



Knowledge Exchange Framework

KEF3

Local Growth and Regeneration

Narrative Template

For submission to Research England by

Max words: 2,500 - plus 120 word plain English summary

Submission method

All narrative statements must use the relevant KEF3 template, in MS Word format, and be submitted via the SharePoint link provided to the nominated KEF contact. Further information is provided in the [KEF3 narrative guidance](#).

Local growth and regeneration

Institution name	Royal College of Music
UKPRN (www.ukrlp.co.uk)	10007778
Total word count (including summary of approach)	2742 words

This template uses an embedded table to contain all textual and infographic elements of your submission, please do not edit the format of the templates or add additional rows to the tables.

A maximum of 2,500 words and up to 10 diagrams or images – across the three aspects - may be included, plus an additional 120 words for the plain English summary. All images must have alternative text descriptions provided via the MS Word 'alt text' feature. Please refer to the [narrative guidance](#) for detailed information about the permitted formatting.

Summary of approach

Summary

Please provide a short (max 120 words) summary of your approach to local growth and regeneration. This should be in plain English and provide a succinct and accessible overview of your approach.

RCM's civic mission is to use music as a force for good, generating social, economic, and cultural benefit at local, national and international levels.

Based in the Borough of Kensington & Chelsea our local reach extends to Westminster City Council and Hammersmith & Fulham through our [Tri-Borough Music Hub](#) partnership. Social inclusion is developed through [Sparks](#), our programme for local children; public access to our world-leading artistic programme of over 500 events per year; our newly redeveloped estate and [Museum](#), and through research and KE projects focussing on music and health.

Our Creative Careers Centre's entrepreneurship programme equips our students with the skills needed for today's music industry, whilst innovation projects such as [MedTech SuperConnector](#) maximise the KE potential of our staff and students.

Aspect 1: Strategy

Strategic approach

Information on your strategic approach to local growth and regeneration as a means to understand your intended achievements.

This should include an outline of the geographic areas that you have recognised to be strategically relevant to your institution at a local, regional, national or international level. How did you identify the strategic importance of these area(s) and how have you identified the local growth and regeneration 'needs' of the area(s)?

Refer to the supporting [guidance document](#) for examples of evidence you may wish to include to corroborate your narrative.

At the highest institutional level, RCM's [Vision Statement – 2027](#) (refreshed 2021) articulates the College's mission to provide 'music education and professional training at the highest international level, through commitment to the transformative power of music and its own founding principles of

excellence, advocacy and access...It fulfils its obligation as a relevant, persuasive and world-leading advocate for the future of music, as an agent for positive and meaningful cultural change.'

This overarching mission directly informs the College's strategic objectives for KE, set out in the College's [Research & KE Strategy](#) (updated 2020), the College's [Learning Teaching and Assessment Strategy](#) (2019-2024), and the RCM's [Strategic Plan](#) (2017-27), which prioritise collaboration and exchange across teaching, research and artistic activities. Our success is reflected in our ranking as the global No. 1 institution for performing arts in the 2022 QS World University Rankings.

National regeneration is facilitated through programmes such as the [Creative Careers Centre's](#) skills development and entrepreneurship training for RCM students, and the [Centre for Performance Science's MedTech SuperConnector](#) project which fosters the commercialisation of research.

International collaborations include: Chinese regional music schools through the [Kingdom Music Education Group \(KMEG\)](#); a collaboration with tech start-up '[Forte Lessons](#)' to deliver high-quality online instrumental lessons around the globe; digital initiatives such as the [Global Conservatoire's](#) "global classroom"; and training courses for United Nations Development Programme (UNDP) leaders across the world. Our research has global reach, including collaborative regenerative projects in [developing ODA countries such as Brazil and Bolivia](#).

Strategically relevant local areas to our London campus are the Royal Borough of Kensington and Chelsea (RBKC), the London Borough of Hammersmith & Fulham and the City of Westminster. Despite an economy ranking among the top 10% in the [UK Prosperity Index](#), RBKC is highly unequal, containing some of the most deprived communities in the country; one in four children lived in poverty in 2019/20 and the borough has the highest permanent exclusion rate in London (report commissioned in 2021 by [The Kensington + Chelsea Foundation](#)).

The RCM's 2021 KE Concordat Action Plan lays out four KE aims:

1. Connecting in meaningful and sustainable ways with more diverse audiences and learners

Our [Access & Participation Plan 2020-21 to 2024-25](#) and [Strategic Plan 2017-27](#) aim to reduce the under-representation within conservatoire education (and consequently in the wider music profession) of applicants and students from the [lowest socio-economic groups and ethnically diverse](#) backgrounds in conservatoire education. Across the UK access to classical music and music lessons is heavily influenced by household income, whilst music provision in state schools is declining; the Arts Council's 2022 '[Creating a More Inclusive Classical Music](#)' report suggests 'that elite training opportunities for those learning symphonic classical music instruments are very unevenly distributed across different socioeconomic groups.'

Recognising the length of time needed to reach conservatoire entry requirements, pre-tertiary provision and PC&E are integrated into our programmes and ethos through RCM's Sparks outreach programme, Junior Department activities, and partnership with access organisation IntoUniversity.

2. Developing the College's role as a vibrant cultural hub that has a positive impact on its local community

RCM is a member of [Discover South Kensington](#) (trading name of the Exhibition Road Cultural Group), a partnership of the area's leading cultural and educational organisations, which states: 'London's home of arts and science is one of the world's most popular cultural destinations and home to an extraordinary cluster of world-leading organisations pioneering innovation and learning in science and the arts and welcomes over 20 million visitors each year.'

Our learning and participation programme [RCM Sparks](#) is a strategic partner of the [Tri-Borough Music Hub](#), (TBMH), positioning us at the heart of local music delivery through partnerships with primary, secondary schools and other arts organisations. Sparks strategically leads on access to music, prioritising SEND and widening participation for children from underrepresented groups

and delivering projects with socio-cultural benefits for the local community. See further details in the PC&E template.



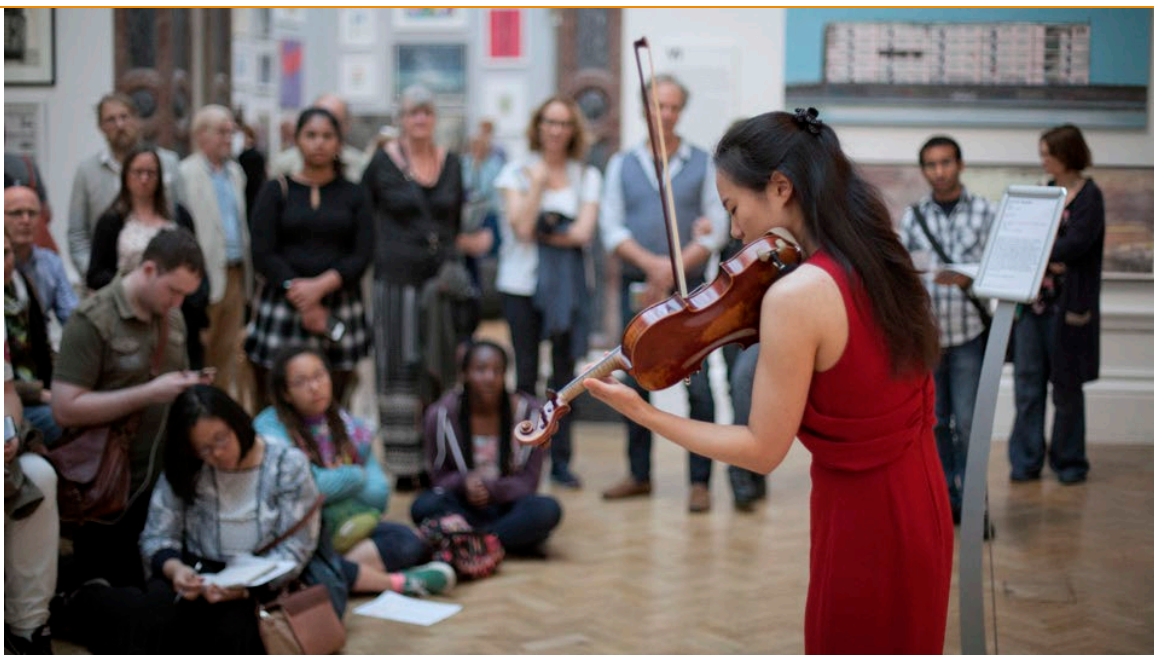
Tri-borough area source [KCW Today](#)

The environmental impact of the College is subject to continuous improvements and assessment; a new [Carbon Management Plan](#) was approved in October 2021, including a carbon net zero target to be achieved by 2035 as part of the 2020 [Environment Action Plan](#).

3. Providing sector-leading employability opportunities for our students

Our [Learning, Teaching and Assessment Strategy](#) states that our programmes ‘foster an entrepreneurial mindset by embedding career development training opportunities in the formal curriculum ...Furthermore, we connect our programmes with RCM’s Research and KE expertise, enabling students at all levels to engage with and learn from cutting-edge research, active researchers, and professional insights.’

The [Creative Careers Centre](#) (CCC) bridges the gap between student and professional life, helping them adapt to the parameters of an increasingly competitive and complex music industry. Musicians discover their own identity, gain hands-on experience, new skills and an entrepreneurial mind-set through partnerships with industry and community organisations, and visiting professionals.



RCM violinist performing at the Royal Academy of ArtsFest, source Creative Careers Centre

4. Maximising the KE potential of our staff community

A core aim of the College's [Research and KE Strategy](#) is maximising 'the beneficial impact of RCM research for the wider public good', and harnessing and exploiting 'the potential of the RCM's communities of musicians, educators, production professionals, public artistic programme, outreach work, etc. and its physical and digital resources.'

The Strategy acknowledges the need for 'clear policies on the types of KE that we undertake working with staff, students, collaborators and beneficiaries so that KE policies are understood and operationalised.' We also commit to supporting 'Category A staff to solicit and undertake relevant professional external consultancy work on a commercial basis, contracted through the RCM Research Office.'

The College recognises its civic mission as an advocate for music throughout the UK and beyond; we are actively lobbying government to address the national decline of school music provision, contributing to the [Model Music Curriculum](#) (p100) in 2021, and through membership of [Conservatoires UK](#), MusicHE and the [ABRSM](#).

Aspect 2: Activity

Delivering your strategy

Information on the focus of your approach and the activities delivered. How do you know it met the identified needs of the geographic areas you identified? Please focus on the last three years of activity (2021-22, 2020-21 and 2019-20).

Refer to the supporting [guidance document](#) for examples of evidence you may wish to include to corroborate your narrative.

Aligning with our KE Concordat strategic goals, our activities over the KEF period include:

1. Connecting with more diverse audiences and learners

[Sparks](#) with TMBH deliver live music experiences for children from local schools, specialist weekly early-years classes for under-fives, workshops for children, young people and families, and training and experience in music education for RCM students. Practitioners from the London Early Years Foundation (LEYF) nurseries were given CPD training as Early Years 'Music Champions' in

2022 to enrich music in their nursery settings for children aged 0-4 as demonstrated in this [short KE film](#).

Sparks also co-ordinates the Musically Inclusive Forum bringing nationally and internationally renowned music and arts organisations together to improve access and outcomes for young disabled people across the music and arts sector.

An EDI Matching Fund for Scholarships and Bursaries was established in March 2021 to enable talented students from diverse backgrounds to access a world-class musical education, with consequent positive impact on the classical music industry. Fundraising is predicted to reach £200,000 by the end of December 2022.

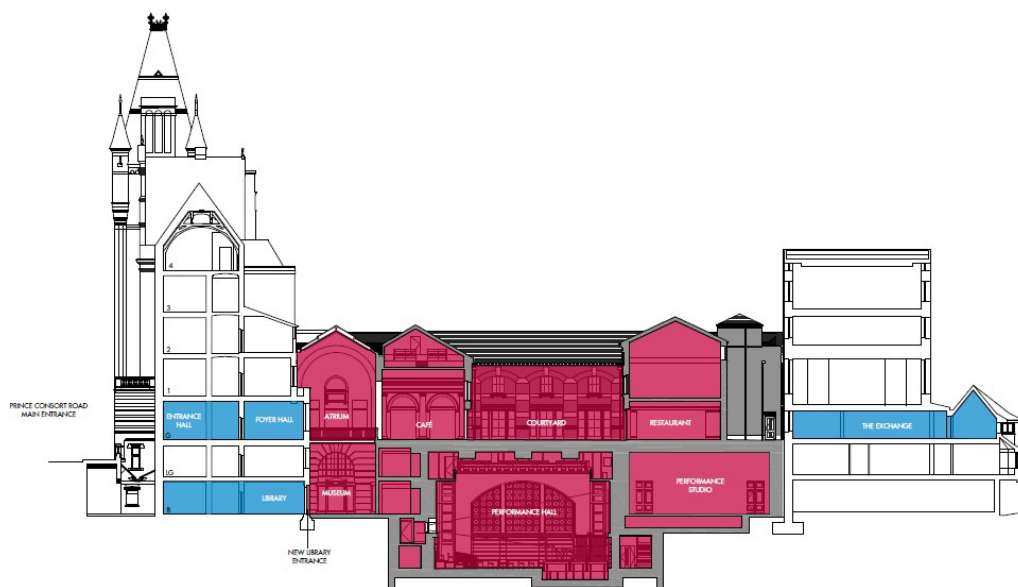
2. Developing the College's role as a vibrant cultural hub that has a positive impact on its local community

Details about our programme of performances and events are included in the PC&E template.

Results from the [Act Green survey](#) showed 77% of cultural audiences agree that cultural organisations have a responsibility to influence society to address the climate emergency. In 2021, as a member of the Exhibition Road Cultural Group (ERCG) we joined South Ken ZEN+, a new, cross-institutional initiative which aims to 'make a transformational improvement across the cultural district so that everyone who visits, works, studies and lives here can see and feel the benefit.'

Following e-learning for staff and students in 2021, in January 2022 we hosted our first 'Green Week', with opportunities to learn about how to make a positive impact on the future of the planet through music-making and lifestyle choices. The [Green Week YouTube video](#) includes highlights such as the 'Treephonia' project, with Composition students writing pieces in response to trees in Kensington Gardens.

The completion of the ambitious £40m More Music development in 2020 addressed our estate's infrastructure and access issues. A £4.9million Heritage Lottery grant underpinned the redevelopment of the [RCM Museum](#) - one of the largest ever such investments in a UK music museum.



Courtyard Project plans courtesy of RCM Estates

New [performance spaces, a cafe and social areas](#) in the Grade II listed Blomfield Building and an expanded campus on Jay Mews have opened, including the RCM's original Victorian concert hall.

The need for live music performance venues was highlighted in the [This Is Music 2022 - UK Music](#) report, especially given the impact of Covid on the music industry. A new commercial [Hires](#) page was added to the RCM website in 2021, consolidating our external facilities offer of Venues, Studios, Musicians and Teachers.

Providing sector-leading employability opportunities for our students

The [Creative Careers Centre \(CCC\)](#) provides a 'Real World Ready' careers programme, including a Creative Enterprise and Innovation module giving students practical support in developing career skills to create viable business ideas. CCC also runs the RCM Teaching Service, matching tuition requests with student and recent graduate teachers. Instrumental, vocal, composition, and theory teaching is available for adults and children living in London.

Initiated in 2021, the [RCM Accelerate scheme](#) helps graduating students launch their careers through start-up funding for their new creative project, social enterprise or existing business idea, with up to five years of ongoing mentoring support. The first cohort responded to issues such as violence towards women, access to/participation in classical music and the environment. For instance, The 97% Ensemble was formed as a response to the discovery that 97% of women aged 18-24 have been sexually harassed, as can be seen in this [short KE film](#).

Maximising the KE potential of our staff community

A new [RCM Intellectual Property Policy](#) was launched in June 2022, governing the ownership and management of College IP along with the College's discretionary reward sharing schemes and the management of third-party IP. The policy gives clear guidance about how IP generated by staff and students will be managed and recorded.

Our internal research and KE funds are available to research, hourly paid and professional services staff to stimulate innovation and impact with external collaborators and end users. For example, the 'Women in Research and KE Leadership' strand of our 2021-22 Enhancing Research Culture Fund (ERC) sought to address the low representation of women in RCM RKE leadership roles, and the disproportionate impact of Covid disruption on women's careers. The ERC also supported [Musical Care International Network](#), inaugurated in 2022 to bring together practitioners and researchers from around the world, and two [Music and Parental Mental Wellbeing](#) online events oriented to building an international network in this field.

Participatory Research Funds supported an hourly-paid composition professor to deliver 'We Compose', a songwriting programme with a group of 15–16-year-olds with learning disabilities, as demonstrated in this draft edit of the [project's KE film](#).

As detailed in our first KEF, the RCM's [Centre for Performance Science \(CPS\)](#) is a partner in the £5million Connecting Capability-funded [MedTech SuperConnector](#) project led by Imperial College. Six RCM ECR cohorts have been led through an eight-month entrepreneurial training programme to determine the most effective methods for translation of med-tech discoveries into clinical practice and consumer use.

The Research and KE Fellow, based in CPS, has continued developing CPS' experiential learning offer. During Covid lockdowns three online workshops commissioned by the [United Nations Development Programme \(UNDP\)](#) were delivered to 30 senior managers in 60 countries. CPS Performers-in-Residence presented skills and strategies from their domains such as music, sleight-of-hand magic or puppetry to connect with audiences using a range of verbal and non-verbal techniques. Workshop support materials posted to the Resident Representatives (participants) allowed them to take part in practical activities during online sessions, including a magic trick:



Image courtesy of George Waddell, CPS

CPS's music and health research is impactful for practitioners and end-users. Research from the Music and Motherhood project continues to be used in the [Breathe Arts Research SHAPER](#) study (both in-person and online), and in [Creative Futures](#) music sessions for mothers at risk of postnatal depression at St Mary's Hospital.

CPS is also engaging with the [Department for Culture, Media and Sport](#) around support for arts professionals in the aftermath of COVID-19. The [HEarts Professional](#) research project examined the experience of professionals across the creative industries during the pandemic, as well as ongoing challenges faced across the sector in maintaining wellbeing, livelihoods, and diversity in a post-pandemic cultural environment.

Aspect 3: Results

Achieving and acting on results

Describe the outcomes and/or impacts of your activity. How do you communicate and act on the results?

Refer to the supporting [guidance document](#) for examples of evidence you may wish to include to corroborate your narrative.

Access Agreement targets have been met through a well-established and robust contextual admissions policy, ensuring applicants from under-represented backgrounds have every opportunity to demonstrate their potential at audition. The EDI Scholarships Scheme in 2021-22 totalled £46,250 in support for ethnically diverse students and students from areas of low participation in HE.

Awarded a BREEAM 'very good' rating for the new Courtyard Building, the first year of the Carbon Management Plan achieved a 60% carbon reduction, enabling us to improve our performance on the People and Planet University League. The Courtyard Project's Post-Occupancy Evaluation Report notes increased Library visibility/use via the new Atrium entrance, expanded interest in the digital archives and unlocked access to our cultural assets, including our collections, performance programme, and the RCM community of musicians itself. This is demonstrated by the Museum's

2021-22 Visitor Survey logging 12,900 visitors (many first time) and £519,473 of Total Economic Impact of Visitors to the Local Economy.

The first Graduate Outcomes Return which measured rates at 15, rather than six months after graduation, reported 86% of the 2018-19 cohort (having studied through Covid) moving into employment or further study. Professional Engagements and Teaching Service bookings dramatically reduced during 2020/21 but recovered considerably in 2021-22. A successful online pivot at the start of the pandemic reaching clients from across the USA and Japan, has continued post Covid.

Bringing in £344,592 to the RCM, our MedTech cohort's innovations include a digital musical instrument mobile app for children with sensorimotor impairment, piloted in UK and Hong Kong primary and special educational needs schools. The app has also been used to reinforce community participation at a Family Fun Day funded by The Mayor's Fund for London. Future plans include developing a VR version of the app through applications to public engagement and KE funds. A therapeutic trumpet for those with Cystic Fibrosis from the first cohort attracted NIHR i4i funding; further funding is being sought for prototype trials:



Respiratory device, image courtesy of [MedTech](#)

Positive feedback from the online interdisciplinary leadership workshops below has led to the UNDP commissioning a second programme:

- 'This training is very innovative in terms of its approach and its connection to other fields... it gives you a very different and new way to approach the complex problems of development. I would highly recommend it.'
- '...bringing different aspects of domains of works (medicine, music, magic, forensic sciences, cooking etc.) and link it to development work. Similarities and learning opportunities are huge and I never made these connections'

Data Protection

Under the UK Data Protection Legislation, where an individual person is identifiable this constitutes personal data. Institutions are responsible for verifying that any individuals named or pictured in the narrative statements are made aware and have agreed to their name/image being shared with Research England for the purpose of being published on the KEF website and being processed by UKRI and NCCPE for reporting and analysis purposes.

Submission of the narrative statements to Research England will act as confirmation that appropriate privacy information has been provided to the individuals by the institution.