



BLASTBEAT PROGRAMME

2013

www.blastbeat.org



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1.0 INTRODUCTION

BLASTBEAT IS AN AWARD WINNING SOCIAL ENTERPRISE PROGRAMME BUILT AROUND MUSIC EVENT MANAGEMENT, OFFERED FREE OF CHARGE TO YOUNG PEOPLE IN YOUTH GROUPS AND SCHOOLS THROUGHOUT THE UK.

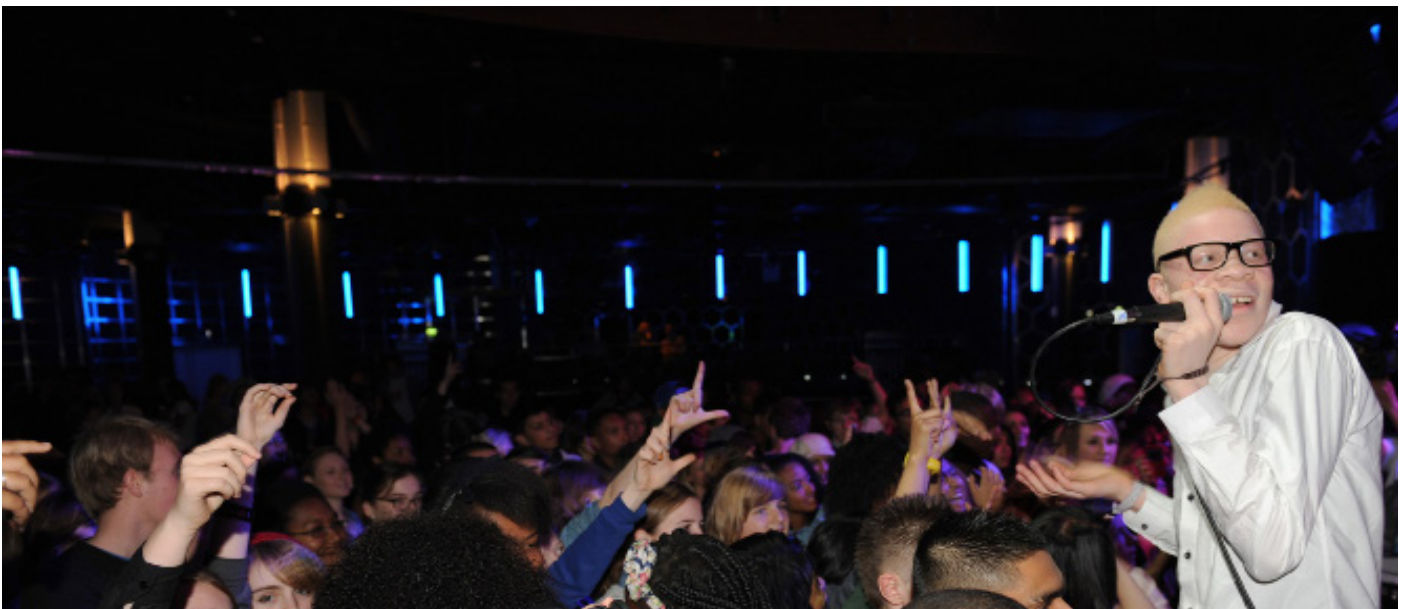
BlastBeat leverages young people's passion for music to re-engage them with the learning process, whilst introducing them to alternative career opportunities. The programme encourages social entrepreneurship and altruism, as participants engage with charities and good causes in their community, eventually donating some of their concert profits to support organisations that are local and pertinent to them.

BlastBeat also promotes and encourages young original songwriters, musicians, and performance artists, supporting youth communities on a local and national level. By empowering young people to start up their own organisations and run gigs for their peers, the programme has created numerous opportunities for performances at some of the most prestigious venues in the UK.

Since 2009 the programme has run in over 120 schools & youth groups, funded by the Department for Children Schools & Families, Department for Education, Office for Civil Society, London City & Black Country Challenge programmes, Transformation Trust, O2 Think Big and the Big Lottery Fund.

Since 2009 in England:

- // 2,300 young people have formed BlastBeat Event Social Enterprises (ESEs).
- // 3,500 young musicians have performed at BlastBeat events.
- // Over 40,000 people have attended BlastBeat events.
- // 15,000 people attended ESE concerts.
- // 6,000 people attended Regional Finals.
- // 19,000 people attended UK Finals.



1.1 HOW BLASTBEAT WORKS

Following a structured course, participants form their own Event Social Enterprise team (ESE) to stage a music competition event, featuring the best young artists they can find in their local community.

WITHIN THE BLASTBEAT PROGRAMME, THERE ARE 2 SEPARATE COMPETITIONS:

// The ESE competition – winners receive cash investment and ongoing support and mentorship to continue to grow their enterprise.

// The Music Challenge - original musicians compete to perform at the BlastBeat UK Final in a professional concert environment, and the opportunity to record a single and music video.

With BlastBeat, participants create their own business plan, and engage in selling tickets for their event, and its financial management, marketing and promotion. At the Final they will present their work and pitch to a panel of judges.

Each ESE is made up of young people who choose their own roles and responsibilities, working together to be the best ESE in the country. They will develop good links with neighbouring schools and youth groups, seeking both musical talent and audience members.

Each ESE either uses the profit from their event to continue to help their community, by holding further events and continuing with their social enterprise activities, or they donate at least 25% of their profits to charities or local causes of their choice in their local area or beyond. ESEs also endeavour to make their event as carbon neutral as possible - a team member takes on the role of Ecology Manager.

Much of the BlastBeat programme this year focuses on the practical side of the music business, however all the skills learnt are totally transferable to any business situation.



2. TEAM AND ROLES WITHIN THE ESE

There are 4 teams within each ESE, (BUSINESS, COMMUNITY, EVENTS, CREATIVE) and within each team, certain key tasks. BlastBeat recommends a minimum of eight people per ESE to carry out all key activities. The key teams, along with tasks, delegation and stage information are outlined in detail in the Tasklists. Here is an overview:

ROLE	DESCRIPTION
CEO ////////////////////////////////////	Overall responsibility for company strategic direction, operations, finance, growth, and general management. Manage & co-ordinate all staff & activities within the ESE. Development of appropriate strategies and methods to achieve company aims and objectives.
MARKETING ////////////////////////////////////	Devise & implement the 4Ps of the services marketing mix for the company (Product, Price, Place, Promotion). Devise and implement sales campaign for company products.
PUBLIC RELATIONS ////////////////////////////////////	Devise & implement company public relations strategy, media campaign and communicate on behalf of the company to all relevant third parties both online and offline.
FINANCE ////////////////////////////////////	Handle all cash matters; open bank account and/or safe deposit of any cash belonging to the company. Draw up Income & Expenditure budget for the business plan and appropriate end of year accounts.
MEDIA ////////////////////////////////////	Run the company social media activities and manage & co-ordinate all the activities of the web team.
COMMUNITY OUTREACH ////////////////////////////////////	Devise and implement the ESE's community outreach strategy. Decide on an issue in the locality that needs addressing, and research potential local organisations or charities that address those concerns. Liaise with beneficiaries, and promote their cause alongside ESE activities.
ECOLOGY ////////////////////////////////////	Ensure that the ESE's operations throughout the course of the programme are as carbon neutral as possible. This includes recycling and minimising waste, and ensuring concert activity does not damage the environment and that the ESE is all round 'green'.

2. TEAM & ROLES WITHIN THE ESE

ROLE	DESCRIPTION
A&R (ARTIST & REPERTOIRE) TALENT SCOUT ////////////////////////////////////	Scout for bands and musicians for ESE concert and work closely with all artists to ensure their participation and that the bands work to market themselves and the events. Talent scout for bands online and within the community.
EVENTS ////////////////////////////////////	Promote & advertise the school concert as well as manage and co-ordinate all the production elements involved in the running of the concert e.g. Venue, Stage, Bands, Staffing, Insurance, Health & Safety etc.
CONTENT CREATION ////////////////////////////////////	Manage & co-ordinate the activities of the video crew & photographers to ensure photos and edited videos are uploaded to the ESE profiles.
JOURNALIST ////////////////////////////////////	Write all reviews of concert and interviews with bands, charities and entrepreneurs.
ART & DESIGN ////////////////////////////////////	Create logo, T-shirt design and band promotion material. Develop the artwork and graphics for posters, flyers etc as well as design and decorate the stage for the school concert. Design stand for presentation at UK Final
PHOTOGRAPHY ////////////////////////////////////	Take photographs throughout the year of all key events e.g. concerts, as well as of the ESE staff at work day to day.



3. NOTES

One of the main objectives of this programme is to empower young people with the responsibility of making important decisions. However, it is important to note that the most successful ESEs are those where teachers, co-ordinators and/or mentors have supervised and monitored participant's progress.

The business plan at the start is of paramount importance, and should be a priority. Once completed, the ESE will have a clear direction to follow. Co-ordinators and teachers may be required to motivate the ESE if necessary and ensure they are meeting deadlines and completing their duties effectively.

BlastBeat recommends the following:

// At least one hour per week should be allocated for a company meeting to review, plan ahead, and allocate tasks and responsibilities for delivery.

// ESE members must work in their own time and in teams to carry out their tasks.

// No knowledge or experience in the music business is necessary – BlastBeat will provide any help and assistance that participants require

// BlastBeat mentors will be available regularly in person, via email, Skype and telephone. More visits than the regular monthly ones can be arranged upon request. Local mentors may visit more frequently. It is important to realise that we need to leave room and time for the young people involved to have meetings and make decisions without adults being around.



4. KEY STAGES AND ACTIVITIES

Each team has a set of specific tasks to complete, and are awarded points for submitting their work to their BlastBeat mentor. These tasks are broken down into 4 stages:

- // Stage 1 – Company Set Up
- // Stage 2 – Planning the Event
- // Stage 3 – Staging the Event
- // Stage 4 – Preparation for the UK Final

We have also broken the tasks down into three levels of difficulty – **BRONZE SILVER & GOLD**. **BRONZE** tasks MUST be completed by all ESEs, **SILVER & GOLD** tasks are incrementally more difficult, but there are more points available for them. All tasks are listed below.

STAGE 1 – COMPANY SET UP

In Stage 1, the ESE should begin as one team but that team will be divided up into 4 sub-teams to include 1) **BUSINESS** sub-team, 2) **COMMUNITY** sub-team. 3) **EVENTS** sub-team 4) **CREATIVE** sub-team. Individuals must decide which of the 4 sub teams they want to be in. The ESE should then decide on a company name, their mission statement, and company goals. Then they begin working on their own individual responsibilities.

STAGE 1 – WHOLE ESE:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
CREATE MISSION STATEMENT	50	BRONZE	Whole ESE
SET COMPANY GOALS	50	BRONZE	Whole ESE
REGISTER ESE NAME WITH BLASTBEAT MENTOR	25	BRONZE	CEO

STAGE 1 – BUSINESS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
SET TEAM TARGETS	50	BRONZE	Business Team
COMPLETE BUSINESS PLAN & BUDGET	250	BRONZE	CEO, Marketing & Finance
COMPLETE PR PLAN	150	BRONZE	Public Relations
CREATE AN ONLINE PRESENCE	50	BRONZE	Media

4. KEY STAGES AND ACTIVITIES

STAGE 1 – COMMUNITY TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
SET TEAM TARGETS	50	BRONZE	Community Team
COMPLETE COMMUNITY OUTREACH STRATEGY	200	BRONZE	Community Outreach
COMPLETE ECOLOGY PLAN	150	BRONZE	Ecology

STAGE 1 – EVENTS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
SET TEAM TARGETS	50	BRONZE	Events Team
SCOUT PERFORMERS	100	BRONZE	A & R
RESEARCH VENUES	100	BRONZE	Events

STAGE 1 – CREATIVE TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
SET TEAM TARGETS	50	BRONZE	Creative Team
DESIGN ESE LOGO & IDENTITY	200	BRONZE	Art & Design
CREATE 'ABOUT US' VIDEO	150	BRONZE	Content Creation & Journalist
TAKE PHOTOS OF ESE IN ACTION	100	BRONZE	Photographer

STAGE 2 – CONCERT PREPARATION

Once the ESE has organised into teams and developed their plans, it is time to start working towards the concert. This involves building awareness in their school or youth group and the wider community, booking a venue, confirming performers, and designing promotional material.

STAGE 2 - BUSINESS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
CREATE PRESS RELEASE	75	BRONZE	Public Relations
COMPLETE MARKETING QUESTIONNAIRES	250	SILVER	Marketing
DEVELOP AN ACTION SPONSORSHIP PLAN	200	SILVER	CEO & Finance
PROMOTE ESE ONLINE	50	BRONZE	Media

4. KEY STAGES AND ACTIVITIES

STAGE 2 – COMMUNITY TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
DECIDE ON ESE MESSAGE	100	BRONZE	Community Team
LIAISE WITH CHARITY OR CHOOSE CAUSE	150	BRONZE	Community Outreach
BEGIN ECOLOGY ACTIVITY	200	SILVER	Ecology

STAGE 2 – EVENTS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
COMPLETE EVENT PLAN	150	BRONZE	Events Team
BOOK A VENUE & DATE	100	BRONZE	Events
SOURCE A GOOD BACKLINE	150	BRONZE	Events
CONFIRM 6 COMPETING ACTS	100	BRONZE	A & R
LIAISE WITH GUEST ACT	150	SILVER	A & R

STAGE 2 – CREATIVE TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
DESIGN PROMOTION MATERIAL	100	BRONZE	Art & Design
DESIGN MERCHANDISE	150	SILVER	Art & Design
CREATE 'COMMUNITY' VIDEO	150	BRONZE	Content Creation & Journalist
PHOTOS OF ESE IN ACTION	50	BRONZE	Photographer

STAGE 3 – STAGING THE EVENT

Stage 3 is where everything comes together – and the ESE event is held. It is important here to come together as a company, and review progress so far, before dividing into the 4 teams and preparing for the big day.

STAGE 3 – WHOLE ESE:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
ESE PRE-CONCERT REVIEW	150	BRONZE	Whole ESE

4. KEY STAGES AND ACTIVITIES

STAGE 3 – BUSINESS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
ACHIEVE PRINT PRESS COVERAGE	200	GOLD	PR
ACHIEVE ONLINE & BLOG COVERAGE	100	SILVER	Media
CREATE CONCERT PRICING POLICY	100	BRONZE	Finance & Marketing
ACHIEVE SPONSORSHIP	200	GOLD	CEO & PR
PROMOTE CONCERT & ACTS ONLINE	75	BRONZE	Business Team

STAGE 3 – COMMUNITY TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
PROMOTE ESE CAUSE AT CONCERT	150	SILVER	Community Outreach
PROMINENT COMMUNITY FIGURE AT CONCERT	200	GOLD	Community Outreach
CONCERT ECOLOGY ACTIVITY	150	SILVER	Ecology

STAGE 3 – EVENTS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
TECH SPECS FOR EACH ACT	150	SILVER	A & R
SECURE A GUEST ACT	300	GOLD	A & R
APPLY CONCERT SAFETY PROCEDURES	150	SILVER	A & R
COORDINATE CONCERT PRODUCTION TEAM	150	SILVER	A & R

STAGE 3 – CREATIVE TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
EVENTS DESIGN & BRANDING	150	SILVER	Creative Team
CREATE CONCERT VIDEO	200	SILVER	Content Creation
INTERVIEW PERFORMERS & ESE MEMBERS	100	SILVER	Journalist
PHOTOGRAPH CONCERT & UPLOAD PICTURES	75	BRONZE	Photographer
MERCHANDISE CREATION	200	GOLD	Creative Team

4. KEY STAGES AND ACTIVITIES

STAGE 4 PREPARATION FOR UK FINALS

Stage 4 sees the ESE preparing their presentation and work for the UK Finals, where they will present their company to a panel of industry judges. As in Stage 3, they should come together as a team to review their concert, and then each team has some final tasks to prepare for the Final.

STAGE 4 – WHOLE ESE:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
ESE POST-CONCERT REVIEW	150	BRONZE	Whole ESE
PREPARE JUDGE'S PRESENTATION	250	GOLD	Whole ESE

STAGE 4 – BUSINESS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
BUSINESS PLAN COMPARISON & FUTURE PLANS	100	SILVER	Business Team

STAGE 4 – COMMUNITY TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
COMMUNITY REPORT & FUTURE PLANS	100	SILVER	Community Team

STAGE 4 – EVENTS TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
ADOPT ACT TO PROMOTE FOR UK FINAL	150	SILVER	Events Team

STAGE 4 – CREATIVE TEAM:

TASK	POINTS	LEVEL	PERSONS RESPONSIBLE
DRESS STAND FOR UK FINAL	100	SILVER	Art & Design
CREATE FINAL ESE VIDEO	150	SILVER	Content Creation

4. KEY STAGES AND ACTIVITIES

BONUS POINTS

Bonus Points are awarded by BlastBeat Regional Managers, and will depend on how much the ESE went above and beyond the basic tasks described above. These points are awarded when all ESEs have completed the programme and the BlastBeat Mentors meet to discuss ESE performance.

The assignments listed above are required for ESEs to gain points, but they are not the limit of what an ESE can do. Initiative, creativity and efficiency will be encouraged and rewarded. In previous years when points totals have been close between different ESEs, it is Bonus Points that have made the difference in the final positions.

END OF YEAR PRESENTATION AT THE NATIONAL FINAL

When the Continuous Assessment cycle of the programme is over the ESEs will then have to present at the BlastBeat National Finals. Preparation for this presentation will take place during Stage 4.

2500 points are on offer at the National Final. The categories that the judges will mark each presentation on are listed below (with responsibility in brackets). Each of the categories is worth 500 points.

- // Effectiveness in presenting company to the judges (CEO)
- // Quality of ESE documentation (Business Team)
- // Success of ESE Community Outreach Strategy and awareness/support for local organisation/charity. (Community Team)
- // Final ESE Video & ESE Identity (Creative Team)
- // Future ESE event plans (Events Team)

DECIDING THE WINNER

BlastBeat Mentors will meet at the end of the year to discuss each ESE's performance. The ranking list will be compiled on a National basis and all of the individual award winners will be decided. The Director of Operations will chair judging panels (Continuous Assessment and National Finals), ensuring consistency, weighting and accuracy in the allocation of points.

THE TOP 3 ESES WILL WIN THE OPPORTUNITY TO CLAIM A GRANT OF UP TO £2500 AWARDED BY OUR PARTNER UNLTD* (WWW.UNLTD.ORG.UK) ALONG WITH MENTORSHIP FOR ONE YEAR FOLLOWING THE FINALS.

5. COMPETITION RULES

OUTLINE OF THE RULES OF THE BLASTBEAT MUSIC CHALLENGE COMPETITION

- // Any style music is acceptable as long as the music and lyrics are not obscene, offensive, inappropriate, or likely to cause offence to an audience of people mainly under the age of 18.
- // No contestant, artist or band member can be over the age of 25 on the day of the ESE concert.
- // No act can have a major or large independent record deal or publishing deal at the time of their first ESE concert.
- // Each act participating will perform two or three original songs as directed by the officers of BlastBeat Education UK.
- // The winning act will be determined by a panel of independent judges, approved and chaired by the officers of BlastBeat Education UK.
- // The marking will be based on 5 criteria – vocal ability, musical ability, songwriting, on-stage performance, and star quality.
- // The judges' decision will be final, there is no right of appeal once the decision has been made and announced.
- // BlastBeat Education UK and its management have the right to refuse any act participating if in the opinion of BlastBeat or the ESE team management they are not fit to participate.
- // BlastBeat Education UK reserves the right to change the terms of the competition and these rules at any time.

6. CONTACT DETAILS

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