

THE MU IS THE LEADING ORGANISATION FOR MUSICIANS IN THE UK.

REPRESENTING ITS MEMBERS SINCE IT WAS FOUNDED IN 1893 BY JB WILLIAMS, WHO CALLED FOR:

‘A UNION TO PROTECT US FROM UNSCRUPULOUS EMPLOYERS, AMATEURS AND OURSELVES.’

WE SHOULD TAKE GREAT PRIDE IN OUR ACHIEVEMENTS.

HOWEVER, THERE ARE CHALLENGES FOR OUR FUTURE

- THE CORE MEMBERSHIP IS SHRINKING
- SUBSCRIPTIONS ARE TOO HIGH
- ENGAGEMENT IN THE UNION’S DEMOCRACY IS AT AN ALL -TIME LOW

THE UNION IS DEPENDENT ON APPROXIMATELY 150 ACTIVISTS TO MAINTAIN ITS STRUCTURE.

THIS EQUATES TO 0.6% OF THE MEMBERSHIP.

SOME MEMBERS SIMPLY WANT THE UNION TO BE ON CALL SHOULD THEY GET INTO DIFFICULTIES.

MANY MEMBERS SEE THE UNION AS A FINANCIAL SERVICE VIA PUBLIC LIABILITY COVER.

HOWEVER, THE HEALTH OF THE MU RELIES ON A FLOW OF MUSICIANS BEING ACTIVELY ENGAGED.

WE MUST INCREASE ENGAGEMENT AT GRASSROOTS LEVEL.

LET’S NOW CONSIDER THE ROLE OF THE GENERAL SECRETARY

RULE VIII STATES:

"THE GENERAL SECRETARY SHALL BE RESPONSIBLE FOR THE ADMINISTRATION OF THE MU’S AFFAIRS AND WILL CARRY OUT DUTIES AS DIRECTED BY THE EC AND THE RULES OF THE MU."

A JOB FOR A MUSICIAN WITH EXPERIENCE OF WORKING THROUGH THE RANKS AS AN OFFICIAL.

WHO HAS THE UNION AT HEART, THROUGHOUT THEIR WORKING LIFE.

AND WHAT ABOUT OUR FUTURE?

THE STATUS AND STRENGTH OF THE MU RELIES UPON ITS SIZE, REPUTATION AND INFLUENCE.

TO BOTH NEGOTIATE EFFECTIVELY AND TO PROVIDE BENEFITS FOR MEMBERS.

TO TACKLE ISSUES

- FEES, SALARIES AND ROYALTIES FAILING TO KEEP UP WITH THE COST OF LIVING.
- GOVERNMENT-LED CUTS IN MUSIC EDUCATION
- LITTLE UNDERSTANDING BY ENGAGERS OF THE COMMITMENT NEEDED TO BE A MUSICIAN.
- PLUS SOURCES OF INCOME ARE WANING, E.G. LICENSING PAYMENTS FROM BROADCASTERS.

CORE MEMBERSHIP

IN **2012**, **90%** OF THE MEMBERS WERE PAYING THE FULL RATE OF **£177**. (27,247 / 30,445)

BY **2020**, ONLY **79%** OF MEMBERS WERE PAYING THE FULL RATE OF **£227**. (24,647 / 31,357)

OTHER MEMBERS BENEFIT FROM DISCOUNTS. SUCH AS 'JOIN FOR £1.' AROUND 2,500 TO DATE.

OUR SUBS FOR 2022 ARE RISING TO **£237.50**. PLACING OUR SUPPORT OUT OF THE REACH OF MANY.

IF WE HAD OFFERED NEW JOINERS A 25% DISCOUNT INSTEAD OF FREE MEMBERSHIP FOR SIX MONTHS, THERE WOULD HAVE BEEN NO NEED TO INCREASE THE SUBS FOR OUR LOYAL MEMBERS, AS THE TOTAL SUBSCRIPTION INCOME WOULD HAVE BEEN THE SAME.

EQUITY EXAMPLE

TO JOIN EQUITY: **£148 A YEAR** FOR THOSE EARNING THE NATIONAL AVERAGE SALARY. (£26,500)

EQUITY'S MEMBERSHIP HAS RISEN IN THE LAST DECADE FROM 37,000 TO 47,000.

THE UNION MUST AIM TO GROW

GROWING THE UNION WILL ENABLE THE SUBSCRIPTIONS STRATEGY TO BE REVIEWED

AT AN ECONOMIC LEVEL FOR MORE MUSICIANS

AND FOR THE DELIVERY OF OUR SERVICES IN THE LONG TERM.

DEDICATE RESOURCES TO RECRUITMENT, RETENTION AND PROFILE

TOO MANY MUSICIANS UNAWARE OF THE ROLE THE UNION PLAYS IN MAINTAINING STANDARDS.

AMBASSADORS

EXTEND OUR PROFILE BY ENGAGING AMBASSADORS FOR COMMUNITIES.

MUSICIANS OF ANY BACKGROUND AND CULTURE SHOULD SEE THEMSELVES REPRESENTED IN THE MU.

MY BACKGROUND

I COME FROM A MUSICAL FAMILY, WITH BOTH BROTHERS BEING MU MEMBERS FROM THE 1960s.

LAST YEAR I COMPLETED THE RECORDING OF AN ALBUM FOR VINYL AND ONLINE.

ACTIVIST SINCE 1988

FULL-TIME OFFICIAL SINCE 1998

FIRST EMPLOYED AS A BRANCH SECRETARY

IN THE FIRST 3 YEARS MEMBERSHIP INCREASED BY 10%.

CURRENT ROLE

EDITOR OF *THE MUSICIAN* MAGAZINE AND HAVE JUST COMPLETED MY 70TH EDITION AS EDITOR.

AMONGST OTHER DUTIES I AM ALSO RESPONSIBLE FOR PR AND ARTIST LIAISON.

I HAVE CONSIDERABLE EXPERIENCE IN:

FINANCE, MANAGEMENT, NEGOTIATION, REPRESENTATION AND STRATEGY.

IN THE 1990S, I WAS AN AREA SALES MANAGER FOR SCHRODERS MANAGING A TEAM OF FIVE.

ACHIEVING A TARGET OF £18M OF NEW BUSINESS IN 1998, AT AN AVERAGE RETURN OF OVER 11%.

I AM QUALIFIED TO ESTABLISH AND LEAD A TEAM REFLECTING THE CONTEMPORARY INDUSTRY.

I BELIEVE EVOLUTION NOT REVOLUTION IS THE WAY FORWARD.

VISIT KEITHAMES.UK TO FIND OUT MORE.

THANK YOU FOR LISTENING.