



To all Folkestone Music Town supporters,

Here are some notes from the fabulous meeting held at The Chambers on Mon 25th April 2022. To those able to attend, thank you so much for coming to the FMT meeting. For those unable to attend, hopefully, the following information will help keep you updated and we hope to see you at the next meeting - 7pm Mon 23rd May 2022 at The Chambers, Folkestone, CT20 2BB.

It was fantastic to see so many people that care about music, have a passion for our town and the future of our community. Long may it continue!!

Below is a summary of some of the recent musical activities and initiatives. NB: There is far more to it than this more information to follow at the next meeting, hope to see you there!!

[Dr Julia Jones](#) aka Dr Rock - FMT Founder

Folkestone Music Town status recap:-

Folkestone residents pulled together to replicate the model which qualifies a city as a 'Music City' - a community that universally recognises music and a healthy music scene as an asset to the community. Folkestone became the world's first Music Town!! For more information [click here](#).

Wins

Folkestone is the WORLD'S FIRST MUSIC TOWN!!!!

Coverage on the BBC One Show, Live BBC Radio broadcast from Folkestone town centre.

Busking guidelines mapped out for the town to ensure best practice.

Hendrix Weekend - multi-venue weekend events.

Goals

To maintain the Folkestone Music Town status by ensuring that musicians and music venues are valued, appreciated and supported.

To develop a cohesive, co-operative and collaborative community of musicians, promoters, venue owners/managers and anyone interested in music in Folkestone.

To ensure that music and musicians are used appropriately to promote wellbeing in the community, as well as attract tourism and interest from 'out-of-town' - let's show the world what a 'music town' looks like.

The Hendrix Weekend Revisited - celebrating Jimi's 80th birthday.

Sophia & Tim - [Seaview Studio](#)

Events and Event Promotion Update:-

Wins

Seasonal markets funded by [Folkestone and Hythe District Council](#) have begun to take place in the town centre. Seaview Studio and The Chambers partnered with the Council to provide live music. Sophia booked 16 local artists/musicians to perform as part of the festive market over 5 weekends running up to Christmas 2021, with a view to driving footfall towards the town centre and celebrating Folkestone Music Town's status.

The spring market was a one-day event designed to encourage visitors to the Guildhall St area of the town centre and to further celebrate Folkestone Music Town's status. An additional 4 artists/musicians/choirs performed live and many came to watch and listen. Both events benefited from tech support provided by the crew from The Chambers.

Branding was introduced to facilitate marketing, promotion and recognition of Folkestone's Music Town status. A competition took place to create a logo for Folkestone Music Town. Numerous local designers contributed ideas and a winner was selected. Kris Brelade kindly donated his time and skills (as did other contenders) and a logo design was agreed upon by various members of the Folkestone Music Town community. Thanks Kris! And thanks to all those who took time to submit an entry. Much love!!

A website - folkestonemusic.co.uk had been created and managed to support some of the goals of local musicians/artists/venues/promoters/tutors/public - to collate and centralise information to promote awareness of music events happening across the town. The website has published over 900 music events in the last 3.5 years (including the 'Covid years') and performs very well on search engine results pages. Pre-Covid, this site had grown to be used by over 4,000 unique visitors per month. Post-Covid, the website is attracting traffic in the region of 2,000 visitors per month and is on the increase. A special thanks to Liam Gomez from <https://gmztech.uk/> for website design/aesthetic support.

Facebook pages exist to facilitate communications within the Folkestone Music Town community. The hashtag [#folkestonemusic town](#) features on well in excess of 1,000 Facebook and Instagram posts, thus providing a useful filter for social media users to find out about musical activity within Folkestone's Music Town community eg, events, artist releases and promotional material, pics/vids from local gigs, information about music shops

and music instrument shops, information about rehearsal spaces, studios and educational opportunities.

The hashtag '[#fhextraordinary](#)' has been created by the Council and is used to promote a wider selection of activities and events across the community and is included with marketing and promotional strategies for future events, including live music.

Goals

To continue to publicise any and all music events happening in Folkestone through website listings and social media marketing.

To grow the use of the hashtags '[#folkestonemusic town](#)' and '[#fhextraordinary](#)' on all social media platforms.

To develop relationships with Council teams responsible for providing and managing music events across the town.

To draw on community collaboration and ideas to implement town-wide music events that create an attraction, involving a 'customer journey' that steers footfall across the whole town.

To further promote/publicise/support local artists/musicians and bands by developing the online reach of the website and social media platforms.

To improve communication within the Folkestone Music Town community.

[Folkestone Music Town Group](#) has 2K followers and the [Folkestone Music Town Page](#) has 1K followers. Let's encourage people to keep posting gigs on that group and use the hashtags mentioned above!

John ([Folkestone Festival](#)) & Chris ([The Chambers](#))

Bandstand and The Chambers activity update:-

Wins

A hugely successful program of music was rolled out at the bandstand over the summer season. The undeniable success of these events has evidently inspired the Council to renovate the bandstand in readiness for the coming season. Good thing too!! John and Chris have another program of musical events lined up for the weekends over the coming summer season, particularly over the Jubilee weekend. An additional 150 deck chairs will be available for the public to come, sit and enjoy!

The Chambers had (luckily - phew!!) managed to secure some Music Venue Trust/Arts Council funding after weeks and months of form-filling and toil, thus enabling them to continue to be a cornerstone and foundation of Folkestone Music Town. Owing to limitations to trade (Covid guidelines) at The Chambers itself, some of this funding had been

repurposed to provide additional events to the bandstand program, with The Chambers team, again, providing tech support and marketing/promo reach.

Working alongside Academy FM, broadcasts were made, reaching tens of thousands of people.

A continued program of live music has been on offer at The Chambers, showcasing local talent as well as bringing in 'out-of-towners' and touring acts. A significant number of these events were free entry. DJ/Club nights have also been a part of the offering, catering for the Dance Music crowd. Support from local promoter Amanda Murphy also brought the household name Jazzie B (Soul II Soul) to Folkestone Music Town, adding yet another name to the list of global artists who have graced Folkestone with their talents over the years.

Goals

To deliver another fabulous program of bandstand events over the weekends during the summer season. 32 bands (at least) will grace the bandstand this coming season, with an additional 150 deck chairs for the public to sit and enjoy the show (for those who aren't dancing!!).

The Chambers will continue to support local artists/musicians/bands in offering gig opportunities, as well as attracting artists/musicians/bands internationally.

The prospect of providing rehearsal space for U18 and up-and-coming artists/bands to support grass roots, youth music within Folkestone Music Town.

Nina Clark - [Musical Walkabout](#)

Wins

Musical Walkabout has provided support and entertainment to care homes and those living with dementia, improving quality of life by means of musical outreach. [THRIVE](#), Yo Songsters and other initiatives have provided invaluable support to many institutions and members of the local community.

Music Helps - staff and representatives trained in the ethos of Music Helps i.e. everybody can benefit from the joys of music when applied appropriately.

Goals

To further engage with the local community, providing improved wellbeing through musical outreach.

To grow the Musical Walkabout community

Musical Walkabout are actively looking to engage local volunteers in their activities - no musical experience necessary, please contact nina@musicalwalkabout.com for more information or to express interest.

Pete The Hat - [The Chambers Open Mic Night](#)

Wins

The Open Mic Night at The Chambers has been reinvigorated, post-Covid. The 1st Friday of every month.

Goals

To expand the Open Mic Night offering and engage wider audiences, showcasing local talent and offering gig opportunities.

To launch a series of podcasts featuring interviews with local artists/musicians/bands, showcasing local talent.

Podcasts will be recorded with a view to providing/gaining insight to the musicians/artists themselves, thus enhancing the musical experience, personal relationships and facilitating promotion of local talent to a wider audience. (Hats off to you, Pete - see what we did there?). Watch this space !!!!

Florence Glen - [Beats By Girlz](#)

Wins

Flo has brought the Beats By Girlz initiative to the UK. This worldwide community, active in over 15 countries across the world, is designed to empower and enable females and non-binary individuals to access careers in the music industry. Flo has garnered support from some top music tech brands to provide equipment for music production courses, taking place at Seaview Studio.

Relationships have been developed with local educational and community institutions to expand the offering and reach of the program.

Goals

To continue to offer support and education with the Beats By Girlz program, including drop-in sessions with an open door, a welcoming attitude and a deep pool of expertise and resources available.

To support the Folkestone Music Town initiative and community.

Jayden - Divergent

Wins

Certain venues had provided space to conduct open mic nights and provide gig opportunities to U18's within the community.

Goals

To raise awareness for the youth music and talent within the community.

To encourage music venues to consider U18 events and audiences.

To gain support from local music-related businesses to ensure youth music is not left out of planning Folkestone Music Town strategies.

Suggestions put forward by attendees

There were many suggestions, which is wonderful! Thanks for your contributions.

We have collated them into a list to circulate and digest. In future meetings, suggestions and discussions are encouraged around how these objectives might be implemented, managed and achieved.

Below is a list of the suggestions put forward.

Suggestions:

1. Multicultural open mic night.
2. Queer techno / disco night.
3. Jam off / jam nights.
4. Folkestone crawl / festival.

5. Music and ale festival.
6. Get It loud in libraries - libraries as a music venue.
7. More venues for bands.
8. More metal / rock friendly venues.
9. FMT sponsor an open mic night - record videos and upload to website.
10. Get support from something like Patreon / similar crowd funding.
11. FMT artist packages.
12. Directory of rehearsal spaces and studios.
13. Get funding to hold posh club events for the older generation.
14. Live streamed events - meet a musician - interviews and musical journey.
15. Pocket guide to Folkestone.
16. Gig guide.
17. FMT merch.
18. Organise a deal with South East Trains.
19. An app with features from the website.
20. School events to have big competition / event to boost music in schools.
21. More open mic nights.
22. Youth music.
23. Large events with multiple bands sharing music.
24. FMT yearly music festival.
25. Attract people under 30.
26. Mentoring for less experienced musicians..
27. Memorandum of understanding of FMT with set of goals and key activities so people know how they can get involved / sign up / contribute.
28. Have one project manager in a paid position.
29. Subsidised fees for participating venues to host live music.
30. Community aimed (community benefit society) music venue - ideally an empty restaurant - (The Pavillion or similar).
31. Kitemark - podcast ideas to include in grant / funding.
32. Free / low cost rehearsal space for young people or low earners.
33. Use FOLCA - various suggestions for space use and window displays.
34. Line up with Sounds Folkestone.
35. Twin with another music town - cultural exchange.
36. Get Rocco's back as a community venue.
37. Celebrate International Music Day somehow.
38. Chase / ask the district tourism website which is run by the town council to put events / gigs on the website as there's nothing there now.
39. Could Bouverie Place Shopping Centre be a venue?
40. Map of music venues.
41. Central point of contact for all gigs, promotion and ticket sales.
42. More music info around town.
43. Introduction of musician's to poets.
44. Link music with dementia.

Until next time . . .

A HUUUUGE THANKS and big love to Chris and Liz at The Chambers for hosting our first Folkestone Music Town get-together in well over 2 years!!

A HUUUUGE THANKS and big love to everyone who attended and those who were hoping to make it and to anyone who cares and takes an interest in the world's first Music Town.