

Jazz Yorkshire - The Way Ahead

In preparation for the Jazz Yorkshire board of directors Strategy Day on 1 September 2010, stakeholders and visitors to the Jazz Yorkshire website were invited to contribute their views via an online survey. This consultation contributed to our Strategy Day discussions. See our list of priorities for 2011-15 at the end of this document.

Testimonials in support of Jazz Yorkshire

- With comparatively meagre resources and the selfless commitment of its supported promoters, Jazz Yorkshire does an excellent job of supporting jazz and its performers.
- Compared to other similar art forms, Jazz Yorkshire are phenomenal value for money and an example of high efficiency and cost-effectiveness to other similar organisations who are in receipt of far greater funds yet with similar audience numbers.
- Support and fund efficiency and cut profligacy
- Always the first place I look to see where the Jazz gigs are
- Jazz Yorkshire is an essential source for us in finding up and coming bands for our festival
- I thought the jazz day at Ripon Grammar School was great. It's good to encourage young people to enjoy playing and listening to jazz.
- Jazz Yorkshire does a great job in trying to encourage, inspire and promote jazz musicians and stimulate interest in the music and needs increased, rather than threatened, funding levels.
- The most broad-based and ambitious organisation supporting jazz in the country. Its achievements belie the paltry sum received in grant funding. It's apparent 'popularity' or otherwise.

Issues facing jazz

- Can jazz ever be financially self-sustaining? I can't believe that an art form of such intelligence, technique and quality struggles as it does for popular recognition and therefore 'reward'. It's local dependance on external funding.
- The outrageous audience-proportional imbalance of funding compared to opera and classical music. The abandonment of jazz on non-commercial radio as compared to the continent.

- If the arts council make cuts to Jazz in general, basic economics will come into play, supply and demand, musicians may have to be more innovative in getting or creating gigs.
- Keeping support / audiences for jazz
- Exposure/availability - without considerable effort it is almost impossible to hear the music despite the incredible dynamism of much of the music. 2) The highly dysfunctional career structure for jazz musicians. Survival above the poverty line only happens for a few and the choice between playing and supporting a family usually ends a promising musical career.
- Jazz needs to be publicised more and get bigger audiences
- Reaching young audiences to match the interest in playing jazz among young musicians.
- The lack of exposure on the popular broadcast media and the general trend away from public experience of live music performances.

Your views on the future role for Jazz Yorkshire

- This might sound like an 'easy answer' but continue as you are doing - you do a magnificent job as evidenced by the fact that all your supported promoters would be shutting-up shop without JY's support.
- I think you have a good balance between supporting jazz musicians via promoters and directly.
- Consider greater inter-weaving / cooperation between promoters and venues with a view to maximising 'customer' value and support of jazz musicians - of course this depends on portability of audiences
- If JY has no money to assign to jazz promotion it should become an information service (gig guide and artist/gig review service)
- Supporting clubs/musicians in projecting the music to the fans/public
- Support/development/publicity, particularly for regionally based music, as now.
- Accessing wider funding, possibly through sponsorship to service its missions.
- More sampler CDs and My Space etc refs - in fact anything that makes it easier to hear the music. Have you considered web based radio review programmes?

- To promote jazz and to help young people to get involved. I enjoyed the jazz event at Ripon Grammar School; there should be more things like that. Jazz improvisation workshops would be good. It would be fantastic if you could get someone like Courtney Pine to come and inspire the young people.
- To nurture and support jazz musicians and promoters to ensure a lively, stimulating and professional jazz scene in the area.
- To lobby constantly locally, regionally and nationally to invite significant figures in the Arts and Politics to attend key events. To support the presentation of live jazz by assisting in its promotion and marketing.

Identified priorities for Jazz Yorkshire resulting from our Strategy Day, 1 September 2010

1) **Promoter network**

- Development funding for jazz promotion with audience development activities i.e. meet the artist, family events, support bands.
- Provide performance opportunities for regional musicians.
- Participation activities: jam sessions, workshops,

2) **Website/blog**

- Make website interactive (enable visitors to add their own events / contact information).
- Blog news page.
- Music player and downloadable pod casts.

3) **Supporting regional musicians**

- Futures Mentoring Scheme, targeted support for emerging musicians
- Demoinaday recording scheme,
- Champion / professional marketing for one regional artist,
- On going professional development for mid-career artists

4) **Education**

- Building upon the annual Jazz Jamboree event for school children
- Jazz Yorkshire Summer School
- Jazz Yorkshire travelling Jam Sessions/workshops

5) **Celebration**

- Jazz Yorkshire Awards