

anthem.

Anthem Impact Report 2021-2024



Welcome to the 2024 Anthem Impact Report



Our young people have had it particularly tough over recent times. Child poverty in Wales has been an ongoing issue for many years. Then came the pandemic and its aftermath, disrupting educational experience and making it impossible to come together and create. And all the time, the cost of - just - living crisis.

In opposition to these challenges, Anthem has sought to change the narrative for young people and their music, bolster the resilience of the present generation, and support those community champions who, like us, want to make a difference. Anthem's interconnected activity across grants, networks, facilitation, analysis, all the time foregrounding youth voice, has been our response to the level of ambition and value young people place in developing their music.

It has been heartening to see the establishment of the National Plan for Music Education in the last two years, although Anthem urge the Welsh Government to commit to long-term funding for this strategy to enable the musical future of all young people in Wales. Anthem's focus on pathways, access and opportunities for young people complements and builds on the National Plan, but Anthem also needs to find its sustainable future. The Board's mantra has been: develop the story, demonstrate need, develop resources and the Anthem team, stunningly led by CEO Rhian Hutchings, have certainly stepped up to the mark. The initial support we have received from Welsh Government and Youth Music has allowed us to establish ourselves strongly, and we now benefit from rich relationships with a whole host of organisations, supporters and funders.

This report attempts to capture facts and figures, and some of the less tangible organisational and personalised benefits of Anthem. It is a calling card which we hope will prompt more people not only to take note but also to play their part in Anthem's resounding success.

David Alston MBE
Anthem Chair 2018-24

Our Key Projects Across 2021-2024

Atsain our keynote fund for youth music organisations. Funded by Welsh Government and Youth Music thanks to players of People's Postcode Lottery.

Anthem FFWD bringing together young creatives aged 17 – 24 years old from a mixture of genres and music backgrounds to work with us over the period of a year.

Anthem Gateway creating a trusted source of information for young people interested in music industry.

Showcasing performance events for under 18 audiences and performers.

Our Vision: a Wales in Which Music Can Empower Every Young Life

Music is a potent creative force for young people that feeds self-expression, personal development and wellbeing.

Our Strategic Goals

Enabling Access: Reaching young people who have inequality of access through social deprivation, rural isolation or other challenging circumstances, strengthening infrastructure for music provision and plugging obvious gaps.

Outcome: Stronger sustainable pathways to music in place for young people in Wales.

Generating Opportunities: Expanding the range of opportunities on offer for young people, through school and the community.

Outcome: More partnerships between schools, music industry and youth music.

Nurturing Talent: Delivering grants and bursaries to unlock talent and ensure progression for young people with musical or music-related talent, directly for individuals and through organisations.

Outcome: Young people drive Anthem in Wales.





Understanding barriers to music for young people in Wales

Funding 45 youth music projects across Wales has given Anthem an amazing insight into what the challenges are for young people and how much youth music in Wales really is changing lives.

Key findings from 2023

- A wide range of organisations are delivering youth music projects including community organisations, local authorities, youth centres, a play centre for young children, venues, and arts organisations.
- They connect with many different partner organisations to make their work, including a mental health charity, housing and homelessness services, disability charities, an exam board, young carers groups, youth justice and young offenders teams.
- Atsain increased capacity and activity for the organisations funded

What made projects work

Evaluation reports contain strategies & actions that provided solutions to barriers experienced by young people including:

- Providing support through projects for young people to advocate for their needs to be met and supporting them to access other services
- A personalised approach from artists who built relationships with participants that enabled them to participate
- Creating a safe space for young people to work in
- Working with council services to provide transport for young people to attend sessions
- Using lyric and songwriting to support wellbeing and emotional expression
- Nurturing talent in a non-educational environment



Outcomes for Young People Personal & Social

Increased Confidence

Increased self-esteem

Sense of pride

Overcoming social anxiety

Self-expression

Sense of community and belonging (reduced isolation/loneliness)

Resilience

New social connections between families

Self-belief

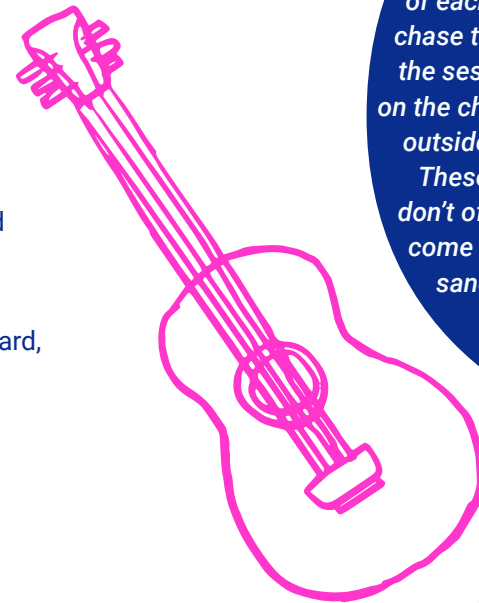
Connection with others with shared interests

Communication skills

Friendship



'Since attending [name of project], S has found the confidence to start back at school again. He looks forward to attending his sessions each week and always comes home excited to show his dad what he's learnt.' -Parent of participant



Children have developed socially in terms of building friendships and looking forward to seeing each other. The children are more aware of each other and, for example, have started playing chase together. As a carer, it has been lovely to join in the sessions. It helps to develop another perspective on the child and allows me to use the skills with the child outside of the sessions. It's brilliant for our children. These children have really formed a bond that you don't often see in children with disabilities. They also come together after the sessions to make their own sandwiches and around a table together, which they would never have done before. -Project support carer

Outcomes for Young People Creative

Music production and recording

Song writing

Jamming

Stagecraft and performance skills

Lyric writing

Rapping

Playing instruments (drums/percussion, guitar, bass, keyboard, piano)

Remixing



DJing



Showcasing

WHAT: Diff Ambition 2023 - a showcase event for young artists created for audiences aged 14 up.

Our Partners: Arts Active, Cathays Community Centre, Clwb Ifor Bach, Jukebox, Lab 7, New Era Talent, The Hold Up, Sound Progression

Activity - 5 showcase events in Cardiff showcasing 30 young artists

252 young people attended



Vocal technique





Atsain Fund

Anthem launched the Atsain Fund in 2022 supported by Youth Music and Welsh Government. Atsain is our keynote strategic fund created to focus on breaking down barriers to music for young people in Wales and to open a youth music sector conversation about good practice in different contexts.



The total amount of funding awarded so far since the launch is **£379,933**, with most awards being between £7000 and £9000.

45 OUT OF 113 FUNDED

Across the four rounds we had 113 applications and were able to fund 45 of them.



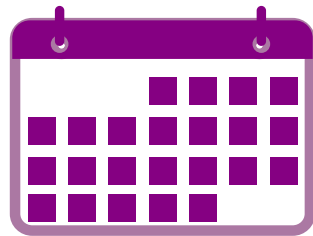
The projects will reach a total of **3973** beneficiaries across Wales.



182 PARTNER ORGANISATIONS



The projects will work with 182 partner organisations during project delivery.



6 & 12 MONTHS

Projects last for between 6 & 12 months.

Atsain Network

Alongside the fund, we run the Atsain network, which meets bimonthly. The network now has **79 members**, about half of which are Atsain-funded and half from the wider arts and youth sector. Attendees welcome the opportunity to share project learning and access peer advice and support.

75 delegates attended Atseinio in Cardiff in February 2024

Atseinio took place at the Utilita Arena in Cardiff as part of the Summit Music Industry Conference in partnership with Beacons Cymru. It brought together youth music organisations, music industry organisations, funders, and young musicians to discuss music development pathways in Wales.

The day included:

- A keynote from Matt Griffiths from Youth Music
- A panel discussion
- Sharing the Knowledge breakout workshops on youth voice
- Partnership working and equality and inclusion
- An afternoon roundtable discussion exploring journeys in music development in Wales.

The opportunity to meet and hear from people and having the conversations that need to be had. Addressing the barriers but also bringing a positive spin by thinking about solutions.
- Asteinio participant

A really good selection of organisations attending and from various geographical regions. Great networking event, with enough space to move around and meet new people and a very friendly atmosphere.
-Asteinio participant



Spotlight on Atsain Projects



THEATR BRYCHEINIOG: YOUNG PROMOTERS CLUB

What: A young promoters club for 12 - 18 year olds

Where: Brecon

Participant Numbers: 100

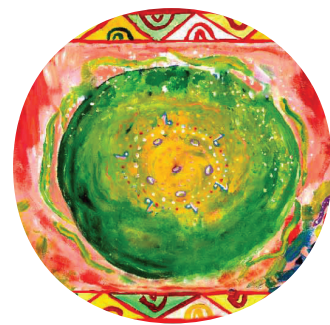
Key Outcomes: Increased engagement with 12 - 18 year olds and a programme of events and activities designed, curated and led by young people for young people.

This project involved six 12–18-year-olds working together as a young promoters group to curate a series of music concerts. Between February and July 2023 they organised one gig a month, supervising social media, sound checks and promotion. A wide range of artists was programmed, including **Sage Todz, The Family Battenberg, Mari Mathias, Dactyl Terra, Sorry Stacy** and house band **Northern Ruins**.

"Smaller town gigs bring young people, communities and people together, especially in towns that don't have massive events for young people over a primary school age but under 18."
Teagan, Young Music Promoter

"You can't meet a group of young people and start the conversation with "what music do you like?". It takes time to get to know individuals and learn what music they like. People can be sensitive about that as it is a part of their identity."

Anna Wormleighton, Theatr B



OASIS ONE WORLD CHOIR: HEAR OUR VOICE / ONE WORLD BEATS

What: Weekly after school music workshops for young people seeking sanctuary in singing/songwriting and performance.

Where: Cardiff

Participant Numbers: 80

Key Outcomes: Created a safe and fun space where young people were supported, through music making and creative expression, to make friends, build confidence and process their new reality.

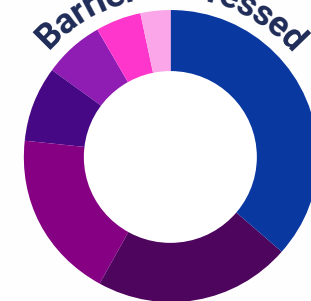
Oasis has placed young people at the centre of decision making during the project. Participant A is a 12-year-old violinist, who began working with Oasis after his mother suggested it would be a good way to meet more people and develop his music experience.

During his time on the project, he has had the opportunity to make and record songs, as well as travel across Wales to perform in front of large audiences. A says, here, he can immerse himself in music on a weekly basis, whether that be through singing, dancing, or recording, and is often encouraged to step out of his comfort zone and improvise when playing his violin.

"Everyone has a voice. Everyone plays a big role in the making of it... if no one put their ideas forward, it wouldn't be good because you need everyone's opinions"

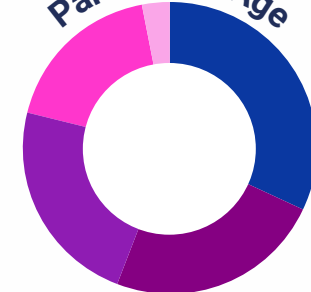
Participant A

Barriers Adressed



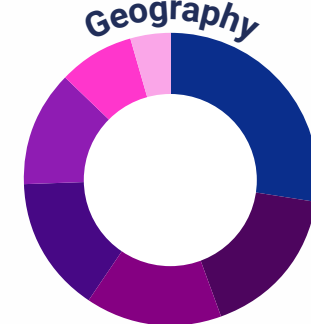
- 3.3% Youth Offending
- 5% Rural Isolation
- 6.7% Language
- 8.3% Social Isolation/Mental Health
- 18.3% Lack of access/provision
- 21.7% Disability
- 36.7% Economic Deprivation

Participant Age



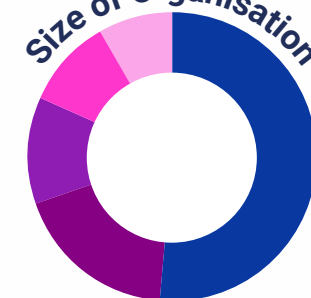
- 3.6% early years
- 23.2% 5 - 11
- 24.6% 11 - 16
- 32.8% 16 - 18
- 18% 18 - 25

Geography



- 4.3% Mid
- 8.5% North East
- 12.8% Pan Wales
- 14.9% South West
- 14.9% North West
- 17.1% South East
- 27.7% Cardiff

Size of Organisation



- 8.9% Very Small
- 11.1% Small
- 20% Medium (<£10K - £100K)
- 56.7% Medium-Large (£100K - £500K)
- 13.3% Large (over £500K)

Key Funding Stats

Anthem FFWD>>

Anthem FFWD>> gives young creatives aged 17 - 24 years old the chance to fast forward their personal development in music in Wales. Across the year they receive support from Anthem, but also get to feed into Anthem's development, and help to fast forward change in the music industry for all young people in the future generations.



The FFWD Forum is intrinsic to our mission, enabling access to music and nurturing diverse talent to take the next steps to careers in music. FFWD members come from all areas of the industry. Sessions explore what young people need to progress in the music industry in Wales, identify and discuss ideas to solve issues, discuss the structure of music in Wales, and explore what Anthem can do to support youth music in Wales.

"The Youth Forum was a safe space for originality and diversity. No judgement or bullying."

Find out more about past and present Youth Forum members:

www.anthem.wales/ffwd

"Anthem has gone above and beyond at every opportunity. I genuinely believe they are one of few organisations that are whole-heartedly putting its members' best interests at the forefront of their work."

"The face to face collaborations project has improved my creative practice as I was able to learn about how lots of different people utilise their own different creative practices, which has enabled me to develop my own."



Anthem Gateway is an online portal for young people in Wales who love music and want to find out how they can get involved. Resources in the form of videos, podcasts and blogs build understanding of how the music industry works and create pathways to future careers, whether it's onstage, backstage, back office or in the audience.

Find what YOU need to enhance your career in music



The Info Space

A whole host of specially created resources including:

- How to set up a Linktree
- Getting started as a DJ
- Joining Performing Rights Society
- How to make the perfect Electronic Press Kit



Amplify Podcast

Stories about youth music in Wales. Hosted by Welsh musicians and music professionals including Aleighcia Scott, Rightkeysonly, Ify Iwobi & Connor Morgans.



Opportunities

Find the latest workshops, programmes, funding call outs, events and jobs from across the Welsh music sector on our opportunities page.



Music Industry Careers

Find out about job roles in the music industry, including a skills analysis and links to other helpful resources.



Network

Alongside the Gateway Anthem has launched a Discord community. Anyone aged 14 up can join and get connected to other young creatives in Wales, access exclusive Open Notes sessions, and share music.



Our 2021 – 2024 Funders and Partners

ANNE DUCHESS
OF WESTMINSTER'S
FUND

**Biz
Space**

**Arts
& Business**
Cymru

BNI

**POSTCODE
COMMUNITY
TRUST**

**FOR
CARDIFF**

*Garrick
Charitable
Trust*

GWENDOLINE AND
MARGARET DAVIES CHARITY


Oakdale Trust

**SOUND
CONNECTIONS**

Tŷ Cerdd
hyrwyddo a datlu cerddoriaeth Cymru
promoting and celebrating the music of Wales

**YOUTH
MUSIC**

**utilita
arena
CARDIFF**


Llywodraeth Cymru
Welsh Government

Team

CEO: Rhian Hutchings

Communications Manager: Tori Sillman

Programme Manager: Rebecca Rickard &
Kofi Acheampong

Fundraising Manager: Rebecca Hobbs

FFWD Project Manager: Åsa Malmsten &
Sarah Sweeney

Gateway Project Manager 2022: Aisha Kigwalilo

Gateway Advisor 2022: Josh Whyte

Kickstart Placement & Project Manager 2022:
Violet Hunt-Humphries

Creative Apprentice 2023: Idris Jones

Trustees

Catrin Roberts
David Alston
Deborah Keyser
Gareth Williams
Gwenda Carnie
Hayley Smith
Ify Iwobi
Laurence Collier
Pea Pearson
James Radcliffe
Ryan Singh
Tayla-Leigh Payne

Ambassadors



Catrin Finch



Huw Stephens



Kizzy Crawford

Special Support:

Geraint Davies CBE
Anthem Auction Contributors
Anthem Chorus regular donors

Photographs courtesy of Billy Stillman, Jordan
Sheehy, Mitchell Williams and Tori Sillman

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