IDEA FRAMEWORK SUMMARY
V1.0 February 2023

YOUTH MUSIC

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The IDEA Project

For the past 24 years, Youth Music has championed the importance of inclusion in music making, learning and earning. Our mission is to accelerate nationwide action, ensuring every young person can experience inclusive music from ages 0-25.

Now, we've collaborated with a team of leading experts to build the Inclusion, Diversity, Equity and Access (IDEA) Framework. It's designed to support music organisations to improve their practices, at pace.

The IDEA Project team is testing the framework with eight Music Education Hubs through a year of action research and development support.

The Expert Team

John Kelly – professional musician, trainer and equality change-maker

Professor Nathan Holder – Music Education consultant and author

Dr Phil Mullen – community musician, trainer and music education consultant

Sam Stimpson – Diversity, Equity and Inclusion Consultant

Learning Partner

Kate McBain - Creative Facilitator, Training Consultant and Learning Designer

Framework Consultants

Clair McColl – strategic lead at Dorset Music Service

Dr Melanie-Marie Haywood – Director, education development at Birmingham City University

The IDEA Framework

This resource is an accessible, simplified version of the framework we developed with the expert team. Its action-focussed approach will give you a road-map to realise your IDEA ambitions.

To ensure the principles of inclusion, diversity, equity and access are considered across all areas of strategy, culture and operations, the framework is broken down into eight pillars:

- **Vision, Values and Strategy**
- **People and Culture**
- **Key Policies and Procedures**
- **Reach and Engagement**
- **Musical Offer**
- **Youth Voice**
- **Communications**
- **Partnerships and Advocacy**

More guidance, resources and learning materials can be found at

www.youthmusic.org.uk/IDEA

Note

This is a working draft. We've committed to sharing our progress in real-time, so are releasing this beta version whilst the pilot project is still underway. An updated version will be published later in 2023.

The framework was originally designed for Music Education Hubs. So don't worry if some parts aren't relevant to your organisation.

The IDEA Pillars
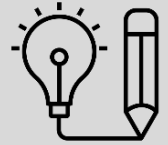
Vision, Values and Strategy
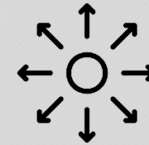
Musical Offer

People and Culture

Youth Voice

Key Policies and Procedures
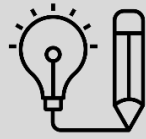
Communications

Reach and Engagement

Partnerships and Advocacy

The Goal

IDEA principles are at the heart of your vision, mission and values.

Leaders actively prioritise IDEA principles to ensure the continuous development of your practices.

Vision, Values and Strategy

Starting

Leaders believe in the principles of IDEA. Organisational values are linked to IDEA principles.

The starting point is assessed, goals are set, and a process of culture change begins.

Improving

Belief in and understanding of IDEA principles grows across the workforce.

IDEA is built into strategic priorities and regularly monitored.

Advancing

Belief in and understanding of IDEA principles is widespread.

Many have seen direct benefits and champion IDEA approaches.

Activities and objectives show year-on-year progression.

Actions

Discuss where you're at, **be open,** and **commit** to change

Embed IDEA principles into vision, mission, values and business plan

Audit your existing practices using data to benchmark

Create an action plan with targets and monitor progress at senior level

Create accountability for IDEA progress

Train all staff and governance in IDEA principles and practices

Allocate and increase budget and capacity for IDEA work

Seek **external kitemarks** for your IDEA practices

The Goal

An inclusive workplace culture means staff are engaged, motivated, and bought into IDEA goals.

The workforce and board is made up of people from a diversity of backgrounds across all levels of seniority.

People and Culture

Starting

Initial steps are taken to improve understanding of the current situation and establish priorities, in terms of both workplace culture and workforce diversity.

IDEA goals are communicated and processes are established for regular dialogue with the team.

Improving

Regular employee engagement activity informs changes to workplace practices.

Diversity monitoring becomes built into recruitment practices to inform where adjustments need to be made in future.

Advancing

Employees report being engaged and motivated. Employee voice is embedded and continues to inform workplace culture.

Workforce and governance has begun to diversify. There is transparency of diversity data and targets.

Actions

Conduct a diversity audit for staff (PAYE and freelance) and board

Establish diversity targets for board and workforce

Review and update recruitment and learning and development strategies through an IDEA lens

Take positive action in recruitment to expand reach and appointments

Review and update ways to measure staff engagement

Create employee voice mechanisms for staff to be listened to

Develop internal communications plan to ensure regular dialogue

Establish in-work leadership programmes to support progression for minoritized groups

The Goal

Your organisational policies provide the foundation for a safe, accessible and inclusive culture. They are clear, accessible and regularly updated.

Key Policies and Procedures

Starting

Policies are developed to enable changes to practice in pursuit of IDEA goals.

Initially these are likely to focus on those with the most obvious link to IDEA, such as recruitment and remissions.

Improving

Policies continue to be developed as IDEA knowledge and understanding grows. They are communicated, accessible and understood.

Advancing

Policies become more accessible and transparent. They are increasingly co-created with young people, stakeholders or the workforce.

Actions

Produce an ongoing policy review schedule to integrate IDEA principles

Produce code of conduct for payroll and freelance staff

Produce inclusive recruitment policy

Embed IDEA principles throughout employee lifecycle

Review remission and access policies to ensure they're fit-for-purpose, easily found and understood

Align performance management and quality assurance frameworks to promote inclusive working
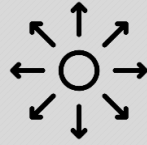
Map current data collection points across all staff, young people and stakeholders

Develop Data Plan to collect and analyse reach, impact and insights

The Goal

You actively monitor reach, engagement and progression outcomes to ensure equality of opportunity and inform positive action.

Reach and Engagement

Starting

The organisation assesses the profile of young people it engages across different programmes, and how this relates to the local population. Priorities are established and targets set to improve representation by young people facing barriers. New types of activity, in new places, are trialled.

Improving

Work to reach young people facing barriers moves beyond 'targeted' provision. Programmes cater for their progression needs as well as initial engagement.

Advancing

There is improved reach, retention and progression outcomes for young people facing barriers.
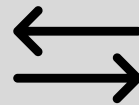
Actions

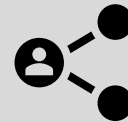**Audit current demographic reach** to identify gaps and establish priorities

Analyse progression data for equality of outcomes for young people facing barriers

Establish activity with new settings or partners to reach young people facing barriers

Adjust existing activity to make more accessible or attractive

Seek new referral partnerships to engage young people facing barriers

Increase budget allocation to young people facing barriers

Raise your profile in the local community

The Goal

Your musical offer is diverse, accessible, inclusive and relevant to young people from different backgrounds and with different musical aspirations. Personal and social outcomes of music are as important as musical ones.

Musical Offer

Starting

You start to audit your offer and consider where changes need to be made. Initially, new programmes tend to be delivered by a few specialist inclusion teachers.

Improving

Your offer includes a greater diversity of pathways and types of music-making. These make it easier for people facing barriers to access and progress. This diversity is outwardly showcased and celebrated. Inclusive and diverse methods grow across the staff team.

Advancing

Your offer contains a variety of different pathways that support music making, learning or earning. The musical and performance programme is increasingly student-led. Inclusive methods are evident across the organisation's whole offer.

Actions

Audit current offer and instruments to diversify and decolonise

Upskill workforce to embed inclusion and co-creation across all provision

Respond to youth voice to develop new activity

Plan for learner access needs at the outset

Integrate blended or online learning options

Access audit your physical and online spaces

Make performances accessible and showcase a diversity of music and performers

The Goal

Young people influence your practice at all levels, from co-creating their learning journey to informing programming and strategy.

Youth Voice

Starting

Advocacy and upskilling takes place to increase understanding of and buy-in to youth voice.

Initial youth voice activity tends to be project-based, perhaps trialling one of two of the actions below.

Improving

There is increasing trust in youth voice, so practices become more advanced and numerous. A greater number and diversity of young people participate. Within activities, young people are given more autonomy.

Advancing

There is evidence of youth voice across all the organisation's structures (including at governance level). A diversity of people participate.

Actions

Consult with young people to inform offer (inc. those not engaged)

Allow choices over instruments and music played and created

Create ways for young people to feedback about their experiences
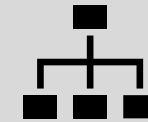
Provide opportunities for youth-led projects e.g. performances

Ensure opportunities for youth leadership

Involve young people in the workforce

Have young people on your board or steering committee

Influence others to develop their youth voice practices

The Goal

Your outward communication is accessible and showcases diversity and inclusion.

Communications

Starting

Initial auditing of external communications takes place. Changes begin to be implemented. Understanding of IDEA practices and how they apply to communications increases amongst key personnel.

Improving

Communications materials are designed to engage new people from different backgrounds. Staff awareness of IDEA practices in communications increases.

Advancing

Accessibility is built into branding guidelines and house style. Communications and marketing strategies promote IDEA.

Good IDEA practices in communications are increasingly adopted by the wider staff team.

Actions

Audit your external comms to establish IDEA priorities

Offer training in accessible comms to all staff

Do an accessibility audit on digital platforms

Ensure brand guidelines embed access and show diversity

Budget for costs to make external comms more accessible

Offer different ways for people to contact you

Communicate your IDEA ambitions, learning and progress

The Goal

You improve and grow IDEA practices through partnerships and advocacy.

Partnerships and Advocacy

Starting

Partnerships are developed to improve IDEA practices. This could be about bringing different perspectives or specific expertise into the organisation. Or, it might be about reaching new young people or supporting their progression beyond your programmes.

Improving

Partners are aware of IDEA priorities and progress. They start to take action in support of them.

Advancing

Partners change their practices as a result of IDEA priorities. Partnerships work together to advocate for IDEA.

Actions

Map partners, and seek new ones to improve your IDEA practices and progress
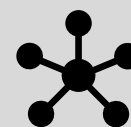
Survey delivery partners' IDEA ambitions for co-working opportunities

Role model good practice in partnership working and service level agreements

Influence partners to develop their IDEA practices

Develop peer networks of people working on IDEA

Support and platform those with lived experience as advocates

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