



# Market Report

A Snapshot of your Market Sector

## Music Tuition

This pack has been designed to provide information on setting up a business in the Music Tuition industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/businessplan](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in June 2017. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

## What do I need to know about the Music Tuition market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ **Among children, 36% currently take instrumental lessons**, 26% used to take lessons and 37% have never had lessons. **Among adults, 5% currently take lessons**, 44% used to take lessons and 48% have never had lessons. (Associated Board of the Royal Schools of Music (ABRSM), *Making Music: Teaching, learning & playing in the UK*, September 2014) ([tinyurl.com/odj7hna](http://tinyurl.com/odj7hna)).
- ◆ The dominance and visibility of popular music styles also appears to be having an impact on music learning. There has been a measurable increase in the popularity of instruments such as the electric guitar, keyboard and bass guitar. All now appear in the top ten instruments played. The piano has seen a 15% growth in interest but it is much more accessible to learners from AB social backgrounds, where 44% of children have played the piano compared with only 17% of DEs. (Associated Board of the Royal Schools of Music (ABRSM), *Making Music: Teaching, learning & playing in the UK*, September 2014) ([tinyurl.com/odj7hna](http://tinyurl.com/odj7hna)).
- ◆ Over the course of 2015/16, **61,581 pupils in Scotland participated in local authority led instrumental music lessons**. This equates to approximately 9.2% of the total 2015 primary and secondary school roll and has remained relatively stable over the past three years (2014/15: 8.9%; 2013/14: 8.6%). (Improvement Service, *Instrumental Music Services: Results from the IMS Survey 2016*, 2016) ([tinyurl.com/ya8sxj4q](http://tinyurl.com/ya8sxj4q)).
- ◆ In 2015/16 there were approximately 664 full-time equivalent (FTE) instrumental music instructors in local authority Instrumental Music Services across Scotland; this includes 415 full-time instructors and 433 part-time instructors. (Improvement Service, *Instrumental Music Services: Results from the IMS Survey 2016*, 2016) ([tinyurl.com/ya8sxj4q](http://tinyurl.com/ya8sxj4q)).
- ◆ National industry bodies include the [Musicians Union](#), the [Incorporated Society of Musicians \(ISM\)](#), the [Scottish Association for Music Education \(SAME\)](#) and the [Music Education Council](#).

## Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **IBISWorld - Musical Instrument Retailers in the UK (February 2017)**. Music and instrument introduction and lessons usually begin at a young age, commonly during school years... either as part of their school curriculum or as an extracurricular activity; they often then develop into lifelong players and consumers of the industry's products. Long-term amateur players are more likely to own multiple instruments or more expensive instruments than beginners. It is estimated that half of all households own at least one musical instrument. An emerging market for industry retailers is the retired. Those in the baby-boomer age group who are approaching retirement age are buying more instruments as they develop new hobbies. Demand from the hobbyists market is expected to increase over 2016-17.

There are also a number of online resources you may find helpful:

- ◆ **Musicians Union - Teaching Rates (2016)** ([tinyurl.com/hbtezzz](http://tinyurl.com/hbtezzz)). The rate you should be paid for teaching work is suggested by the Musicians Union as £32 per hour. For a workshop, the suggestion is £191 per day (pro rata) with a day being a maximum of 5 hours.
- ◆ **Incorporated Society of Musicians (ISM) - ISM Teachers' Pack: A guide for instrumental and vocal music teachers** ([tinyurl.com/znbcdn9](http://tinyurl.com/znbcdn9)). Free to download, this guide is for all instrumental and vocal teachers – including working freelance in schools or teaching privately – and covers topics including finding work, setting rates, safeguarding, disclosures and tax.
- ◆ **Incorporated Society of Musicians (ISM) - The ISM's annual survey of teaching and accompanying rates - Results 2017 (March 2017)** ([tinyurl.com/y87dzv3f](http://tinyurl.com/y87dzv3f)). The results of the annual survey on the fees of private music teachers and self-employed visiting music teachers in the UK.
- ◆ Also, a free accompanying **webinar Setting your tuition fees** ([tinyurl.com/yca3g8om](http://tinyurl.com/yca3g8om)) recorded in March 2017 with the ISM's Head of Service Delivery & Systems talking in-depth about how to use the survey results to set your fees, and giving practical advice on setting and negotiating rates.

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as Yell, Thomson Local or Google Maps
- ◆ Trade specialists like EuroPages (European directory), The Wholesaler or Free Index
- ◆ Business to business (B2B) specialists such as Kompass

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the Companies House website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Retaining and Grow Your Customer Base](https://tinyurl.com/c2fw4o4) (tinyurl.com/c2fw4o4) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the National Records of Scotland (NRS). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the Census Area Profiles. Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ Understanding Scottish Places has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ Scottish Government Statistics provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ The Scottish Household Survey provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ Office for National Statistics (ONS) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Account](#)" tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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