

# MAKING MUSIC. CHANGING LIVES.

## Youth Music Impact Report 2018/19

This is an overview of our investment and the outcomes for young people over the past year. To read the full report, including methodology details, visit [youthmusic.org.uk/impact](http://youthmusic.org.uk/impact)



### MATT GRIFFITHS, YOUTH MUSIC CEO

2019 marks Youth Music's 20th anniversary. Since 1999 we've been supported by the National Lottery via Arts Council England, and without this we would simply not exist.

This Jan we launched our Sound of the Next Generation report, a comprehensive review of young people's relationship with music, produced in collaboration with Ipsos MORI.

In May we hit the headlines with our Exchanging Notes report, a culmination of four years of action research with our partners at Birmingham City University. We believe it's time to reimagine the music curriculum and how it is taught in school.

In August, we were delighted to become a promoting society of People's Postcode Lottery. This means we can do things we've always dreamed of: growing the Youth Music model beyond England, and supporting young adults to progress their music and careers.

October saw our first ever Youth Music Awards in association with Hal Leonard Europe. What a night! The Youth Music Awards also saw the launch of our Youth Music Creatives programme, offering paid opportunities to young people. As a Living Wage Funder and Employer, we want to put an end to the culture of unpaid work in the music industry. We were proud to be recognised as a Funding Champion at this year's Living Wage Champion Awards.

It's been a fantastic year but there's so much more to do. It's a time of great social, political and environmental uncertainty. But we know the transformative power of music, and we will continue to fight on behalf of, and increasingly with, young people.

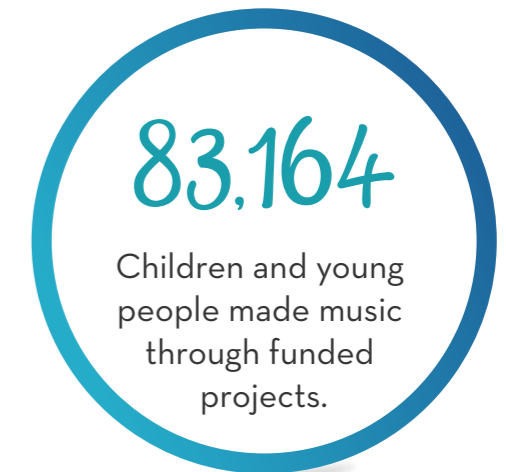
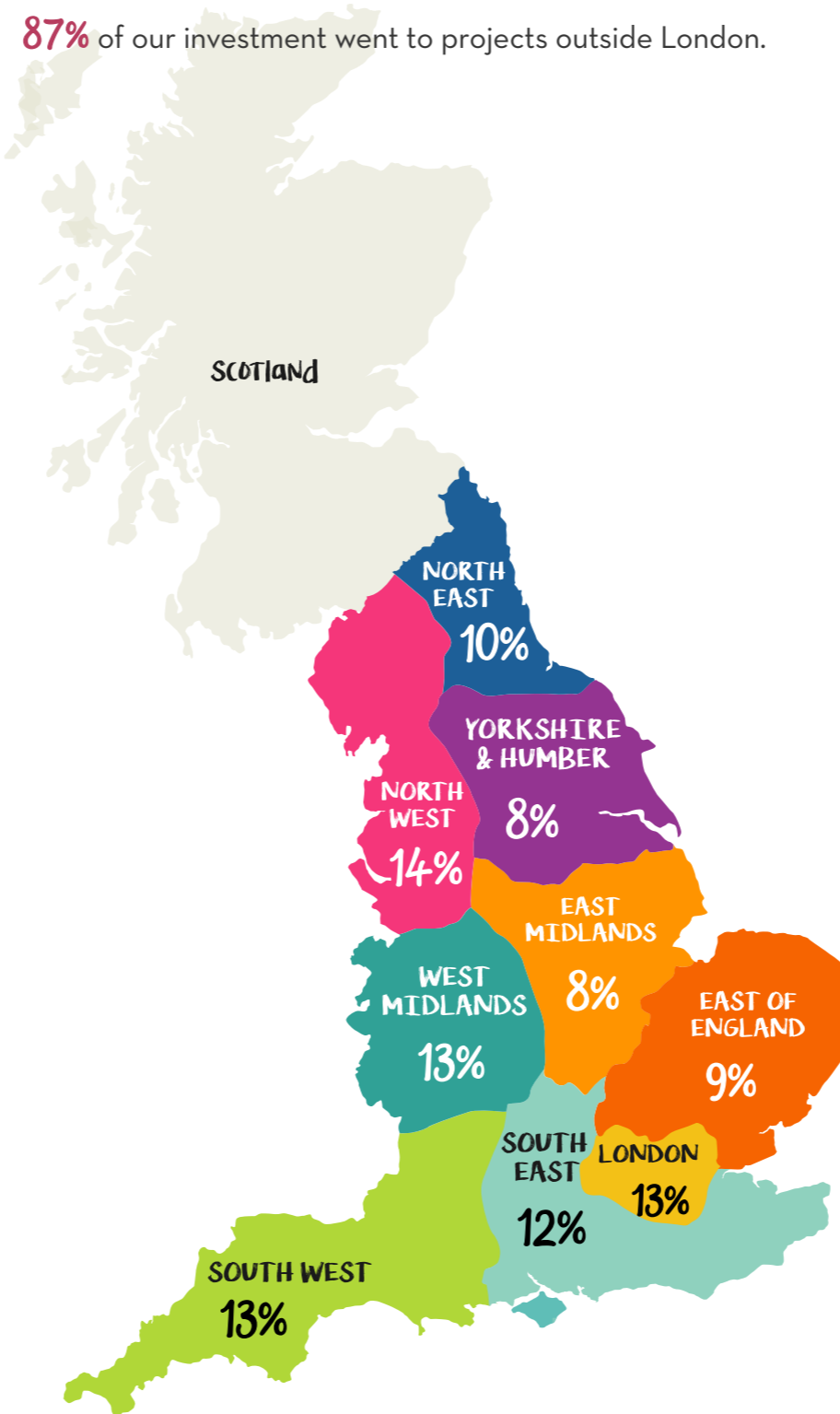
Join us to support young people's lives in music.

## THE PROJECTS FUNDED BY YOUTH MUSIC

We invested a total of **£9,041,480** across **145 organisations**, supporting **148 projects**. Around **150 projects** continued from earlier funding rounds.

For every **£1** we invested this year, projects generated an additional **76p** in match-funding from other sources.

**87%** of our investment went to projects outside London.



### LOCAL AUTHORITY INVESTMENT

Our investment goes where it's needed most. The darker the circle, the more deprived the area. The larger the circle, the more investment the area receives.





## MUSIC MAKES A DIFFERENCE

Youth Music projects take an outcomes approach. They measure and report on the impact that music-making has had for young people in three main areas – musical, personal and social.

### *Musical* OUTCOMES INCLUDED:

- Learning and developing musical skills
- Musical understanding and communication
- Exploring musical diversity
- Achieving accreditation

*“I’ve learnt how to use filters, sound effects, how to use inter-app audio, how to record stuff, make it go together well with other things.”*

### *Personal* OUTCOMES INCLUDED:

- Confidence and self-esteem
- Stress management and emotional release
- Employability skills
- Engagement with education

*“It has been a very creative experience and I express my feelings through rap music, because I love to rap in my own time and record new things, when I find new lyrics. I am very creative in lyric-writing.”*

### *Social* OUTCOMES INCLUDED:

- Establishing relationships
- Belonging to a community
- Communication and language skills
- Family bonding

*“The project has provided a unique and special opportunity for our young people to engage with, share, and feel accepted within the larger UK community.”*



**TAZ, 18**  
**CAMBRIDGE**

**“RAP IS ME.”**

Taz has always been a music fan. However it wasn't until she met Karl, the music leader at Romsey Mill, that she started to write and perform her own material.

*“I have so much to say about the world,” she says. “If I’m feeling something, I’ll write it. It’s such a good way to get things out.”*

*“If I was an A\* student in English, maybe I’d write a letter to the council... I see so many things that really anger me, and I just want to do something about it, but when it comes to rap you can actually just express it really easily.”*

Taz was the winner of the Lyricist Award at the Youth Music Awards 2019 in association with Hal Leonard Europe.

Photo by Blouhaus Photography.



**CHARLOTTE, DWIGHT & FINLAY (15-16)**  
**MANCHESTER**

**“I FEEL LIKE I’VE FOUND MY OWN VOICE.”**

Charlotte, Dwight and Finlay took part in Youth Music’s Exchanging Notes programme, in a project run by Brighter Sound. They’re now all taking GCSE Music – and they say that the project has played a big role in their musical development, as well as improving their confidence and ability to express themselves.

The end of the project was marked by a live performance at Manchester’s renowned live music venue Band on the Wall. *“That was the best,”* says Charlotte. *“I literally just got to the stage and was like... woah!”*

*“I was proud of myself,”* adds Dwight, *“cos I’m not used to doing stuff like that, like getting up on stage and performing in front of that many people.”*

Finlay says he’s *“a lot different”* to how he used to be before starting to make music. *“It allows me to be myself – when I make music, I can be myself. I don’t have to be, like, you know, loud and annoying and stuff. I can just play music in my own way.”*