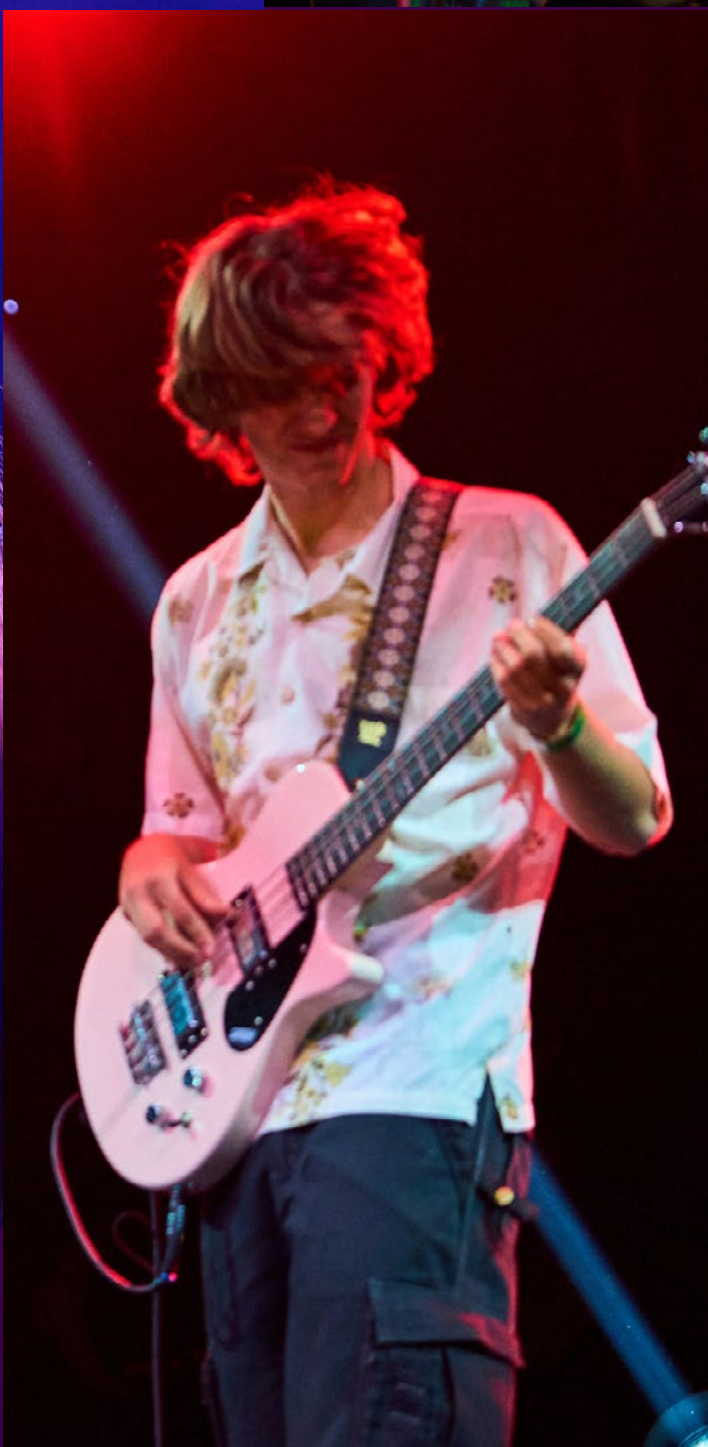




MUSIC

FOR

YOUTH



IMPACT

REPORT

2022

WELCOME TO THE MFY IMPACT REPORT FOR 2022

OUR VISION EVERY YOUNG PERSON IN THE UK CAN REALISE THEIR MUSICAL POTENTIAL PERFORMING THE MUSIC THEY LOVE.

Our mission is simple: we bring together young people with a shared passion for music to perform at high quality live music festivals and concerts.

We stage inspiring musical projects and commission new music for young performers.

We believe strongly in young people as musicians, composers, songwriters and producers of music and MFY events support and showcase young people's achievements in music.



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"MFY has simply changed some of our young people's lives and given them experiences they will never ever forget. Our performances in the Regional and National festivals and Proms have been highlights for all of us"

Group Leader



REBUILD & RECONNECT



2022 was a time for everyone working in music and the arts to rebuild and reconnect. At the beginning of the year, many schools and musical groups still hadn't played, sung, or performed together since the pandemic, and concert venues were still operating on a reduced schedule. Bringing young people together to perform again was an enormous challenge. We succeeded and brought young musicians together in their thousands and it was fantastic!

Thanks to the incredible generosity of our funders, donors and sponsors, our festivals and concerts provided an opportunity to celebrate the passion and talent of young musicians and reminded us of the effort and dedication of parents, carers, and teachers.

ALSO, IN 2022

- We were honoured to be invited to take part in the Lord Mayor's Show London which was a unique opportunity to showcase our positive impact to millions across the UK.
- We became part of the new cohort of National Youth Music Organisations and were awarded £280k NPO annual funding by Arts Council England. We are investing this funding in reaching more young people in 'Priority Places' and under-represented communities.
- We launched a new campaign which will form part of our future strategy: 'Young People Make Great Music: Support the Next Generation'. The campaign highlights the brilliance of young musicians and restates our view that now, more than ever, young people need our support. Go out and see young musicians play live and support the next generation.



Phil Castang
CEO, Music for Youth

TELLING OUR STORY



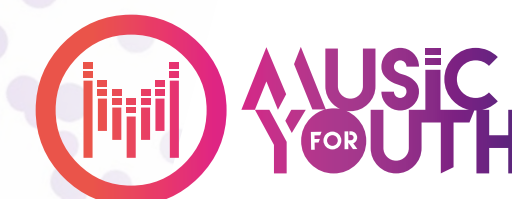
2,000,000+

Our news and PR stories reached over two million people through local and national news including the BBC, Sky TV and ITV, resulting in increased awareness of the work we do.



270,000

We reached 270,000 people through our digital channels, including our website, social media and emails.





"Huuuge congrats to everyone in the #MfYProms22!! So much joy in the room. Music doesn't care about your age. Great music is great music!"

Jack Pepper, composer, broadcaster and MFY ambassador



"Wow wow wow! Words cannot describe how unreal it was to play at the MFY Proms at the ROYAL ALBERT HALL!!!! We had the most amazing day, such an incredible feeling to be a part of something so special"

Pear, performer

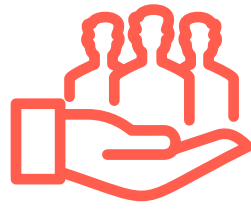


OUR IMPACT



The impact of our work, how it is shaped and evaluated is informed by the United Nations Sustainable Development Goals.

AN INCLUSIVE AND EQUITABLE QUALITY EDUCATION



In the post-pandemic transition year, **10,000 young musicians** from over **60 locations** across the UK performed at our festivals. **58,000 people** watched and participated in MFY's festivals and large-scale workshops.

83% of participants were receiving state school education.

30% of participants were from an ethnically diverse background.

15% of participants stated they had a disability or special educational needs.

90% of group leaders found Music for Youth accessible for lower income backgrounds.

A DIVERSE ARTISTIC PROGRAMME



30 different musical genres represented at our festivals and concerts, ensuring every young person in the UK can realise their musical potential performing the music they love.

CREATING MUSIC INDUSTRY OPPORTUNITIES THAT PROMOTE LIFELONG LEARNING

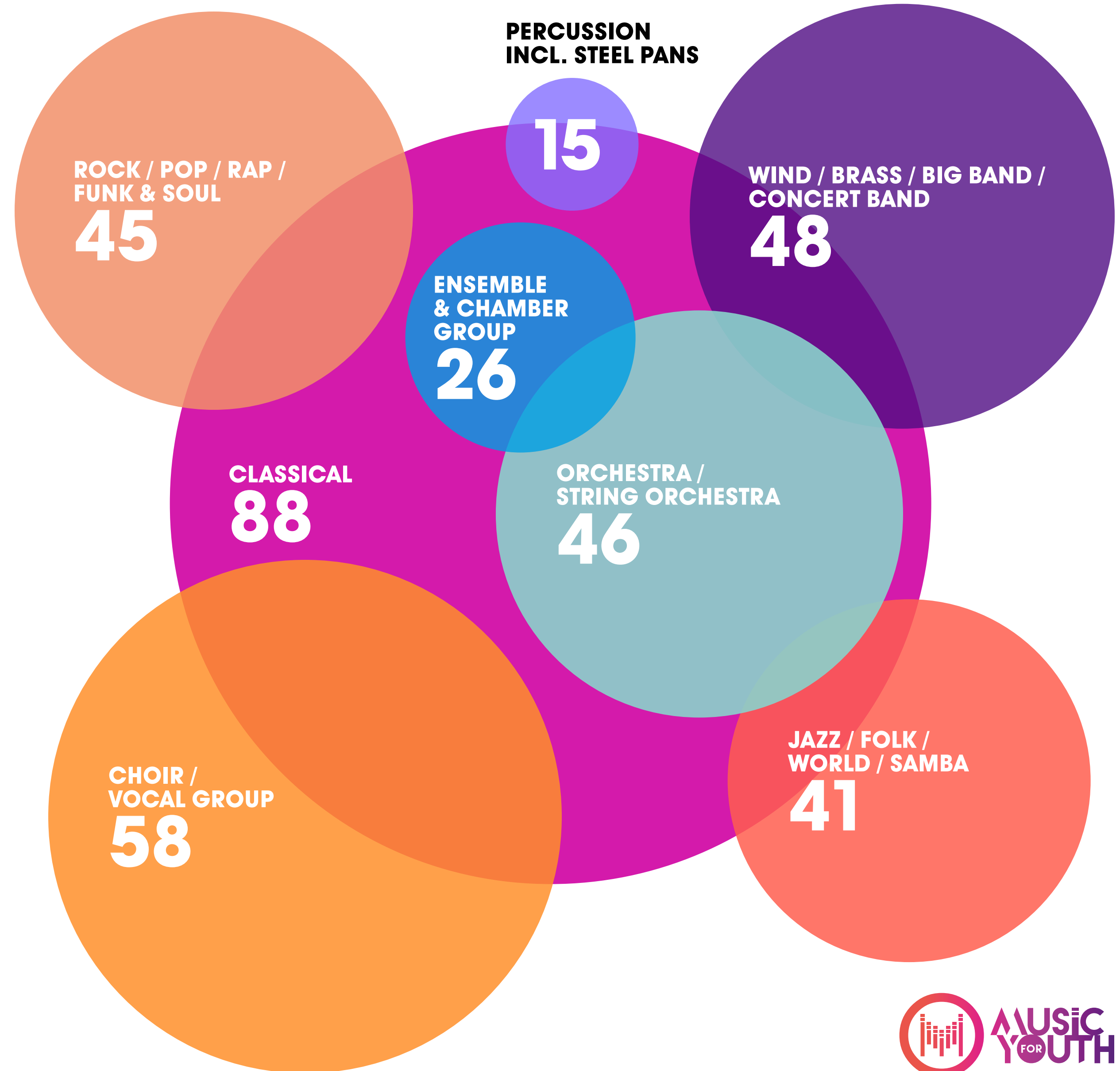


75 mentoring sessions provided to young musicians and music groups.

45 young people worked at our festivals in non-performance roles including backstage coordinators, production, comms and social media assistants.

5 young presenters were mentored by professional presenters.

Here's a flavour of the musical groups and genres represented at our festivals



OUR IMPACT CONTINUED



GOOD HEALTH AND WELLBEING



100% of participants reported improved confidence and communication skills after taking part in MFY events and activities.

90% of festival participants rated their Regional Festival experience as 'excellent' or 'good', relating to happiness, confidence and wellbeing.

"What it means for the young people: well being, self worth, pride, communication skills, presentation skills to name but a few. All things that are not measurable in the 'traditional' sense but that mean so much for the young people who take part. As one of my players commented afterwards, it was the 'most satisfying thing I have done'"

Group Leader

"Giving my students the opportunity to perform at the RAH has allowed them to become more confident and motivated to continue with their harp studies"

Group Leader

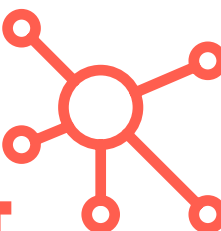
SUSTAINABLE CONSUMPTION



We launched our commitment to becoming carbon neutral by 2028. In 2022 we cut our carbon footprint by 30% by:

- Reducing travel
- Using digital-download souvenir programmes
- Printing merchandise on 100% eco-friendly paper
- Re-using promotional banners and using minimal printed collateral
- Using 100% sustainable materials, made-to-order to reduce waste
- Packaging and shipping merchandise in paper packaging, not plastic

A WIDE-REACHING PROGRAMME IN AREAS OF WEAKEST ATTAINMENT AND MOST NEED



Our festivals took place in church halls, community centres, schools and village halls across the country, as well as venues including Birmingham's Symphony Hall, Town Hall and CBSO Centre, and the Royal Albert Hall in London.

"MFY's reputation is excellent. It is seen as a high-quality organisation with broad appeal. The scale of its programme is astounding, and its production values are amazing. The enjoyment young people get is really positive. It can be life changing for some young people"

Andy Stott, Head of Popular Music, Royal Northern College of Music

"Our students were blown away.... it has definitely created memories for life as well as some aspirations to pursue a career in the music industry"

Sue Dobbyn, Group Leader



Number of groups from each region across the UK

"The confidence in him since his first lesson is unreal and all in such a short space of time. He really enjoys his music and could not be in a more engaging and positive environment"

Freedom Road Creative Arts





"We had a wonderful time; first time for many in London and certainly the first time any of them had played at the Royal Albert Hall. 'One of the best nights of my life', a comment repeated by many of our students"

Dave Banfield, Queen Elizabeth School, Cumbria



FESTIVALS AND CONCERTS



REGIONAL FESTIVAL 2022 SPRING

23 concerts across the UK, in England, Northern Ireland, Scotland and Wales.

256 groups and **4,127** young musicians took part.

38% of groups were from Arts Council England's Priority Places.

30 musical genres.

"For some of the youngest and inexperienced musicians it was the first time they have played to an audience outside of school, which was a great opportunity" **Queen Elizabeth School folk group leader**

"Very well organised, and a great opportunity for students to perform to an audience. Chance to get useful critique from a mentor" **Musica Colne Valley Big Band**

NATIONAL FESTIVAL 2022 SUMMER

78 groups and **2,080** young people took part.

82% of participants were receiving state school education with **5%** receiving an independent school education.

"What a thrill to co-present the Music for Youth National Festival in Birmingham's Symphony Hall last Friday as a young presenter! Such an amazing experience to be on stage at the prestigious concert hall! Massive thank you to Music for Youth for the opportunity and Summaya Mughal for the brilliant coaching!" **Grace Harman, Young Presenter**

MFY PROMS 2022 NOVEMBER

The Music for Youth Proms is a gala celebration held at the Royal Albert Hall in London, featuring some of the best young musicians from across the UK. This year saw our biggest Proms in three years, with a return to two nights of performances.

33 groups featuring **3,000** young musicians from across the country joined us on stage.

475 young people from Boston, Lincolnshire performed a medley of Beyoncé hits as part of a massed ensemble.



FREQUENCIES

'Frequencies' is a Music Agency for Young People aged 16–25. It brings together young musicians, creatives, producers, and backstage crew, at an early stage of their career to collaborate and meet industry professionals excited to share knowledge and expertise. We provide real paid opportunities to perform live at major venues and festivals, to produce music and to learn about the industry, not just on stage but also in non-performance roles, backstage and behind the mixing desk. A new music video festival will provide impetus to our digital strategy and encourage creativity and innovation for film and recorded performance. It will also enable a wider group of musicians and creatives to engage with Music for Youth.

Throughout 2022, we collaborated with influential organisations from the music industry, including TikTok, BBC Music Introducing, the Musicians' Union, the Institute of Contemporary Music Performance (ICMP) and Punch Records (a Birmingham-based music and arts agency) who were excited to share their knowledge with young artists as part of our Frequencies Industry Days. In November, we hosted a panel session 'Uncovering Careers in Music'

in collaboration with Southbank Centre. At the end of the season, Frequencies had a makeover. We worked with young creatives to completely reposition Frequencies into an 'early career agency'. This means young musicians can now engage directly with Frequencies wherever they are. The programme invites new creative collaborations, connects artists of different genres and disciplines and explores new digital formats.

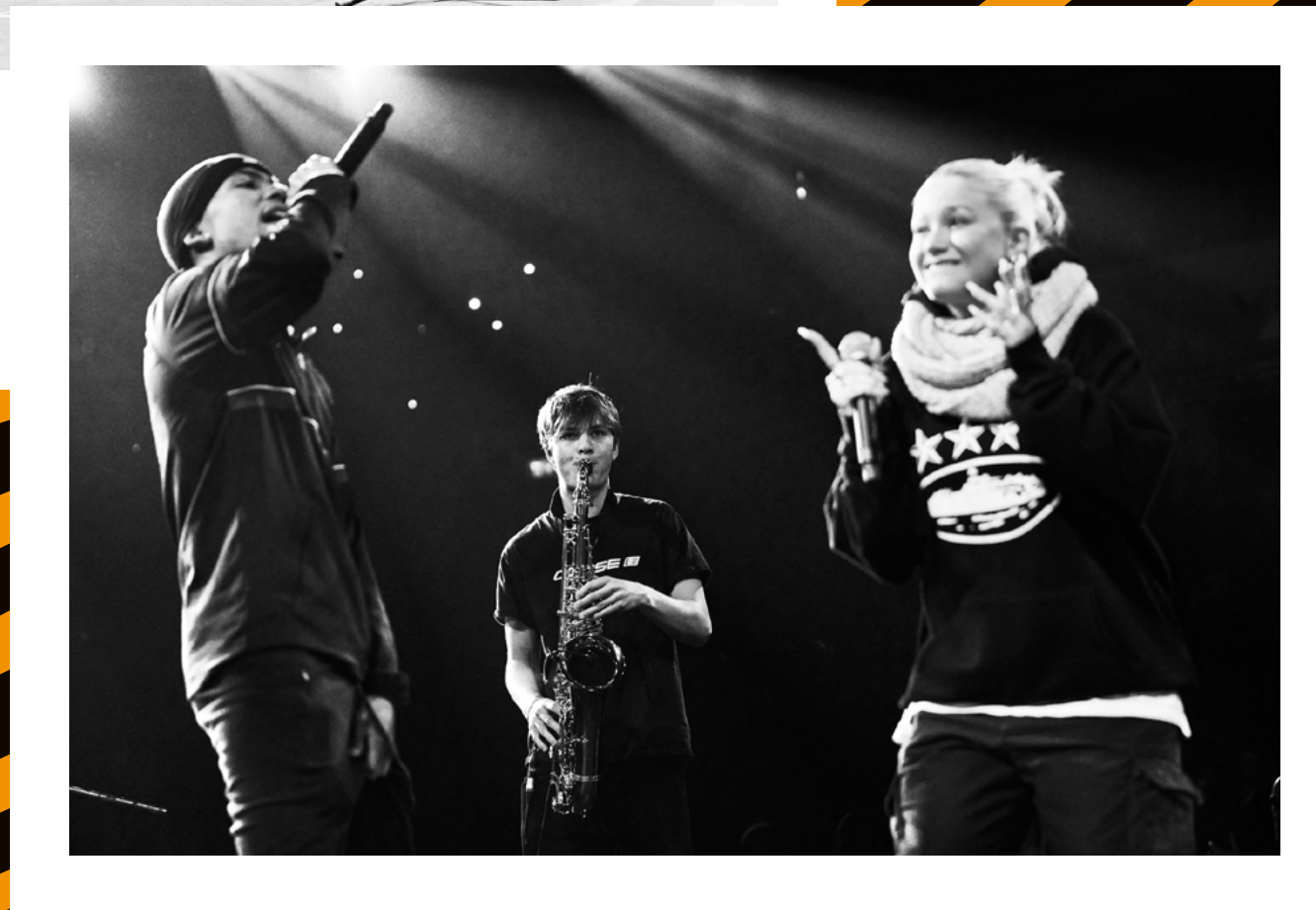
"You don't get an opportunity like this every day. It's not something that just lands in your lap... I'm just looking forward to performing. That place [the Royal Albert Hall] is massive...!" **Life of Kwasi, Frequencies performer**

"The overall experience for myself and the guys in the band is that it's a breath of fresh air. A lot of the music industry feels like a competition, we feel safe to just explore creativity without limits with MFY which is why we make music in the first place"

Martha Phillips, Frequencies alumni



vivendi
create joy  **fun!**



T **FREQUENCIES**

LIFE-CHANGING

SHORT CASE STUDIES



"MFY has had a huge impact on our young people. Our pupils have special educational needs and do not get many opportunities to perform in fantastic venues. Through MFY we have managed to perform at the HMV Institute, the Birmingham Symphony Hall and the Royal Albert Hall twice! It's so important, especially to the families. And it gives our young people increased self-esteem, inclusion, self-help skills, teamwork.

Inclusion of people with special educational needs is really important. We could help encourage more special schools to enter"

Ben Dlugokecki, Director of Rubik's Cube & Group Leader



"Performing at the MFY Proms was life-changing for Chris and Baaba. They are from a poor area of London and would never even have attended an event at Royal Albert Hall, let alone dreamed they would perform there. Watching and listening to the other groups perform to such a high standard was beyond inspiring for them. Being able to invite their friends and family to watch them perform at this thrilling event was a realisation of all their hopes for themselves. As their teacher, I would say it will permanently raise their self-esteem" **Emma Rivlin, Teacher**

"I wanted people to come and hear the autistic young people I work with play because I wanted to change their minds about what these young people are capable of. Even if we've just changed a few people's minds, that's a great thing. MFY does an amazing job at that. For some of my young people, playing at an MFY event will ACTUALLY be the best day of their life, and they don't forget" **Judith Ennis, Sheffield Music Education Hub**



"Presenting at the Music for Youth National Festival was an amazing experience! Music is a huge part of me and being surrounded by so much young talent was very inspiring. Seeing everyone in the team giving their all to making the festival a success was lovely to see and I was honoured to be a part of it! I met such great people over the weekend and really developed as a person and was grateful to present in such beautiful venues and work with the presenting mentors" **LDEAA, Young Presenter**

"As a performer, I've taken part in the festival every year since 2010, playing in a range of different ensembles in a number of venues, including two performances at the MFY Proms in the Royal Albert Hall. It's been such a special organisation to my musical education so it's been amazing to be able to give something back by helping to run the National Festival, and to meet such great people through it. I can't wait to hopefully be a part of MFY for many years to come!"

Rohan Harron, performer, and behind-the-scenes assistant

"At Hal Leonard Europe, we share Music for Youth's belief that every young person should have the chance to participate in high-quality musical activities, and that young people make great music. It was wonderful to attend this year's Proms, and we look forward to continuing to grow our relationship"

Oliver Winstone, Strategic Partnership & Education Manager, Hal Leonard Europe



FOR MORE INFORMATION PLEASE VISIT [MFY.ORG.UK](https://mfy.org.uk)



We are hugely grateful to all our funders, sponsors and donors for your valued and vital support. Your generosity has positively impacted thousands of young people, delivering life-changing experiences along the way. Every grant and gift has made a difference. Thank you.

Trusts & Foundations

29 May 1961 Charitable Trust
Backstage Trust
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Martyn Donaldson Music Trust
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Scops Arts Trust
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