

# anthem.

## Anthem Impact Report 2021/2022



Photo: Mitchell Williams

# Welcome to Our Anthem Impact Report



It has been my pleasure to start to build the potential of Anthem over the last two years, and what has become very clear is how crucial the work we are doing is for young people in Wales.

Anthem's role as a funder has begun with the launch of our Atsain fund. We ran two rounds of the fund in 2022 and also brought our grantees and the wider sector together to share learning around key sector issues. Working with Youth Music on this fund has really helped to shape Anthem, and I would like to thank the team at Youth Music for their generous support and guidance.

The other important piece of work for Anthem has been the establishment of our Youth Forum. It's vitally important for Anthem to have youth voice at the heart of our organisation, and I am always in awe of the amount of passion and talent that our Youth Forum members bring to Anthem.

Our position as an independent charity and funder is key to how we can be useful both to the youth music and music education sector, and to Welsh Government. We can build strong relationships with trusts and foundations, with local, national and international business, and with donors who want to support young people and music in Wales.

I look forward across the next year to developing our relationship with the National Music Service, recruiting our third Youth Forum cohort, and growing our connections in North Wales. **Rhian Hutchings, Anthem CEO**

## Our Key Projects Across 2021/2022

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

**Youth Forum** 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

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

## Advocacy and Research

- **Running regular consultations** with young people across Wales to understand what they want and how they relate to music
- **Supporting events in Wales**, exploring and championing music for young people in Wales

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Arts Council Wales, Bute Place, Cardiff, CF10 5AL

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Charity Number: 1182024 | Company Number: 11240995





# 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.



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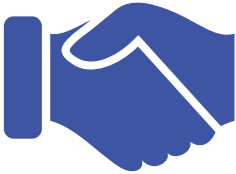
## Atsain Fund

Anthem launched the Atsain Fund in 2022. 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 was £226,747, with most awards being between £7000 and £9000**

Across the two rounds we had 59 applications and were able to fund 27 of them



**The projects will work with 104 partner organisations during project delivery**

**The projects will reach a total of 2217 beneficiaries across Wales**



**Projects last for between 6 & 24 months**

We launched the Atsain network in June following the initial funding round. The network meetings take place on a bi-monthly basis (June, September, November and February 2023). We have nearly 30 members, about half of which are Atsain-funded and half from the wider arts and youth sector. The events have

received very positive feedback, attendees have welcomed the opportunity to engage with new organisations, share best practice and access peer advice and support.



## Spotlight on Atsain Projects

### WILDERNESS TRUST – MUSIC CIRCLE AT THE HANGING GARDENS

**What:** Bilingual workshops and concerts for babies & toddlers, instrumental lessons for young children aged four to seven, and music sessions for young people with learning disabilities.

**Where:** Llanidloes, Powys

**Participant Numbers:** 125

**Partners:** 6

**Key Outcomes:** New area of work for the organisation.

Sessions for babies and toddlers were very well attended and exceeded expectations. To accommodate demand, it was decided to continue running weekly sessions with a core group of parents, children and childminders attending.

As a result of parents getting to know each other they have organised a choir to sing Christmas carols, and now meet up regularly on Sundays.

*"A large majority of the participants did not previously attend the Hanging Gardens and through this project have started to participate in other activities – young parents' group, sewing group, craft workshops, talks, events, or even just coming to the venue for a coffee or to spend some quality time with family and friends. I think this project has definitely reached out to many more groups in our community to get them interested in other things we do at the Hanging Gardens – resilience, healthy food, climate change, waste management".*

**Luc-Antoine Bonte, Project Manager**

### CANOLFAN GERDD WILLIAM MATHIAS

**What:** Delivering music workshops and 'creation days' in partnership with youth clubs, local statutory services and disability charities in Gwynedd and Denbighshire in the 2022-23 academic year.

**Where:** North Wales

**Participant Numbers:** 75

**Partners:** 4

**Key Outcomes:** Increase and develop the provision of out-of-school music activity for disabled children and young people, so that they can develop their skills and realise their potential through music.

*"Our aim is to ensure that disabled children and young people have the same opportunities as non-disabled children and young people to participate in music outside school and we hope that through this scheme we will, in consultation with the participants and their families, be able to develop more opportunities for disabled children and young people and also identify and remove barriers they currently face."*  
**Meinir Llwyd Roberts, Canolfan Gerdd William Mathias**

#### BEACONS - RESONANT & TRANSFORM MUSIC

**What:** **Resonant** – a new music industry outlet for individuals of marginalised genders in South Wales, focusing on behind-the-scenes roles of the industry.

**TransForm Music** – research findings on the lived experiences of transgender and non-binary people working in the music industry or attending live music in England and Wales.

**Where:** Cardiff & Wider Wales

**Participant Numbers:** 129

**Partners:** 2

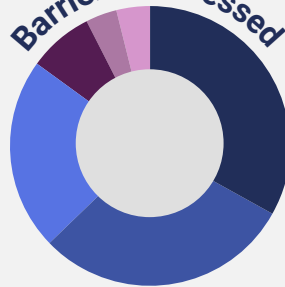
**Key Outcomes:** The creation of an intentional space providing valuable advice to people from marginalised genders just starting out in their career. Key research and guidance around how to create safer and more inclusive spaces for people who are transgender and/or non-binary that attend, work in or perform at their venue.

*"As a young person growing up, I never came across other female or queer songwriters & producers and based on the current statistics on gender representation within the global*

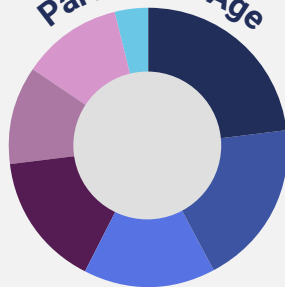
*music industry, it is evident that there is still a great need for more people within this community to come through and take their seats at the table. Projects like Resonant change peoples lives and I'm very proud to be part of a team that are taking action to make this change,"* **Millie Blooms, Mentor, Workshop and Shadowing Facilitator.**



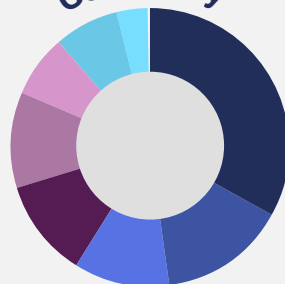
#### Barriers Addressed



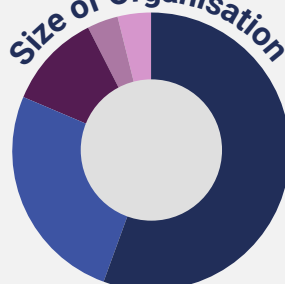
#### Participant Age



#### Geography



#### Size of Organisation



### Key Funding Stats



# Anthem Youth Forum



Anthem Youth Forum brings 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.

Together, we find new ways to help Anthem grow and put our goals and values into action. Our Youth Forum is intrinsic to our mission, enabling access to music and nurturing diverse talent to take the next steps to careers in music.

Youth Forum 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 chance to perform in what felt like a safe space, surrounded by like minded people."*

Find out more about past and present Youth Forum members:  
[www.anthem.wales/youth-forum/](http://www.anthem.wales/youth-forum/)

*"I became more confident in talking to new people in the industry and taking an interest in other sectors of the music industry."*

*"A place where we can be real about struggles and obstacles in the industry as well as the good things."*

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

*"Incredible team and incredible people. One of the best forums I've ever been involved in."*

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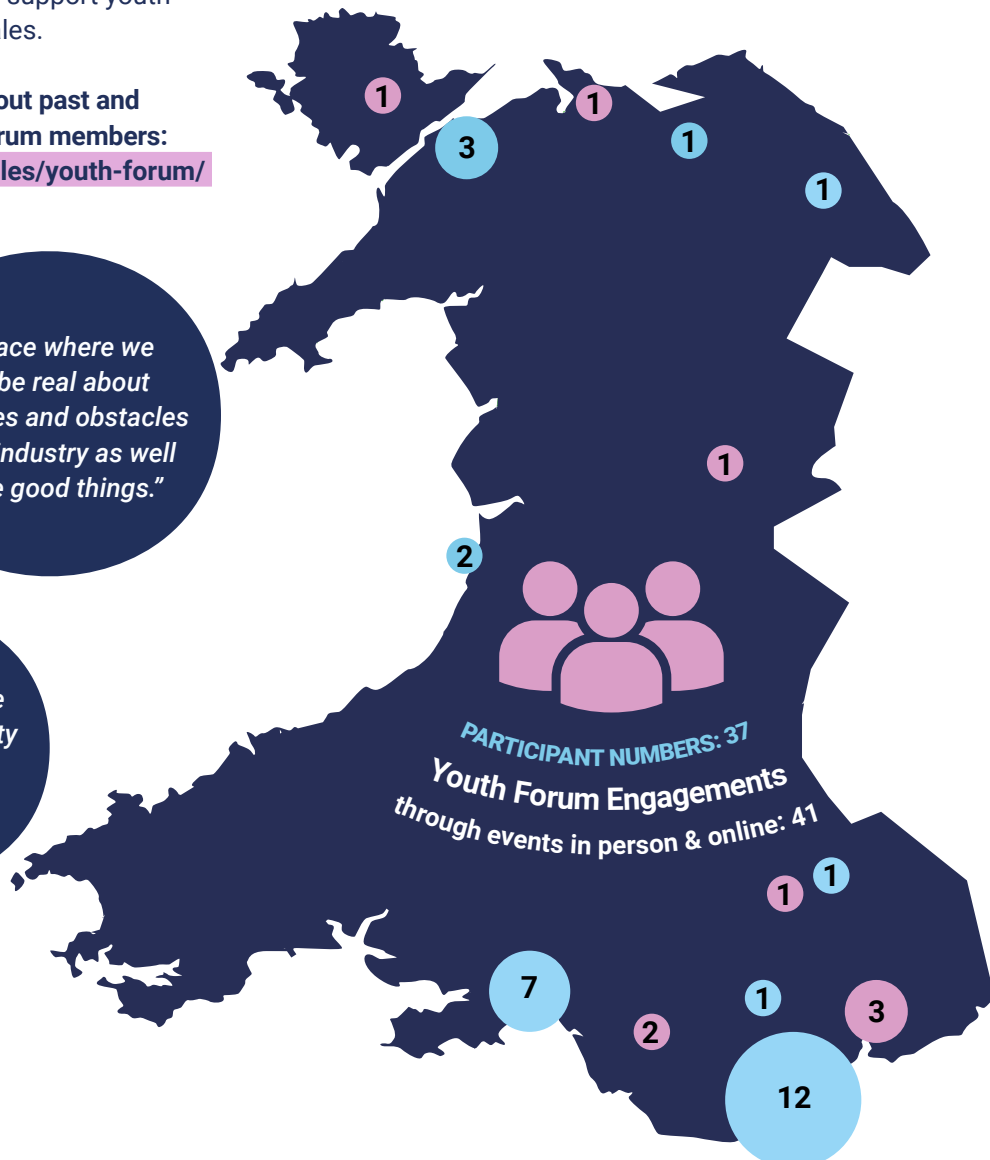
## AMPLIFY

stories  
about youth  
music in  
Wales

straeon am  
gerddoriaeth  
ieuenctid yng  
Nghymru

**Amplify is a podcast featuring stories about youth music in Wales. Hosted by Welsh musicians including Ify Iwobi and Aleighcia Scott, Amplify explores the value of music for young people, meets Welsh musicians and finds out more about their journeys, and talks to the organisations who devote their time to improving young people's lives through music in Wales.**

[www.anthem.wales/what-we-do/  
amplify-podcast/](http://www.anthem.wales/what-we-do/amplify-podcast/)



# Porth Anthem Gateway

The Porth 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.

Currently the Gateway hosts:



**The Info Space**



**Anthem Network**



**Opportunities**



**Events**



**Industry Links**



**Music Industry Careers**



**P O R T H**  
**anthem**  
**GATEWAY**



# Our 2021 – 2022 Funders and Partners

**BEACONS  
CYMRU**  
MUSIC INDUSTRY DEVELOPMENT

**Biz  
Space**

**Disability  
Arts Cymru**  
A work of art  
Creu celf

  
Llywodraeth Cymru  
Welsh Government

  
**POSTCODE  
COMMUNITY  
TRUST**

**RONDO**

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

**YOUTH  
MUSIC**

**Special Support:** Geraint Davies CBE  
Anthem Auction Contributors

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empower every young life

## Team

**CEO:** Rhian Hutchings

**Communications Manager:** Tori Sillman

**Programme Manager:** Rebecca Rickard

**Fundraising Manager:** Rebecca Hobbs

**Fundraising Consultant:** Julie Johnson

**Youth Forum Project Manager 2021 / 2022:**  
Åsa Malmsten

**Gateway Project Manager 2022:** Aisha Kigwalilo

**Gateway Advisor 2022:** Josh Whyte

**Kickstart Placement & Project Manager 2022:**  
Violet Hunt-Humphries

## Trustees

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Tayla-Leigh Payne

Vicki Papworth

Photographs courtesy of Charys Bestley, Jamie Chapman, Mitchell Williams and Tori Sillman

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