

Blackpool Music School

Client Profile

Blackpool Music School (BMS) was founded in 2006 by John Shaw following a life-altering injury. Based in Blackpool, Lancashire, the charity provides musical education primarily for disabled individuals and those in social or economic need.

The Problem

As a growing charity with a diverse range of services - including one-to-one lessons, group sessions, and outreach work with organizations like MIND - BMS required a centralized digital hub. The organization needed to:

- Communicate its unique history and mission to potential donors and students.
- Manage complex scheduling for term dates and 40 weekly lessons per year.
- Streamline membership payments and registration for various disciplines such as drums, piano, guitar, and the Aerophone Go Breathing Project.

The Solution

The new website serves as a multi-functional portal for students, staff, and the community. Key features include:

- **Integrated Management Tools:** The site incorporates "My Music Staff," allowing for automated monthly debits to ensure students are never behind on payments.
- **Dynamic Information Hubs:** Dedicated sections for Term Dates, Tuition details, and a Blog keep the community informed of school schedules and updates.
- **Streamlined Enrollment:** A digital "Join BMS" application process allows new members to select disciplines and understand pricing structures (ranging from £18 for taster sessions to £56 pcm for one-to-one lessons).
- **Charity Transparency:** An "About Us" section details the school's journey from its 2007 registration to its 2012 relocation to Waterloo Road, funded by a £200,000 investment and local business donations.
- **Accessibility and Resources:** The site highlights the school's facilities, including industry-standard AV technology, disabled-accessible amenities, and instrument hire services.

Impact

The website, designed by Toby Jones, now acts as the primary contact point for the charity. It facilitates the school's mission to "advance musical education for the benefit of the public" by providing easy access to affordable tuition and community events like sing-along sessions.