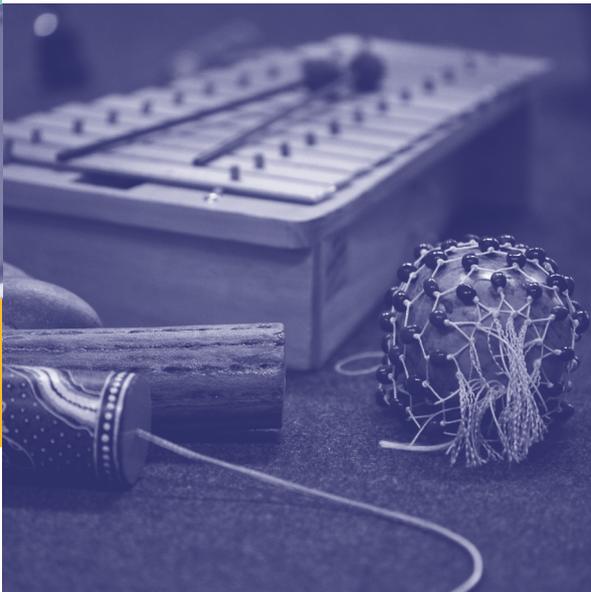
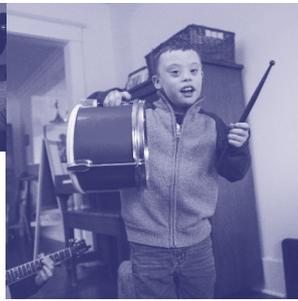


Strategic Plan: 2017 – 22: Provide, Promote, Enthuse, Develop and Ensure



British Association for Music Therapy

Who we are

BAMT is the professional body for music therapy in the UK, providing both practitioners and non-practitioners with professional support, information, and training opportunities. We provide a voice for the profession, as well as for those who could benefit from music therapy. As a charity, we are committed to promoting and raising awareness of music therapy, developing understanding of music therapy through providing information to the general public, and supporting the advancement of education, research and professional practice.

The core purposes of BAMT are:

- To promote the profession and practice of music therapy, and act as a voice for those who could benefit from music therapy and for those who provide music therapy
- To fulfil our dual role; as both a registered charity and a registered company, in providing benefit to both our membership and the general public.



Mission

Our role is to

- Promote and develop the understanding of music therapy across a range of audiences;
- Promote the use and development of music therapy for children and adults with a wide range of needs;
- Support members to develop their professional and clinical skills and knowledge;
- Advance the education, research and practice of music therapy to the highest possible standards;
- Work in partnership where possible to develop the understanding and use of music therapy.

What we do

- Promote the profession and practice of music therapy in the UK;
- Work to increase the understanding of music therapy, encouraging the highest standards of education, knowledge and practice, and supporting professional development and research;
- Provide professional support for music therapists, offering the best possible services at all times;
- Act as a voice for those who could benefit from music therapy and for those who provide music therapy;
- Provide information to the general public, helping to improve understanding of and access to music therapy across the UK.

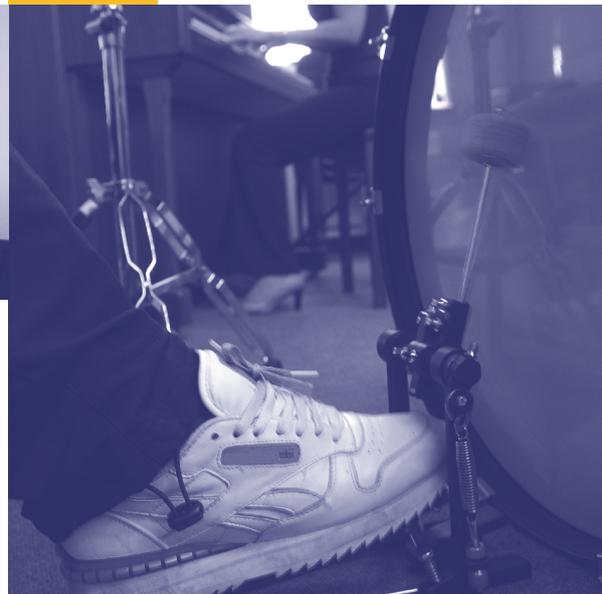
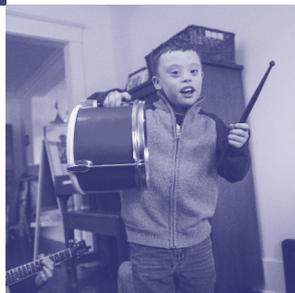
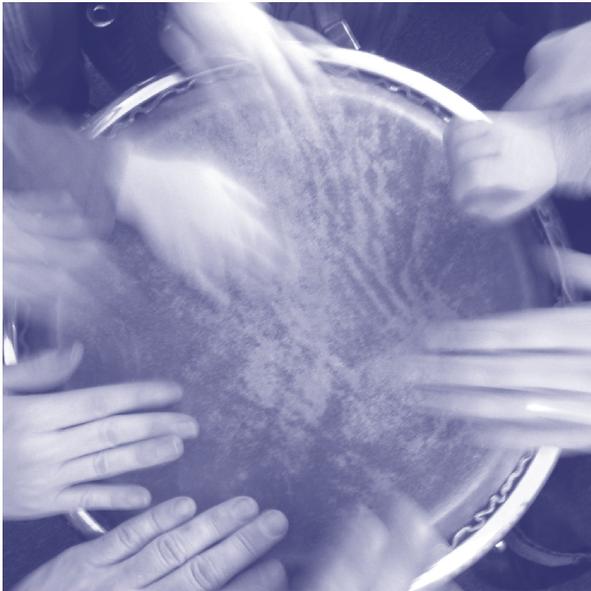
How we do this

- Provide professional support for music therapists across the UK;
- Support individual members' professional development;
- Work closely with national training programmes through the Training and Education Committee to ensure the highest standards of education are being achieved through training;
- Engage with a variety of stakeholders from across health, care, social, private and third sector services, and seek to develop sustainable working partnerships;
- Represent the profession at local, national, and international levels;
- Promote music therapy to a wide range of audiences;
- Promote the most accurate and helpful information to both members and the general public.

Strategic Plan: Provide, Promote, Enthuse, Develop and Ensure

In order to fulfil our purpose, our strategic plan is to:

- Provide resources and develop initiatives to increase knowledge, skills, and opportunities for our membership;
- Promote the art and science of music therapy through research and education development, extending the profile, understanding and application of music therapy in its various forms for a range of audiences;
- Enthuse the energy, skills and knowledge of our members, and increase our membership;
- Develop partnership working to increase public engagement, support (music therapy) public health initiatives, and support the creation of environments where music therapy can flourish;
- Ensure that BAMT is a financially sustainable charity and company.



Provide

1. **Provide resources and develop initiatives to increase knowledge, skills, and opportunities for our members.**

Objectives

1. Provide a range of initiatives for members throughout the different stages of their professional careers to enhance their knowledge and skill base in order to provide the highest quality of care, to meet the needs of communities across the UK.

Strategies

1. Deliver a CPD Programme that reflects the clinical and professional learning needs of a constantly evolving and developing profession.
2. Continue to support and develop the area and network groups as forums for the sharing of knowledge, best practice, and experience.
3. Continue to consult with the membership on how best BAMT can support them in developing their skills and knowledge as they move through different career stages.
4. Continue to work in partnership with the TEC to ensure that the highest quality of learning is provided to all those entering the profession.
5. Work in partnership with the BJMT Editorial Team to support the dissemination of best practice, research, and discussion through the publication of the BJMT.
6. Work in partnership with the Leading Note Editorial Team to develop this publication as a resource for sharing knowledge and experience.
7. Continue to develop practice guidance and resources for the profession.
8. Develop a strand of CPD events for associate members.

Outcomes

1. Increase in membership engagement with the CPD Programme.
2. Increase in membership engagement with area and network groups to support and develop their practice.
3. Increase in usage of practice guidance and resources by members to support their clinical and professional practice.
4. Increase in learning opportunities for associate members.

Measures of Development

1. Number of members attending area and network group meetings and events.
2. Feedback from members through the area and network groups.
3. Number of members engaging with the CPD Programme.
4. Feedback from our CPD Programme.
5. Increase in guidance and resources developed – where needed and where appropriate.
6. Analytics on downloads of resources from the website.
7. Feedback on guidance and resources from members.
8. Analytics on usage on the access to the BJMT.
9. Number of contributions Leading Note from members.
10. Dissemination of information between TEC and BAMT Trustees.
11. Number of members passing their HCPC audit when called for review.
12. Number of graduates gaining state registration with the HCPC each year.
13. Number of events provided for associate members.
14. Number of associate members engaging with events.

Promote

- 2. Promote the art and science of music therapy through research and education development, extending the profile, understanding and application of music therapy in its various forms for a range of audiences.**

Objectives

1. Continue to raise the profile and understanding of the reach of music therapy in the UK, increasing our audience base.
2. Promote the art and science of music therapy, its evidence base and the impact it can have in supporting the health and wellbeing of our communities.
3. Continue to support the training courses in the UK, both at Masters and PhD level.
4. Continue to raise the profile and role of music therapists in the delivery of health and social care.

Strategies

1. Continue to inform and influence a range of stakeholders (this includes service users) about the benefits of music therapy, its evidence base and the skills of our workforce.
2. Respond to calls for evidence, drawing on the expanding evidence base, both in the UK and internationally.
3. Work with researchers and research centres, both in the UK and internationally, to promote research practice and the expanding evidence base.
4. Support the development of research through collaboration, funding and dissemination of research findings to members and the general public.
5. Continue to coordinate public events, increasing opportunities for public engagement and expand our audience base.
6. Demonstrate the effectiveness of music therapy through a variety of mediums based on the latest research findings.
7. Support members to be confident advocates for music therapy and BAMT.
8. Develop a series of public facing events to develop understanding of music therapy for a range of audiences.

Outcomes

1. Greater public and broader stakeholder understanding of music therapy, its application, and evidence base.
2. Increase in resources for the general public, to support understanding of and to raise the profile of music therapy.
3. Increase in public events for a range of learning opportunities for a range of audiences.
4. Increase in media coverage of the impact of music therapy.
5. Greater awareness of BAMT as the professional body for music therapy in the UK.

Measures of Development

1. Number of requests for music therapy.
2. Number of non-music therapists at BAMT public engagement events.
3. Number of public engagement events delivered by BAMT.
4. Number of media requests and quality of media coverage.
5. Number of invitations for participation in or presence at health, social care, and educational events.
6. Usage of BAMT resources.

Enthuse

3. Enthuse the energy, skills and knowledge of our members, and increase our membership.

Objectives

1. Ensure there are clear ways in which members can be more engaged with BAMT to further the work of BAMT, promote music therapy and increase awareness and understanding, and to benefit from the support that the BAMT offers to its members.
2. Increase our membership base across all membership categories.

Strategies

1. Enhance and broaden the opportunities for members to contribute to all levels of BAMT activity through systems which encourage and facilitate their involvement, and harness their expertise.
2. Ensure that members feel their voices are being heard and represented across all areas of BAMT activity.
3. Ensure that membership fees continue to represent value for money.
4. Increase the range of membership benefits to reflect the evolving professional needs of members.
5. Promote the benefits of membership to non-members.
6. Promote and encourage membership with BAMT amongst trainees from all training courses.
7. Encourage advocates of music therapy to support BAMT through becoming members, and enable them to offer their skills, energy and knowledge. In return, ensure BAMT values their contribution as members.

Outcomes

1. Greater membership involvement with BAMT activity at all levels.
2. Increase in membership across all categories.
3. Increase in membership satisfaction ratings.

Measures of Development

1. Increase in offers from members to be engaged in BAMT activity at all levels.
2. Number of events for non-music therapists.
3. Attendance at BAMT events, include governance related meetings.
4. Number of responses to surveys.
5. Feedback gathered through surveys.
6. Greater number of non-music therapist members being involved in BAMT activity at all levels.

Develop

4. **Develop partnership working to increase public engagement, support public health initiatives, and support the creation of environments where BAMT can help music therapy to flourish.**

Objectives

1. Develop strategic partnership working to increase public engagement around issues relating to relevant clinical issues.
2. Contribute to the development of public health strategies.
3. Support the development of music therapy services across the UK to help increase access to provision.
4. Continue to raise the profile of BAMT as the professional body representing music therapy in the UK.

Strategies

1. Develop and enhance partnerships, and share expertise to help increase awareness.
2. Prepare and develop evidence-based policies, statements and responses to relevant consultations and requests from government, third sector and public bodies.
3. Work collaboratively with stakeholders to influence and inform on matters of shared significance.
4. Work with employers to support the music therapy workforce across all settings to ensure the best possible service is delivered.
5. Work with employers to support the creation of new opportunities for music therapy across all clinical areas.
6. Ensure that music therapists and employers/service leads/commissioners are aware they can seek advice and support from BAMT on setting up new services.
7. Work with music therapists and music therapy services to develop new environments where music therapy can flourish.

Outcomes

1. Increase in the number of strategic partners BAMT works with, and the strengthening of existing partnerships to continue to develop public engagement.
2. Greater involvement in and contribution to public health strategy.
3. Greater understanding of the role of music therapy in supporting public health.
4. Increase in music therapy services across the UK.
5. Increase in working partnerships in the delivery of new music therapy services.
6. Greater number of music therapists working in new areas of practice.

Measures of Development

1. Increase in the number of strategic partners BAMT works with to continue to develop public engagement.
2. Number of requests for statements relating to public health strategy.
3. Number of requests to work with relevant public bodies to develop policy.
4. Increase in number of responses to relevant policy announcements.
5. Increase in membership of and attendance at public body and parliamentary groups and meetings.
6. Number of employers and music therapists seeking advice from BAMT on the creation of music therapy opportunities.
7. Increase in the number of job opportunities advertised through BAMT.

Ensure

5. Ensure that BAMT is a financially sustainable charity and company

Objectives

1. Systematically reduce the deficit and move to a balanced budget.
2. Create income generation streams e.g. through the delivery of a CPD Programme, to develop and extend the work of the association.
3. Ensure membership represents good value for money, providing resources to support high quality practice, research and education.

Strategies

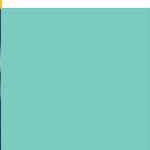
1. Enhance financial management and reporting e.g. creating a procurement policy.
2. Form a Finance sub-committee of both staff and trustees to ensure finances can be monitored and spending reviewed on a regularly and timely basis.
3. Operations Director to work with the Finance Trustee to ensure financial processes are adhered to.
4. Review the financial health of the charity and company at each Trustees' meeting.
5. Form a CPD sub-committee to work in partnership with the Development Director to plan and deliver a CPD Programme.

Outcomes

1. Achieve a balanced budget by March 2019
2. Deliver a CPD Programme which both generates income, meets the needs of the membership and provides opportunities for the general public to increase their understanding of music therapy, providing broader access to the association.

Measures of Development

1. Ongoing reduction of the financial deficit.
2. Level of attendance at CPD events, both by members and non-members.
3. Review financial development of the CPD programme.
4. Regular meetings of the Finance and CPD sub-committees.



BAMT BRITISH ASSOCIATION FOR MUSIC THERAPY

To find out more about music therapy, how to find a therapist
and how to support music therapy in the UK, please visit:

www.bamt.org

Email info@bamt.org or call us on 020 7837 6100



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