



YOUNG LIVES
TRANSFORMED
THROUGH MUSIC





WHO WE ARE

Music for Youth is a national youth charity working to provide young people across the UK with free, life-changing performance and progression opportunities, regardless of background or musical style.

Established in 1970, Music for Youth has a deep heritage, and our mission is simple: we believe that music, and the chance to participate in high-quality musical activities, should be open to every young person. We foster a diverse and inclusive environment and work with partners and organisations who share our philosophy and advance our mission. We lead by example and aim to role-model the behaviours and values that define us ensuring alignment with the Arts Council investment principles: Ambition and Quality, Inclusivity and Relevance, Dynamism and Environmental Responsibility.

Music for Youth is about nurturing not only the next generation of musical talent, but the next generation full stop. Whether you're a violinist, or beatboxer, a young person who's never had the chance to experience live music, or the leader of a primary school choir just starting out, we have something for you, or for the young people you work with.

WHAT WE DO

Our programme includes:

- **An annual National Festival in summer** – usually attracts 10,000 young people across the UK.
- **Mentor on Call sessions** – Offered to all participants in our annual programme. These can be anything from a 30-minute personalised zoom call with a high-profile artist or industry professional, to Mentor attendance at local events, to a written review of a performance video.
- **Digital Video Wall** – A curated, permanent space to showcase UK young talent and music-making.
- **Youth Engagement Programme & Youth Voice** – A regular youth forum involves young people across the country, and feeds into MFY planning, development and project design. We also offer paid, mentored opportunities for young people via non-performance work experience roles, internships and pathways to jobs.
- **MFY Prom** – A spectacular national showcase event at the Royal Albert Hall each November – a snapshot of young people's music-making across the UK.

“We just wanted to come here, build our confidence in ourselves and show people... that for people like us, it's not just all gangs and stuff; we've got a different message to pass out.' The highlight of Frequencies 'was being able to express myself, who I am and what I do...”

LZ, Performer

2021 PROM

Our 2021 Prom was the most inclusive to date and represents how we plan to work in the future.

As well as the live event, we had a digital channel with content produced by young people (including video interviews and podcasts), three young presenters mentored by host Remel London, and a post-Prom music project with 10 young producers run by Lewisham Music.

2,000+

audience members

2,000+

children took part

72%+

of the groups performing were taking part in MFY work for the first time

11,000+

engaged with our digital channels over the Prom period

“Taking centre stage at the Royal Albert Hall with a rendition of *Fix You* by Coldplay is pretty cool.”

BBC Spotlight

“We loved every second of it. Thanks for making dreams come true.”

Ben Dlugokecki, Musical Director, Rubik’s Cube

“An amazing venue for a very special performance.”

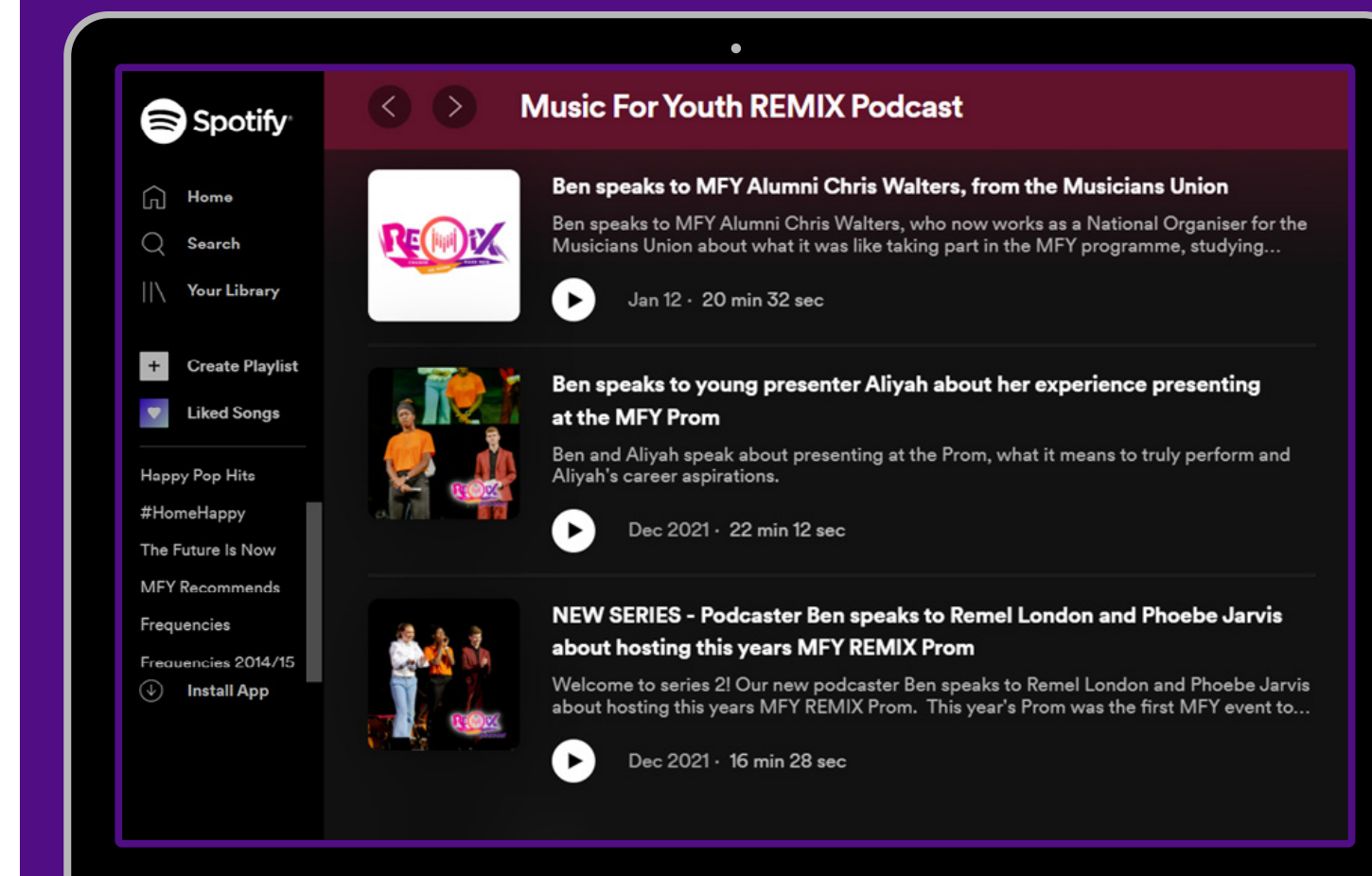
@DCMS

“I had so much fun covering Instagram and Twitter at the Remix Prom. The show was so much fun and I loved each and every performance.”

Sofia, MFY Social Media Reporter

“I was delighted to attend the @Musicforyouth Remix Prom last night and to see so many good performances. The event aims to inspire and encourage young musicians and music educators as they restart live music making post-lockdown, and it certainly achieved its aim last night.”

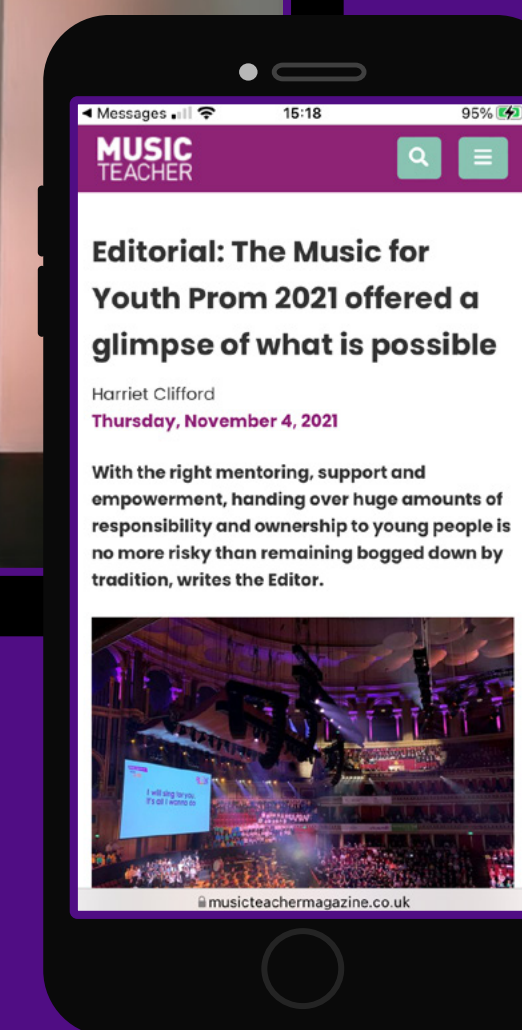
@peterleathem, CEO PPLUK



YouthSayers performing and being interviewed (right) by our Young Producers for our 'Meet The Performers' video series.



Chris Martin on BBC Spotlight wishing Cornwall County Choirs luck with their performance of *Fix You*



“I was amazed by the diversity of the groups and the outstanding level that many are performing at. These are some very gifted young musicians around the country and it is wonderful that MFY can showcase this talent on such a world class stage in a series of prom style concerts.”

MFY Proms, Audience member

91%

of Music for Youth participants are from state-maintained schools

900

Our network comprises nearly 900 educational establishments

86%

Engages with 86% of the 120 Music Education Hubs in England

MUSIC FOR YOUTH OVER THE LAST TWO YEARS

The long-term impact of the coronavirus pandemic is unprecedented. Live music events have been decimated, and the negative impact on the mental health and wellbeing of young people is undisputed. Music for Youth's role in providing national music events which offer a sense of hope, community and peer support has never been more important. In the absence of live events, we, like others, explored new digital opportunities. This is some of what we did...

“It's been brilliant to start rehearsals after lockdown & record some of our repertoire. Thank you @MusicForYouth for this platform & support!”
@fretsettersguit

ELEVATE – JULY 2020

MFY's first digital festival in place of our annual National Festival. Composer, presenter and MFY Ambassador Jack Pepper and presenter of the 2021 Prom, Remel London, presented three specially curated online showcases 'Live at 5' which premiered on YouTube across the five day festival. You can still catch them on our YouTube channel. 'Illuminate' was a space for emerging artists to promote their music and raise their profile across our network and 'Your Music, Your Voice' was a series of youth-led focus groups discussing issues of relevance during lockdown.

THE FUTURE IS NOW – DECEMBER 2020

An online programme of live and pre-recorded events for primary age, secondary age and emerging young artists. All events were fronted by MFY Music Mentors, creative artists, partners and MFY Ambassador, Love Ssega.

TFIN also saw the creation of our first national video wall. Take a look at: mfy.org.uk/videos/national-festival-2021

11,784

Total participants in the festival

THE REMIX 2021 NATIONAL FESTIVAL – JULY 2021

Having taken on the theme of 'REMIX' for 2021, we planned a new hybrid national festival, combining a covid-secure live event in Symphony Hall, Birmingham with an online offering. Sadly, at the last minute, Birmingham had extra covid restrictions so the live event was cancelled. But... we beefed up our digital content and carried on! Features of our second fully digital festival were a Sector Spotlight with participatory content from partners such as Positive Youth Foundation and Music Education Hubs; a series of tutor videos from Music Mentors, our resident pool of artists; free online workshops, an online performance stage and daily playlists, a video wall and digital reporting roles for young people.

10,334

Young people engaged in the festival

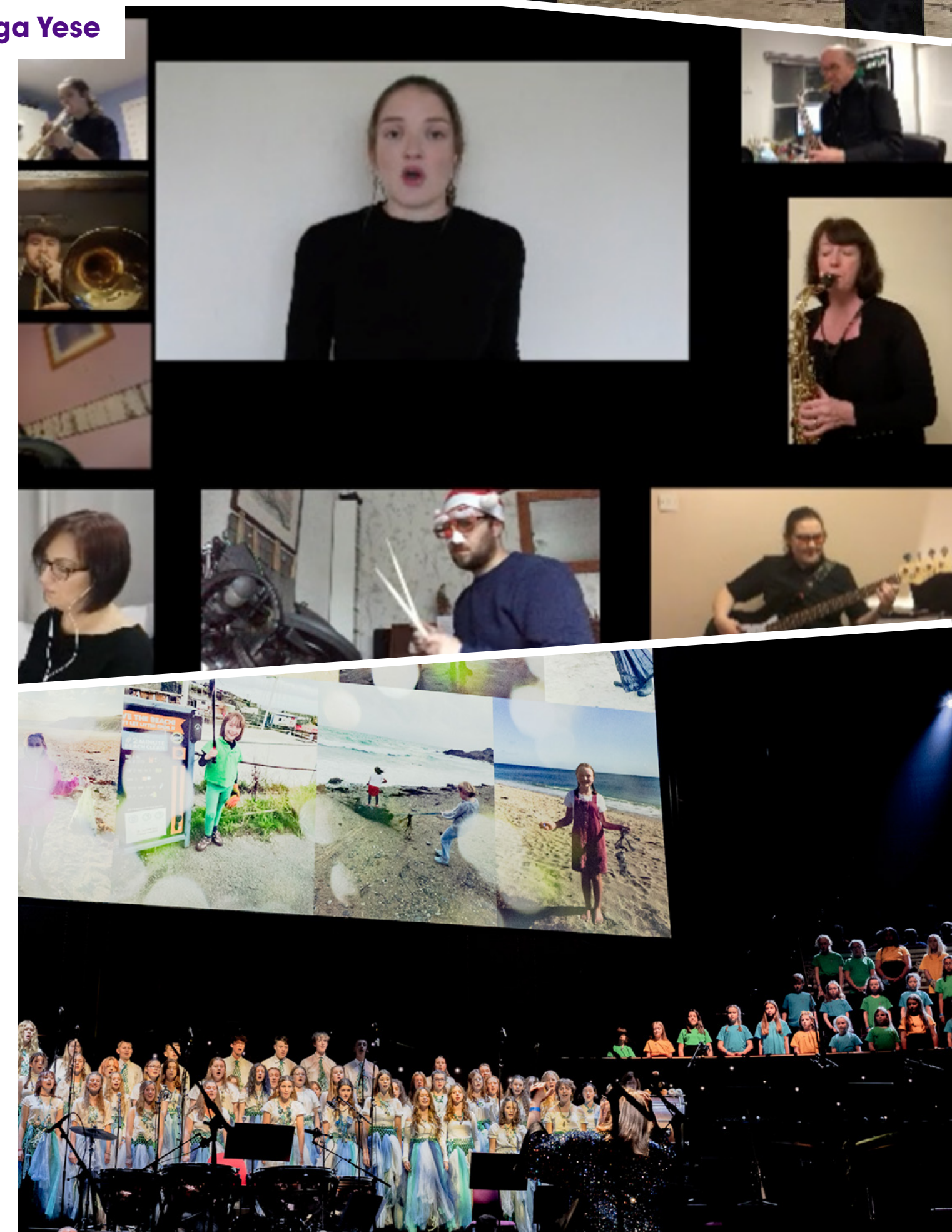
6,398

Participants in the video wall



“Music for Youth has helped me grow as a musician by giving me opportunities that I have never experienced before.”

Malunga Yese



MUSIC FOR YOUTH
PROM

REOX

I've got it
ALL WORKED OUT



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**FOR MORE
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PLEASE VISIT
MFY.ORG.UK**



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