



Sound and Music

The UK's accelerator for new music and sound.

SoundAndMusic.Org

Sound and Music

A message from our creators

It's about the journey

It's about growth.

It's about evolution

It's new pathways and new possibilities.

It's the trail.

It's about taking different route.

It's about taking risks.

It's about getting lost

Finding a new path.

Finding your own path.

Finding your space. Finding your place.

It's about building your community

It's about building your career.

It's forging connections - across disciplines,
audiences, artists, cultures and geographies.

It's about reflection, resilience, resonance.

It's about being radical.

It's about reaching further.

It's about barriers coming down

It's about understanding what's needed.

It's about empathy; it's about equity.

It's a stepping stone.

A step up.

A step change.

A bigger stage.

It's your stage now.

It's doors opening

It's minds opening.

It's about legitimacy

It's about learning

It's about legacy

It's about the future.

It's about discovery

It's about being discovered.

It's about believing

It's about new beginnings

It's about what's next.

Who's next.

Where next?

It's about having something to say.

It's contributing to our culture.

It's shaping new cultures.

It's about the trail

It's about new sounds and new music.

We are Sound and Music.



Atharv Gupta
Young Composer



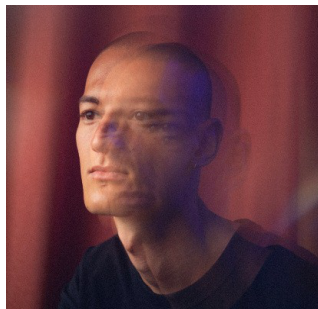
Chisara Agor
Composer and Multi-
disciplinary artist



Billie Reason
Young Composer



Supriya Nagarajan
Composer and
Vocalist



Ben Nobuto
Composer



Marcus Joseph
Composer,
Saxophonist and
Spoken Word Artist

A letter from the Chief Executive and Chair of the Board of Trustees

In our 15 years of supporting thousands of creators, Sound and Music has created a rich legacy of championing edge cultures, fostering the creative ambitions of young people and leading on impact transparency and equity of opportunity to continually drive progressive change within music in the UK.

Looking back further, it was more than 80 years ago when the first of our four founding organisations, the Society for the Promotion of New Music, started their own ambitious journey. Throughout the second half of the 20th century, these organisations supported countless more creators to research, develop and innovate new cultures. This has shaped the music and sound that underscore our lives and national identity today.

It is with this unique legacy and heritage behind us that we set out on the trail of our new strategic plan to our 20-year anniversary in 2028. We remain ambitious for our community and deeply committed to strengthening the unique position we have always held – as the base camp for anyone in the UK wanting to create, experience or support new music and sound to shape the modern world.

We will do this by continuing to provide transformational programmes, commissions, funding and opportunities for young, emerging and established artists to prepare for and create new works; approaches and ambitions that test their creative frontiers as well as their audiences – and enable them to reflect, learn, upskill and grow. We will do this by backing cultures of new music and sound and we will continue to lead best practice

for a more inclusive industry and ultimately music ecosystem- to us, this is what being a base camp means.

By 2028, when we turn 20, we will have reimagined what a national accelerator for new music can be. We will have taken a significant step towards bringing the frontiers of new music and sound closer to every person in the UK.



Will Dutta
Chief Executive and
Composer



Ramani Langley
Chair of the Board of
Trustees

The UK's accelerator for new music and sound

Sound and Music is the UK's accelerator for new music and sound. Our mission is to be the base camp for anyone in the UK who wants to make, experience or support new music and sound to shape the modern world.

We deliver artist-centred development programmes and essential funding to young, emerging and established artists breaking new ground across music-making in the UK. We lead research, campaigns, networks, archives and collections to further originality, discovery and equity within music.

For over 15 years, Sound and Music has worked with thousands of creators and hundreds of organisations to boost musical creativity, careers,

cultures and communities. We are proud of our record progressing inclusion and representation within new music in the UK.

Our Vision (where we're going):

A future where the frontiers of new music and sound are closer to every person.

Our Mission (who we are):

Sound and Music is the base camp for anyone who wants to make, experience or support new music and sound to shape the modern world.

Our Values (how we do it):

We are artist centred. We place the strengths, needs and voices of creators at the heart of all we do.

We are curious. We actively explore, listen, learn and collaborate – always open minded.

We are agile. We innovate, respond creatively to changing contexts and prioritise momentum over

perfection.

We are ambitious. We foster originality, lead on equity and inclusion and drive progressive change across the industry.

Our B.A.R.S approach (what we do):

- Backing cultures
- Advancing creativity
- Removing barriers
- Strengthening our influence

Our impact (why we do it):

For over 15 years, our work has boosted musical creativity, careers, cultures and communities, driving equity and inclusion across music in the UK.

Strategic levers

Our strategic levers drive originality, discovery and equity across music in the UK.

Providing young artist development programmes

- Over 1000 young alumni supported over 15 years

Delivering transformative programmes and commissions

- Over 300 alumni

Funding essential composing costs and supporting scenes

- Over £250,000 given out over six years

Generating new research and insight to spotlight and progress key issues

- Over 300 partners convened

Leading best practice, networks and campaigns for a more inclusive industry

- Over 40 organisations signed up to our Fair Access Principles

Promoting new music, artists, events and opportunities

- 100s of new works, events and opportunities promoted monthly

Curating archives and collections to stimulate listening and learning

- Over 90,000 annual visitors to our platforms

Strategy 2023-2028: The Trail to 20 years of supporting new music and sound

Our aims:

Aim 1. Pure Creativity: To support creators to transform the way they make music and sound.

- 1.1 Deliver a model of artist support that encourages composers to innovate fundamental breakthroughs in making and/or delivering work.

- 1.2 Reinforce connections between innovation and teaching leading to new learning resources and expertise to engage young composers.
- 1.3 Deliver a long-form artist development for young composers that provides world-class specialist training, industry experience and manages the transition between training and career.
- 1.4 Achieve a measurable increase in the number of open and accessible opportunities for composers in the wider sector.

Aim 2. Applied Creativity: To support creators and curators to apply their creativity in new contexts.

- 2.1 Support composers and creators to respond to, represent and inform the contemporary social context.

- 2.2 Provide training, support, networks and funding for composers and curators to make scenes happen and enable grassroots music ecologies to thrive.
- 2.3 Create projects, partnerships and platforms for composers, writers and researchers to explore untold stories and address barriers within new music.

Aim 3. Everyday Creativity: To activate people's creative listening and music-making skills.

- 3.1 Develop partnerships and platforms that put doing and discovery at their centre for new audiences.
- 3.2 Incubate, trial and support inspiring and inclusive learning resources and products devised by composers on our programmes.

Aim 4. Championing Creativity: To grow our community of supporters to maximise our collective impact.

- 4.1 Grow our individual supporter base, delivering outstanding journeys to maximum support.
- 4.2 Increase engagement from our online community through inspiring communications that champion our mission, programme and composers.
- 4.3 Increase and diversify income and impact through mutually valuable holistic commercial partnerships.
- 4.4 Cultivate the trusts, foundations and public funders pipeline, building our reputation and brand.

- 4.5 Increase our visibility and influence as a progressive partner, innovator and thought leader.

Our conditions for success

Our Culture:

- Strong leadership
- Clear vision
- Values driven
- Creative, supportive, collaborative environment

Our Resources:

- Clear embedded business plan and supporting action plans
- Full team
- Wellbeing and development programmes

- Standardised enabled data, tools, processes and systems

Our Beneficiaries:

- An evolving inclusive artist-led offer
- Continually championing our artists and approach
- Reaching new and diverse artistic communities
- Engaged alumni network

Our Funding:

- Strategic insight-led fundraising
- Consistent core funding
- Diversified income streams
- Inclusive, individual and impactful alumni engagement

Our Ecosystem:

- Continually listening, learning and responding

- Growing and diversifying audience engagement
Visible and influential industry presence
- Strategic partnerships and
network development

To find out more and be a part of it, visit

[SoundAndMusic.Org](https://www.soundandmusic.org)

Sound and Music

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ENGLAND**