



Music Generation Mayo – Draft Strategy, 2024-2028

Introduction

What we want to do is really simple. We just want to make sure that everyone whatever their background, gets access to music tuition. That's the idea.

Bono

As part of Music Generation, Ireland's National Music Education Programme, Music Generation Mayo provides a variety of music programmes for children and young people throughout Mayo. Through these programmes we aim to transform the lives of children and young people by giving access to high-quality, subsidised performance music education.

Established by its parent company Music Network, Music Generation Mayo is co-funded by U2, The Ireland Funds, the Department of Education (DE) and a Local Music Education Partnership (LMEP) comprised of Mayo, Sligo, Leitrim Education & Training Board, Mayo County Council Arts Service, Mayo Local Community Development Committee and the Mayo Education Centre.

Now recognised nationally by the Department of Education as non-mainstream music education, Music Generation's performance music education complements and enriches — but does not replace — the mainstream music curriculum provision of the formal education system.

This strategy, covering the period 2024 to 2028 inclusive, draws upon extensive stakeholder engagement and is broadly aligned with the existing National Development Office Strategy and the relevant strategies of Mayo County Council and MSLETB.

It highlights both the context and ambitions of Music Generation Mayo for this five-year period as well as key objectives for each of the four Strategic Priorities identified through this process.





Our Values

As a partner within the Music Generation national network, Music Generation Mayo aligns with the overarching values of Quality, Diversity, Partnership, Curiosity, and Accountability as outlined in the *Music Generation National Development Office Strategic Plan, 2022-2026*.

While these national values inform our work, we have developed our own set of core values that reflect the unique identity and aspirations of Music Generation Mayo:

1. **Community-Centered:** We prioritise the needs and cultural richness of Mayo's diverse communities in all our programs and initiatives.
2. **Collaboration:** We foster strong partnerships within Mayo and beyond, leveraging collective strengths to maximize our impact.
3. **Accessibility and Inclusion:** We strive to make our programs accessible to children and young people across Mayo, working to reduce barriers to participation while fostering an inclusive environment that welcomes diversity.
4. **Artistic Excellence:** We strive for the highest standards in music education, fostering creativity and skill development in every participant.
5. **Empowerment:** We aim to build confidence and self-expression in young people through music, enabling them to become active creators and leaders.

These values inform our approach to delivering music education programmes in Mayo, as well as our strategic vision for the next five years. We strive to live up to these values in all our activities, ensuring that we deliver music education programmes to the highest standard at all times.





Music Generation Mayo Strategic Priorities – 2024 to 2028

The key strategic priority areas for Music Generation Mayo for 2024 to 2028 are as follows:

- Accessibility and Inclusion
- Pathways and Programmes
- Youth Engagement
- Sustainability and Partnerships

These pillars grow out of extensive consultation undertaken in early 2024. They are consciously aligned with the *Music Generation National Development Office Strategic Plan, 2022-2026*, and link to those of our lead partner, MSLETB and key stakeholder, Mayo County Council.

Strategic Priority 1: Accessibility and Inclusion

“We believe that it is every child and young person’s right to be given the opportunity to access and participate in music”.

Music Generation National Development Office Strategic Plan, 2022-2026

Context

Since its foundation in 2011, Music Generation Mayo has consistently sought to promote accessibility and inclusion in Performance Music Education for children and young people in Mayo. This comes at a time when Irish society is becoming much more diverse and there is greater awareness of the need for more inclusive approaches which benefit all members of society.

Ambition

Over the five years of this strategy we will seek to ensure that Music Generation Mayo’s programs and opportunities are equitable, inclusive, diverse and accessible to children and young people across the county.

Objectives

To achieve this ambition, we set out the following key objectives for the period 2024 to 2028:

Objective 1

- We will continue to engage on an ongoing basis with the broadest range of communities in Mayo to better understand their needs and explore further opportunities for engagement in the area of music and music education programmes



Objective 2

- By continuing to work closely with our diverse range of partners we will expand access to music education opportunities for underserved and marginalised communities

Objective 3

- We will continue to offer and develop inclusive programmes that embrace diversity in musical genres, cultural traditions, and learning styles

Strategic Priority 2: Pathways and Programmes

Context

Music Generation Mayo recognises the importance of providing robust progression pathways for children and young people to foster long-term engagement with music and music education. We understand that as young people transition from junior to senior school, they face increasing demands on their time from academic and extracurricular activities.

It is consequently vital that structured progression pathways are developed to support continued engagement with Music Generation Mayo programmes and facilitate ongoing musical learning and growth.

Ambition

We will seek to further consolidate our existing programmes, while diversifying into new offerings that meet the emerging needs of children and young people. We are committed to developing structured progression pathways that inspire continued participation in our programmes. These pathways will be designed to support ongoing musical learning and growth, ensuring that music remains an integral and enriching part of young people's lives as they advance through their educational journey. By creating clear routes for musical development, we aim to empower participants to deepen their engagement with music, even as they navigate the challenges of adolescence and increasing academic pressures.

Objectives

To achieve this ambition, we set out the following key objectives for the period 2024 to 2028:

Objective 1

- We will develop coherent progression pathways for programme participants to maximise engagement and support. These will allow children and young people to progress seamlessly while also ensuring that their musical growth and engagement is supported

Objective 2

- We will expand our offering to ensure maximum accessibility for children and young people in Mayo at an age appropriate level, while also signposting broader opportunities for music education and engagement with various genres for children and young people within Mayo. This will



include the continued development of new and diverse programmes, incorporating diverse genres and musical opportunities

Objective 3

- We will maintain and enhance the quality of our programmes through professional development for our educators, and incorporation of best practices in performance music education. This commitment to excellence will ensure that participants receive the highest standard of music education at every level of engagement

Strategic Priority 3: Youth Engagement

Context

Children and young people are key stakeholders and partners in the ongoing activities of Music Generation Mayo, and their continued involvement and positive experience is key to our success. Ongoing and effective engagement with the full diversity of children and young people is crucial for the success of Music Generation Mayo and will ensure the continued relevance of our programmes.

Ambition

Youth Engagement not only includes attendance at programmes and the teaching of music and musical skills, but also involves the co-creation of programmes and offerings with children and young people. To ensure ongoing relevance we will seek to further involve children and young people from a diverse range of backgrounds at a strategic level with Music Generation Mayo.

Objectives

To achieve this ambition, we set out the following key objectives for the period 2024 to 2028:

Objective 1

- Building on the successes of the Féile Mhaigh Eo Youth Council initiative, we will continue to enhance youth engagement through the development of a Music Generation Mayo Youth Council and similar initiatives, and support the further development of their role in advising and guiding our programmes

Objective 2

- We will facilitate opportunities for further youth engagement through events and feedback gathering on a regular basis to ensure that the perspectives of young people throughout Mayo are heard and integrated into our work

Objective 3

- We will continue to advocate for and with children and young people in the area of music education to ensure that their voices are heard directly and inform our approach to music education and the programmes we offer





Strategic Priority 4: Sustainability and Partnerships

Context

Sustainability and partnerships in all forms are vital for the longer-term success of any programme. This includes not just what we do, but also how we do it, who we partner with and how we support our programmes through a robust infrastructure. Sustainability also means ensuring that our team of Musician Educators, who are central to our offering, have access to ongoing development opportunities.

Ambition

As a key member of the Music Generation network, we will develop and implement more sustainable ways of working and forms of engagement with stakeholders at all levels both within Mayo and across Ireland.

Objectives

To achieve this ambition, we set out the following key objectives for the period 2024 to 2028:

Objective 1:

- We will strive to develop and implement more sustainable forms of engagement with children, young people and other stakeholders in a spirit of partnership and co-creation

Objective 2:

- We will continue to support Musician Educators through access to ongoing professional development opportunities

Objective 3:

- We will enhance our internal capacity to support stakeholders by developing robust and scalable programmes

Objective 4:

- We will further consolidate and enhance our collaboration and partnership with locally-based stakeholders and organisations to ensure maximum impact

Objective 5:

- We will develop a long-term financial strategy that balances programme growth with budget constraints, exploring new funding sources and optimising resource allocation

