



**MUSIC
CHANGING
LIVES**

A black and white photograph of a woman with short hair, wearing a white top and a large, ornate necklace. She is singing into a microphone held in her right hand and has her left arm raised with her index finger pointing up. In the background, a large, rounded rectangular sign with the word "READIPOP" and three circles below it is visible.

READIPOP ANNUAL REPORT 2018 – 2019

A summary of Readipop's work from
April 2018 to April 2019.



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

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WHO WE ARE



About Us

Established in 1998, Readipop is an innovative music and arts charity who run a number of inspirational and engaging arts projects and programmes which make a positive difference in people's lives. We are passionate about the power of music to communicate and bring people together. Our work celebrates our community and the joy of creativity as vital to a fulfilled life.



WHO ARE WE

Our Approach

Our programmes aim to be participant or artist led, focused on original work (where possible) and help to improve confidence and opportunities for the people we work with.

Sessions are musically inclusive, involving musicians of varying skill levels, and both social and musical diversity is celebrated. Whether we are providing career support, access to expertise and equipment, music workshops, events, community music projects, school or 1:1 music education or running our music festival we always strive to develop musicianship and create positive change within individuals and groups. Readipop also aims to promote creativity, all whilst listening and aiding individuals to find their own life paths or improve as musicians.

Though Readipop reaches people of many different backgrounds in Reading and the Thames Valley, our focus is always on targeting places where need is greatest. For this reason, we prioritise the needs of marginalised peoples and communities, and others facing hardship in our local community when devising and running new programmes and projects.



From providing weekly interaction through our community bands, to being a young person's sole place of interaction with education or engagement, Readipop always aims to facilitate 'Music Changing Lives'.



OUR

APPROACH

WHAT WE DO

A Year at Readipop

2018 – 2019 was a year of establishing and making a long term commitment to our ongoing programmes, as we joined the Arts Council of England's National Portfolio in March 2018.

With this extra stability we focused on cementing and expanding existing programmes which benefit the most in need people Readipop supports.

This long term commitment to 'Music Changing Lives' was celebrated in October 2018 with our 20th Birthday Party at South Street, which featured performances from the Happy Mondays' Rowetta, and a host of local talent (including members of our own Artist Development Programme).



But the Birthday gig was (of course) not our only big music celebration, as the community bands got involved with our Christmas Hootenanny, and the re-branded Readipop Festival 2018 attracted record crowds. The popularity of 2018's event was proven when Readipop Festival 2019 first tier tickets sold out in just a day.

By March 2019 Readipop had grown its team from two to three full-time members of staff, increasing our capacity to reach more of our community and continue our current work for the people of Reading and the Thames Valley. Working with the town's cultural community, its social services and other organisations, Readipop looks to a future in which it can expand the reach of its most life-changing projects and continue to grow its cultural impact on our town and region.

Our Funders

Readipop's work is supported by a number of organisations, who all make invaluable contributions to the charity and allow us to change even more lives through music. We would like to thank the following organisations who helped us in the 2018 – 2019 financial year:



WHAT WE DO

Readipop Programmes 2018 - 2019

As with any year at Readipop, ongoing projects continue to grow, and new ones are devised to help our community. Some are completely open access for all, whilst others are targeted at specific regional or local need. Here is a brief overview of the projects that were running between 2018-2019:

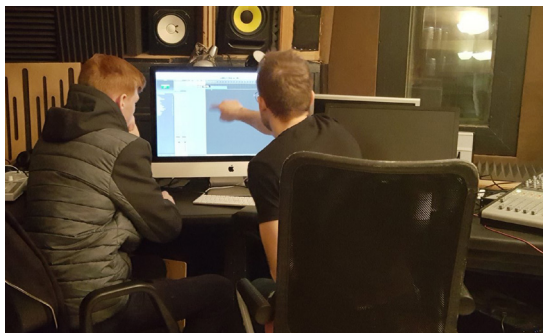
“Readipop is the only thing I look forward to in the week.”



ACCESS ALL AREAS

'AAA' - ACCESS ALL AREAS

Readipop's AAA (Access All Areas) programme brings together a number of projects to engage and support young people and their music:



MUSIC BASED MENTORING

Working with young people referred to us from pupil referral units, the young offenders service, schools specialising in special educational needs students and other children's services. These 1:1 music sessions provide young people with a safe space to be creative and learn skills, from guitar to music production and rapping with an experienced music leader, and aim to grow confidence and awaken opportunities.

OPEN ACCESS SESSIONS

Our weekly term-time evening workshops allow young musicians to work together in live band workshops, music production and/or studio work.



GET STARTED WITH MUSIC

A one-week intensive music project for young people aged 16-25 who are NEET (not in education, employment or training) organised in partnership with The Prince's Trust.

HOLIDAY WORKSHOPS

Open access workshops providing space for jamming, composition or production with music leaders on hand to help facilitate musical growth.

ACCESS ALL AREAS



ARTS AWARDS

Arts Awards are a set of qualifications ranging from exploratory and creative early learning, up to a AS Level equivalent A-C. Readipop helps hundreds complete Arts Awards across schools and within our other provision.



PRIMARY SCHOOL WORKSHOPS

A variety of engaging creative workshops for schools from half-day taster workshops to regular projects enabling children to learn new instruments.



FAMILY JAM

A family music session for kids and adults to experience and learn to play together.

**“YOUNG PEOPLE COME FIRST
HERE.”** – Prince’s Trust Staff on our AAA programme

OTHER COMMUNITY WORK



READIPOP FESTIVAL

The re-branded festival was headlined by Odyssey, 808 State and Dawn Penn, and attracted over 3,500 music fans. 1st tier 2019 tickets sold out in one day in February 2019.



COMMUNITY BANDS

Led by experienced, professional musicians who create a fun, social space to make and play music together, our community band sessions are open to beginners and more experienced players. Readipop run samba group Beat-roots Bateria, Tankata Percussion, over 60's choir Moving On, over 60's Ukulele with Tea and Jam and Uke for all ages with Small Strings.



THE GIG GUIDE

The Reading Gig Guide continued to offer the people of Reading a one stop shop for music listings, whilst including interviews with the likes of Rozi Plain and The Members.



D&D ARTIST DEVELOPMENT PROGRAMME

Our D&D (Discovery & Development) programme is a talent development, mentoring and networking programme, supporting the artistic and professional development of young and emerging musicians.

OUR REACH + IMPACT

9 PROJECTS. | **64** PERFORMANCES.

APPROX **3750** CUPS OF TEA DRANK IN THE OFFICE.

1 FESTIVAL ACROSS 3 DAYS.

40,646 PEOPLE EXPERIENCED OUR WORK.

772 EDUCATION AND OUTREACH SESSIONS WERE DELIVERED WITH 6,628 ATTENDANCES.

72% OF CORE PARTICIPANTS IN OUR YOUTH PROGRAMME WERE CHILDREN OR YOUNG PEOPLE WITH CHALLENGING CIRCUMSTANCES.

24 SCHOOLS TOOK PART IN WORKSHOPS. | **590** ARTS AWARDS WERE DELIVERED.

2 NEW FULL-TIME STAFF MEMBERS WERE EMPLOYED.

1816 PARTICIPANTS IN READIPOP PROJECTS.

Social Media reach



Readipop: 1767 Likes *as of April 2019 (up 12% on 2018)*

Readipop Festival: 4,109 Likes *as of April 2019 (a 21% increase on last year)*



@Readipopcharity: 703 Followers

@Readipopfestival: 1717 Followers



@Readipop: 3,336 Followers



OUR

REACH + IMPACT

**“I’m not sure you
realise what a
life-saver
Readipop has
been for the whole
family.”**



FINANCES

INCOME:

Donations: £190, 817

Charitable Activities: £138,701

Other Trading: £8,002

Other Income: £34,714

TOTAL INCOME: £372,234

BALANCE SHEET TOTAL (as of 31/03/19)

= £1,039

**For Readipop's full accounts, please head to the
Charity Commission website and search for
Readipop.**

THANK YOU!

As we close off 2019, we would like to say a massive **thank you** to all those who have attended, performed, participated, collaborated with, supported, led or otherwise been involved with a Readipop event or project, or donated to our charity. Our work is only realised through grants and donations, and your generosity does not go unnoticed.

If you would like to further help Readipop and what we do, **please donate or become a Readipop friend here:**

readipop.co.uk/readipop-friends



Report photo credits:
Charlie Woodward,
Salvo Toscano.

“THIS FEELS LIKE HOME”

- Young person on our AAA
programme.



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