



Public Engagement Plan 2027



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Introduction

By leading, enabling and connecting communities of singers across Ireland, Sing Ireland will create opportunities for increased engagement and enable more people to enjoy high-quality group singing experiences.

Sing Ireland (SI) believes in a nation that is fully immersed in quality group singing experiences. People living on the island of Ireland will value, recognise and experience the life changing ability that singing has to positively impact on their health, creativity and well-being. As an organisation, we know the transformative power that singing can have and our vision for the future will see Sing Ireland embed itself as a central cultural player that advocates for and demonstrates the many benefits of group singing for all.

SI's plans for public engagement are heavily informed by its strategic plans and artistic policy as well as its ambitious change and growth plans.

The primary focus of this document is to outline the ways in which we plan to engage with the public across our varied audiences, including target areas for growth and how we plan to achieve these.

Public Engagement Aims

Sing Ireland works to make it easier for people to find, join & stay connected with group singing. SI engages a large, diverse audience of 275,569 (2026) and that is made up of singers, singing groups & their audiences, young people, artists, teachers, community partners and the wider public, and in 2027 we want to deepen that relationship rather than simply increase activity.

We will review our long-standing membership model so that it better reflects how people and groups now engage with Sing Ireland. This will sit alongside stronger regional engagement, more regular contact with members, practical training and resources, and opportunities for people to contribute to the organisation through committees, consultation and volunteering.

Our programmes create different routes into singing. Star Songs, YouthSing and the Irish Youth Choirs engage children and young people; Song Seeking and Sing for Life work with communities who can face barriers to participation; our membership choirs enable people of all ages and backgrounds to connect with choral music and group singing in their communities; and our work with schools, libraries, local authorities, Music Generation, PPMTA, Oide and other partners helps us reach people through places and organisations they already know.

Communications is a major part of this work. We will continue to invest in our website, social media, CRM & targeted campaigns so that opportunities are easier to find & the value of group singing is more visible. We also want to make better use of the stories, knowledge and activity of our member choirs and partners, rather than communication flowing only from Sing Ireland itself.

Our 45th anniversary gives us a useful opportunity to reconnect with people who have been part of Sing Ireland over many years, while also asking who is not yet connected to us and why.

The aim is to build a stronger relationship with the people and communities we serve: more ways to take part, clearer routes into our work, and a national organisation that feels relevant and accessible to the wider singing community.

Our Audience

CUSTOMER	DEMOGRAPHIC <i>Gender, age, socio-economic grouping, occupations, location, etc.</i>	MOTIVATION <i>Criteria for selecting product/service.</i>	TOUCHPOINTS <i>Points of contact with customers (such as websites, social media, traditional media, family/friends etc)</i>
Member Choirs	Mixed	Various benefits to members Networking opportunities	Website, social media, word of mouth, traditional media, newsletters, designated member Regional Networks
Children & Young People	0-17	Singing opportunities through choirs such as IYC, youth programmes such as Star Songs and YouthSing, partnerships with Music Generation	Website, social media, word of mouth, traditional media, schools, parents groups and partnerships in the community eg libraries
Young Adult	18-25	Singing and conducting opportunities through choirs such as IYC	Website, social media, word of mouth, traditional media, newsletters, contact through universities and other organisations
Adults	29-59	Participation/ networking and Training Opportunities	Website, social media, word of mouth, traditional media, newsletters
Older People	60+	Singing and conducting opportunities through events such as Bealtaine	Website, social media, word of mouth, traditional media, newsletters, working with organisations that work with older people eg. Age and Opportunity

Our Audience

CUSTOMER	DEMOGRAPHIC <i>Gender, age, socio-economic grouping, occupations, location, etc.</i>	MOTIVATION <i>Criteria for selecting product/service.</i>	TOUCHPOINTS <i>Points of contact with customers (such as websites, social media, traditional media, family/friends etc)</i>
Conductors and Musicians	Mixed	Want to develop themselves through attending courses, and networking opportunities	Website, social media, word of mouth, traditional media, newsletters
Alumni	Mixed	Networking opportunities, singing and conducting trainings and opportunities.	Website, social media, word of mouth, traditional media, newsletters, designated alumni network

Our audience reaches people across all ages, the geographical spread of the country and meets people at various points in their singing journey, from complete beginners, to those who face barriers to participate, to professional musicians. The ways in which we engage with these groups differs, and will be further outlined below.



Measuring Engagement & Growth

We will know we have achieved our engagement goals by comparing 2027 results with our 2026 baseline and reviewing progress regularly with the team and Board. Face-to-face participation will be tracked against a target of 44,910 engagement: Children 15,600; Young People 11,050; Young Adults 1,580; Adults 14,950; Older People 1,730.

We will track participation by under-represented groups across these totals to see who we are reaching and where gaps remain. Membership success will mean a revised model agreed by the Board, implementation underway, 450 singing groups, retention monitored through HubSpot, updated member communications by Q2 and new engagement opportunities by Q3. Regional growth will be measured through activity across 28 counties/regions, participation, partners and volunteers.

Quality and depth will be assessed through participant and partner feedback, Youth and Artistic Committee input, surveys and evaluation. Website, CRM, newsletter, social-media and media data will show whether visibility is growing and whether this is leading to participation or membership. Findings will be reviewed against our Theory of Change and used to improve programmes.

Communications

Central to our plans for growth and public engagement is developing and streamlining our communications.

We know that the primary channels of communication for our audiences are through our website, social media and newsletter and therefore we plan to invest in this.

Monitoring and evaluation, as well as research, will feed into the increased collection of the stories and evidence of the life-enhancing impact of singing. We will emphasise sharing these to continue to grow our reach and connect with our audiences.

We will also increase public relations activity in and around our 45th year to continue to raise the profile of the organisation and our work through traditional media and interviews.

We have ambitious plans for our 45th year around fundraising and development, and communications will play a vital role in this, with increased investment in resources and expertise to ensure the success of this. This will include marketing and fundraising campaigns as well as enhanced PR and media campaigns.



Implementation Plan

Engagement plans:

Partnership directly in communities - libraries, schools, Music Generation, Bealtaine festival with Age and Opportunity.

Sing Ireland networks - IYC Alumni, membership Regional Networks and IYC Third Level Ambassadors - word of mouth increasing awareness and promotion of our programmes.

Evaluation - continued ongoing engagement of programme and course participants through evaluation and participant leadership. Initiatives such as Artistic Committees and our Sing Ireland Youth Committee ensure that the voices of our participants and stakeholders are embedded in our work across programme design, impact and evaluation.

Research - exploring increased opportunities for research, sharing our story and the impact of group singing for health and wellbeing across Ireland.

Programmes - helping to reach diverse and marginalised communities. Programmes such as our Sing for Life Songs WithIN and Song Seeking will continue to improve access to group singing opportunities for those who face barriers to participation. This will strengthen our engagement with diverse groups across Ireland, both within our own programmes and through training and development to improve accessibility across the wider singing community.

Membership - evaluation and restructuring of membership model to ensure we meet the changing needs of our membership and how we engage with, support and advocate for them.

Youth

Strategy and Implementation Plan

Sing Ireland reaches and engages with young people from early years settings to young adults through our programmes and Irish Youth Choirs.

In 2027, we plan to increase and develop engagement with children and young people in line with our strategic plan through:

- Community partnerships in local communities working with children and early years (eg Libraries and Star Songs)
- Development of Irish Children's Choir
- Providing increased opportunities for young people to be involved in Sing Ireland beyond Irish Youth Choir, through programme and project work, networking and training
- Exploring how we engage young people in our new membership structure



Marginalised Communities

People with Disabilities

Sing for Life: Songs WithIN - reaching new groups, individuals and communities across the country, and embedding this work as part of our core provision. This includes an Artistic Committee directly involving participants in programme design, as well as training workshops for membership and wider singing community on working with people with additional needs.

Migrant Communities

Development of Song Seeking programme across community settings and locations in Ireland

Training opportunities for membership and singing community around trauma-informed facilitation and working with migrant communities

Older People

Opportunities for Bealtaine with Age and Opportunity

Research on age and loneliness to emphasise the importance of singing and advocate for singing programmes designed to combat this.

Increased traditional media presence to reach older people who may not be on social media

LGBTIQ+ Community

LGBTIQ+ Inclusion project for Young Composers in the Irish Youth Choir, celebrating and championing diverse voices in the Irish group singing sector

Membership

Strategy and Implementation

The Sing Ireland team and Board are currently undertaking an extensive review of our membership and engagement structure, and updating this to better suit the needs of our current membership and the changing ways that we engage with them.

Plans for this include:

- Development of Regional Networks (ongoing)
- Updated membership structure (ongoing, review at upcoming Board meetings and designated Sub-Committee on membership and engagement to be formed)
- Updates to the website around membership area (implementation of logins completed, further membership area developments ongoing)
- Review and update how we communicate with our membership (Q2 2027)
- Design engagement plan for membership under new structure, with possibilities of Sing Ireland membership workshops or other training and engagement opportunities (Q3 2027)



Wider Singing Community

Strategy and Implementation

- Advocacy for the singing community in Ireland - raising profile of the organisation and our work, including:
 - Developing and sharing research on the impact of group singing
 - Sharing impact of our projects with marginalised groups, helping to reach more communities facing barriers to access and participation and setting standards for this across the sector
 - Engaging with musicians and membership around issues that impact them, such as developing pay scales
 - Sharing impact and work of the group singing sector in Ireland in international settings eg ECA and Europa Cantat festival
- Growing our reach by reaching new individuals across the singing community, including:
 - Strengthening and growing community partnerships and projects
 - Continuing to expand our offering of training opportunities, such as new educators levels at the International Choral Conducting Summer School or enhanced partnership with Musicians without Borders around trauma-informed and inclusive best practice.

All of our work for the group singing community aims to ensure that we meet the following marketing objectives:

1. Leading
2. Representing
3. Enabling
4. Experiences
5. Partnership

In summary, SI is leading, and representing Ireland's vibrant and growing sector, enabling and providing quality experiences for individuals and communities, and working in partnership to achieve better outcomes for a singing nation.

