

A **FUTURE YARD** LISTENING PROJECT

WHAT DOES
MUSIC MEAN TO
YOU?



FUTURE YARD

Spring / Summer 2022



WHAT DOES MUSIC MEAN TO YOU?

Music. It is all around us, all of the time, for all our lives. Everybody has some form of relationship with it, everybody has an opinion on it. It means different things to each of us. For some it's at the heart of our identity. For others it simply soundtracks the hoovering. It brings together toddlers and grandparents, people from all backgrounds, in a way that few things can.

Future Yard was founded on a simple belief; that music can change the world. We open our doors everyday looking to utilise the power of music to bring about good in people's lives, to unlock their potential, to fuel aspiration, to give people hope, to change what our town means in the world. Since we first opened our doors in September 2020, we have seen this in action.

Ours is a new kind of community music venue; a non-profit Community Interest Company that takes an active role in our local neighbourhood, creating music programmes with a positive impact that are shaped by local people.

If we are to genuinely and authentically realise our ambitions, we need to have an open conversation with our neighbours, the people who live in and around us in Birkenhead. We need to hear about the role music plays in local people's lives, learn about the barriers they face in accessing our work, take on board their ideas and respond to what they tell us.

In Spring 2022, we posed the following question to the people of Birkenhead: What Does Music Mean To You?

What follows is what they told us...and a little more.

“ Music to me is a variety of things - it is therapy, it is release, it is cathartic, it provides solace, comfort, sanctuary, escape and brings colour and passion to my life. It is the greatest influence on my day-to-day activities and fills every minute of my waking hours. ... It should be a compulsory prescription for all to combat loneliness, anxiety, insecurity, self-doubt and displacement from society. ”

Respondent,
Community Notice Board

CREDITS + ACKNOWLEDGEMENTS

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FUTURE YARD

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INTRODUCTION

Future Yard is a Community Music Venue in Birkenhead.

At Future Yard CIC we think about music differently; as a transformative opportunity.

We reimagine a Community Music Venue as a space for dynamic social change, providing skills and training opportunities for young people, creative and community development alongside a live programme blending international touring artists with emerging local talent. By doing so, we have created authentic two-way connections with our local community and cemented our position at the heart of Birkenhead's regeneration vision.

Having been fully open for 12 months (following the gradual lifting of COVID-19 restrictions), it was vital to have an open conversation with our neighbours, the people who live in and around us in Birkenhead. We need to hear about the role music plays in local people's lives, the barriers they face in accessing our programmes and their ideas for what

future activities may look like.

Learning from this experience will then shape Future Yard's Neighbourhood Programme - activity specifically designed for the community, by the community. This may seem like an obvious process, but too often isn't the case. Whether it be music activities for kids and young families, music therapies, workshop programmes, activities for the elderly, or a whole manner of things we hadn't considered yet, this listening project has allowed local people to share what music means to them and shape what Future Yard is in the future.

The key aims for the project were as follows:

- **To engage the local neighbourhood** to better understand the importance of music in their lives
- **To understand** what gets in the way of accessing culture, and what we can do to help
- **To canvas ideas** for future neighbourhood activity to better serve their needs

We structured these discussions in multiple ways, tailored for different audiences with the intention to reach as many people within the direct local community as possible and have their voices heard, whether they knew about Future Yard or not.



HOW DID WE REACH PEOPLE?

We created a Principle Project Survey which was extensively distributed through our local partnership group of third sector organisations, schools and within the existing Future Yard network. Working with Magenta Living, we secured free tickets to our weekly Mosh Tots family shows, allowing local families to take part and share their thoughts with us. We looked to ensure, where at all possible, that we engaged in person, both at Future Yard and out within the community, hosting the following events;

- **Future Yard Open Day**
- **Birkenhead Market Pop-Up Day**
- **Wirral Met College Focus Group**
- **Spider Project Focus Group**
- **Tomorrow's Women Wirral Focus Group**
- **Open Door Charity Focus Group**
- **Magenta Residents Focus Group**
- **Mosh Tots Family Surveys**
- **Future Yard Community Noticeboard**

The full data set from this project can be viewed at futureyard.org/wdmm2u

WHO TOOK PART?

The project directly engaged 274 local people, across a range of surveys, focus groups and in-venue qualitative contributions. The following section provides insight based on the 178 people who directly filled in our Principle Project Surveys. This report also features qualitative contributions from postcards submitted via our Community Noticeboard at Future Yard. Each diagram provides an

indication of the number of responses that we received through our different engagement methods.

91% of all respondents lived in a CH postcode (of the 177 people we have postcode data for). Of those, 32% lived in CH41 and CH42, which comprise our Neighbourhood wards. A further 13% came from CH43. Figure 1 shows where

respondents live, and the ways in which they have previously engaged with Future Yard. Almost half of respondents to all engagement methods had been to Future Yard; 37% of those from CH41 and CH42; and 59% of those from adjacent wards had previously been to Future Yard. Yet, 30% of those in our neighbourhood postcodes had not heard of Future Yard.

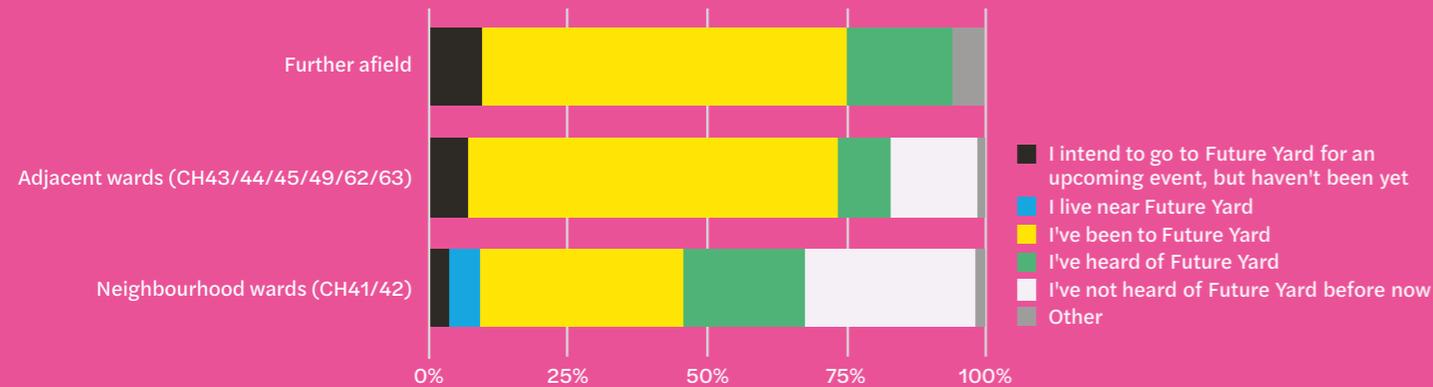


Figure 1: Postcode of respondents and ways in which they previously interacted with Future Yard (n=156)

Table 1: Demographic information for respondents

	%
Gender (n=114)	
Woman (including Trans-woman)	53%
Man (including Trans-man)	44%
Non-binary	3%
Age (n=165)	
Under 16	1%
16-18	14%
19-25	16%
26-35	24%
36-45	17%
46-55	20%
56-65	10%
65+	4%
Children in the household (n=113)	
Have children	50%
Do not have children	50%

Almost half of those who had been to Future Yard had come for a live gig, the second most common reason was for food and drink. Nearly one fifth had come for another event, for example, our Crate vinyl and craft beer market'. Attending for community-led events or for a work meeting was amongst the least popular reasons for attending Future Yard (7% and 8% of respondents respectively).

Figure 2: Reasons for coming to Future Yard (n=117)



There were some differences according to different demographic groups. Men were more likely to visit for a gig or another event, whereas women were more likely to visit for community events or Mosh Tots; they were also more likely to have not yet been to Future Yard. In relation to age,

older people were more likely to visit for a drink or food, whereas younger people were more likely to visit for a gig or other event. Both the oldest and youngest were those least likely to have not been to visit Future Yard. As one of the methods of data collection was via our Mosh Tots family

shows, the data on reasons for attendance for those with and without children shows that more people with children came to events like Mosh Tots, and those without were more likely to attend for gigs or for a drink.

Figure 3: Reason for visit, by gender. n=113

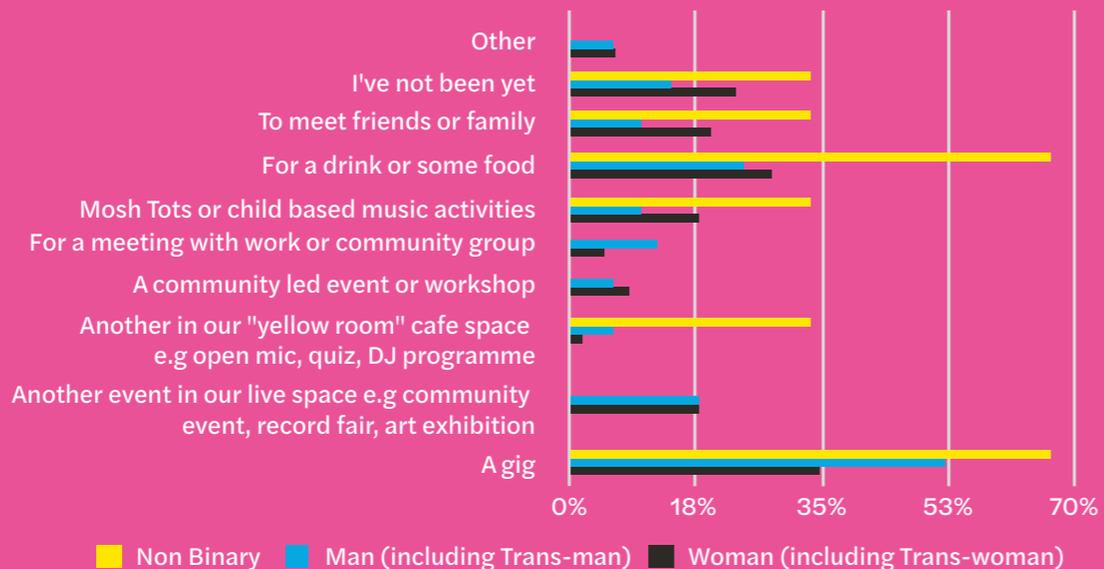


Figure 4: Reason for visit, by age. n=114

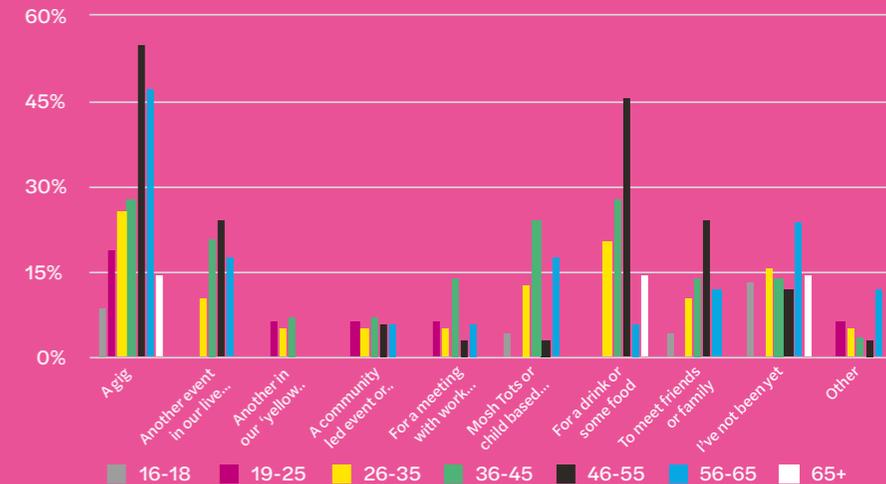
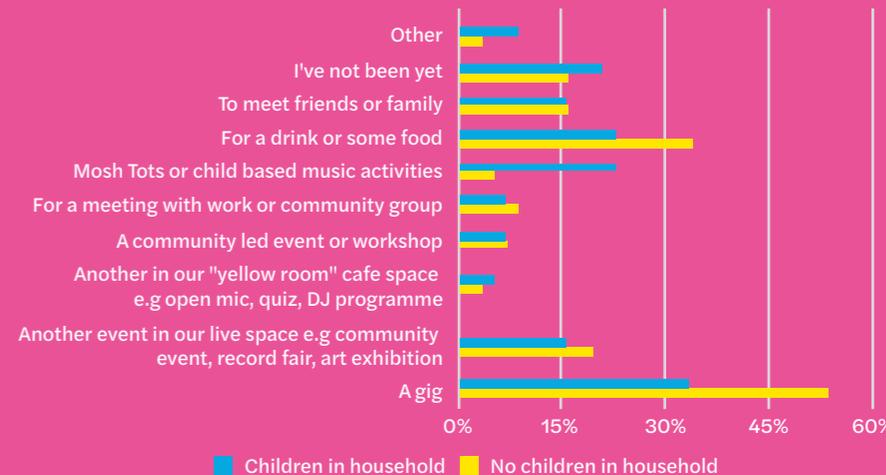


Figure 5: Reason for visit by whether or not they have children (n=111)



OUR NEIGHBOURHOOD WARDS IN BIRKENHEAD

Future Yard is located within the Birkenhead and Tranmere ward, and neighbours the wards of Rock Ferry and Bidston and St James. Together, these three wards make up the CH41 and CH42 postcodes. This is an area of acute disadvantage and we are committed to focusing the impact of our work here, in our local neighbourhood, bringing about positive change in the communities that need it the most. **All three wards are in the 1% most deprived in England (ONS) according to Indices of Multiple Deprivation. Our ward has the lowest life expectancy and highest rates of child poverty in Wirral, as well as the highest rate of claimants for Universal Credit (wirral.gov, Constituency Profiles). Mortality from alcohol is 164% above the England average (wirral.gov, Constituency Profiles).**

It should be noted that there is more complete data on some of the demographic questions due to the ways in which data is collected. Therefore all descriptive statistics are intended to be illustrative and grounds for further conversation, rather than taken as absolute.



WHAT DOES MUSIC MEAN TO YOU?

We asked people about the role that music plays in their lives, providing a broad range of categories for people to reflect upon. Figure 6 outlines people's responses.

We took this data – along with qualitative responses through our Community Noticeboard and focus groups – and looked at the themes that were emerging from what people told us. We categorised these into five key areas, providing us with the role that music plays in people's lives grouped into a set of segments. Where people added in "other" responses, these included prevention of boredom (two respondents), music as a potential career (three respondents) and fourteen people who stated variations on the theme "music is everything to me".

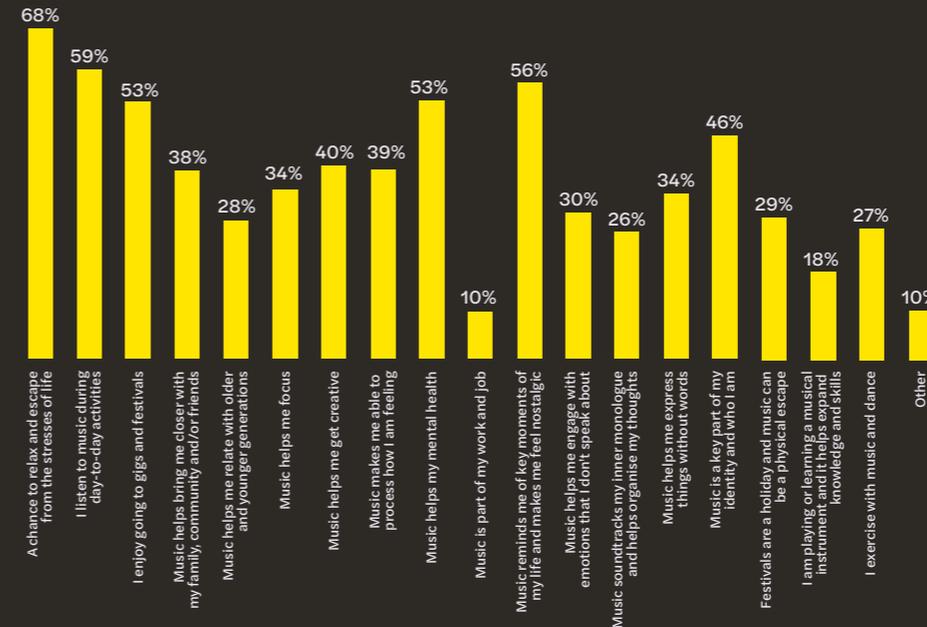


Figure 6: What role does music play in your life? n=177

“It defines me! Every memory I have is tied to a specific song, album, or artist. Music is me, and that’s all there is to it.”

Pop up questionnaire respondent

Figure 7: What role does music play in your life? Grouped by category and broken down by age. n=165

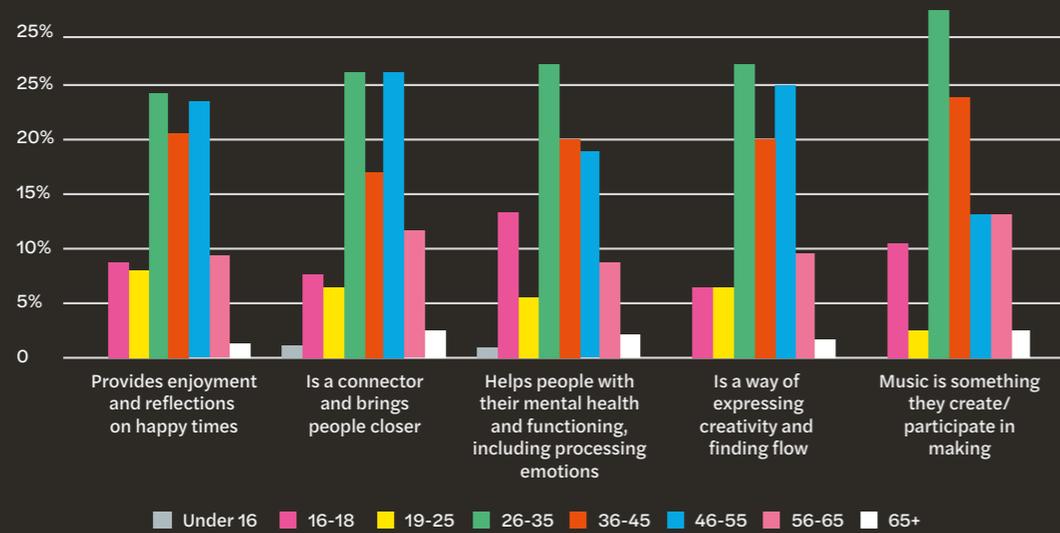


Figure 8: What role does music play in your life? Grouped by category and broken down by gender. n=115

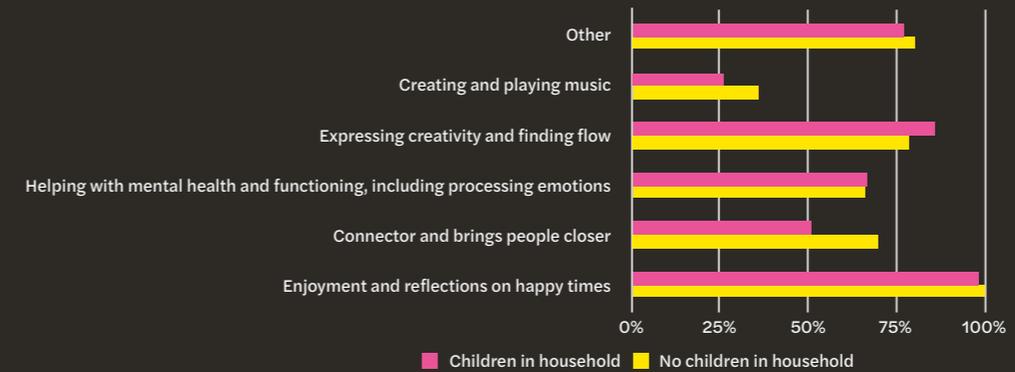
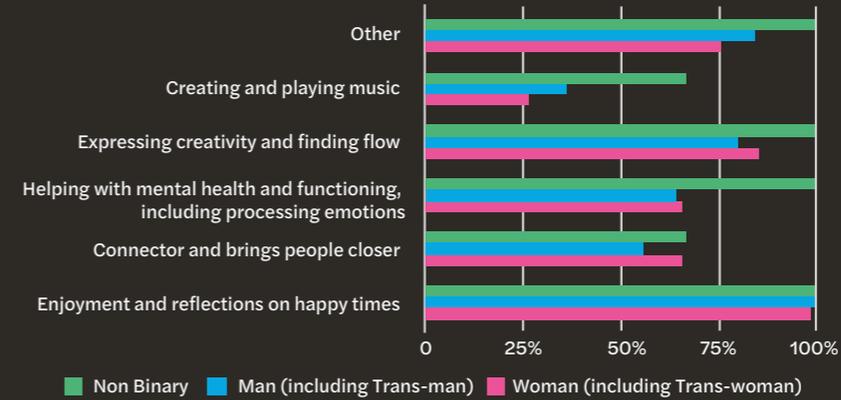


Figure 9: What role does music play in your life? Grouped by category and broken down by households with children. n=112

ENJOYMENT AND REFLECTIONS ON HAPPY TIMES

This was the most popular reason given for the role that music plays in people's lives. 77% of respondents felt that music gives them an opportunity to enjoy themselves. This was particularly important to those between the ages of 36 and 55, of whom 97% felt that music provided them with the opportunity to enjoy themselves. For those aged over 65, this was least relevant with only two of the seven respondents stating that it provided such a release. There were no differences by gender or whether the respondent was from a household with children.

When asked to describe what it meant for them in their own words, respondents talked about having fun and the way in which music can evoke specific memories.

“**Gigs are a chance to see my friends and enjoy live music. There's nothing else like it.**”

Survey respondent

“**As I am 81, happy memories of overseas holidays, new friends, the music of WW2 as a young child. Many folk songs I learned at school and songs in French, German and Latin, which have always helped me remember the words.**”

Survey respondent

“**It offers a place of solace, escape, happiness or simply enjoyment.**”

Survey respondent

MUSIC AS A CONNECTOR AND BRINGING PEOPLE CLOSER

47% of people felt that music is a means of building connections between people and communities. This was particularly true for those aged 46-55, 56-65 and 26-35 (61%, 53% and 51% respectively). Only 31% of 19-25 year olds and 29% of those over 65 felt this was the case. There was a small difference in terms of gender with 66% of female and 67% of non-binary respondents feeling music as a connector, compared to 56% of male respondents. 70% of those without children felt it brings people closer, compared with only 52% of those with children.

For those providing descriptions of music as a connector in their own words, there was a focus on overcoming division within society, particularly in terms of people and communities that may appear to have significant differences. Some respondents also described their individual experiences of creating and sustaining friendships and a sense of community.

“**Music connects people in ways nothing else can. It crosses cultures and borders. It's the ultimate way to bond - it feels instinctive and innately human.**”

Community notice board

“**Music to me binds the universe together. It has a unique power to bring together people and communities that are considered worlds apart.**”

Survey respondent

“**Music has led me to some of my most happy memories and experiences that otherwise wouldn't have been possible. More importantly it's through music that I've made so many cherished friendships.**”

Survey respondent

HELPING WITH MENTAL HEALTH AND FUNCTIONING

55% of all respondents felt that music helped them with their mental health, including helping them to understand and process their emotions. There were some variations by age: those aged 26-45 felt this to a greater extent (62%) than those between 19-25 and over 65 (31% and 19% respectively). There were little differences by gender, although all those who defined themselves as non-binary felt that music was important in helping with their mental health. There were no differences in terms of those with and without children.

For those describing the role of music in supporting mental health, many described how it gave a means of understanding and describing emotions, particularly complex ones where words are not always forthcoming. They also described it as a conduit for working through anxieties and helping them to relax.

“It’s been the best therapist I have ever had. I can always rely on music to help me through the hard times.”

Focus group participant

“It takes me away from the daily grind and anxieties of everyday life. It gives you an escape and a [sense of] freedom.”

Focus group participant

“Music helps me engage with emotions that I don’t speak about.”

Mosh Tots survey

“Music to me is an outlet. I struggle with mental health problems and music relaxes me and brings me back into focus.”

Survey respondent

EXPRESSING CREATIVITY AND FINDING FLOW

64% of respondents felt that music played an important role in helping them to express their creativity and find flow and immersion in an experience or task. This was most apparent for those aged 46-55 (79%) and least for 19-25 and over 65s (30% and 29% respectively). There was a small difference in terms of gender (85% of women and 80% of men) for those with children (88%) versus those without (79%).¹

People described how music helped them to find a state of flow in their daily activities, how it helped them to feel absorbed. They also described how the act of making or listening to music was a process to enable creativity and expression of feelings and experiences.

“I have autism and find communication and expressing my feelings different when I write and perform songs. It comes with ease and feels like release to me.”

Community notice board

“Music like art and books are one of the few things that totally absorb you. It has the ability to move you without the need to understand how it was made, what the chord sequences are, the recording techniques. Like all things of beauty, it just has an ability to move you.”

Survey respondent

“Music helps to calm your messy mind, being able to play music is the ability to express yourself - something that can be hard to put into words at times.”

Survey respondent

“Music helps me focus on activities and makes me relax.”

Mosh Tots survey respondent

CREATING AND PLAYING MUSIC

In addition to music as a conduit for creating flow and expressing creativity, 23% of respondents focused on the specific action of making music. Again, this was most pronounced in the 26-45 age group. There were some differences by age (26% of women, 36% of men) and whether people had children in the household or not (27% and 36% respectively).

“As a child I played an instrument and recently I picked it back up and the memories flooded back, it unlocks memories, and helps cement new ones into the mind, I love it.”

Survey respondent



WHAT BARRIERS STOP PEOPLE TAKING PART IN FUTURE YARD ACTIVITIES?

We asked respondents about the barriers that get in the way of people engaging in Future Yard’s programmes and culture more broadly. As with the previous section, we have sought to track consistencies within these responses and grouped people’s answers into a series of segments, providing us with four useful groupings. In this section, we describe the barriers people identified and differentiations in these recollections depending on age, location, gender, household demographics and their current relationship to Future Yard.

- Cost of tickets
- Cost of other venue purchases (e.g. food and drink)
- Accessible/affordable transport to venue
- Childcare
- Lack of awareness of what’s on
- Anxiety about going to new places
- Other

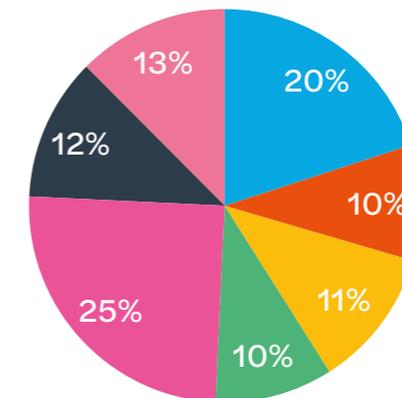


Figure 10: Barriers to engagement in music and culture (n=172)

Figure 11: Barriers to accessing live music, by postcode, where number of respondents from that postcode >=5. n =145

- Further afield
- Adjacent wards (CH43/44/45/49/62/63)
- Neighbourhood wards (CH41/42)

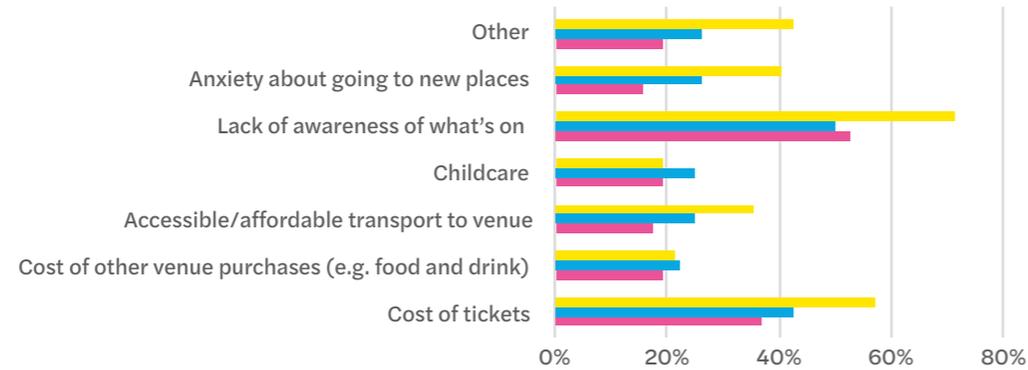


Figure 12: Barriers to accessing live music, by age. n =158

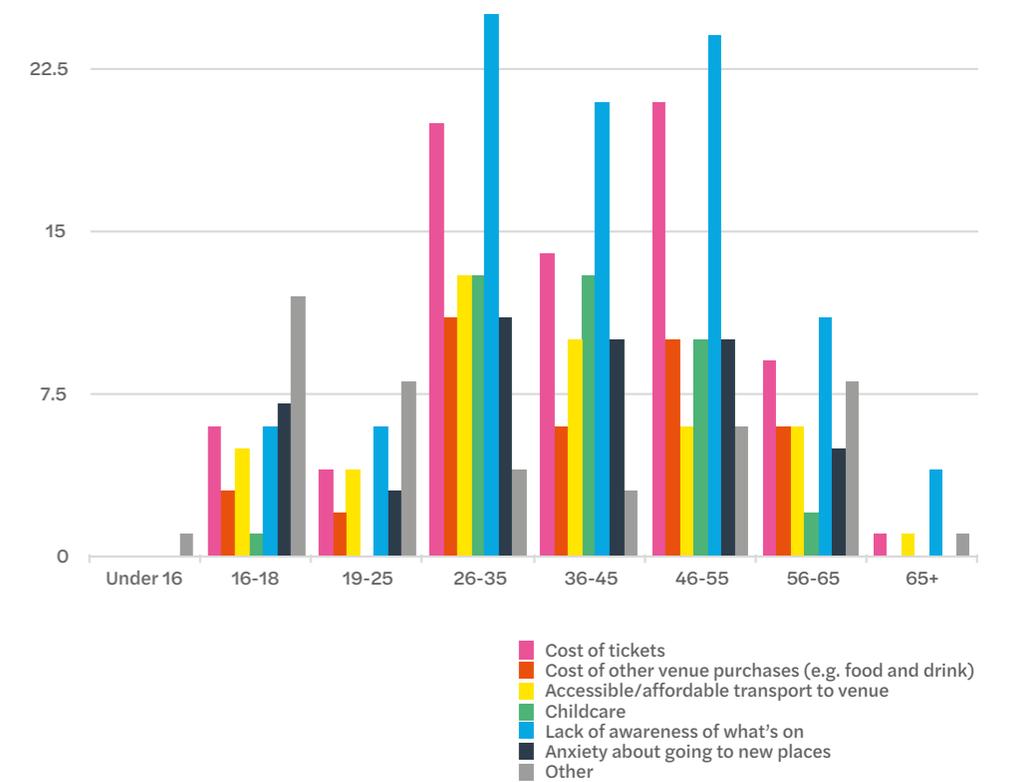


Figure 13: Barriers to accessing live music, by gender. n =115

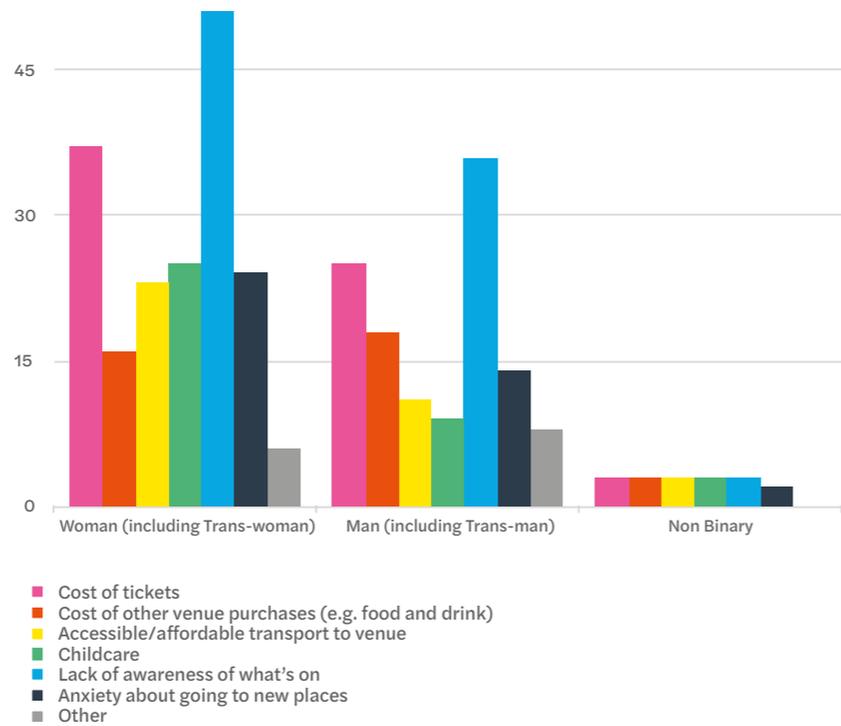


Figure 14: Barriers to accessing live music, by children in household. n =115

■ No children in household
■ Children in household

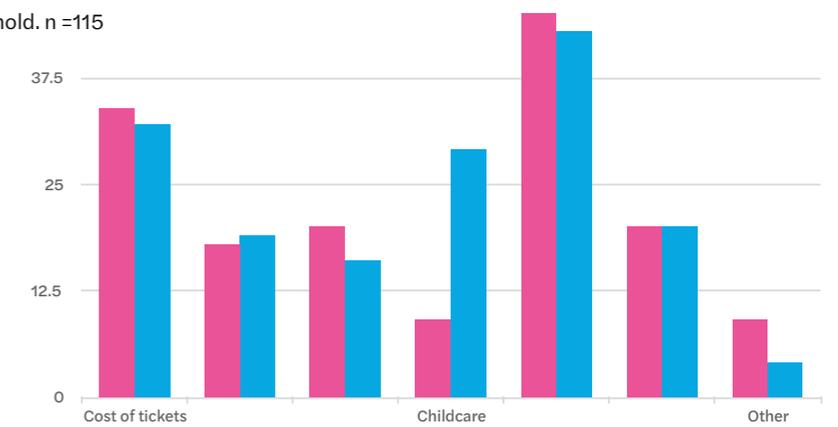
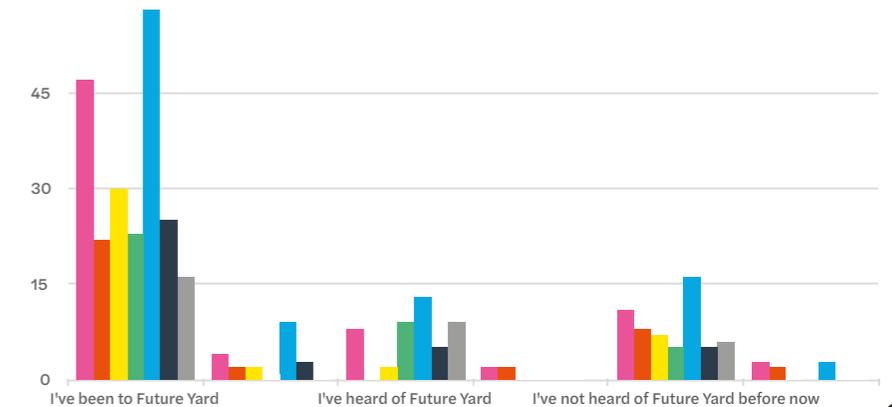


Figure 15: Barriers to accessing live music, by relationship to Future Yard. n =154

■ Cost of tickets
■ Cost of other venue purchases (e.g. food and drink)
■ Accessible/affordable transport to venue
■ Childcare
■ Lack of awareness of what's on
■ Anxiety about going to new places
■ Other



AWARENESS AND COMMUNICATION

When we asked people what gets in the way of them accessing music and culture locally, there was a clear response across all consultation methods: for **58% of respondents to all surveys the lack of awareness of what's on stops them engaging with local programming.** Some of this is related to knowledge of Future Yard's activities specifically, whereas there was a consistent broader issue in relation to communication around cultural events and changing digital methods of communication.

“The 2 year gap has turned events upside down. People don't know what's going on and they are still fearful of going out.”

Pop-Up questionnaire

“None of us knew about the programmes you have for young people. That's the kind of stuff that we should know so we can back Future Yard as being a community venue. How can I tell my grandkids about your programmes if I don't even know about them?”

Focus group participant

“Life is busy. Can't keep up with what is on each week.”

Pop-Up questionnaire



COST

Almost half of all respondents stated cost to be a major barrier to engaging in Future Yard activities; both in terms of cost of tickets, but also the overarching cost of attending (food, drink, travel etc). **Nearly two-thirds of those who completed our Principle Project Survey felt that the cost of tickets kept people away**, although only a third of those who completed the survey at Mosh Tots felt so, perhaps reflecting the positive impact of free community tickets which were piloted at Mosh Tots during this period. Qualitatively, people explained that the move to cashless payments was also prohibitive for some in terms of payment for tickets and other purchases. There were differences in terms of gender, with women being more concerned about the overall cost of tickets and other purchases; and age - those between the ages of 26 and 55 were more frequently stating cost, likely related to financial and care related responsibilities. In terms of where people were from, those participating from outside our Neighbourhood Wards (CH41 and CH42) were less concerned

about cost. They may be more likely to feel comfortable and able to travel, therefore affecting their perceptions of the influence of cost on keeping people away from music and other cultural activities.

In addition to the direct cost of participating in cultural life, there are other financial and practical considerations for respondents. Around a third of those engaged reported barriers around childcare and accessible transportation to and from venues. Whilst not always counted as a direct cost, they add to the financial and practical burden of attending events.

“**Transport [is a barrier]. I rely on my parents picking me up and they can't stay up late with work.**”

Pop up questionnaire



PERCEPTIONS

Around one fifth of respondents had anxiety about going to new places. Qualitatively, some people explained that (at the time of the consultation) they were still quite fearful of attending public events after Covid. Others explained how they had a sense of social anxiety about attending new events, particularly if they didn't feel that what was on offer was tailored to their demographics. This was particularly the case for older demographic groups, who were particularly concerned about not fitting in.

“**Future Yard is a bit too cool for me. I'm not part of the crowd that would go there which ties into anxiety about going there.**”

Focus group participant



“**[There are] not many music venues for people over 50 where I would feel comfortable attending.**”

Survey respondent

“**Don't know the bands you are putting on. You need a range of gigs for older people too!**”

Pop up questionnaire

INVOLVEMENT OF THE COMMUNITY

As a result of some of the qualitative engagement with community groups, there were some respondents who felt that there is a need for greater community engagement to design and deliver activities. Most of these people were positive about the opportunities that Future Yard affords to the local community but wanted to start an ongoing conversation about what is needed and how this can best be delivered.

“Not enough local music/people involved. I didn't even know you did an Open Mic and I'm sure none of my mates that play music know about it either. You need to get the local kids running stuff like that.”

Focus group participant



WHAT DO PEOPLE WANT?

We asked people about the kinds of activities and services that Future Yard can provide for the community. The responses are grouped by theme and the relative popularity of different activities is presented.

- The most popular suggestion for new activities was music making events for the community: 51% of respondents wanted music making events for the community and 46% wanted access to free or subsidised rehearsal studios.
- The suggestion to use the venue as a space for people in the community to meet was welcomed by respondents, with enthusiasm for running coffee mornings for different groups (50%). Cultural exchanges (39%) and running book and poetry clubs (33%) were less popular.
- A third category of activities focused on supporting health (mental and physical) through an offer of music and creative therapies (48%), drop in centres to support people with their mental health (44%); yoga or mindfulness events were less popular (27%).
- Learning opportunities, such as arts classes and events helping people experience what it is like running a music venue and programmes showing people how the production side of events work were popular with 46% of respondents.
- Specific themed events had some popularity, such as daytime matinees for under 18s (42%), food and beverage taster events (39%), dry and non-alcoholic events (36%) and events around helping people to find jobs (34%).
- 36% of respondents felt that there should be more opportunities for community groups to use the space for their own meetings or activities.
- Events for mothers and babies were the least popular; mum and baby morning (19%) and other antenatal events (11%). This perhaps reflects the demographics of respondents.

“You need to have something for everyone, and not the select few. E.g. Emo night, punk, jazz, rock, pop, soul, reggae, funk. Nights for the old, the young, and in-between.”

Survey respondent

Qualitatively, respondents provided a deeper insight into what that might look like in practice. There were various responses around having age/generational specific programming: from support to young people to access music making space, to family friendly concerts in the week (subsidised for the children), to providing events for older groups with music from previous decades. In terms of locally specific programming, a number of respondents suggested that the Future Yard team engage with Birkenhead Market to provide events for children, or makers fairs, as a draw for potential visitors to the markets.

Respondents were also clear where Future Yard needs to capitalise on its strengths and enhance what is already being delivered locally. The draw of music and culture over and above a community space was felt to be essential in developing the programming offer for the local community.

“ **Talking Tables would be a nice idea. Maybe considering how you can reach the elderly community. Surprising events. Something unusual you wouldn't expect to find at a cafe/bar that would draw you in and give you a reason to go.** ”

Survey respondent

“ **I believe there is a gaping hole when it comes to how teenagers can actively engage with their community. Music is a great outlet and the courses and work experience programmes you have sound excellent. Make this age group your core.** ”

Survey respondent

“ **There are other venues already meeting some of the other needs - perhaps not adequately but spreading too wide would dilute the potential of what you seem to be offering. A venue strictly focusing on music, musical education, music development, music appreciation, cross cultural music events, rehearsal space - these would be an important offering and I'm not aware of anywhere else offering this on this side of the Mersey.** ”

Survey respondent

THE ORGANISATION TO BRING ABOUT CHANGE

77% of 113 survey respondents strongly agreed that Future Yard can have a positive impact on Birkenhead. 85% felt that music and culture have the power to change a place for the better. 92% felt Future Yard is something that will bring people to Birkenhead and **94% felt that Future Yard can make Birkenhead a more attractive place for locals and tourists.**

Respondents explained the parallels with development in other areas, notably Liverpool, and how they hope that Future Yard could offer a focal point for people to come to Birkenhead, as well as part of a catalyst to wider development. This confidence is encouraging, given the leading role Future Yard is to play, partnering with Wirral Council across Birkenhead's Town Deal programme and Birkenhead Regeneration Framework over the coming years.

They also stressed the importance of listening to the community, creating opportunities for people to feed into programming and long-term plans. This also extends to sharing the results of this

project with the community, so that they not only offer their insights and ideas but can see them come to fruition.

“ **I think it's an important part of the regeneration of Birkenhead, it's the sort of place that locals can be proud of. It creates a sense of place and being on the map.** ”

Survey respondent

“ **As we have so little left in the way of shops in central Birkenhead, a central music venue would be a very good reason for going down town.** ”

Survey respondent

“ **Birkenhead has a really exciting vibe right now I feel, it reminds me of the Baltic Triangle area of Liverpool in the sense that it is only getting better and more diverse.** ”

Survey respondent

“ **I want to see more people actively engage with their local area and events and not just moan that nothing is happening. Lots of people could provide insight and knowledge and enjoy experiences if they just knew where to start.** ”

Survey respondent

WHAT WILL WE DO WITH WHAT WE HAVE LEARNED?

This project has allowed us to understand the role that music plays in the lives of local people. In addition, we've identified a number of barriers currently preventing local people from engaging in Future Yard's activities (barriers exponentially experienced by the most disadvantaged in our community) and ideas for future programme. Following this project, we will introduce a number of initiatives to distil this learning, shape relevant and meaningful programmes and remove barriers.



FUTURE YARD NEIGHBOURHOOD CHAMPIONS GROUP

This project has demonstrated a fervent desire from the community to see local people at the heart of shaping our programme, playing an active role in designing Future Yard's activities. It has also demonstrated a real desire from local people to get hands-on, with over 50 individuals active in local community organisations expressing an interest in directly participating. In order to mobilise this support and deliver on the learning from this project, we will establish a new **Future Yard Neighbourhood Champions Group**.

The group will comprise a diverse range of local people, with representation from a range of community organisations. It will be key to ensuring our activities are shaped by the community and that local people see this in action. The group will be supported and facilitated by Future Yard, but will be chaired independently, with representation on the Future Yard CIC board. The group will initially focus on the following;

- 1 Shape ideas for Future Yard's Neighbourhood Music Programmes.** This project has seen a range of suggestions; from music making events to programmes that promote people's mental health. With support from Future Yard and access to our learning and research, the Neighbourhood Champions Group will prioritise these ideas and help shape our dedicated Neighbourhood Music Programme.
- 2 Build on Future Yard's established connections with the local community, ensuring effective pathways into Future Yard's skills, training and development programmes are in place for the most disadvantaged local people.** It was clear from people's responses that there is a desire to enhance Future Yard's existing activities, building on our unique music-based offer and not replicate activity happening elsewhere.

- 3 Build awareness of Future Yard's offer locally** (a recurring barrier in this research), collaborating on initiatives to take our programme out into the community; increasing awareness, shifting perceptions and directly stimulating and involving local people. This will include an active role in the distribution of free tickets to the most disadvantaged in the community, supported by the Future Yard Neighbourhood Fund.

FUTURE YARD NEIGHBOURHOOD FUND

Delivering a Neighbourhood Music Programme, free-to-access skills and development pathways and Free Neighbourhood Tickets requires resource. Future Yard CIC is a non-profit community music organisation and we require the support of a range of stakeholders to achieve our vision; to utilise the power of music to change people's lives.

In order to provide this resource, we will launch a new Future Yard Neighbourhood Fund which will be used to support this work specifically. The new fund will:

- 1 Provide resource for the Neighbourhood Music Programme** shaped by the Future Yard Neighbourhood Champions Group.
- 2 Support a new Future Yard Neighbourhood Tickets programme,** distributing free tickets to Future Yard shows directly into our community via our established community partners and our Neighbourhood Champions Group. These tickets will include food and drink, following the learning in this project around cumulative barriers.
- 3 Support our established skills, training and development programmes,** ensuring that they remain free-to-access.

The actions we have outlined here are a start and will be continually evaluated and reviewed by Future Yard, our board and the Neighbourhood Champions Group. We will report on our Neighbourhood Music Programmes and the outputs enabled via the Neighbourhood Fund within our annual report.

How Will We Resource The Fund?

We will work closely with a diverse range of public funders, trusts, foundations and corporate partners, building on our existing relationships to secure funding. We will also be launching **FUTURE 50**; a

campaign encouraging businesses and organisations to directly support the Future Yard Neighbourhood Fund.

We will be introducing a dedicated year-round fundraising campaign, giving members of the public the opportunity to support the Neighbourhood Fund. And, consistent with our constituted aims as a CIC, any operating surpluses achieved by Future Yard will be re-invested in this programme.

Keep inviting groups like us into the venue to have conversations like this, so that we can understand what it is that you guys do, why you run the way you run. It helps us understand the venue better. I guess, maybe just being more transparent or obvious about your pricing. None of us knew about the programmes you have for young people. That's the kind of stuff that we should know so we can back Future Yard as being a community venue.

Focus group

WANT TO GET INVOLVED?

We are keen to work with local community organisations and businesses to achieve our vision. If you would like to talk to us about bringing your expertise to our Neighbourhood Champions Group, helping to shape our work or supporting us in achieving our vision, please email **Mika Haasler** at mika@futureyard.org



“ I honestly feel like Future Yard breathes new life into Birkenhead. Since discovering it, I didn't realise how urgently it was needed. ”

Focus group