

# MUSIC IN SOCIETY

## *Joining the dots*

### **An inquiry conducted at the House of Lords examining the 360° value of music in UK society**

*Chaired by Lord Tim Clement-Jones*

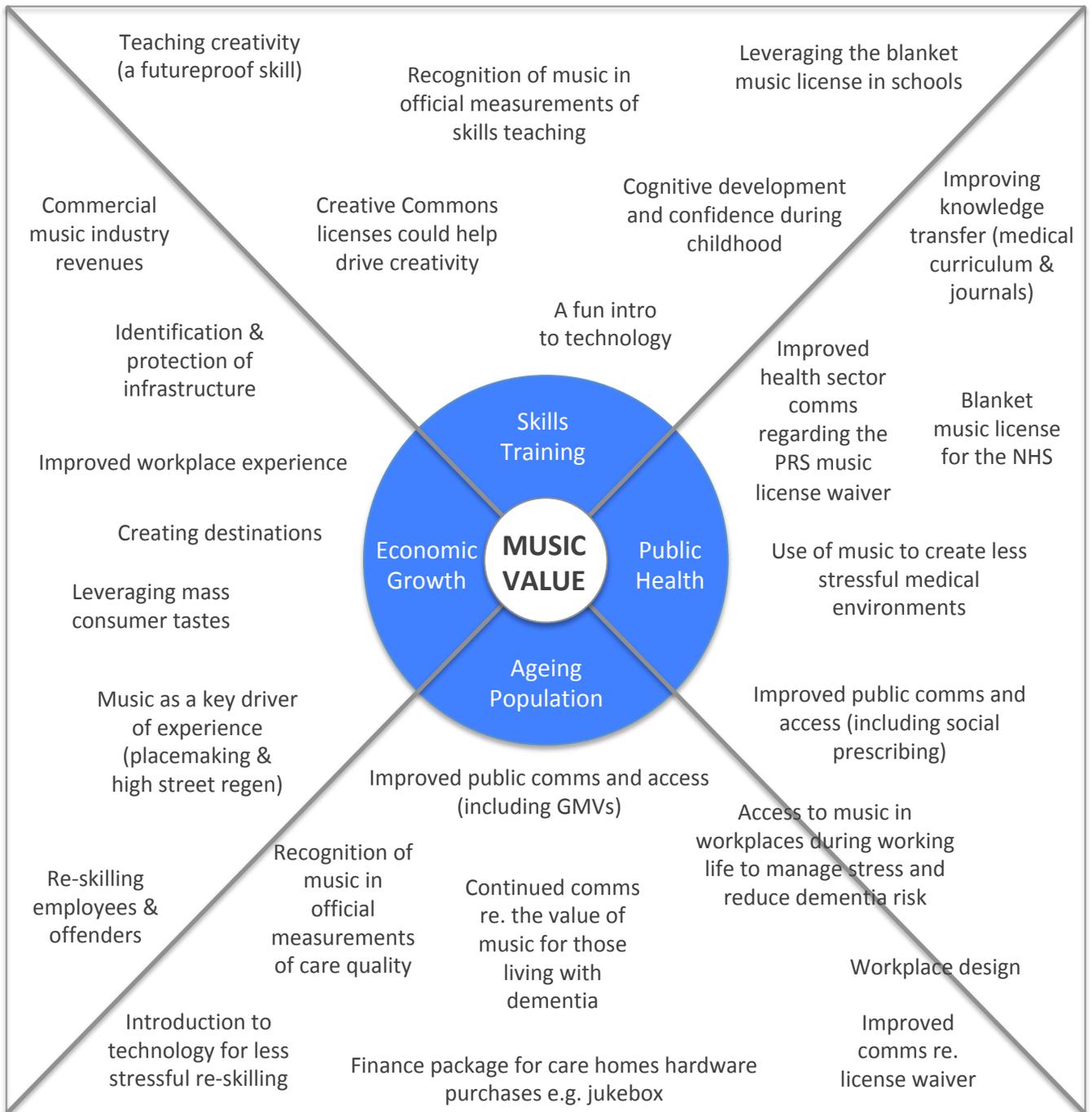
#### INTRODUCTION

Music is an essential part of human life. Our ancestors used it extensively to bring people together, calm anxieties and boost mood. Music produces a range of known neurochemical responses in the human brain. This makes it a powerful tool capable of driving mood, emotion and decision making behaviour. In more recent generations, music has been championed as a supreme form of entertainment, but its wider value has become less recognised. Consequently, this decade has witnessed the decline of music in schools, hospitals and care homes, and been labelled as noise pollution in high streets and town centres.

Music has become the most under-recognised, under-valued, under-utilised asset on the planet.

In recent years, several distinct lobbying groups, committees, APPGs, commissions and industry organisations have emerged and produced excellent work in order to reverse this situation and reposition music as a valuable asset across society.

This inquiry was launched to encourage all this existing great work by these groups to be seen as a single related body of evidence that demonstrates the full inter-connected role of music in UK society. It is hoped that this will accelerate the recognition and protection of music so we can once again extract its full value across skills training, health and economic growth. The following pages outline the points that were raised during the four evidence meetings in 2018/9.



**Fig 1. A model representing the 360-degree value of music in society**

*The touchpoints in the above model were identified during the inquiry as areas where music is believed to add value. Participants in the inquiry widely agreed that it would be beneficial in future to find ways of measuring this impact so that the value of music can be more comprehensively communicated.*

## SUMMARY

### 1. The Role of Music in Skills Training (Building the UK's Future Workforce)

- The APPG for AI has identified creativity as an essential skill in the future workforce. The tech sector has already highlighted a skills gap - an existing shortage of workers with strong creativity and communication skills. However, subjects such as music and arts that naturally allow pupils to build their creativity skills have been diluted in curriculums in favour of STEM subjects.
- Schools are currently measured in a way that puts headteachers in a position where they must prioritise STEM subjects in order to meet targets. This measurement system should be updated to enable schools to spend more time on music and arts to teach creativity skills.
- Music composition software is a fun way to encourage early use of technology while tapping into pupils' natural love of music. This could be used much more extensively.
- Singing in groups can help produce pro-social behaviour, build strong social connections with others and help boost confidence. More of this type of activity would be beneficial in developing transferable skills and behaviours.
- Music can be used to engage older students and make learning environments more enjoyable and attractive.
- Music has the potential to boost cognitive function and improve language skills, mathematical ability, confidence and communication – all transferable skills. More music engagement in learning environments can deliver a broad range of benefits to all ages.
- Children are using software to create their own videos and use music in this process. But then are punished with legal take down notices when they post this creative work on social media.
- The Department for Education buys an annual PRS PPL licence to enable all schools to use music in teaching materials. This existing licence could perhaps be further leveraged to embed more music in schools to enhance overall experience – e.g. playlists to reduce stress and anxiety and increase focus in the classroom. This would deliver benefits to both students and teachers.
- Artificial intelligence is producing new ways of creating music and this could also enhance learning in education environments.

## SUMMARY

### 2. The Role of Music in Improving Public Health

- A recent review by the World Health Organisation of more than 3,000 studies recognised that music has the potential to deliver greater value in public health, but is not yet being sufficiently harnessed. It has been shown to produce health benefits both in terms of maintaining good health and wellbeing and in the treatment of an exceptionally wide variety of diagnosed health conditions from Parkinson's to anxiety. Music can also help communicate important health information and reach target audiences.
- These studies are mostly published in scientific journals read by professionals in the music science and academic field. Consequently, this knowledge has not reached wider audiences. More coverage in medical publications read by GPs and continued coverage in the general media would help drive knowledge transfer.
- The health sector is thoroughly confused by (and does not budget for) the music licensing framework. There is an existing waiver in place whereby healthcare environments using music as part of a care package do not require a license from PRS for Music but do need a license from PPL. A standardised approach is urgently needed to encourage further use of music in healthcare environments. Music can reduce general stress and anxiety in medical environments and produce significant impact in individualised treatment use. The Department for Health & Social Services should consider an annual PRS PPL blanket music license for NHS, similar to the Department for Education license for schools. As well as delivering a significant health impact in NHS hospitals, care homes and GP surgeries, high quality use of music (background music and live performance) can also improve employee experience, reduce workplace stress and improve staff retention. If a license is not affordable NHS Trusts should be informed of the non PRS PPL music delivery options to ensure that music can be embedded in these environments.
- Year 1 curriculums at all medical schools in the UK should include coverage of the main music neuroscience principles – even if just covered in one lecture. This will produce a new generation of medical professionals who are aware of these basic scientific principles and naturally turn to music before pharmaceutical options in appropriate circumstances.
- Due to the extended working day and life of the modern employee, embedding music in workplaces can perhaps have the most significant impact on general wellbeing, stress management and reduce risk of dementia in later life.

## SUMMARY

### 3. The Role of Music in an Ageing Population

- As the medical field continues to seek to find effective treatments and cures for diagnosed dementia, it is vital that we also focus on dementia prevention opportunities. Individuals spend most of their life (approximately 40+ years) at work. Therefore, the workplace can have a significant impact on general health and wellbeing and increase the likelihood of the current workforce ageing well. More music should be embedded in workplace wellbeing programmes. For example, the introduction as standard practice of office choirs, background music playlists, instrument lessons in the office, lunchtime gigs, music socials at local venues after work. This is especially important for older cohorts within the workforce.
- More public communication should be broadcast regarding the significant health impact that music can deliver. This would help increase music participation and engagement, particularly within the newly retired cohort.
- Grassroots music venues should be encouraged to collaborate with local employers to host employee music activations (e.g. office choir rehearsal, guitar lessons, after work socials etc.) and offer daytime events for the retired population.
- Music should receive greater recognition in measurements of quality care and promoted as best practice. Music is a 'must have' not a 'nice to have' element of care provision.
- Music should be part of daily life in all care homes. Providers should be encouraged to budget accordingly for this music provision both through live performances and hardware purchases like vintage style jukeboxes (a finance low interest loan package could perhaps be created to help care homes budget for hardware expenditure).
- There should be improved communication regarding the music license waiver in order to encourage care homes to increase the use of music. Again a standard tariff approach across both PRS for Music and PPL is required.
- Music technology software could provide a less stressful and fun method of re-skilling older employees and introducing basic principles of technology usage.
- The substantial role music can play in improving the quality of life for those living with dementia has received extensive media attention and should continue to be promoted.

## SUMMARY

### 4. The Role of Music in Economic Growth

- Aside from the well established commercial revenue streams as reported by UK Music each year, it would also be beneficial to more frequently highlight the wider value of music in economic growth. This would help inform and encourage decision makers to recognise, protect and harness this infrastructure. Music is more than entertainment alone.
- Music can greatly improve workplace experience, decrease stress in these environments and help improve productivity of the workforce.
- Music can increase social vibrancy of places, helping to create destinations where people choose to live, work and play. These basic relationships should be recognised in Local Industrial Strategies to help regions attract and retain the tech sector and the 18-40 professionals that sector seeks to employ.
- Mass consumer tastes can be very effectively leveraged both within the workplace and in public spaces and in consumer environments. The music industry could help increase usage by making it easier for destinations and businesses to use music.
- Due to the ability of music to drive social bonding and placemaking, it has a significant role to play in the regeneration of high streets and town centres. Events and street performers can add significant value, drive footfall, increase dwell time and create an ambience across the daytime and evening economy that results in economic spending by residents and visitors. These principles should be recognised in all Local Industrial Strategies.
- Music can have a dramatically positive effect in engaging hard to reach populations. This can be used in re-skilling offenders (both while in prison and afterwards) and encouraging pro-social rather than anti-social behaviour. These effects are particularly pronounced when the music used matches the cultural taste profile of the target population.
- The value of music tourism has been recognised in several UK music industry reports. Regions should be encouraged to view their existing music venues as tourism assets, not just one-off events and festivals. Many towns offer excellent live music in several pubs and music venues every single weekend, but due to a lack of available marketing spend by these small businesses this regular live programming is not communicated to a wider audience. Closer relationships between local authorities and the local music scenes would help amplify the existing offer and build audiences.

## ACKNOWLEDGEMENTS

A heartfelt thank you to the Parliamentarians, experts, music industry professionals and UK Music for attending the evidence meetings at the House of Lords in 2018/9. Your participation and input was greatly valued. It is hoped that policy makers at a national and local level now put these principles into practice to ensure that future generations view the next decade as the 'Roaring 20s' when music, after suffering a decade of pressure, burst back into society.

The following expert speakers participated in the 4 evidence sessions:

- Naveed Idrees, Headmaster - Feversham Primary Academy, Bradford
- Jimmy Rotheram, Music Teacher - Feversham Primary Academy, Bradford
- Ben Lewis, CEO - Young Voices Concerts
- Professor Birgitte Andersen, CEO Big Innovation Centre / Secretariat APPG for Artificial Intelligence
- Matt Campion, Co-Founder of #IAMWHOLE & Music 4 Mental Health
- Jordan Stephens, Co-Founder of #IAMWHOLE & Music 4 Mental Health
- Professor Chris Holland, Dean - Kent & Medway Medical School
- Professor Catherine Loveday, University of Westminster
- Henry Quinn, Head of Strategic Intelligence – NHS Harmonia Village, East Kent Hospitals NHS University Foundation Trust
- Dr Philip Brighton, Clinical Lead for Dementia - East Kent Hospitals NHS University Foundation Trust
- Nina Clark, Co-Chair - Folkestone Music Town & Founder – Musical Walkabout
- Gordon Anderson, Founder - Memory Tracks
- Councillor Huw Thomas, Leader of Cardiff City Council
- Tessa Marchington, CEO - Music in Offices
- Tim Spires, Senior Policy Officer - Cultural Education and Music, Culture and Creative Industries, Greater London Authority

Found in Music and Sound Diplomacy acted as Secretariat to this inquiry.

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