
January 2025

A photograph of a man with a beard, wearing a green shirt, playing a saxophone and singing into a microphone on stage. He has his right fist raised in the air. The background is dark with some stage equipment visible.

Sound and Music

We are the UK's charity for
new music and sound.

soundandmusic.org

Sound and Music

THE UK'S CHARITY FOR NEW MUSIC AND SOUND

A message from our artists



Atharv
Atharv Gupta
 Young Composer



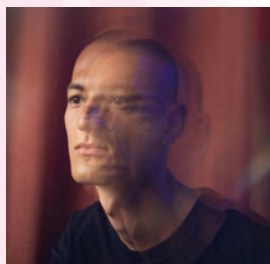
Chisara
Chisara Agor
 Composer and Multi-disciplinary Artist



Billie
Billie Reason
 Young Composer



Supriya
Supriya Nagarajan
 Composer and Vocalist



Ben
Ben Nobuto
 Composer



Marcus
Marcus Joseph
 Composer, Saxophonist and Spoken-word Artist

It's about the journey
 It's about growth.
 It's about evolution
 It's new pathways and new possibilities.

It's the trail.
 It's about taking a different route.
 It's about taking risks.
 It's about getting lost
 Finding a new path.
 Finding your own path.
 Finding your space. Finding your place.

It's about building your community
 It's about building your career.
 It's forging connections - across disciplines,
 audiences, artists, cultures and geographies.

It's about reflection, resilience, resonance.
 It's about being radical.
 It's about reaching further.

It's about barriers coming down
 It's about understanding what's needed.
 It's about empathy; it's about equity.
 It's a stepping stone.
 A step up.
 A step change.
 A bigger stage.
 It's your stage now.

It's doors opening
 It's minds opening.

It's about legitimacy
 Its about learning
 It's about legacy

It's about the future.
 It's about discovery
 It's about being discovered.

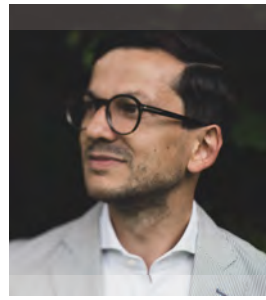
It's about believing
 It's about new beginnings
 It's about what's next.
 Who's next.
 Where next?

It's about having something to say.
 It's contributing to our culture.
 It's shaping new cultures.

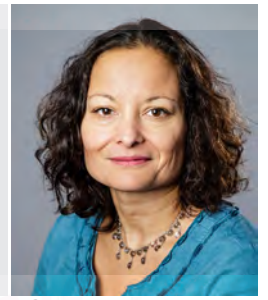
It's about the trail
 It's about new sounds and new music

We are Sound and Music.

“ — Sound and Music has a rich legacy of championing edge cultures and equity of opportunity to continually drive progressive change within music in the UK. — ”



Will
Dr Will Dutta
Chief Executive and Composer



Ramani
Ramani Langley
Chair of the Board of Trustees

Sound and Music

In our 15 years of supporting thousands of composers and music creators, Sound and Music has created a rich legacy of championing edge cultures, fostering the creative ambitions of young people and leading on impact transparency and equity of opportunity to continually drive progressive change within music in the UK.

Looking back further, it was more than 80 years ago when the first of our four founding organisations, the Society for the Promotion of New Music, started their own ambitious journey. Throughout the second half of the 20th century, these organisations supported countless more music-makers to research, develop and innovate new cultures. This has shaped the music and sound that underscore our lives and national identity today.

It is with this unique legacy and heritage behind us that we set out on the trail of our new strategic plan to our 20-year anniversary in 2028. We remain ambitious for our community and deeply committed to strengthening the unique position we have always held – as the base camp for anyone in the UK wanting to create, experience or support new music and sound to shape the modern world.

We will do this by continuing to provide transformational programmes, commissions, funding and opportunities for young, emerging and established artists to prepare for and create new works; approaches and ambitions that test their creative frontiers as well as their audiences – and enable them to reflect, learn, upskill and grow. We will do this by backing cultures of new music and sound and we will continue to lead best practice for a more inclusive industry and ultimately music ecosystem – to us, this is what being a base camp means.

By 2028, when we turn 20, we will have reimaged what a national charity for new music can be. We will have taken a significant step towards bringing the frontiers of new music and sound closer to every person in the UK.

Dr Will Dutta,
Chief Executive and Composer

Ramani Langley,
Chair of the Board of Trustees

“ — We will have furthered musical creativity, careers, cultures and communities; representing and reflecting all the UK in its wonderful diversity. — ”

THE UK'S CHARITY FOR NEW MUSIC AND SOUND

Sound and Music is the UK's charity for new music and sound. Our mission is to be the base camp for anyone in the UK who wants to make, experience or support new music and sound to shape the modern world.

We deliver artist-centred development programmes and essential funding to young, emerging and established artists breaking new ground across music-making in the UK. We lead research, campaigns, networks, archives and collections to further originality, discovery and equity within music.

For over 15 years, Sound and Music has worked with thousands of music creators and hundreds of organisations to boost musical creativity, careers, cultures and communities. We are proud of our record progressing inclusion and representation within new music in the UK.

“ — My music, career, and life would be utterly different without **Sound and Music**. It has been completely transformational. — ”

Georgia Denham, Sound and Music Alumni Composer



Sound and Music

THE UK'S CHARITY FOR NEW MUSIC AND SOUND

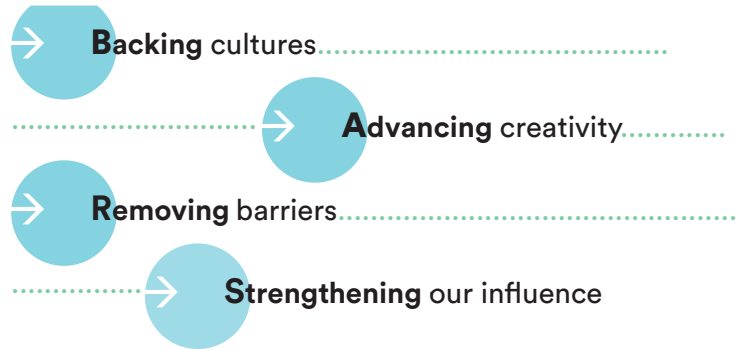
Our Vision (where we're going)

A future where the frontiers of new music and sound are closer to every person.

Our Mission (who we are)

Sound and Music is the base camp for anyone who wants to make, experience or support new music and sound to shape the modern world.

Our B.A.R.S approach (what we do)



Our Values (how we do it)

We are artist-centred. We place the strengths, needs and voices of artists at the heart of all we do.

We are curious. We actively explore, listen, learn and collaborate – always open-minded.

We are agile. We innovate, respond creatively to changing contexts and prioritise momentum over perfection.

We are ambitious. We foster originality, lead on equity and inclusion and drive progressive change across the industry.

Our Impact (why we do it)

For over 15 years, our work has boosted musical creativity, careers, cultures and communities, driving equity and inclusion across music in the UK.



1

2



3



4

1. Lucy Adlington.
Photo © Lucy Adlington (Francis Chagrin Awards 2022).

2. Siteng. Photo © Siteng (In Motion 2024).

3. Tony Nwachukwu teaching Electronic Music Group.
Photo © Sound and Music (In the Making Residential).

4. Student and tutor working on a composition.
Photo © Martin Wess (In the Making Residential).

Sound and Music

THE UK'S CHARITY FOR NEW MUSIC AND SOUND

Our strategic levers drive originality, discovery and equity across music in the UK.



PROVIDING
young artist development programmes

1000+
young alumni over 15 years

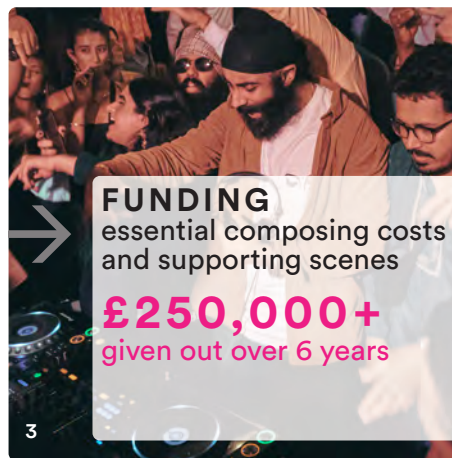
1



DELIVERING
transformative programmes and commissions

300+
alumni artists

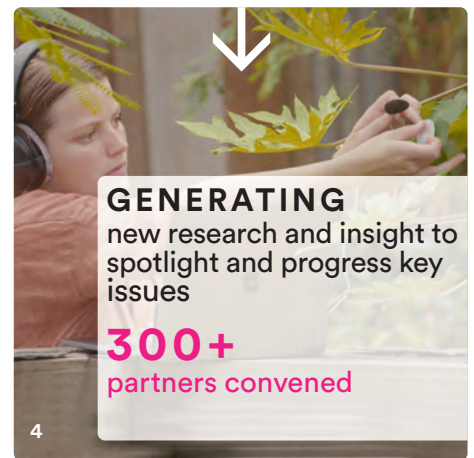
2



FUNDING
essential composing costs and supporting scenes

£250,000+
given out over 6 years

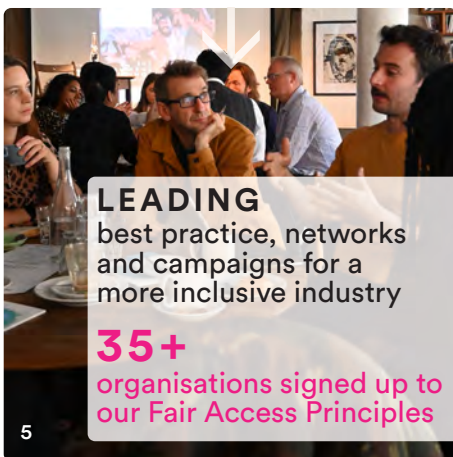
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GENERATING
new research and insight to spotlight and progress key issues

300+
partners convened

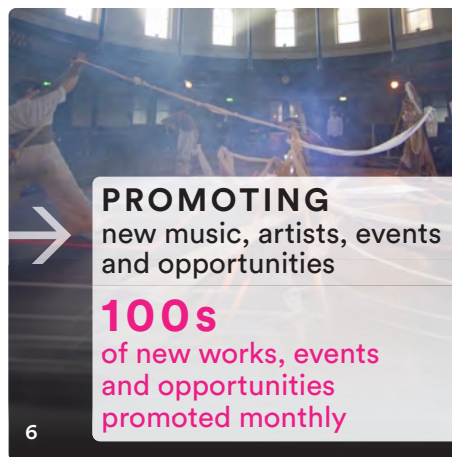
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LEADING
best practice, networks and campaigns for a more inclusive industry

35+
organisations signed up to our Fair Access Principles

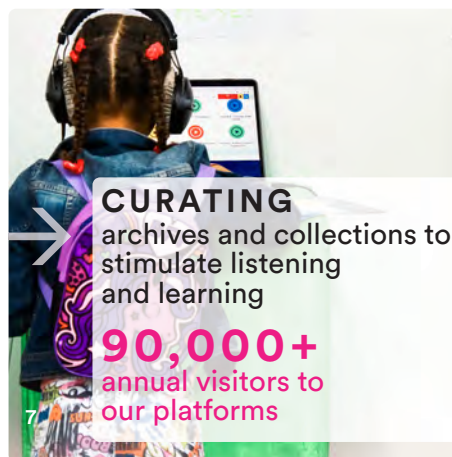
5



PROMOTING
new music, artists, events and opportunities

100s
of new works, events and opportunities promoted monthly

6



CURATING
archives and collections to stimulate listening and learning

90,000+
annual visitors to our platforms

7

1. Sound and Music Summer School Showcase, 2023.
Photo © Sound and Music.
2. Chisara Agor presents 'Nocturnal Sun', 2023.
Photo © Džiuginta Mažulytė (New Voices 2021).
3. Daytimers at Boiler Room, 2020.
Photo © Sunny formats (Curating Composer: Creating Cultures of New Music).
4. Alice Boyd at The Eden Project, 2023.
Photo © James Stier (New Voices 2020).
5. Roundtable discussion, 2024.
Photo © Sound and Music (Curating Composer breakfast event at Cafe Oto).
6. Alex Ho presents 'Untold', 2018.
Photo © Alex Ho and Julia Cheng (New Voices 2018).
7. A child explores the Minute of Listening platform, 2023.
Photo © Sound and Music (Minute of Listening).

Sound and Music

Strategy 2023–2028.

THE TRAIL TO 20 YEARS OF SUPPORTING NEW MUSIC AND SOUND.

Aim 1. Pure Creativity

To support composers to transform the way they make music and sound.

- 1.1 Deliver a model of artist support that encourages composers to innovate fundamental breakthroughs in making and/or delivering work.
- 1.2 Reinforce connections between innovation and teaching leading to new learning resources and expertise to engage young composers.
- 1.3 Deliver a long-form artist development for young composers that provides world-class specialist training, industry experience and manages the transition between training and career.
- 1.4 Achieve a measurable increase in the number of open and accessible opportunities for composers in the wider sector.

Aim 3. Everyday Creativity

To activate people's creative listening and music-making skills.

- 3.1 Develop partnerships and platforms that put doing and discovery at their centre for new audiences.
- 3.2 Incubate, trial and support inspiring and inclusive learning resources and products devised by composers on our programmes.

“———— DIY music making is an area yet to be fully understood, however, with this research and event **Sound and Music** have made significant steps in that direction————”

PRS for Music, Industry Partner

Aim 2. Applied Creativity

To support composers and curators to apply their creativity in new contexts.

- 2.1 Support composers and creators to respond to, represent and inform the contemporary social context.
- 2.2 Provide training, support, networks and funding for composers and curators to make scenes happen and enable grassroots music ecologies to thrive.
- 2.3 Create projects, partnerships and platforms for composers, writers and researchers to explore untold stories and address barriers within new music.

Aim 4. Championing Creativity

To grow our community of supporters to maximise our collective impact.

- 4.1 Grow our individual supporter base, delivering outstanding journeys to maximum support.
- 4.2 Increase engagement from our online community through inspiring communications that champion our mission, programme and composers.
- 4.3 Increase and diversify income and impact through mutually valuable holistic commercial partnerships.
- 4.4 Cultivate the trusts, foundations and public funders pipeline, building our reputation and brand.
- 4.5 Increase our visibility and influence as a progressive partner, innovator and thought leader.

Sound and Music

THE UK'S CHARITY FOR NEW MUSIC AND SOUND

Our Conditions for Success

Above. Hollysseus Fly on stage, 2024
Photo © Giulia Spadafora (New Voices 2022).

“———— We are thrilled to be working with **Sound and Music** to improve the accessibility of our programmes and break down barriers through commitment to their Fair Access Principles.————”

Jazz North, Fair Access Principles Partner

Our Culture

- Strong leadership
- Clear vision
- Values driven
- Creative, supportive, collaborative environment

Our Resources

- Clear embedded business plan and supporting action plans
- Full team
- Wellbeing and development programmes
- Standardised enabled data, tools, processes and systems

Our Beneficiaries

- An evolving inclusive artist-led offer
- Continually championing our artists and approach
- Reaching new and diverse artistic communities
- Engaged alumni network

Our Funding

- Strategic insight-led fundraising
- Consistent core funding
- Diversified income streams
- Inclusive, individual and impactful alumni engagement

Our Ecosystem

- Continually listening, learning and responding
- Growing and diversifying audience engagement
- Visible and influential industry presence
- Strategic partnerships and network development.

Sound and Music

Strategy 2023–2028.

THE TRAIL TO 20 YEARS OF SUPPORTING NEW MUSIC AND SOUND.

BOOSTING ARTISTS

Pure Creativity

To support composers to transform the way they make music and sound.

Applied Creativity

To support composers and curators to apply their creativity in new contexts.



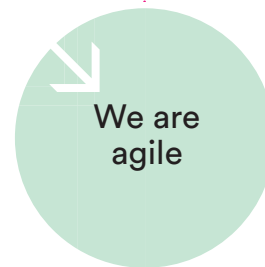
SHAPING CULTURE



Our Mission
 The base camp for anyone who wants to make, experience or support new music and sound to shape the modern world.



EXCITING AUDIENCES



Championing Creativity

To grow our community of supporters to maximise our collective impact.

Everyday Creativity

To activate people's creative listening and music-making skills.

INSPIRING SUPPORTERS

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THE UK'S CHARITY FOR NEW MUSIC AND SOUND

Sound and Music

“ — Sound and Music stretched my imagination and ambitions, enabling me to realise my capabilities. It was a springboard, encouraging me to dream big and find new ways to inspire and empower audiences — ”

Chisara Agor, Sound and Music Alumni Composer

To find out more and
be part of it visit
soundandmusic.org

Image: Chisara Agor presents 'Nocturnal Sun', 2023.
Photo © Džiuginta Mažulytė (New Voices 2021).

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for Education



ARTS COUNCIL
ENGLAND



FUNDRAISING
REGULATOR