



NORMANS
EDUCATION





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A TRUSTED NAME IN MUSIC EDUCATION

Normans have been supporting Music Education in the UK for over 60 years and our team are passionate about helping children get started on their musical journey. We are proud to partner with leading Music Educators in Schools, Hubs and Charities throughout the UK and work tirelessly to provide innovative instrumental solutions to help you deliver the best possible education for our musicians of the future.

[NORMANS.CO.UK/EDUCATION](https://www.normans.co.uk/education)



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>>>>>> A WELCOME FROM JACK

Dear Music Educators,

It is my pleasure to welcome you to our education booklet; giving you an insight into the team behind the Normans name and our education offering. We also hope to inspire collaboration to make **music education a transformative experience for young learners**.

First and foremost, I would like to say a sincere **thank you** to all the Music Hubs that have put their trust in us over the last **60 years**. Together, we have made a lasting impact in the field of music education, and for that, we are immensely proud. We hope to continue our support for the next 60 years and beyond, **welcoming new partnerships** and continuing our commitment to provide the **highest quality musical instruments and services**.

The National Plan for Music Education underscores the importance of **quality, inclusion and accessibility** in Music Education, a vision that resonates deeply with us at Normans. Within this booklet, we will highlight our key initiatives to help you ensure every child can experience the benefits of making music, whilst contributing to a better future.

Consider this booklet **a conversation starter**. Our team will always appreciate communication with you as we continuously innovate and improve our offering to meet your needs.

We are more than just a supplier; we aim to be a partner in your mission to provide exceptional education to the musicians of the future.



Jack Hogan
Head of Partnerships

>>>>>> MEET THE EDUCATION TEAM

Our Education Team are here to make your instrument purchases easy and hassle free and deliver on our **Customer Promise**.



Jack Hogan
Head of Partnerships

Jack leads the Education Team to ensure they deliver the high standards of personal service you've come to expect. A guitarist with over 10 years' Normans service, he is obsessed with the detail and makes customer satisfaction his number one priority.



Nick Walker
Education Advisor

A former Principal Trombonist in HM Royal Marines Band Service and subsequently a Head of Music, Nick is well placed to advise on the wide range of instruments we offer. He's usually your first point of contact and always keen to help.



Andy McKeown
Director

A Normans 'lifer' of almost 30 years, multi-instrumentalist Andy is responsible for the smooth day-to-day running of the business, ensuring it is in the best possible shape to support the complex requirements of our partners in Music Education.



Sue O'Callaghan
Support Team Manager

Another member of the Trombone playing fraternity, Sue is responsible for ensuring we meet your expectations post-purchase and are delivering on our Customer Promise. She has been keeping Music Educators happy for nearly a decade.



Judit Barta
Logistics Manager

Best known for playing the empty box, Judit makes sure your instruments arrive safely and on time. Her team can even stockpile orders until you need them, remove excess packaging and deliver anywhere you choose, across multiple sites.



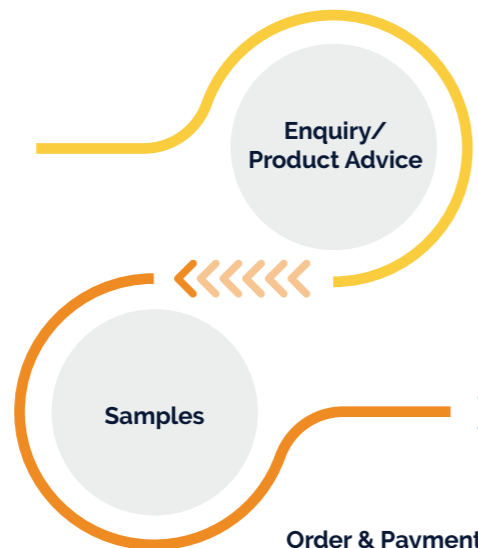
Cait Sullivan
Education Support

Our dedicated Education Support contact, Cait works closely with Sue to deliver first-class service. Majoring on Drums and Bass Guitar, she also dabbles with several other instruments including Flute, Keyboard and Ukulele.





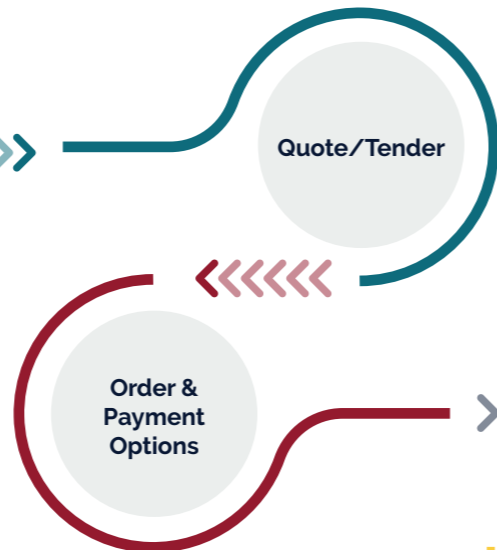
Samples
It's often helpful to get your hands on the instrument(s) to make sure they are suitable for your project. Take advantage of our **free sample service** with in-stock instruments delivered next day.



Enquiry/Product Advice

We pride ourselves on **speed of response**, so whatever your chosen communication method you'll get all the expert advice you need without delay.

Order & Payment Options
Orders are usually placed via email but we just need an official requisition/order number to secure your instruments. Smaller orders can even be placed **online using a Purchase Order**. Education customers are not required to pay up front, you will have 30 days from invoice to process your payment.



Quote/Tender

Once you've decided on the instruments you need, we'll provide a **written quotation within 24 hours** (often much less!) For higher value purchases it is sometimes necessary to go out to tender. **Our team have vast experience of this process and will compile a high-quality response** to the specification within the timelines specified.

After Sales Support
Your **dedicated support contact** is ready to assist with any follow up queries and help you keep your instruments in good working order. Our **5 year warranty** and **maintenance repair services** will keep them in tip top condition so that you can concentrate on teaching.



Delivery

Our logistics team are experienced in fulfilling bulk orders and trained to ensure your instruments are handled, packaged, and quality control checked to reach you in perfect condition. We offer a range of **free personalised delivery** solutions and use multiple delivery partners to offer the right service for you. We can split your order and **delivery to multiple sites, remove and recycle excess packaging** and even **store your instruments in our warehouse** until you are ready to receive them.

"Purchasing from Normans is a breeze! Instruments and accessories are sourced at the best value and deliveries are always prompt and as expected."

Rebecca Smith - Operations Manager, Entrust Music Service



WORKING WITH NORMANS

Our priority is making the purchase of instruments and accessories as **easy as possible**, so you can concentrate on your primary role of educating young musicians.

By providing a personal service, **tailored to your requirements**, we are a partner you can rely on to deliver **best value**, on time and hassle free.

“Normans has consistently proven itself to be an invaluable resource for our institution. I certainly recommend Normans to everyone seeking a professional provider of musical instruments. They have consistently exceeded our expectations and have significantly contributed to the growth of our music program.”

Claudio Di Meo – Principal, Langley Hall Arts Academy

“Normans have consistently been prompt, efficient and informative which is in no small part due to their knowledgeable and enthusiastic staff who have displayed genuine interest in our service’s activities.”

Vaughan York – Resource Coordinator, Trafford Music Service

“The team at Normans go above and beyond to help source the best instruments at very competitive prices. Their attention to detail is superb.”

Karin Jenkins – Head of Music, Swansea Music

“Normans education team are extremely friendly and knowledgeable and are happy to talk you through the pro’s and con’s to ensure you get the instruments that meet your needs. I would recommend Normans to anyone.”

Lee Marchant – Deputy Head of Service, Ealing Music Service

Easy

We understand that purchasing instruments isn't your priority, providing high quality music education is. So we do everything we can to **make the process as smooth as possible**, leaving you to focus on what you do best. Our **knowledgeable Education Team** will guide you through everything from instrument selection, quotes, ordering methods and work out the best delivery solution for your needs.

Personal

Every Normans customer has different requirements depending on the size and scope of their project, so providing a **personal service** is key to our successful partnerships. You will have a **dedicated advisor and support contact** working closely with you to achieve best value from your budget. They can facilitate the provision of **samples** and advise on our range of add-on services such as **serialisation, barcoding, asset tagging** and **bespoke designs** or **pack creation**.

Economical

Ensuring our customers get **best value is our core mission** and a major reason we're still here supporting Music Education after almost 60 years! With significant **discount on bulk purchases, free delivery** on all education orders, our **5 year warranty** and **complimentary classroom resources** we offer best in class value.

Ethical

By choosing Normans, you're not just investing in quality musical instruments; you're also supporting a company committed to ethical practices that benefit the community and the planet. Our new **ReTune Instrument Recycling Programme** is just one way we're trying to make a difference. We also support natural projects around the world through our partnership with **Earthly**.



CLASSROOM PERCUSSION & DRUMS

From **Maracas** to **Marimbas**, **Tambourines** to **Taiko Drums** or **Glockenspiels** to **Gongs**, our extensive range of Drums and Percussion ensure your students

will never miss a beat. Sourced from leading manufacturers around the world offering a diverse mix of traditionally made instruments.



The UK's leading brand of hand-held percussion for the classroom, an extensive range that includes pre-built packs for Keystages 1 & 2.



An engaging choice of pans with a simple design providing the ideal introduction to steel pan playing for all ages, perfect for classroom ensembles.



A name synonymous with quality percussion for those wanting to enhance their ensembles with premium level kit or something a bit more unusual.



GUITARS & FOLK

Choosing the right guitar is easier when you have our team of experts to guide you through the process. We have access to most major brands and whilst educators

typically request class sets of **Ukuleles** or **Classical Guitars** (in various sizes!) we are on hand to help with **Acoustic**, **Electric**, **Bass** or **Amps** if your project requires.



A beginner range designed for use in Music Education, offering a selection of sizes, styles and colours, there is something for every budget.



Claimed to be the 'world's most played Ukulele', Mahalo's Rainbow series has been a staple of music education for many years.



A British based company producing a range of guitar amplifiers and effects units making a name for itself as the go to brand for quality, reliability and value.



STRINGED INSTRUMENTS

A quality set-up is important for orchestral strings, so we work closely with leading manufacturers to ensure the instruments supplied are high specification, well-constructed and designed to give budding virtuosos the best possible start. Whether you need a **1/16 Violin**, a **Full-Size Double Bass** or something in between, we can help.

forenza

Affordable beginner stringed instruments that help the budget go further whilst maintaining the standards needed for reliable performance.



“I’ve always been impressed by the advice Normans give when ordering instruments. Rather than just a faceless website Normans are always happy to discuss the options that work best for you.”

Toby Smith – Music Service Manager, Rotherham Music Education Hub

BRASS & WOODWIND

Whether you're looking for entry level instruments for use in **whole class tuition** or something more niche like a **Mini Bassoon**

or **Alto Flute**, we can help. Our team can advise on a range of options that will do the job without blowing your budget.

Montreux

A range of quality, budget friendly brass and woodwind instruments from the entry level Student Series to advanced Concert Series. New for 2024 the Performance Series enhanced specification beginner instruments will join the Montreux family.



pBone music

Innovative and engaging designs across a range of lightweight plastic musical instruments with sustainability at their core.



NUVO

Manufacturers of the popular Toot and Dood, part of a unique offering of ergonomic instruments in a range of colours and styles.



Stentor has been the benchmark for strings over many years and is known for the quality and consistency of its instruments.



Stagg

Looking for something different? Stagg's range of electric strings is worth considering and can be used with amps or headphones.



Primavera™ Antoni hidersine Est 1890

JUPITER

JOHN PACKER
MUSICAL INSTRUMENTS

YAMAHA

HOWARTH
LONDON

BUFFET
CRAMON
PARIS

BESSON

tj
Trevor James



KEYBOARDS & PIANOS

Our range of **Keyboards** and **Digital Pianos** is expanding rapidly with **roll-up, folding** and **ultra-portable** options now available to complement the established 49, 61 and 88 key models you are

no doubt familiar with. As technology advances at pace, previously premium features are becoming standard and value for money in this area has never been better.

“Normans respond quickly to our often unusual requests and you always get a good deal”
Andrew Withams - Head, Music on Sea



An emerging brand for value piano keyboards built to last in any classroom. Offer now includes a folding digital piano and electronic drum kit for ultimate portability.



3rd Avenue has recently added a roll-up keyboard to it's range which is proving very popular with Music Educators.



An innovative range of lightweight and foldable pianos that make transporting and storing easier than ever.



A name that needs no introduction, producing high-quality keyboards and pianos that are found in classrooms and concert halls worldwide.



KORG CASIO ALESIS



AUDIO & MUSIC TECH

We have everything you need from leading brands to get your Music Tech projects off the ground with a range including:

Microphones, Headphones, Midi controllers, Audio Interfaces, Mixers, PA Systems and Speakers.



An often overlooked brand in this space that manufacturers a wide range of electronic products for the budget conscious without compromising on quality.



The new plug and play folding MIDI controllers from Carry-On are compact, portable and will even work wirelessly.



There isn't much Yamaha don't produce for Music Tech and one thing guaranteed is their quality and unrivalled product support.



A leading music technology company offering innovative and high-quality electronic instruments and accessories.



...AND MORE!

Our extensive supplier base has access to most industry leading and specialist brands. If there's a **anything you're interested in**

but we have **not featured it in this booklet**, please get in touch and **ask us**, more than likely we'll be able to help.

SPECIAL EDUCATIONAL NEEDS & DISABILITIES

It has been great to see the increased support for **equality and diversity** in Music Education over recent years. This not only enriches the learning experience for pupils, but also opens doors to a multitude of perspectives, cultures, and opportunities.

There are a variety of options available for SEND Students, spanning a wide range of categories, from **traditional instruments** like Guitars and Trumpets, to more **specialist products** such as MiMu Gloves and Skoogs.

We've collaborated with numerous Music Hubs and Educational institutions to **support their SEND needs**, providing an array of products in the process. Based on our conversations with Educators, we understand that selecting appropriate instruments involves a thoughtful, **pupil led process** that can take multiple elements into account. Specialist educators we've worked with in this field often employ a **three-tiered categorisation method**, which consists of the following stages:



Providing access to instruments that are safe, easily accessible, and offer a multi-sensory experience.



Introducing a more diverse instrument range that produce low stimulus and wider musical tones.



Expanding access to a broader range of instruments, accompanied by the necessary support.



Stage 1/2

A-Star Sensory Development Pack for 21 Players | AP0024

A mix of instruments that explore varying low volume sounds alongside movement to music.



Stage 2

PP Slap Djembe | PP6661

Durable design and easy to play. Encourages hand-eye coordination and emotional expression through playing.



Stage 1/2

PP Slap Gathering Drum | PP6810

Safe and engaging that can be played with hands or soft beaters. Low stimulus – volume and tempo can be controlled.



Stage 1/2

PP Ocean Drum | PP301

Multi-sensory instrument that provides both auditory and tactile stimulation.



Stage 1/2

A-Star Multicoloured Egg Shakers | AP5200

The sealed and smooth design makes them safe to play. Can be used in group activities to promote inclusivity.



Stage 2

A-Star Coloured Hand Bells Set of 8 | AP2103

Vibrant colours are visually engaging and can be used to promote group learning.



Stage 2

A-Star Rainbow Chime Bar Set | AP7205

Visually engaging with soft and pleasant tones.



Stage 2

Nino Wood Kalimba 5 Keys | NINOg63GR

Simple to use and provides both tactile and auditory sensory experiences.



Stage 2

A-Star Lollipop Drum | AP8111

The bright colours and tactile surface engage multiple senses.



Stage 1/2

A-Star Rain Stick | AP5301

The gentle, cascading sound of a rain stick can be calming, engaging and therapeutic.



Stage 2

Meinl Sonic Energy Mini Steel Tongue Drum | MSTD1BK

Resonant and calming tones can be both heard and felt, providing a multi-sensory experience.



Stage 1/2

SKOOG | SKG2.0

Accessible to everyone, including those with limited mobility or dexterity. Multi-sensory experience, offering a tactile, visual, and auditory experience.

Guidance from specialists in the SEND field suggests that instruments for Stage 1 and 2 should meet certain criteria, detailed below. We welcome further discussions on how we can collaborate with your Hub to supply instruments that are tailored to your specific SEND environments.

Engaging Design

A sensory friendly design with bright and contrasting colours, varied textures and visual indicators is essential. They should be lightweight, comfortable to hold with a simple mechanism making them easy to use.

Sound Quality

It is important that the instruments make a pleasant sound, a limited tonal range can make it easier to play and the ability to control volume can be beneficial.

Safety & Adaptability

Instruments need to be durable, with rounded edges to prevent injury and made from non-toxic materials (REACH certified). Multi-sensory instruments that can be used in various ways (e.g., shaking, striking, plucking) can be more engaging and features like adjustable height or strap length can make the instrument more accessible.

QUALITY & SUSTAINABILITY

Dealing with Normans is more than just transactional, we're all about **building partnerships for the long-term** benefit of all. We are committed to supporting

Music Education however we can whilst ensuring we run our business in the most **efficient and sustainable** way for its continued success.



If you are a regional Music Hub and would like to help us in our quest to save old unused instruments, why not register to be a collection point for our **ReTune Instrument Recycling Programme**.

You can learn more and sign up at normans.co.uk/retune or email us at retune@normans.co.uk.

EARTHLY

[NORMANS.CO.UK/EARTHLY](https://normans.co.uk/earthly)

Trusted Long-Term Partner

Some of our customers have been with us for over 30 years and building **long term partnerships** has been key to our success. A **sustainable, well-financed business** you can rest assured that we'll be here to **support you and your students for many years to come.**

Information Security

We prioritise not just the quality of our products and service but also the security of our customer data. Leveraging cutting-edge technology, our technical infrastructure is robust, secure, and designed to meet the highest standards of data protection. Proud to be **Cyber Essentials Plus certified**, demonstrating we have stringent security measures in place to protect your data exceptionally safe with us.

Sustainable Practices

We are committed to environmental sustainability and take a conscientious approach to sourcing products and ensuring our operations have a minimal carbon footprint. All **cardboard waste is baled on-site and fully recycled**, we work closely with manufacturers to limit the amount of packaging used in our products and aim to **eliminate plastic based packaging wherever possible.**

Based in the heart of the National Forest we have also pledged to support natural projects by working with **Earthly** to fight climate change, reverse diversity loss and help people thrive across the world. Choosing Normans as your instrument partner will help us make a difference.

Social Responsibility

We believe that every child deserves the opportunity to explore the world of music. Through various initiatives and partnerships with Music Education charities, including our popular **Sponsorship Rebate Scheme**, we have helped to make playing an instrument accessible to as many children as possible, regardless of socio-economic background.

Investing in the Future

Working with Normans is not just about making a purchase; it's an **investment in the future of music**, the environment, and our community. We are committed to continuous improvement and innovation, ensuring that we remain at the forefront of quality, sustainability, and social responsibility.

Industry Partnerships



We're proud to be corporate members of the above organisations and are working with them to help make music accessible to everyone and support the development of our musicians of the future.



At Normans Musical Instruments, we're more than just a supplier; we're your partner in Music Education. With our **extensive range of top-quality instruments**, we have everything you need to inspire the next generation of musicians.



Let's talk!

Start a conversation with us today and let's discuss how we can meet your specific instrument requirements.

Jack Hogan

jack@normans.co.uk

Direct Line: 01283 743515

Nick Walker

nick@normans.co.uk

Direct Line: 01283 743516

New to Normans?

If you haven't yet sampled the Normans experience, we'd love the chance to show you what we can do. Whether you just need some product advice or would like us to make a personal visit to your team and bring along some samples we're here to help in any way we can.

education@normans.co.uk

01283 535333



normans.co.uk



Please recycle.