

Our impact

2024 - 2025

Sound and Music



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

Contents

A letter from our Chair	Page 01
A letter from our CEO	Page 02
Our programmes and commissions	Page 03
Young artist development	Page 08
Funding music creators	Page 12
New research and insight	Page 14
Our networks and advocacy	Page 15
New music promotion	Page 18
Our archives and collections	Page 20
Our community of supporters	Page 21
Transformation	Page 22
A message from our artists	Page 24

Front image
Vicky Clarke
Photo © Iklektik

A letter from our Chair



“—We are incredibly grateful to every individual and organisation who has supported our work this year.—”

For nearly 20 years, Sound and Music has played a unique role in the UK's music ecosystem by removing barriers, championing innovative new work, cultures and scenes and fostering the creative ambitions of young, emerging and established composers and music creators.

We can only do this thanks to the generous support of our funders, partners and individual donors. We are incredibly grateful to every individual and organisation who has supported our work this year whether **giving money**, in-kind support or simply being part of our community and contributing to the cultural conversation.

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

We are committed and confident in our purpose and will be building on our momentum in the year ahead.

Music has the transformative ability to shape lives, communities, culture and indeed our national identity and social fabric. At times of change and challenge this is more essential than ever.

A handwritten signature in black ink, reading 'Ramani', written over a thin horizontal line.

Ramani Langley
Chair of the Board of Trustees

A letter from our CEO



“—This is the year where we committed to becoming an impact-led organisation.—”

When I think about how we can be most impactful in our mission, it is having a marked influence on creativity, edge cultures and progressive change across the UK's music industry in the twenty-first century.

This is the year where we committed to becoming an impact-led organisation and I am proud to share our first Impact Report that reflects the strategic and operational momentum established over the last 12 months.

In 2024-25, we achieved three significant milestones: the publication of **The Trail: Our Strategic Plan 2023-28**; the launch of **In Motion** and **In the Making**, our new flagship artist development programmes; and five years of our sector-leading **Fair Access Principles**.

As the first investor in artists, we awarded over **£100,000** and **170+** hours of dedicated support across our programmes, funds and commissions to accelerate creativity. As thought leaders, we took our latest research into scene creation, placemaking and DIY curators to **REMIX Summits** at the Royal Academy of Arts and the **House of Commons**. And in addressing the equity gap, we created more geographically diverse partnerships to broaden our reach.

Throughout all of this we took time to embed a new Senior Management Team, strengthen staff engagement and wellbeing, establish new values and an internal transformation framework for the team and Board of Trustees, and invest in collective and individual professional development.

As we approach 20 years of Sound and Music, I am optimistic for the journey ahead. Our vision for next year is more investment in our future growth, progress on our new virtual base camp and new artist-centred international opportunities. One thing you can be sure of is that we will keep pushing in pursuit of our mission and for a future where the frontiers of new music and sound are closer to every person.



Dr Will Dutta

Chief Executive and Composer

Our programmes and commissions

1. We delivered transformative artist development programmes and commissions

1.1 We launched our new In Motion programme

- 10 composers and music creators were selected for In Motion, our new flagship 18-month programme, and completed their Discovery Phase
- Our Programmes team delivered 120 1-1 meetings and seven group learning workshops
- In addition we supported and funded our artists to collectively receive 42 sessions with professional coaches and mentors specifically matched for their goals
- 11% of total applicants (39/363) received some level of support from us through In Motion, our Seed Award funding and support package for shortlisted applicants or our longlist bursary award
- Our six-month 'End of Discovery Phase' evaluation confirmed:
 - 100% of the cohort strongly agreed that they would recommend In Motion
 - 100% said that In Motion had already exceeded or met their expectations (80% confirming it had exceeded)
 - 89% agreed or strongly agreed that In Motion had already increased their confidence
 - 89% agreed or strongly agreed that In Motion was developing their creativity
 - 78% agreed or strongly agreed that In Motion is already developing their career

“—The audience development sessions and 1-1 support have been brilliant! I am now getting help on campaign and audience development for my next release. I’m experimenting and learning new skills – it’s so helpful to access this knowledge and experience.—”

Vicky Clarke
In Motion 2024

“—The multifaceted support that In Motion provides has been invaluable – particularly the process developing and exploring new elements. I was able to really dig deep, understanding my own musical language for communicating my ideas to the musicians I work with.—”

Namvula
In Motion 2024

Medulasa



“—Every aspect of In Motion has been delivered with a view to increasing my longevity and building a long-term and sustainable career in music... It's been massively life changing.—”

Bunny Kay-Traynor
In Motion 2024

In Motion 2024: Case study

Medulasa is the project of Bunny Kay-Traynor, a non-binary composer, producer, DJ and music engineer based in Wigan. They incorporate genres from gabber, post-metal, ambient and trance.


Bunny is developing an album as a definitive statement of their unique musical language, identifying a soundscape that consolidates and reflects their exploration of the Gothic, body horror aesthetic with avant-garde approaches.

“In Motion has led me to take myself more seriously as an artist. It's thinking about artistry in a way I never have before and being encouraged to reflect. It's altered the way I work and think, and it has already had an impact on how I make music in other realms... it's positively impacted my approach and my views in a really enriched way.


The advice and guidance on project management is delivered to empower me to do this for every future project going forward. Every aspect of In Motion has been delivered with a view to increasing my longevity and building a long-term and sustainable career in music. Everything from managing my budget through to audience development and expanding my professional network.

It's really brought home a sense of history, heritage, continuity, and the spirit with which Sound and Music has always had, championing new music in the UK – which has given me a feeling of legitimacy. It's been a massive boost to my confidence and practice... It's massively life changing.”

Sound and Music
In Motion 2024 artists



Raivo Sloan is a Glasgow based, Latvian music producer and multi-instrumentalist who composes through improvisation, often sonically writing and recording simultaneously.




Sherry Davis is a multi-disciplinary artist who seamlessly blends soul, classical, and African elements to create compositions that transcend traditional boundaries. She is reimagining African narratives through the lens of music, film and exhibitions.



Manchester based Vicky Clarke's work explores materiality, electrical phenomena and ritual. Working with sound sculpture, DIY electronics and human-machine systems, she explores techno-emotional states through composition and live AV performance.



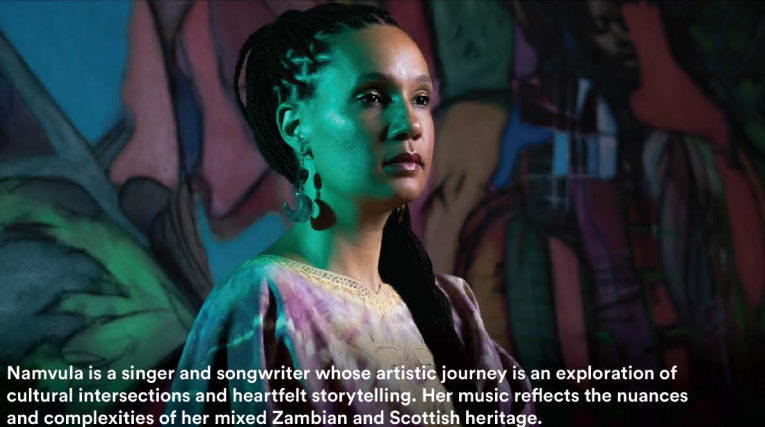
Medulasa is the main project of Bunny Kay-Traynor, a working class composer, producer and DJ based in Wigan. They incorporate genres from gabber, post-metal, ambient and trance.




Siteng is a genre-defying singer-songwriter, music producer, DJ and interdisciplinary artist based in London. Sitengs unique sound weaves together Björk's sonic adventurousness, Kate Bush's vivid theatricality and Eastern influences.




Damsel Elysium is a multi-instrumentalist, composer, experimental sound, visual & performance artist based in London. Having previously been hailed by Vogue as "London's most stylish experimental sound artist".




Namvula is a singer and songwriter whose artistic journey is an exploration of cultural intersections and heartfelt storytelling. Her music reflects the nuances and complexities of her mixed Zambian and Scottish heritage.



Owen Shiers is a Welsh folk singer, researcher, grain grower and cultural historian who has been described by the Guardian as a 'stunning new talent'. His music is rooted firmly in the customs and cultural vernacular of Ceredigion, Wales.



Born in Chiba, Japan, Chihiro Ono is a London based Japanese violinist and viola player. Specialising in and exploring baroque, classical, contemporary, new, experimental music, folkloric, noise, improvisation and field recording.



SWEENEY is an anti-disciplinary artist based in London. As an artistic director, lead vocalist and writer in the underground London alt punk scene since 2017, xe is a master of reinvention and notoriety, fighting at the forefront for counter-culture.

Our programmes and commissions

1.2 We launched alumni-exclusive opportunities

- We increased the support, dialogue and championing of our **300+** alumni community through our first alumni impact survey, **alumni spotlights**, a new 1-1 support offer and our first alumni-exclusive commission, **SoundEscapes**, in partnership with the **Sainsbury Centre**
- Eight composers and music creators (including two young people) and two established, award-winning artists, **Matthew Herbert** and **Ed Macfarlane** from **Friendly Fires**, created 60-second musical responses to individual pieces of art in the Sainsbury Centre's Collection
- One launch event at the Sainsbury Centre with **80+** guests
- The **10** pieces led to 100% increase in visitor engagement 'transforming the viewing experience' for the 10,000+ monthly visitors to the Sainsbury Centre



“—The response [from composers] was overwhelming. The impact in the museum was immediate. The time visitors spend with the objects animated by SoundEscapes has more than quadrupled. For visitors, simply listening to the soundtracks creates the time and emotional space to experience these materialisations of cultural life in their own way.—”

Dr Jago Cooper
Executive Director, Sainsbury Centre

SoundEscapes Launch
Photos © Kate Wolstenholme

Our programmes and commissions

1.3 We conducted our most comprehensive alumni survey, confirming the long-term impact of our programmes.

Over 100 alumni from across the last 10 years of artist development programmes reflected on the impact of our support:

- Creative development
 - o 88% confirmed that we increased their confidence as a music creator
 - o 75% said their creativity and musical identity significantly developed as a result of our support
 - o 68% confirmed they are more resilient as a result of our support
 - o 61% said they are bolder and take more creative risks as a result of our support
- Career development
 - o 91% confirmed their professional network expanded
 - o 77% said their career ambitions increased
 - o 70% became more confident to promote themselves and grow their audiences
 - o 70% confirmed their association with us as an alumni opened subsequent career opportunities and funding for them
 - o 79% said we had an instrumental impact on their career
- Alumni reflections on the impact of our support:

“—Accessing the incredible support offered by Sound and Music has had a domino effect on my career path, leading to so many exciting opportunities. I am so grateful for having had the amazing opportunity to work with Sound and Music.—”

“—The impact was massive and it propelled me into the career I wanted but had been struggling to realise.—”

“—Sound and Music’s support during the early stages of my career played a pivotal role in my development learning to navigate a complex music industry. I remain ever grateful for their invaluable support.—”

“—Life-changing and profound and gave me a level of exposure I’d never had before.—”

Young artist development

2. We supported talented young music creators from across the UK to develop their creativity, confidence and career ambitions

2.1 We launched In the Making, the UK's first and only 12-month young artist development programme built on our 16-year legacy of delivering summer schools

- 44 young people aged 14-18 were selected for In the Making 2024, our new flagship youth programme
- 44 new works created and performed at our end of residential showcase
- 40 sessions delivered, including Ensemble in Residence workshops, artist talks, key tutor workshops, education and industry and creative leadership pathways
- 88 free Cubase and Dorico Pro software licences worth £34,276 distributed through our partnership with Steinberg Media Technologies
- Three alumni contracted as Pastoral Support Staff further supporting their careers ambitions
- 12 Young Alumni from previous summer schools participated in our Young Voices Group collectively co-creating a toolkit and manifesto for young composers, as well as advising on the design of In the Making

“—Sound and Music’s In the Making programme is the most amazing thing I’ve been involved in in my entire career – and probably the best opportunity these young musicians will ever have.—”

Dr Eddie Dobson
In the Making Key Tutor and Composer

Young artist development

2.2 Our 'End of Residential' Phase evaluation confirmed:

- 97% agreed or strongly agreed that In the Making had already increased their confidence as a music creator
- 91% agreed or strongly agreed that In the Making had already made them more ambitious in their music creation
- 94% agreed or strongly agreed that In the Making had increased their creative and career goals
- 99% agreed or strongly agreed that they would recommend In the Making to other young music creators

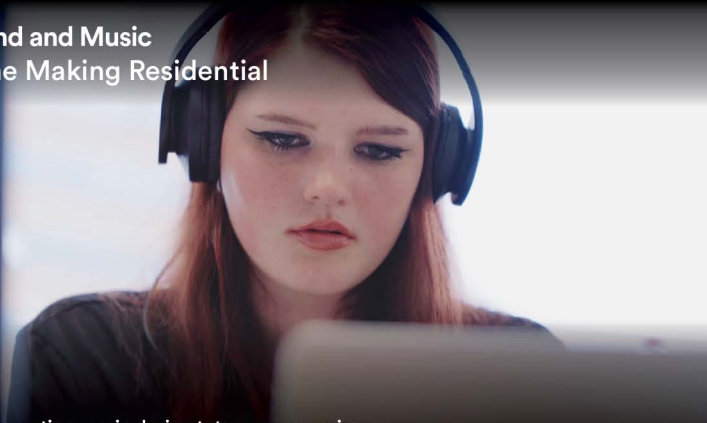
“—The highlight was meeting so many talented composers, bonding and making friends over music. The opportunities were amazing, the masterclasses were very insightful into the creative industries.—”

“—Hearing my music played live in a concert setting as the culmination of the experience with the support and appreciation of everyone I met is an unbeatable highlight.—”

“—The residential was exactly what it needed to be, fun, safe, sociable and full of opportunity with encouraging tutors and staff. I can't really offer any improvements to it.—”

“—How seamless the interactions with staff and other creatives were - the environment promoted the collaboration, discussion and communication that is lacking in a lot of creative music environments.—”

Sound and Music In the Making Residential



Student creating music during tutor group session



Student laying a guitar track during tutor group session



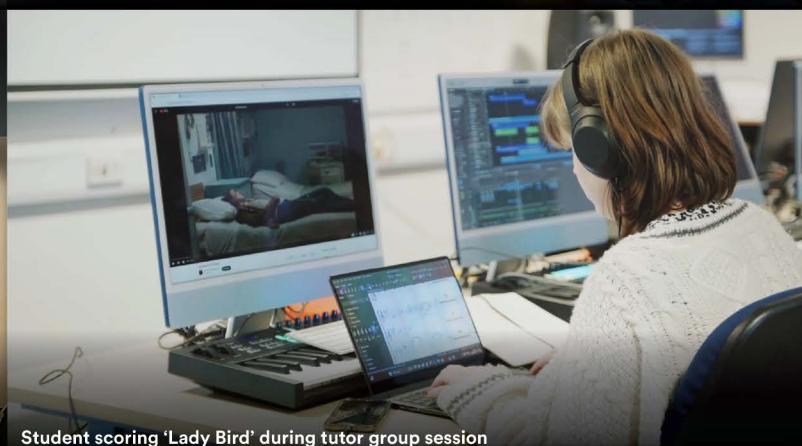
Daniel and Andrew, Steinberg, Cubase workshop (New Music Labs)



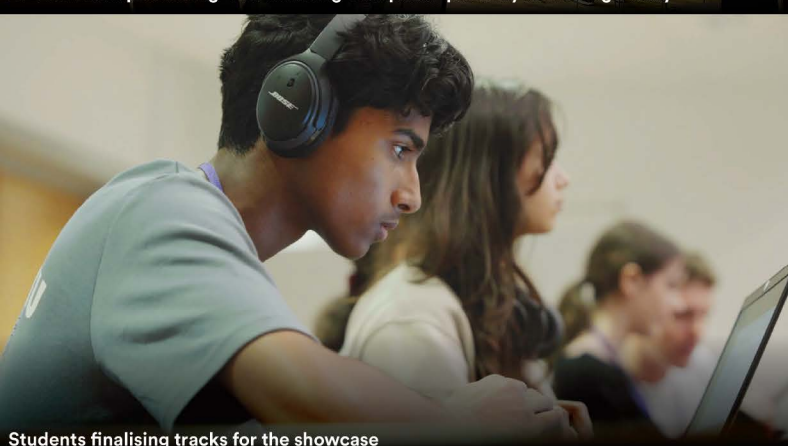
Students during Cubase workshop (New Music Labs)



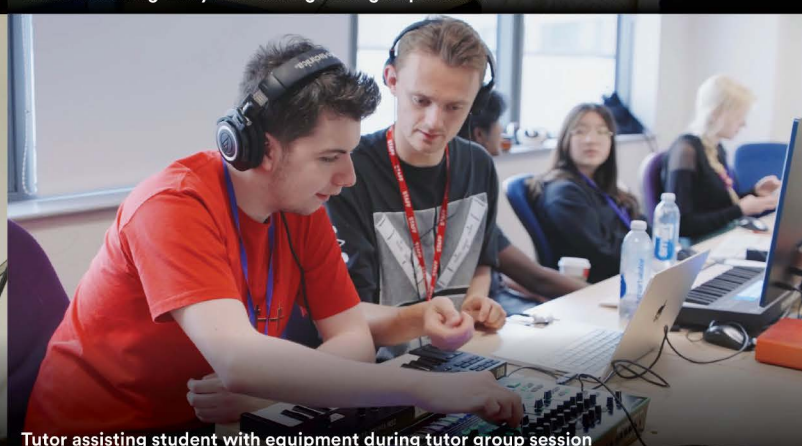
Dr Will Dutta presenting 'The Curating Composer' pathway at Heritage Quay



Student scoring 'Lady Bird' during tutor group session



Students finalising tracks for the showcase



Tutor assisting student with equipment during tutor group session



Tech team preparing for the showcase



Ensemble in Residence performing at the showcase

Eva



“—In the Making has given me the ambition to make it and I’m really grateful.—”

Eva
In the Making 2024

In the Making 2024: Case study

Eva’s compositions are deeply connected to narratives, as she believes music plays a crucial role in evoking emotions within a story. She joined the programme uncertain about her path in music.

Eva fully embraced In the Making by participating in our new creative leadership pathway and SoundEscapes commissions. Through her journey with Sound and Music, she transformed her passion into tangible accomplishments.

“The entire experience of In the Making has been just amazing. The residential was inspirational and far exceeded my expectations. The final concert was a highlight and made me feel like I’d really accomplished something.

I’ve gone on to have my music played for the public in a great museum and I now feel like I have a clear future in music, I’ve discovered my own style and know what steps to take. In the Making has given me the ambition to make it and I’m really grateful. This has been a great experience and opened a lot of doors.”



Eva
Photo © Eva

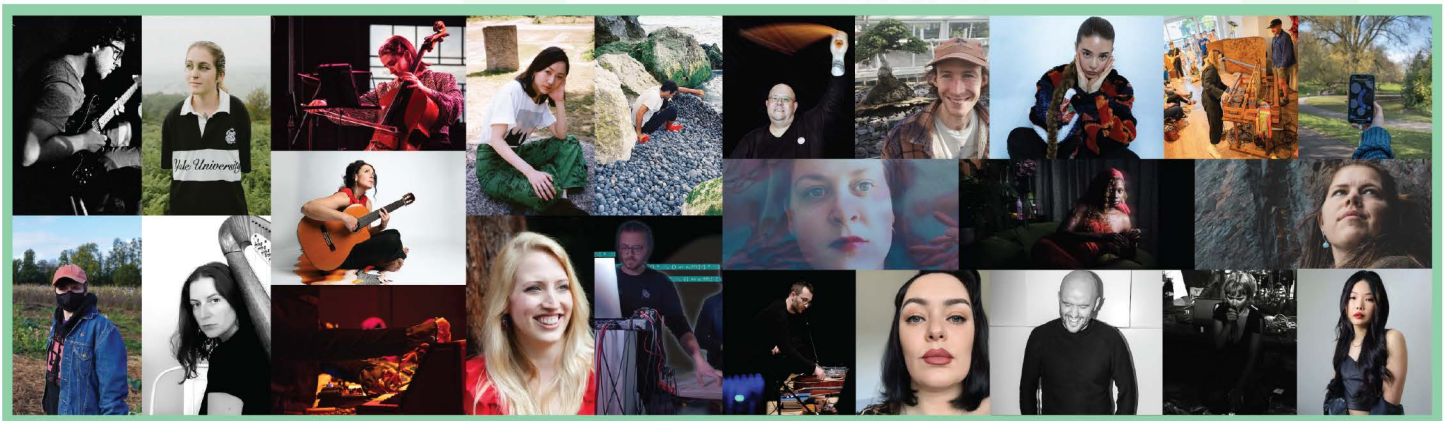
SoundEscapes Launch
Photo © Kate Wolstenholme

Funding music creators

3. We funded essential composing costs and supported new scenes

We stepped up our long-standing role as a funder and grant-giver to emerging and established artists looking to make breakthroughs in their practice:

- We committed a total of £102,104.91 to 52 artists across In Motion, Seed Awards, SoundEscapes and our new Essentials Fund
- We gave out £8,958.91 to 24 artists across two rounds of our Essentials Fund
- 4.8% of total applicants (24/499) received funding – highlighting the need for small scale funding to enable artists to invest in their practice, learning and performance
- Two alumni artists were successfully supported to leverage further funding



Essentials Fund Round One and Two artists
Photos © James Myers, Rightkeysonly, Rebecca Burden, Stella Z, Adam Matschulat, Toni Oisin H.C., Ellie Ford, Ch'Lu, Cindy Islam, Ailie Robertson, Boris Allenou, Becca Jones, Boo, Charlie Knox, Gobscore, Jya Raine, Mali Draper, Natalie Sharp, Rikki Lee, Ruby Caddick Lawrence, Sam Longbottom, Simon Knighton, Sophie Huckfield, Tracy Soothes

Lucy Hackett



“—The organisation is deeply committed to supporting artists and championing new music, and I’ve felt genuinely cared for as an individual throughout my time with them.—”

Lucy Hackett
Seed Award 2024

Seed Award 2024: Case study

Lucy Hackett is a composer, multi-instrumentalist, and music producer whose creative exploration delves into the juxtaposition of nostalgia and abstraction, warmth and coldness, melody and dissonance.

Her compositions fuse acoustic performance with experimental production and sound design, seeking harmony within contrasting elements. Her work as a media composer and collaborator has seen her music played and published worldwide.

“I’ve had a very positive experience with Sound and Music. The organisation is deeply committed to supporting artists and championing new music, and I’ve felt genuinely cared for as an individual throughout my time with them.

I particularly appreciated the supportive and nuanced conversations around my experiences as an artist with multiple chronic health conditions. That level of understanding and openness isn’t something I’ve often encountered, and it’s made a real difference.

Through Sound and Music I was also nominated and successful in another artist development programme with Amazon MGM Studios and the PRS Foundation. I have since been offered the opportunity to apply for a Sound and Music X British Council commission. The subsequent opportunities and additional support have had a positive impact on my career progression and creative outlook.”

Lucy Hackett
Photo © Lucy Hackett

New research and insight

4. We generated new research and insight to spotlight and progress key issues across new music

We amplified the voice, value and needs of emerging and original artists, curators and scene-makers across the music industry

- We published **The Curating Composer**, original research spotlighting the importance of DIY grassroots music, placemaking and scene creation and the curators driving them
- 17 cross-industry peers and colleagues convened – spanning artists, labels, publishers, funders, partners, festivals, venues and platforms – for an action-orientated roundtable event at **Cafe OTO**
- We delivered a primetime keynote presentation at **REMIX Summits** at the Royal Academy of Arts in January sharing our findings and advocating for the needs of grassroots music as the powerhouse of UK culture
- Mention in **House of Commons** for our advocacy on the importance and value of funding grassroots music

“—I was blown away by your report into DIY music scenes as the unsung powerhouse of UK culture - you offer such refreshing insights.... Your talk was absolutely brilliant and so good to see how well received it was - one of the highlights.—”

Simon Cronshaw
Founder, Remix Summits

“—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
Roundtable participant

Our networks and advocacy

5. We led best practice, networks and advocacy for a more inclusive industry

5.1 We celebrated five years of our sector-leading Fair Access Principles

- Four new signatories bringing the total Fair Access network up to 35, with more working towards sign-up
- 89% of the Fair Access network participated in our fourth Fair Access Assembly held in-person at the Library of Birmingham, connecting, reflecting and co-designing the next chapter of Fair Access

5.2 We partnered with organisations across the UK to broaden our reach, representation and relevance:

- We moved our summer residential from Hertfordshire to Kirklees increasing young participants from the north of England by 11%
- We partnered with the Sainsbury Centre for SoundEscapes with 10 commissions now on permanent display at the art museum in Norwich
- We partnered with BRIT Kids in Croydon, Kings Cross and Canterbury to create new collections for Minute of Listening
- We are working with THAMES, our local music hub in Tower Hamlets, to provide work experience placements to local music students
- We partnered with Ty Cerdd, Music Centre Wales, on our Fair Access Assembly







“—We’ve been endeavouring for years to make our opportunities more accessible and the Fair Access Principles are a very important part of solidifying those approaches and learning together how we can evaluate and continue to make our opportunities more accessible.

We continue to learn so much from the initiative and champion it to peers and colleagues across the UK and internationally.—”

Deborah Keyser, Ty Cerdd
Fair Access Assembly co-chair

Our networks and advocacy

5.3 We modelled our Fair Access Principles in our programmes and funds with progress across a range of metrics as well as areas for continued focus and improvement

2024/25 Includes: In the Making In Motion Essentials Awards ISCM British Music Collection SoundEscapes	Applicants			Selected applicants		
	Total applicants: 1,459 (Target: 555) EO Submissions: 1,291 (Achieved: 88% / Target: 80%)			Selected applicants: 135 (Target: 115) EO Submissions: 84 (Achieved: 62% / Target: 80%)		
	Total (#)	Total (%)	Target	Total (#)	Total (%)	Target
Women / girls 	575	45%	50%	42	50%	50%
Minority gender 	122	10%	7%	8	10%	7%
Global majority 	339	27%	14%	24	29%	14%
D/deaf, disabled and neurodiverse 	120	10%	19%	16	19%	19%
Low socio-economic background 	200	15%	39%	14	16%	39%
Outside of London 	844	65%	60%	60	71%	60%

“—The Fair Access Principles have been a catalyst for change for us at Sound and Music. We have seen a significant increase in the diversity of our applicants and participants, as well as our advisory groups and our own team.—”

Imogen Lawlor
Trustee

Sound and Music
Research and advocacy



Fair Access Assembly, Library of Birmingham



Fair Access Assembly



Fair Access Assembly



Fair Access Assembly



Provhat Rahman, Dialled In Founder, REMIX Summits, Royal Academy of Arts



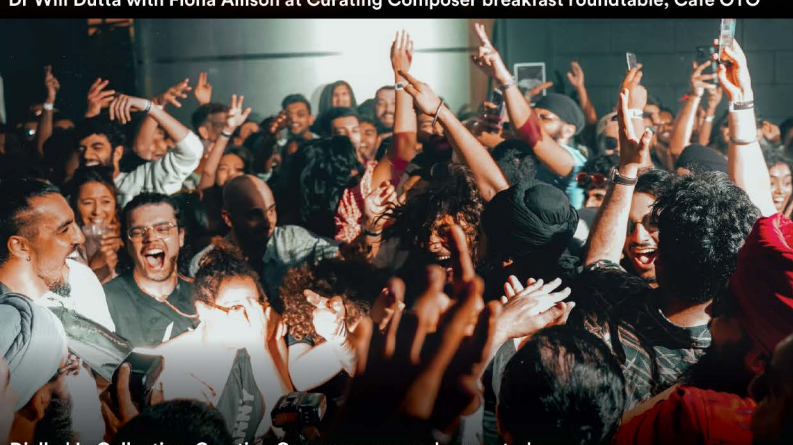
Emma Warren, Make Some Space Author, REMIX Summits



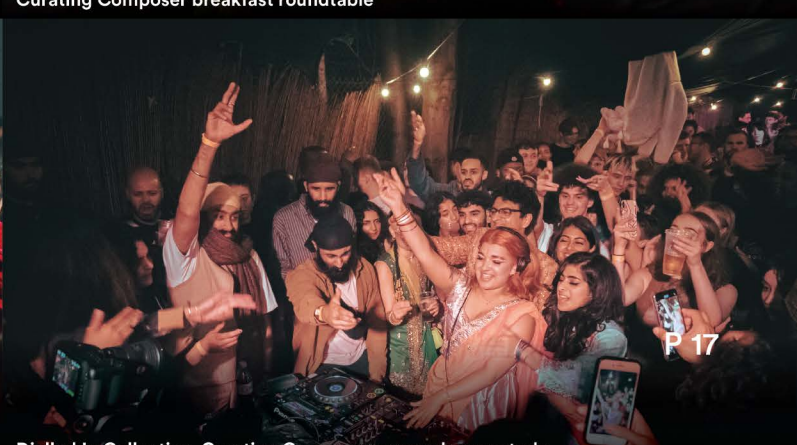
Dr Will Dutta with Fiona Allison at Curating Composer breakfast roundtable, Cafe OTO



Curating Composer breakfast roundtable



Dialled In Collective, Curating Composer research case study



Dialled In Collective, Curating Composer research case study

New music promotion

6. We increased our promotion of new music, artists, events and opportunities

We increased the reach, representation and engagement of our nation-wide creative community:

- 19% increase in subscribers to our new music newsletter up to **6,393**
- 8% increase in Instagram followers up to **6,618**
- 28% increase in website visitors to **74,253**
- **134** new opportunities posted on our Opportunities hub were viewed **43,139** times over the year
- We launched new events listing functionality and the **184** music events promoted by artists in our community were viewed **4,320** times
- **41** hours of new music were broadcast on our relaunched and rebranded weekly radio show, **The Sampler Mixtape**, on **Resonance FM**
- **56%** of **The Sampler Mixtapes** were curated by guest hosts including artists, alumni and organisations from across our community reaching over **2500+** weekly listeners
- **Eight** alumni were celebrated in our new monthly **Alumni Spotlights** series launched in August, enabling us to amplify their work and creative journeys
- We were proud to celebrate **12** Sound and Music-funded projects and performances by our alumni (see details overleaf)



The Sampler Mixtape
Photos © #130 by Vicky Clarke, #131 by Namvula, #132 by Matthew Barley

Horn and A Falling Tower - Horn and

Lucy Duncombe presented her New Voices 2022 works in small group showings between April and May with two cohorts of sector decision-makers



Holysseus Fly released the video for 'Out of this World', her New Voices 2022 project, in April and went on to perform it at Glastonbury, Bristol Forwards Festival and across the UK



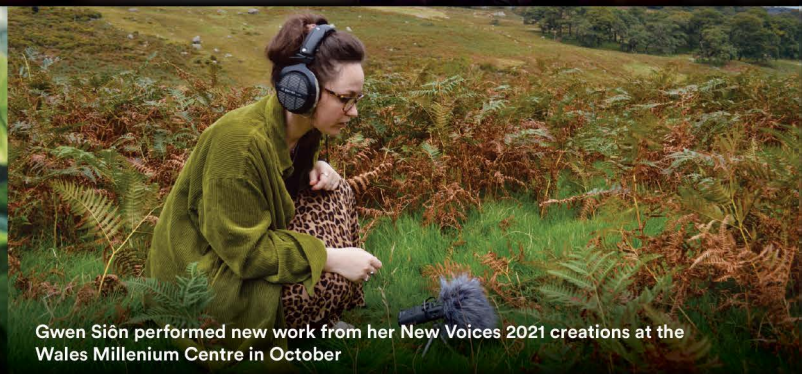
Chisara Agor brought 'Nocturnal Sun' from New Voices 2021 to Brixton House in September



Nneka Cummins 'Saplings EP', her 2022 New Voices creation, was released on Nonclassical in March, following performances at Southbank Centre as part of Nonclassical's Outside the Lines event



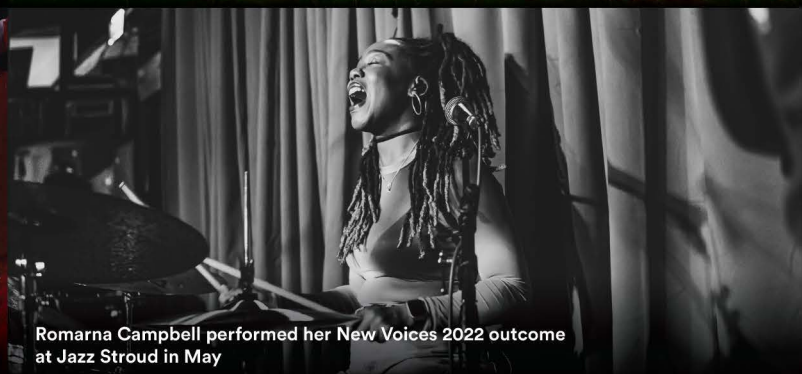
Georgia Denham presented her New Voices 2020 works in a performance at Christ's College Cambridge in November



Gwen Siôn performed new work from her New Voices 2021 creations at the Wales Millenium Centre in October



Bullyache took 'TOM', their New Voices 2021 interdisciplinary production, internationally to New York's Under the Radar festival in January



Romarna Campbell performed her New Voices 2022 outcome at Jazz Stroud in May



Melanie Wilson brought 'Oracle Song', initiated on New Voices 2020, to the Barbican in March



Jennifer Wrigley released 'Catch the Rhythmic Orkney Tide and Ride', built on her New Voices 2021 project, in November



Emily Levy was commissioned to perform 'Me Without You', first developed on New Voices 2019, at Snape Maltings, Spitalfields Festival and Opera North in Leeds between June and July



Sara Rahman's 'you go, once before' created for our Beyond the Edge Open Call in 2023 was performed at Forma in London in August

Our archives and collections

7. We continued to curate and develop unique archives and collections to stimulate listening and learning

- 23,310 listens to pieces of music on our Minute of Listening platform which inspires and stimulates deep listening through exploring the human experience – an 8% increase on the previous year
- 14,071 unique visitors – a 15% increase on the previous year
- 88,536 unique pageviews – 30% increase on last year
- 631 new Minute of Listening subscribers
- One renewed partnership with BRIT Kids and a collection of 60 minutes of new music created by their students exploring the experience of growing up and navigating the modern world
- 35 new composer profiles on the British Music Collection platform
- 147,509 unique visitors to British Music Collection



“—We are thrilled to be deepening our collaboration with Sound and Music by creating a second collection for Minute of Listening. It’s a fantastic resource that nurtures imagination, curiosity, and open-minded listening.

The opportunity to contribute to such an inspiring and widely respected platform has sparked genuine excitement and innovation in their work.—”

Tobi Deeson,
Director, BRIT Kids

Minute of Listening
Photos © Sound and Music

Our community of supporters

8. We grew our community of supporters, funders and partners to maximise our income and collective impact

- 18 trusts and foundations supported our work:
 - Thanks to PRS Foundation, Jerwood Foundation, Michael Guest Foundation, Garrick Charitable Trust and Creative Scotland for supporting **In Motion 2024**
 - Thanks to Britford Bridge, Sampimon Trust, D'Oyly Carte Charitable Trust, Three Monkeys Trust, Wise Foundation, Finzi Trust, Bliss Trust, John Thaw Foundation, Boris Karloff Foundation and Thomas Sivewright Catto Charitable Settlement for supporting **In the Making 2024**
- Three more funders pledged to support our 2025 programmes:
 - Thank you to Marchus Trust for supporting **In Motion 2025** and Hyde Trust and Patricia Routledge Foundation for supporting **In the Making 2025**
- We diversified our income and impact through new partnerships:
 - **£35,000** contributed in-year from **Steinberg Media Technologies**, **British Council** and **Sainsbury Centre**
 - **£34,076** in free software given by **Steinberg Media Technologies**
 - **£36,000** committed over the next three years by our existing partner **Faber Music and Manners McDade** to support four bursaries a year for **In the Making**
 - **£17,000** in-kind support committed by our new strategic partnership with **Cedar Court Hotel** in **Huddersfield** to provide significantly discounted accommodation for **In the Making** residential
- A further **£8,378** in individual donations were received over the year
- We played an active role in key networks across the music ecosystem including:
 - National Youth Music Organisation Network
 - PRS Foundation's Talent Development Network
 - Arts Funders Circle
 - Ivors Academy Network
 - Music and Race Conference
 - Northern Jazz Talent Development Forum

“—Steinberg is delighted to support the unique **In the Making** programme. It was incredibly inspiring to be part of the **In the Making Residential** and see how it's inspiring a new wave of musical creativity and helping to develop the careers of the next generation of musicians.—”

Transformation

9. Our internal transformation

9.1 We built a diverse, agile and high-performing team to deliver on our ambition and respond to the constantly evolving external context:

- One new Senior Management Team established with new Head of External Engagement and Head of Programmes roles leading new functions
- Two new employees joined the organisation which saw 256 applications for three roles
- One new chair and three new trustees recruited to bring our Board of Trustees to full capacity
- 50% of new staff and trustee recruits from global majority backgrounds, increasing the diversity of our operational and governance teams
- 42 creative careers supported through our contracting of artists on our wider Creative Freelance Team as Mentors and Coaches, Panel Assessors, Key Tutors, Pastoral Care Team and Ensemble In Residence
- Seven of our Creative Freelance Team are Sound and Music alumni

9.2 We established a robust operational, governance and learning framework to maximise our impact, oversight and efficiency:

- A 100-Day Accelerating Transition plan complete, evolving into our new three-year Accelerating Transformation Plan
- A new five-year strategic plan published creating the trail to 20 years of supporting new music and sound in 2028
- A single operational plan, data and monitoring framework and quarterly review process embedded
- A single organisational CRM database established
- Four knowledge sharing sessions held on impact measurement, sync, Artificial Intelligence and user-centred platform development
- Thinking Partnerships and Leadership Archetypes Training embedded
- Wellbeing and Culture and Inclusivity and Relevance Plans and working groups established to drive priority agendas
- Efficiency plan in place with shift to Cloud-based accountancy, ethical banking and hybrid working
- A new set of values co-created collaboratively by the team through a series of workshops

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.

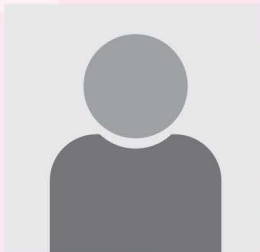
A final message from our artists



Atharv
Atharv Gupta
Young Composer



Chisara
Chisara Agor
Composer and Multi-disciplinary Artist



Billie
Billie Reason
Young Composer



Ben
Ben Nobuto
Composer



Supriya
Supriya Nagarajan
Composer and Vocalist



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
It's 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.

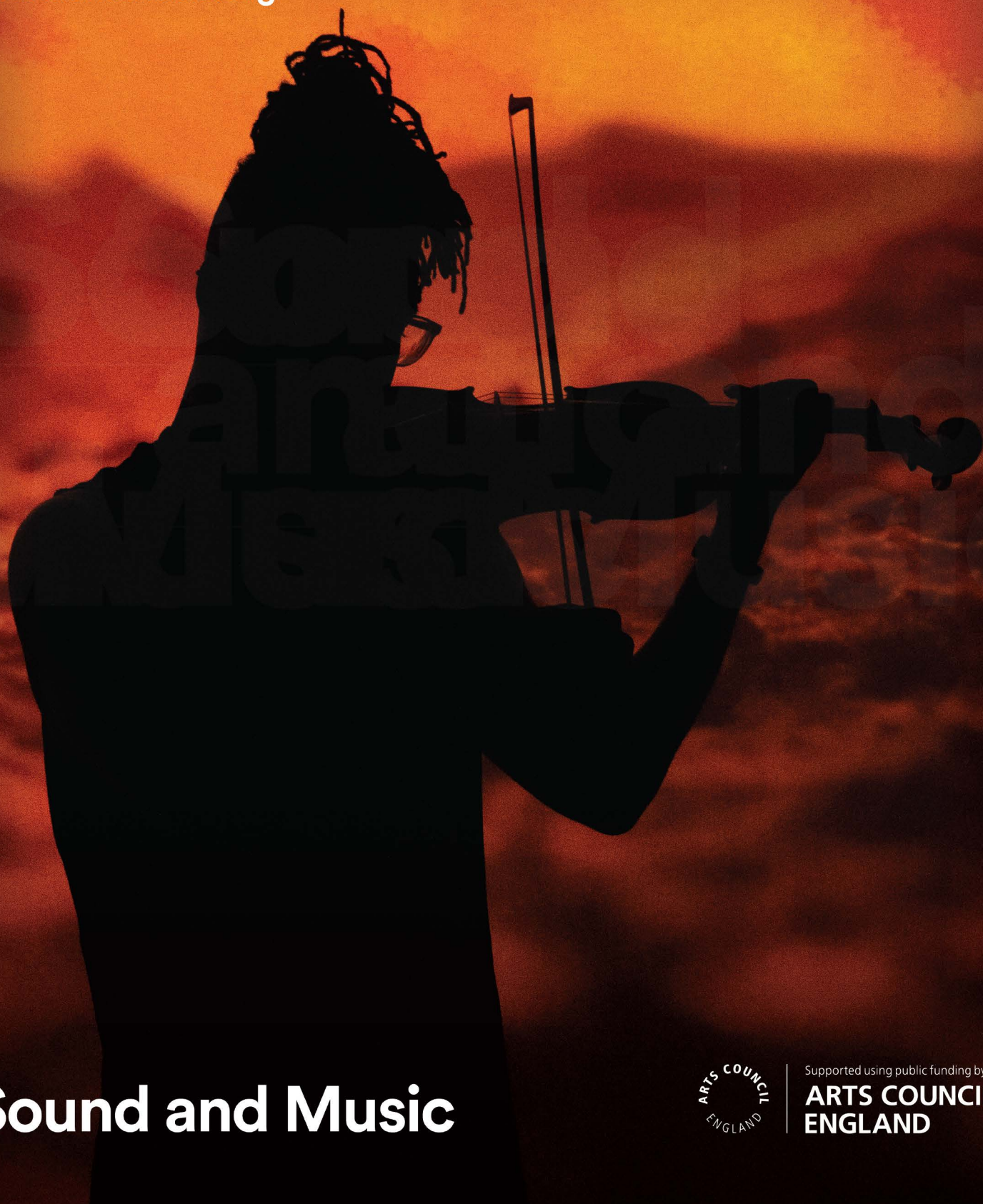
It's about the trail
It's about new sounds and new music

We are Sound and Music.

We are 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.

To find out how you can be a part of it, visit
soundandmusic.org



Sound and Music



Supported using public funding by
**ARTS COUNCIL
ENGLAND**