



# READIPOP ANNUAL REPORT 2019 - 2020

A summary of Readipop's work from April 2019 to April 2020.



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

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# WHO ARE WE



## 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 sessions to our community band members, 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

Readipop's year from April 2019 to April 2020 was one that took on new ground and saw new achievements, despite a global pandemic creating a very unexpected end to the period.

With two fairly recently arrived staff, we set about revising and growing existing programmes, attracting new faces to half-term sessions and Family Jams early in the year, as well as greeting new young people interested in everything from production to guitar to our 1-2-1 AAA sessions.

Despite facing often very difficult personal circumstances, these young people reached new heights. Readipop saw its first Gold Arts Award given out to a young person on the AAA programme, a young person's original track used by his teachers to trigger a successful school-wide discussion on mental health, and a young person create an original soundtrack for local theatre company Berzerk Productions in their version of the National Theatre play 'Look Up'.



We found even more reasons to be proud of our participants in 2019, as community bands performed countless gigs, and in July joined AAA participants and artists on our D&D programme as they appeared alongside massive names at Readipop Festival 2019.

The Festival itself had a bumper year, with another record attendance, good weather and a huge positive reaction – but not before the Readipop Team had a night out to remember in June, collecting the 2019 Reading Cultural Award for Best Festival. 2019's success was validated in early February the next year, as Readipop Festival 2020's first two ticket tiers sold out in just 13 hours.

Post 2019's festival, Readipop went on to re-launch its Friends scheme, expanding its funding bases and bringing new people into the Readipop Family. It also began planning an entirely new project, In The Mix, reaching out to young people in deprived Lower Caversham. After a November trial, the project got off the ground as a regular event in early March 2020 at the Weller Centre and offers open access music-based youth provision alongside the centre's very own youth club.

A busy AGM and Hootenanny closed the year, bringing our different programmes participants together and fanning rumours that Readipop HQ was finally moving away from its creaking Milford Road Location. After a brilliant Prince's Trust 'Get Started with Music' week (which ignited the passions of participants and re-inspired Music Leaders), Readipop went into 2020 planning a building move and running its multiple programmes. However, it became clear by mid-March that the COVID-19 crisis would have a huge impact on our work. April began with furloughed staff and all physical sessions ceased. Readipop would have to adapt to different circumstances. But there was one huge silver lining; Readipop's move was confirmed.

# WHAT WE DO

## Readipop Programmes 2019 - 2020

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 2019-2020:

**“I’ve been waiting for something like this to come along for ages.”**

- AAA programme participant on Friday open access sessions.



# 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.



## FAMILY JAM

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

**“It’s the highlight of my week.”**

– Community Band member on sessions



## 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.



## IN THE MIX

Based at the Weller Centre in Lower Caversham, this is a regular open access music session running alongside the centre’s own youth club.

# OTHER COMMUNITY WORK



## READIPOP FESTIVAL

After winning at the Reading Cultural Awards, 2019's event was headlined by Brand New Heavies, The Orb and Sleeper, attracting over 3,500 fans. For 2020, 2 ticket tiers sold out in just 13 hours.



## 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 Ibibio Sound Machine and Rozi Plain.



## 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

**11** PROJECTS. | **80** PERFORMANCES.

MULTIPLE BISCUITS CONSUMED IN THE OFFICE.

**1** FESTIVAL ACROSS 3 DAYS.

**43,522** PEOPLE EXPERIENCED OUR WORK.

**679** EDUCATION AND OUTREACH SESSIONS WERE DELIVERED WITH 5,683 ATTENDANCES.

**28** SCHOOLS WORKED WITH THROUGH THE YEAR.

**68%** OF PARTICIPANTS IN OUR CORE YOUTH PROGRAMME WERE CHILDREN OR YOUNG PEOPLE WITH CHALLENGING CIRCUMSTANCES.

**541** ARTS AWARDS WERE DELIVERED.

## Social Media reach



**Readipop: 1981 Likes** *as of April 2020 (up 11% on 2019)*

**Readipop Festival: 4735 Likes** *as of April 2020 (a 13% increase on last year)*



**@Readipopcharity: 1023 Followers**

**@Readipopfestival: 2027 Followers**



**@Readipop: 3392 Followers**



OUR

REACH + IMPACT

**“[The sessions] made a huge difference. It has kept me sane and lifted my spirits.”**

- Moving On Choir member.

# FINANCES

## INCOME:

Donations	£210,891
Charitable activities	£187,331
Other trading activities	£0
Other income	£2,106
<b>Total income</b>	<b>£400,328</b>

## EXPENDITURE:

Costs of other trading activities	£2,765
Expenditure on charitable activities	£386,670
<b>Total expenditure</b>	<b>£389,435</b>

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



Report photo credits:  
Lisa Manning, Charlie  
Woodward, Luke Dyson.

# THANK YOU!

As we close off 2020, 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](http://readipop.co.uk/readipop-friends)

## Our Funders

We would like to thank the following organisations who helped us in the 2019 - 2020 financial year:



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



Andrew  
Lloyd  
Webber  
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**BBC  
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FOUNDATION



artswork



**NATIVE INSTRUMENTS**



**YOUTH  
MUSIC**



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# “READIPOP IS A GREAT THING FOR OUR TOWN”



—Quote from  
an attendee of our  
2019 AGM.

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