

# Don't just take our word for it!

"The day of the gig was one of the most difficult and challenging days of my life. This is the beauty of QuickStart Music, we were in control of a real business where there were problems to solve and challenges to overcome but in the end the gig itself was a huge success".  
*Jonny Gore - QuickStart Music student, Bingley Grammar*

"It's a great resource to be able to give young people considering this industry as a career option a real understanding of the upsides and the downsides." *Stephen Budd, Stephen Budd Management*

"When I was at school I did not know that certain areas of the music industry existed and I think taking part in a programme like QuickStart Music would have opened my eyes to what options were available to me and I think I would possibly have known what my niche was much earlier on". *Paulette Long, Westbury Music Ltd.*



## About Young Enterprise

With more than 5,500 schools, colleges and universities participating in its programmes, Young Enterprise is the UK's largest business and enterprise education charity.

Young Enterprise offers a range of programmes for young people from 4 years of age through to 25+. The Young Enterprise programmes are all based on the principle of learning by doing and bring volunteers from business into the classroom or university to work with the teacher and students. Each programme is supported with training for teachers and volunteers, and comprehensive materials for teachers, students and volunteers.

Some of the Young Enterprise programmes offer students direct experience of enterprise through working together to run their own real company. Others are structured around seminars and classes, using games, activities and role-play to help students to develop skills and capabilities for enterprise, business and the world of work.

With more than 40 years' experience of developing and delivering tried-and-tested and tailor-made enterprise learning solutions, Young Enterprise currently reaches more than 370,000 young people a year through the involvement and support of 3,500 UK businesses.

Supported by:



Working with:



## Young Enterprise UK

To find out more speak to your school's Young Enterprise link teacher or contact the Young Enterprise office in your region.

For more information, video interviews and contact details in your region see:  
[www.young-enterprise.org.uk/qsmusic](http://www.young-enterprise.org.uk/qsmusic)

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Registered Charity (No. 313697)



# QuickStart™ Music

The Young Enterprise QuickStart™ Music Programme offers groups of up to 50 students aged 13 to 15 the experience of setting up and running their own real mini music enterprise.

Working in teams, students form music companies which represent the broad range of activities within the industry including music publishing, artist management, promotions and running a record label. The companies then work together to pitch ideas for, and ultimately run, live events and create a music product to sell and distribute.

## QuickStart™ Music

Through a combination of theory and practical experience, the 10-week creative enterprise programme enables young entrepreneurs to learn in school how to operate their own music businesses, tapping into young people's music-making out of school. Advisors from the world of business and the music industry are on hand to give

students the benefit of their experience in all aspects of the industry including A&R, marketing, productions and promotion. The young entrepreneurs are also able to access and promote the talent of young creators, via the NUMU online schools music network, a dedicated safe site where young musicians can showcase their music.

By focusing on young people's natural enthusiasm for music, this initiative enables them to develop valuable enterprise skills and a sophisticated understanding of the value of the intangible assets (intellectual property) at the heart of the creative economy. It represents an innovative model of best practice, dovetailing with the Diploma in Creative and Media, whilst bridging in-school and informal learning and experience.

Each week the students attend a 60 minute seminar run within their school with an expert from the world of work acting as keynote speaker. Each seminar is themed around a different step in the business process, and is supported with hands-on

learning activities. In between sessions the students meet in their company teams and apply the theory to their own company.

As part of the programme resources Young Enterprise has interviewed leading lights and rising stars from the music industry. The resulting web based videos provide students with a library of information on industry roles and topics including promoting music, music publishing, copyright and IP, song writing and composing along with guidance from the likes of Ged Doherty (Chairman & CEO, Sony BMG), David Arnold (Composer) and Harvey Goldsmith explaining how they got started and what opportunities are available in the music business today.

## Diploma in Creative & Media

QuickStart Music was developed in conjunction with the Diploma in Creative and Media DDP and leading Music Industry organisations. It successfully combines this expertise with the Young Enterprise "learning by doing" delivery style and puts students in direct contact with business volunteers from the world of work. It's no surprise then that QuickStart Music will directly support delivery of the Diploma in Creative and Media from September 2008.

QuickStart Music supports 69 out of the 72 learning objectives of the Diploma in Creative and Media. The programme helps to support all four key themes and particularly the Creative Businesses and Enterprise theme. As well as Music, many of the other Creative and Media disciplines are covered by QuickStart Music.

## BTEC Music

QuickStart Music can be delivered alongside the BTEC first certificate and first diploma in Music, directly supporting the "Planning and Creating a Music Product" and "Exploring the Music Profession" units. In addition many of the specialist units can also be supported.

## Arts Award

Students taking part in QuickStart Music can use their experience as part of a Bronze or Silver Arts Award. The "Arts Activity", "Arts Challenge" and "Arts Leadership" units are all directly supported.

## Music at KS3 & GCSE

QuickStart Music directly supports the Key Stage 3 programme of study for music which forms part of the new secondary curriculum (for teaching from September 2008). It can also be used to support the learning objectives of all GCSE Music qualifications.

Students are involved in the development and extension of musical ideas through working creatively with fellow students who are artists and songwriters, preparing them for a live performance and/or music recording.

Students review and evaluate the music of the artists and songwriters who they work with in order to select who they will represent and who they will sign up to their record label.

In addition QuickStart Music offers students the opportunity to use a variety of music technologies, explore the role of musicians and the music industry in society and understand artistic and intellectual property rights.

