

Connecting young people
with sound opportunities

AMP

Annual Review 2024–25



This year's AMP Producers team.

All photos © AMP Music unless otherwise stated.

“Without AMP, I probably would’ve given up on the idea of working in the arts. They’re the first organisation to really recognise the challenge rural living poses to working in this sector and try to make real changes to this.”

AMP Producer, now a Young Trustee



A note from our Chair and Director

We've had a busy year at AMP! We've hit our stride with our not-quite-so new-now name and identity, and we've thoroughly enjoyed getting music-making opportunities out to young people across North Yorkshire and increasingly beyond. Rural young people are always at the heart of what we do, so this year we've kept pushing to make sure that children and young people who face barriers to inclusion, whether that's geography, economics, or anything else, are not denied the opportunities to get involved in brilliant music experiences.

We've delivered almost twice as much in-person engagement of last year – a shout out to every one of the 3102 people who came to an event. We've also doubled our CPD and training, reaching 192 practitioners, and we

have made huge inroads into working with many more freelancers, including 23 young people, and delivering even more sessions. Phew.

More than just numbers, I'm also really proud of the breadth of work this year. ENERGY reached 109 schools across 29 counties, getting children thinking about the climate crisis through live orchestral music. Little Notes has grown to six library locations now – we've been able to reach new venues this year, and it's lovely seeing regular families coming back week after week. We toured The Giddy Goat to Skipton, Settle and Whitby with Orchestras Live and Music in the Round. Musicians in Residence kept going in special schools. Watching young people on our AMP Producers programme go on to jobs and further study, has been one

A note from our Chair and Director



of the real highlights. We're pleased to say that 50% of our Board are now young trustees, and three are former participants!

Supporting local music professionals, we co-hosted Community Music Now with Sound Sense and Leeds Beckett. Our networks keep growing, and we've been running training on inclusive practice, early years work and digital. We Co-Chair Forge, the Local Cultural Education Partnership for North Yorkshire, which opens up so many more opportunities for conversations about how we connect what's happening across the county and make sure young people's voices shape the decisions that get made.

What strikes me most, though, is what young people have told us. 97% said they felt proud. Every single person who responded said they felt connected to

others. 86% felt happy. Those aren't just statistics to us – these are real young people who've found their confidence, made friends and tried new things.

Thanks to everyone who's made this year possible – our team, our freelancers, our partners, our funders. And most of all, thanks to the young people who turn up and bring all that energy and creativity with them.

Sarah McWatt, Director, AMP

Sarah Baumann, Chair, AMP

Making an impact

Our music projects target under-25s living in North Yorkshire and beyond, many of whom are facing challenging circumstances ranging from economic deprivation to rural isolation.

83%

of evaluation
respondents were
in challenging
circumstances

86%

of evaluation
respondents felt
happy as a result of
their participation

97%

of Young Producers
felt proud of their
achievements

56%

of participants
attended three
or more sessions,
showing
sustained
engagement
despite complex
circumstances

50%

of our board are
aged 30 or under

100%

of project
participants said
the project made
them feel connected
to other people

Our year in numbers

We run a range of projects, delivered by our in-house team and specialist local partners, which are designed to improve the participants' musical, social and personal skills. We want to make a real, positive impact on their life opportunities.

3102

children and young people engaged in person with our events

9290

children and young people engaged online*

320

in person sessions held

192

individuals engaged in training and CPD

143

freelancers worked with, including young people

36

organisations we partnered with - welcome to many new faces!

* This figure is calculated by applying a conservative multiplication of 20 to the individual views where livestreams were broadcast in school classrooms.

Spotlight on ENERGY



We launched ENERGY, a dynamic orchestral performance designed to captivate KS2 students and enhance their understanding of important scientific themes.

In this fun and interactive concert, students learned about the story of ENERGY, explored their own response to the climate crisis and understood the difference that they can make to the world. ENERGY was an interactive orchestral performance aimed at KS2 pupils devised by Sinfonia Viva.

Available from 4 November 2024 until 17 April 2025, ENERGY was totally free, consisting of a streamed performance and a free resource pack, featuring a range of science and music activities linked to the concert.



Photo courtesy of Orchestras Live
© Robling photography



Photo courtesy of Orchestras Live
© Robling photography

ENERGY is a collaborative production by Sinfonia Viva and Orchestras Live with live projects co-produced with East Riding Arts & East Riding Schools Music Service, Inspire: Culture, Learning & Libraries, Norfolk & Suffolk Music Hub and First Light Festival.

The ENERGY stream was produced in partnership with AMP Music, East Riding Cultural Education Partnership, Cumbria Music Hub, Inspire: Culture, Learning & Libraries, Norfolk & Suffolk Music Hub, North Tyneside Music Hub, Northamptonshire Music and Performing Arts Trust.

Spotlight on Youth Voice

We believe passionately in Youth Voice, and we want to put young people at the heart of our decision making.

We want to amplify young people's voices as participants, consultants, young producers, mentors and at governance level as young trustees on AMP's and other organisations' boards. We know that begins with our own practice, and how we work with and for young people.

Our board in 2024-25 was 50% aged 30 or under; four are former participants. Unanimously positive reflection meetings were held with young trustees, demonstrating the value of the opportunity.

We provided four bursaries to emerging artists all aged under 30, and some of these recipients were able to move straight on to work opportunities on completion: three young people under 30 were employed as AMP freelancers leading weekly sessions following training and mentoring with AMP.

As part of our work, we collaborated with young people, our Partner Network and Forge, to create a set of Youth Voice Pledges which we adhere to, and support our partners and collaborators across the region to uphold.



Youth Voice Pledges

S.E.A.R.C.H.

Seek Out Voices: We find ways to make it easier for all children and young people to share their thoughts and ideas and particularly look for and listen to the voices of children and young people who aren't often heard.

Environments: We work alongside children and young people to create places and spaces which are welcoming, respectful and positive.

Advocate and Amplify: We work alongside children and young people to amplify and advocate for the changes they want. We work for better creative opportunities to be made available with, by and for children and young people.

Reflect and Respond: We always listen to children and young people – including when what we hear challenges us. We reflect, respond, and change. We hold ourselves to account and measure our progress.

Challenging Prejudice: We celebrate that diversity makes us stronger. We strive for young people of all different experiences, backgrounds, nationalities, and identities to be treated fairly.

Honesty: We are realistic, open, and honest with children and young people, with ourselves and the partners we work with. Sometimes this means recognising where we fall short and being open about this.

Spotlight on AMP Generators

AMP Generators, in partnership with Brass Bands England and Shepherd Brass Band, brought Annie Wilkins and Becky Lund into a six-month conducting placement.

With mentorship from leading baritone horn soloist and conductor Katrina Marzella-Wheeler, they worked with four different bands and led two of the Shepherd Brass Band ensembles on a regular basis. Ten people attended a conducting masterclass with Femmes Fortissimo, an all-women ensemble, and Katrina, who was later shortlisted for an RPS award for her work improving equity in pathways to conducting.

The project saw 80% of attendees identifying as women or non-binary. As Annie put it, the challenge for female conductors is often about perceptions, so this programme was all about breaking down those barriers and boosting confidence.

As one participant said: "You need to go for things you want to do, even when you feel other people are more qualified than you are."



© Matt Cooper, @msclphotography

"So many people just imagine a man as a conductor... I'm dealing with that surprise every time. This programme is going to open people's eyes so other young women can see that it is something that they can do."

Annie Wilkins

For Professionals

Building a support network for music educators.

We know that supporting music educators means giving them more than just resources—it means creating a community. Our professional networks continued to grow.

Our four professional networks (AMP SEND Music Network, Early Years Music Network, and Music Partner Network) have a combined membership of 1,511.

CPD highlights in 2024–25 include our Community Music Now conference for 63 practitioners; inclusive music practice training for 41 SEND specialist teachers; an early years practice share for 18 early years specialists and the DiME Conference – Digital Innovation in Music Education which reached 63 practitioners online.

Community Music Now was a collaborative conference between Sound Sense, Leeds Beckett University and AMP, exploring innovative practice in community music.



It took place in March at Leeds Beckett University. The two-day event offered both emerging and experienced practitioners opportunities to connect, share, celebrate and learn from each other.

Programme highlights included a keynote from AMP Producers, together with sessions from Manasamitra, Sounds Better CIC, Brass Bands England & Shepherd Brass Band, More Music, MAP Charity, AMP Young Producers, Made with Music, Liquid Listening, and much more.

The conference reached 63 music practitioners from around the UK, providing opportunities for networking, learning and professional development.

Key sessions included presentations on inclusive music practice, early years music education, and innovative approaches to community music-making.

Spotlight on Forge

FORGE

Creating cultural connections
with young people in North Yorkshire

AMP's Director, Sarah McWatt, is Co-Chair of Forge, North Yorkshire's Local Cultural Education Partnership.

Forge exists to bring arts and culture organisations together with education, local authorities, sports and health bodies, the third sector, our National Parks and young associates and practitioners working across these fields. Most of all, Forge is passionate about working with children and young people to create a cultural landscape where they can thrive.

We administer funds for Forge and support their work to make sure that every child and young person aged 0-25 in our region has the chance to experience and enjoy high-quality arts, cultural and creative learning opportunities. It's about connecting organisations and their

cultural offer right across the county, supporting professionals working in arts and culture and with young people in education. This year we started planning for our first cohort of Young Associates to begin their placement in Summer 2025.

Together with young people, our partners network and Forge, we've created a set of Youth Voice Pledges that we all adhere to. Forge puts young people at the heart of everything they do, centring their voices in all decision making. We believe in the power of arts, culture and creativity, and we know that being able to get involved with arts and culture is crucial for young people's mental health and wellbeing.

Interview with Chloe Asquith



This interview was conducted by Callie, AMP's Young Trustee and Marketing Intern. Callie has been a participant in various AMP projects for the last five years. Callie chatted to Chloe Asquith – an AMP Trustee and past AMP Producer, who's kicking off a varied portfolio career across live events, arts, film and TV.

Callie: Hi Chloe, tell me a bit about yourself! What part do music and the arts play in your life?

Chloe: I'm a Social Anthropology and Politics graduate and I've been coordinating events in the creative industries throughout my time at university in Edinburgh and in Yorkshire since graduating. Although I don't have a specific creative practice myself, I love supporting creatives with their work. I'm always wanting to learn how different places work and collaborate with others on as many random projects as possible.

Callie: Could you tell me a bit about how you first heard about AMP, and what made you want to get involved?

Chloe: After graduating I wanted to gain more experience coordinating events and really wanted to do so in the music industry. I was on the job hunt and saw this paid work experience scheme with AMP music to coordinate a live music event. This felt so perfect for me. It allowed me to build on my

experience of coordinating international hitchhike events and complex video shoots but work on new areas in the music industry. I got to learn so much about how live music works from the tech needed to what it's like to be a young musician trying to make it at the moment.

Callie: Tell us a bit about what you got up to on the projects you've done with AMP! What was it like, what were your favourite bits and what things challenged you the most?

Chloe: Since working in the AMP Producers programme in 2023, I've stayed involved with AMP for the past couple of years.

I worked on a really exciting live music event for the charity with some of the other producers where local representatives came to hear all about AMP's mission. I had the joy of programming the event to feature two of my favourite local artists. It was great to be able to platform young talent from the local community for this event.

Interview with Chloe Asquith

I then became a young trustee at AMP. This has been so rewarding for me. I've really enjoyed seeing how strategic decisions are made for a charity such as budget forecasting, policy development and business planning. The board's inclusive environment and commitment to Youth Voice has been amazing.

I've been a speaker about my work as an AMP Producer at various events to advocate for AMP's work. This includes the North Yorkshire Cultural Strategy launch, the Sound Sense Community Music Now Conference and to University of York Community Music students.

Callie: How has this work impacted your future pathways? Do you feel it has changed your outlook on careers in the music industry?

Chloe: The thing AMP does really well is truly recognise the challenges there are trying to pursue a career in any creative industry whilst living in a rurally isolated area of the UK. The Gone in Air report that AMP published is the first time I ever really seen these issues vocalised in such a clear way. The cost of living crisis brought me back to rural Yorkshire after graduating and the current state of the economy has made the prospect of renting quite daunting.

Without working with AMP, I would not be pursuing a career in the creative industries. I 1000% would have given up and fallen into a slightly dull politics job with my degree. To say they've made my future pathways possible is to put it lightly.

By constantly advocating for young people to have diverse work opportunities in rural areas that actually pay a living wage, they're breaking barriers for people like me.

Callie: Do you have any similar experiences through other schemes or funding opportunities?

Chloe: I've worked, volunteered and completed educational courses with a range of organisations since completing my time as an AMP Producer. All these experiences have been amazing to broaden my horizons and change my perspective in terms of building a portfolio career for myself.

Without AMP's commitment to Youth Voice and helping those in rural isolation, I would have struggled to advocate for myself to take part in those opportunities. The AMP Producers programme has set me up really well to advocate for myself to be paid fairly in creative industries that often try to take advantage of young aspiring workers.

For Children

Introducing orchestras to early years children.

We brought Music In The Round's Giddy Goat on our early years tour this year, in collaboration with Orchestras Live. The tour took place on Thursday 13th and Friday 14th of March with public performances in Skipton, Settle and Whitby.

Based on the best-selling children's book by Jamie Rix and Lynne Chapman with original music by Music in the Round's children's Composer-in-Residence, Paul Rissmann, this concert featured instruments including strings, woodwind, and horn, presented together with storytelling and projected illustrations. Performed by the hugely engaging musicians of Ensemble 360, this concert was a great introduction to live music; full of wit, invention, songs and actions, and plenty of opportunities to join in.



Giddy Goat, at Skipton Town Hall (top) and on tour.

For Young People

Putting young voices at the centre of our work.

This year we delivered lots of great projects with our partners – we were thrilled to maintain existing relationships as well as making some great new connections.

This year's partnership projects included Get Musical Junior Band for 6-11 years, in partnership with BlueBoxt, Wensleydale – where complete beginners were able to explore different instruments, with a female-led delivery team. Elsewhere, Sound Collective, in partnership with Flash Company Arts, Whitby, experimented with composition and improvisation through instruments, technology, songwriting and spoken word. Our AMP PODs series continued to deliver short courses run by music industry professionals – we programme these in consultation with young people. And All Together Now, with Live Music Now, provided musical sessions for families with SEND children in libraries across North Yorkshire.



We also worked with Live Music Now on Musicians in Residence offering sessions and performances for young people with special educational needs between ages 3 and 16. Elsewhere, Arcade delivered the Pied Piper beatboxing project with a residency and performance at a Scarborough PRU, followed by a community production at Bridlington Spa attracting 989 attendees, including hundreds of children from local schools. We also worked with Pioneer Projects on composing workshops and an interactive sound walk.

Finally, we were thrilled to select a new team of AMP Producers to set the wheels in motion for a workshop and gig series in 2025-26.

[Preparing for a performance at Welburn Hall, Musicians in Residence.](#)

For Babies and Children

Inspiring our youngest participants and introducing them to the joy of music.



Little Notes continued across 6 library locations (Bentham, Catterick, Harrogate, Ripon, Selby, and Whitby Libraries). These weekly music sessions for parents and carers provided early musical experiences for children aged 0-5.

Little Notes grew with four new locations established in 2024-25: Whitby, Selby, Stokesley and Great Ayton. We're so pleased that 70% of attendances are regular attendees.

Five a Day, our daily singing resource for young children aged 0-8 continued to be valued in schools across North Yorkshire, and Musical Journeys: A Day at the Pond/ Mausam, created in collaboration with the Orchestra of the Age of Enlightenment and South Asian Arts-uk, continued to take under-5s on sonic adventures.



Having fun at Little Notes in Catterick and Ripon.



“My child is becoming more social and much more confident. Little Notes has benefitted us by learning great social skills... We LOVE this class! This is her favourite thing to do all week.”

Parent from Little Notes

“I’ve absolutely seen musical progression in my child as a result of the Little Notes sessions. She has learnt new songs and some in different languages and always asks to come to the library to sing.”

Parent from Little Notes





AMP Producers in action

“It has sparked a lot of thoughtful discussions among the pupils, leading to a conversation between the class and the headteacher about how we can be more energy efficient in the school.”

Teacher engaging with the ENERGY online concert and resources

“You need to go for things you want to do, even when you feel other people are more qualified than you are.”

AMP Generator participant



At the ENERGY live performance. Photo courtesy of Orchestras Live © Robling photography



Taking part in Katrina Marzella-Wheeler's Conducting Masterclass. © Matt Cooper, @msciphotograp

Environmental impact

Here at AMP we are exploring ways to improve our environmental impact.

Having completed training with our core partners and trustees, we're proud to share that our core staff team are all Carbon Literacy Project certificate holders. After this training, we set ourselves tasks as individuals and as an organisation to reduce our impact on the environment. This influences how we work together as a team, what resources we use, and how we design and deliver projects.

You may notice that our Annual Review is available only in digital format. This is one way we're reducing

our carbon footprint by avoiding print whenever possible.

We've also introduced environmental themes into our project delivery. This year we have been proud to deliver a project with a clear environmental theme: ENERGY, our online concert explores the climate crisis and helps us understand the difference we can make to the world. Elsewhere, we've run projects creating instruments from recycled materials.

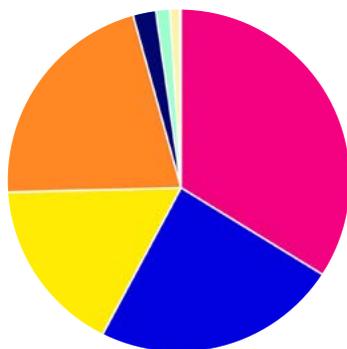
We know that this is one of the most important issues of our lifetime, and we're committed to holding ourselves to account on ways to improve our impact year-on-year.

Finance

Extract from independently examined accounts, 2024/25

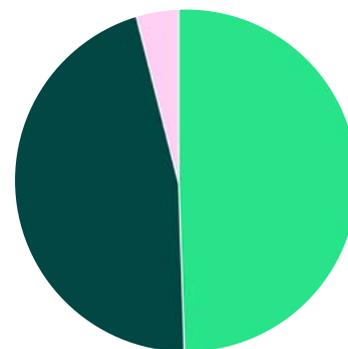
Income

Youth Music
 Arts Council
 Match funding
 Other foundations
 Donations
 Bank Interest
 Earned Income
 Miscellaneous income



Expenditure

Project delivery
 Staffing and overheads
 Accounting and legal



Total income	£207,457
Youth Music	£70,000
Arts Council England	£50,000
Match funding	£34,780
Other foundations	£43,678
Donations	£4,271
Earned income	£1,800
Bank interest	£2,649
Miscellaneous income	£279
Restricted funds	£3,292
Designated funds	£1,111
Unrestricted funds	£69,298
Total charity funds	£73,701

Expenditure	£219,831
Project delivery	£108,757
Staffing and overheads	£102,380
Accounting and legal	£8,694

Extract from Reserves Policy

As AMP's operations are sustained through a combination of multi-year and single year grants [...] the Trustees also feel that it is prudent to maintain a sufficient amount in reserves to allow time to consider other options to raise money or to cover operational costs or costs associated with winding the Charitable Company down, should sufficient funding no longer be available after that date.

Our partners

Accessible Arts and Media
Arcade
BlueBoxt
Brass Bands England
Brayton Community Centre
Bryony Harris Music Moves
Cumbria Music Hub
DiME (Digital Innovation in Music Education)
East Riding Arts
East Riding Cultural Education Partnership
East Riding of Yorkshire Council
East Riding Schools Music Service
First Light Festival
Flash Company Arts
Forge - North Yorkshire Local Cultural Education Partnership
Inspire: Culture, Learning & Libraries
Jessie's Fund
Live Music Now
Made With Music
Manasamitra
Music in the Round
Music Mark
Norfolk & Suffolk Music Hub
Northamptonshire Music and Performing Arts Trust
North Tyneside Music Hub
North Yorkshire and York Music Hub
North Yorkshire Libraries
North Yorkshire Sport
North Yorkshire Youth
Note Weavers
NY Voice
Orchestra of the Age of Enlightenment
Opera North
Orchestras Live
Pioneer Projects
Shepherd Brass Band
Sinfonia Viva
Skipton Town Hall
Songbirds
Sound Sense
South Asian Arts (SAA-uk)
The Barn
Technology in Music Education: TIME
Wiltshire Music Connect

Our funders

Arts Council England
The D'Oyly Carte Charitable Trust
The Foyle Foundation
Garfield Weston Foundation
Metis Foundation
Music for All
North Yorkshire and York Music Hub
North Yorkshire Council
UK Shared Prosperity Fund
The Woodsmith Foundation
Youth Music

Our team

Sarah McWatt, Director
Teah Lewis, Programme Manager
Callie O'Brien, Marketing Intern
Abby Seton, Administrator and Networks Manager
Tessa Norton, Marketing Consultant
Elinor Creaby-Attwood, Networks Manager (maternity cover)
Kelly Moran, Administrator (maternity cover)

Our trustees

Chloe Asquith
Sarah Baumann (Chair)
Sarah Beckett
Helen Dawson
Rebecca Denniff
Jonathan Gregory (Treasurer)
Ben Lee
Helen Mahoney (Deceased 27 September 2024)
James McPherson
Callie O'Brien



At the conducting Masterclass led by
Katrina Marzella-Wheeler
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With warm thanks to
our funders & supporters.

**YOUTH
MUSIC**



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ENGLAND**

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