

Music for Youth

# IMPACT REPORT 2024

Showcasing the brilliance of young musicians across the UK



## A year of innovation

2024 has been a landmark year for Music for Youth with more people than ever joining our life-changing programme. Through our festivals, workshops and mentoring initiatives we have reached thousands of young musicians, teachers and music leaders ensuring ensembles, bands, orchestras and choirs get to showcase their brilliance on stages large and small.

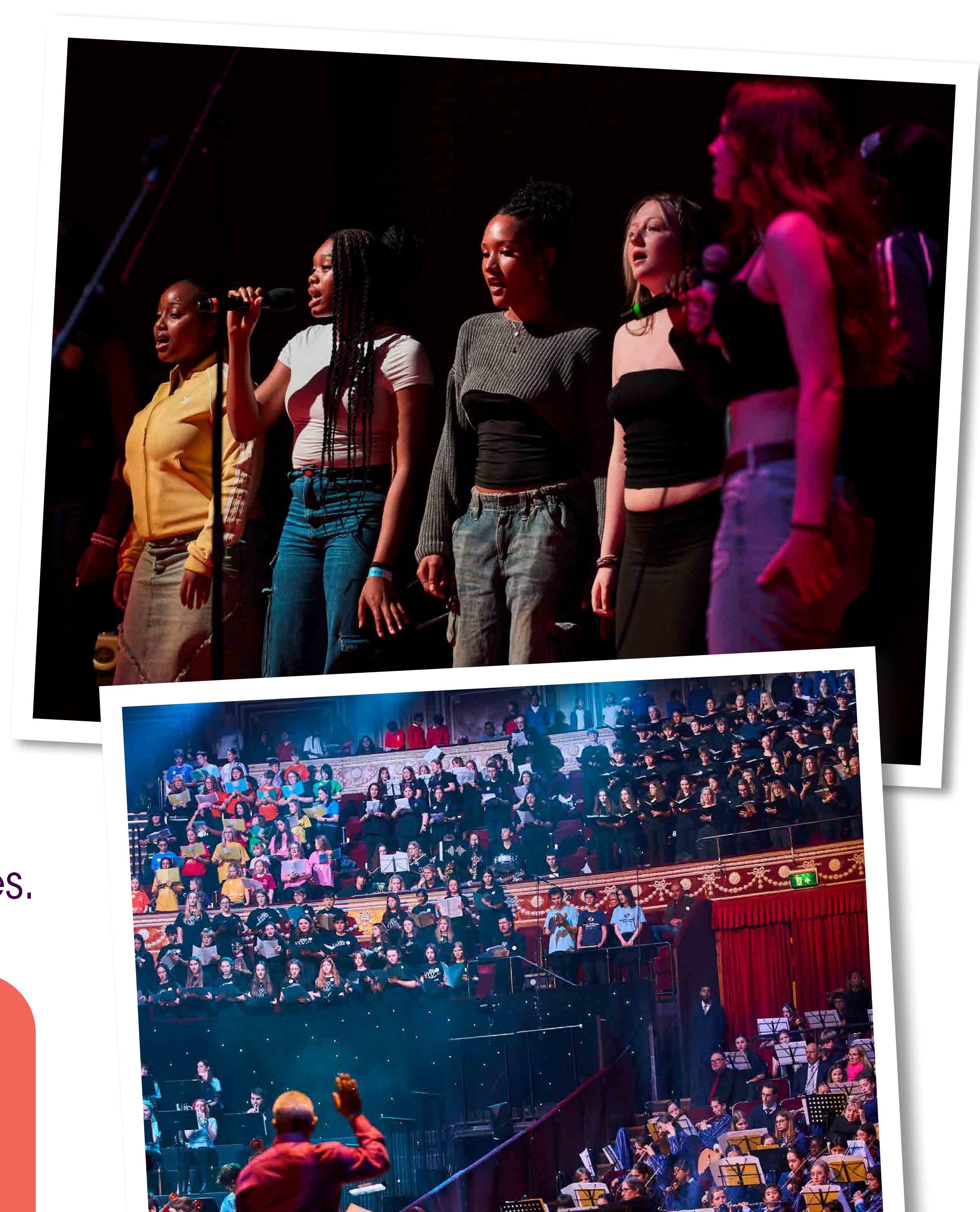
We have continued to evolve with remarkable performances by young musicians, including a new BBC Ten Pieces commission showcased at the iconic Royal Albert Hall during the MFY Proms. Our expanded National Festival celebrated the incredible breadth and depth of talent across the UK, while our inclusive Together for Music festival shone a light on groups of all abilities, embracing individuals within the D/deaf, neurodivergent, and disabled communities.

This year, our reach has extended beyond live events, with increased engagement on social media and extensive media coverage, raising awareness of the importance of youth music and showcasing the talent of young musicians to wider audiences.

#### Key Highlights of 2024

- New Commission: by composer Cassie Kinoshi and poet Belinda Zhawi, commissioned in partnership with BBC Ten Pieces, ABRSM and Royal Albert Hall. Performed by 2273 young people at the Music for Youth Proms, as part of the BBC Ten Pieces Creative Project.
- Frequencies Music Video Festival: Taking place at the Midlands Arts Centre in Birmingham, the festival empowered young independent filmmakers, producers and musicians to tell their stories, no matter who or where they are. Winners were selected by a jury of industry experts.
- Together for Music: A new festival in collaboration with Trinity College London, showcasing the brilliance of young blind, d/Deaf, neurodiverse and disabled musicians from across the UK. This event is designed to improve access for young musicians facing the biggest barriers to participation.
- Music for Youth on BBC One's The One Show: Major coverage of MFY's Regional Festival, highlighting the incredible work music teachers do through our' Thank Your Music Teacher' campaign.







#### Impact and reach

young musicians took part in MFY events and programmes

groups took part from across the UK

music groups benefitted from feedback and mentorship through our programmes

of participants reported increased confidence in performing

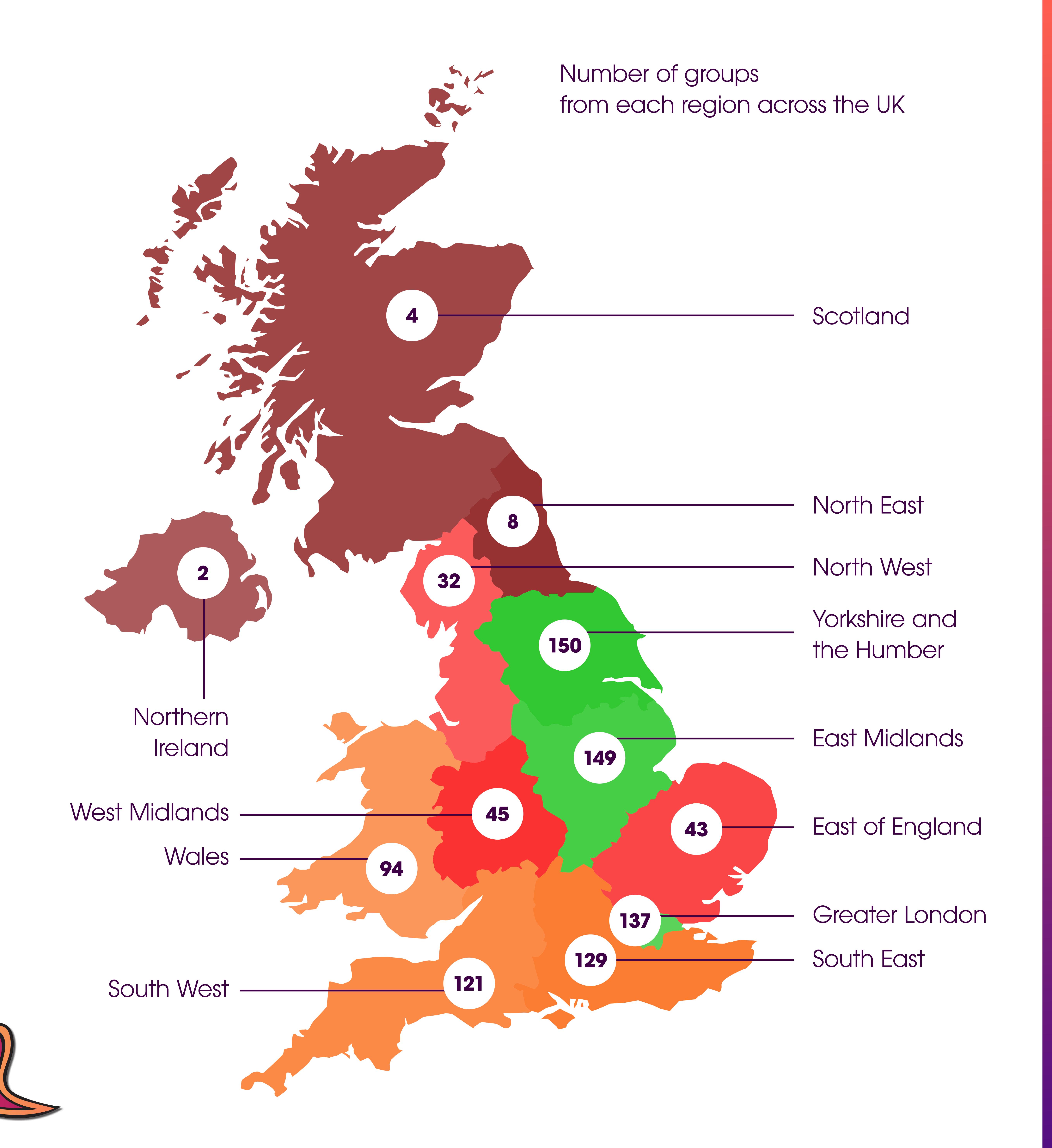
of teachers and group leaders highlighted the value of MFY events in enhancing musical skills and teamwork

of participants were from an ethnically diverse background

of groups come from ACE Levelling Up for Culture Places







### Regional Festival 2024

The Music for Youth Regional Festival offers young musicians a unique opportunity to perform live, share their music, experience performances from other groups, connect with fellow musicians, and receive invaluable feedback and guidance from professional musicians and educators—our Music Mentors.

Festivals across the UK, in England, Northern Ireland, Scotland and Wales

749 groups performed across the UK

37% of Festivals were in Education Investment Areas

20% of Festivals were in ACE Priority Places

of festival participants rated their Regional Festival experience as 'excellent' or 'good'



#### National Festival 2024

The event showcased live performances from the next generation of young musicians, dynamic fringe stages, interactive workshops with industry professionals, the Frequencies New Music Residency, a specially curated Youth Citizens' Assembly, and inspiring showcase concerts throughout Birmingham.

208
groups took part

8,723 young people took part

15% of performers identified as disabled



"(It was a) really great opportunity to show other musicians what we can do as well as seeing what they have to offer. Useful feedback helped us improve."

Performer, Les Etoiles

"What an incredible experience for our students to share their passion and what they love doing the best... This has definitely helped build the confidence of our students."

Group Leader, Y-Not Arts



#### MFY Proms 2024

The Music for Youth Proms was our most ambitious ever. Working in partnership with BBC Ten Pieces, ABRSM and the Royal Albert Hall, we staged the world premiere of Cassie Kinoshi's new piece, 'the colour of all things constant'. With words by poet Belinda Zhawi, the piece focuses on the timely theme of kindness. With a wonderful 4-star review in The Telegraph, audiences were inspired by the groups and the incredible massed ensemble of over 1000 young musicians performing each night on the iconic Royal Albert Hall stage.

2,273 young musicians from across the country joined us on stage

"Events such as the Music for Youth Proms provides our learners with the invaluable experience of performing at a prestigious venue and to a wider audience, whilst also being in a totally safe, unjudgmental and encouraging environment."

Group Leader, ABC Caerdydd & ABC Y Fro

"The work of Music for Youth becomes ever more vital. It organises events for young musicians and mentorship schemes for talented individuals, in every style of music across the country (and) has its ear to the ground for cultural trends...Taken as a whole, the show was dazzling with acts big and small streaming on and off that famed platform with slick precision."

Ivan Hewitt, The Telegraph





## Together for Music

In March 2024, Music for Youth, Bristol Beacon and Trinity College London came together to pilot a brand-new inclusive music event for young people. This festival was designed specifically to celebrate creativity and music making for young people of all abilities, welcoming young people from d/Deaf, neurodivergent and disabled communities. Over 160 young people participated in the festival, which featured 10 performances on the mainstage and a suite of interactive workshops.



## Primary Live

Taking place within the 2024 National Festival, MFY presented two inspirational Primary Live concerts, performed by young people, for young people, providing a first-hand experience of live music-making in a fun and engaging environment.

Over 2000 young people from across the Midlands were guided through the concert by an inspirational animateur and presenter. Teachers had the opportunity to benefit from a 90-minute CPD session, access online learning resources and support their pupils in gaining Arts Award Discover as a result of participating in Primary Live.



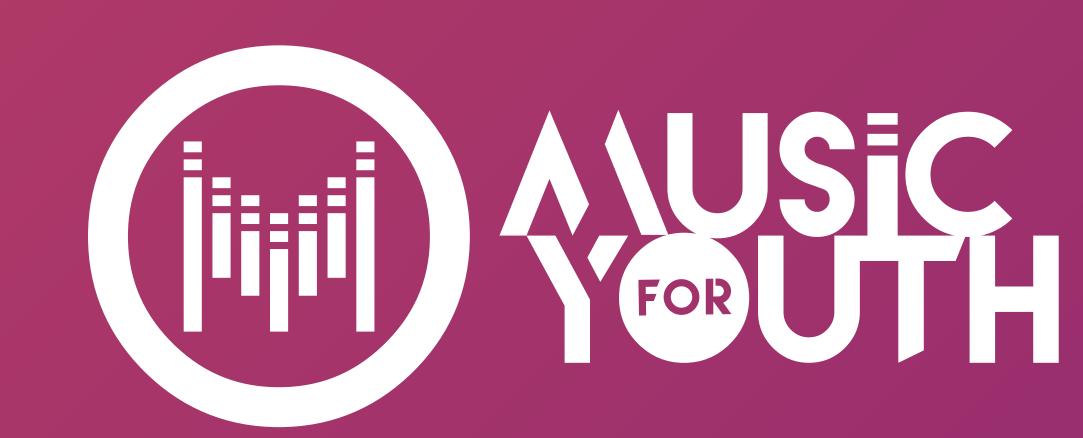
## Thank Your Music Teacher

Based on an original idea by Music for Youth ambassador, Jack Pepper MFY once again ran the 'Thank Your Music Teacher' campaign in 2024. Featuring an open call inviting nominations for inspirational music teachers, the campaign culminated in the announcement of the winning teacher at the Music for Youth Proms. Helen Powell, Llanidloes High School, will participate at the National Festival 2025 with a group from her school. High profile media coverage enabled us to promote the importance of music teachers and the extraordinary impact they have on the lives of young musicians. Supported by Tasso Foundation and RMG Associates, in association with Jack Pepper.

## MEYInvites

MFY Invites is a programme giving music groups the opportunity to deepen their performance experience and showcase their brilliance at a range of important national events. This year, 113 young musicians participated in events across the UK from Bournemouth to Brighton and from London to Liverpool. Supported by the NEU.











# FREQUENCIES

Frequencies is Music for Youth's agency for young people. It exists to help anyone who wants a future in music: onstage, behind the scenes, playing, making, producing.

We operate cross-genre, supporting bold multi-disciplinary ideas from young people throughout the UK. Our flagship programmes are:

- New Music Residency supported by PPL
- Creative Careers
- Frequencies Music Video Festival
- 112 young people worked at our festivals in non-performance roles including backstage coordinator, production, comms and social media assistants.
- 5 young presenters were mentored by professional presenters.
- 25 groups were nominated for awards at the Frequencies Music Video Festival.
- 4 young artists collaborated with full-scale orchestras to perform original music at the Royal Albert Hall.

#### FREQUENCIES MUSIC VIDEO FESTIVAL

On 19th April 2024, we piloted the UK's first music video festival created by rising talent aged 16-25.

Bringing together a national network of partners committed to celebrating the creativity of young people, the festival showcased future talent with featured awards, open learning hubs and inspirational panel discussions featuring Warner Bros Studios, YouTube Music, Be United and BFI Network.

"I enjoyed working with the Ev-Entz team as they are a fantastic bunch of people who helped me a lot and helped develop my skills. Also working with the amazing MFY team. I feel like my team working skills have developed, my understanding of stage management, networking, learned about how instruments are set up and the technical side of stage management e.g. setting up mics and lighting." Leo Schartz



"The most useful part was working in collaboration with other music creators. The project has affirmed my ambition of being an artist, playing songs on stage gave me a real drive to work hard and experience the same thing again."

"The most useful aspect was working with the ensembles and their music leaders. This helped to develop my musicianship with direct actionable advice. Working with other music creators on the programme (Hannah Lam) was excellent and gave me great advice / help. I am looking forward to working with the other participants in the future." **Kyle Osborne** 

May Payne



New Music Residency supported by

## Social media growth & digital impact

In 2024, our digital presence expanded significantly, amplifying the voices of young musicians and reaching wider audiences:

5 M + total impressions across Instagram, X, Facebook, and TikTok.

450,000+ engagements (likes, shares, comments) on social media posts.

Mentor Connects submissions increased by 435%, showing a growing demand for digital participation.

### Media Coverage

This year saw unprecedented media coverage for MFY, raising awareness of the impact of music education and the achievements of young musicians:

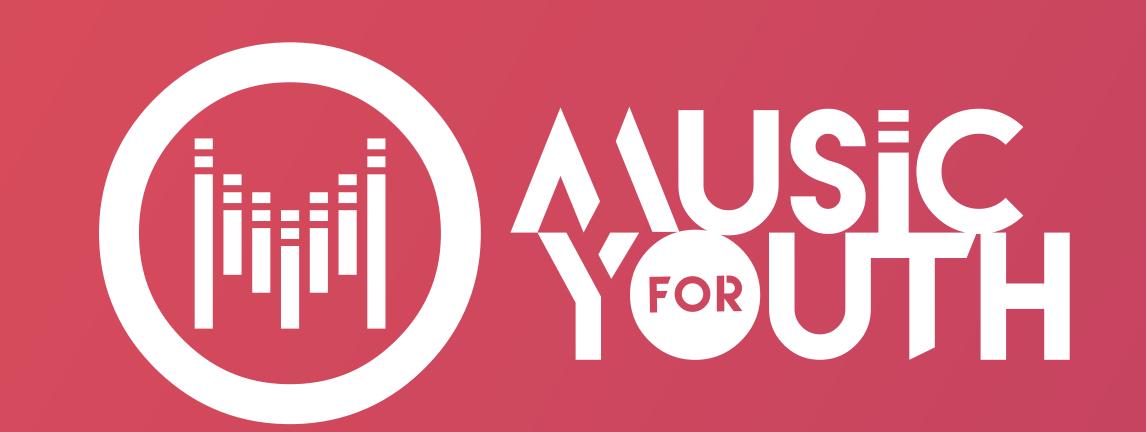
BBC One's The One Show: Featured a behind-the-scenes look at a Regional Festival in Oxford, highlighting the journey of young musicians preparing for performances at the Proms.

Jeremy Vine Show on BBC Radio 2: A special segment discussing the MFY Proms and music education, mentioning the Thank Your Music Teacher campaign. The segment featured two young musicians and MFY Ambassador Jack Pepper.

The Telegraph: Published a glowing 4-star review about the MFY Proms.

Music Teacher Magazine: Covered the Together for Music initiative and the Proms.

**BBC Local Radio & TV:** Interviews and coverage across various regions, shining a spotlight on local groups participating in MFY events.







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## Sustainability Initiatives

MFY is committed to reducing its environmental impact while delivering high-quality musical experiences. In 2024, we implemented several key initiatives:

#### Green Events:

We reduced single-use plastics at all MFY events, introduced digital programmes, and encouraged public transport and carpooling for attendees.

#### Eco-Friendly Venues:

Partnering with venues prioritising sustainability, such as B:Music in Birmingham, which operates with green energy and waste reduction strategies.

#### Sustainable Merchandising:

Launched an eco-conscious merchandise line made from recycled and organic materials.







# THANK YOU

None of this would be possible without the dedication of young musicians, teachers, parents and partners. In addition, a huge thank you to all our funders and donors for their invaluable continuing support. Together, we are shaping the future of music education and performance.

#### SUPPORTED USING PUBLIC FUNDING BY:





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#### PROJECT SPONSORS AND PARTNERS



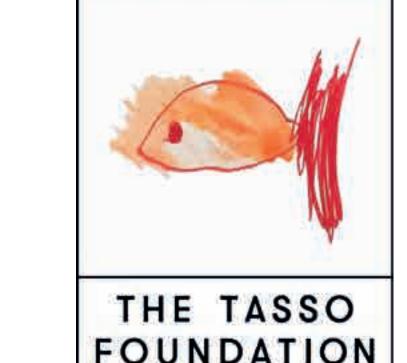














#### TRUSTS AND FOUNDATIONS:

29th May Charitable Trust AD Power Will Trust Backstage Trust Boris Karloff Charitable Trust D'Oyly Carte Charitable Trust Maria Bjornson Memorial Fund Martyn Donaldson Music Trust

Samuel Gardner Memorial Fund The Steel Charitable Trust The Tasso Foundation The Underwood Trust

& others who wish to remain anonymous

#### MAJOR DONORS:

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#### MFY FUNDRAISERS:

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