

AMPLIFIER ROCKS



40% of young people attending Amplifier music sessions do NOT take part in any other form of regular after-school activity.

IFIF Industry, from Debenham



Ruth and Jake, acoustic band from Eye

27% of young people attending Amplifier have NO previous experience of making music.

90% of participants say that attending sessions helps them feel more positive about themselves.



Hooker's Green, Bury St Edmunds

All images taken at the Athenaeum, Bury St Edmunds, May 2009

AMPLIFIER ROCKS

- Every week during term time, over 235 young people attend Amplifier rock and pop music sessions.

40% of participants do NOT attend any other form of regular, after-school activity

- Amplifier tutors are all professional, experienced musicians – with years of experience of playing rock and pop, and of supporting and encouraging young people to make their own music.

94% of young people attending regular sessions said they had learnt new skills

- And because of their experience, Amplifier tutors are regularly asked to deliver a host of other, additional activities, from summer holiday workshops to after school clubs, regular sessions with PRUs and workshops for vulnerable young people.

27% of regular participants have no previous experience of making music

- Regular sessions take place in Bury St Edmunds, Debenham, Eye, Halesworth, Ipswich, Newmarket, Saxmundham, Stowmarket, and Sudbury.

97% of respondents said that attending sessions helped them meet new people

- Most venues hold end-of-term gigs, while festivals (including Stowfest, Latitude and Ipswich Music Day), other performance opportunities and recording CDs mean the audiences for these young peoples' talents, skills and commitment runs into thousands.

90% of participants said attending sessions made them feel more positive about themselves

- 20% of regular participants are female
 - 88% of participants are between the ages of 13 and 18
 - 18% claim concessionary rates

“Coming to sessions is great fun and I get to be myself.”

“I think there should be more sessions because it keeps me out of trouble.”

“We get amazing tuition, which a lot of people wouldn't get in a normal lesson.”

“Amplifier has introduced me to lots of different types of music, advice and tips, which have helped me get gigs, learn to become better and ultimately helped me on my college course where I am studying music performance.”

ALL percentages based on Autumn 08/Spring 09 evaluation of 4 sample groups.

AMPLIFIER ACTIVITY FROM MAY 2007 TO APRIL 2009

Waveney Amplifier: -

- Delivered three 2-hour evening rock and pop music sessions a week during term time in Halesworth
- Actively engaged with a combined total of 131 young people between the ages of 11 and 19
- Facilitated the Big Gig at The New Wolsey Theatre – audience figures 200+
- Played at Gig in the Park 2007, Halesworth, Suffolk - audience figures 3,000
- Played at Latitude 2007, Henham, Suffolk – audience figures 20,000+
- Play over 30 gigs regionally
- Played 5 showcases as a group
- Produced over 10 CDs of individual work
- Written up to 140 original pieces of music
- Entered 3 bands for a music competition; of a total of 20 entrants, ALL the Waveney bands were successful
- Ran regular sessions for the Shaw Trust in Lowestoft
- Ran regular session for the Futures group, Lowestoft
- 97% said it gave them somewhere to do and more things to do; 29% of participants do not take part in any other form of organised, after school activity*
- 86% of respondents stated that attending Amplifier sessions helped them learn more about making music*
- 89% stated that the sessions made them feel more positive about themselves*.

“Music is the best way to express yourself”

“The sessions give us a chance to improve – to shine.”

“Coming [to sessions] helps us build relationships and make friends with people outside school.”

* Figures taken from Autumn 08 and Spring 09 monitoring surveys
Quotes taken from Youth Opportunity Fund consultation evening

Babergh Amplifier: -

- Delivered one 2-hour evening rock and pop music session a week during term time in Sudbury
- Actively engaged with a combined total of 45 young people between the ages of 11 and 19
- Facilitated the Big Gig at The New Wolsey Theatre – audience figures 200+
- Held a gig at Sudbury High School – audience figures 120+
- Organised end of term gig at the Quay Theatre, Sudbury – 4 Amplifier bands played to an audience of 75
- Raised funds to purchase a laptop and software to enable recording, playback for practice skills, developing DJ skills
- Worked with a range of tutors, including DJs, guitarists and rock band musicians.
- Participants are working on an MP3 track of original material, to be broadcast via the web
- Attracted funds for additional work with young looked after people and other disadvantaged young people – e.g. with learning difficulties
- 100% of participants stated that attending Amplifier sessions helped them learn new skills*
- 94% stated that the sessions made them feel more positive about themselves*
- 83% said that attending sessions helped them avoid anti-social behaviour*
- 72% of participants do not take part in any other form of regular, organised after-school activity*.

“We get to hang out with our friends and make cool music.”

“The teachers rock.”

“The music workshops are exciting and we don’t get that at school and we don’t have the equipment at home.”

“Coming to the sessions is great fun and I get to be myself.”

** Figures taken from Autumn 08 and Spring 09 monitoring surveys*

Quotes taken from monitoring survey, Spring 2009

Bury St Edmunds Amplifier: -

- Delivered one 2-hour evening rock and pop music session each week during term time in Bury St Edmunds
- Actively engaged with a combined total of 76 young people between the ages of 11 and 19
- Facilitated the Big Gig at The New Wolsey Theatre – audience figures 200+
- Facilitated gig at Bury St Edmunds Gig in the Gardens – audience figures 100+
- Took part in gig at Pot Black, organised in partnership with Bury Youth Council – estimated audience 70+
- Worked with young looked after people and home educated young people
- Raised funds to purchase acoustic instruments, enabling wider access to music making opportunities and greater use of the venue facilities
- Raised funds to purchase a CD recorder, instead of DJ equipment, enabling young people to record themselves in practice and develop further skills
- Worked with a range of tutors, including DJs, guitarists and rock band musicians.
- Secured funding to run summer workshops in 2009
- 100% said it gave them somewhere to do and more things to do; 44% of participants do not take part in any other form of organised, after school activity
- 100% agreed that attending sessions helped them gain respect and trust for one another, and to get on better with adults
- 100% of respondents stated that attending Amplifier sessions helped them learn more about making music
- 94% stated that the sessions made them feel more positive about themselves.

“We really value the tutors – they’re supportive and help us learn.”

“[Being part of the project] really boosts our confidence.”

“This gives us a choice – we can choose to come to the sessions and choose the styles of music we’re going to make.”

“This gives us freedom of speech - it gives us a voice.”

** Figures taken from Autumn 08 and Spring 09 monitoring surveys
Quotes taken from Youth Opportunity Fund consultation evening*

Ipswich Amplifier:-

- Delivered one 2-hour evening rock and pop music session a week during term time in Ipswich
- Actively engaged with a combined total of 63 young people between the ages of 11 and 19
- Facilitated the Big Gig at The New Wolsey Theatre – audience figures 200+
- Facilitated gigs at the Steam Boat, Ipswich – audience figures 150+
- Attracted funds for additional activity with young looked after people and other disadvantaged young people – e.g. with learning difficulties
- Worked with a range of tutors, including guitarists and rock band musicians
- Facilitated recordings by young bands as demos and practice pieces
- Held 3 end-of-term gigs in venues in Ipswich over the autumn term 2008 and Spring term 2009, each time playing to an audience of approximately 75 people
- 100% said it gave them somewhere to do and more things to do; 56% of participants do not take part in any other form of organised, after school activity
- 100% of respondents stated that attending Amplifier sessions helped them learn more about making music
- 95% agreed that the sessions made them feel more positive about themselves
- 93% agreed that attending sessions had helped them get on better with adults
- 88% agreed that attending sessions helped them avoid getting involved in anti-social behaviour.

***“I want more sessions because I enjoy them and it gets me doing stuff
instead of sleeping.”***

“You learn so much and get to meet people and it is awesome.”

“I think there should be more sessions because it keeps me out of trouble.”

***“Amplifier has helped me become more sociable and learn to respect
myself.”***

** Figures taken from Autumn 08 and Spring 09 monitoring surveys*

Quotes taken from monitoring survey, Spring 2009

Amplitude (Mid Suffolk District) Amplifier: -

- Delivered weekly 2-hour evening rock and pop music sessions in Stowmarket, Eye and Debenham during term time
- Delivered a weekly 90-minute after school rock and pop music session during term time at Needham Market Middle School for 4 consecutive terms
- Delivered a weekly 2-hour rock and pop music after school session at Stowmarket Community Education Centre for two terms
- Delivered 3 x 6 hours and 2 x 2 hour taster sessions
- Ran 11 6-hour holiday sessions at Thurston Community Centre and Stowmarket Community Education Centre
- Actively engaged with a combined total of 254 young people aged 11 to 19
- Facilitated the Big Gig at The New Wolsey Theatre – audience figures 200+
- Ten Amplitude bands played at the Stowfest event in 2007
- Organised two end-of-term gigs at the Regal Theatre, Stowmarket, with total audience attendance of 360
- Took part in gig at Pot Black, Bury St Edmunds, in partnership with Bury Youth Council and playing alongside bands from BSE Amplifier project – estimated audience of 70+
- Two bands took part in the Arthead event at Museum of East Anglian Life
- Amplitude bands busked in Stowmarket High Street, all proceeds went to charity
- Produced a double CD containing 42 original compositions by participants
- Achieved an average termly attendance of 107 young people aged 11 to 19
- Played at Stowfest, 2008 on both main and acoustic stage – audience figures 1,500+
- Organised 4 additional gigs, playing to audiences of 120+
- Secured additional funding to run summer activities in Stowmarket and Debenham
- At least one previous participant has now gone on to study music at West Suffolk College and has recorded material
- Consultations carried out at the end of the Summer term 2007 revealed that 100% of respondents agreed that Amplifier sessions were a good way to meet people, have fun, learn about making music and showcase their skills to other people.

“I’m going to university to do music – that wouldn’t have happened if I hadn’t come to Amplifier.”

“It gives you a sense of achievement.”

“Everything I know about music, I’ve learnt at Amplifier.”

Soundwaves (Suffolk Coastal District) Amplifier: -

From Autumn 2007 to Spring 2008

- Delivered 37 hours of regular evening rock and pop sessions in the Saxmundham/Leiston area
- Ran a weekly 2-hour rock and pop music session during the autumn term
- Provided 3 x 5 hour band development sessions during Spring holidays
- Organised a gig at Woodbridge Community Centre, where 5 bands played – estimated audience 120
- Organised gig at Seckford Theatre, Woodbridge, where 10 bands played to an audience of 263
- Produced CD of 10 Suffolk Coastal Bands.

From Summer 2008 to Spring 2009

- Soundwaves delivered regular evening and weekend rock and pop music sessions, including master classes in stage craft, vocal skills and production
- Engaged with at least 82 young people between the ages of 11 and 19
- Organised 6 local gigs, each with approximately 12 bands playing and audiences of 150 to 300
- Recorded 'Sounds of the East Coast 2' a CD of original material by Soundwaves bands. Over 200 copies have already been sold.

Forest Heath Amplifier:

- Delivered weekly 2-hour evening rock and pop music sessions in Newmarket for two terms
- Engaged with 24 young people between the ages of 11 and 16 at the weekly sessions
- Organised and delivered a 5 hour rock and pop music making session at Newmarket Carnival, engaging with 38 NEW attenders
- Developed and delivered 4 x 2hour sessions in Newmarket during the summer holidays, attracting 19 young people, half of whom were new to the project
- Actively engaged a total of 64 young people in rock and pop sessions
- Reached new audiences through the Newmarket Carnival
- Worked with young looked after people and other disadvantaged young people – e.g. with learning difficulties. We know this from anecdotal evidence provided by carers/parents – but not from any equal ops form they completed
- Raised funds to purchase a laptop and software to enable recording, playback for practice skills, developing DJ skills, plus a range of other instruments
- Worked with a range of tutors, including DJs, guitarists and rock band musicians.

ADDITIONAL ACTIVITIES

Amplifier tutors are often asked to run specific workshops and events, especially during the holidays. It would be impossible to list all the additional activities they manage, but by way of example ...

- Summer holidays, 2007 – two Amplifier tutors held regular sessions for young people at Waterfront Community Centre. They subsequently ran a workshop at the Ipswich Respect Festival.
- Summer holidays, 2007 – Working in partnership with City of London Sinfonia, three tutors ran regular evening sessions at Westgate Youth Club, culminating in a performance at the Ipswich Music Day event.

AMPLIFIER – WHO RUNS IT?

Over the past two years, the Amplifier project has grown and moved on from the centrally organised project it once was.

Amplifier is now a network of locally managed groups, responding to local needs and opportunities. These groups are supported by their local District Council.

The core funding and contracting for Amplifier is coordinated and managed by Suffolk County Council. Amplifier is currently funded by all local authorities in Suffolk.

The Amplifier project is delivered in each district as follows: -

Waveney – Waveney Amplifier

Tutors Bryan Hall Matt and Bryan Hall set up a Community Interest Company two years ago and now manage all Amplifier and associated activities in the Waveney district.

Mid Suffolk and Bury St Edmunds - Amplitude

Tutors Jon Hart, Dirk Forsdyke and Adam Keeton set up a Community Interest Company under the name of Amplitude, and now run sessions across the whole of Mid Suffolk. Amplitude currently delivers the project in the St Edmundsbury district.

Ipswich and Babergh

Recently, the New Wolsey Theatre has been contracted to deliver Amplifier workshops in Ipswich and Babergh, working in close partnership with the Arts Development Officers from both districts.

Forest Heath – Amp and Dec

Tutors Steve Law and Ian Bishop have applied to become a Community Interest Company and will then be responsible for delivering the Amplifier project in Forest Heath. They work in close association with the Arts Development officer for the district.

Suffolk Coastal District - Soundwaves

Soundwaves manages the music project in the Suffolk Coastal district, where they organise Battle of the Bands competitions, deliver master-classes to bands that are successful in those competitions, and give them the opportunity to record and promote CDs of their work.

An Everyday Story of Amplifier Tutors

On a weekly basis we provide Music and DJ skills at four Pupil Referral Units - Albany in Bury St Edmunds, Mill Meadow at Gazely, Hampden House in Cornard, and Alder Wood in Ipswich. This teaching is structured in such a way that the children can earn certificates as they achieve various levels of competence and knowledge.

We run regular session at a Drop-In bar for the disabled in Bury St Edmunds, and with a disabled group in Newmarket; we also work with the National Autistic Centre in Kenny Hill.

Over the last year or so, we've been involved in various projects with The Royal Philharmonic Orchestra's teaching programme, most notably pre-school work across the county, introducing traditional British music to the very young through singing and movement. This has also proved to be very useful in teaching children from ethnic backgrounds many English words through singing and connecting them.

We were heavily involved in a project with the RPO in Glemsford during last summer, which featured many aspects of the arts. We are employed by many school holiday projects throughout the year to provide DJ and Rock music sessions within these activity days. For example, last summer we provided a week's worth of music activities to Priory Special Needs School Bury St Edmunds, culminating in a concert.

At Thurston we run an after-school club teaching our usual rock skills. The amount of different children we teach, coupled with our regular sessions every Wednesday night in Bury, creates a demand from the participants to go and perform, so at the end of most terms we put on a gig for them at a suitable venue for them in Bury itself.

We have also worked with the long term unemployed, and drug rehabilitation programmes across the county. We are currently working on developing a new project suitable for the retired population, as well as a customised teaching package suitable for children's homes.