

JAZZ NORTH
ENRICHING
LIVES
THROUGH
IMPROVISATION



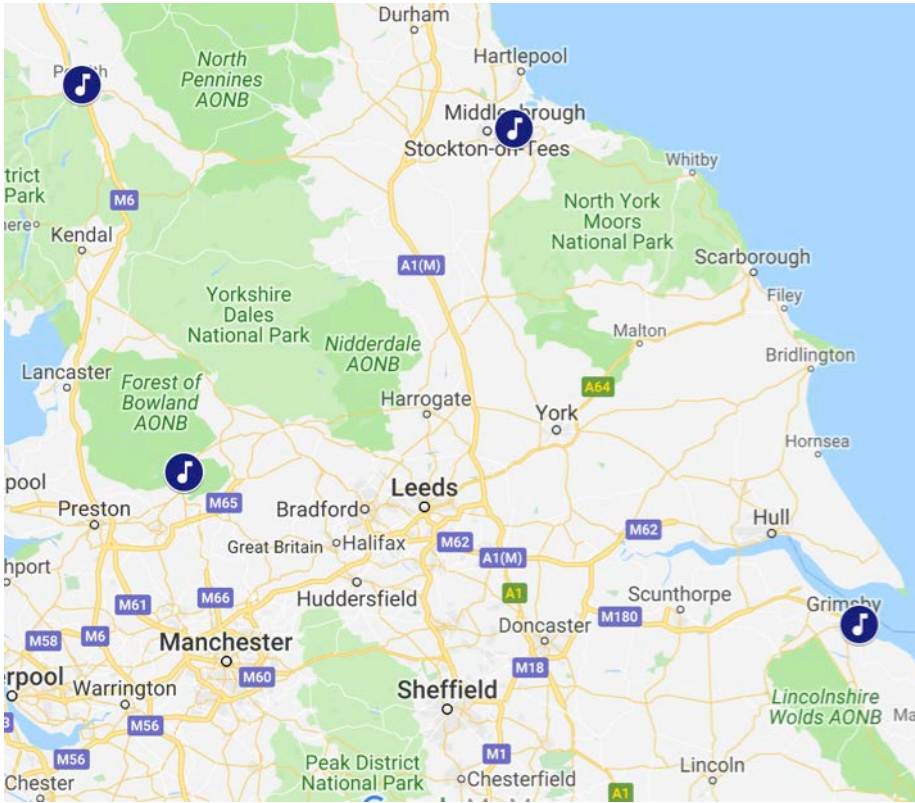
Alt-Shift-J

Promoting Live Jazz for Young Audiences

Project Report 2019

Compiled by Clare Price on behalf of Jazz North and partners





Alt-Shift-J

Promoting Live Jazz for Young Audiences

Jazz North secured Arts Council England Strategic Tour Funding in Autumn 2017 to deliver a project aimed at developing younger audiences for Jazz, in partnership with four partner organisations in the north of England.

The impetus for the project was to address issues of younger audiences not engaging with live jazz performance, as highlighted in recent research.

The project activity took place from December 2017 through to February 2019.

This report provides an overview of the project aims with case studies of activity by each of the partners. It also shares feedback and recommendations from partners, young audience members and workshop leaders and participants.

'Jazz publicity rarely has the younger audience in mind and social activities have also, no doubt, impacted on the dwindling younger end as online entertainment has taken hold. Through ALT SHIFT J, we will start to turn the definition of jazz on its head'

Lesley Jackson, Executive Director, Jazz North

JAZZ NORTH & PARTNERS

- 🎵 Middlesbrough Town Hall
- 🎵 The Grand, Clitheroe
- 🎵 BlueJam Arts Space, Penrith
- 🎵 The Culture House, Cleethorpes

Alt-Shift-J

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"I was blown away by how the artists were able to adapt original jazz compositions to suit younger and older audiences. Simply amazing. The future of Jazz is safe!! "
Audience Member (26-34)

Alt-Shift-J

Jazz North's Alt-Shift-J project took place in Penrith, Clitheroe, Middlesbrough and Cleethorpes with the goal to encourage young musicians to embrace jazz and ignite young audiences to attend jazz and improvised live music shows. The programme included Festivals featuring performances from new and established artists, interactive gigs, improvisation workshops, sessions in schools, and performing and sharing opportunities between young people and professional jazz musicians.

Young people were involved in shaping the events and marketing them to their peers. Digital technology played a big part in the project with lots of activity on social media before and during the events. Alt-Shift-J provided an opportunity to redefine the genre and the word 'jazz' and to help break down some of the barriers that currently exist

"This funding was incredibly important as it provided the resources and capacity to trial new ways of working with promoters, engage younger people and explore different producing models. We knew that a one-size fits all model wouldn't work and this project gave us the flexibility to work with each partner and their young promoters to ensure that their activity met their needs.

We wanted to redefine the way that younger people perceive jazz and improvisation and I think that we did that. The Shiftin' Jazz ensemble was a particular success that grew organically from the project. I can't imagine that anyone who participated in, or watched as an audience member, could fail to leave those performances totally blown away by the music and the obvious joy that emanated from the stage.

We have also started to build a supportive network of promoters, would be promoters and musicians who share the ambitions of the project. I know that each of our partners took a lot in terms of personal learning and are keen to embrace these new ways of working and connecting with younger audiences, but it is our job to make sure that we build on this momentum and create a Shiftin' Jazz movement!"

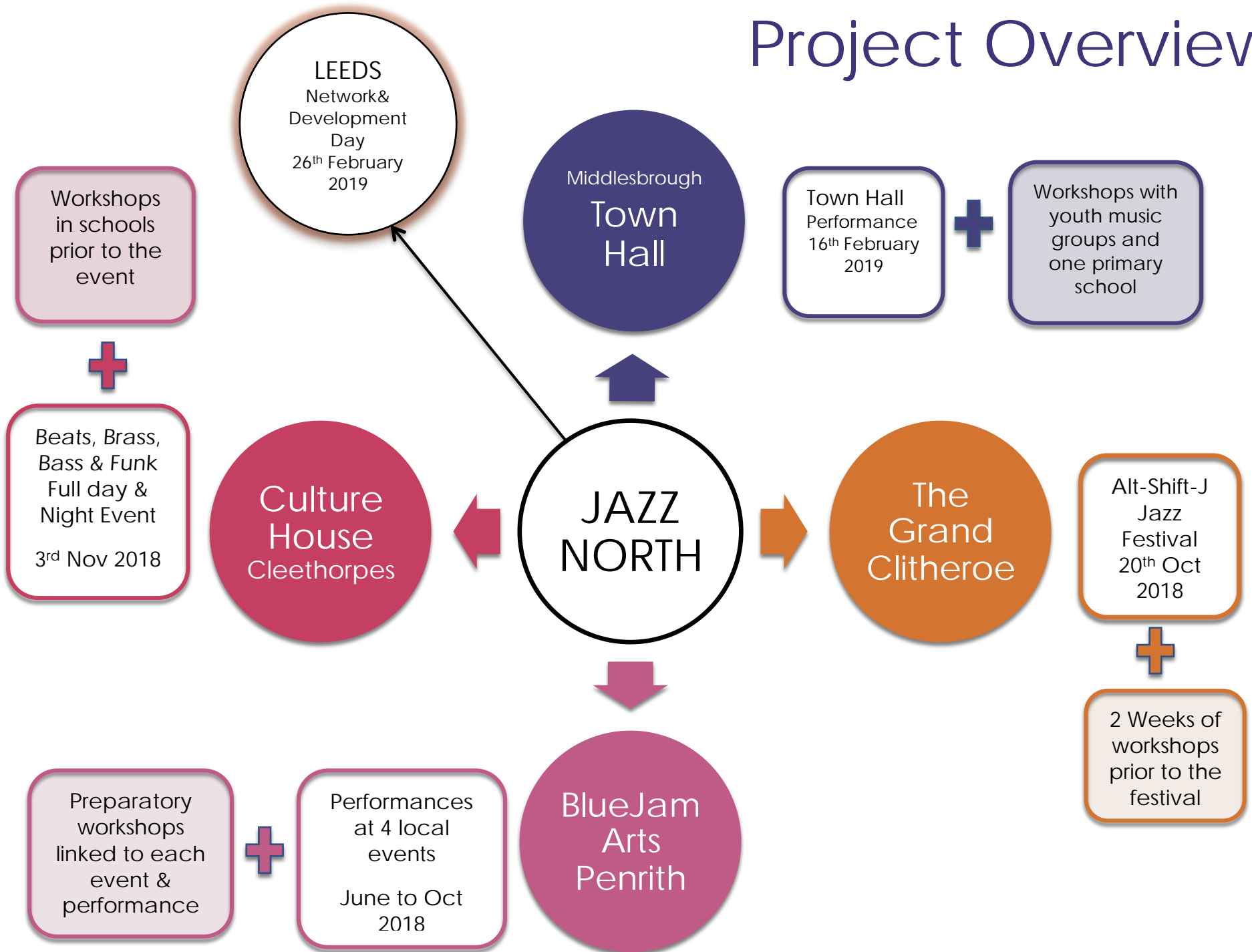
Lesley Jackson, Executive Director, Jazz North



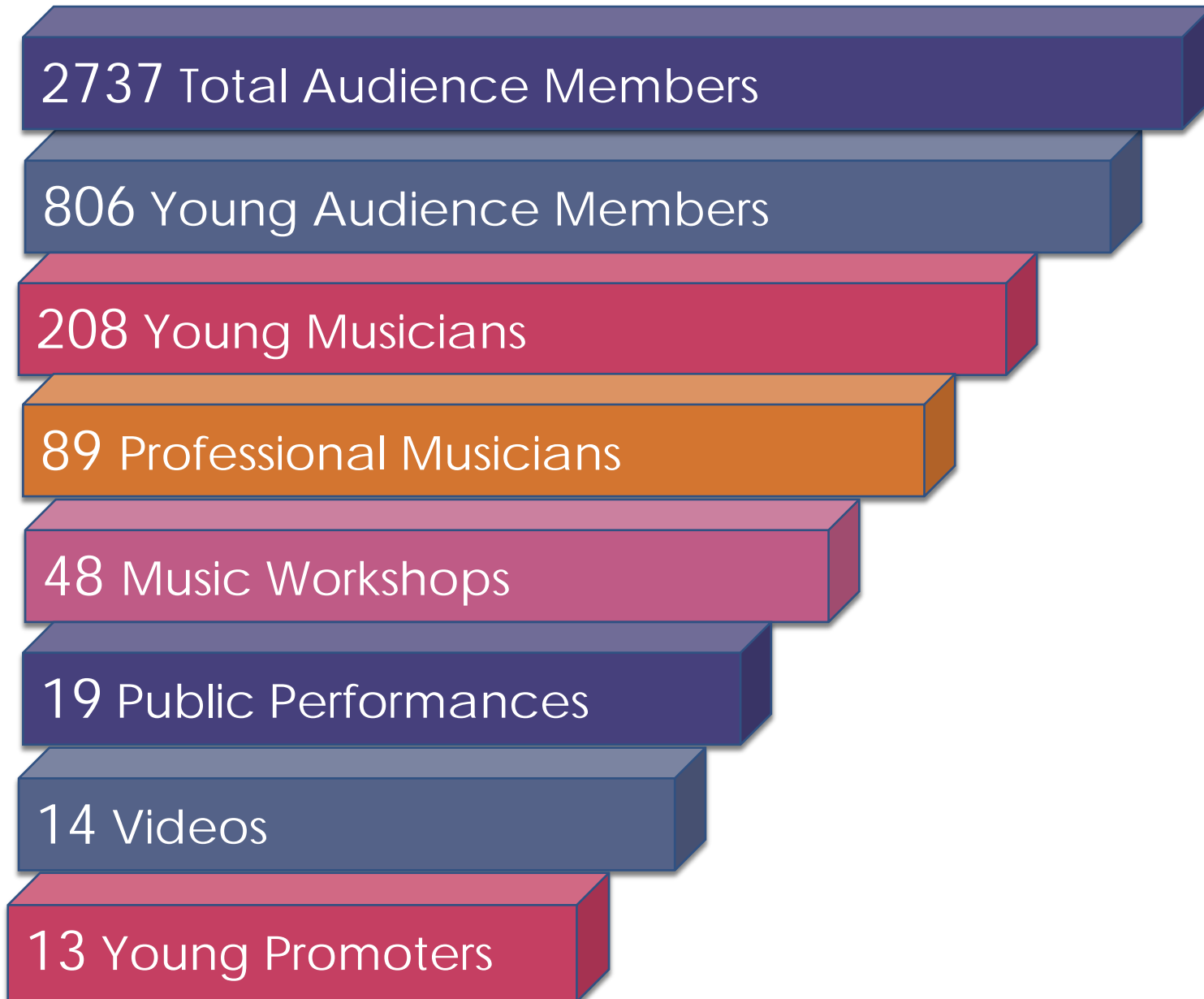
"I want to show that inclusivity and high musical quality are not mutually exclusive, and that creativity requires no superpowers. The only prerequisites are an open mind and the courage to join in."

Chris Sharkey, Musician

Project Overview



Project in Numbers



Dave Evans | Project Leader



“As Project Leader this was an exciting opportunity to open up a dialogue with colleagues about the future of Jazz and our shared commitment to inspire young people to connect with each other and the music. The development of the project almost mirrored the process of making Jazz, it was all about listening and responding to the specific time place and context. Jazz as an art form places a value as intention on the interaction of musicians in the moment to each other. It provides the opportunity for new paths to emerge and we change our ideas depending on the interaction. I feel this is how we created the project with the different partners.”

I was also in the unique position of leading workshops and performing, so had a 360 perspective on the project, including the inevitable challenges, but overwhelmingly in experiencing the enthusiasm and positivity of the young people involved.”

Town Hall | Middlesbrough

Aims

- Develop organisation skills and expertise in programming jazz that is accessible to all audiences.
- Engage with younger audiences in the local area.
- Strengthen local partnerships with youth and community music initiatives
- Establish the new Middlesbrough Town Hall as a place where young people feel that they belong.

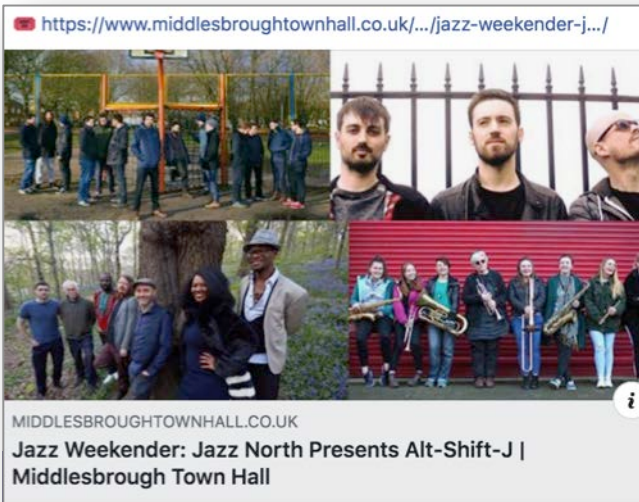
Middlesbrough Town Hall is a Grade II* listed Victorian concert venue in the heart of the Town Centre. At the outset of the project, the venue was closed as it underwent an £8m restoration project (part funded by ACE). Its main programme consists of big name, mainstream live acts and large-scale productions from across the UK on its main stage.

However, the renovation also created two more intimate spaces and one of MTH's key strategies for one of these new spaces, is to develop a jazz programme that is accessible to a wide range of audiences, but particularly young people who are a big priority for MTH.

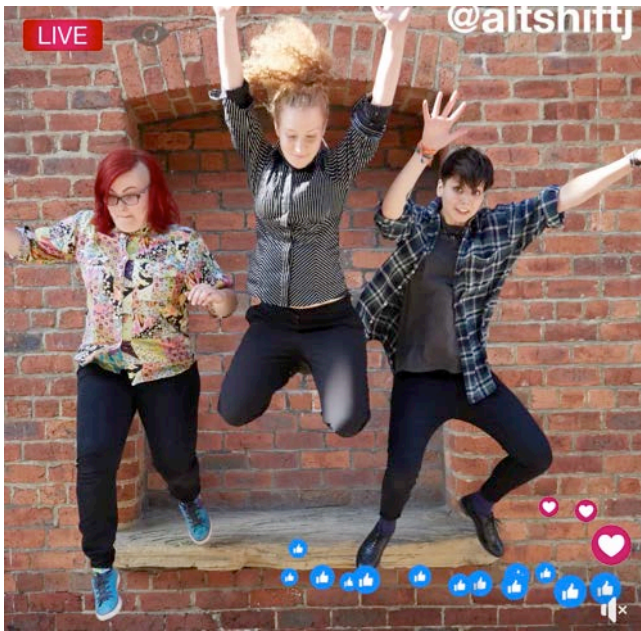
MTH's key goal from their partnership on Alt-Shift-J was to develop valuable skills, knowledge and expertise as an organisation in attracting and engaging young audiences with the aim of using this knowledge in the future for their brand new jazz programme.

"I was delighted to place the culmination of the Alt Shift J project on the opening evening of the festival. The weekend has a strong emphasis on the involvement of young people both as players and audience. Alt Shift J fits perfectly with this theme."

Ros Rigby, Jazz Weekender Programmer



- ✓ 42 Young Musicians and workshop participants
- ✓ 350 Young Audience members
- ✓ 8 Workshops
- ✓ 1 Public performance
- ✓ 15 Professional Musicians



"it was really enjoyable and great playing with other bands, not knowing what we were going to do."

"I loved it, when it was left up to us, when we were just communicating through sound, it's a beautiful experience."

Young Musicians

Lorna Fulton and Rebecca Topping led the programme from MTH. They built-on their partnerships with local Youth Music Organisations, to identify and recruit young people through existing learning and participation outreach work. The young people involved were from diverse communities and socio-economic groups and also had varying musical experience.

Local partners were:

- The Teesside Musical Inclusion Partnership
- Tees Valley Youth Big Band
- Karibu – African Culture Music Project
- Performing Arts Group

Chris Sharkey and JFrisco and Thanda Gumede led workshops with each of these groups to develop an understanding of improvisation. The individual groups came together for the Town Hall Festival and performed in their own right, the professional groups also performed. The event culminated in a 35-minute collaborative improvised performance with young and professional musicians playing alongside one another in the 'Shiftin Jazz Ensemble'.

"My pupils had a fabulous time and it was great for them to also see the high calibre groups playing the same music that they are currently learning, especially the improvisation aspect. Thanks!"

Jud Down, Stockton Coordinator, TVMS - Music Education Hub Lead

 **Jazz North** ...
 February 16 · 🌐

We're in Middlesbrough today with #AltShiftJ! We've got a great evening of Jazz featuring some amazing acts such as Roller Trio, J Frisco, UBUNYE-Unity, Werkha (DJ set), Musicinc project, Tees Valley Big Band, Karibu as well as a performing arts group from Middlesbrough Town Hall! Come on down!
<https://www.middlesbroughtownhall.co.uk/.../jazz-weekender-j.../>



MIDDLESBROUGHTOWNHALL.CO.UK

Jazz North Presents Alt-Shift-J | Middlesbrough Town Hall

Date: Saturday 16th February 2019 Time: 7pm Venue: The Crypt Tickets...



"It was a fantastic night, and great to see so many young people as part of it, and totally mixed in with the professional artists. We saw a parent completely emotional at her son, and crying she was so proud!"

Lorna Fulton, Head of Middlesbrough Town Hall

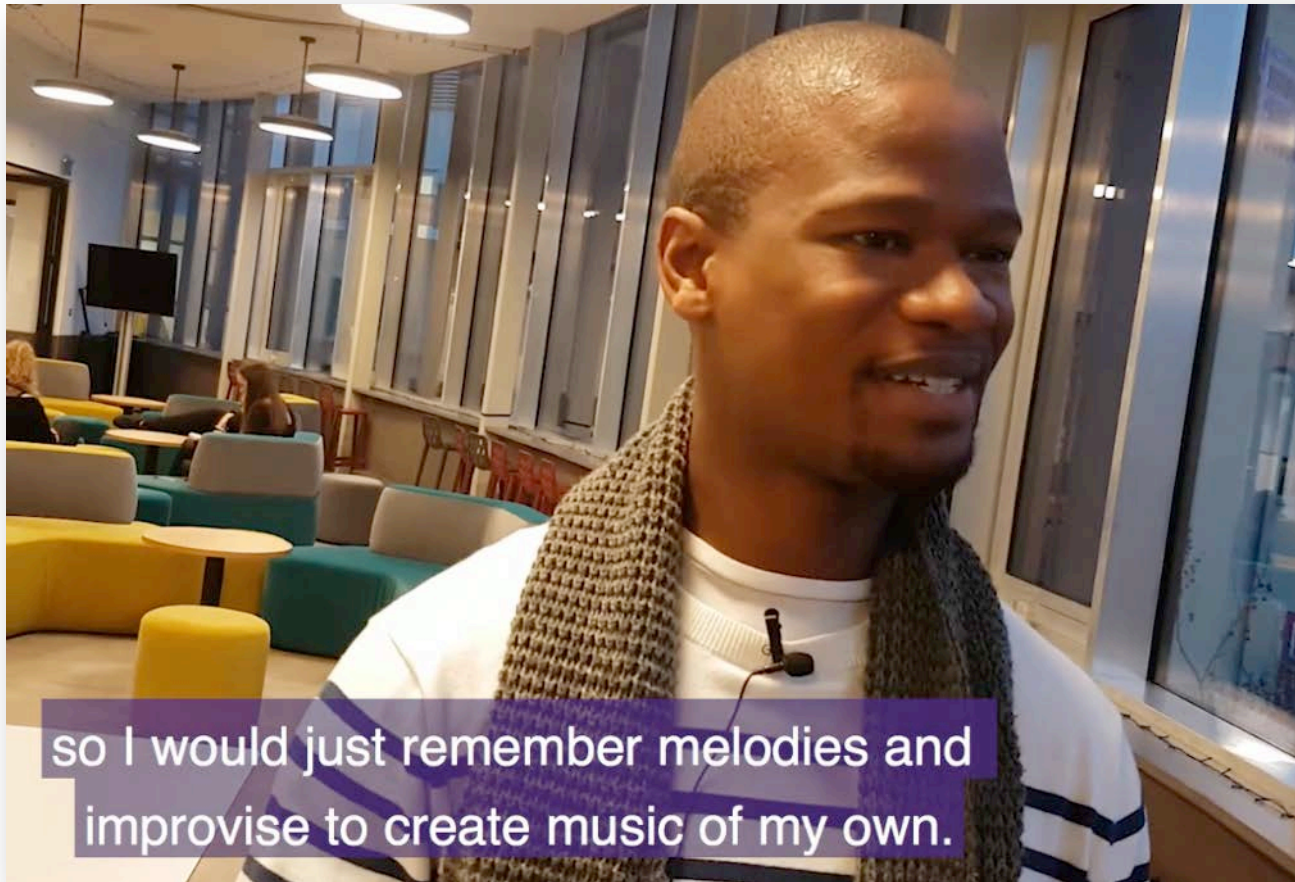
"It was amazing. I can honestly say in all the projects/events I have been involved with that was one of the best by far. Amazing musicians and I loved that every young person was valued and fully and totally involved in the performance."

Rebecca Johnson, Musical Inclusion Manager, MUSINC: the Teesside Musical Inclusion Partnership

"What really took me back a bit was seeing the much younger ones really getting into the band and their music. This to me is a lesson that music of all genres should be available to all regardless of anything!"

Audience member

Thanda Gumede | Ubunye



"Improvisation is always seen as an aspect of jazz, something that is supposed to happen on the spot. So for this project to allow people to actually invest time and say we are focusing on improvisation I think is really incredible and liberating.

Chris Sharkey in his workshop, he spoke about the origins of improvisation – how the African Americans were excluded from the mainstream, so they improvised their own music. I could really connect with that, because in South Africa, I could not afford CD's, so I would just remember melodies and improvise to create music of my own"

BlueJam Arts | Penrith

Aims

- Establish a network for young jazz producers, promoters and players in Cumbria.
- Create active links nationally and internationally with the burgeoning youth jazz scene.
- Raise the profile of this activity to traditional jazz and general promoters.
- Actively seek female and BAME placements in leadership roles and to support Cumbria's Girls In Jazz network.
- Increase the youth element in audiences for jazz in Cumbria and the size of the audience as a whole (this involves working with venues).

The project was led by BlueJam in its role of Jazz organiser within the Cumbria Music Education Hub and was supported by the Hub. We were able to link the activity to our general youth jazz development work and creative performance strategy. This meant that the infrastructure was in place so we could put all the energy into delivering our goals.

As Cumbria is rural and scattered we decided on more than one performance in order to involve as many performers as possible and allow the project time to create an impact. Cumbria has very few young people between 20 and 30 so we also targeted young people at school and 6th form college.

We put concerts on at places young people already know about and like but don't associate with jazz - Solfest for families into world and young people into dance music; Upfront for roots and reggae; Rheged for school age children; and BlueJam Space where young people come to make music.



- ✓ 6 Young Promoters
- ✓ 70 Young Musicians and workshop participants
- ✓ 456 Young Audience members
- ✓ 9 Workshops
- ✓ 4 Public performances
- ✓ 23 Professional Musicians



We linked every concert to preparatory workshops so that every concert had a participatory element involving young Cumbrian musicians, who got to play on stage alongside really good, innovative young jazz bands from across the UK who are leaders in the new youth jazz scene.

We also made sure that networking links were prioritised between the young people involved in the project and the visiting professionals with a view to setting up future networking events.

“The project has felt like a really good fit and has impacted positively on the work we are already doing, it’s given it a higher profile and wider engagement both with young people across Cumbria and organisations we can work with.”

It has jumpstarted a new dialogue with venues in the area and made our work visible to more jazz initiatives across the UK, including Future Bubblers and Jazz Re-freshed.

We had high-profile, award-winning young jazz musicians from London and Glasgow to perform to young Cumbrians and share their skills with our young performers and producers and they were very impressed with what we are doing and we are already forming plans for future collaborations.”





“Alt Shift J has strengthened the links between the music industry and community music sector for us, mainly through Tom Leah’s agency and this will be one of the most important developments to come out of it.

The project enabled us to flag up our Girls In Jazz programme. We are taking part in the Jazz Camp for Girls project with Jazz North and planning Girls in Jazz joint sessions with Lancashire.

It has been one of the best projects we have been involved with.”

Jilly Jarman, BlueJam Arts

Key Successes

Young promoters:

Our two main young team members have formed a record and promotion label, have used contacts from this project to help them plan a tour for their HND course, have used information to help them get gigs for their own bands, and have accessed work as sound engineers. Especially useful was Dominic, Werkha’s engineer who talked them through the set-up of *Upfront* and left them mainly responsible for it. We have also forged links with two other young promoters and they are already adding specifically labelled jazz bands into their events as they have more confidence in being able to find an audience.

Young Musicians:

The three female improvisors from JFrisco were a complete hit both at the small Girls In Jazz sessions, where they gave so much confidence and ran a fantastic couple of sessions, and at the Rheged performance where they wowed the audience of primary and secondary young performers with their uncompromising improvisations and technical expertise - they were also funny and approachable, accompanying the school choirs and taking the time to reinvent compositions by some of the most reserved children. All the teachers and schools commented on their positive influence.

Younger audiences:

At Solfest where there is already a strong youth presence who come because of the dance tents mainly, we observed a shift towards attendance at the jazz bands that were playing. We had had long talks with the organisers about strengthening the jazz component and this has been seen to be a success, which they will replicate next year. The *Upfront* gig was well attended with young people coming from the schools and colleges, which we had done workshops at, many of whom had not been to that venue before.

Chris Sharkey | Music Leader



“How young people experience music (not just Jazz) is fundamentally changing with the rise of YouTube and social media. The economics of music have shifted too, 49% of music is streamed on YouTube, however only 7% of royalties find their way to the musicians via this route. Live music is growing again, but also driving up ticket prices. So, where will the next generation of listeners and young musicians come from? Alt-Shift-J was important for us to consider these issues and inspire young people. I wanted to make sure the young people I worked with understood the historical and social context of Jazz and improvisation – so they could see whatever their background or story they could find their own voice and create something original. Giving young people exposure to professional musicians and performances within the context of this project, really helped them move beyond simply copying and inspired them to feel confident in their own ideas. It has shown how with the right conditions, enthusiasm will rise up – but the challenge now is how we sustain this support!”

The Grand | Clitheroe

Aims

- Develop a younger audience for jazz and improvised music
- Increase participation in young musicians
- Introduce jazz and improvisation techniques to 'conventional' musicians
- Empower and engage young promoters / musicians into curating, devising, promoting and organising a festival
- Take a multi-partnership approach in reaching young people
- Work with schools to help young people access jazz music and culture

The Alt-Shift-J Festival, Clitheroe

The Festival took place on Saturday October 20th 2018, with a fortnight of associated activity in the build up to this date. Produced by Jazz North, this edition of the festival was co-ordinated on a regional level by The Grand Programme Manager Matt Evans, who worked with Dave Evans, overall Jazz North Project Manager, after meeting with the other regional leads in December 2018.

Matt was responsible for recruiting a team of 'young promoters' including Ben Etherington, Emily Lord and Sam Fittock. Ben worked independently on artist research, bookings and festival production while Emily and Sam – who run 'Gypsy Carrot' event production company, took over the secondary headline venue (SMSJ) with a timetable of music acts, as well as management of dressing, decorating and adding production to this venue. Ben and Sam both played DJ sets at the event itself and managed the stage for the live band Necktr, from Leeds. As part of the promotion effort, they set up a Facebook Page, independently ran a warm-up event in Leeds and were successful in mobilising an audience to attend the event. They also suggested the overall headline band, Nubiyan Twist.



- ✓ 3 Young Promoters
- ✓ 44 Young Musicians and workshop participants
- ✓ 200 Young Audience members
- ✓ 9 Workshops
- ✓ 7 Public performances
- ✓ 28 Professional Musicians
- ✓ 5 Professional DJ's



Before the Festival

Arun Ghosh (with a quartet) worked with four regional schools in the week leading up to the event, performing concerts and workshops (1 Burnley, 1 Newchurch, 2 Clitheroe). He then began proceedings on the festival day with Arun Ghosh's Jazz Club for Kids – this was run over two sessions and welcomed around 40 people (around 30 children).

Chris Sharkey (Roller Trio) ran an 8-hour music tuition workshop for 11 young people on October 13th, resulting in a composed 25-minute piece of music ready to be performed at the festival.

On the day

- Chris Sharkey & the Shiffin' Jazz Ensemble performance - this was enthusiastically received by an audience of around 60 people and provided a fabulous experience for the participating musicians who ranged in age from 10 to 20.
- Chris followed this with a performance with Roller Trio at The Grand.
- The live programme at the Grand reconvened from 7.45pm with live sets from Arun Ghosh Quintet and Nubiyah Twist.
- At SMSJ, daytime vinyl fare and art stalls were followed by DJ sets throughout the day and a live set from Necktr at 6pm.
- The doors closed while the headliners performed at The Grand then the venue opened again for the after-party, which featured Gypsy Carrot's own curated DJ line-up, with live jazz instrumentation.



Key Successes

- ✓ Brilliant inter-school work with Arun Ghosh Quartet, including work with Year 4 at Pendle who are playing clarinets as part of the 'Wider Opportunities' curriculum.
- ✓ Creation of the 'Shiftin Jazz Ensemble" a 'band' of 11 musicians who learned and performed improvised music gaining a great learning experience in the process and look forward to continuing their education in jazz (including meeting up again for future concerts).
- ✓ Excellent public engagement with an inter-generational audience of more than 220 people across two venues (and reaching our target for ticket sales that could then be used as match funding).
- ✓ Excellent feedback received on surveys.

Arun Ghosh | Music Leader



Arun Ghosh – Parliamentary Jazz Awards instrumentalist 2018, reflected the high caliber of musicians working with Alt-Shift-J

"We've had a brilliant all-day festival showcasing all sorts of Jazz sounds for different audiences throughout the day. This morning we've had fantastic children and parents participating and listening at our family Jazz Club!"

Culture House | Cleethorpes

Aims

- Develop young promoters (by inviting their input into programming and venue choices and marketing, giving them 'Go and See' opportunities. This has potential to influence future delivery)
- Strengthen local partnerships (in order to embed jazz into education and to widen audience reach)
- Deliver on our aims of widening access to arts and culture for people in areas of low engagement to increase engagement and participation
- Develop new and diverse audiences for culture
- Support artists to extend their geographical reach and reach new audiences / support touring artists and bring more touring work to the region (identified as a local area aim as well)



- ✓ 4 Young Promoters
- ✓ 94 Young Musicians and workshop participants
- ✓ 150 Young Audience members
- ✓ 6 Workshops
- ✓ 6 Public performances
- ✓ 33 Professional Musicians

The Culture House together with Don't Fight it Feel it and WAXNERDS DJs presented a day and night of 'ground-breaking' live music on Saturday 3 November 2018 at Moon on the Water Cleethorpes, featuring headliners, Sheffield's hip-hop, funk and electronica-backed, Renegade Brass Band.

The programme also featured Werkha, a three-piece from Glasgow / Manchester signed to the Tru Thoughts record label, who performed a fusion of Afro-beat, bass, house, jazz, funk and soul, along with contemporary electronic production.

Hull's 'ambassadors of funk' Young Jack performed with a horn section to bring spiritual rhythms and funky vibes to the line-up. WAXNERDS DJs played throughout.

Earlier in the day Ubunye – which unites singers from South Africa with gospel and R'n'B players from Yorkshire to presented a blend of jazz, traditional Zulu music and Afro-pop, after also hosting a public participatory children's workshop as part of the day.

JAZZ NORTH AND THE CULTURE HOUSE
PRESENT...

The Shannon Reilly Duo
The Shannon Reilly Duo
The Shannon Reilly Duo
The Shannon Reilly Duo

LA LA LAND

On FRIDAY the 2nd of NOVEMBER 2018,
THE SHANNON REILLY DUO
 will perform a free 'classy jazz with modern twist' set
 at SOCIETY, HIGH STREET, CLEETHORPES
 from 7pm, where there will also be a special film
 screening of LA LA LAND in the venue's
 new cinema space.

ALF BUTTNER'S REVENGE

The night before, on Friday 2 Nov, The Shannon Reilly duo performed a free 'classy jazz with a modern twist' set at Society, High Street Cleethorpes from 7.30pm, where there was also a screening of 'LA LA Land' in the venue's new cinema space.

Previous to this Ubunye delivered two workshops at Signhills Academy and Chris Sharkey / Roller Trio delivered workshops, as well as a short performance at Grimsby Institute. Maja Bugge also delivered a workshop at Welholme Primary Academy, with a cello group of 28 children.

"The word jazz can be a turn off to a lot of people, but younger generations probably don't realise its breadth – as it crosses over into so many genres.

Following on from our work with Cleethorpes Jazz Festival which features a strong programme of outstanding UK Jazz talent, we were really pleased to be part of this project providing the opportunity for younger musicians, promoters and audiences, to come together to reinterpret, redefine and celebrate improvised music in all its forms."

Charlotte Bowen, Culture House Director

“As a young promoter I was enthused by the Alt-Shift-J project and grateful of the opportunity of being involved in bringing quality new music and much needed inspiration to a local audience.

Having been involved in promoting the local music scene for some years, I know from experience that Grimsby/ Cleethorpes is a tough crowd to attract and it's difficult to host an original line up with local artists which is why I was particularly keen to support the Alt-Shift-J project to enable us to reach a wider network of musicians.

In honesty, my perception of jazz music [until recently] was the stereotypical lounge affair with gin and cigarettes but The Culture House has opened my eyes [and ears] to understand that jazz is an experimental style as opposed to being a genre as such. It's more about taking an improvisational approach to music across many genres, without boundaries, which to me, is so cool.

As promoters, it was important that, for this project, we presented a range of styles which would enable us to reach a wider audience of music lovers and not isolate our target to 'jazz fans'.”

Rebecca Darnell, Young Promoter

Key Successes

Young promoters:

Two 'Young Promoters' Lucy Everatt and Sam Baker were 'recruited' for the project who are themselves jazz musicians from Grimsby, both studying at Leeds College of Music. Both Sam and Lucy enthusiastically responded to the task and drew up a short list as to which bands they thought might be appealing to young people in the area. It was important to us to have them actively involved in programming. They also both benefitted from a 'Go and See' to Leeds Jazz Festival and provided feedback on their experience in terms of future festival delivery. Unfortunately, they were unable to maintain their full commitment as they had to return to their studies in Leeds in September which meant they could no longer give time to the project.

However, other young promoters were coming to the fore locally, including Rebecca Darnell and Annie Fowler (however both are under 35, rather than 25), who work on a casual basis for Culture House as events assistants, so it made sense to utilise their enthusiasm, will and support and involve them in the process. By default they became the 'young promoters' who saw the event through to delivery with Culture House.

Young Musicians:

The programme included the programming of 'Young Jack' from Hull, a band comprising of young musicians performing 'funky jazz'. The band had a rare opportunity to perform alongside more 'seasoned' artists, including Werkha and Renegade Brass Band.



"It's important to state that had we not been delivering this project the young people in this region who took part as either participants or audience members would otherwise never have had the opportunity to experience the artists and work of this calibre and genre."

Charlotte Bowen, Culture House Director

Werkha also comprised 'younger musicians' (with pianist Fergus McCready recently a finalist in BBC Young Jazz Musician of the Year).

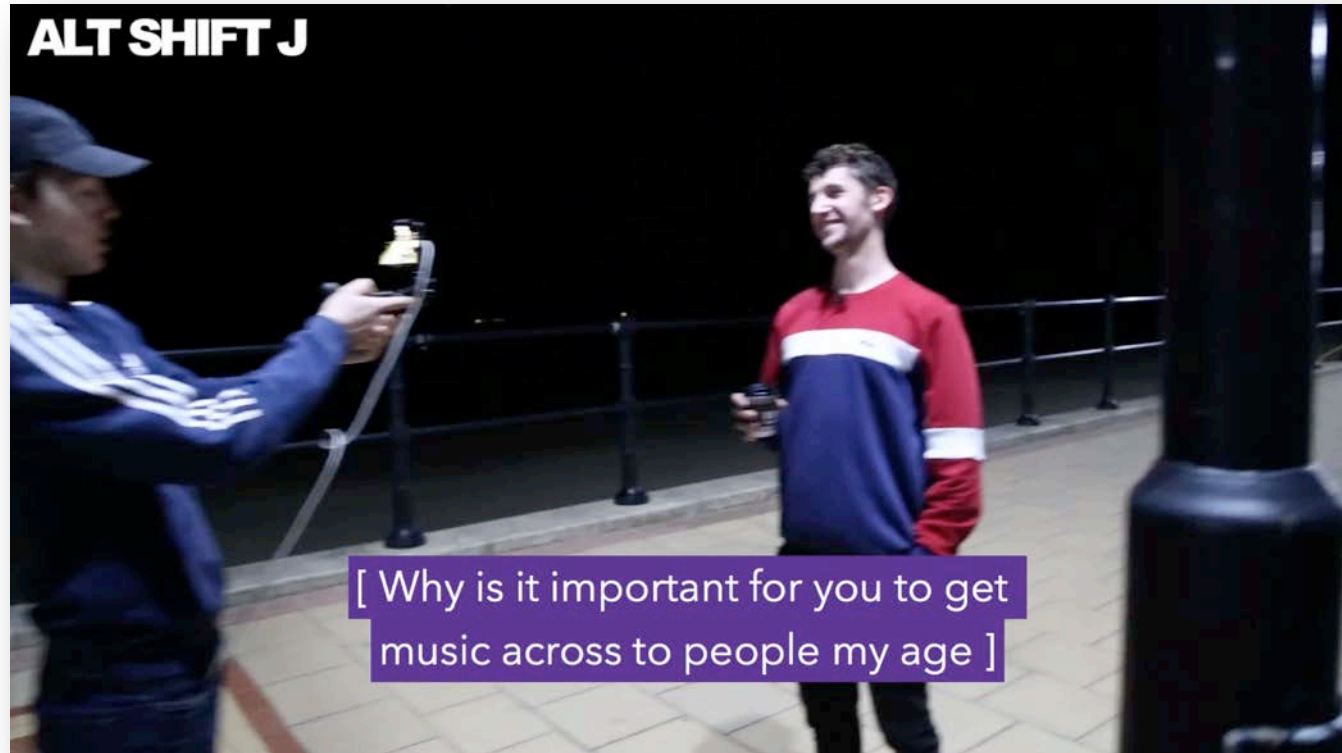
Young musicians from Grimsby Institute's BTEC performance and production course participated in workshops with Chris Sharkey and Roller Trio.

Younger audiences:

The Culture House currently produces 'Cleethorpes Jazz Festival' a weekend event hosting leading UK Jazz acts alongside established and emerging regional talent. This year's evaluation told us that 83% of the festival's audience are aged 65+. Therefore Alt Shift J gave us a timely opportunity to diversify the audience reach of our work and the artists that we host in the area.

The majority of the main audience were under 65, and ranging from babies and small children, to teen, late teen and adults across the age range from 20 upwards.

Ubunye's public workshop participants were mainly under ten who then stayed on with parents to watch the band's performance and naturally the schools and youth workshops enabled young people (primary years 4,5,6 and teens aged 16 – 18) to watch / listen to high quality jazz performances from Ubunye, Roller Trio and Maja.



"Its important to get it across to younger audiences, I think our music is inspired by lots of different musical cultures, which aren't jazz.

We want to welcome people into the music, if you can hear something you can relate to in a piece of music, you're more interested in that, not whether its necessarily jazz per se, but you might learn something about jazz music."

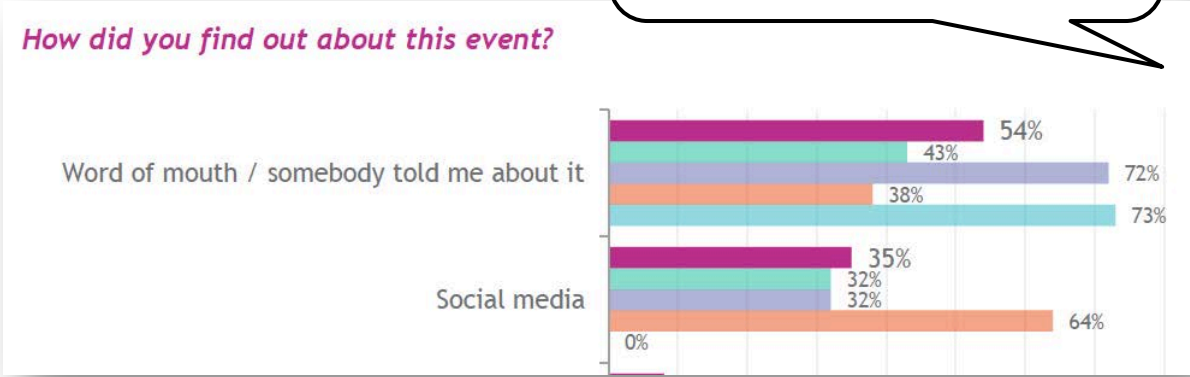
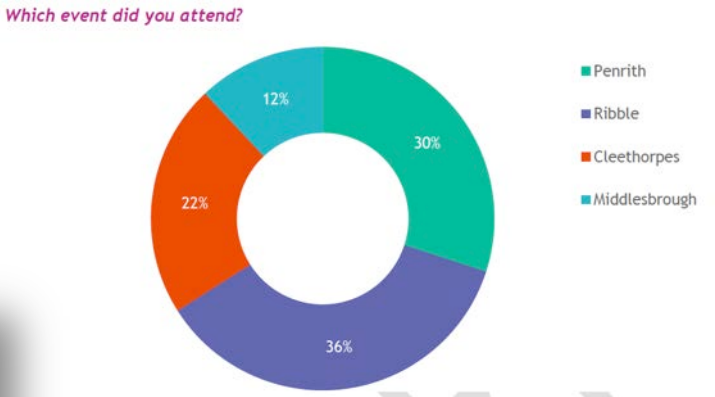
The Audience Agency | Report

When asking audience and participants about their experience, several positive themes emerged:



59% of all audience members were from groups who normally showed only medium or lower engagement with cultural opportunities

Have you attended any other live jazz events in the last 12 months?
 YES - 54% | NO - 42% | ? - 4%



Do you usually listen to jazz?
 YES - 57% | NO - 43%

Network & Development Day | Leeds

26th January 2019

Leeds College of Music

It was agreed as part of the culmination of the project to hold a cross-partnership pop-up day in Leeds. Although all partners did not have capacity to bring groups, the day was still attended by a good representation of the participants, musicians and lead staff.

The day was designed as a development and networking day, providing time for sharing and reflection. The key components were:

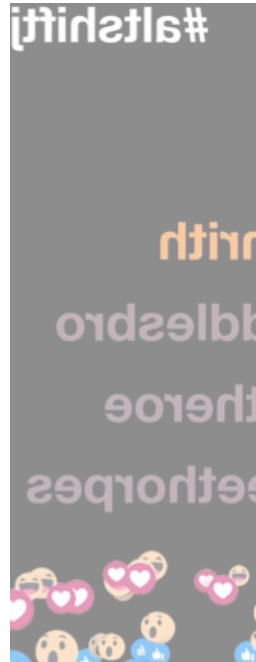
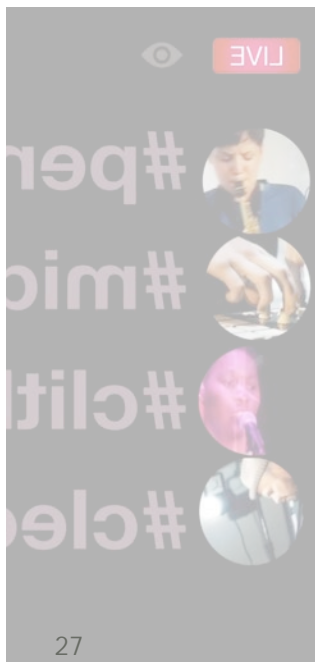
- Performances from Roller Trio and Werkha, two of the UK's most exciting bands, alongside performances by young musicians.
- Participatory workshop led by Tom Leah from Werkha and a vocal session led by Bryony Jarman-Pinto
- Professional development for lead staff working alongside professional musicians.
- Discussion session led by Matt Robinson (musician and director of Lancaster Jazz Festival) and Lucy Woolley (programme manager of Jazz North's northern line and Jazz North Introduces) exploring how more young people can be empowered to build the Young Jazz scene and what support they may need.
- Networking at a cross-regional level.
- Chris Sharkey directed a new, collaborative improvised performance involving all those who attended on the day.

Performers and participants: Roller Trio, Werkha, Chapel FM Jazz Collective, LCoM Saturday Music School, BlueJam Arts, Chris Sharkey and the 'Shifftin Jazz' Ensemble.

The day was successful on all levels and recognised as a potential model for development.



The image is a screenshot of a Facebook post from the page 'Jazz North'. At the top, it says 'LIVE' and '#altshiftj'. The main text of the post reads: 'LATEST DATES SAT 26 JAN #leeds Leeds College of Music SAT 16 FEB #middlesbro Middlesbrough Town Hall'. Below this is a row of social media reaction icons. The post text continues: 'Massively excited for tomorrow when #AltShiftJ hits Leeds! We've got a day of fantastic workshops with Chris Sharkey finishing with a performance at the Leeds College of Music bringing together around 50 young musicians from the North of England along with some stellar acts such as Roller Trio & Werkha! Starting at 6.30pm at Leeds College of Music! More Info and Tickets: <https://www.lcm.ac.uk/whats-on/alt-shift-j-festival/>'. Below the text is a photograph of a jazz band performing on stage. At the bottom of the post, it says 'LCM.AC.UK Alt-Shift-J Festival' and 'Roller Trio Werkha Chapel FM Jazz Collective LCoM' with a 'Learn More' button.



Summary

- The project gave partners the chance to test the market with new kinds of Jazz events, with a particular focus on younger audiences. The workshop element was well received and introduced a wide variety of children and young people to jazz and improvisation.
- All partners welcomed the quality, variety and diversity of the professional performers and music leaders. Their presence in rural and coastal communities was seen as important and inspiring. The bands and music leaders also showed respect for the work already happening in each area and their acknowledgement and support was appreciated.
- The project was ambitious, with a number of layers, e.g. *create a festival, attract new audiences, develop young promoters and deliver educational activity*. The project also had a tight time frame. However, the Alt-Shift-J ethos and vision fitted well with the different partners aims and priorities. After some adaptations and negotiation with Jazz North, partners were able to interpret the project for their own context, and design a programme to meet the needs of their different communities and in line with their existing activity.
- Some partner organisations had greater capacity than others, with differing levels of staff on the ground who were able to manage all aspects of the project. Some partners also did not have the infrastructure of a venue in place. This demanded flexibility with Jazz North to adapt the model and budget to make allowances for the variety of contexts.
- The project supported the development of positive new local partnerships and strengthened existing relationships, for example with the local Music Hubs. However, there were added layers of complexity to the partnership aspects in some instances, which led to confusion at times and slowing of the pace of activity and communication.
- The seeds have been planted in relation to growing young promoters in the different areas. The project has demonstrated an appetite for more jazz music and has identified young people who want to play more and attend more events. Alt-Shift-J has also highlighted the kinds of support required to secure future success.
- In marketing the project, the original name 'Alt-Shift-J' represented the intention of the programme and was adopted as the umbrella name for activity across the partners (other than Cleethorpes who used *Beats, Bass, Brass and Funk* instead for their events.)
- Schools who were involved were appreciative, receptive and eager to do more.
- New Audiences were developed and significant positive feedback was received from both young and old participants and audience members. Facebook and other Social Media platforms were used to good effect for both promoting the project and gathering responses to activity. It was agreed at the outset not to use printed publicity materials and focus instead on digital solutions.
- Partners are already discussing the extension of activity to build on the pilot phase of Alt Shift J.

Recommendations

The culminating professional performances made a great impact on the young participants. Some partners and music leaders commented that ideally, it would have been useful to introduce the live music performances at the outset of the project too – in order to give the young people a clearer sense of what jazz and improvisation could encompass.

- ✓ Using live performances as a springboard for workshops and culminating performances could be developed for future activity. This could be a role for local Music Hubs to provide live performances as a catalyst.

The Young Promoters who were recruited had varying levels of experience and commitment to the project. Those who remained on board were positive and generally succeeded in taking on aspects of management, publicity and technical support of the events. However, partners underestimated the level of support still required in some instances and had to step-in at the last minute to ensure everything was on track. Local partnerships now have a better sense of the young people and bands and their needs in their area.

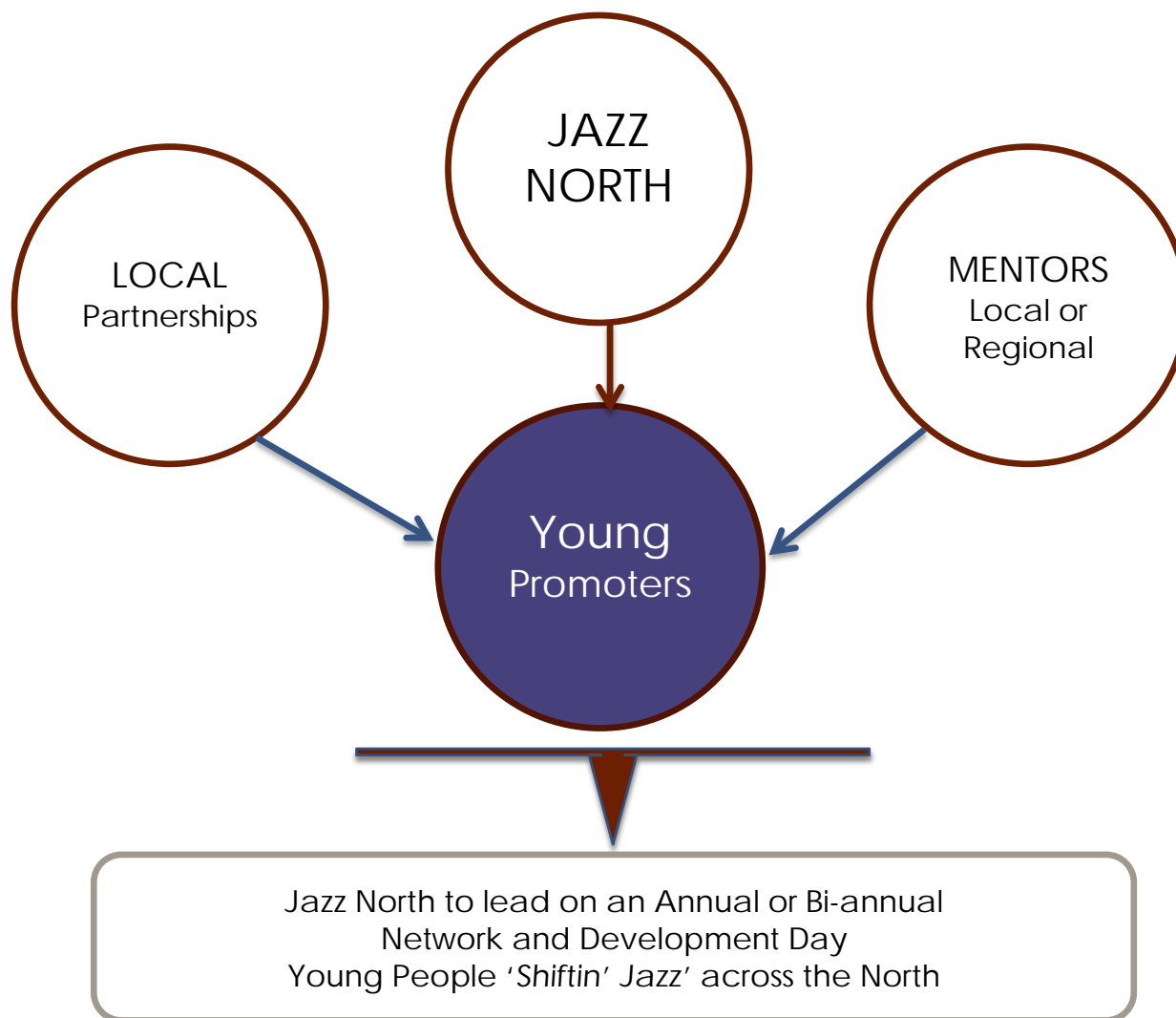
- ✓ Clarifying the young promoter brief and formalising the role at the outset may help manage expectations in the future (for both partners and young people). In addition assigning a mentor for young people to access at different points in event set-up, promotion and implementation was suggested as a simple, low cost model to better support young people who want to develop these skills. Young People could be further incentivized with a small bursary for their time.
- ✓ Local partnerships could continue to lead on identifying young people and develop more personalized and targeted ways to support individuals/groups aspirations.
- ✓ Mentors could be recruited from local networks and/or with musicians and promoters from across the region in consultation with Jazz North.

The multi-layered partnership approach was a positive aspect of the project. However, the geographical spread of partners was a challenge and meant full attendance at meetings was difficult to coordinate. Relationships also took time to build and to understand the particular needs of the partners and their context. The Project Leader role was invaluable in building these relationships and to develop flexible approaches to the project with each partner.

- ✓ Greater time given for planning and development between the regional partners would have increased the benefits and possibilities of the project. It would have also helped to combine some of the publicity to boost all partners marketing strategies and raise the profile and connectivity of activity at a cross-regional level.

- ✓ The 'Shiftin' Jazz' name emerged through some of the participation work. 'Shiftin Jazz' may be a more appropriate name for future developmental activity, to help create a region-wide identity for new youth jazz initiatives, which Jazz North can capture with one name. (This would avoid any confusion with the well known band AltJ)

The Development and Networking event at Leeds offered a positive model for future activity. A yearly or bi-annual gathering of young Jazz promoters and musicians delivered by Jazz North could be a powerful force for mapping and supporting the 'Shiftin' Jazz' agenda and for creating sustainable local and regional connections.



Legacy



"Great to see such a broad audience enjoying jazz. Would not hesitate to travel to events like this – more please!"

"I found the experience very moving, excellent 'Shifftin Jazz Ensemble' an amazing performance"

Audience Members

- ✓ Cleethorpes are looking to develop and host *Beats, Brass, Bass and Funk 2* (and possibly 3!), in 2019, either as a stand-alone event or as part of Cleethorpes Jazz Festival - now that a keen audience has been developed for it.
- ✓ Clitheroe intend to incorporate *Alt-Shift-J* into the Ribble Valley Jazz festival 2019. Young people involved with the first project will have the chance to get involved with the curation, production and promotion of this year's festival.
- ✓ The partnership in Middlesbrough are looking to build on the Town Hall event and repeat aspects of the project, funding permitting.
- ✓ Blue Jam Arts in Penrith are forging ahead full-steam with more young people getting involved in setting up their own gigs. *Alt-Shift-J* gave them the confidence to flag up and increase the jazz element knowing they could get young people to attend. Their youth jazz programme is flourishing and they are creating new links with groups across the UK. They are also fundraising for a regular performance venue.



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Project Leader, (Music Leader & Performer)

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Middlesbrough Town Hall – Lorna Fulton

Ribble Valley Jazz and Blues - Geoff Jackson

The Grand, Clitheroe - Matt Evans

The Culture House - Charlotte Bowen

Young Promoters

Annie Fowler

Ben Etherington

Emily Lord

Lucy Everatt

Oliver Slee

Rebecca Darnell

Sam Fittock

Sam Baker

Tom Leah

Schools & Colleges

Signhills Academy

Wellhome Academy

Ayersome Primary

St Mary's CofE, Clitheroe

Pendle Primary

Whittlefield Primary

Clitheroe St James CofE

Cumbrian Schools (Big Sing)

Grimsby Institute

Leeds College of Music

Music Workshop Leaders

Arun Ghosh

Chris Sharkey

Dave Evans

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Bands & Musicians

Arun Ghosh Quintet

Chapel FM Jazz Collective

Kollega

Muszike DJ's

Necktr

Nubiyah Twist

Ponyland

Renegade Brass Band

Roller Trio

Shannon Reilly & Tom Whitworth

The Waxnerds DJ's

Ubunye

Werkha

Young Jack

Other Partners/Venues

Cumbria Music Hub

Don't Fight It Feel It

Fell

Karibu

Lancashire Music Service

MusInc

MTH Performing Arts Group

Rheged

SMSJ Centre, Clitheroe

Solfest

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