

We are writing to all candidates campaigning in the 2024 General Election as a coalition from across the music, health and wellbeing sector that delivered the ground-breaking Power of Music report in 2022.[1]

The creative industries – of which music is an integral part – have grown at over one and a half times the rate of the UK economy in the last decade. Goldman Sachs have also predicted that the global recorded music market will double by 2030 to \$50.1 billion, while the live sector is expected to increase by a third to \$39.5 billion.

Music currently sits within the wider social prescribing agenda, which has shown it can save the NHS money and provide wider societal benefits. Studies suggest that social prescribing schemes can deliver between £2.14 and £8.56 for every £1 invested. Social prescribing is a proven, cost-effective way to moderate demand on health services by reducing hospital visits, GP appointments and A&E visits, and create more resilient, thriving communities and help our economy prosper.

The Power of Music report was based on a year-long inquiry and made a number of recommendations to develop a plan for harnessing music to improve our health, wellbeing and communities. The report received cross party support and the coalition have since sought to deliver on this. We recognise that whoever forms the next government will be facing tough financial constraints and a healthcare system in need of reform. We believe music has an important part to play.

To help realise these benefits, we are calling on the next Government to:

1. Maintain music a key part of the social prescribing agenda.
2. Build on the Power of Music Fund financial model, combining public funds with those from philanthropy and business, to widen access to music-based support and gather data on the health impacts and the scale of financial savings to the NHS.
3. Work with music and health organisations to develop a national training and education strategy that encompasses:
 - a. Increased music tuition for children and young people at school. This should include training and recruiting 1,000 more music teachers, the delivery of an arts pupil premium and an increase in funding for Music Education Hubs.
 - b. Training for musicians in how to use music therapeutically.
 - c. Give relevant frontline health and care professionals musical techniques and resources that help make it easier to provide person-centred care.
3. Partner with the music, health and third sectors to raise public awareness of the therapeutic power of music so they can incorporate it into healthy lifestyles.
4. Appoint a coordinating role within the Cabinet Office to embed music across arts, health and education policy and harness its full health and money-saving potential for the nation.

Delivering on these recommendations will have significant impact. 74% of adults say that music is important to them and their quality of life, it is the soundtrack to our lives and a tool for connection, in this critical moment of change, it must not be forgotten.

We kindly ask for your support at this critical moment for our country.