

Traditional Music Forum

Final report:

Evaluation of the Traditional Music Forum

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About Ruthless Research

Ruthless Research is an Edinburgh-based independent research consultancy, through which Ruth Stevenson provides a range of qualitative and quantitative research solutions to organisations who work for the benefit of the community.

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EXECUTIVE SUMMARY

Background and methodology

The Traditional Music Forum, supported by Creative Scotland, is a network of more than 50 traditional music organisations based in Scotland, ranging from professionals to amateurs and from formal to informal groups. The Traditional Music Forum aims to advocate the place for traditional music at the heart of Scottish life, and to promote the widest possible access to it.

Traditional Music Forum commissioned Ruthless Research to undertake a strategic research project to evaluate their progress and impact to date.

The evaluation of the Traditional Music Forum was conducted using a web survey methodology. The survey was open to anyone who is involved with traditional music in Scotland in some way and was available online from 7th September to 7th October 2011. In total, 47 members of Traditional Music Forum (92% of the membership) and 63 non-members responded to the survey.

Evaluating the Traditional Music Forum approach

Levels of familiarity with the work of the Traditional Music Forum were unsurprisingly higher for members (77%) than for non-members (27%).

The views of the stakeholders were well aligned with the values of the Traditional Music Forum. The majority of those working in traditional music believe that the traditional arts are vital, valuable, visible, and bring communities together. Members of the Traditional Music Forum tend to be more closely aligned with these values than non-members.

At least seven in ten members agreed that the Traditional Music Forum had a role to play in undertaking each of its strategic objectives, strategic activities, and member services, indicating the membership support Traditional Music Forum's current direction.

The members were most supportive of involvement with strategic activities and in particular raising the profile of traditional music, responding to current issues and representing the sector. Of the member services presented, the members felt most strongly that Traditional Music Forum should be signposting to research and information, brokering networks and providing a website.

The members felt that Traditional Music Forum should be making strategic alliances and engaging with associated industries such as tourism and education. They were also supportive of Traditional Music Forum communicating with the general public.

Evaluating Traditional Music Forum membership

Overall, just over half of members said that they were satisfied with their membership and a further third said that they were neither satisfied nor dissatisfied. Crucially, none of the members said that they were dissatisfied with their membership of the Traditional Music

Forum. Linked to this, less than half of members were satisfied that Traditional Music Forum has been achieving its objectives and undertaking its strategic activities and member services but very few members were actively dissatisfied.

The majority of the members had benefitted from Traditional Music Forum activities. The activities most benefitted from were the website, attending events, access to research and information and forming new networks and partnerships.

The activities most often perceived to be the greatest benefit of Traditional Music Forum membership were access to research and information, strategic work and forming new networks or partnerships.

The key achievements of the Traditional Music Forum were perceived to be organising the Trad Talk conference, making a submission to the Cultural Commission, seconding the Traditional Music Forum Executive Officer to Chair the Ministerial Traditional Arts Working Group and forming the Traditional Music Forum as a company limited by guarantee with an interim Board.

The members were asked how they felt about the current cost of Traditional Music Forum membership which is set at £20 per year. This arrangement met expectations for around half of members, and only one in ten felt that it was too expensive.

Exploring the non-member experience

Lack of awareness was the key barrier to engagement with Traditional Music Forum for the non-members, and disinterest and cost were not substantial issues. It is therefore likely that many non-members within the traditional music sector would be interested in joining Traditional Music Forum if they were given more information or if something prompted them to join. In support of this, 33 non-members who responded to the survey left their contact details to request further information about membership.

Conclusions

From this evaluation, the key conclusion to draw from members of the Traditional Music Forum is that they are not dissatisfied. The work of the Traditional Music Forum is well aligned with the values and needs of the membership, and the membership are supportive of the role and activities that Traditional Music Forum is undertaking. They are particularly keen to be part of an organisation that is greater than the sum of its parts, where they can collaborate with others who share their vision and benefit from strategic activities that they would not be able to do themselves. This indicates that the tendency towards apathy may be due to lack of information about the range of benefits that Traditional Music Forum is providing and lack of understanding about the value that they are receiving as members. It should therefore be possible to improve satisfaction through a structured communications plan. Although there is still work to be done around the priority areas identified in the business plan, the findings from the evaluation show that the Traditional Music Forum is making significant progress.

Background, aims and objectives

The Traditional Music Forum, supported by Creative Scotland, is a network of more than 50 traditional music organisations based in Scotland, ranging from professionals to amateurs and from formal to informal groups. These include clubs, festivals, community music projects, academic institutions, promoters, agents, publishers and labels. The Traditional Music Forum aims to advocate the place for traditional music at the heart of Scottish life, and to promote the widest possible access to it.

Traditional Music Forum commissioned Ruthless Research to undertake a strategic research project to evaluate their progress and impact to date. The aim of the evaluation was to evaluate performance against the direction outlined in the recent Traditional Music Forum business plan and to identify:

- Levels of stakeholder satisfaction;
- The benefits of membership;
- Elements of good practice;
- Gaps in provision / needs within the membership.

Research Methodology

The evaluation of the Traditional Music Forum was conducted using a web survey methodology set up using SurveyMonkey software. The survey was open to anyone who is involved with traditional music in Scotland in some way and was available online from 7th September to 7th October 2011.

A variety of stakeholders were invited to complete an online questionnaire about awareness of and attitudes towards the Traditional Music Forum. Invitations were sent out from Ruthless Research by email to members and non-member contacts, and the link was also posted on relevant websites and e-bulletins. Up to two reminder emails were sent out to non-responding existing contacts.

Response and composition of sample

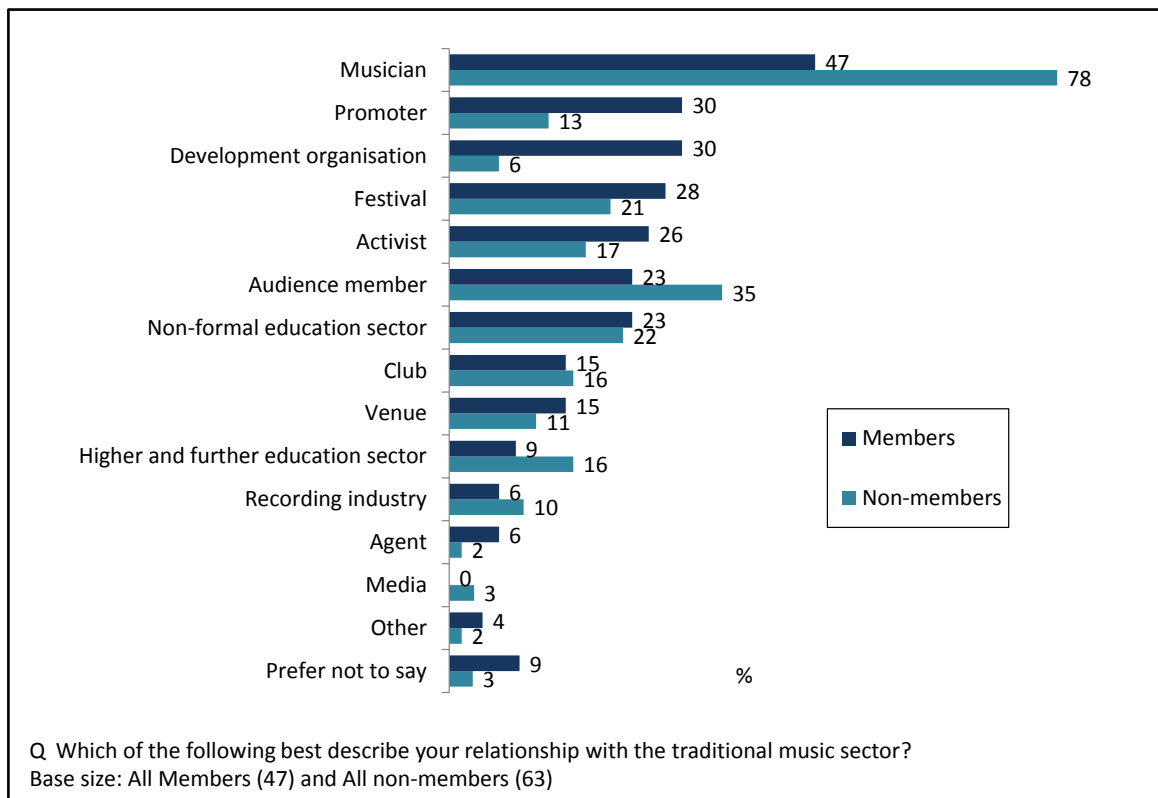
Response to the survey was as follows:

Traditional Music Forum members:	47
Non-members:	63

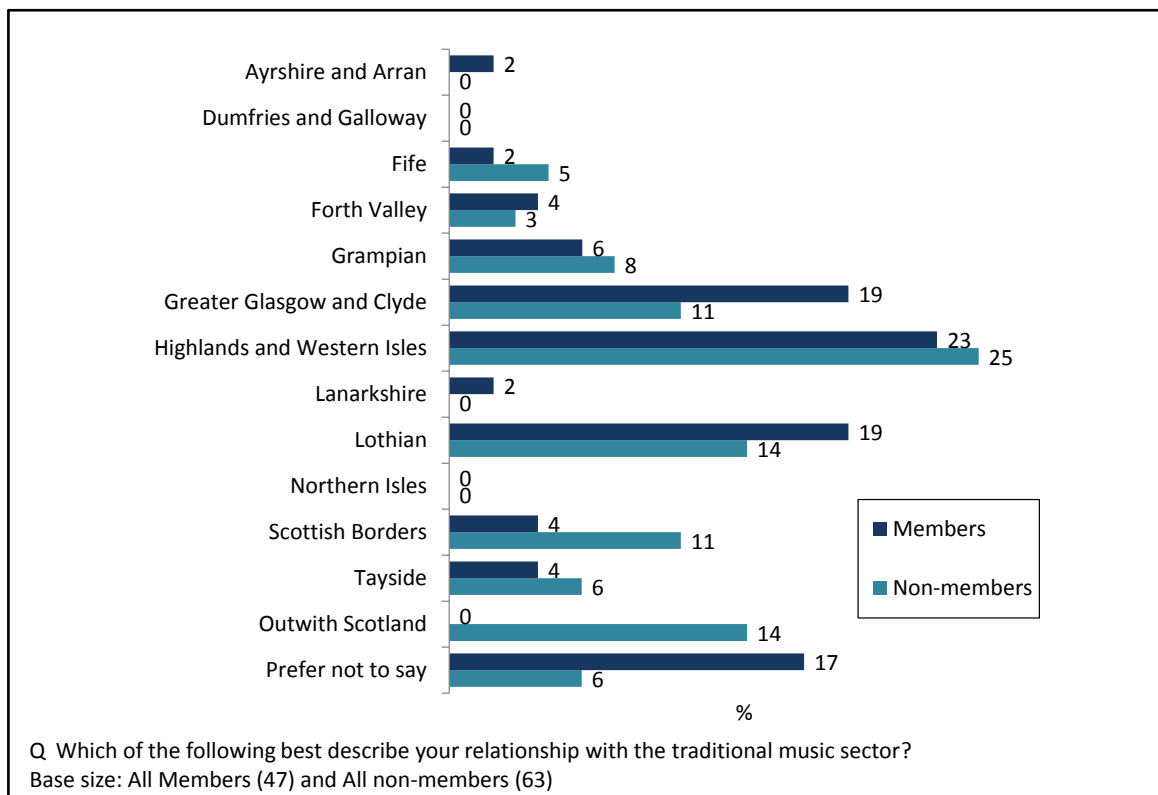
Although the base size of responding members is technically small in research terms (47), this represents 92% of the total Traditional Music Forum membership therefore findings presented in this report are a robust representation of the opinion of the membership.

The majority of respondents (80%) stated that they were simply members or non-members of the Traditional Music Forum, but in addition the sample also included representation from four Trustees or employees of Traditional Music Forum, and two funders of Traditional Music Forum.

The composition of the sample was as follows.



The geographic distribution of the sample was as follows.

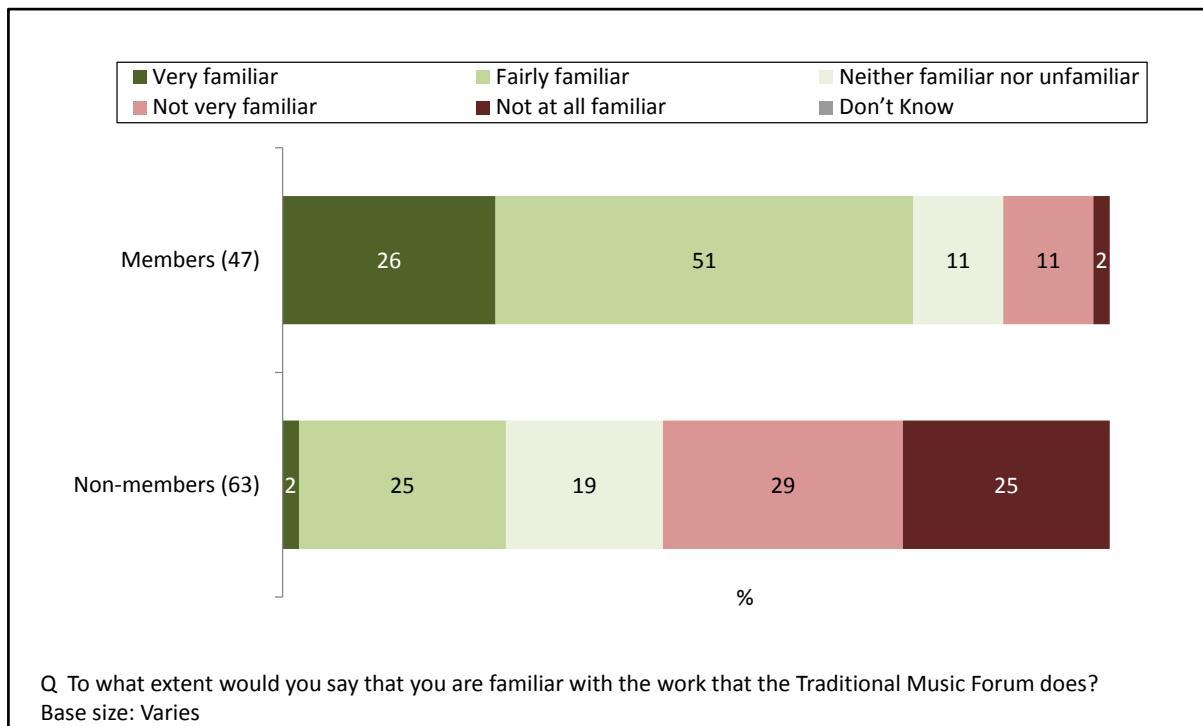


Key Findings

Evaluating familiarity with the Traditional Music Forum

The stakeholders were asked to state their level of familiarity with the work that the Traditional Music Forum does.

Unsurprisingly, levels of familiarity were higher for members than non-members.

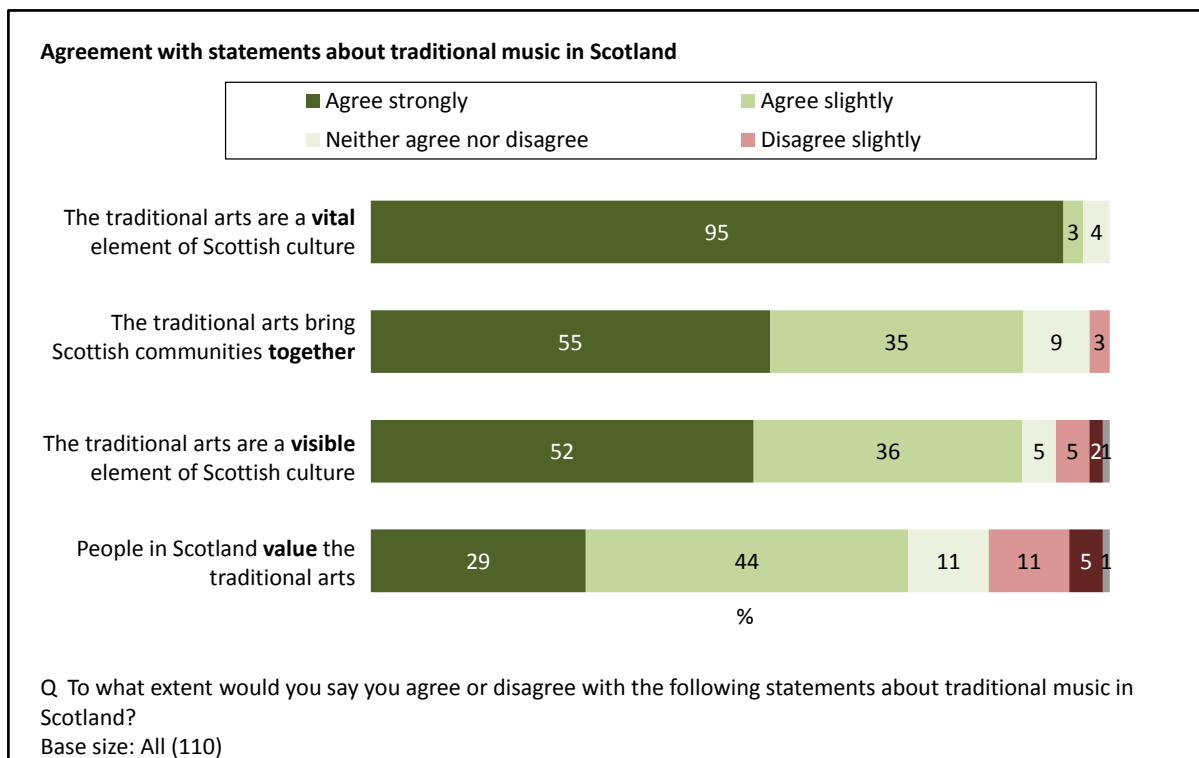


More than three quarters (77%) of Traditional Music Forum members said that they were familiar with the work that the Traditional Music Forum does, compared to around a quarter (27%) of non-members. However, 13% of members and 54% of non-members said that they were unfamiliar with the work that the Traditional Music Forum does.

Evaluating the vision and values of the Traditional Music Forum

All stakeholders (both members and non-members) were asked to state their level of agreement with a selection of statements about traditional music in Scotland today. The statements were selected to represent the values of the Traditional Music Forum, in order to calibrate the values of the Scottish traditional music community against the values of the Traditional Music Forum.

Overall, levels of agreement with each of the statements about traditional music were high, with at least seven in ten agreeing with each.

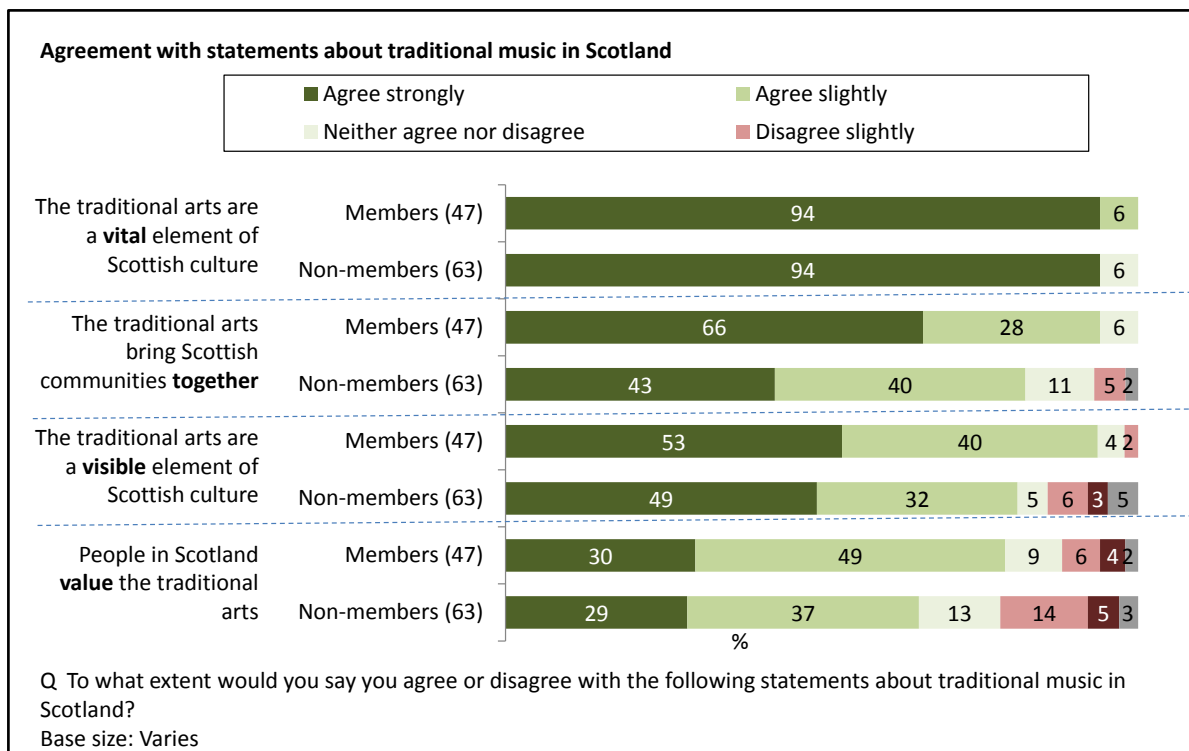


Support was strongest for the concept of vitality, with 98% of stakeholders agreeing that *the traditional arts are a vital element of Scottish culture* (including a very high 95% agreeing strongly). It is perhaps unsurprising that those working in the traditional music sector believe in the importance of the traditional arts.

Levels of agreement were also high for *the traditional arts bring Scottish communities together* (90%, with 55% agreeing strongly) and *the traditional arts are a visible element of Scottish culture* (88%, with 52% agreeing strongly). This indicates that the stakeholders feel that the traditional arts have a discernible and influential profile in Scotland.

Although still high, comparatively fewer stakeholders agreed that *people in Scotland value the traditional arts* (73%, with 44% agreeing strongly). Not only was the level of agreement with this statement lower, but the strength of agreement was also lower (with fewer agreeing strongly) and a notable 16% disagreed with this statement. There may therefore still be work to be done to encourage the Scottish public to appreciate the value of the traditional arts, including traditional music.

When comparing the responses of members and non-members, the members tended to be more positive than the non-members about the traditional arts in Scotland.

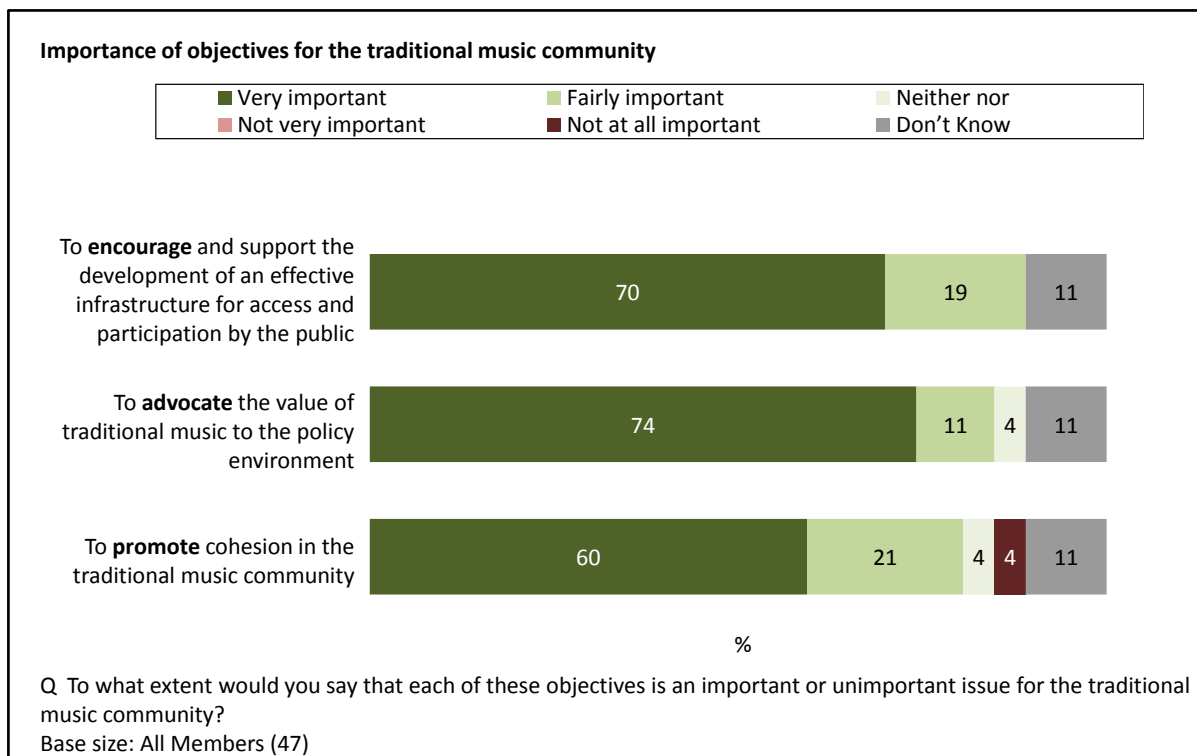


In particular, the members were much more likely to agree that *the traditional arts bring Scottish communities together* (94% compared to 83%), *the traditional arts are a visible element of Scottish culture* (93% compared to 81%), and *people in Scotland value the traditional arts* (79% compared to 66%).

Although response to all statements was high for both members and non-members, the particularly high level of agreement amongst members implies that members of the Traditional Music Forum are aligned with its values.

The business planning process for Traditional Music Forum identified a number of objectives which it aims to work towards. Traditional Music Forum members were presented with the objectives of the Traditional Music Forum, and asked to rate their importance for the traditional music community.

More than eight in ten members felt that each objective was an important issue for the traditional music community.



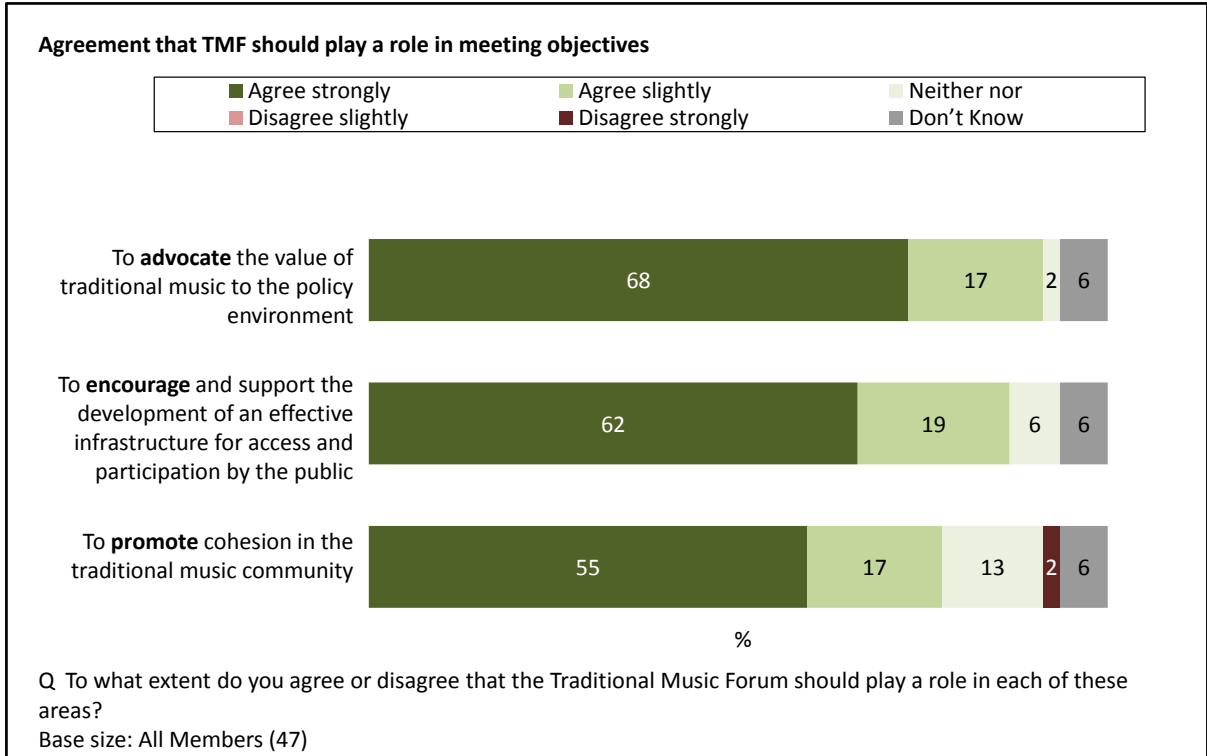
The objective *to encourage and support the development of an effective infrastructure for access and participation by the public* received the highest level of importance overall (89%) closely followed by *to advocate the value of traditional music to the policy environment* (85%, with the highest level of *very important* responses).

To promote cohesion in the traditional music community was seen to be comparatively less important (81% important, with a much lower 60% saying it was very important) and 4% said that this objective was *not at all important*.

Evaluating the role of the Traditional Music Forum

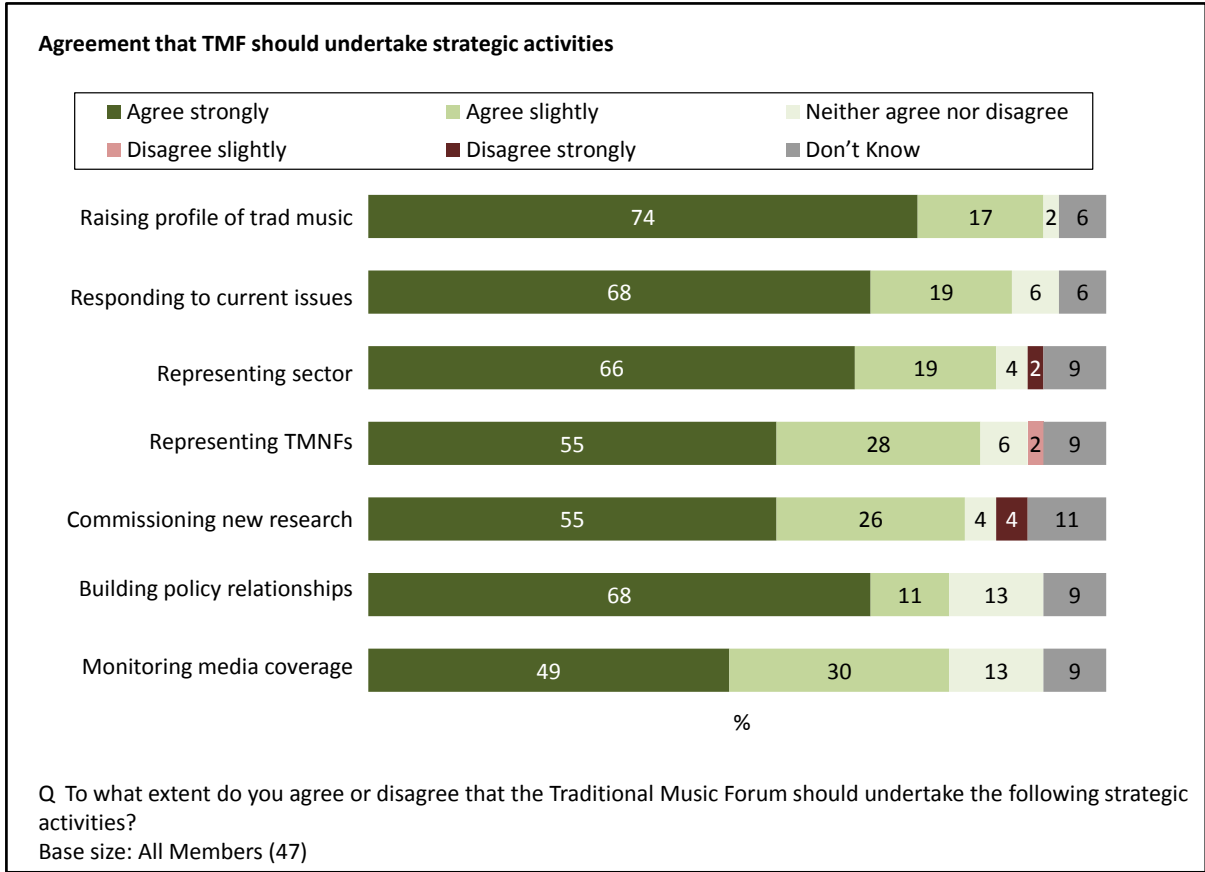
The business planning process for Traditional Music Forum identified a number of objectives, strategic activities and member services which Traditional Music Forum aims to provide. The following section discusses members' support for these aims by examining whether they feel that Traditional Music Forum should be undertaking each element of its intended remit.

The members were asked to state the extent to which they agreed or disagreed that the Traditional Music Forum has a role to play in meeting the objectives that it has set. At least seven in ten members agreed that the Traditional Music Forum had a role to play in each of the objectives.



Levels of agreement were highest for the Traditional Music Forum’s advocacy role, with 85% saying that they agreed that Traditional Music Forum had a role to play in achieving this objective. More than eight in ten members (81%) agreed that Traditional Music Forum should *encourage and support the development of an effective infrastructure for access and participation by the public*, and more than seven in ten (72%) agreed that the Traditional Music Forum should *promote cohesion in the traditional music community*.

The members were also asked to state the extent to which they agreed or disagreed that the Traditional Music Forum should undertake each of its current strategic activities. Around eight in ten members or more agreed that the Traditional Music Forum should undertake each of the strategic activities.

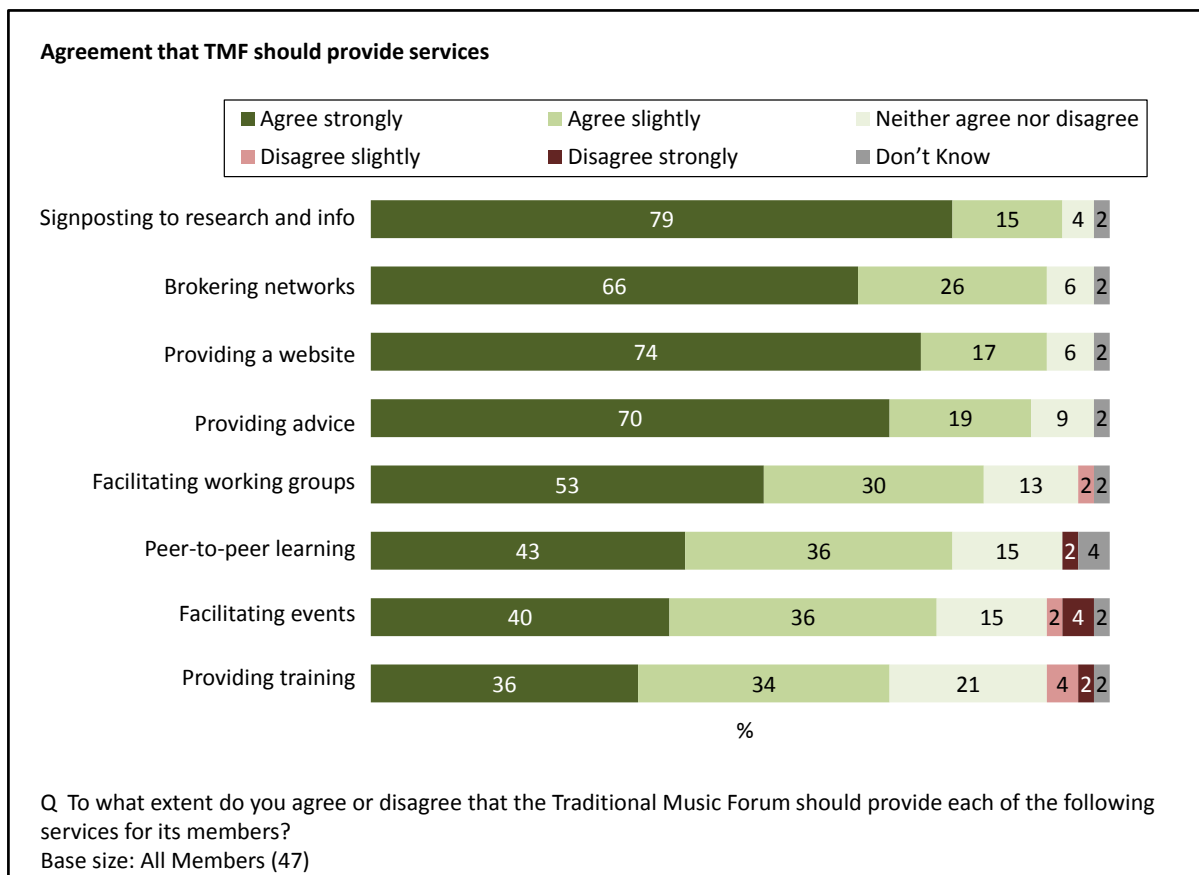


Levels of agreement were highest for Traditional Music Forum undertaking raising the profile of traditional music (91% agree), responding to current issues (87% agree) and representing the sector (85% agree).

Although still showing high levels of agreement, levels of support were lowest for monitoring media coverage and building policy relationships (both 79% agreeing). However, it is important to note that in terms of strength of support, a very high 68% agreed strongly that Traditional Music Forum should be building policy relationships.

Members were most unsure about whether Traditional Music forum should be commissioning new research, with 11% giving a don't know response and 4% disagreeing that Traditional Music Forum had a role to play in this area.

The members were also asked to state the extent to which they agreed or disagreed that the Traditional Music Forum should undertake each of its member services. At least seven in ten members agreed that the Traditional Music Forum should undertake each of its member services.



Levels of agreement were highest for Traditional Music Forum providing signposting to research and information (94% agree), brokering networks (92% agree) and providing a website (91% agree).

Levels of support were lowest for providing training (70% agree) and facilitating events (76% agree) and in each case 6% disagreed that Traditional Music Forum had a role to play in the area.

The members were asked to comment on any particular areas that they thought that the Traditional Music Forum should focus on in the future. Suggested areas of focus were very varied, and are detailed below using direct quotes from members.

Growth and capacity

- *Survival / growth of the folk / traditional scene - how best to promote it and how it can become financially sustainable.*
- *Aspects of information and strategy that individual Traditional Music Groups are unable to do especially in this economic cutbacks and climate.*

Lobbying

- *Lobbying Scottish Government to highlight need for more education and support.*
- *TMF should focus on advocacy of Traditional Arts in the political world, not just to the 'policy environment', with representation to local politicians, councillors, MSPs, etc.*

Strategic work

- *Priorities should be set with the strategic work at the top.*

Ethos

- *Balancing integrity of and innovation in traditional Scottish music.*

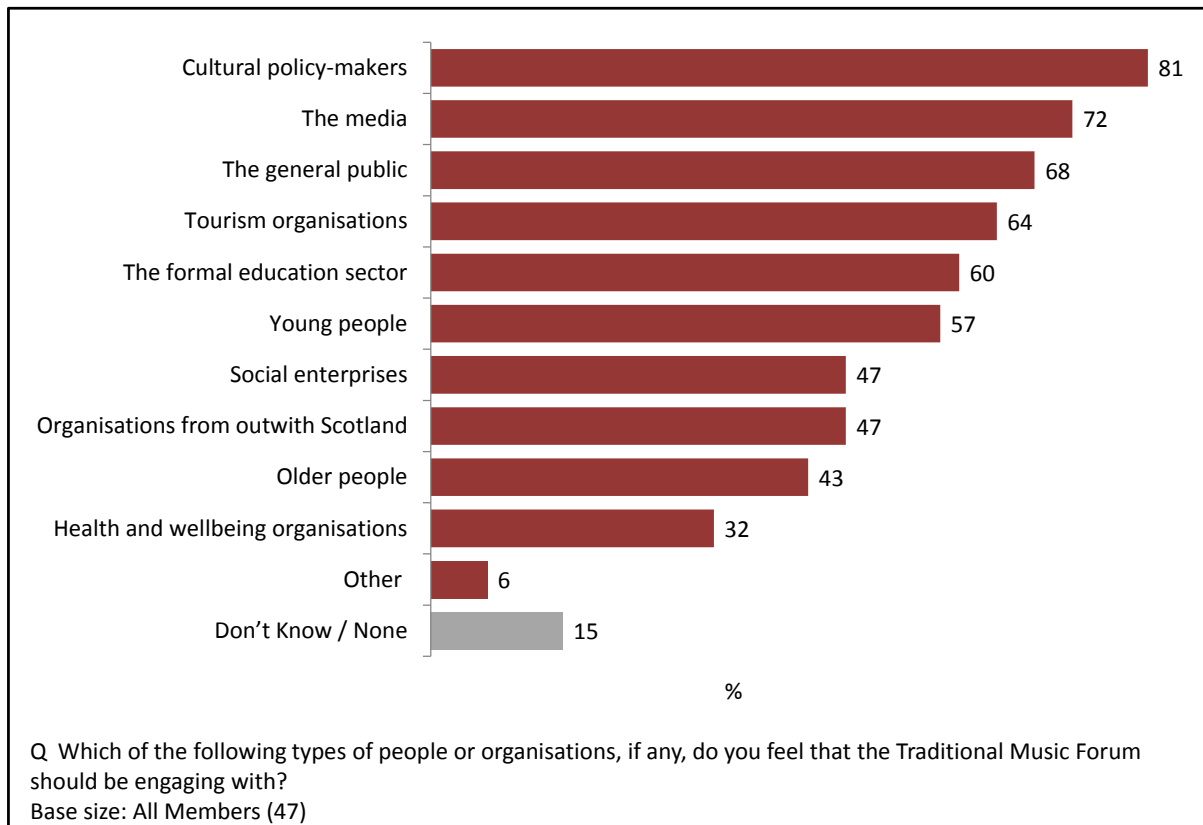
Working relationships

- *Facilitate dialogue between event organisers*

Working trans-nationally

- *Trans-national opportunities.*

The members were asked what types of people or organisations they felt Traditional Music Forum should be engaging with.



Cultural policy makers (81%), the media (72%), the general public (68%) and tourism organisations (64%) were most often selected as priority areas for engagement.

The members were least likely to select health and wellbeing organisations (32%), older people (43%), organisations outwith Scotland (47%) and social enterprises (47%).

The members were also asked to comment on what, if anything, they felt made the Traditional Music Forum unique. Seven members commented on this question.

Two members confirmed that they felt the Traditional Forum was a unique organisation.

There's nothing else like it.

No one else is doing what it does...!

Other comments related to the Traditional Music Forum supporting the practice and ethos of the traditional music sector.

A shared vision of trying to improve the sector involving as many key players as possible

It is the first time that a serious attempt has been made to give a voice to the traditional arts sector.

This was felt to be particularly important so as to support work around culture and heritage.

It keeps alive our culture and encourages future generations. Very important.

The membership shares a passion for promoting and saving our heritage and traditional music. Giving the Traditional Music groups the opportunity to future generations to experience our unique culture.

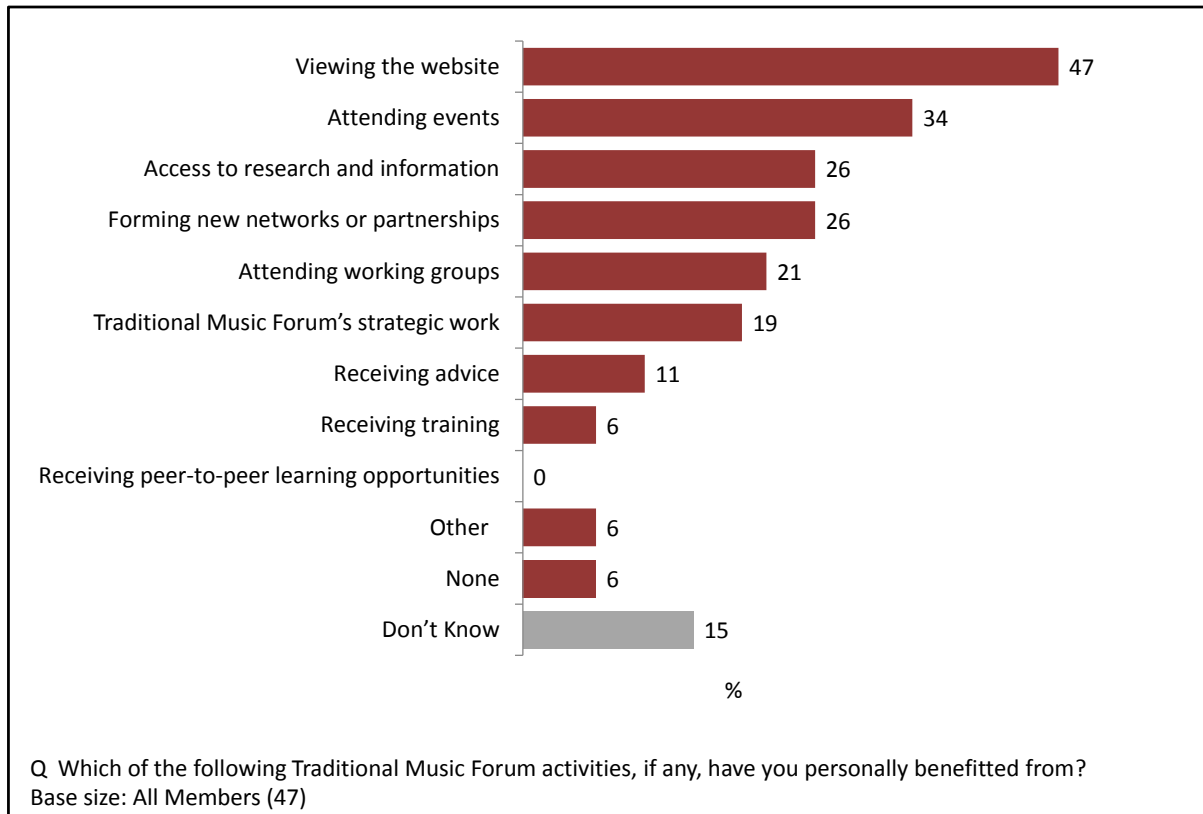
One member left a rather tongue in cheek comment about a unique aspect of the Traditional Music Forum.

Hiding its light under a bushel! Sounds like the Forum has done lots of great things but not put any of this on the website so few people realise the Forum's work.

Evaluating the benefits of Traditional Music Forum membership

The members were presented with a list of activities provided by the Traditional Music Forum, and asked to state which they had personally benefitted from.

The majority of the members had benefitted from Traditional Music Forum activities.



The activity most benefitted from was the Traditional Music Forum website, which almost half of members (47%) said that they had viewed. Just over a third (34%) said that they had benefitted from attending events, and just over a quarter said that they had benefitted from access to research and information (26%) and forming new networks and partnerships (26%).

Fewest members said that they had benefitted from receiving advice (11%), receiving training (6%) and peer-to-peer learning (0%).

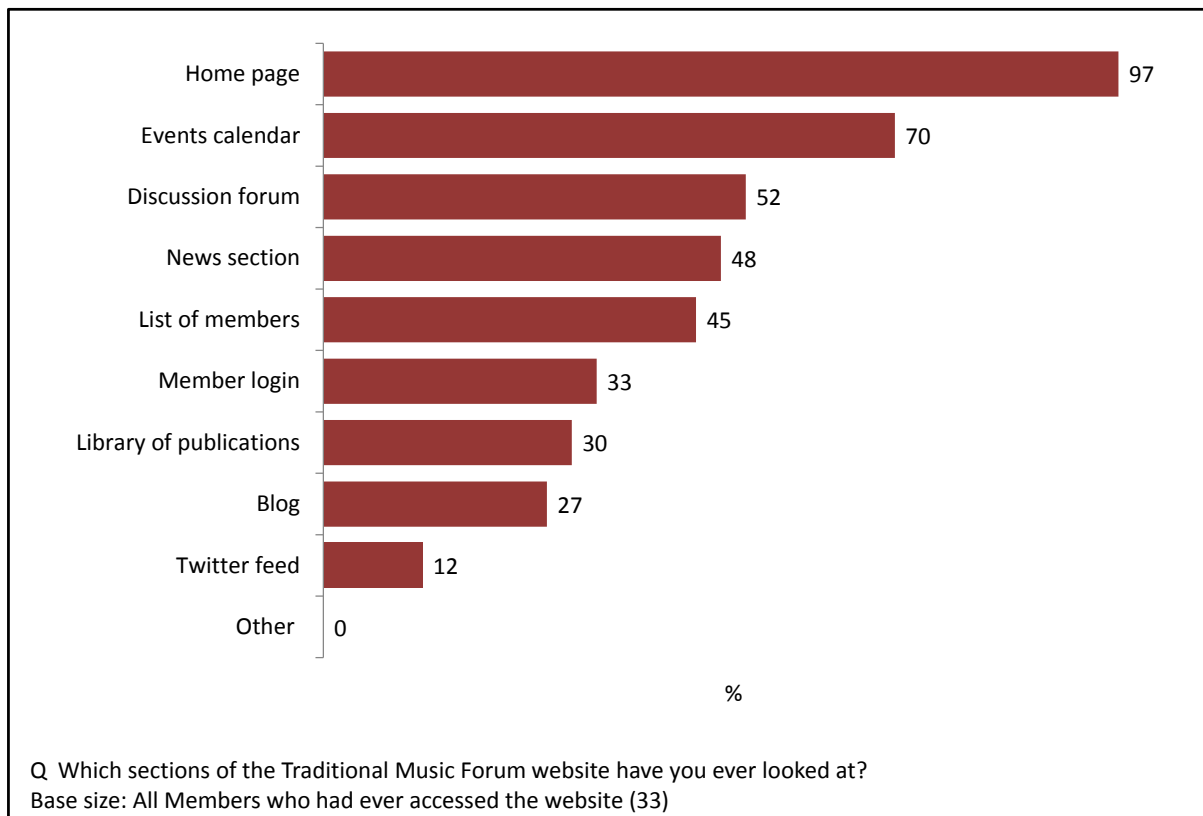
Overall, 6% of members said that they had not benefitted from any activities, and a further 15% said that they didn't know if they had benefitted from any activities.

The average number of activities each member had benefitted from was 1.89.

In total, 75% of the members (33 individuals) said that they had ever looked at the Traditional Music Forum website. These members were asked about their usage of the site.

Response	No.	%
Daily	0	0
Weekly	1	3
Monthly	14	42
Less often	17	52
Don't know	1	3
	33	101

The majority of the members who had accessed the site used the site infrequently – either monthly (42%) or less often (52%).



Almost all of those who had used the website had accessed the home page (97%). The next most often accessed pages were the events calendar (70%), the discussion forum (52%) and the news section (48%).

A small number of members gave constructive feedback about the Traditional Music Forum's website.

Very informative and supportive re- Traditional music in Scotland.

A good start, which could be further developed into a valuable first point of contact for interested parties.

It needs to be updated more regularly. I checked it weekly at first but then it never seemed to change so I only occasionally check now.

The organisation I work for does not allow access to Twitter or Facebook or YouTube therefore information is put up on these pages and I am unable to access this.

In total, 23% of the members (11 individuals) said that they had attended the recent Trad Talk event in Dundee. These members were asked about their opinions of the event.

All of the members who attended the Trad talk event were very or fairly satisfied with the various components of the day:

- Organisation of the event;
- Content of the presentations;
- Networking opportunities;
- The venue;
- The event overall.

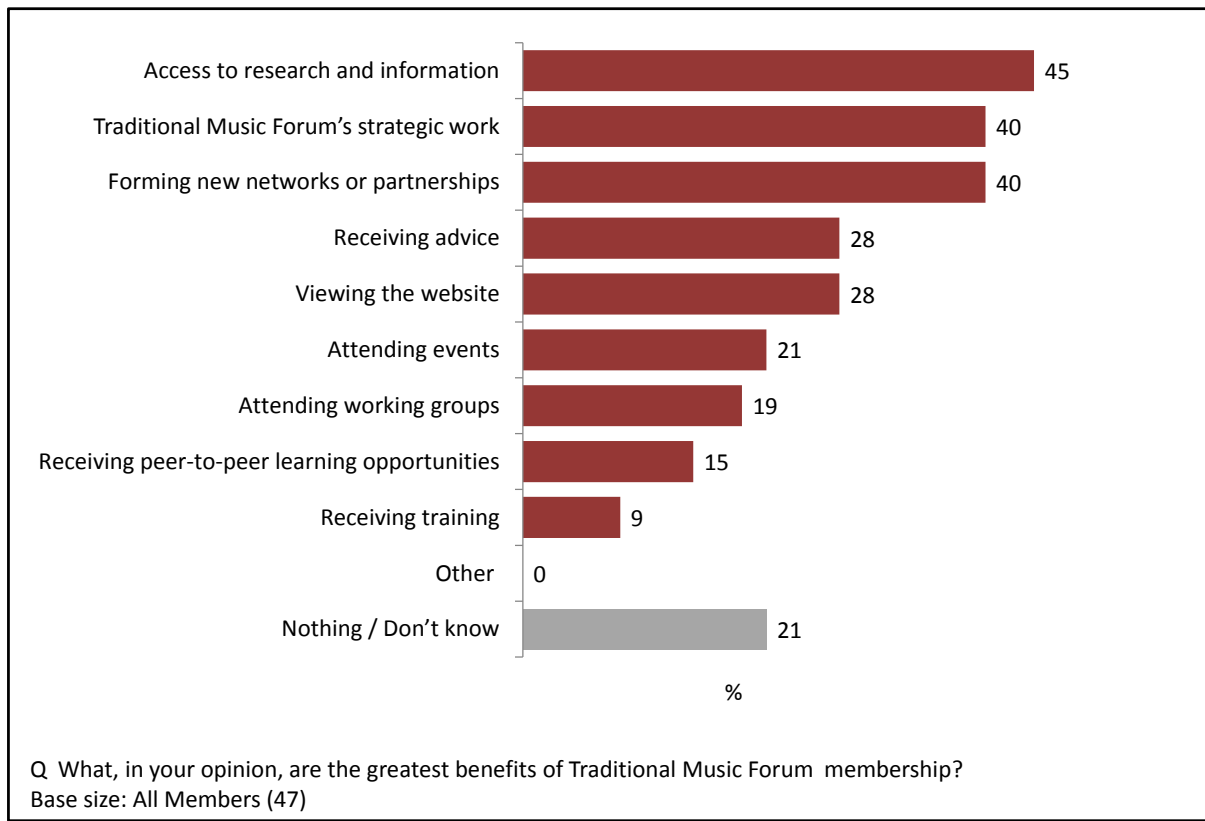
Again, a small number of members gave constructive feedback about the event.

Thought it was interesting, well run and a good opportunity to hear views about the Forum development.

I enjoyed the event and found the presentations useful but would have liked more time to network in smaller groups. Consider a more central location next time like Perth then you can travel in one day and access public transport much easier. Song break was excellent please include that next time.

It was too long.

The members were asked what they thought the greatest benefits of Traditional Music Forum membership were.



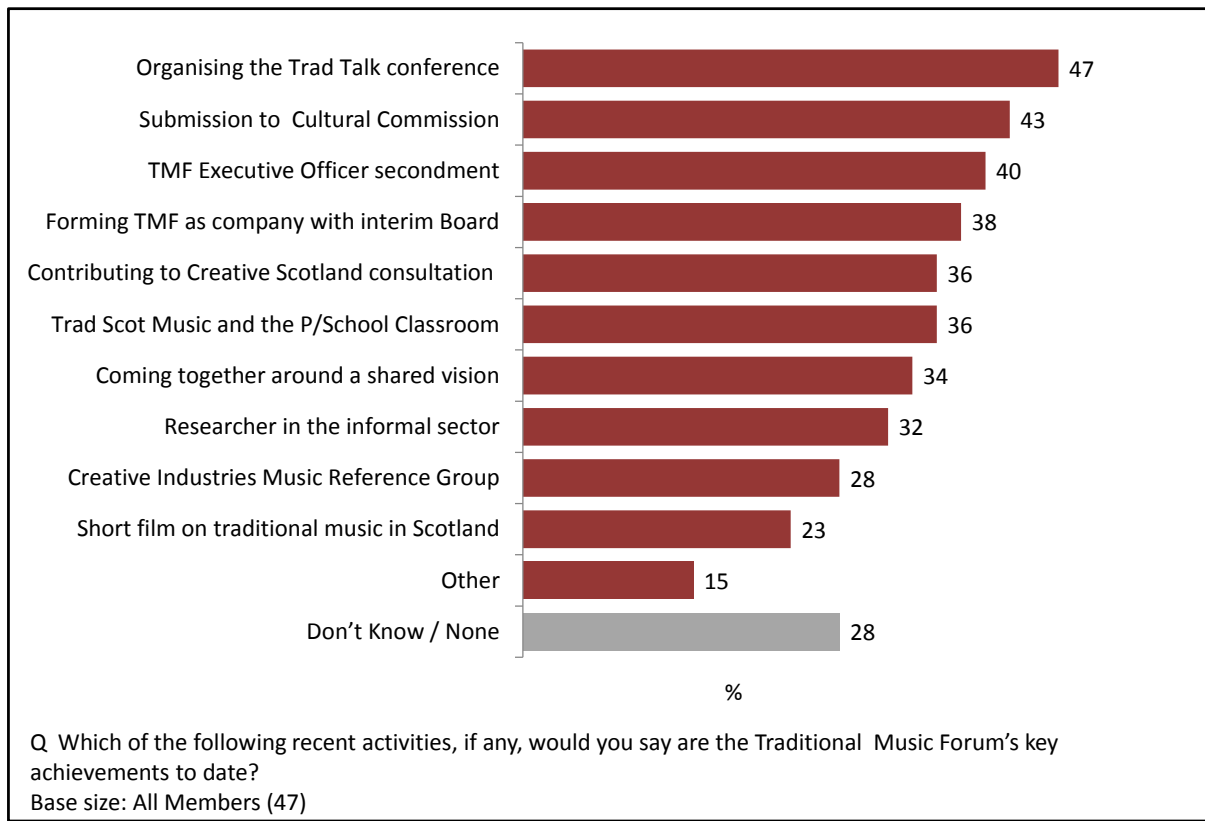
The activities most often perceived to be the greatest benefit of Traditional Music forum membership were access to research and information (45%), strategic work (40%) and forming new networks or partnerships (40%).

Peer-to-peer learning opportunities (15%) and training (9%) were selected by fewest members.

More than one in five (21%) said nothing, or that they didn't know.

The average number of perceived benefits selected by each member was 2.45 (compared to 1.89 that they had actually benefited from in practice), indicating that many members were not taking advantage of the full range of benefits that they could.

The members were asked which of the Traditional Music forum’s activities (if any) they considered to be key achievements to date.



The key achievements of the Traditional Music Forum were perceived to be organising the Trad Talk conference (47%), making a submission to the Cultural Commission (43%), seconding the Traditional Music Forum Executive Officer to Chair the Ministerial Traditional Arts Working Group (40%) and forming the Traditional Music Forum as a company limited by guarantee with an interim Board (38%).

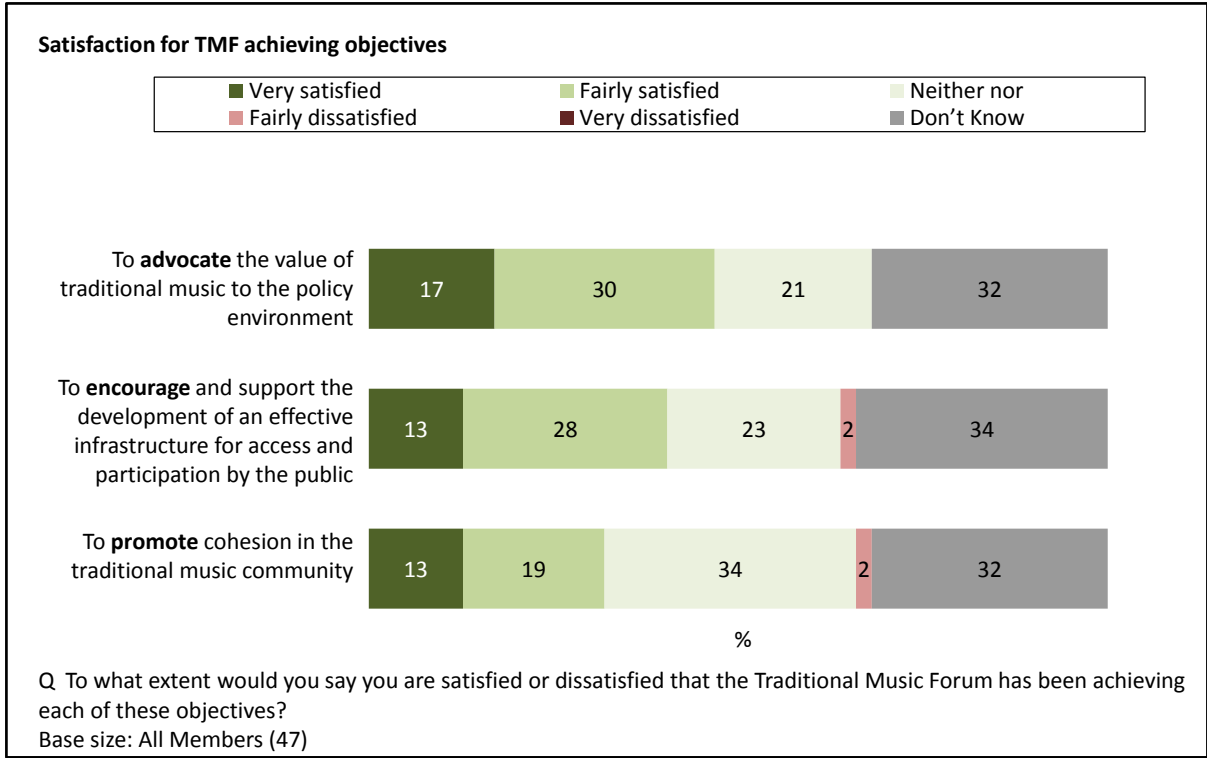
Multiple achievements were recognised by the members, with an average of 3.72 achievements being selected by each member.

Evaluating levels of Traditional Music Forum member satisfaction

The following section discusses members’ satisfaction with various specific elements of the Traditional Music Forum, followed by their overall levels of satisfaction with their membership.

The members were asked to state the extent to which they were satisfied or dissatisfied that the Traditional Music Forum has been meeting its objectives.

Although levels of satisfaction with way that Traditional Music Forum is achieving its objectives were fairly low, few were actively dissatisfied.

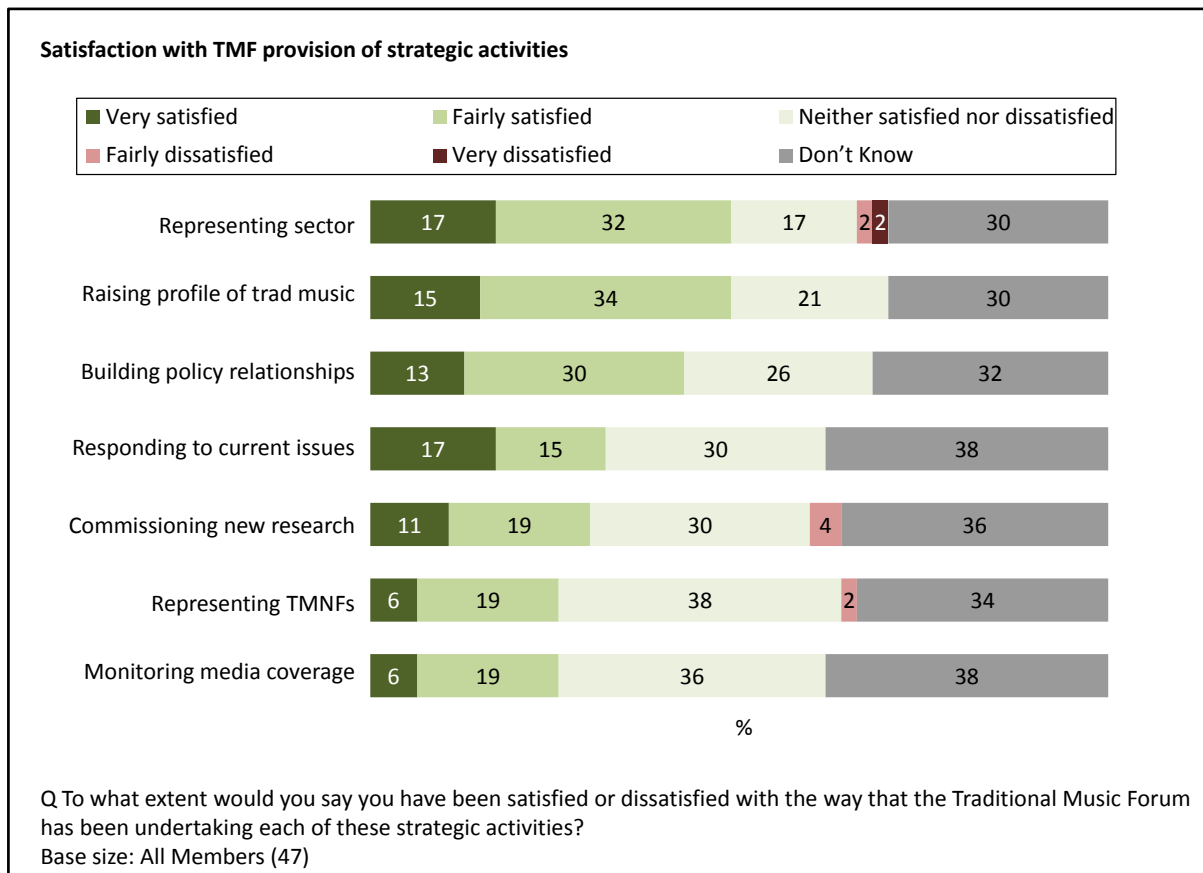


Members were most satisfied with Traditional Music Forum’s advocacy role, with 47% saying that they were satisfied that Traditional Music Forum has been achieving this objective. Around four in ten members (41%) were satisfied that Traditional Music Forum was *encouraging and supporting the development of an effective infrastructure for access and participation by the public*, and around a third (32%) were satisfied that Traditional Music Forum was *promoting cohesion in the traditional music community*.

Although this does not evidence a high level of satisfaction with Traditional Music Forum’s performance in terms of meeting their objectives, it is important to note that only 2% or fewer were actively dissatisfied. Instead, a substantial proportion of members (at least half for each objective) responded with either *Don’t Know* or *neither satisfied nor dissatisfied*, implying apathy or lack of awareness around work in this area.

The members were also asked to state the extent to which they were satisfied or dissatisfied with the way that the Traditional Music Forum has been undertaking its strategic activities.

The pattern was very similar to the pattern for satisfaction with objectives.



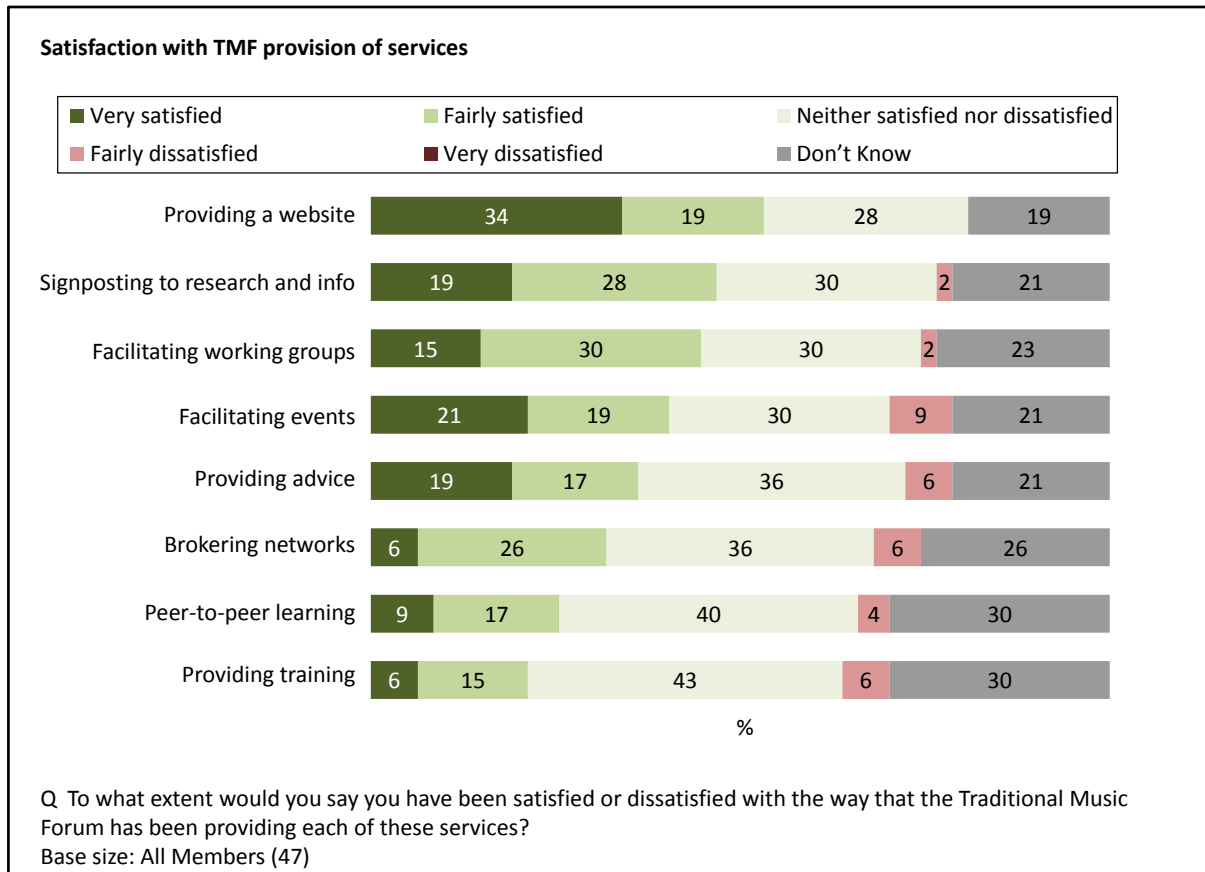
Members were most satisfied with the way that the Traditional Music Forum has been representing the sector and raising the profile of traditional music (both 49% satisfied), followed by building policy relationships (43% satisfied).

Strategic activities gaining the lowest levels of satisfaction were monitoring media coverage and representing Traditional Music Non-Formal Education (both 25% satisfied).

Again, although this does not evidence a high level of satisfaction with Traditional Music Forum’s performance around their strategic activities, only 4% or fewer were actively dissatisfied and in most cases the majority responded with either *Don’t Know* or *neither satisfied nor dissatisfied*.

The members were also asked to state the extent to which they were satisfied or dissatisfied with the way that the Traditional Music Forum has been providing its services to members.

Again, the pattern was very similar to the pattern for satisfaction with objectives and strategic activities.

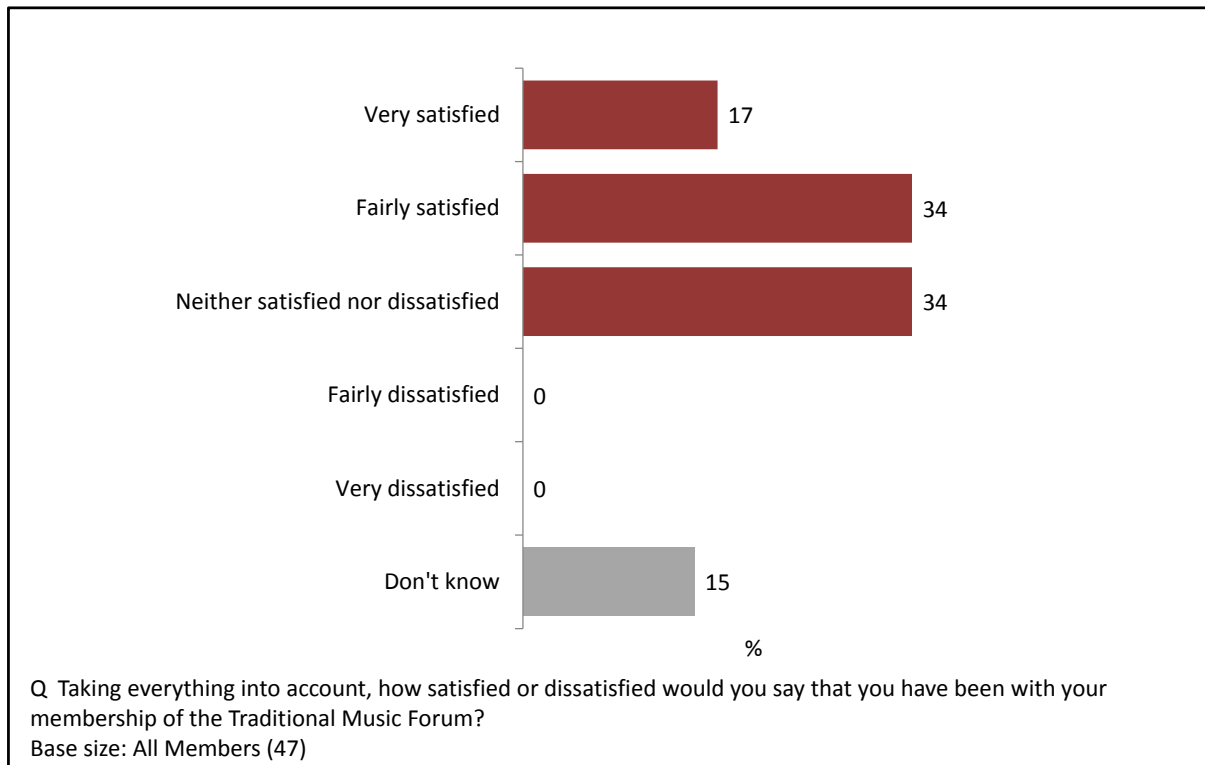


Members were most satisfied with the way that the Traditional Music Forum has provided a website (53% satisfied), followed by signposting to research and information (47% satisfied) and facilitating working groups (45% satisfied).

Providing training received the lowest levels of satisfaction (21% satisfied) followed by peer-to-peer learning (26% satisfied).

Again, although this does not evidence a high level of satisfaction with Traditional Music Forum’s performance around their services, less than 10% were actively dissatisfied. The service with the highest proportion of dissatisfied members was facilitating events (9%). In most cases the majority responded with either *Don’t Know* or *neither satisfied nor dissatisfied*.

The members were asked to state their overall level of satisfaction with their membership of the Traditional Music Forum. This question was asked towards the end of the questionnaire, when members had been given the opportunity to consider all elements of the membership proposition and take these into account.



In total, just over half (51%) of members said that they were satisfied with their membership and a further third (34%) said that they were *neither satisfied nor dissatisfied*.

15% of members said that they didn't know whether they were satisfied or not.

Crucially, none of the members said that they were dissatisfied with their membership of the Traditional Music Forum.

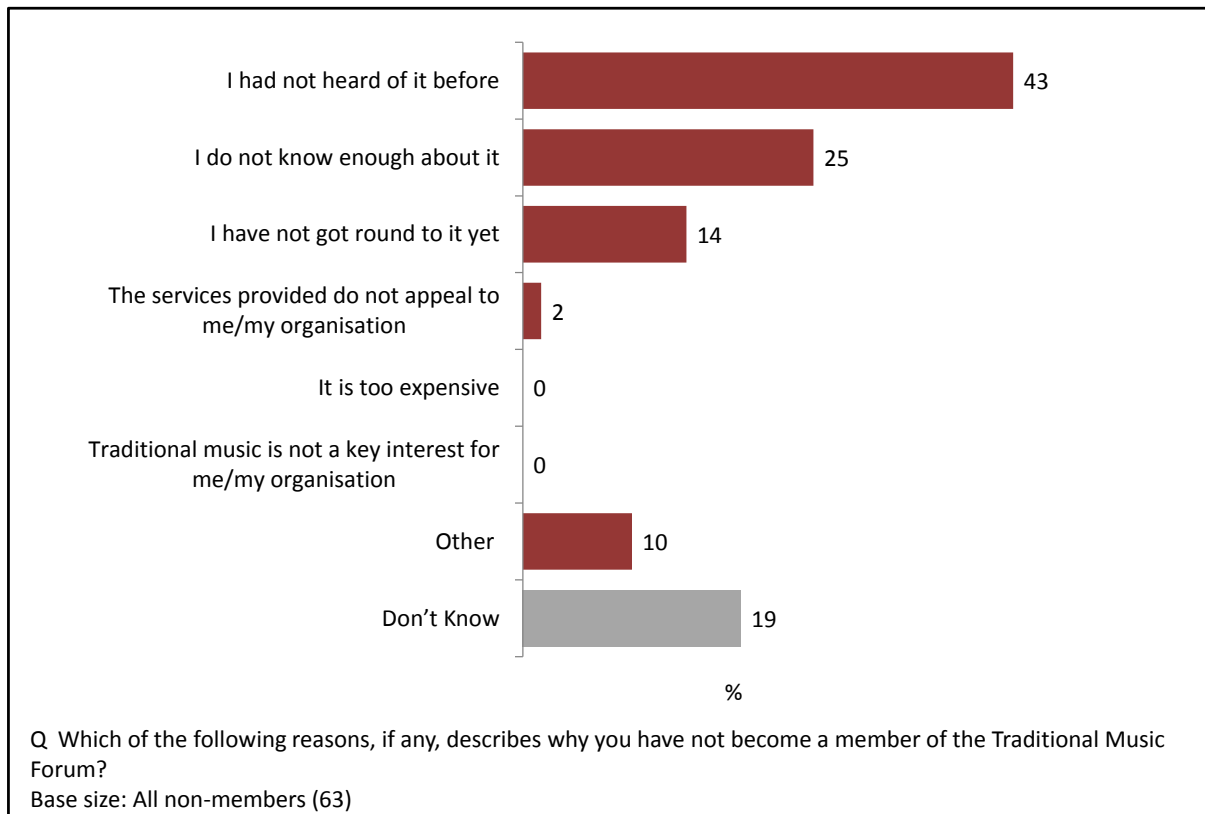
The members were asked how they felt about the current cost of Traditional Music Forum membership which is set at £20 per year.

Response	No.	%
It is cheaper than I would expect for the benefits received	8	17
It is about what I would expect for the benefits received	21	45
It is more expensive than I would expect for the benefits received	5	11
Don't know	13	28
	47	101

The cost of membership met the expectations of just under half of the members, with 45% saying that *it is about what I would expect for the benefits received*. Just under one in five (17%) of members felt that the cost was cheaper than expected, and 11% felt that it was more expensive than expected.

Exploring the non-member experience

The non-members were asked why they had not become a member of the Traditional Music Forum. For most non-members, the reasons related to unfamiliarity.



More than four in ten (43%) said that they had not heard of the Traditional Music Forum before, and a quarter (25%) said that they did not know enough about it. 14% said that they had not got round to it yet.

Disinterest was not a significant issue, as no non-members said that traditional music was not a key interest for them and only 2% said that the service provided by the Traditional Music Forum did not appeal.

Cost was not an issue either, as no non-members said that they had not joined because it was too expensive.

It is therefore likely that many non-members within the traditional music sector would be interested in joining if they were given more information about the Traditional Music Forum and in support of this, 33 non-members (52%) left their contact details to request further information about membership.

Gaps in provision and needs within the membership

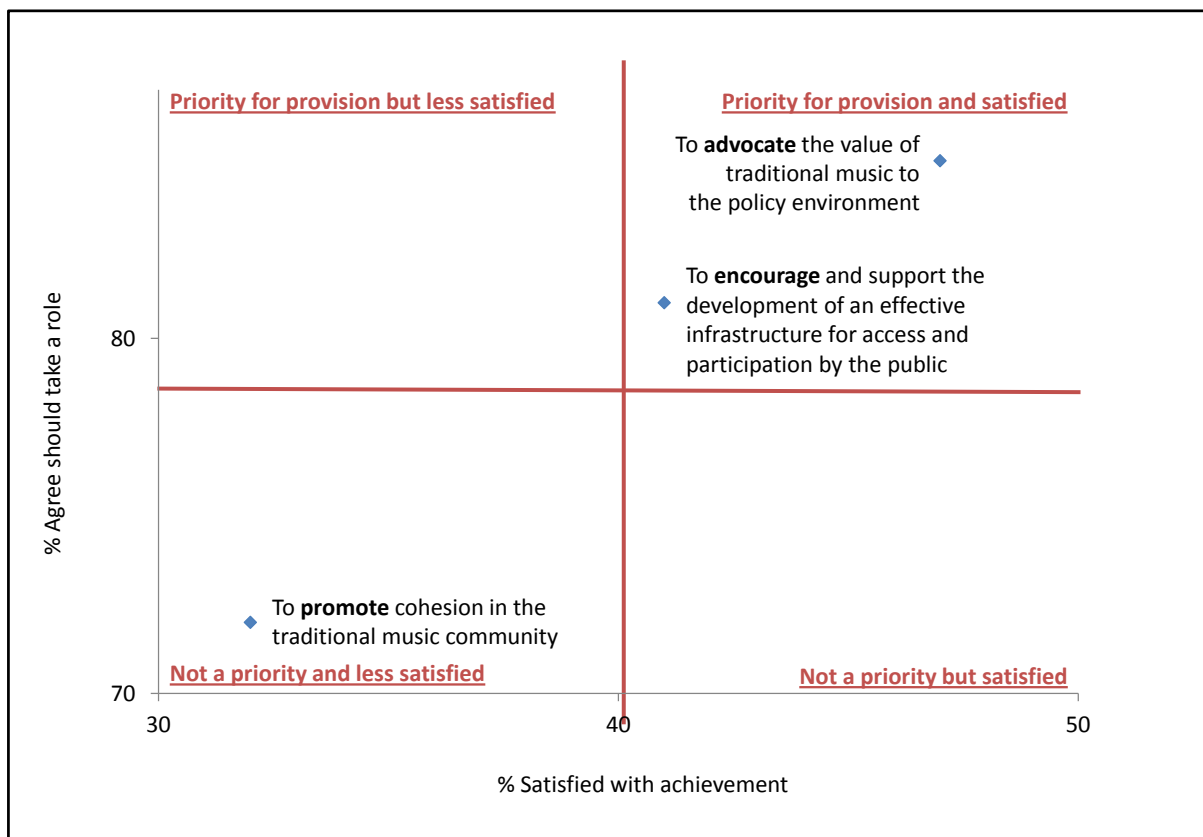
Scatter charts have been created to show the relationship between responses to key questions in the survey. In each chart, the relationship between the following questions is evaluated:

- Should the Traditional Music Forum undertake the activity?
- How satisfied are members with provision of that activity?

In comparing these elements, a model is provided for identifying gaps in satisfaction with current provision that are deemed to be particularly relevant to the membership.

It is important to note that these indicate a crude comparative relationship to be used for prioritisation purposes only, rather than as an actual judgement on the activities. In many cases non-priority activities were also considered fairly relevant and fairly well received.

The first scatter chart refers to the objectives of the Traditional Music Forum.

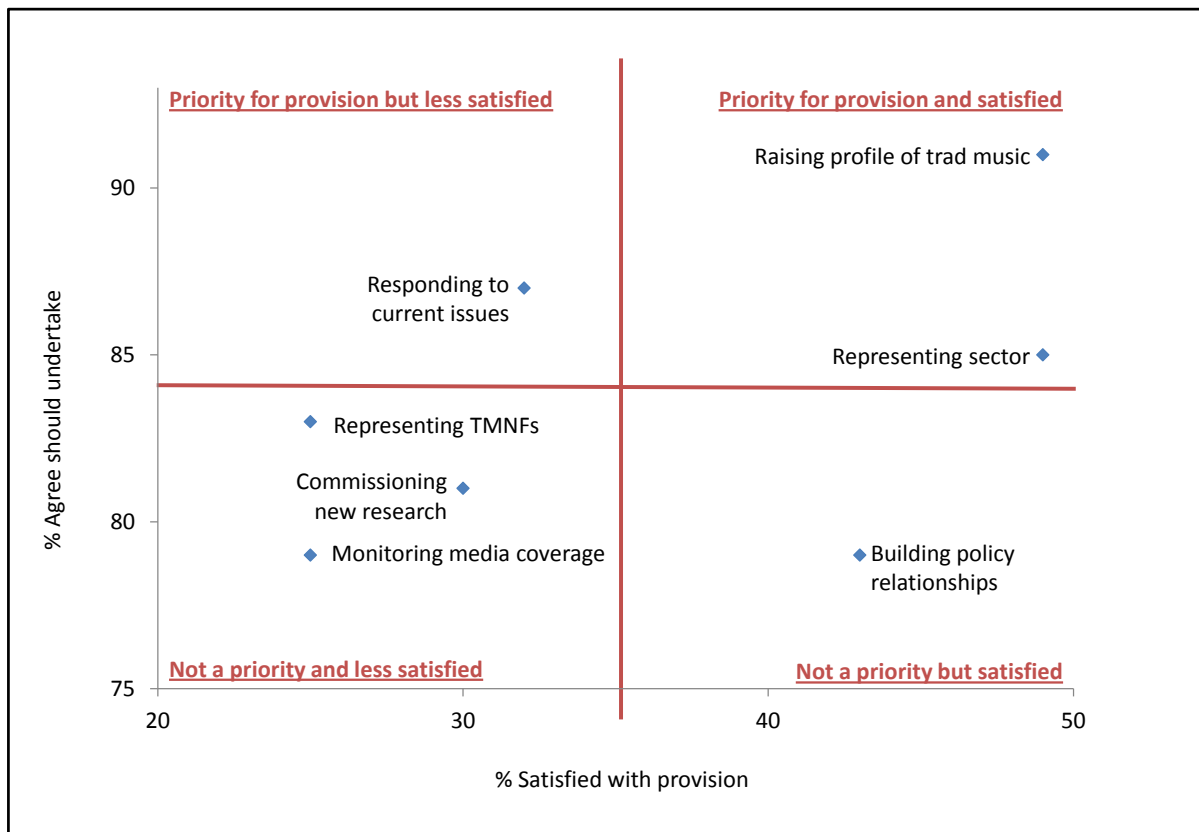


For the members, the priority objectives were *encouraging and support the development of an effective infrastructure for access and participation by the public* and *advocating the value of traditional music to the policy environment*. Provision of these was felt to be comparatively satisfactory, so Traditional Music Forum should continue to provide its existing high level of service in these areas.

The provision of *Promoting cohesion in the traditional music community* was considered comparatively less satisfactory, but is also less of a priority.

None of the objectives were identified as current gaps for Traditional Music Forum to focus on improving in the future.

The second scatter chart refers to strategic activities currently undertaken by the Traditional Music Forum.

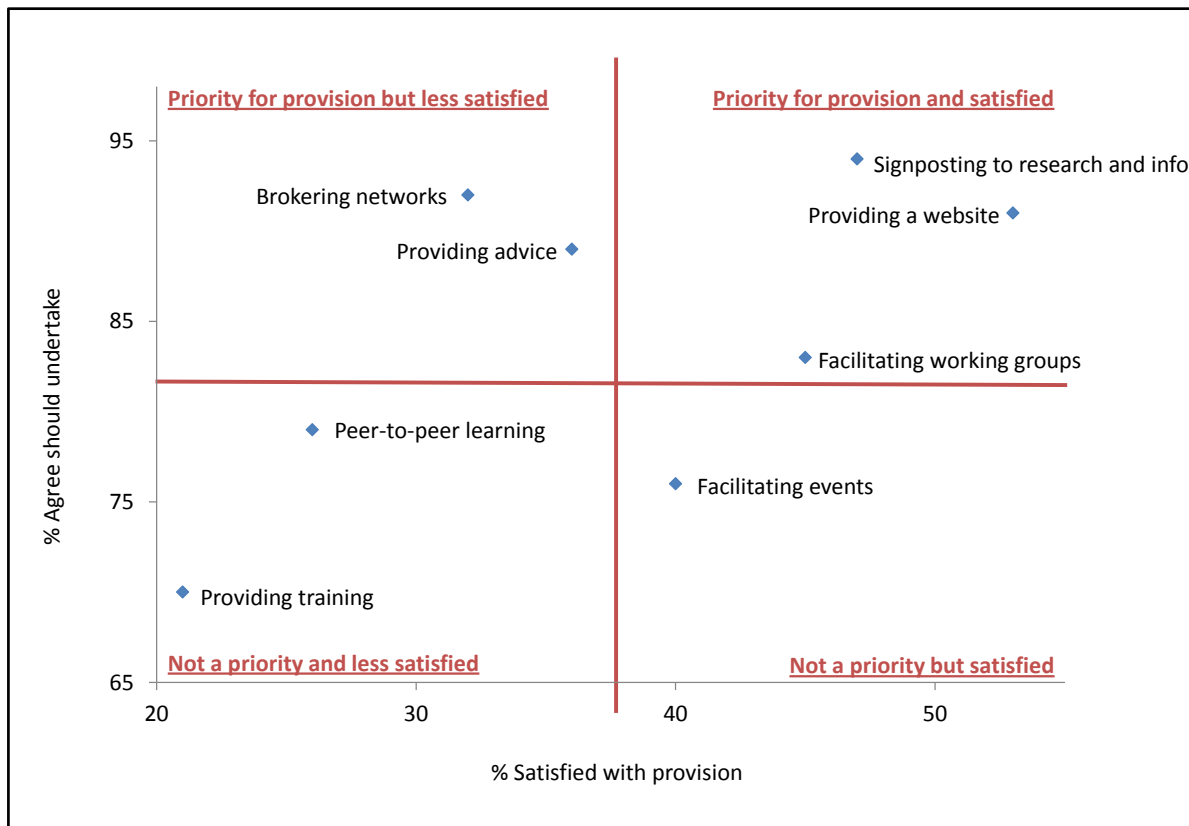


For the members, priorities for provision were raising the profile of traditional music, and representing the sector. Provision of these was felt to be comparatively satisfactory, so Traditional Music Forum should continue to provide its existing high level of service in these areas.

A priority for provision where members were currently less satisfied was responding to current issues. This strategic activity is a gap for Traditional Music Forum to focus on improving in the future.

Building policy relationships was considered comparatively satisfactory, but need not be a priority. Representing TMNFs, commissioning new research, and monitoring media coverage have been less well received but are also not considered to be a priority.

The third scatter chart refers to member services currently provided by the Traditional Music Forum.



For the members, priorities for provision were signposting to research and information, providing a website, and facilitating working groups. Provision of these was felt to be comparatively satisfactory, so Traditional Music Forum should continue to provide its existing high level of service in these areas.

Priorities for provision where members were currently less satisfied were brokering networks and providing advice. These activities are gaps for Traditional Music Forum to focus on improving in the future.

Facilitation of events was considered comparatively satisfactory, but need not be a priority. Peer-to-peer learning and the provision of training have been less well received but are also not considered to be a priority.

The members were also asked to comment on any things that they felt the Traditional Music Forum could be doing that it isn't doing already. Verbatim comments are outlined below.

Lobbying

- *Traditional Music in Scotland needs a much higher profile, at home and abroad. TMF could help by focusing on this and by 'intensive' lobbying for it.*

Consulting with the membership

- *Maybe a representative of the forum could go and visit individual music groups and the committees that run them to see what needs they feel the forum could meet.*

- *Canvassing opinions on individual issues.*

More events

- *So far I am aware of there having been one event and one training day in the pipeline. More of both would be great.*

Creating a newsletter

- *A short newsletter to highlight important points that would update the Traditional Groups as I seem to be always busy and unable to have the time to log onto the web page during the working day.*

Work with the TMSA

- *The respective roles of TMF and TMSA [Traditional Music and Song Association] need to be complementary and distinct. Both org's need to engage more members from within the folk/trad music scene. Too many performers, makers, businesses within the scene have avoided 'joining-up' either/both organisations for far too long.*

Summary and actions

Evaluating awareness of the Traditional Music Forum

Levels of familiarity with the work of the Traditional Music Forum were higher for members (77%) than for non-members (27%).

Although this is a reasonable level of awareness, there is still room for improvement when communicating the work of Traditional Music Forum to the membership to ensure that all members are familiar with the work being done on their behalf.

There is also work to be done to ensure that the traditional music community are aware of the work of the Traditional Music Forum, by increasing the profile and visibility of the organisation in the wider community. This may have an added benefit of contributing to the recruitment of new members.

Actions:

- Work towards ensuring that all members are familiar with the work that Traditional Music Forum is doing.
- Work towards increasing the profile and visibility of Traditional Music Forum in the wider traditional music community.
- Convert non-members who are familiar with Traditional Music Forum into members!

Evaluating the vision and values of the Traditional Music Forum

The views of the stakeholders are well aligned with the values of the Traditional Music Forum. The majority of those working in traditional music believe that the traditional arts are vital, valuable, visible, and bring communities together.

The stakeholders are least convinced that people in Scotland value the traditional arts. There may be work to be done to encourage the Scottish public to value traditional arts/music, or there may be a role for Traditional Music Forum to play in communicating evidence about the value that the Scottish public place on traditional arts/music back to the membership.

Members of the Traditional Music Forum tend to be more closely aligned with these values than non-members. It is difficult to say whether Traditional Music Forum is doing a good job of influencing its members around these values, or whether those whose values are aligned with the Traditional Music Forum are more likely to join. Either way, the values of the Traditional Music Forum appropriately represent the values of the membership.

When presented the Traditional Music Forum objectives from the business plan, more than eight in ten members felt that each objective was an important issue for the traditional music community. Again this indicates that the membership are aligned with the objectives, and that Traditional Music Forum has selected objectives that are appropriate for the membership.

The objective *to promote cohesion in the traditional music community* was seen to be comparatively less important than the others, and reasons behind this may be worth exploring further. It may be that cohesion is not considered necessary by all members.

The positive reaction to these values and objectives should give Traditional Music Forum the confidence to proceed with work underpinned by these values and objectives.

Actions:

- Ensure that these values and objectives underpin all the work that Traditional Music Forum undertakes.
- Communicate these values and objectives to members. The membership is aligned with these, so drawing them to the attention of the membership reinforces a mutually supportive relationship.
- Enhance work around the value that the Scottish public places on traditional music.
- Consider whether the concept of cohesion is appropriate for the membership.

Evaluating the role of the Traditional Music Forum

At least seven in ten members agreed that the Traditional Music Forum had a role to play in each of the strategic objectives, strategic activities, and member services.

If anything, the members were most supportive of involvement with strategic activities and in particular raising the profile of traditional music, responding to current issues and representing the sector. Of the member services presented, the members felt most strongly that Traditional Music Forum should be signposting to research and information, brokering networks and providing a website.

Even where levels of support were relatively lowest (i.e. monitoring media coverage, building policy relationships, providing training, facilitating events) support was still actually very high and therefore should continue.

The members felt that Traditional Music Forum should be making strategic alliances with people or organisations such as cultural policy makers and the media, as well as engaging with associated industries such as tourism and education. They were also supportive of Traditional Music Forum communicating with the general public.

Action:

- Continue to work in these areas where resources permit, or select actions according to member priorities.
- Ensure the rationale for new work is explained to members, especially if it falls into lower priority areas.

Evaluating the benefits of Traditional Music Forum membership

The majority of the members had benefitted from Traditional Music Forum activities. The activities most benefitted from were the website, attending events, access to research and

information and forming new networks and partnerships. Fewest members said that they had benefitted from receiving advice, receiving training and peer-to-peer learning.

The Trad Talk event was well received by those who attended it.

Those who had viewed the website did so infrequently, and most often looked at the home page and events calendar.

The activities most often perceived to be the greatest benefit of Traditional Music Forum membership were access to research and information, strategic work and forming new networks or partnerships. Peer-to-peer learning opportunities and training were selected by fewest members.

The average number of activities each member had benefitted from was 1.89. This is low considering how many benefits there are that there is substantial support for each being provided.

The key achievements of the Traditional Music Forum were perceived to be organising the Trad Talk conference, making a submission to the Cultural Commission, seconding the Traditional Music Forum Executive Officer to Chair the Ministerial Traditional Arts Working Group and forming the Traditional Music Forum as a company limited by guarantee with an interim Board. A substantial proportion of the membership selected each and multiple achievements were recognised by the members, with an average of 3.72 achievements being selected by each member.

Actions:

- Continue to provide these benefits and activities where resources permit, or select actions according to member priorities.
- Find out why members have not accessed more benefits and activities.
- Address any barriers to engagement for the activities, and encourage members to engage.
- Continue to identify and undertake high level strategic activities, as they are particularly valued.
- Publicise activities and benefits more widely, and explain the value of these to the membership.

Evaluating levels of Traditional Music Forum member satisfaction

Overall, just over half of members said that they were satisfied with their membership and a further third said that they were neither satisfied nor dissatisfied. Crucially, none of the members said that they were dissatisfied with their membership of the Traditional Music Forum.

Linked to this, less than half of members were satisfied that Traditional Music Forum has been achieving its objectives and undertaking its strategic activities and member services but very few members were actively dissatisfied.

In terms of strategic activities, members were most satisfied with the way that the Traditional Music Forum has been representing the sector and raising the profile of traditional music, followed by building policy relationships. In terms of member services, the members were most satisfied with the way that the Traditional Music Forum has provided a website, followed by signposting to research and information and facilitating working groups.

Strategic activities gaining the lowest levels of satisfaction were monitoring media coverage and representing Traditional Music Non-Formal Education and member services gaining the lowest levels of satisfaction were providing training and peer-to-peer learning.

Priorities for improvement were identified, where members were particularly supportive of Traditional Music Forum playing a role but were comparatively less satisfied with provision. These were:

- Responding to current issues;
- Brokering networks;
- Providing advice.

These are gaps for Traditional Music Forum to focus on improving in the future, alongside continuing to provide a high standard for the other priority activities:

- Raising the profile of traditional music;
- Representing the sector;
- Signposting to research and information;
- Providing a website;
- Facilitating working groups.

If circumstances deem it absolutely necessary, actions around the following lower priorities could be reduced:

- Representing TMNFs;
- Commissioning new research;
- Monitoring media coverage;
- Peer-to-peer learning;
- Provision of training.

The members were asked how they felt about the current cost of Traditional Music Forum membership which is currently set at £20 per year. This met expectations for around half of members, and only one in ten felt that it was too expensive.

Actions:

- Improve member satisfaction overall and in each area by converting the apathetic 'neither nors' and 'don't knows' into satisfied members.

Exploring the non-member experience

Lack of awareness was the key barrier to engagement with Traditional Music Forum for the non-members, and disinterest and cost were not substantial issues. It is therefore likely that many non-members within the traditional music sector would be interested in joining Traditional Music Forum if they were given more information or if something prompted them to join. In support of this, 33 non-members who responded to the survey left their contact details to request further information about membership.

It may be worth considering what value is provided to members that is not available to non-members and ensuring that this is communicated widely.

Actions:

- Attempt to recruit the 33 non-members who left their contact details.
- Communicate the work of Traditional Music Forum outwith the membership.
- Communicate the value of Traditional Music Forum membership to non-members in the traditional music community.

Elements of good practice

The following elements of good practice within the work of the Traditional Music Forum were identified during the evaluation.

Underpinning work with appropriate vision and values

- The stakeholders are aligned with the vision and values of the Traditional Music Forum.
- The stakeholders support the Traditional Music Forum in playing a role in the vision and values.

Undertaking a wide range of appropriate activities

- The various activities undertaken by the Traditional Music Forum are supported by the membership.
- Members appreciate Traditional Music Forum's involvement in high level strategic activities.
- Members particularly value the website.
- High levels of satisfaction were recorded for the Trad Talk Event.

Maintaining low levels of dissatisfaction

- Very few members are dissatisfied with any element of the Traditional Music Forum explored in this evaluation.

Cost of membership

- The cost of membership is not a barrier to joining, as members feel it meets their expectations or is cheaper than they would expect.

Support for consulting with the membership

- The stakeholder survey received a very high level of response from members.
- A small number of members commented that they supported membership consultation.

Appealing to non-members

- Using the stakeholder survey as a promotional tool was successful, as many non-members who were unfamiliar with Traditional Music Forum were able to learn more about it.
- Using the stakeholder survey as a recruitment tool was successful, as 33 non-members left their contact details to request more information on membership.
- Responses from non-members show that the concept of membership is appealing to non-members.

Conclusions

From this evaluation, the key conclusion to draw from the members of the Traditional Music Forum is that they are not dissatisfied.

The work of the Traditional Music Forum is well aligned with the values and needs of the membership, and the membership are supportive of the role and activities that Traditional Music Forum is undertaking. They are particularly keen to be part of an organisation that is greater than the sum of its parts, where they can collaborate with others who share their vision and benefit from strategic activities that they would not be able to do themselves.

The priorities for Traditional Music Forum as set out in the Business Plan are as follows:

- Priority 1: Develop and build the organisation so that it credibly represents the sector.
- Priority 2: Become a coherent channel of communication between the traditional music community and Scottish government, local government, public agencies, and other civic institutions.
- Priority 3: Raise the profile of traditional music in the media.
- Priority 4: Carry out robust and credible research.
- Priority 5: Advise on, initiate and carry through projects aligned to the creation of an effective traditional music infrastructure.

Although there is still work to be done in these areas, the findings from the evaluation show that the Traditional Music Forum is making significant progress to achieving Priorities 1, 3 and 5 as members are supportive of and reasonably satisfied with its work around representation, advocacy and project activity. If work is to continue around Priorities 3 and 4, it will be necessary to raise the profile of work in these areas and engage with members to show what value it will deliver to them.

Whilst many members are not actively satisfied they tend to be apathetic rather than dissatisfied, and their general levels of support for the activities imply that this may be due to lack of information about the range of benefits that Traditional Music Forum is providing and lack of understanding about the value that they are receiving as members.

This being the case, it should be possible to excite and enthuse the membership about the work that Traditional Music Forum is undertaking through a structured communications plan.

Recommendations

The following recommendations have been formulated based on the findings from the evaluation.

Become a visible brand

- Ensure that the Traditional Music Forum name is clearly and prominently associated with all work that the Traditional Music Forum does.
- Issue press releases about Traditional Music Forum achievements. Link to these and any resulting articles on the Traditional Music Forum website.
- Place news and features about Traditional Music Forum achievements on other industry websites or bulletins.

Undertake an excellent range of activities and services

- Continue to undertake activity in the priority areas, and work on the priorities for improvement.
- If absolutely necessary, work in lower priority areas could be cut.
- Ensure the rationale for new work is explained to members, especially if it falls into lower priority areas.

Remind the members that you share their ethos

- Make a feature of the values and objectives of the Traditional Music Forum, as members tend to feel aligned with these.
- Use the terminology of the values and objectives when communicating with members.

Prove the worth of the Traditional Music Forum

- Emphasise 'what we do for you' when communicating with the members.
- Remind the members that an umbrella organisation can do things that a small organisation or individual cannot.
- Identify the value provided to members that is not available to non-members, and ensure that this is communicated widely to both members and non-members.
- Communicate and publicise activities in terms of benefits / value provided.
- Use membership renewal as an opportunity to tell members what value you have provided for them in the past year.

Use the website as a first point of contact for members and non-members

- Ensure the website is updated regularly so that visitors want to return.
- Drive stakeholders to the site with a call to action in other communications.

Create a members e-newsletter to tell the membership about what Traditional Music Forum is doing.

- Send it out regularly (every month or two) to ensure that the membership are reminded of the work Traditional Music Forum are doing on their behalf.
- Publicise events, achievements, and opportunities to get involved.
- Use a free online marketing tool such as Mailchimp (www.mailchimp.com)
- Brand it to match the Traditional Music Forum website.
- Provide a link to the Traditional Music Forum Twitter feed to increase followers.
- Monitor patterns in engagement with the e-bulletin (reads, clicks etc.)

Ensure your communications are joined up

- Use each method of communication to publicise the others, whether it is events, the website, Twitter, training, reports, articles, leaflets, or the e-newsletter.
- Prepare a very short statement to aid this, and use it at the end of all correspondence. For example: *“Traditional Music Forum is a membership organisation, working to ensure that traditional music plays a vital, valuable, and visible role in Scottish society. For more information or to join Traditional Music Forum please visit our website: www.traditionalmusicforum.org”*

Consider the terms of membership

- Traditional Music Forum could consider raising the membership cost slightly (perhaps by £5) to generate more income, as few members think it is too expensive.

Remove barriers to joining Traditional Music Forum

- Regularly prompt non-members to join by incentivising them with deals or benefits.
- Include a call to action within all publicity where possible, inviting non-members to contact Traditional Music Forum about joining (i.e. a line at the end of an article or leaflet)
- Add a page to the Traditional Music Forum website setting out membership conditions, and clearly link to this from the Traditional Music Forum homepage (i.e. “Interested in joining Traditional Music Forum? Click here”).
- Publicise membership conditions, as non-members may be surprised how reasonable these are.

Consider the burning questions identified in this evaluation

- What value does the Scottish public place on traditional music?
- Is cohesion important within the traditional music community?
- What stops members from accessing more Traditional Music Forum benefits and activities?
- What value does Traditional Music Forum provided to members, that is not available to non-members?
- Are there any other roles that Traditional Music Forum could/should play?

Key Performance Indicators

The following Key Performance Indicators have been identified as being core in assessing progress at Traditional Music Forum.

Traditional Music Forum should discuss and agree appropriate and achievable targets for each of these indicators, and work towards evidencing improvements made to the membership experience over an agreed time period.

However, suggested KPI targets have been made (below), based on that assumption that Traditional Music Forum will:

- Work towards converting apathetic members (neither nor / don't know responders) into positive members.
- Regularly communicate the value of membership to members.

Key Performance Indicator	Current level	Suggested target	Objective
Non-members			
Familiarity with the work of TMF	27%	40%	Raise
Members			
Number of members	51	70	Raise
Familiarity with the work of TMF	77%	90%	Raise
Alignment with values	79%+	80%+	Maintain
Overall satisfaction	51%	75%	Raise
Satisfaction with achieving objectives	32%+	60%+	Raise
Satisfaction with provision of strategic activities	25%+	50%+	Raise
Satisfaction with provision of services	21%+	50%+	Raise
Average number of activities benefitted from	1.89	2.50	Raise

Appendix 1 – Questionnaire

FINAL Traditional Music Forum stakeholder survey – questionnaire 29.8.11

Thank you for your interest in our survey about support for traditional music in Scotland and the Traditional Music Forum. The survey is intended to evaluate the Traditional Music Forum and guide the work that it does in the future. We are interested in the views of anyone involved with traditional music in Scotland, whether they are members of the Traditional Music Forum or not.

The survey should take less than ten minutes to complete, and will remain open until 7th October 2011.

This survey is being conducted by an independent research organisation called Ruthless Research. Your responses will be analysed with many others, and treated in the strictest confidence in accordance with the Market Research Society code of conduct.

If you have any questions about the survey, please email Ruth (ruth@ruthlessresearch.co.uk)

SINGLE CODE

Q1 Are you or the organisation you work for involved with traditional music in Scotland in some way?

1. Yes
2. No (Close)
3. Don't know (Close)

Firstly we would like to ask you what you think about traditional music in Scotland.

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q2 To what extent would you say you agree or disagree with the following statements about traditional music in Scotland?

- a) The traditional arts are a vital element of Scottish culture
- b) The traditional arts are a visible element of Scottish culture
- c) People in Scotland value the traditional arts
- d) The traditional arts bring Scottish communities together

1. Agree strongly
2. Agree slightly
3. Neither agree nor disagree
4. Disagree slightly
5. Disagree strongly
6. Don't know

Now we would like to ask you some questions about the Traditional Music Forum.

Q3 To what extent would you say that you are familiar with the work that the Traditional Music Forum does?

1. Very familiar
2. Fairly familiar
3. Neither familiar nor unfamiliar
4. Not very familiar
5. Not at all familiar
6. Don't know

The Traditional Music Forum is a network, supported by Creative Scotland, of around 50 traditional music organisations working in Scotland today. It includes clubs, festivals, community music projects, academic institutions, promoters, agents, publishers and labels among members, representing a broad sweep of diverse activity and thousands of musicians, enthusiasts, activists, participants and listeners across Scotland.

The Traditional Music Forum aims to advocate the place for traditional music at the heart of Scottish life and to promote the widest possible access to it.

SINGLE CODE

Q4 Are you, or the organisation you work for, currently a member of the Traditional Music Forum? (List of members available at www.traditionalmusicforum.org/members)

1. Yes (Skip to members section)
2. No (Skip to non-members section)
3. Don't know (Skip to non-members section)

[Non-members section]

MULTICODE RANDOMISE ORDER

Q5 Which of the following reasons, if any, describes why you have not become a member of the Traditional Music Forum? (Please tick all that apply)

1. I do not know enough about it
2. I had not heard of it before
3. I have not got round to it yet
4. It is too expensive
5. The services provided do not appeal to me/my organisation
6. Traditional music is not a key interest for me/my organisation
7. Other (Please specify)
8. Don't Know

Q6 Would you be interested in finding out more about membership of the Traditional Music Forum?

1. Yes
2. No (Skip to demographics section)

IF YES

Q7 If you would like the Traditional Music Forum to contact you to tell you more about membership, please provide your email address in the box below. Your contact details will only be used for this purpose, and will not be linked to your survey responses in any way.

.....

(Skip to demographics section)

[Members section]

We would now like to ask your opinions about the Traditional Music Forum, based on your own experience as a member.

First we would like to ask you about the services provided by the Traditional Music Forum.

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q8 To what extent do you agree or disagree that the Traditional Music Forum should provide each of the following services for its members?

- a) Brokering networks and partnerships between members
- b) Facilitating events
- c) Facilitating working groups
- d) Providing a website about the Traditional Music Forum
- e) Providing advice
- f) Providing peer-to-peer learning opportunities
- g) Providing training
- h) Signposting to research and information about traditional music

1. Agree strongly
2. Agree slightly
3. Neither agree nor disagree
4. Disagree slightly
5. Disagree strongly
6. Don't know

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q9 To what extent would you say you have been satisfied or dissatisfied with the way that the Traditional Music Forum has been providing each of these services?

- a) Brokering networks and partnerships between members
- b) Facilitating events
- c) Facilitating working groups

- d) Providing a website about the Traditional Music Forum
- e) Providing advice
- f) Providing peer-to-peer learning opportunities
- g) Providing training
- h) Signposting to research and information about traditional music

- 1. Very satisfied
- 2. Fairly satisfied
- 3. Neither satisfied nor dissatisfied
- 4. Fairly dissatisfied
- 5. Very dissatisfied
- 6. Don't know

The Traditional Music Forum also currently undertakes a number of strategic activities on behalf of the traditional music sector.

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q10 To what extent do you agree or disagree that the Traditional Music Forum should undertake the following strategic activities?

- a) Commissioning new research to help the traditional music sector
- b) Monitoring media coverage about the traditional music sector
- c) Raising the profile of traditional music
- d) Supporting traditional music non-formal education (TMNFs)
- e) Building relationships within the policy environment
- f) Representing the interests of the traditional music sector
- g) Responding to current issues

- 1. Agree strongly
- 2. Agree slightly
- 3. Neither agree nor disagree
- 4. Disagree slightly
- 5. Disagree strongly
- 6. Don't know

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q11 To what extent would you say you have been satisfied or dissatisfied with the way that the Traditional Music Forum has been undertaking each of these strategic activities?

- a) Commissioning new research to help the traditional music sector
- b) Monitoring media coverage about the traditional music sector
- c) Raising the profile of traditional music
- d) Supporting traditional music non-formal education (TMNFs)
- e) Building relationships within the policy environment
- f) Representing the interests of the traditional music sector
- g) Responding to current issues

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

MULTICODE

Q12 Which of the following Traditional Music Forum activities, if any, have you personally benefitted from?

- a) Forming new networks or partnerships
- b) Attending events
- c) Attending working groups
- d) Viewing the website
- e) Receiving advice
- f) Receiving peer-to-peer learning opportunities
- g) Receiving training
- h) Access to research and information about traditional music
- i) Traditional Music Forum's strategic work
- j) Other (Please specify)
- k) Don't know

SINGLE CODE

Q13 Have you ever accessed the Traditional Music Forum website?

1. Yes
2. No (Skip to events section)
3. Don't know (Skip to events section)

MULTICODE

Q14 Which sections of the Traditional Music Forum website have you ever looked at?

1. Home page
2. Blog
3. Discussion forum
4. Events calendar
5. Library of publications
6. List of members
7. Member login
8. News section
9. Twitter feed
10. Other (Please specify)

SINGLE CODE

Q15 Which of the following would you say best describes how often you access the Traditional Music Forum website?

1. Daily
2. Weekly
3. Monthly
4. Less often
5. Don't know

Q16 Please let us know any feedback that you might have about the Traditional Music Forum website.

.....

SINGLE CODE

Q17 Did you attend the recent Traditional Music Forum event: Trad Talk (Dundee)?

1. Yes
2. No (Skip to benefits section)
3. Don't know (Skip to benefits section)

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q18 To what extent would you say you were satisfied or dissatisfied with each of the following elements of the Trad Talk event?

- a) Organisation of the event
 - b) Content of the presentations
 - c) Networking opportunities
 - d) The venue
 - e) The event overall
-
1. Very satisfied
 2. Fairly satisfied
 3. Neither satisfied nor dissatisfied
 4. Fairly dissatisfied
 5. Very dissatisfied
 6. Don't know

Q19 Please let us know any feedback that you might have about the Trad Talk event.

.....

MULTICODE

Q20 What, in your opinion, are the greatest benefits of Traditional Music Forum membership?

- a) Forming new networks or partnerships
- b) Attending events
- c) Attending working groups
- d) Viewing the website
- e) Receiving advice
- f) Receiving peer-to-peer learning opportunities
- g) Receiving training
- h) Access to research and information about traditional music
- i) Traditional Music Forum's strategic work
- j) Other (Please specify)
- k) Nothing / Don't know

Q21 What, if anything, could the Traditional Music Forum be doing that it isn't doing already?

.....

Q22 Please let us know any topics or areas that you feel the Traditional Music Forum should focus on in the future.

.....

Now you have had a chance to reflect on what Traditional Music Forum does, we would like to ask your opinion on the Traditional Music Forum's strategic objectives and achievements.

The objectives of the Traditional Music Forum are as follows:

- **To encourage and support the development of an effective infrastructure for access and participation by the public**
- **To advocate the value of traditional music to the policy environment**
- **To promote cohesion in the traditional music community**

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q23 To what extent would you say that each of these objectives is an important or unimportant issue for the traditional music community?

- a) To encourage and support the development of an effective infrastructure for access and participation by the public
- b) To advocate the value of traditional music to the policy environment
- c) To promote cohesion in the traditional music community

1. Very important
2. Fairly important
3. Neither important nor unimportant
4. Not very important
5. Not at all important
6. Don't know

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q24 To what extent do you agree or disagree that the Traditional Music Forum should play a role in each of these areas?

- a) To encourage and support the development of an effective infrastructure for access and participation by the public
- b) To advocate the value of traditional music to the policy environment
- c) To promote cohesion in the traditional music community

1. Agree strongly
2. Agree slightly
3. Neither agree nor disagree
4. Disagree slightly
5. Disagree strongly
6. Don't know

SINGLE CODE RANDOMISE ORDER OF STATEMENTS

Q25 To what extent would you say you are satisfied or dissatisfied that the Traditional Music Forum has been achieving each of these objectives?

- a) To encourage and support the development of an effective infrastructure for access and participation by the public
- b) To advocate the value of traditional music to the policy environment
- c) To promote cohesion in the traditional music community

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

MULTICODE RANDOMISE ORDER

Q26 Which of the following recent activities, if any, would you say are the Traditional Music Forum's key achievements to date?

- a) Appointing a researcher to report on the needs of traditional music education organisations in the informal sector
- b) Bringing major players in traditional music together around a shared vision

- c) Commissioning a research report 'Traditional Scottish Music and the Primary School Classroom'
- d) Commissioning and producing a short film profiling traditional music in Scotland
- e) Forming the Traditional Music Forum as a company limited by guarantee and appointing an interim board
- f) Making a submission to the Cultural Commission
- g) Organising the Trad Talk conference
- h) Providing representation on the Creative Industries Music Reference Group
- i) Seconding the Traditional Music Forum Executive Officer to chair the Ministerial Traditional Arts Working Group
- j) Writing a paper contributing to the Creative Scotland consultation process and commenting on the Public Services Reform Bill
- k) Other (please specify)
- l) Don't Know / None

Q27 What, if anything, would you say makes the Traditional Music Forum unique?

.....

MULTICODE RANDOMISE ORDER

Q28 Which of the following types of people or organisations, if any, do you feel that the Traditional Music Forum should be engaging with? (Please select all that apply)

- a) Cultural policy-makers
- b) Health and wellbeing organisations
- c) Older people
- d) Organisations from outwith Scotland
- e) Social enterprises
- f) The formal education sector
- g) The general public
- h) The media
- i) Tourism organisations
- j) Young people
- k) Other (please specify)
- l) Don't Know / None

SINGLE CODE

Q29 Membership of the Traditional Music Forum is currently set at £20 per year. How does this arrangement meet your expectations?

1. It is cheaper than I would expect for the benefits received
2. It is about what I would expect for the benefits received
3. It is more expensive than I would expect for the benefits received
4. Don't know

SINGLE CODE

Q30 Taking everything into account, how satisfied or dissatisfied would you say that you have been with your membership of the Traditional Music Forum?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

[Demographic section]

Finally, just a few questions about you.

MULTICODE

Q31 Outwith your membership status, do you have any other relationship with the Traditional Music Forum?

1. No, I am just a member / non-member
2. I am a trustee or employee of the Traditional Music Forum
3. I represent a Funder of the Traditional Music Forum
4. Other (please specify)
5. Prefer not to say

MULTICODE

Q32 Which of the following best describe your relationship with the traditional music sector? (Please select all that apply)

1. Activist
2. Agent
3. Audience member
4. Club
5. Development organisation
6. Festival
7. Higher and further education sector
8. Media
9. Musician
10. Non-formal education sector
11. Promoter
12. Recording industry
13. Venue
14. Other (please specify)
15. Prefer not to say

SINGLE CODE

Q33 Where are you based?

1. Ayrshire and Arran
2. Dumfries and Galloway
3. Fife
4. Forth Valley
5. Grampian
6. Greater Glasgow and Clyde
7. Highlands and Western Isles
8. Northern Isles
9. Lanarkshire
10. Lothian
11. Scottish Borders
12. Tayside
13. Outwith Scotland
14. Prefer not to say

Q34 Traditional Music Forum may wish to conduct follow-up research in the future. Would you be willing to participate in this?

1. Yes
2. No

IF YES

Q35 If you would think you might be prepared to participate in future research about the Traditional Music Forum, please provide your email address in the box below. Your contact details will only be used for this purpose, and will not be linked to your survey responses in any way.

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That is the end of the survey! Thank you very much indeed for your input.