

# ArtsProfessional

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**The Music Manifesto's National Singing Programme, Sing Up, is to be led by Youth Music together with The Sage Gateshead, music publisher Faber Music, and advertising agency Abbot Mead Vickers, following a tendering process, which attracted more than 80 enquiries. The newly appointed consortium is set to produce a national programme comprising a national 'songbook', a media and schools campaign highlighting the benefits of singing, and a workforce development programme to build the confidence and expertise of primary school teachers, musicians and parents in leading and supporting children's singing activities. The scheme is being funded through a £10m investment from the Department for Children, Schools and Families, and aims to ensure that good quality singing is central to children's lives in primary schools, in the home and in the wider community.**