** hashtag on your tweets and posts.

Project Manager contacts

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