



**MAYOR'S
MUSIC
FUND**
FOR YOUNG LONDONERS



IMPACT REPORT 2014

WHY IS IT IMPORTANT TO INVEST IN MUSIC?

I believe it is because music is not a nice-to-have; it is an essential part of every child's education. I also believe that music has a higher purpose, both personally and socially.

It is unique in challenging human beings to draw upon a huge range of intellectual skills and use them, in that moment, to create emotion.

I congratulate the Mayor's Music Fund for making such a tangible difference to the lives of thousands of young Londoners who, through its support, are accessing high quality tuition and enhanced musical experiences that would otherwise be unavailable to them.

I also applaud all the Music Services, teachers and mentors with whom the Fund works, for supporting our Scholarship and Partnership Programmes and for nurturing our young musicians.

This report is evidence of the very significant impact that learning a musical instrument has on a young person's overall development.

I hope you find it as encouraging as I do.



Boris Johnson
Mayor of London



"When I play, it's like I get lost in the music. I started playing in Year 4. Back then, I barely knew what a cello was, but 4 years later, I have performed in front of millions of people at the Olympic Opening Ceremony, and performed at the O2. None of this would've happened if it wasn't for my scholarship."

Scholar

Patron

Mayor of London, Boris Johnson

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Many thanks to our former Chairman Sir John Baker CBE, and trustees Bob Boas and David Ross who retired during the year.

Executive Team

Ginny Greenwood *Chief Executive*
Chrissy Kinsella *Head of Programmes*

GLA

Paul Broadhurst *Senior Cultural Strategy Officer*
Music & Cultural Education

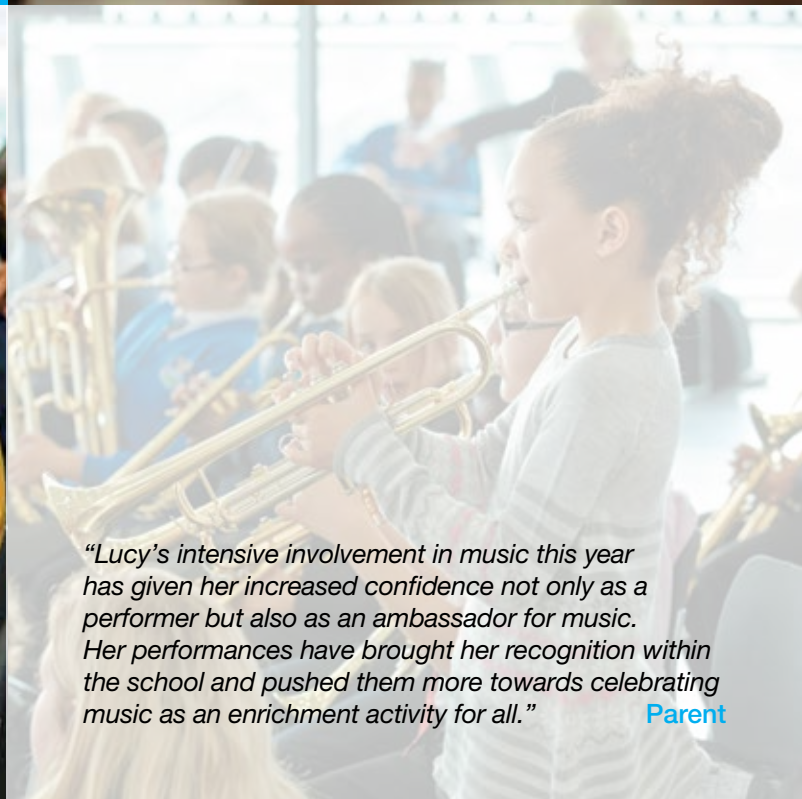
Independent Music Education Consultant

Annie Cartwright

Additional Music Education Support

Karen Brock *Head of Tower Hamlets*
Arts & Music Education Service
Sean Gregory *Director of Creative Learning,*
Barbican & Guildhall School
Nigel Hiscock *Head of Music Service, Sutton*
Nigel Scaife *Syllabus Director,*
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Barking & Dagenham

**305 CHILDREN
FROM ACROSS
EVERY LONDON
BOROUGH
AWARDED A
FOUR-YEAR MUSIC
SCHOLARSHIP**



“Lucy’s intensive involvement in music this year has given her increased confidence not only as a performer but also as an ambassador for music. Her performances have brought her recognition within the school and pushed them more towards celebrating music as an enrichment activity for all.”

Parent

OUR VISION

Every young person who demonstrates significant musical potential, enthusiasm and commitment to learning an instrument is given the opportunity to develop that potential.

OUR MISSION

To nurture and encourage young people to progress their musical talent through our Scholarship and Partnership Programmes and through wider musical opportunities as they present themselves.

OUR OBJECTIVES

To work in partnership with London's 29 Music Education Hubs to nurture and develop the potential of London's budding young musicians.

To award four-year Scholarships which provide high-quality, sustained instrumental tuition to primary school children who show musical ability and commitment but whose parents do not have the means to fund on-going tuition.

To fund large-scale collaborations between Music Services and professional arts organisations, providing challenging opportunities for aspiring young musicians to learn from and perform alongside professionals.

To enable professional musicians and artists to become motivational role models, empowering young people to explore and develop their capabilities.

To develop a replicable model.

IGNACY'S STORY

10 year old Ignacy arrived in London from Poland in 2011. He spoke very little English but enjoyed playing the violin. Hounslow Music Service soon identified that he had a phenomenal talent and suggested he take more formal lessons. His family being unable to afford this, Ignacy was nominated for a Mayor's Music Scholarship which we happily awarded him.

Ignacy's progress has been nothing short of remarkable. He has just been awarded a full scholarship to the Yehudi Menuhin School - something beyond his wildest dreams, while through his musical activities his English has improved and of course he has made lots of friends. We look forward to following Ignacy's progress and wish him the best of luck.



"I am very glad that I have a scholarship and I feel very happy when I play my violin. I have played it to my friends at school and they really like it. I am very proud that I am going to the Yehudi Menuhin School next year and I'm very excited."

PARTNERSHIPS REACH

19 projects, 26 boroughs, 15 arts organisations, 3 colleges - directly working with 6,500 young musicians plus 15,000 more attending performances and open workshops.

Firebird is an example of one of the Partnership projects we supported this year. It was a collaboration between Richmond and Hounslow Music Services, the Royal Ballet School and the Philharmonia Orchestra. The final performance (pictured here) took place at the Royal Ballet School in Richmond Park and was unusual in that musicians and dancers were interwoven on the stage.



“Firebird was an innovative project that built on existing programmes to create something new and unique. The impact on participants was significant, and, amongst many other things, reflected the high levels of engagement, the broadening of horizons and the increased understanding and ability for the students to work together and achieve something very special.”

Chris Cull, Chief Executive, Richmond Music Trust

OUR MUSICAL IMPACT

We are fortunate to work with music education consultant Annie Cartwright who, as a past head of Hackney Music Service, is well placed to advise on the content of our Scholarship and Partnership Programmes and to monitor and evaluate them on an on-going basis.

Annie has an excellent relationship with all Music Services who respect her extensive knowledge of and commitment to high quality instrumental teaching.

Over the course of each term, Annie observes individual and small group lessons and ensemble activities. In collaboration with the Scholar's music teacher and Music Service, she writes detailed notes on these visits which she shares with us and with them.

From September 2014, we will be extending Annie's remit to encompass the monitoring and evaluation of our Partnership Programme.

Annie Cartwright's observations

"The setting up of the Mayor's Music Fund fits strategically into current thinking and recommendations on music education, since it shares the aims and aspirations that are arising out of present-day debate.

I visited all 32 boroughs to observe Scholars at work in their lessons and in ensembles. It was encouraging to note the variety of classes on offer. These included musicianship, choir, various ensembles, creative music making classes and practical theory.

I met and spoke with senior staff, tutors, head teachers, scholars, mentors and parents/carers. The opportunities that have been created and the progression for many of these youngsters have been significant. There is no doubt in my mind about the value and potential of this initiative."

The information below is taken from Annie's report.

The full report, can be viewed at [www. http://www.mayorsmusicfund.org/report-accounts/](http://www.mayorsmusicfund.org/report-accounts/)

Observation totals

52 individual, paired or group lessons • 26 orchestral/ensemble sessions • 14 other e.g. theory, choir, musicianship

There were no poor lessons observed. Most were good or very good and gave Scholars a positive opportunity to develop their skills and understanding of music.

The impact and quality of the teacher/scholar relationship remains key to the success of good progress in lessons. In the most engaging lessons, teachers were aware of the individual needs of the scholars and were employing the appropriate teaching strategies to move them forward. Tasks offered appropriate challenges, progress was easy to see and the atmosphere was fun and empowering.

Role of the Mentor

The role of the Mentor is an increasingly vital one, both in terms of organisation, administration and communication. In the majority of boroughs, I observed the role working well. In those where it is working less well they will be adopting their colleagues' systems.

Parent/carer support

Music Services and Mentors work hard to ensure good communications with families, since they recognise the impact of parental/carer support, which is essential to the Scholarship Programme. I observed that where the Scholar is supported with their lessons, practice and performance, it makes a big difference to their progress and motivation.

The future

The Scholarship Programme offers aspiring young musicians a powerful, well-constructed four-year plan to progress their skills. As such, I believe it could usefully be rolled out as a national model.



“Emmanuel has made exceptional progress on his trombone this year. He has been able to share and develop this talent both with his peers and through whole school concerts, some of which he has been involved with both organising and compering. He has been a very powerful role model to younger children this year and has supported them in preparation for performance.”

Head teacher

PROGRESSION

Mayor's Music Scholars receive 2-hours of music tuition a week to include an individual or small group lesson and ensemble / orchestral activities and regular performance opportunities. We expect Scholars to work towards regular assessments and/or exams from a nationally accredited board (Music Medals, ABRSM, Trinity College) and the trend is for an improvement of a grade every four terms.

In September, 60 of our Scholars transitioned into secondary school. The consensus has been that by playing in a school ensemble or orchestra and singing in a choir has helped speed up integration and has provided an instant group of friends and mentors.

We need to ensure our Scholars are helped on to the next stage of their musical development once our award comes to an end. We are working with strategic partners on a London-wide mapping exercise to identify progressions paths across all musical genres and will be feeding this back to Music Services ready for the first cohort of Scholars' graduation in July 2015.

Notable Achievements



James

Grade 7. Winner of the local heat of Rotary Young Musician of the Year, youngest competitor in regional heat. Winner Outstanding Scholar (Strings) at the London Music Awards.



Charles

145/150 in ABRSM Grade 5 Double Bass, 95/100 in ABRSM Grade 3 Trombone. Winner Outstanding Scholar (Brass) at the London Music Awards.



Emmanuel

Grade 5. Solo performance at the Royal Albert Hall in March 2014. Recently awarded a scholarship to Christ Hospital School, Sussex.



Ignacy

Awarded a scholarship to Yehudi Menuhin School and a place in the National Children's Orchestra.



Zozi

Grade 4 with distinction. Year 6 Music captain. Awarded a place in the Young National Schools Symphony Orchestra and the Richmond Youth Orchestra.



Ruby

Grade 5. Member of Woodwind ensemble, Samba ensemble, Creative Orchestra, Gospel Choir and Junior choir. Awarded a place at Junior Guildhall.

Withdrawal

6 Scholars (10%) chose to stop learning within the first term of secondary school. Whilst this figure is below the national average, we anticipate that the drop-out for the next cohort of Scholars transitioning in September 2014 will be lower.

"Since moving on to secondary school, Paul has thrived on being challenged academically and he's doing brilliantly at school. This is due in no small part to the confidence that he has gained since becoming a Mayor's Music Scholar."

Mentor

PLAYING DAYS

Playing Days are opportunities for our Scholars to get to know each other and create music together.

In June 2014 we organised a Mayor's Music Ensemble at the Royal Festival Hall as part of the Southbank Nucleo weekend. The morning was led by amateur Sarah Freestone and several freelance professional musicians. 80 Scholars took part in creating a piece of music from scratch, taking the shape of the River Thames for inspiration.

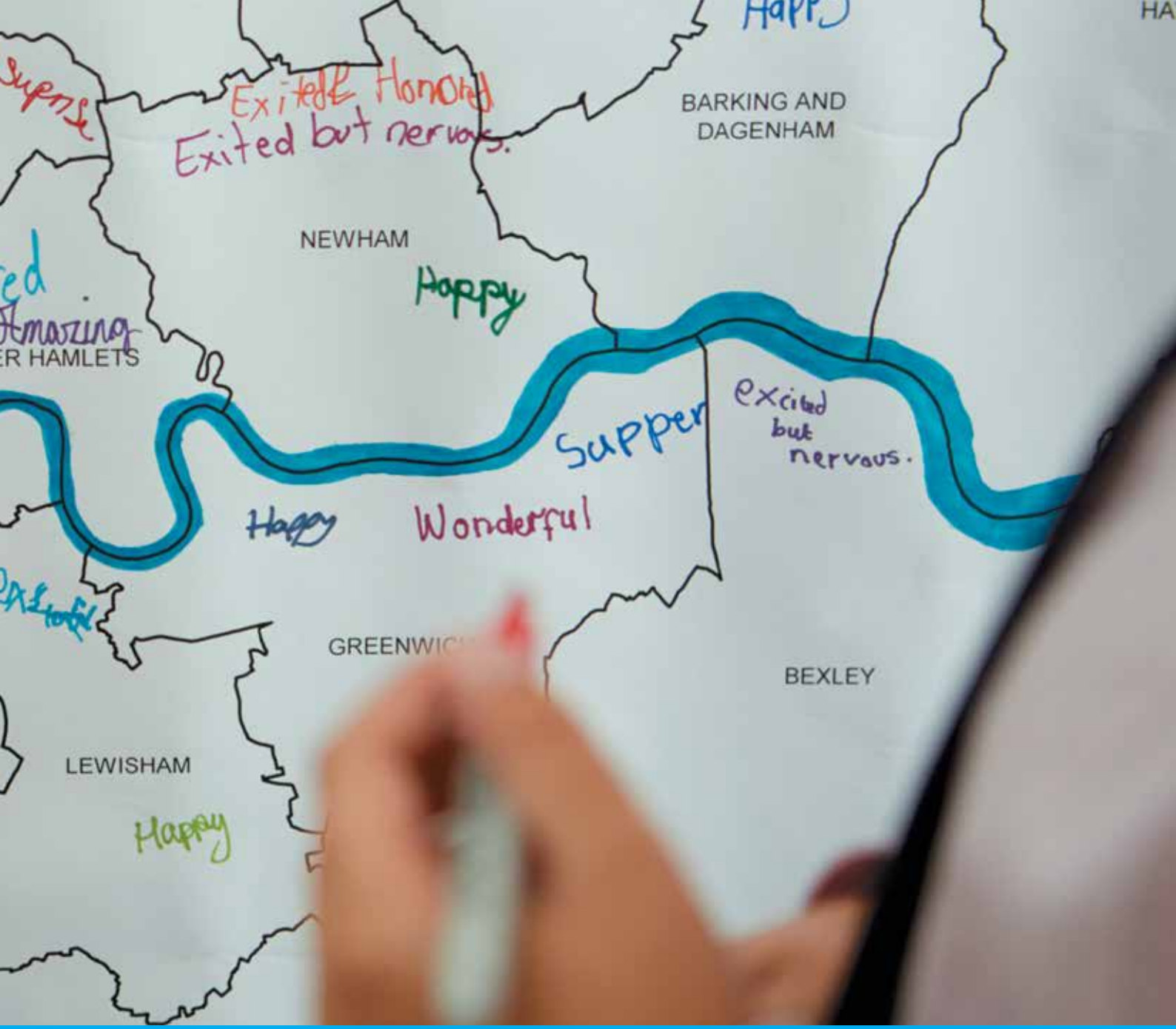
They could not have been more enthusiastic, volunteering ideas, coming up with melodies and offering to play solos. At the end of 3 hours of intensive workshops they performed the piece to a public audience of approximately 200 people in the Clore Ballroom, and brought the house down.

To watch the video go to www.mayorsmusicfund.org



"I got to make new friends, make different kinds of music and have fun. It was epic!"

Scholar



At our Scholars' Day we asked the children to tell us how being a Mayor's Music Scholar made them feel....

OUR WIDER IMPACT

In the summer, we commissioned Masters' graduate Amanda Valentine to undertake an assessment of the wider benefits of learning a musical instrument. She drew her information from 153 Scholars' end of year reports.

You can download Amanda's full Impact Report at www.mayorsmusicfund.org/reports-accounts

Literacy & Numeracy

Reading is one area of literacy which is generally believed to be improved through music tuition, particularly lessons involving the interpretation of musical notation. Similarly, it is generally considered that ability in music and maths are linked; that reading notation requires mathematical processes such as sub-dividing beats and realising the rhythms in sound. This is borne out by the comments in 80% of the Scholars' reports.

"Aliyah has made excellent progress in reading and writing, and good progress in maths. This is partly due to her increasing willingness to 'have a go'. Undoubtedly success as a musician has improved her sense of self-worth, which in turn has helped her to respond positively to challenges in other areas of the curriculum."

Head teacher

Communication, Commitment & Creativity

The reports made it clear that learning a musical instrument was improving communication skills and creative thinking. In addition, it was frequently noted that the commitment required to learn a musical instrument inspired confidence, giving Scholars skills to tackle new tasks with self-assurance and self-awareness.

"The discipline required to learn an instrument has a beneficial effect on all Hannah's other subjects. It has been noticed that her concentration has improved, as has her resourcefulness and determination to succeed and not give up when a task is difficult."

Form teacher

Confidence building & Social interaction

Almost every report claimed that the student had developed a better social awareness since being awarded a Scholarship. Of particular note were the number of reports where parents, teachers and the children themselves felt that their confidence had improved significantly.

"Having taught Joshua music since Year 3, the change in his personality and confidence has been massive. He had very low self-esteem and behavioural problems in class. Since discovering the cello and receiving the scholarship there has been a miraculous transformation."

Music teacher



SILA'S STORY

10 year old Sila, who was awarded a Mayor's Music Scholarship in 2013, is an inspiring example of how the Mayor's Music Fund can have a profound impact on a young person's life

Sila was born without her lower left arm, and has a prosthetic. She plays a specially adapted, one-handed recorder which she tells us is her prize possession.

Sila's mother tells us that her daughter tackles new situations (such as swimming) with patience and determination and this is why everyone who knows Sila believes she has a brilliant future ahead of her.

"To meet Sila is to meet a bright child, eager to learn and even more eager to please. Then she takes her recorder out of her case, and her sparkle increases ten-fold. She is the first to ask questions, to volunteer ideas, to want to perform in front of her peers, and to surround herself with music. Sila practices most days a week of her own accord, committing almost all her repertoire to memory as if it's just a normal part of her music-making rather than a very special musical gift. Sila is an outstanding musician in the making, and becoming a Mayor's Music Scholar is the best thing that could have happened to her." Music Teacher

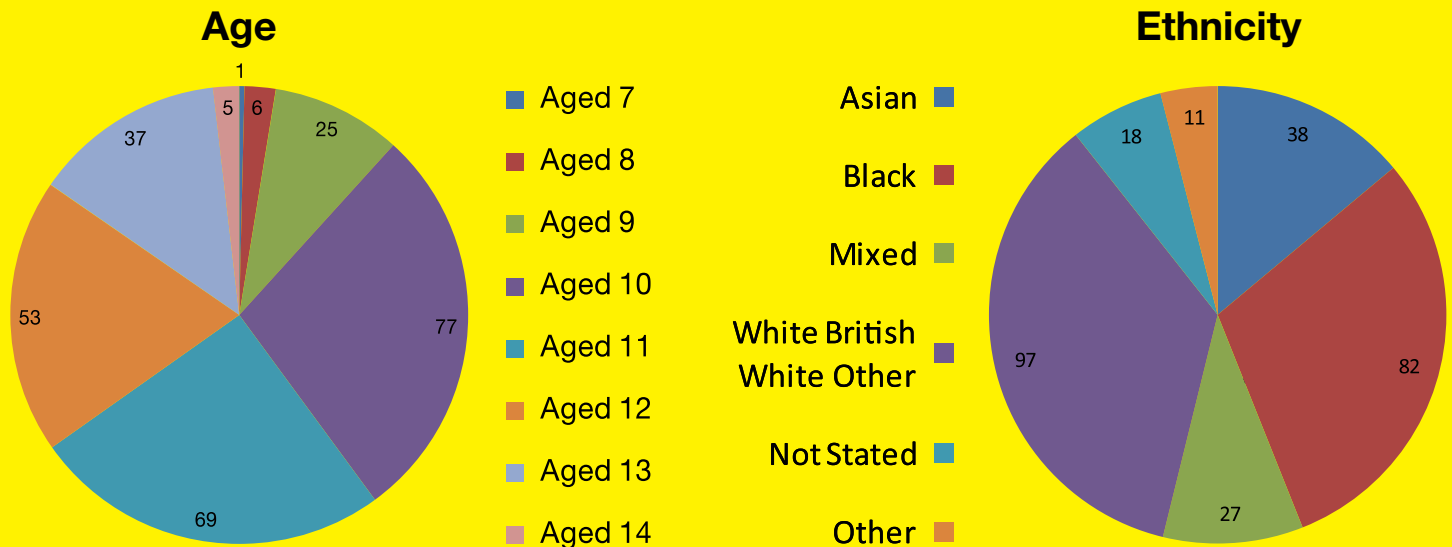
A MESSAGE FROM OONAGH BARRY, CHAIRMAN OF MUSIC MARK LONDON AND HEAD OF HOUNSLOW MUSIC SERVICE

The Scholarship Programme has had an impact not just on musical attainment but on wider educational and social outcomes, and so this Fund has undoubtedly supported the educational excellence achieved in schools across London. The Scholars have become role models for other children and, in at least one borough, there is a shadow scholar system where the Music Service match-funds every Mayor's Music Scholar with another equally deserving pupil, to increase the impact of investment.

The Partnership Programme has led to new relationships between professional orchestras and Music Services and given rise to many ambitious, imaginative projects which have been catalysts for change. Outer London boroughs in particular have benefitted from this funding, leading to longer term relationships across the London musical ecosystem.

The greatest strength of the Mayor's Music Fund is that it has responded efficiently to a need, and works closely with those who work at grass roots. This ensures that funding is used at the frontline where it can make most difference.

These charts show details of the children awarded a Mayor's Music Scholarship between January 2012 & June 2014.*



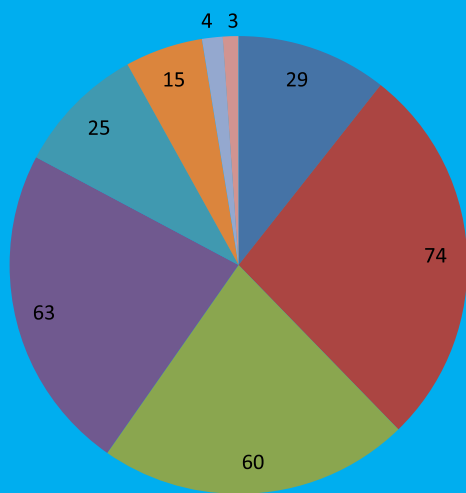
30 children (10%) are no longer in receipt of an award, either because they have moved out of London, been offered a scholarship elsewhere or decided not to continue with their studies.

"The impact of Adrian's success with his music has increased his confidence in school and supported his wider development as an individual. The ability to concentrate is reflected in his academic work where he has made accelerated progress in Reading, Writing and Maths performing above age related expectation."

Deputy Head

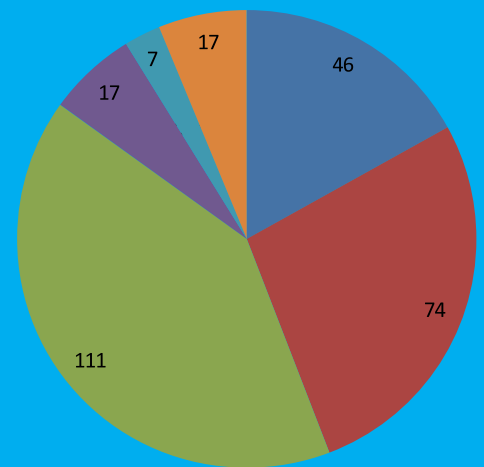


Grades



- Not yet taken
 - Grade 1
 - Grade 2
 - Grade 3
 - Grade 4
 - Grade 5
 - Grade 6
 - Grade 7
- Brass
 - Wind
 - Strings
 - Percussion
 - Keyboard
 - Guitar

Instrument Types



ANIMATE

Animate Orchestra is a project delivered by the 6 partners of the South Riverside Music Partnership: Lambeth, Southwark, Lewisham and Greenwich Music Services, the London Philharmonic Orchestra and Trinity Laban Conservatoire of Music & Dance.

Animate describes itself as ‘A Young Person’s Orchestra for the 21st Century’ whose members experience the musical teamwork of playing in an orchestra, while bringing together their own ideas as to how orchestras of the future might look and sound.



“There was one child, a bass player. I’ve worked with him now on 5 or 6 projects. It’s been really interesting to see him develop as a player but also as a peer to others in the section, because he was incredibly disruptive when he first arrived. He wouldn’t sit still, wouldn’t stop playing, and couldn’t really listen. He was on his phone half the time. He was tricky to handle. But most recently when we worked on the last course, he was absolutely stellar. His concentration was spot on, and he was supporting other people in the section. He was stopping and helping them, particularly the young children. That is a real turn around in the way that this young person is being in this context. Apart from the fact that his playing had improved, and it really had, he understood how to get the group focused and productive in a way that he hadn’t done before. He was taking the leadership role. It’s the kind of thing you couldn’t really teach someone, they could only get it by learning and doing it”

Workshop tutor

SUMMARY OF FINANCIAL INFORMATION

	Unrestricted Funds £ 2014	Restricted Funds £ 2014	Total Funds £ 2014	Total Funds £ 2013
Incoming resources from generated funds				
Voluntary income	320,865	239,433	560,298	513,924
Activities for generating funds	217,091	-	217,091	37,805
Investment income	5,744	-	5,744	3,667
Total incoming resources	543,700	239,433	783,133	555,396
Resources expended				
Cost of generating funds ^[1]	372,500	-	372,500	158,093
Governance costs	14,545	-	14,545	49,568
	387,045	-	387,045	207,661
Charitable activities:				
Grants approved	-	244,958	244,958	340,271
Support costs	119,373	-	119,373	78,888
	119,373	244,958	364,331	419,159
Total resources expended	506,418	244,958	751,376	626,820
Net incoming/(outgoing) resources before transfers	37,282	(5,525)	31,757	(71,424)
Gross transfers between funds	(5,525)	5,525	-	-
Net income and movement of funds	31,757	-	31,757	(71,424)
Reconciliation of funds				
Fund balances brought forward as at 1 July 2013	49,086	-	49,086	120,510
Fund balances carried forward as at 30 June 2014	80,843	-	80,843	49,086

^[1] Activities for generating funds represents the charity's fundraising events. In June 2014 we launched the London Music Awards which this year generated total income of £274,866 of which £121,250 is included within voluntary income and £155,741 within activities for generating funds. The London Music Awards will greatly raise the profile of the Charity and become a significant income generator. The direct event costs totalled £236,024, of which £94,747 was received as gifts in kind. The remaining costs of generating funds relate to allocated support costs of £136,476 giving total costs of generating funds of £372,500.

TRUSTEES' STATEMENT

The summary financial information shows the income raised for our activities, the cost of raising the income and the amounts spent on our charitable activities. The information is taken from the full financial statements which were approved by the trustees on 22 September 2014. In order to gain a full understanding of the financial affairs of the charity, the full audited financial statements, Trustees' annual report and Auditors' report should be consulted.

Copies can be obtained from www.mayorsmusicfund.org the Charity Commission or Companies House.

THANKS

Established in 2011, the Mayor's Music Fund is now firmly embedded in the musical landscape of London, with at least 4 Scholars in each of the 32 London boroughs and up to 13 in some. Add to this the many Partnership projects we are collaborating on and the difference we are making is profound. None of this could happen without the Music Services with whom we have established such a strong and mutually supportive affiliation.

Of course, learning a musical instrument is not just about excellence in music. It is about helping to develop a young person's overall potential. By studying music and playing with their peers, young people are developing transferable skills such as self-discipline, commitment, teamwork and listening skills as well as enhancing their academic studies, ultimately giving them a better chance of going into higher or further education and of gaining a job in their chosen field.

Away from our musical activities, this year we said goodbye to our founding Chairman Sir John Baker CBE who guided us with such wisdom and good humour, and to fellow founding trustees Bob Boas and David Ross. We are pleased to welcome Henry Wickham on to the board.

We are very excited about the next phase of our musical journey and look forward to sharing it with you.



Veronica Wadley
Chairman



Ginny Greenwood
Chief Executive

Veronica Wadley

Ginny Greenwood

We would like to thank all of our benefactors. Their generosity and goodwill has enabled us to be bold in our vision, to increase our reach and to develop new initiatives.

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Thank you to our ambassadors and all the other artists who have given their time freely when performing at fundraising concerts and delivering workshops. Thanks also to those individuals not listed above who have donated, volunteered, and taken part in challenge events. We very much appreciate their commitment to us. Finally, we would like to thank all the brilliant young musicians who appear in this report.

We receive no Government, local authority or ArtsCouncil funding and therefore rely entirely on private philanthropy to help us raise the funds needed to deliver our charitable activities. If you would like to support us we would encourage you to become a regular donor, giving you long-term involvement with the charity and giving us long-term security.

Below are a few examples of what your monthly donation will enable one of our aspiring young musicians to access:

£12 play-days, workshops and holiday courses

£45 a weekly instrumental lesson and attendance out of school musical activities

£85 all of the above plus hire and repair of an instrument, music books, exam fees, a dedicated mentor, visits to live concerts, monitoring, evaluation and advice with progression

Please complete this form using a black ball-point pen

Become a Mayor's Music Fund Fan

Name:

Address:

Postcode:

Telephone:

Email:

Please indicate your level of support

I wish to make a payment of £12 £45 £85

other £ per month/year until further notice.

Fans are automatically added to our mailing list.

Please tick here if you would prefer not to be.

giftaid it

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Signature:

Date:

Please return this form to:

The Administrator, Mayor's Music Fund
City Hall The Queen's Walk London SE1 2AA

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Please complete in BLOCK CAPITALS

Your account name:

Account No: (being debited)

Sort Code:

Your contact telephone number:

Branch name:

Your bank address:

Postcode:

Account the payment is to be made to:

Account name:

MAYOR'S MUSIC FUND

Account No:

Sort Code:

- -

Recipient's bank:

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
ME19 4JQ

Payment:

First Payment Date:

Amount in words:

Your signature(s):

Date:



LONDON MUSIC AWARDS

In June 2014 we launched the London Music Awards at the Roundhouse in Camden. This annual event is an opportunity for the Mayor to invite the music industry and music-lovers to join him in recognising London's world-class status as a music capital, to celebrate the achievements of London's inspiring and aspiring musicians and to raise money for the charity.



A young girl with dark hair in a ponytail, wearing a white t-shirt, is playing a violin. She is looking intently at the instrument. In the background, other students in blue school uniforms are also playing violins. The scene is brightly lit, suggesting an indoor setting like a school hall or music room.

The photographs in this report were taken by:
Roger Bool
Paul J Cochrane
Richard Johnson
Brian Slater

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Mayor's Music Fund, City Hall, The Queen's Walk, London SE1 2AA
T: 020 7983 4258 E: info@mayorsmusicfund.org W: mayorsmusicfund.org Twitter @mayorsmusic

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