

# YOUTH MUSIC

Business Plan 2023 - 2026



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- 2. Governance and Operations**
- 3. Delivering the National Lottery Fund for Children and Young People's Creativity**

Note: This is a summary version of the Youth Music Business Plan 2023-2026



# 1. Introduction to Youth Music

**YOUTH  
MUSIC**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# Introduction from Matt Griffiths, Youth Music CEO



When putting together this business plan, at the front of our minds has been the situation for young people and the workforce. We feel it is more crucial than ever to support them in this time of economic, social and environmental turbulence. All further exacerbating entrenched inequalities across society with levels of poverty and hardship forecast to significantly increase due to the current cost of living emergency.

Whilst this affects many people, it is young people who will be significantly impacted, particularly those already facing barriers in their lives because of who they are, where they're from and what they're going through. The very young people supported by Youth Music through the grassroots funded partners we invest in across the UK.

The workforce continues to need our support too. Our portfolio of funded partners, whilst often relatively small in size are trailblazing, entrepreneurial and firmly rooted in their communities. The cost of living emergency is increasing both organisational running costs and the living costs of the people they employ. All whilst we are facing an unprecedented demand for funding.

The question we've asked ourselves is: how can we best respond to this challenging situation over the next three years? What is 100% clear is that our work is needed more than ever and we'll continue to equalise young people's access to making, learning and earning in music from early years to young adulthood through our investment, influence, insights and national infrastructure.

And we want to go further over the next three years responding to children and young people's wider creative

lives. Whilst our focus will continue to be predominantly in music, we will be widening the scope of the organisations we invest in over the next three years. Working with them to develop and embed inclusive practice replicating what we've achieved in music over the last twenty three years. This is a key development in our business plan and one we believe is timely. Young people's creative lives and interests are now more fluid than ever before yet the barriers to entry remain. We will plan this transition carefully beginning with a R&D and consultation phase in 2023/24 with implementation taking place from 2024/25 onwards.

This business plan sets out in more detail how this will be achieved, underpinned by our new strategic outcomes:

- Equalise access and outcomes for **children and young people**
- Empower **projects and professionals** to survive and thrive
- Inspire change amongst **wider industries**

As we look to the future, it's clear that there are difficult times ahead. We will take stock and ensure we utilise our **insights, investment** and **influence** to put the needs and views of young people front and centre.

Thanks to our role as a delegated distributor of **National Lottery** and the funds we receive via **Arts Council England**, and investment from **People's Postcode Lottery**, we will ensure music remains a constant in an uncertain and changing world.



# YOUTH MUSIC

## About Us

We're the UK's biggest young people's music charity. And we believe that every young person should have the chance to make, learn and earn in music and creativity.

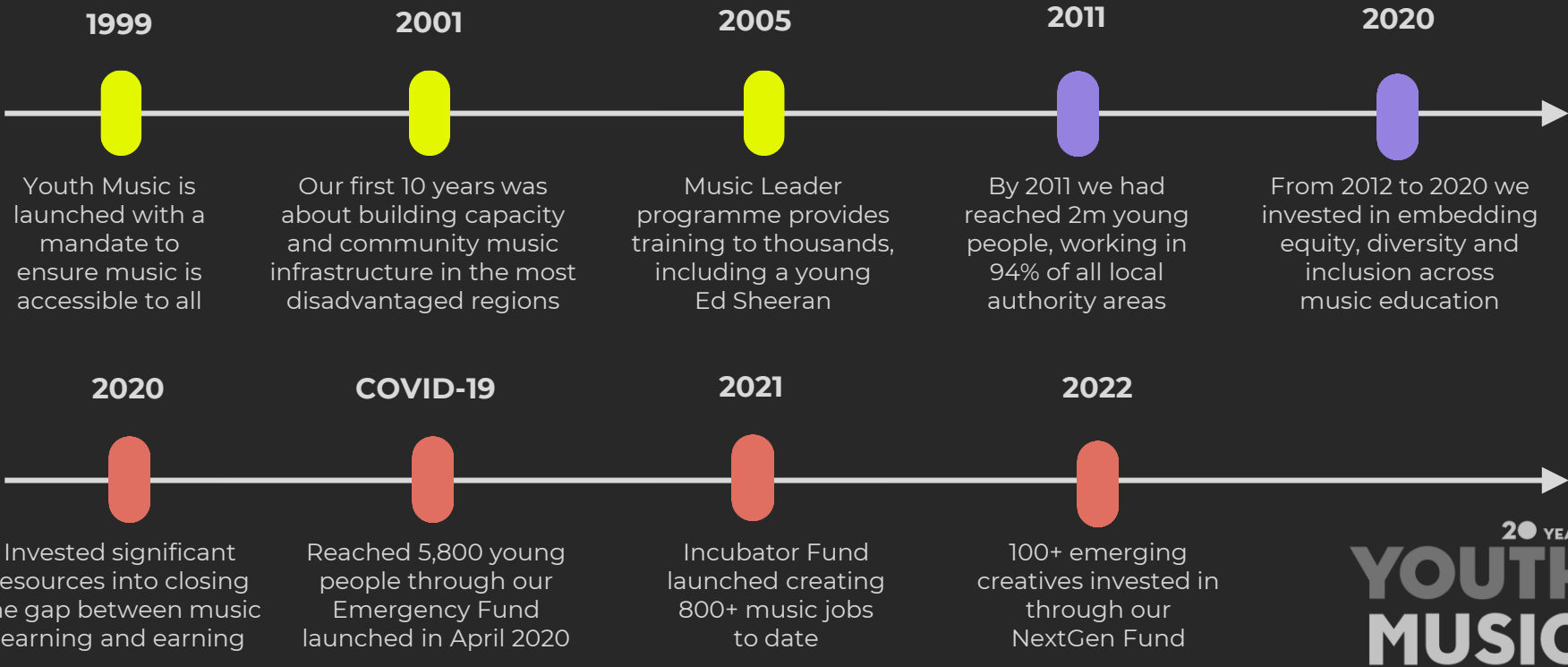
Yet our research shows that many can't because of who they are, where they're from or what they're going through.

We leverage our insights, investment, and influence to build a national grassroots infrastructure that ensures the future of music is more **inclusive, diverse, equitable** and **accessible**.

Youth Music is a national charity funded thanks to the National Lottery via Arts Council England, players of People's Postcode Lottery and support from partners, fundraisers and donors.



# 20+ YEARS DRIVING CHANGE



# Young people are navigating world-changing events and societal injustices more than ever

**HOUSING CRISIS**

**CLIMATE CHANGE**

**COST OF LIVING CRISIS**

**RACIAL INJUSTICE**

**MENTAL HEALTH**

**UNEMPLOYMENT**

**YOUTH VIOLENCE**

**COVID-19**



# Music and creativity play a vital role in their lives.....

There's a myriad of ways that music helps transform lives.  
Young people from across the country have told us....

"It's kind of like therapy in a way, for me anyway, being able to write something and get it out of my head, so it's sort of off my chest as well."

– Nottingham

"I'm generally not a social person, I don't have many friends, so it's just nice to maybe connect with people a bit through these courses."

–Hastings

"Bookings are coming in like wildfire and I'm building up my [DJ] business"

– Leeds

"I can't go a day without listening to music... it just, like, gets me in a good mood, like, waking up early in the morning, I straight away just put on music"

– Manchester

**97%** of young people listened to music in the last week

**67%** of young people make music

**85%** of young singers say singing makes them happy

Sounds of the Next Generation research



# ... yet many face deep rooted barriers to creative making, learning and earning

## Our evidence shows:

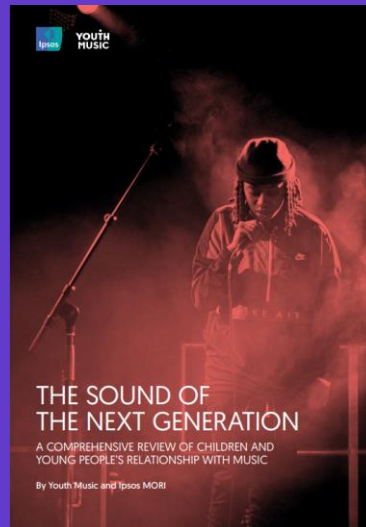
- Those who could benefit the most from music are missing out
- Music education is often culturally outdated and not youth-led
- Socio-economic backgrounds and location dictate access
- Young people progressing into the industry encounter:
  - Precarious, low paid jobs
  - "Who you know" culture
  - Racism, sexism, ableism

Our ground-breaking insights reports provide national trends and unique data from thousands of young voices and projects

# 67%

of D/deaf and Disabled musicians cite financial reasons as a severe barrier to accessing music

[Reshape Music Report](#)



Barriers to participation

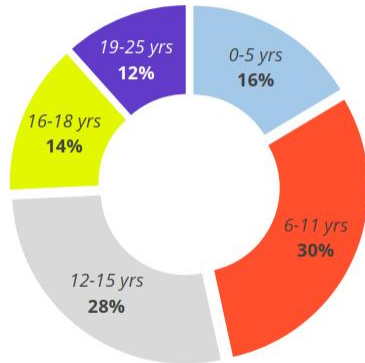
# WHO WE WORK WITH

Data from Youth Music's Annual Report 2021-22



## Age

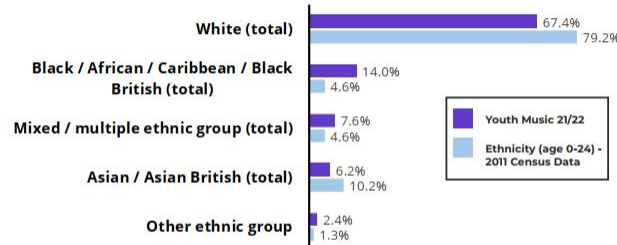
We worked with 86,490 children and young people, 29,991 on a sustained basis



Distribution of ages of core participants in evaluation data (collected for 93% of core participants).

## Ethnicity

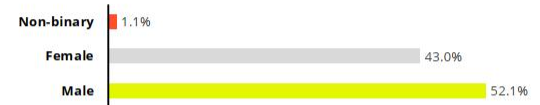
Ethnicity of core participants plotted against national census data for 0-24 year olds (2011)



\*0.2% preferred to self-describe their ethnicity, and 2.2% preferred not to say at point of data collection. Ethnicity data (including PNTS) was collected for 60% of core participants.

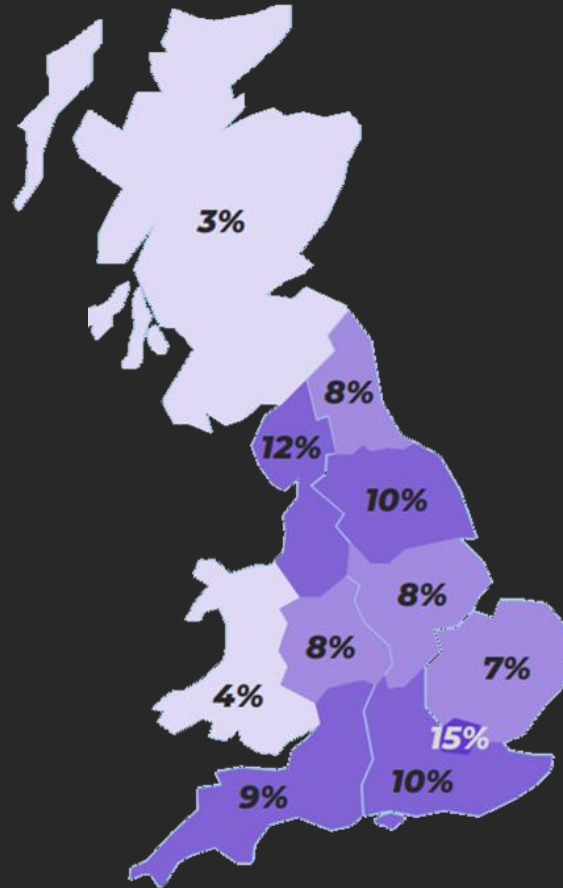
## Gender Identity

Gender identities of core participants in evaluation data



\*0.4% preferred to self-describe their gender identity, and 3.5% preferred not to say at point of data collection. Gender data (including PNTS) was collected for 82% of core participants.

# WHERE WE INVEST



**We invest in grassroots projects that equalise access and outcomes for those facing barriers**

“

I've got a guitar and my mam paid for two lessons, but they were £70 a time and she couldn't keep it up, because she had to save up money for a school trip. Then she heard about this”

– **My Pockets, Hull**

“

The retention of teenage parents was a significant outcome, Babigloo really works for teenage parents as it's a nonverbal space where they feel they can come and not be judged”.

– **Babigloo, Dorset**

“

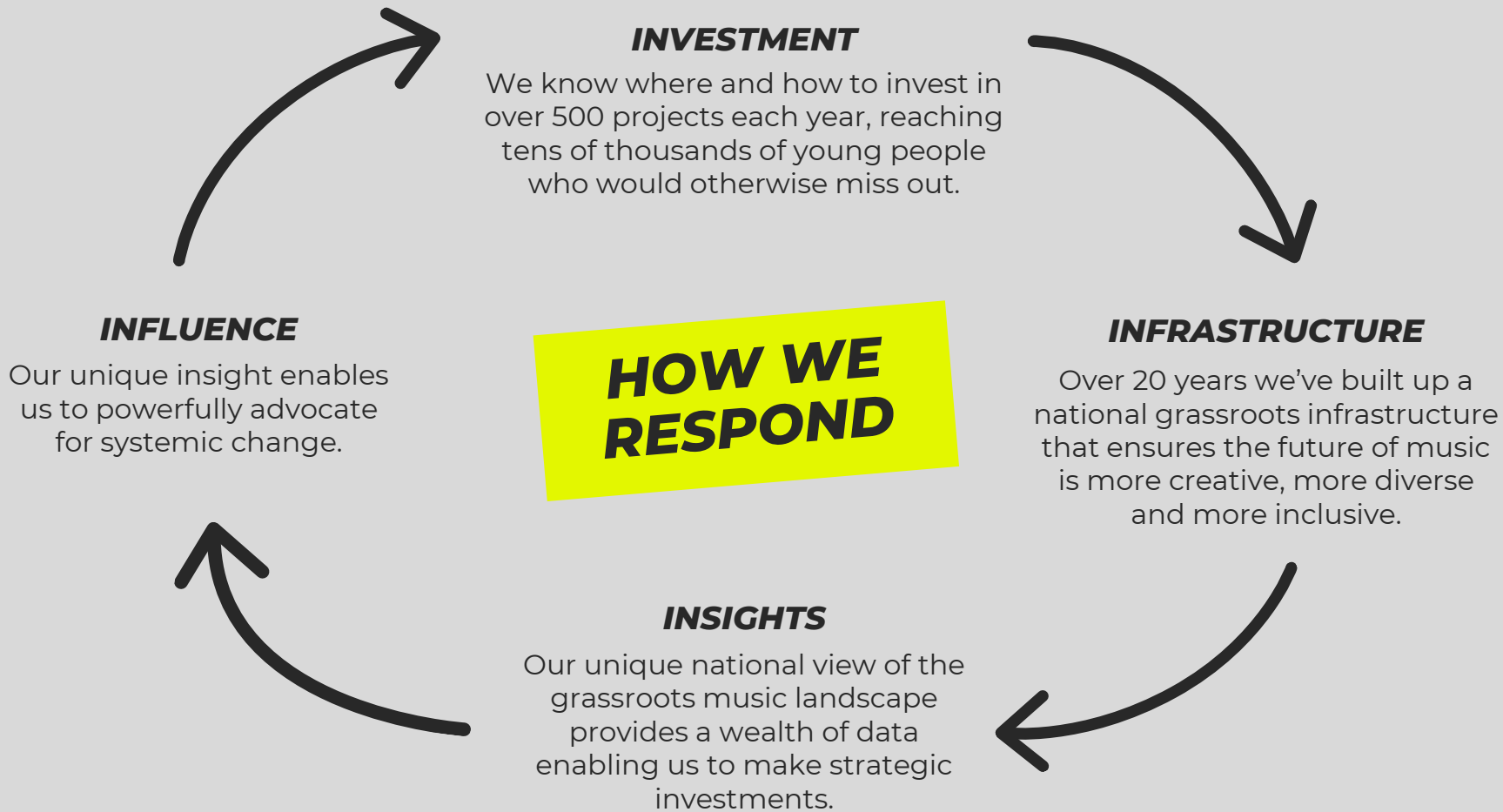
If it wasn't for In-Spire, I probably wouldn't be breathing right now. This project has been instrumental in me wanting to keep living.”

- **In-Spire Sounds, Oxford**

“

Every other major city in the UK had their own 'DJ girl gang' to fight the blatant inequality in the music industry, so I wanted to create Birmingham's version. Young people are fed-up with the world we've been brought into, we no longer stand for the same things generations before us have - in fact we're actively changing them.”

– **Selextorhood, Birmingham**





# Youth Music Strategic Framework

## 2023 - 2026

### VISION

A world where every young person can change their life through music and creativity

### MISSION

We are creating a world where every young person can make, learn and earn in music and creativity, whatever their background or goal

OUTCOMES	<b>1</b> <b>EQUALISE ACCESS AND OUTCOMES FOR CHILDREN AND YOUNG PEOPLE</b>	<b>2</b> <b>EMPOWER PROJECTS AND PROFESSIONALS TO SURVIVE AND THRIVE</b>	<b>3</b> <b>INSPIRE CHANGE AMONGST CREATIVE ECOSYSTEM</b>
PRIORITIES	<p>Build creative opportunities for those facing the biggest barriers.</p> <p><b>Champion Youth Voice</b></p> <p><b>Invest Equitably</b></p> <p><b>Close Gap from Learning to Earning</b></p>	<p>Support the national grassroots infrastructure to grow and develop.</p> <p><b>Inspire Progressive Practices</b></p> <p><b>Flexible Funding</b></p>	<p>Advocate for the importance of creativity in young people's lives.</p> <p><b>Join Forces to Increase Impact</b></p> <p><b>Secure Income</b></p> <p><b>Position as Changemaker</b></p>

### Underpinned by

**Environment**

### IDEA

(Inclusion, Diversity, Equity, Access)

**Wellbeing**

**Safeguarding**

**Participation**



# FLAGSHIP PROJECTS

Created to deliver on our strategic outcomes.

## Exchanging Notes

Our learning and development platform.

## IDEA Project

An accredited approach to improve Inclusion, Diversity, Equity and Access.

## Youth Music Awards

Celebrating the most forward-thinking projects and people making, learning and earning in music.

## NextGen Community

For young creatives aspiring to build and work in the music industries of the future.

# FUNDING PROGRAMME

Our existing funding programmes are strategically designed to achieve systemic change at scale. These will evolve over the coming years to achieve our outcomes.

## TRAILBLAZER FUND

Invests in grassroots music projects who aim to trial new ways of working and disrupt the status quo. (Ages 0-25)

Watch this space for future funds supporting a more diverse music industries, and innovation across Early Years and Digital

## NEXTGEN FUND

Invests directly in emerging creatives enabling them to deliver and own an independent project and build their portfolios.

## CATALYSER FUND

Invests in community music organisations over a long term enabling them to build capacity and scale-up delivery. (Ages 0-25)

## 2. Governance and Operations

**YOUTH  
MUSIC**



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# ***OUR VALUES***

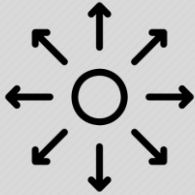
- Bold** Leading change means taking informed risks, however uncomfortable.
- Responsive** Like the young people we work with, we're constantly growing and open-minded.
- Inclusive** We take a proactive and leading approach to Inclusion, Diversity, Equality and Accessibility.
- Trusting** The biggest impact will come from collaborating with and enabling others.
- Enterprising** We think creatively and act dynamically.



# INSIGHTS FRAMEWORK

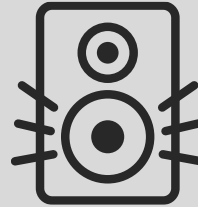
A round up of the data we use to set targets and measure our performance.

## REACH



- Monitors where we are working and with whom.
- Collecting data on the diversity of our workforce, beneficiaries, funded organisations and places of investment.
- Routinely analysing data to inform funding decisions, recruitment and marketing.

## FEEDBACK



- Tells us what people think about the way we operate.
- Collecting opinions from staff, funding applicants and partners, and our NextGen Community.
- Collected annually. Informs the way we work and annual improvement priorities.

## OUTCOMES



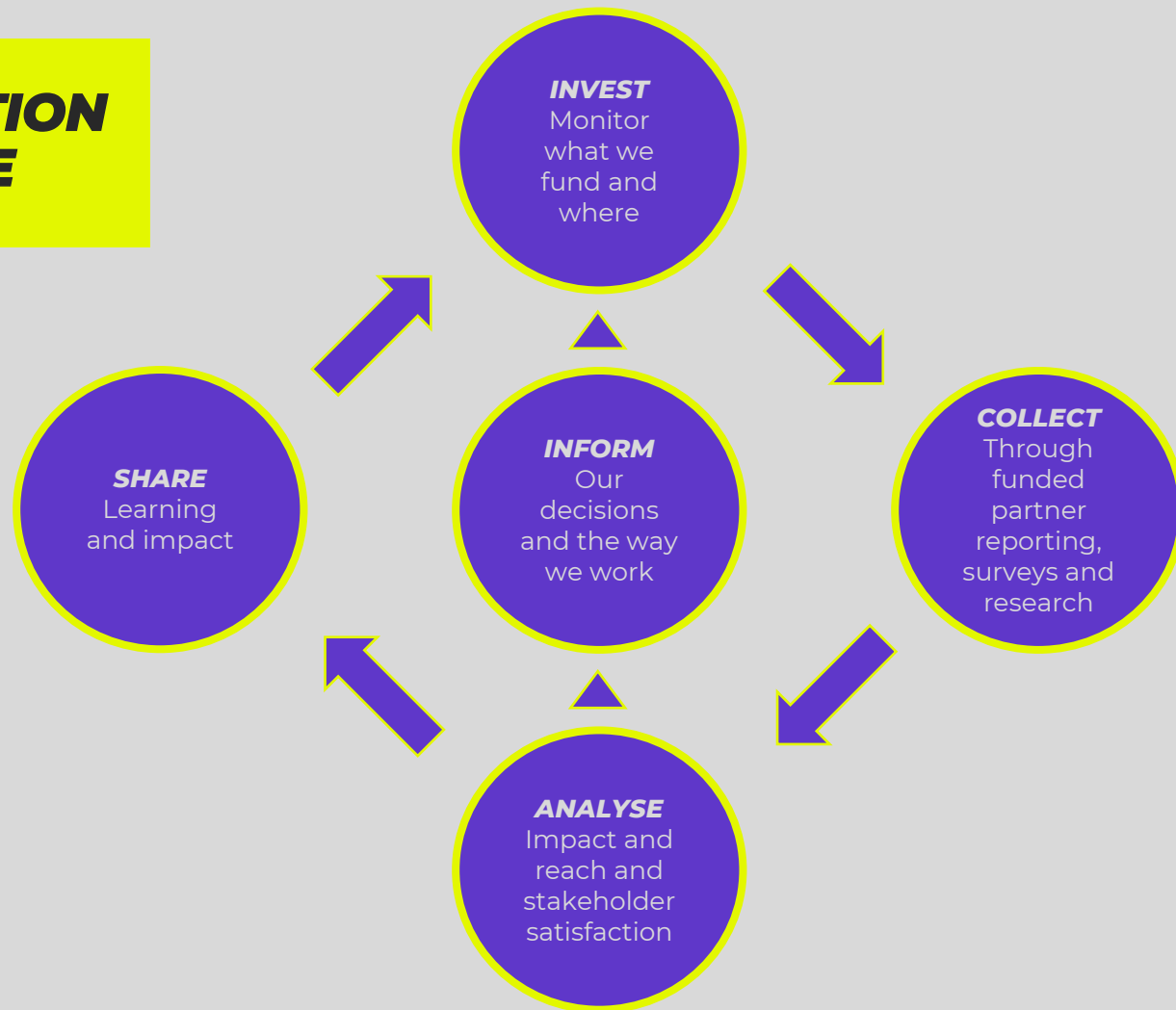
- Demonstrates the impact of our investment.
- We collect progression data and case studies on children and young people, organisations and the workforce as well as leverage from the grants we make.
- Collecting through Funded Partner reporting and direct research with our beneficiaries. Informs our strategy and activity planning and used for advocacy.

## INSIGHT

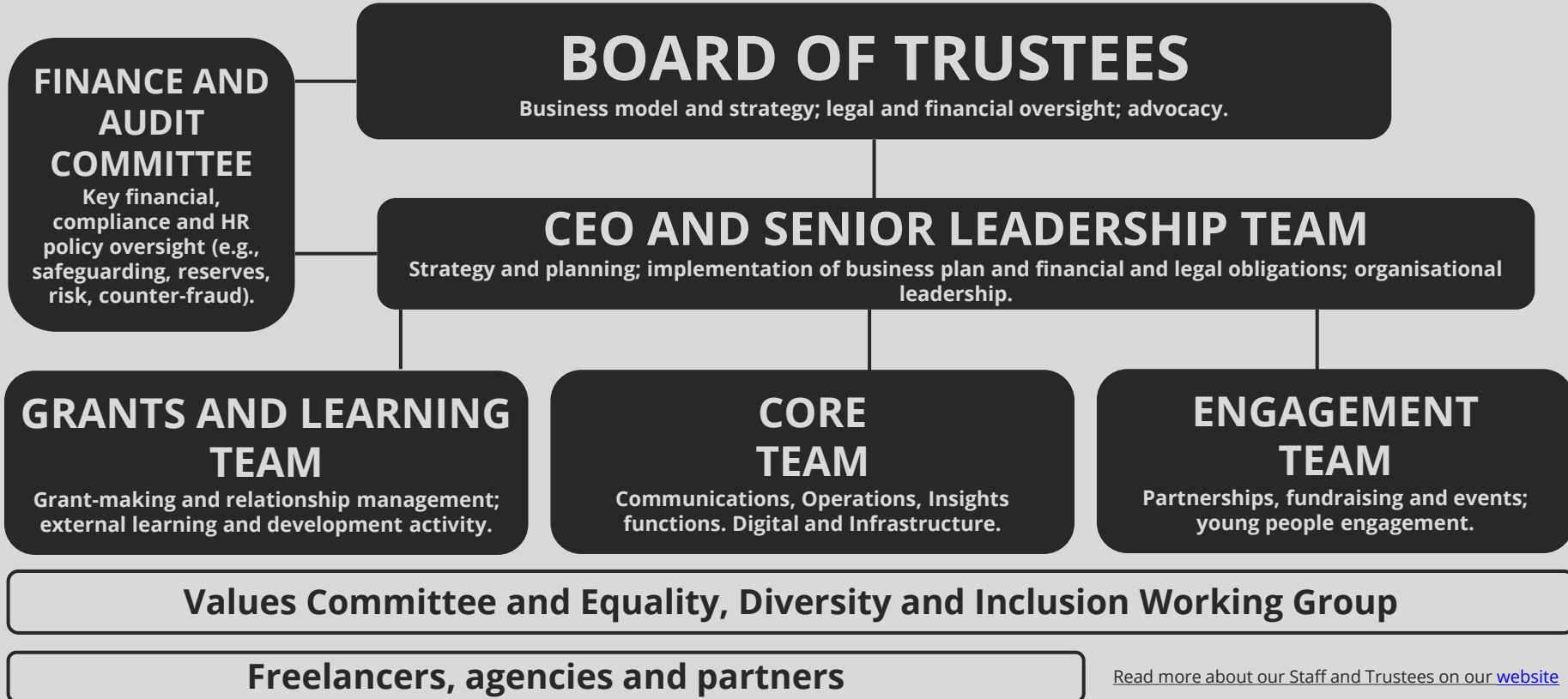


- Tells us what's going on for children and young people, and those who work with them, in a rapidly changing world.
- Research captures opinions and experiences, combined with polling and external data sets for a 360 degree picture.
- Collected as and when required to shape our strategy.

# EVALUATION CYCLE



# STRUCTURE AND GOVERNANCE



Read more about our Staff and Trustees on our [website](#)

# EXTERNAL PARTNERS

We work with a range of external specialists to bolster our own capacity and expertise, including these freelancers, agencies and partners.



**HR, policy and process support**



**IT support**



**PR and Digital Agencies**



**Finance and anti-fraud**, external accountants, auditors and internal audit specialist



**Fundraising Committee**, including music industry experts



**Assessors**  
Experts drawn from across the arts, youth and creative industries



**Funding Advisors**, with lived experience of Youth Music projects (including workforce and young people)



**NextGen Community**, Freelance creative support

# GRANT-MAKING PRINCIPLES

1. Be accessible
2. Be participatory
3. Don't waste time
4. Ask relevant questions
5. Accept risk
6. Act with urgency
7. Be transparent
8. Be flexible
9. Be clear about relationship
10. Have light touch reporting





# ***PARTNERSHIPS FRAMEWORK***

**INCOME    PROFILE    OPPORTUNITIES**

**INVESTMENT INTO CORE, FUNDS AND PROGRAMMES**

**IN-KIND SUPPORT**

National grants programme  
Core funding and overheads

Investing in Funds  
Connecting with NextGen

Award Sponsorship  
Give A Gig

Connecting with NextGen  
Brokering opportunities

**FUNDERS**

(ACE, PPL, Foundations)

**BRANDS**

(Tech, Lifestyle, Finance)

**MUSIC INDUSTRY**

(Majors, Publishers, Live, Trade)

**WIDER INDUSTRIES**

(Independents, Education, Music tech)

## CORE FUNDERS



Supported using public funding by  
**ARTS COUNCIL  
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LOTTERY FUNDED

Supported by players of

Awarded funds from



## CORPORATE PARTNERS



HAL•LEONARD®  
EUROPE



**Turtle Bay**  
*Caribbean social*



*Marshall*

## FOUNDATIONS

Alchemy  
Foundation

**Baskin**  
Foundation

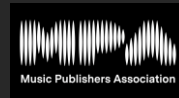
## AWARDS SPONSORS



Musicians'  
Union



**ticketmaster**®



warner music group

## IN KIND PARTNERS

**Metropolis** Focusrite®



music:)ally  
EST. 2002

|||≡ Ableton



BBC MUSIC  
introducing...



## COMMUNITY FUNDRAISING

Give a Gig

Community events/runs

Individual giving

Legacy gifts

# Youth Music Budget Overview 1 April 2022 to 31 March 2026

		Actual	Forecast	Forecast	Forecast
		2022/23	2023/24	2024/25	2025/26
<b>INCOME</b>					
Grants		12,179,170	12,151,000	12,151,000	12,151,000
Fundraising & Donations		252,084	405,700	405,700	405,700
Investment & Other Income		39,876	72,000	25,000	25,000
<b>Total Income</b>		<b>12,471,130</b>	<b>12,628,700</b>	<b>12,581,700</b>	<b>12,581,700</b>
<b>EXPENDITURE</b>					
Staff Costs		1,216,072	1,429,498	1,467,099	1,531,571
Direct Activity Costs		10,520,758	10,133,975	9,950,800	9,950,800
Infrastructure Costs		273,192	336,459	297,073	308,113
Direct Communication Costs		353,502	458,960	444,958	452,599
Administration		187,548	230,088	249,531	256,199
<b>Total Expenditure</b>		<b>12,551,072</b>	<b>12,588,980</b>	<b>12,409,461</b>	<b>12,499,282</b>
<b>SURPLUS / (DEFICIT)</b>		<b>(79,942)</b>	<b>39,720</b>	<b>172,239</b>	<b>82,418</b>
<b>FUNDS BREAKDOWN</b>					
<b>Total Funds b/fwd</b>		<b>3,271,665</b>	<b>3,191,722</b>	<b>2,636,253</b>	<b>2,408,492</b>
Restricted Funds		189,914			
Designated Funds		1,594,606	1,189,331	789,331	389,831
General Reserves		1,407,202	1,446,922	1,619,161	1,701,579
<b>TOTAL FUNDS C/FWD</b>		<b>3,191,722</b>	<b>2,636,253</b>	<b>2,408,492</b>	<b>2,091,410</b>

# YOUTH MUSIC

***THANK YOU***

Studio LG01, The Print Rooms,  
164-180 Union St, London SE1 0LH  
Registered Charity Number 1075032