

# conductive music annual report

2 0 1 9 2 0





**6**

**STEAM: bringing it all together**

**8**

**Maths Music Robots 3.0**

**12**

**The revolution overnight**

**14**

**Japan tour**

**16**

**International projects**

**18**

**Summer School**



# Executive summary



Hello,

it's Enrico Bertelli here, or Mr Bert, as I'm known in the classroom!

Amidst all the uncertainty of this rollercoaster year, there's one thing I am more sure about than ever: giving the gift of creativity and collaboration to children today is the best investment we can make in a brighter future.

When I started Conductive Music in 2012, I was inspired by all the artists and educators who had shown me, through my school years and music studies, that learning through play, without the fear of making mistakes, is truly life-changing.

This year, even in the darkest hours of lockdown, seeing that same spark of curiosity in the hundreds of children we engaged in our now-virtual creative workshops made it all worth it.





In March 2019, as schools, offices and borders were closing, the Conductive Music team went into hyper-learning mode to adapt quickly to the new reality.

We transferred our workshops online, developed sessions for teachers and other artists in need of Zoom training, created snazzy video tutorials for all school levels to break the monotony of staying at home every day.

We realised that this new model was opening up opportunities on a completely new scale.

In this Annual Report, we're taking stock of a most unusual year and laying the foundations for the future of Conductive Music.

Our mission is to democratise knowledge and creativity by making art and technology accessible to all children regardless of the challenges they face in their life.

We're so grateful to our funders and Hub partners, to the schools, teachers and families who are as passionate as we are about creative learning, and to our staff and freelancers who are the most resilient, courageous and wonderful people I have the honour to know.

Conductively yours,

Dr. Enrico Bertelli



# STEAM: bringing it all together

For the 8th year running, we delivered our signature programme to schools across the country, funded by Arts Council England and in partnership with 15 Music Education Hubs.

The 2019-2020 programme, STEAM: Bringing it all together, took us from Cornwall to Gateshead to share our groundbreaking interdisciplinary creative workshops with 4964 students from Early Years to Y10 and 357 teachers in 102 schools, including inner city Academies, small rural schools and Special Schools - with the added twist of shifting all our provision online from March onwards.

Our playful and collaborative learning experiences mix science, design, technology, craft... with our special sauce: music! We specialise in working with children from challenging backgrounds who experience barriers to their personal and educational development and lack regular access to artistic opportunities.

**102**

Schools reached

**4964**

Students  
taught



**9.7/10**

This was  
the average  
enjoyment rate  
of our students,  
all 4,000 of  
them!




**9.5/10**

We asked each  
teacher, at each  
session, if our  
content was  
appropriate...







Our rigorous evaluation methodologies have shown that our workshops boost their confidence, increase their collaborative and problem-solving skills and raise their awareness of Creative Industries careers.

With teachers, we aim to develop a national network of STEAM ambassadors by offering regular CPD sessions that demystify technology and provide tools, strategies & knowledge to implement interdisciplinary practices into their lesson planning.

We also reach out to families, either at Assembly time or through our online workshops, to contribute to a supportive home learning environment for our students.

We're now launching STEAM Corner, a dedicated online learning platform with all our learning resources to go even further into embedding our methodologies into everyday life and making them accessible anytime, anywhere.

A fantastic blend of Science, Technology and Music to inspire my pupils.

Mrs Newton  
Marish Primary

They engaged throughout and wanted to reuse the website immediately!

Sarah Clarke  
Eslington Primary

Our children were very inspired, they wanted to carry on doing this every day!

Rich Fry  
St Michael's Primary

# Maths Music Robots 3.0

Maths Music Robots 3.0 is an action-research programme supported by SHINE Trust for the third year running.

We collaborate closely with Hannah Durham, Assistant Vice Principal at Drapers' Brookside Infant and Junior Schools in Harold Hill, and Lecturer at Anglia Ruskin University in Chelmsford, to design workshops that bridge advanced pedagogy and creativity for small cohorts that benefit from in-depth teaching.

This year, we focused on Early Years, Dr. Yui Shikakura's specialty field, and experimented with a gamification approach to introduce free online interactive tools that are accessible at school and at home. We invited parents & carers during Assembly time for hands-on resources demonstrations.

Half the project was delivered online, which added a new layer of learning through practical experience, and made family participation even easier.

**370**

Students taught

**8**

Weeks of  
workshops



**4.8/5**

They were tiny,  
reeeeally tiny,  
but with their  
tiny fingers, they  
clicked to give  
us a BIG mark.



**12**

Video lessons,  
Lesson plans,  
Presentations  
and Homework  
that you can  
access for  
free.







We were able to invite artists from Wales, Hong Kong and Malaysia for virtual live performances. Children sang along, learnt lullabies in other languages and discovered new musical instruments.

Because we work with the same students over several sessions, this programme allows us to track our impact and fine-tune our methodologies to different learning styles and starting abilities.

At this young age, a few months' difference can have a huge impact on their learning pace and collaborative skills, and we developed strategies to engage all children simultaneously and get them to learn from each other.

Thanks to this SHINE Trust-supported programme, we have gained expertise that we can expand to future programmes for Early Years and other age groups.

The children were in awe of the music being played through their bodies. They loved it!

West Melton



Amazing, forward thinking teaching by high skilled practitioners, who provide engaging and inspirational music opportunities.



A comprehensive session covering the basics of loads of interesting online resources to peak the kids' interest in music & technology. Bravo!



# The revolution overnight

In March 2020, we abruptly stopped what we had been doing for the past 3 years: touring schools in different boroughs every week and travelling to lecture at overseas Universities at half-terms.

We set up virtual Conductive Music studios in four different locations in London and Wales and started to film, edit and live stream right away.

From March to July, we fast-tracked our learning and productivity, taking numerous specialised courses to transfer all our activities online and to create relevant, fun and impactful music-based educational content.

Crucially, we had to make sure that all these new or updated activities were realisable with only free resources that all students and teachers could access without any cost or need to sign up. We redesigned all workshops without the specialist education hardware that we usually bring to schools, such as Makey Makey and Playtronica.

**1063**

Super keen students who joined us during lockdown from the comfort of their homes.


**9/10**

They might have been eating some crisps here and there, but voted us amazingly.

**11%**

Only few had seen similar things before - usually, one of our previous workshops ;).





We also refined our delivery techniques and updated our security protocols to provide a supportive and safe learning environment for children and their families during lockdown.

We developed free resources for teachers and arts professionals to share our learnings and support their own transition to online provision.

We succeeded in delivering more workshops than originally planned and even maintained our international engagements, such as a virtual keynote lecture at the PGVIM International Symposium in Bangkok.

To promote our virtual presence, we were mentored by Senior Marketing Experts from UBS thanks to The Fore, a foundation focused on high-impact small charities and social enterprises. We developed solid plans to leverage our content and brand and reach even more young people in the UK and beyond.

It was one of the most fun things I've ever done online!

Year 5/6 student  
in Camden

My children thought it was fantastic and would like more like this. "Amazing"

A happy parent,  
Redbridge

The practitioners were so in tune with early years and child centred, responsive - it was wonderful.

SENCo  
Tower Hamlets



# Japan tour

In September and October 2019, we visited ten Universities across Japan to give lectures and workshops to future teachers in many different departments, from engineering and design to psychology and arts. We are very thankful to the Great Britain Sasakawa Foundation, for their support.

These international tours provide us with the opportunity to test and adjust the cultural relevance of our methodologies, as adoption is highly dependent on context such as current educational policies, resources and prior knowledge.

Our concepts and techniques were very well received, especially by department heads who are aware of the growth of STEAM but hampered in their ability to implement interdisciplinary learning by bureaucratic obstacles.

We had organised an even bigger tour for Sep/Oct 2020, which is now been transferred online, so that none of our students will miss out.

**135**

University students who attended our lectures, across

**9**

Universities.



**145**

Primary school students had a fun time at our workshop

**9.5/10**

Their vote!!



**45**

Lecturers who joined our STEAM workshops and presentations.








This workshop  
is using sound  
as a bond, and  
stimulates your  
senses to create  
your own work.

Artist, Tokyo




The children learnt  
about electricity,  
music and English,  
spontaneously and  
kept concentrated.

Lecturer,  
Okayama  
University



The process of  
making is much  
more important  
than the result.  
Your view on  
education will be  
changed.

MA student,  
Kyushu Uni.





# International projects

We spent summer 2019 at an artist residency in Cyprus, dedicating time to develop, research, learn and experiment with the latest educational creative technologies. These annual residencies are also a fantastic opportunity to collaborate with practitioners from other disciplines: visual artists, choreographers, sound designers...

We were commissioned by the Canadian International School in Hong Kong to create a new e-wearable festival for their students, for which we developed the technology and lesson plans that we continued to deliver in other settings, such as youth centres in Tenerife (where we worked for a month in November 2019 thanks to the i-Portunus European mobility fund).

In June 2020, we returned to AISTAP, a school for high achievers in Genova, Italy, this time with our virtual workshops adapted in Italian, and got excellent feedback from students and families.

We are now developing a 2-year consultancy programme with Lingnan University in Hong Kong, to explore the teaching of creative music, expression and experiential learning, for undergraduates in the departments of Science and Music.

**9.3/10**

We taught in Spanish!!  
And they understood us!!  
Their vote was awesome.



**9.7/10**

Despite the Hong Kong riots, all students showed up at Lingnan Uni. They were awesome



**9.2/10**

All sessions in Genova overran by 30' minimum. Lots of questions and great motivation!








Fun and interesting,  
but needs  
concentration and  
logical thinking. I  
would recommend  
it.  
Undergraduate,  
Lingnan  
University



Even mistakes  
can make the piece  
beautiful and unique  
and there are so  
many different types  
of makeup.  
Grade 5,  
CDNIS



Good teachers.  
Great control in the  
classroom. They  
learned very well  
and quickly.  
Director  
Servicio de Día  
El Valito





# Summer School

To end the year on a high, we designed a brand new Video Game Summer School for 223 students from Y1 to Y10 who took part in 20 x 90' workshops in one week.

Together, they created 73 video games!

This was another fun and rewarding experiment, using the world of gaming that most young people are very familiar with, to take them on a journey from passive users to active makers.

In our workshops, they could make choices at all steps of the process and were rewarded for their curiosity and creativity.

Making a game involves many different elements and disciplines, from coding to composing, and we showed them lots of different techniques that they can now continue to play with at home.

**8.5/10**

They loved it! So many sessions, questions, games, we had great fun teaching it!



**8.9/10**

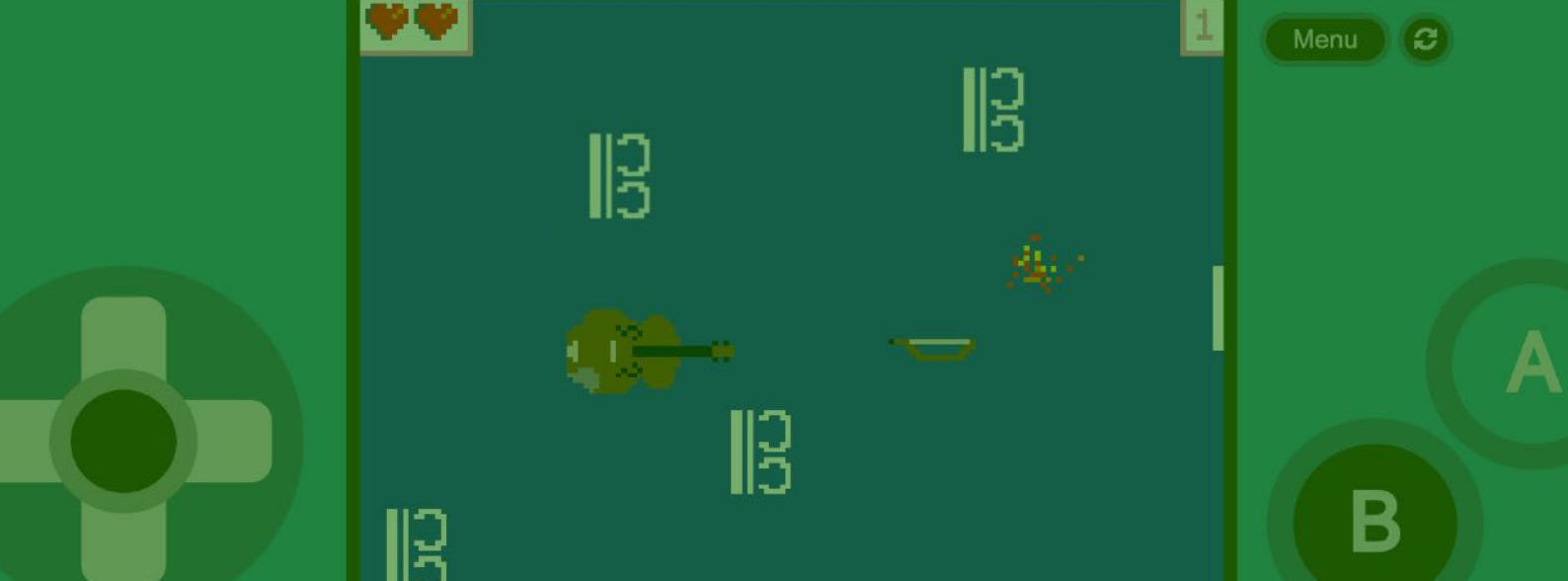
Our keyboards were on fire, the chat support was very well received, it was worth it!



**9.5/10**

Here at CM we all embraced a brand new subject, and they thought we did great!





For the Conductive Music team, it was a dream come true: we had planned to explore video games in the future, and realised that the online workshop format was perfect for a large group of children using their own equipment. Our games are all very musical, using tiles that make different sounds or getting players to create chords by shooting at different targets.

We only use browser-based free platforms to make sure that there are no barriers to access. As an added bonus, students can share their projects with their friends and teachers, and schools can even feature them in their website!

A key insight from the Summer School came from parents of children with autism, who shared with us that having the cameras and microphones off for all participants helped create a safe learning environment for the cohort and encouraged more comfortable, authentic participation from children with autism.

My son was excited to show us what he'd learned each day and practised for many hours. Without doubt the highlight of lockdown!!

Parent, Cheshire



I really enjoyed the course because every teacher was very kind. I learnt lots of different skills in the coding language.

Year7 Havering



It was really enjoyable and was easy to get help if I got stuck. I liked learning new skills and challenging myself.

Y5, C. Bedfordshire





# The Team

Dr. Enrico Bertelli



Dr. Emily Robertson



Dr. Jack White



Chani Jagdev



Dr. Yui Shikakura



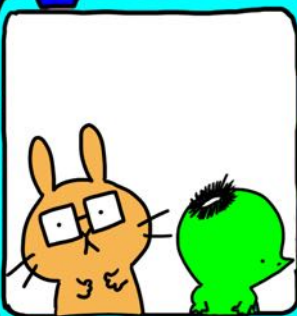
Emma Williams



Fanny Martin




Kappa Fuafua



And their friends








Learn more: [conductivemusic.uk](http://conductivemusic.uk)  
Book us: [info@conductivemusic.uk](mailto:info@conductivemusic.uk)



[facebook.com/ConductiveMusic](https://facebook.com/ConductiveMusic)



YouTube: Conductive Music



Twitter: [@conductivemusic](https://twitter.com/conductivemusic)  
Instagram: [@conductivemusic.uk](https://www.instagram.com/conductivemusic.uk)

#STEAM  
  
corner