



BRIEFING DOCUMENT: Development of online resource 'Passport to Music'

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SECTION 1: INTRODUCTION AND OBJECTIVES

1 Background to Youth Music

Youth Music – 1999 to Date

Youth Music is a national charity, set up to provide music making activities for children and young people from the age of 0 – 18. It targets those who would otherwise not have the opportunity, many of whom are living in areas of social and economic need.

The charity has three main roles – funder, development agency and advocate – through which Youth Music creates programmes, partnerships, and strategic measures. It will establish a legacy of music-making opportunities, improve overall standards of music-making and prove that music has a positive effect on children and young people.

Youth Music's four main objectives are (A, B, C, D, Q):

Access	Providing those with the least opportunity accessible ways into music-making
Breadth	Supporting music-making of all styles and cultures that stimulate children and young people
Coverage	Ensuring opportunities are available in all localities, and targeting those where little or no music-making provision has occurred previously
Development	Providing ways for present and future music leaders to improve and develop their skills
Quality	Securing high standards for all

Youth Music receives Lottery money through Arts Council England. Since 1999 Youth Music has reached more than 1million children and young people, encouraging their talents, building their confidence and changing the landscape of musical opportunities throughout the UK.

A major strategic programme has been the development of Youth Music Action Zones (YMAZs), of which there are now 20 across England. YMAZs are targeted in areas of the most need, and bring together a range of partners to provide a focus for music making opportunities.

2. Transition Policy 2005-2010

Transition is one of the five priority areas that Youth Music has identified for the period 2005-2010. The other areas are singing, early years, workforce development and children and young people deemed to be at risk. The policy areas were decided based on the previous 5 years of Youth Music activity. There was also an online consultation, which provided external advice and guidance in the development of our priorities.

Overall aim for Transition

To improve opportunities for children to continue with their music making after they move to secondary school

The specific aims for the policy are:

- To increase the number of children making music after their transition to secondary school in and out of school hours
- To provide evidence that transition music programmes provide benefit to a child's social, educational and personal development

The outputs for the policy to 2010 are:

- 19,000 children to have taken part in transition programmes funded directly by Youth Music.
- 18,000 children benefit indirectly from transition programmes through web-based resources.
- 500 new training and development opportunities
- Opportunities created for mentoring and “buddying” by older pupils

The key outcomes for the policy to 2010 are:

- Evidence gathered that music is an effective tool to aid the transition from primary to secondary school
- Children and young people are taking control of their music activities
- Improved communications between schools, music services and music organisations

3. Delivery models

There are three open programmes which organisations can apply to that are focussed around the priorities. Transition is currently not a priority within the open programmes, although it could feature within some proposals.

Youth Music Action Zones (YMAZs) are Youth Music’s flagship programme. There are 24 YMAZs in England and Wales. The YMAZs help Youth Music to achieve targets and help to deliver in the priority areas. Some YMAZs run programmes which target the transition age group.

Music Leader is a national programme, supported by www.musicleader.net an online resource, for music leaders. It has been established to provide training opportunities for music leaders as well as offer regional information advice and guidance. Training opportunities will be available for those wanting to work in any of Youth Music’s priority areas.

Partnership Programmes are solicited programmes that were developed with Youth Music Officers outside of the open programmes. There were several partnership programmes which focussed on Transition. Partnership Programmes closed in 2004.

The monitoring of these programmes, as well as YMAZ activity has helped with the development of a new programme that will deliver the Transition policy area from 2005-2010.

4. Programme plan for Transition – Passport to Music

There are two parts to the programme plan for Transition:

1. Development of www.passporttomusic.org.uk a web-based ‘creative identity’ to be housed as a microsite within www.SoundStation.org.uk website

www.passporttomusic.org.uk will allow children 10-14yrs to:

- Find out about music through asking experts and peers
- Log their music activities (listening, producing, creating, practicing, performing)
- Upload their own musical compositions
- Gain points via an online loyalty scheme to exchange for discounts on goods, gigs or activities

www.passporttomusic.org.uk can be used by educators to:

- Plan activities for children and young people
- Accredited/validate informal and non-formal music making alongside formal

2. Piloting of web-based resource

There will be 3 pilot areas that will trial www.passporttomusic.org.uk between March 2006 and March 2008. There will be a programme of music activities that will be focussed around the web resource. For the pilots we will be looking for partnerships of: Families of Schools (Secondary School and Feeder Primaries), Music Services, Community Music/Non-Formal Sector music organisations, Connexions, Youth Services and Arts Development Officers

The programme of activity that will be delivered will consist:

- Training (peer to peer) in how to use the physical Passport to Music and www.passporttomusic.org.uk
- Development of web-based resource
- Music activities in Yr 6 to inform choice in Yr7
- Music Summer Schools for children making the transition from Primary to Secondary education
- Out of School house Music activities chosen by children in Yr7

Replicability, sustainability and mainstreaming of opportunities would be the major success factors sought through this programme. The monitoring and evaluation of the pilot programmes will seek to enable the programme and the online 'Creative Identity' to be rolled out.

5. Brief for the online resource

To support Youth Music in the development of www.passporttomusic.org.uk. The new online resource will be housed as a microsite within Youth Music's existing youth site www.SoundStation.org.uk. The new site will be rolled out via primary and secondary schools. Each school will have an adult administrator who will be responsible for policing and publishing children and young people that are new or existing members. The idea is that children will receive a membership card with their personal log in number and details.

Target Audience

- Primary target audience - children and young people aged 10-14 throughout the UK.
- Secondary target audience - music teachers/music leaders working with primary and secondary schools throughout the UK.

The Passport to Music needs to fulfil the following functions:

- Closed network to be accessed only by members. Children must be able to identify who they want to give viewing permissions to
- Membership - the system must automatically issue each new member with a unique membership number; there will be 2 types of membership. Each member will be allowed to select their own unique user name and password
 - (a) Teacher/music leader
 - (b) Pupil
- Per-entry security - lets administrator restrict membership to certain user groups

Common functions (adult & child) users

- Forgotten password/username auto response - this needs to be immediate
- Messaging - Members must be able to message other members within www.passporttomusic.org.uk
- Profiling - members must be able to create a profile from a set of options provided; to include age, instruments played, favourite music genres, favourite bands etc.
- Profiling stats - user-friendly reporting facility driven by auto updates of members profiling. This needs to be collated in a CMS driven database and the results easily accessible.

- Audio/video streaming of uploaded music for Mac and PC users
- New content alerts – members should be able to auto-message other users in their groups when new content is added to their blog
- Nationwide music-making database – the site must include a nationwide music-making database showing music-making opportunities by region and type – more info see Other Functions section below
- Advice area – to hold key music-making advice – this needs to be dynamic key worded content managed via the site CMS.
- Links area – to be edited by via site CMS
- Online subscription to text messaging updates

Child users only

- Child Members groups – based on profiling members should be able to search for other members who share similar interests and invite them to join online groups
- Members blog area (child) - where pics and audio (MP3 and WMA)/video can be uploaded by users – please consider best options for streaming and uploading as these will be large files
- Music diary - structured music-making diary section for children to complete when they have had a musical experience, i.e. logging practice time, or instrument tuition that they have received. Teachers/music leaders must be able to access this area and add comments
- Loyalty Points scheme (also accessed by adults) – attached to the Music Diary teachers will award points for music-making – these must be automatically tallied and stored. Points will achieve various prizes.
- User rating – accessed by both adults and children
- Block user – if someone is messaging you and you want them to stop
- Children's discussion forum – this must be policed by the school administrators – but adults must not be allowed to post here

Adult users only

- Members blog area (adult) – where copy, pics and audio (MP3 and WMA)/video can be uploaded by users – please consider best options for streaming and uploading as these will be large files
- Teachers/music leaders discussion forum
- Blog alert – teachers administrator automatically receives an email alert when one of their pupils publishes or republishes (after updates) a blog
- PDF user guides – available as downloads

www.passporttomusic.org.uk needs to be fun, but also structured, as teachers will be using the online profiles to see what musical experiences children are having. It will be useful to primary and secondary school teachers, although they may not have access to the whole of the child's profile.

SECTION 2: FURTHER DETAIL

6. Other Functions to Consider

1. Resources

Nationwide music-making database

The site will include a nationwide music-making database which must be easily searchable by users (mainly aged 10-14). The online database will show music-making opportunities by region and type. Users must be able to upload new information themselves via a simple online form which is designed to house information in a specific set of categories – this information will need to be policed by administrators before being published to live.

3. Member profiling database

This will be driven by the member profiling options provided. It must auto update and provide easily searchable members stats via the CMS for users with access rights (this will be Youth Music staff only).

7. Other Issues to Consider

1. Monitoring

Information needs to be collected by Youth Music for monitoring and evaluation purposes, without breaking data protection legislation.

2. Youth Music Branding

A new logo is being created for Youth Music's Passport to Music scheme – it will need to be integrated into the www.passporttomusic.org.uk site. The site will also need to compliment the current design of www.SoundStation.org.uk

2. Involving Young People

It will be vital that young people are involved in the design of the web resource, so a commitment to this must be demonstrated.

8. The URL

www.passporttomusic.org.uk - to be housed as a microsite within www.SoundStation.org.uk

9. Essential Functional Requirements

In summary the essential elements that we are looking to see reflected in your work programme are:

- An easy to use Content Management system - XML data for web content as is Youth Music standard. The whole site should be content managed unless otherwise specified.
- A search facility for all the elements of the profiling and music-making database - the tables in the database should be indexed for maximum efficiency. They will need to be custom built for this application and the queries should be optimised
- Online Registrations (all aspects of data protection covered)
- E-mail facility
- Potential for future Intranet/Extranet capacity

- Security
- Facility to contact webmaster/ support for technical hitches
- Terms and Conditions/ Privacy/ Data Protection Statements
- Workflow, approval process
- Templates - brand control

10. Key Technical Requirements

- Current Infrastructure

For the most part the audience is outside Youth Music and so the site must be designed to operate effectively and be usable to someone on a 56k modem connection at home.

The site should work on IE 5.x and above for Youth Music as this is standard. The website should be designed for a lowest common denominator of Win 98. The site should also work for Apple Mac browsers including Safari and Mozilla.

Youth Music uses standard Microsoft Office software. This audience would not necessarily have Microsoft Office, however, so downloads in PDF format should be considered.

Youth Music has an IT support deal with a PC and networking maintenance supplier but nothing specific to the web systems.

- Standards

The site should conform to the current W3C standards for accessibility and use technologies such as XML, etc.

- The current Youth Music website

The system has been written in Java using J2EE technologies JSP/XML/Struts. The web server is Apache and the database is MySQL. There is some PHP developed by a third party running alongside.

- The Content Management System

For the existing sites www.youthmusic.org.uk and www.thesoundstation.org.uk this also sits on this server. Within the CMS is the facility to manage the events and projects data which is entered by funded projects online www.youthmusic.org.uk/funded/Submit_events.jsp. This feeds the current online project search.

- Hardware

Lowest common denominator people might still be on is Pentium 1s so the site should work on those, though it will be slow.

- Hosting

Youth Music hosts with an external company at the moment. There are a cluster of servers in a global ISP. The server is shared hosting but depending on how much data needs to be stored Youth Music may need a dedicated server.

- Scalability

To begin with, the resource will be piloted in 3 areas so there will be less than 300 users. At the end of the pilot, the idea is to roll it out for wider use.

- Internal Data Capture

The data will be fed directly from forms into the web server database, ideally replicated over to a parallel system which would be the Youth Music CRM system. It can also be emailed but users with database rights (key Youth Music staff) will be able to access the CRM system, perform searches and pull down data sets for their own use, independently from the website.

- Security of Access

ftp is not allowed on our existing servers for security reasons. Youth Music technical users could be given secure shell access for scp (secure file copy).

- Backup

The database runs cron jobs which means daily dumps are taken of the tables. The server itself is backed up daily.

- Disabled Access

The existing guidelines for disabled access recommend three different levels of accessibility and we believe that Youth Music should be aiming to achieve conformity with level two.

- Access for All

Although interactive music content often involves the user downloading various plug-in's these are known to cause problems with firewalls. Schools and public accessed computers often prohibit any downloads. You will therefore need to have considered this in your proposal. Further information can be found on the Becta website - www.becta.org.uk

11. Child Protection and Accessibility

Please indicate in your proposal that you have considered the accessibility and child protection guidelines on web content

SECTION 3: REQUIREMENTS FROM AGENCIES

Agencies pitching for this work must be able to demonstrate the following:

- Strong project management capability including a dedicated account manager in order to co-ordinate the following elements; needs analysis, design, technical, scheduling, budget, liaison with Youth Music, testing and ongoing maintenance
- Ability to advise Youth Music on how best to meet its objectives within the budgets and condense these ideas into functional specifications - ideally someone to take on the role of producer
- A clear understanding of Youth Music's overall objectives, particularly with regard to target audience
- An understanding of the requirements of different user groups within the target audience
- Awareness of legal issues, particularly data protection, disability discrimination and child protection
- Commitment to involving young people in processes

12. Budget

We have a budget of approximately £40,000. However we welcome other ideas from you that go beyond this brief and budget. If you wish to do this please enclose proposed budget options and show how you intend to phase this in with the original proposal.

13. Dates

To begin consultation with Youth Music XDG team and young people in pilot programmes in September 2006.

14. Proposal to Include

- Approach to the project and timescales – an outline work programme
- A demonstration of capabilities
- Ideas for website, including some mock up screens of the homepage
- Details of how young people will be involving in the process
- Proposed Content Management System
- Budget breakdown
- Details on how the project would be managed, including team details
- Technical considerations of proposal
- Legal, disability and child protection consideration of proposal
- Further development ideas with budget options (optional)
- Recommendation and costings for ongoing support and hosting

For further details please contact: Trish Thomas at Youth Music
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Please forward proposals to E: trish.thomas@youthmusic.org.uk by 5pm on Friday August 11, 2006. Presentations will take place in September 2006.