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**ARTS COUNCIL
ENGLAND**

READIPOP ANNUAL REPORT 2021-2022

A summary of Readipop's
work from April 2021
to March 2022



LIVES • MUSIC CHANGING LIVES • MUSIC CHANG

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About Us

Established in 1998, Readipop is a specialist music and arts charity. Our projects aim to bring people together through the shared experience of making and enjoying music and achieving social impact.

With investment from national funders such as Youth Music and Arts Council England, Readipop has developed its offer to meet local needs. We deliver additional specialist music provision with a range of partners that work to achieve positive outcomes for the community. This has helped Readipop to develop a varied programme of high-quality projects that engages over 1000 regular participants including individuals experiencing complex social issues.

Who We Are

Our projects are led by our participants and artists. We help to improve confidence and opportunities for the people we work with. Sessions are musically inclusive, involving musicians of varying skill levels, celebrating both social and musical diversity.

Whether we are providing access to expertise and equipment, music workshops, events, community music projects, music education in schools or 1:1s, or hosting our annual music festival, we always strive to develop musicianship and create positive change. Readipop promotes creativity, all whilst listening and aiding people 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 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.

The ways in which Readipop brings to life our vision of 'Music Changing Lives' are many and varied. Readipop can be a young person's sole place for interaction with education or engagement with society, the venue for weekly music-making sessions for our community band members, or a night out, sharing memorable music moments with friends.

**"READIPOP FILLS SOME IMPORTANT GAPS
IN YOUNG PEOPLE'S LIVES"**

**"I USED TO
BOTTLE
EVERYTHING UP
UNTIL I FOUND
MUSIC"**



A Year at Readipop

The start of this year saw Readipop reopen its doors for some face-to-face delivery after a year of Covid closure. We started with hybrid delivery, a blend of face-to-face 1:1 music based mentoring sessions with Reading's most vulnerable young people, while our group sessions remained online. We also adapted our youth referral process in order to accommodate the huge increase in young people who are not in education, employment or training, post pandemic.

The pandemic didn't affect our release of the Music Changing Lives podcast which continued to be produced and released, and by May we were collaborating with Berzerk Productions on the Reading Abbey Quarter 900 year anniversary 900 Steps project. Come summer, we'd entirely re-launched our face-to-face youth projects and community bands. We also held a music leader recruitment drive that led us to offering Abbie and Harrison full time roles at Readipop.

We were able to host two live, in-person music events in place of Readipop Festival: Readipop at The Brewery, featured headliners The ShowHawk Duo and Sink Ya Teeth alongside the local Reading names of Amya-Ray, Colours & Fires and Ilona Mahieu at Phantom Brewery. Our other live event, Readipop Fiesta, showcased local and international music acts including Kosheen, Utah Saints, Jnr Watson, The Keep Cats and more alongside workshops and outdoor arts at Reading University Students Union.

As autumn began, Readipop travelled around the UK gathering synths for our XOX electronic music heritage project. We relaunched our monthly Family Jam, for parents and children to learn and play together, and also began our Music Meet-Ups at Reading Biscuit Factory. We recruited for two new kickstart roles, and with so many new team members, we had to knock down a wall in the office to make space!

In December, our focus was on speaking to architects and planning an upgrade to Readipop Studios for our capital bid. Unfortunately, December also brought another wave of Covid-19, which meant our annual AGM & Hootenanny moved online.

In the new year, we started strong with a team listening party of all the fantastic local band entries for Readipop Festival 2022. We dropped the first release on our record label RISER, the single 'Breathe' by OSP, launching their EP campaign.

Half term brought Prince's Trust 'Get Started With Music' and this year we made a documentary of the week!

To top off the financial year, Purple Turtle hosted our Readipop Festival 2022 Launch party in March, with performances from OSP, Hatty Taylor and Brother Zulu.



"I LOVE BEING HERE BECAUSE I JUST LOVE MAKING MUSIC AND READIPOP MAKES THAT POSSIBLE"

Readipop's work is supported by a large number of funding partners whose contributions are invaluable to the charity and enable us to change more lives through music. We want to extend our thanks to the following organisations who helped us in the 2021 - 2022 financial year:



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Andrew Lloyd Webber Foundation



BBC Children in Need



BERKSHIRE COMMUNITY FOUNDATION



THE Blgrave TRUST
Supporting young people



The Earley Charity
by hook or by crook



PROUD TO SUPPORT THE PRINCE'S TRUST



Working better with you

Saint Laurence

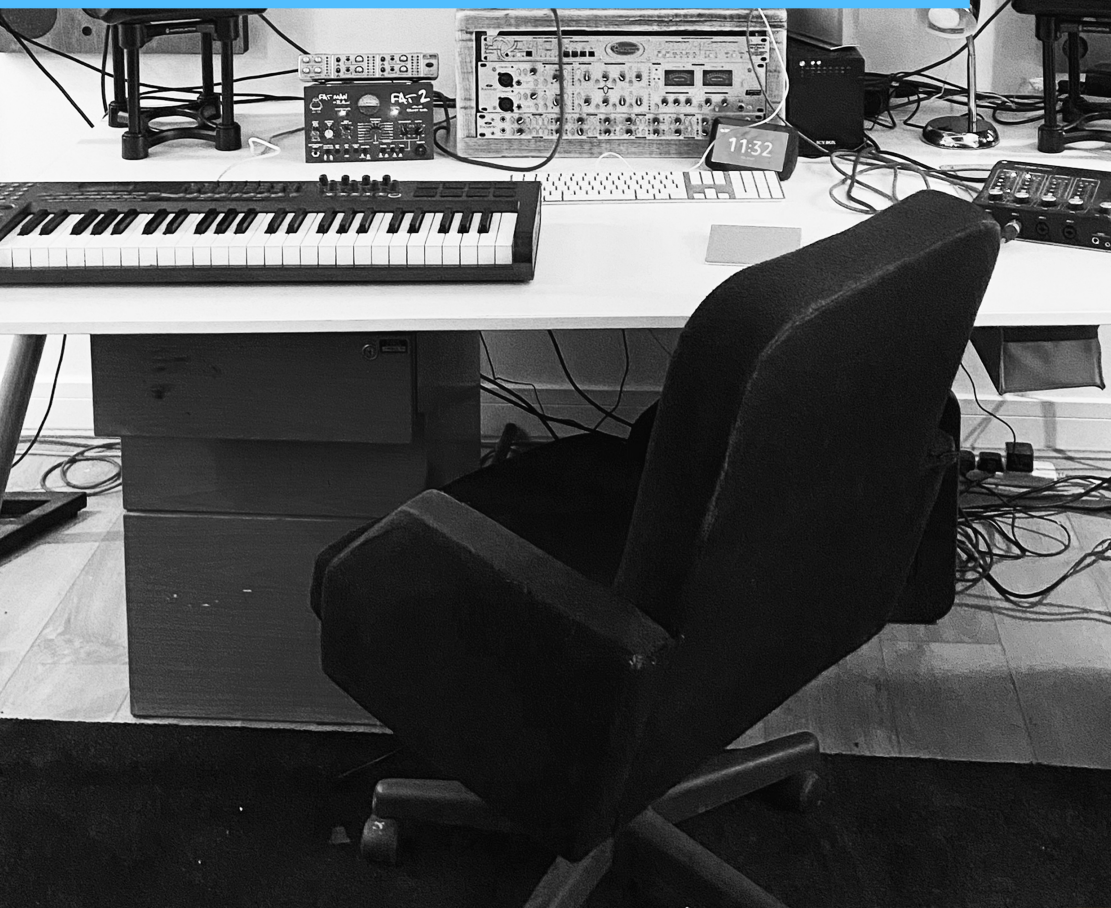
YOUTH MUSIC



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Readipop Programmes 2021-2022

2021 to 2022 saw Readipop evolve following the changes brought about by coronavirus. Ongoing projects grew or opened to new participants and new projects began. Some of our projects are completely open access for all, whilst others are targeted at a specific social or local need. Here is a quick overview of the projects we ran between 2021 and 2022.



'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 places including 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

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



IN THE MIX

Working with young musicians from the Amersham Road (and surrounding areas) at the Weller Centre, Caversham on Monday afternoons.



GET STARTED WITH MUSIC

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

**“I FEEL LIKE A
SUPERSTAR WHEN
EVERYONE COMES
AND LISTENS TO
MY TRACKS”**



ARTS AWARDS

Arts Awards are a set of qualifications ranging from exploratory and creative early learning, up to AS level equivalent. 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. Held on the first Saturday of every month at Readipop Studios.



PRIMARY SCHOOL WORKSHOPS

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

At The Brewery & Readipop Fiesta

In place of Readipop Festival 2021, we hosted two in-person events, Readipop at The Brewery and Readipop Fiesta, as a way to bring live music back to Reading during the COVID-19 restrictions.



Community Bands



Led by experienced, professional musicians who create a fun and sociable space in which to make and play music together. Readipop's community band sessions are open to beginners and more experienced players. Readipop ran online sessions for the start of the year. This included Samba group Beatroots Bateria, Tankata Percussion, over 60's choir Moving On, over 60's Ukulele with Tea and Jam, and Ukulele for all ages with Small Strings. As COVID-19 restrictions loosened, these bands were brought back to real life.

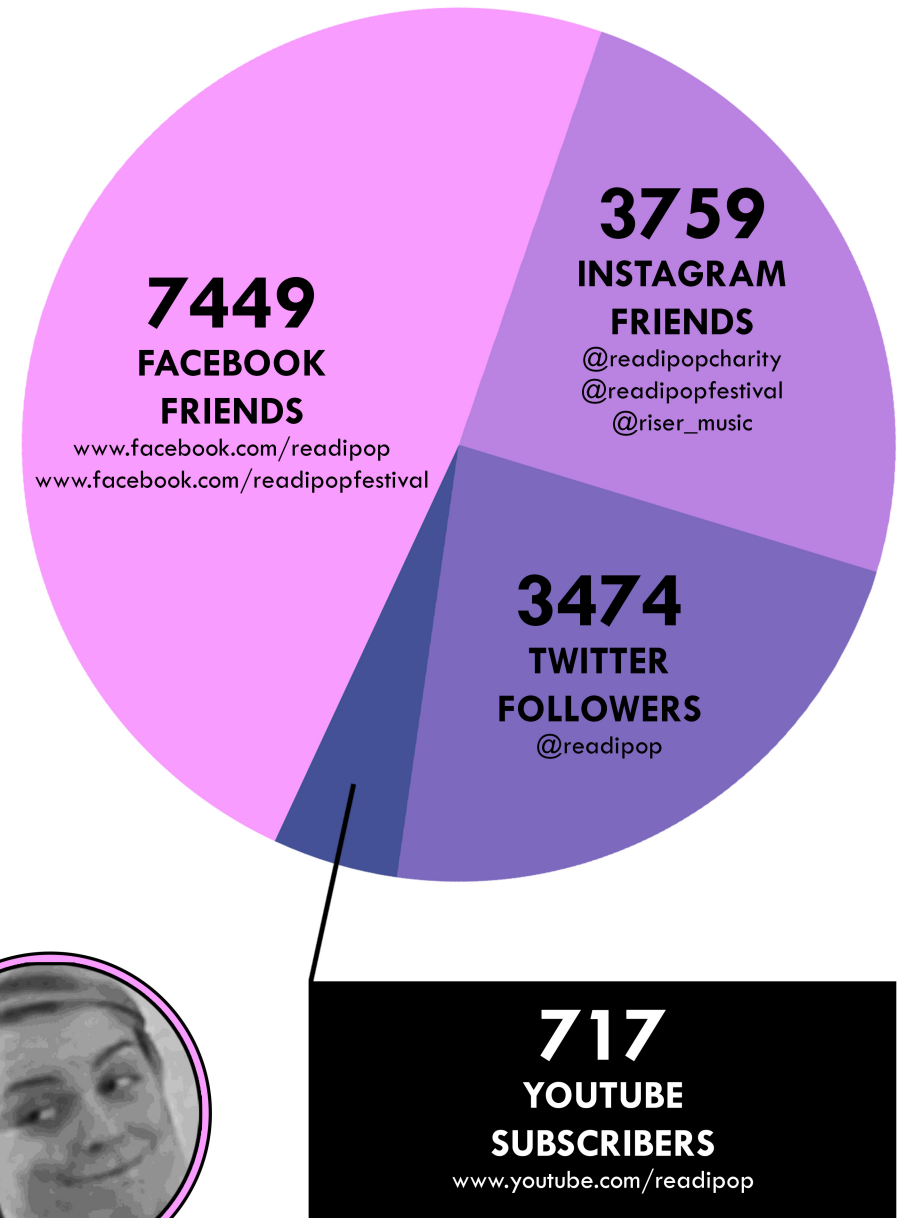
RISER

RISER is a not for profit, ethical music label for new music and artists run by Readipop. Readipop supports musicians at a critical stage in their career development to manage initial releases and build an audience so that the artists can focus on the creative process.



1 READIPOP AT THE BREWERY **1**
 READIPOP FIESTA **4** NEW POSITIONS
 FILLED **12** CAKES EATEN IN THE OFFICE
1 YOUTH PROGRAMME CONSISTING OF
10 PROJECTS REACHING **468**
 YOUNG PEOPLE WITH **633** SESSIONS
 AND **1315** ATTENDANCES
62 ONLINE COMMUNITY
 BAND SESSIONS **77** IN
 PERSON COMMUNITY
 BAND SESSIONS **110**
 ARTS AWARDS DELIVERED
1 MUSIC LABEL **5** PODCAST EPISODES
 WITH **420** DOWNLOADS

WOAH
THAT'S A
LOT!!!



INCOME

Grants & Donations:	£253,785
Charitable Activities:	£30,552
Investment Income:	£10
Other Income:	£981

TOTAL INCOME: £285,328

EXPENDITURE

Raising Funds:	£2,108
Charitable Activities:	£259,468

TOTAL EXPENDITURE: £261,576

CHARITY FUNDS

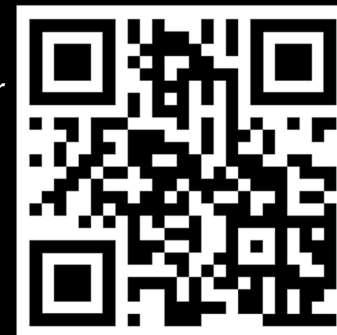
Restricted Funds:	£145,578
Unrestricted Funds:	£73,340

TOTAL EXPENDITURE: £218,918

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

As we draw to the end of 2022, Readipop wants to give thanks to everyone who has attended, performed, participated, collaborated with, supported, lead or had any other involvement with Readipop's events and projects, or donated to the charity. We are only able to do what we do through grants and donations, and your unnoticed.

To find out more about our work, become a friend or to kindly donate, please visit: www.readipop.co.uk



**“I’M SO GLAD
THIS PLACE
EXISTS”**



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