



Bringing local music closer to the hearts of our community

With the production of live interviews and music showcases, we offer meaningful opportunities for artists to engage the community, by providing a platform for live music and creative discussion. We focus our discussions around the culture of local and new British music. We are driven to inspire independence, personal development and cultural beliefs which encourage positive change throughout local communities. Using a combination of music, learning and mentoring, we are committed to helping raise low aspirations.

Written by

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Tisrespect

Artist Development Company

Introductory Proposal

Index

Summary

Page 2

- Purpose of Document.....
- Tisrespect Overview.....
- Radical Lounge Overview.....

Page 3

- Objectives.....
- Aims.....

Page 4

- Why Radical Lounge.....
- Values.....

Project Plan

Page 5 Identifying Beneficiaries, Participants & Target Audience

- Local Artists.....
- Students of the Arts.....
- Our wider Audience.....

Page 6 Benefits to Artists and the Community

- Give local artists.....
- Give students.....
- Give our community.....

Page 7 Method of Operation

- What we did.....
- Session Programme Break Down.....

Page 8

- Session Programme Break Down (continued).....
- Schedule.....

Page 9

- Radical Lounge Events 2016.....

Page 10

- The Feedback We Received.....

Page 11

- Is there a market for the Radical Lounge project?.....
 - Fig. 1
 - Fig. 2

Page 12

- The challenges faced by local artists.....

Page 13 Engaging the Market

- Market Research Summary.....
- Why Radical Lounge Unique.....
- Local Authorities.....

Page 14 Addendum – Feedback Forms

- Pages: 14 - 16



SUMMARY

Purpose of Document

This document is an introduction to the Radical Lounge project.

It explains:

- What the project is
- The core aims and objectives
- The need for this type of project within our schools and communities
- Who may benefit from the project
- The community impact
- Methods of delivery and operations
- Our proposed market research plan

This document is intended for use as an introduction for any third parties acting in the interest of the project *and* as guidance for the core project delivery team. It provides detailed information aimed at presenting the potential of the project to the reader.

Tisrespect Overview (Who we are)

We are an Artist Development Company, set up in 2013 with the aim of producing and showcasing local artists, working to support local music and committed to helping artists achieve a high standard in their creative output aiming to inspire greater value for the local music scenes. Our services include: studio recording, post audio production - offering access to our well-equipped home recording facilities, creative mentorship around artistic development, and motivational speaking/presentations - engaging and inspiring an array of audiences and institutions. (www.tisrespect.uk)

Radical Lounge Overview

Radical Lounge (*an idea which formed, due to the growing concern for a lack in consistent and quality provision for live music in Ipswich*) is a music showcase project, which provides an effective medium for local music to reach and engage the community. By hosting live interviews with local musicians, singers, performers and professionals from other related fields, we want to identify and challenge local barriers to effectively showcasing creativity and accessing diverse musical experiences locally.

Engaging with students where aspirations may be low, we offer audiences a direct insight to the artistic journeys and experiences of local artists. We aim to inspire our communities and encourage every young person to reach new creative potentials, influencing a culture where creative artists and industry professionals come together to engage our community in local music and empower our young people by sharing transferable skills.



Objectives

- Develop a platform for showcasing musical talents and sharing transferable skills for overcoming barriers to learning and creativity.
- Inspire new audiences through a series of discussions and interviews, exploring a range of professional experiences and best practise for achieving self-sustaining careers in the arts.
- Empower local “students” to overcome low aspirations by identifying and connecting them with clear role models from within their own communities.
- Provide meaningful work experience and mentoring opportunities for young people.
- Compile an eclectic database of information relating to the artists, professionals, schools and students that we engage. Identifying keys roles, relevant projects, trends and opportunities.

Aims

- Engage with all students in the Ipswich borough, preparing their transition from secondary school to further education and from further education to higher education.
- Establish a popular live event and online channel for championing creative discussions and accessing live music experiences, where students and young people can have direct access to local artists and be inspired through mentorship, live music and discussions; around the artistic journeys and personal development of artists.
- Make opportunities for engaging live music, more accessible for young people under 18.
- Build on an extensive database of audio, video and photographic content reflecting music culture and creative diversity across Ipswich and Suffolk.
- Make Radical Lounge sustainable as a showcase of local music and as an educational experience of personal and professional development, for aspiring young people.

Why Radical Lounge?

Radical Lounge is not only a new venture for Tisrespect but a new experience for audiences who may struggle to access leading platforms for quality/meaningful live music showcases. We give artists a real opportunity to be heard and, involve the public in quality experiences of live music and include them in the discussion around creative development. Tisrespect has worked with some exceptionally skilled artists from within and around Suffolk, some of whose creative vision and self-belief were lacking due to, as expressed, scarcity of empowerment and opportunities to showcase themselves, *or* they were eager to explore their potential outside of their own communities in hope of accessing better opportunities.

In speaking to local artists and the public, it has been expressed that limitations to creative development and cultural expression in Ipswich and Suffolk are still a reality for some. Radical Lounge advocates the achievements of local artists and voices their thoughts and feelings towards the challenges they face along their own career paths. We believe in the importance of exploring and identifying local barriers; to being creative *or* accessing creative experiences. Therefore, by encouraging a collective culture for empowering local music, we can improve lives and inspire communities through musical experiences, setting leading examples for pursuing careers, creating meaningful opportunities for professional training and offering mentoring/advice and guidance for aspiring musical artists.

We asked local artists to list some of the challenges which they face as artists in Suffolk:

“Being heard by more people, we need more promotion for local talent”
Stephen Halls - Rapper

“Lack of support, lack of community engagement”
Lion i - Vocalist

“Lack of quality music nights in Ipswich for local artists”
Samantha Harvey - Singer

“This culture of self-doubt perpetuates into a scene that does not believe it can ever obtain credible value. Those that do reach a credible standard, move away or perform elsewhere, where they feel they are valued”
Ian Parsons - Guitarist

Project Values

- **EVERY PERSON** should have access to meaningful opportunities for engaging live music experiences
- Delivering **QUALITY** in everything that we do, this builds trust and inspires audiences (*Offering empowering experiences to our participants and audiences*)
- Sustainability is built upon **INNOVATION** (*continuing to bring fresh ideas to a changing environment*)
- By remaining truthful to our aims and committed to improving outcomes for local music, we want to build a reputation on **TRUST**
- **INTERDEPENDANCE** will be the outcome of effective team work (*Bringing out the best in one another*)



PROJECT PLAN

Identifying Beneficiaries, Participants & Target Audience

Local Artists

The Radical Lounge project is directly aimed at empowering performing artists, of all genres, to engage and inspire audiences. By performing artists, we mean:

- Singers
- Conscientious Rap Artists
- Poetry Artists (Accompanied by music)
- Bands
- Choirs
- and Musicians

This project is targeted at artists whose productivity and creative development has been or is being hindered by deprivation of creative empowerment and/or a lack of access to creative opportunities i.e. a lack of access to professional and entrepreneurial guidance in music or meaningful and quality performance opportunities, lack of local exposure or means for accessing studio facilities, even the lack of creative inspiration is a growing concern. We aspire to empower artists who face creative barriers which directly link to social, economic and cultural discrepancies.

Students

Our primary objective for engaging students is to provide a first-hand insight to the creative journeys of local artists and the challenges they face throughout their developing careers. We focus on students preparing for further/higher education or careers in the industry. By bridging the gap between them and creative role models within their own communities, our core aim is to empower and encourage the creative minds of young learners to overcome barriers to learning.

Our wider audience

People are accessing music on the go more now than ever before. Getting your audience to come to you is not always an easy task. We propose bringing local content to where our audience are likely to access it first. By showcasing the creativity of live music in our county and neighbouring regions (staged through our online platforms) we aim to encourage engagement in live music by making it easier for audiences to access our events/content via multiple mediums before deciding to commit to attending a Radical Lounge events.

Each artist should have their own following and by bringing our artists together on one platform, we can bring our community together to one platform facilitating opportunities for artists to engage a network of professionals and the wider public i.e:

- Family
- Friends
- Colleagues
- Social Media Users
- Students
- Local Authorities
- Industry Professionals etc.



Benefits to Artists and the Community

Give local artists...

- A meaningful opportunity to share their journeys, aspirations and challenges, with live audiences, building up-on their own individual support networks, whilst empowering the next generation of artists and other members of their communities.
- A chance to be heard and listened to, by their communities, local industry professionals and governing councils.
- Establish networks which empower our local music economy.

[With the information (relating to creative challenges) which we collect from artists during their engagement with Radical Lounge events. We will share with our network of professionals in aid of offering advice and guidance for challenging the issues highlighted by the artists]

- A unique opportunity to showcase their music to a live audience and be captured in high definition film, which is then later made available to each artist for continued showcasing. Achieving a professional quality in production is key to instilling value and credibility in the work of the artists we engage.
- Through Tisrespect and in collaborating with Little Pola Apps Ltd to provide an online network for performing artists, musicians and industry professionals, where they can establish new creative relationships. The benefits of this is to make it easy for artists to identify other artists, bringing them all together into one online community.

Give students & young people... (Preparing for further/higher education or careers in the industry)

- Direct access to work experience opportunities and insight to the creative journeys of artists active in their local and wider music scenes. We achieve this by offering exclusive opportunities for students to engage Q&A sessions and live showcases of local music.
- A window into the commitments of, and challenges faced by local artists, and a real opportunity to explore industry expectations.
- A front row seat to witness a professional and structural process for capturing and showcasing live music, setting leading examples for set-design, film and audio production.
- Valuable shadowing opportunities in audio & film production, photography and media/online marketing.

Give our community...

- Radical Lounge offers insight to the inspirations, commitments and talents which drive contemporary music and culture in Suffolk and London. We believe that a deeper knowledge of the artists that make up our music scenes, inspire the hearts of our community and influences a music sense where creativity and public engagement can thrive.
- Access to a variety of live and online platforms to access local music, making it easier and more engaging for our community to embrace up to date content which showcases local music
- Regular access to consistently high quality music, video and photographic content



Method of Operation (Outreach & Delivery)

It is vital that we understand the importance of encouraging our local artists to explore their own potential as role models within their communities. Identifying and sharing their individual qualities and experiences can inspire ambition in others. As professionals, we have a duty to engage with and empower our young artists to achieve.

Throughout 2016 we delivered a string of Radical Lounge pilot sessions engaging with local colleges. Radical Lounge was hosted by:

- Suffolk One
Contact: Lois Hinsley (*Teacher of Music, Performing Arts Co-ordinator and eLearning Champion*)
- Inspire Suffolk
Contact: Andy Crump (*NCS Programmes Director*)

Through these two relationships, we were able to engage more than 300 young people during summer 2016.

What we did:

- We hosted a series of creative discussions from groups of 15 to audiences of 50+. Exploring young people's perceptions on digital/social media and the impact on the arts.
- We posed questions to a professional panel and a student audience. Raising questions around when and where our younger generations/students are accessing the music they want, exploring psychological triggers.
- We also discussed the interest and aspirations of students, to help gather an understanding of what career opportunities they perceive to be locally viable.
- We invited creative professionals to share their journeys and experiences relating to the discussions but to also share their own works to a committed audience whilst allowing an opportunity for Q&A
- With the help of DHE & UK Stage hire we were able to facilitate the production and capture of live music.

Session program break down

Students took part in a 90-minute session:

- | | | |
|------------|---|---|
| 10 Minutes | - | Guest arrivals |
| 5 Minutes | - | Opening performance |
| 5 Minutes | - | Brief Introduction to Tisrespect and a brief overview of the session |
| 10 Minutes | - | Mini introduction from each panel member,
<i>Consider the following:</i> <ul style="list-style-type: none"> ▪ <i>A little bit about yourself and your art form</i> ▪ <i>Where did your artistic journey begin?</i> ▪ <i>What creative influences have inspired your creativity?</i> |
| 20 Minutes | - | Discuss the impact social media has had on the way we access and listen to music:
By a show of hands... <ul style="list-style-type: none"> ▪ Have any of you purchased a music CD this year? ▪ Do any of you have CDs at home that you still listen to frz ? ▪ How many of you do not have a social media account of any kind? <i>Open for discussion</i> - pose question to the audience and then to the panel: <ul style="list-style-type: none"> ▪ How do you access the music you want to listen to? (i.e. When and where, why are these methods preferable? |



- What impact do you feel the internet has had on the way we engage music? (i.e. Social Media, Advertising (Pop Ups), Cookies, Blogging)
- 5 Mins - Interval performance
- 20 Mins - Discuss the aspirations of students studying in the arts and explore how they view the local industry and the career options available locally:
 - What is the next step for you once you have finish your A Levels/Diplomas?
 - Are there clear avenues available to you?
 - Do you have access to specialist recourses/information/advice & guidance, outside of college to help you identify your career options locally? (i.e. Industry professionals, creative arts centres, local arts councils etc.)
 - Do you think arts careers are taken seriously in your local professional community?
 - Do you feel there are good opportunities for sustainable careers in the arts, living in Suffolk?
- 10 Mins - Q&A Session (an opportunity for students to pose questions directly to the panel)
- 5 Mins - Closing performance

Schedule

- 09:00 – 10:00 Production Team Arrive & Unpack
- 10:00 – 12:30 Production Set Up
- 12:30 – 13:00 Production Team Lunch Break
- 13:00 – 14:00 Artists Arrive & Set Up
- 14:00 – 15:00 Sound Check
- 15:00 – 15:30 Artists Refreshments
- 15:30 – 16:30 Check List & Final Set Preparation
- 16:45 – 17:00 Guest Arrivals/Refreshments
- 17:00 – 18:30 Radical Lounge session
- 18:30 – 18:40 Guest Leave
- 18:40 – 20:00 Production Pack Down
- 20:00 Production Team Leave



Inspire Suffolk – NCS Graduation

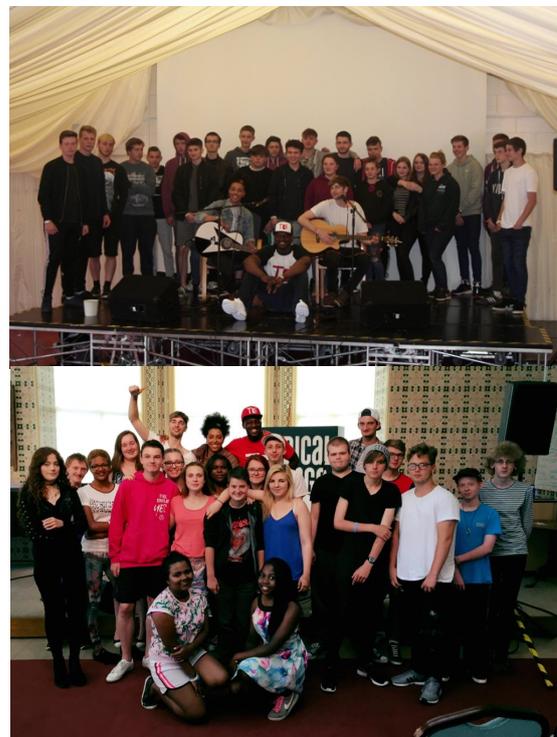
Hosted by Radical Lounge 26/09/2016

Radical Lounge was proud to have been asked to host the NCS Graduation 2016 at Inspire Suffolk. Our input was very much about local artists coming together to celebrate the young people of Inspire Suffolk and their achievements of Summer 2016. We heard first-hand from the young people about their personal experiences with NCS and the Radical Lounge, and the achievements they made whilst on the programme. Our artists put together a display of music which capture the hearts of the young people their families and Inspire Suffolk staff.

Inspire Suffolk – NCS Summer 2016

Hosted by Radical Lounge

We are very thankful to Inspire Suffolk, The Royal Hospital School and Orwell Park Private School for accommodating us during this phase of the NCS programme. The Radical Lounge was invited to explore personal development with groups of young people. We invited performing artists Simone Dorset and Curtis Culley to take part in a live interview in front of a student audience. Where we explored the characteristics and inspirations which drive our young artists to achieve.



Suffolk One – Radical Lounge Discussion

Hosted by Radical Lounge 22/06/2016

We hosted a series of creative discussions from groups of 15 to audiences of 50+. Exploring young people’s perceptions on digital/social media and the impact on the arts.

We posed questions to a professional panel and a student audience



The feedback we received

Hi everyone,

Just a quick email to say thank you very much today. Our students were buzzing after it. Such a good session and thanks to Curtis for organising it.

Hope to work with you all again soon.

Lois Hinsley

Teacher of Music, Performing Arts Co-ordinator and eLearning
Champion, Suffolk One

Thanks Curtis – you did a great job.....we
need more of this.

.....
Jayne Knight
Arts Development Manager
Suffolk County Council

Hi

Thanks for this session it was excellent, really
inspiring. And thanks for letting us join your
musicians (how good they were too!) to perform the
poetry. It was a great experience for our poets. :-)

Catherine Mann
Teacher of English
Suffolk One

Please see addendum for feedback forms – Pages: 14 - 16

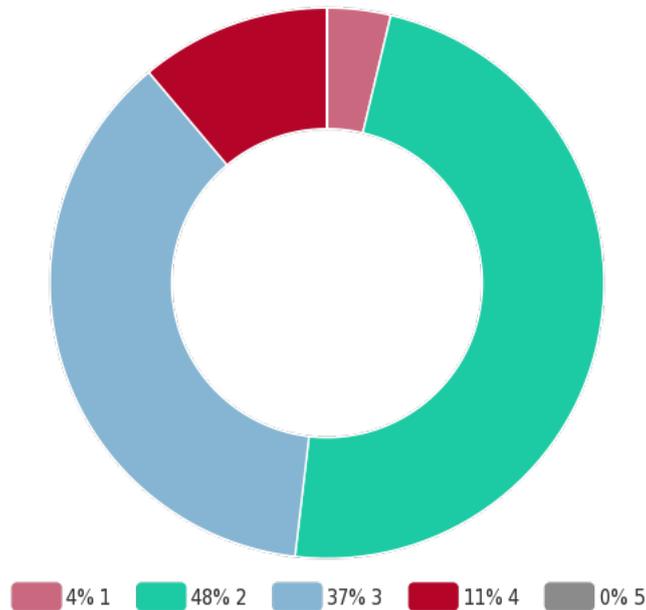


Is There a Market for the Radical Lounge Project?

We spoke to a focus group of performing artists to find out their thoughts and feelings towards local opportunities for accessing and showcasing contemporary music. We concluded that the following 3 questions were a genuine concern among the group and put out an online survey:

Fig 1

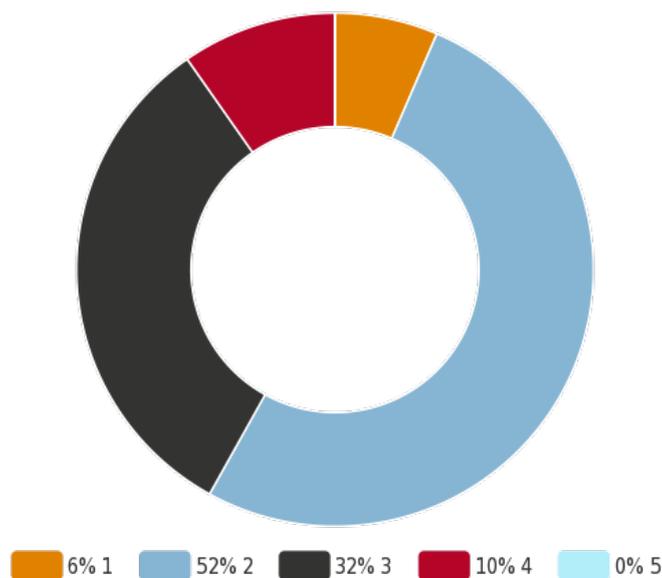
Do you feel your local music scene caters to your needs as an artist?



1: NEVER 2: RARELY 3: OCCASIONALLY 4: SUFFICIENTLY 5: ALWAYS

Fig 2

How often do you feel empowered by the professional standards of events management and sound engineering when performing in Suffolk?



1: NEVER 2: RARELY 3: OCCASIONALLY 4: SUFFICIENTLY 5: ALWAYS



Please can you list some of the challenges that you have faced as a music artist in Suffolk?

We've listed a few:

- | | | |
|---|---|--|
| Jade MayJean Peters
Singer | - | Not just in Suffolk but everywhere, lack in support, guidance and trust |
| Aaron James
Rapper/Poet | - | Lack of studio time, guidance and creative mentors |
| Connell Cook
DJ | - | Being culturally judged and stereo typed |
| Flexx Tyler
Vocalist/Rapper/Producer | - | It seems the main problem with the music scene is the people who have the power to help us bring a music scene to Ipswich, just don't want too and my question is why? |
| Anonymous
Drummer/Guitarist/Singer | - | Lack of professional events and booking, not enough support from fellow artists and musicians |
| Cherise Phillips
Singer/Guitarists | - | We don't have a main arts centre in Suffolk, specific to music where music artists can perform put on shows, practice and record. |
| Anonymous
Guitarist | - | A lack of events locally, lack of information about local events |
| Kayzee Prod
Electronic Music Production | - | Consistency in clients (artists/musicians) and gigs |
| Lucy Hall
Guitarist/Singer | - | Small number of venues that cater to my musical style, would love to see more acoustic nights/showcases in town |
| Anonymous
Violinist | - | Venue, networks, spaces to play, support from local authority, lack of inspiration and access regarding bigger events... i.e. music in the park etc. People making things happen themselves = massive apathy locally, bosting inspiration and aspiration... more paid creative internships to develop our future creative young people going into a creative career. Funding opportunities... (there is a lot of music arts council funding available – however, no one in Ipswich applies...) more awareness and training |
| Simone Dorset
Singer/Guitarist | - | Lack of inspiration and lack of professionalism |
| Fen Teather
Singer/Songwriter/Guitarist | - | Lack of dedicated music venue |

Market Research Summary

31 local artists engaged our survey. 11% said that their local music scene caters to their musical and creative development needs. This means, that on average, for every 10 artists that we engaged, only 1 said that they were sufficiently content with the standard of local opportunities for accessing music. 10% of the artists who engaged our survey, said that they felt sufficiently empowered by the professional standards of event management and sound engineering when performing in Suffolk. Some artists have stated that: “although I try to make the best of every gig I do, not every venue priorities their commitment to live music, as live nights do not seem to generate the revenue” Flexx Tyler. In our endeavour to understand local needs, we identified severely low aspirations for the potential of better creative opportunities for local careers in music. We want to see these statistics improve drastically. It is clear, that local artists believe; the issues lie within the lack of access to investment in their communities and engagement from local authorities and the industry. Our findings highlight a low amount of faith in local opportunities for achieving sustainable careers in the arts.

At Tisrespect we are driven to achieve our goals for managing and showcasing local music. But achieving this is becoming harder as more and more local artists are expressing low aspirations and some to the extent of moving outside of Suffolk in hope of accessing better creative opportunities. Based on our findings we believe this is due to a lack in inspiration and motivational triggers, causing the deterioration of hope for achieving better creative potentials locally.

Why is the Radical Lounge unique?

1. We do not have the expectation that the public *must* attend our live events to engage in the activities. We understand that in the absence of prior knowledge or engagement with a particular Radical Lounge event; that public expectations may be low. We aim to provide a service that not only showcases local music but takes responsibility for engaging the community. During our research into local events we struggled to identify clear benefits to the community or strong incentives for public engagement.
2. In speaking to the artists, themselves, we identified that local events offer scarce opportunities for engagement between creative talent and the music industry. This is vital if we are to see an improvement in the development of creative output from within Ipswich and wider Suffolk.
3. The gap between creative industries and educational institutions is too wide, leaving a big hole between leavers of education and accessing meaningful careers in the arts. We are working alongside official education providers and other social mobility facilitators to reduce this gap.

Radical Lounge is an advocate for the voices and experiences of local artists and committed to identifying barriers to expressing creativity. This will help us to focus our support and resources more effectively. We want to improve lives by sharing musical potential and creative journeys, giving the public an opportunity to engage directly with the creative processes, creating further opportunities for professional training and innovating how we engage our community in the music culture between Suffolk and London.

Local Authorities

We will talk to our local council, in hope of:

1. Understanding their thoughts on the local issues around creative deprivation.
2. Presenting our proposal for Radical Lounge to the Arts Development manager at Suffolk County Council.
3. Establish any commonality between our aims and outcomes and the local agenda for the arts and culture in Ipswich and Suffolk.
4. Identify any opportunities available in support of the Radical Lounge project.



Addendum.....Radical Lounge Feed Back Forms

1. Catherine Mann - Teacher of English – Suffolk One

What were your first impressions of the Radical Lounge set?

Inspiring and entertaining

Please rate how interesting you found the topics of discussion. (Please circle)

Not Interesting 1 2 3 4 5 6 Very Interesting

Please comment about how you may have benefited:

Good networking. Making connections with AJ Poet and the country Arts Development Officer.

Please suggest a question which you would like to hear discussed on future programs?

I'd have liked a discussion of available opportunities, how to get involved, and why getting involved is so beneficial

How likely would you recommend the Radical Lounge to peers/colleagues? (Please circle)

Not Likely 1 2 3 4 5 6 Very Likely

What did you enjoy *most or least* about the session?

Great structure – q & a interspersed with performances. Really good sound, lovely music. Very inspiring for students to see / hear from young people who are out there doing their thing.

Name: Catherine Mann

Date: 01/07/2016

2. Lois Hinsley – Teacher of Music - Performing Arts Co-ordinator – Suffolk One

What were your first impressions of the Radical Lounge set?

Very professional set up – loved the set and atmosphere created. Including the coloured lights in the Radical Lounge sign ☺

Please rate how interesting you found the topics of discussion. (Please circle)

Not Interesting 1 2 3 4 5 6 Very Interesting

Please comment about how you may have benefited:

Really great to hear opinions from people across a wide range of careers and with varying experiences of the industry.

Please suggest a question which you would like to hear discussed on future programs?

Maybe making it more obvious about the different ways of getting yourself 'out there'. Though you did cover this in the session a bit. How to be successful practically. The kind of things you can do.

How likely would you recommend the Radical Lounge to peers/colleagues? (Please circle)

Not Likely 1 2 3 4 5 6 Very Likely

What did you enjoy *most or least* about the session?

I particularly enjoyed the different questioning, pace of the session interjected with performances.

Name: Lois Hinsley

Date: 01/07/2016



3. Tom Newman – Film Producer & Founder – Summer Isle Films

What were your first impressions of the Radical Lounge set?

Neat, clean and eye catching. Good use of lighting and set design. Minimal and stylistic.

Please rate how interesting you found the topics of discussion. (Please circle)

Not Interesting 1 2 3 4 5 6 Very Interesting

How likely would you recommend the Radical Lounge to peers/colleagues? (Please circle)

Not Likely 1 2 3 4 5 6 Very Likely

What did you enjoy *most or least* about the session?

The engagement of the young people and the panel was a great mix of pros, good ideas and beneficial career information was available. Great buzz, with enthusiastic people at the helm, really made the event.

Name: Tom Newman

Date: 10/01/2017

4. Jayne Knight – Artists Development Manager – Suffolk County Council

What were your first impressions of the Radical Lounge set?

Great!

Please rate how interesting you found the topics of discussion. (Please circle)

Not Interesting 1 2 3 4 5 6 Very Interesting

How likely would you recommend the Radical Lounge to peers/colleagues? (Please circle)

Not Likely 1 2 3 4 5 6 Very Likely

What did you enjoy *most or least* about the session?

Local role models – brilliant – it made ambition feel really possible

Any additional thoughts that you would like to add?

Keep up the good work

Name: Jayne Knight

Date: 26/01/2017

5. Sophie Mudie – NCS Engagement Officer – Inspire Suffolk

What were your first impressions of the Radical Lounge set?

First impressions was the set stood out to the group and leaders, it was very smart and well structure and positioned when set out on the stage.

Please rate how interesting you found the topics of discussion. (Please underline)

Not Interesting 1 2 3 4 5 6 **Very Interesting**

PLEASE COMMENT ABOUT HOW YOU MAY HAVE BENEFITED:

Young people benefited, from learning different knowledge and understanding about music production industry. They was able to learn to reflect, be confident and communicate with range of new people.

Please suggest a question which you would like to hear discussed on future programs?

Maybe ask about the young people's interest in life? Their passion? What they need to do to get to the top?

How likely would you recommend the Radical Lounge to peers/colleagues? (Please underline)

Not Likely 1 2 3 4 5 6 **Very Likely**

What did you enjoy *most* about the session?

Listening to the artists songs.

Any additional thoughts that you would like to add?

Thank you for all your effort of the summer J you brought great enjoy and interest to a lot of young people, which inspired them further for today's life!

Name: Sophie Mudie

Date: 26/01/2017

6. Jade Peters – Singer/Song Writer/Performing Artists - Ipswich

What were your first impressions of the Radical Lounge set?

Professional, well organized and presentable.

Please rate how interesting you found the topics of discussion. (Please underline)

Not Interesting 1 2 3 4 5 6 **Very Interesting**

Please comment about how you may have benefited:

Gained wise words and knowledge from like-minded people that are within the music world. A few of the audience followed and liked my work therefore it improved my online presence.

How likely would you recommend the Radical Lounge to peers/colleagues? (Please underline)

Not Likely 1 2 3 4 5 6 **Very Likely**

What did you enjoy *most* about the session?

The intimate set up between the talkers and the audience.

Any additional thoughts that you would like to add?

When's the next one?

Name: Jade Peters

Date: 16/01/2017

