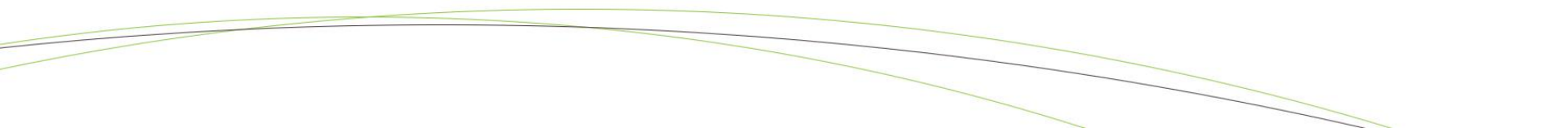




Leighton Linslade Town Council Meeting 28th March 2022



Recruitment Strategy

- Developed Marketing Strategy
- Discount for the first term
- Taster days
- Bring a friend days
- Outreach to schools and the wider community
- Signposting to whole class students
- Signposting to weekly tuition students
- Instrumental day in planning

Music Centres marketing 2021 -22 – Report

Campaign aim

To increase enrolments across our Music Centres, to ensure there are an optimal number of attendees at each session, so it can remain a viable service. To do this we need to reach and engage residents and relevant stakeholders across Central Bedfordshire.

Activities and output

We utilise a blend activity to reach residents and relevant stakeholders, to promote or music centres offering.

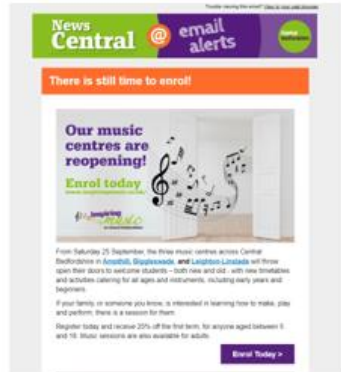
Social Media

Regular posts across the Inspiring Music and Central Bedfordshire Council social media account – with combined followers of approximately 39,000.



Ebulletin

Ebulletins have been sent out twice to a database of 21,000 residents. They were opened 16,000 times and generated over 700 clicks to our website.



News Central @ email alerts

There is still time to enroll!

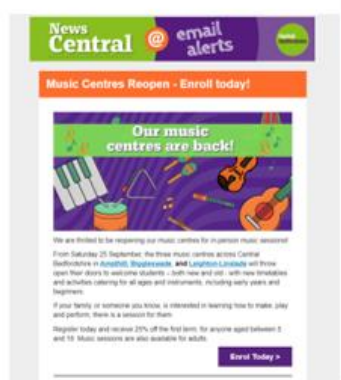
Our music centres are reopening!
Enrol today.

From Saturday 20 September, the three music centres across Central Bedfordshire in **Kempston, Silsoe, and Luton-Littleton** will throw open their doors to welcome students – both new and old – with new timetables and activities catering for all ages and instruments, including early years and beginners.

If your family or someone you know is interested in learning how to make, play and perform, there is a session for them.

Register today and receive 25% off the first term, for anyone aged between 8 and 18. Music sessions are also available for adults.

[Enrol Today >](#)



News Central @ email alerts

Music Centres Reopen - Enroll today!

Our music centres are back!

We are thrilled to be reopening our music centres for in-person music sessions! From Saturday 20 September, the three music centres across Central Bedfordshire in **Kempston, Silsoe, and Luton/Littleton** will throw open their doors to welcome students – both new and old – with new timetables and activities catering for all ages and instruments, including early years and beginners.

If your family or someone you know is interested in learning how to make, play and perform, there is a session for them.

Register today and receive 25% off the first term, for anyone aged between 8 and 18. Music sessions are also available for adults.

[Enrol Today >](#)

This term's programme

Play an instrument and earn new musical skills at our Saturday morning music groups. You can learn:

- Music/fingering
- Keyboard
- Recorder
- Strings (as part of sessions)
- Brass instruments
- Wood instruments
- Music production (using iPads)
- Ukulele
- and much much more

[See full programme >](#)

What will students learn?

The sessions in our music centres develop musicianship skills and confidence. They also complement individual lessons students may already be taking, as the group sessions teach them the qualities needed to play as part of an ensemble.

Students will also:

- Learn how to play with others
- Build teamwork skills
- Develop tempo and time signature awareness
- Learn sight-reading skills
- Improve their communication skills
- Learn how to control musical expression
- Better control their articulation

Internal Promotion

The music centre's were regularly listed in the following CBC newsletters:

- Staff Central - All staff newsletter (3000+ employees)
- Central Essentials – Sent to headteachers across CBC
- Fostering and adoption carers/families' newsletters

Paid promotions

We utilise highly targeted social media advertising to promote our offering to a wider base of people, than those that currently know us.

Facebook's advertising network is an excellent platform to begin with (Facebook and Instagram are frequently used by the target audiences). We ran this campaign, specifically targeting SEND families with our music centre's SEND offering.

This activity resulted in the following:

- 38,880 reached
- 679 clicks (to our music centre page)



Inspiring Music SEND Offer

- Sarah Robinson - SEND Music Coordinator
- Developing our offer at our music centres and within the community
- Joined up with Central Bedfordshire Council's Local Offer (SEND)
- Planning a SEND Music Conference for SEND colleagues and music leaders
- [Inspiring Music SEND Offer](#) (watch the film!)



Early Years Music Offer

- Hilary Lawson - Early Years Music Coordinator helping to develop our offer in our music centres and within the community
- Joined up with Central Bedfordshire Council's Children's Centres and Early 0-12 colleagues
- Planning a variety of projects, raising awareness in our community and reaching families currently not engaging



Cost forecast for LLMC AY2021-22

Cost forecast for LLMC AY2021-22

Expenditure	
Total staffing	£ 15,491.31
Venue Hire	£ 3,516.56
Total Costs	£ 19,007.87

Membership	2022	2020
Junior Members	32	26
SEND Members	4 (9)	9
Adult Members	7	6

Pricing	
1 Session	£ 4.20
2 Sessions	£ 6.20
3 Sessions	£ 8.50
4 Sessions	£ 9.50

Income	
Town Council Grant	-£ 8,921.00
ACE Subsidy	-£ 3,516.56
Income Forecast	-£ 6,492.29
Total Income	-£ 18,929.85

Net	£ 78.02
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