

SOCIAL JUSTICE FUND UK



SONY MUSIC

IMPACT REPORT

2020-2022



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FOREWORD



Jason Iley MBE, Chairman and CEO, Sony Music UK & Ireland

When we started our UK Social Justice Fund in 2020, during the Covid-19 pandemic and the worldwide Black Lives Matter protests, we did not know exactly what to do or how to do it - this fund is the first of its kind for Sony Music. What we did know is that we wanted to try to change lives with our philanthropy. This report sets out how we have approached that important work, and our progress so far.

Our fund is part of a \$100 million Global Social Justice Fund set up by Sony Music in June 2020, which operates across different territories and divisions of Sony with the help of our colleagues around the world. Sony Music's public commitment to support social justice, equal rights and anti-racist initiatives was not just words. Globally, Sony has pledged 71% of the funds to more than 400 organisations worldwide, all helping to address structural inequalities to achieve lasting change.

In the UK, Sony Music has pledged nearly £2million across 18 grantees so far. Our focus has been broadening access to music education and skills, backing criminal justice reform projects and supporting grassroots communities. We have focused on providing resources for young people who may be underrepresented, marginalised or vulnerable. We want to boost representation and we like to work with organisations that tackle difficult issues in original and impactful ways.

But it's not just money that makes a difference. The time, energy and expertise that our employees have invested in the organisations we support provides valuable mentorship, whether volunteering at youth clubs, creating apprenticeship programmes, or lending HR and PR advice. It's been a real team effort, delivered against a backdrop of social upheaval that has brought existing inequalities into sharp relief.

We are determined to lead from the front. I am proud of the impact the UK Social Justice Fund has had so far while knowing we're still near the beginning of our journey. It's crucial that our company continues to lend its voice to causes that reflect the diversity of our employees and artists. I am grateful to all our artists, employees and partners who have played a part in delivering these essential projects, and I look forward to working together to amplify them further.

Music transcends differences and unites people and we will use our shared passions to continue to work with purpose to get further, faster.

OUR TEAM

We believe the background, experience and perspectives of our people enrich both our workplace and our contributions to society. From the outset we placed significant importance on listening to our employees and experts in the social justice space, empowering them to participate in the process and help us enact positive change.

Early on we recognised that we required new expertise in the UK company to run our grant-making efficiently, so alongside the formation of a steering group and cross-departmental board, we appointed Sony Music UK's first Director of Diversity, Inclusion and Social Impact. Charlotte Edgeworth is a corporate responsibility consultant with more than two decades of experience in responsible business roles and runs the day-to-day operations of the UK SJF, working with our partners and a small team to ensure delivery of the projects we fund.

Our steering group comprises leaders from different departments of Sony Music UK who have shown a sustained commitment to social justice issues and meets regularly to support the UK impact team. This group established the necessary governance to ensure a fair and thorough process for grant-making, recruited the board and commissioned independent research to understand deprivation data in the UK so that funds are targeted and relevant to national issues.

The steering group - 75% Black or people of colour - shortlists applicants and works with the global philanthropy and impact team to ensure grantees fit the parameters and strategic pillars for SJF funds. Early decisions were focused on supporting many of the organisations proposed by Sony Music UK employees and causes that resonated with our artists of colour.

The wider UK Social Justice Fund board is a diverse group from across the business, from record label presidents to digital marketing specialists, alongside representatives from equity and inclusion to artist and repertoire. What unites us all is a dedication to using our time and talents to progress social justice efforts at Sony Music, in terms of both our funds and our skills. Two thirds of the board are Black or people of colour and 50% are women. The board is responsible for strategic and policy decisions and meets quarterly to make funding decisions on shortlisted organisations.

OUR BOARD



Jason Iley MBE,
Chairman and CEO,
Sony Music UK & Ireland



Glyn Aikins
President,
Since 93



Ferdy Unger-Hamilton
President,
Columbia Records UK



Stacey Tang
Executive Vice President,
RCA Records UK



Tapeswa Mavunga,
Director
Africa UK



DJ Semtex
Director of Artist Development,
Sony Music UK



Negla Abdela
General Manager,
Ministry of Sound



Sarah Thwaites
Director,
Masterworks



Andrew Tansey
Director of Sync,
4th Floor Creative



Janette Quayle
Senior Marketing Manager,
Black Butter

STEERING COMMITTEE



Charlotte Edgeworth
Director of Diversity,
Inclusion & Social Impact

2020 - ongoing



Dorothy Hui
Senior Vice President
Digital & Audience
Development,
4th Floor Creative

2020 - 2022



Jessica Carsen
Senior Vice President,
Comms & Public Affairs,
Sony Music UK

2020 - ongoing



Damaris Rex Taylor
General Manager,
RCA Records UK

2020-2022



Negla Abdela
General Manager,
Ministry of Sound

2022 - ongoing



Preye Crooks
Co-head of A&R, Robots +
Humans, Co-founder
Strawberries & Cream

2022 - ongoing

Dates indicate time on steering committee

STRATEGIC PILLARS

The Global Social Justice Fund operates across Sony divisions, with a common goal to address injustice and racism, coupled with an understanding that we should be responsive to local challenges. This means listening to communities, working with a range of partners with diverse knowledge and experiences, and designing an approach that will deliver long-term and considered outcomes.

Adapting the Global Social Justice Fund's goals for the UK, we have concentrated on the following three pillars:



EDUCATION AND SKILLS

Education programmes are key to social mobility and instigating long term social change. By funding educational and skills-based programmes, we can unlock more opportunities for under-served communities and strengthen existing opportunities. Sony Music has long championed career access programmes and is committed to creating these chances within our industry, as well as supporting those outside of it.



CRIMINAL JUSTICE AND REHABILITATION

Criminal justice and racial justice initiatives are crucial to achieving positive social change for marginalised communities and combatting persistent problems in the justice system. Sony Music supports programmes and initiatives that promote rehabilitation, for example offering job placements and advice for former young offenders and supporting positive re-entry to society for prison leavers.



CIVIC AND COMMUNITY ENGAGEMENT

Civic and community engagement programmes can help provide a voice to communities who have historically not been prioritised. Sony Music supports grassroots organisations that provide a platform for the vibrant history and culture of different communities, celebrating the richness of diverse experiences.

We acknowledge that many issues addressed in this impact report are not new, and will take a concerted group effort over many years to change. But global events that highlight persistent racism, discrimination and inequality have prompted many much-needed conversations about how companies can contribute more to help social change.

Sony's Social Justice Fund approaches these issues through a race lens but is not entirely led by race. Some partners mentioned in this report have collaborated with Sony Music for a long time, and the Social Justice Fund has wrapped a process and a unifying purpose around these partnerships and provided opportunities for significant expansion.

APPROACH TO WORKING WITH PARTNERS

Partners typically apply to us for project-based grants that fit within our strategic pillars, and which may be one-off or multi-year grants. The amount is dependent on the project and the sequence of funding is dependent on delivery and a review process.

Bringing our grantees on board is just the beginning of the relationship. We strive to add value to all our partnerships that goes beyond financial transactions, and during the application process we ask what other support might be helpful for the organisation, so that we can tailor additional support to them where possible.

When a partner is approved, they are matched with a Sony Music ambassador who is committed to helping them access a range of Sony resources. This could be securing volunteers, mentors, technical support or other specialist knowledge for the project – including artist involvement where appropriate.

IMPACT AT A GLANCE

18

PARTNERS SUPPORTED - MORE
THAN £1.65MILLION SPENT

10,000+

HOURS OF TRAINING AND
DEVELOPMENT SESSIONS
FUNDED

36

PARTICIPANTS SECURED JOBS
AS A RESULT OF TRAINING &
EMPLOYABILITY
PROGRAMMES

1,600+

YOUNG PEOPLE DIRECTLY
IMPACTED

90%

OF TRAINING PROGRAMME
BENEFICIARIES REPORTED
IMPROVEMENTS TO THEIR
CONFIDENCE, WELLBEING AND
PROFESSIONAL DEVELOPMENT

100+

HOURS VOLUNTEERED BY
SONY MUSIC UK EMPLOYEES

UK SOCIAL JUSTICE FUND PARTNERS 2020-2022

3T TOUR TECH TRAINING



3T (Tour Tech Training) was founded by multi-GRAMMY and BRIT-nominated artist, Nao and GRAMMY award-winning singer-songwriter, Mura Masa, to address the imbalance of Black women working in technical roles within the music industry. Sony Music invested start-up capital from the UK Social Justice Fund at inception of the project.



3T PILOT PROGRAMME

Nao : “For years we’d spoken about adding more Black women to our touring team but we literally couldn’t find a single person for any of the technical roles. There was no lack of women wanting to work in these roles, quite the opposite! They just couldn’t see a way in.”

The 3T course was designed to teach a broad set of technical skills and the knowledge required to break into the live music and production sector. More than 600 women applied for the 12-week programme and 10 students were selected to undertake a variety of learning modules. The group learnt everything from cable making to building LED walls, audio patching to reskinning drums, as well as building an understanding of industry day rates and contracts.

APPOINTED A BOARD

AS A RESULT OF THE SUCCESS AND IMPACT OF 3T, THE FOUNDERS HAVE APPOINTED A BOARD OF TRUSTEES AND ARE SEEKING CHARITY STATUS FOR THE ORGANISATION, WHICH WILL ALLOW THEM TO FUNDRAISE AND MAKE THIS COURSE AVAILABLE TO WOMEN FOR YEARS TO COME.

100% EMPLOYMENT

AFTER THE PROGRAMME, 100% OF THE TEN PARTICIPANTS, WENT INTO EMPLOYMENT OR SELF-EMPLOYMENT IN POSITIONS WITHIN THE LIVE EVENTS INDUSTRY, WORKING FOR THE LIKES OF 3T FOUNDER MURA MASA, ORLA GARTLAND AND KAE TEMPEST.

MORE BLACK WOMEN IN TECHNICAL ROLES

AFTER THE 3T PROGRAMME, THERE ARE MORE BLACK WOMEN IN HIGH-SKILLED TECHNICAL ROLES IN THE MUSIC INDUSTRY. THE 3T FOUNDERS WERE AMAZED BY THE DEMAND FOR THE PROGRAMME, WHICH HAS HELPED HIGHLIGHT INEQUALITIES IN PARTS OF THE INDUSTRY AND HELPED INFORM OTHER PROFESSIONALS ABOUT HOW TO BE PART OF MUCH-NEEDED CHANGE.

MICHELLE SHAIYEN

MICHELLE SHAIYEN IS A COMMERCIAL MUSIC PERFORMANCE GRADUATE WITH STUDIO AND LIVE SOUND EXPERIENCE WHO IS SKILLED IN SONGWRITING, PRODUCTION AND SOFTWARE SUCH AS LOGIC AND ABLETON LIVE.

Michelle won a place on the first programme and now works with Music Producer Mura Masa as his Playback Tech. Michelle says:

“ This course gave me a way into the industry through knowledge and contacts I would not have had access to otherwise. My life has changed pretty drastically in the last year, which I attribute solely to the course and its opportunities. ”



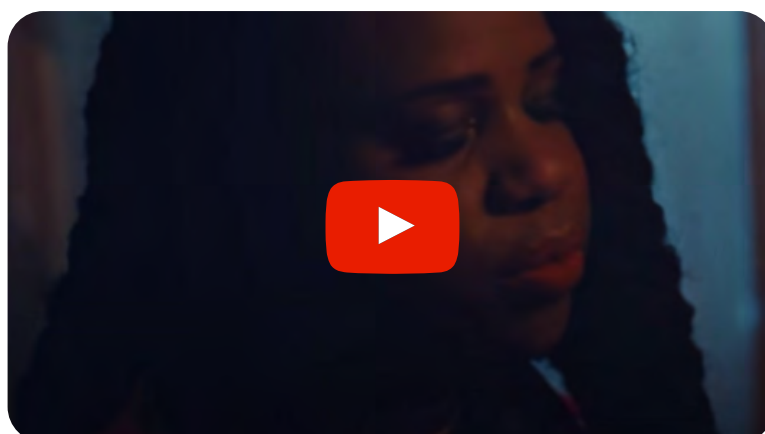
MICHELLE SHAIYEN



DAMARIS REX TAYLOR

“ GENERAL MANAGER AT RCA UK AND A LEADER FOR SONY MUSIC UK'S SOCIAL JUSTICE FUND ”

We are always keen to support our artists and this idea really stood out. Meeting the women and listening to how helpful they've found the course inspires us to do as much as we can to make our industry inclusive and open to all. ”



Video Link - <https://bit.ly/3SDv5s1>

BRUCE GROVE YOUTH SPACE



Bruce Grove Youth Space is a North London youth club which offers a range of facilities to get young people off the streets of Tottenham, encouraging them to learn new skills and exploring their potential through music and other activities.

One of the biggest draws to Bruce Grove, which is a free members-only club, is the recording studio that provides a safe space for young people from disadvantaged backgrounds to write and produce music, create beats and learn how to sell and publicise music. Headie One and Abracadabra started their music careers in this very studio.



NEW EQUIPMENT & TRAINING PROGRAMME

The studio had become tired and the equipment archaic, leading to a decline in young attendees. With an injection of cash from the Social Justice Fund, Bruce Grove was able to purchase new equipment and modernise the studio, which enabled them to re-engage young people that had left the club and gone elsewhere.

Bruce Grove's Sony Music ambassador, Woolfie, a senior music promotions expert, runs sessions at the club on a regular basis to help inspire and support more than 50 young people as they experiment with creating music, as well as training them on how to use all the new equipment.

Woolfie introduced the young attendees to two radio industry professionals from Sony Music who delivered a taster experience of what it is like to run their own podcast and radio show. The group learnt about scheduling playlists, the radio automation and playout system, and production techniques. Attendees were given the opportunity to conduct a radio interview as an artist as well as a host, gaining valuable insights and practice for future career opportunities.

ENGAGEMENT LEVELS RISEN

ENGAGEMENT LEVELS HAVE RISEN WITH THE PROVISION OF BETTER EQUIPMENT, AND CONFIDENCE LEVELS ON HOW TO USE THE EQUIPMENT INCREASED THANKS TO THE HANDS-ON TRAINING SESSIONS.

EMPLOYMENT OPPORTUNITIES

A NUMBER OF EMPLOYMENT OPPORTUNITIES HAVE BEEN HIGHLIGHTED, WITH SONY MUSIC STAFF GIVING ADVICE AND SUPPORT DURING THE APPLICATION PROCESSES.

INCREASED ACCESS

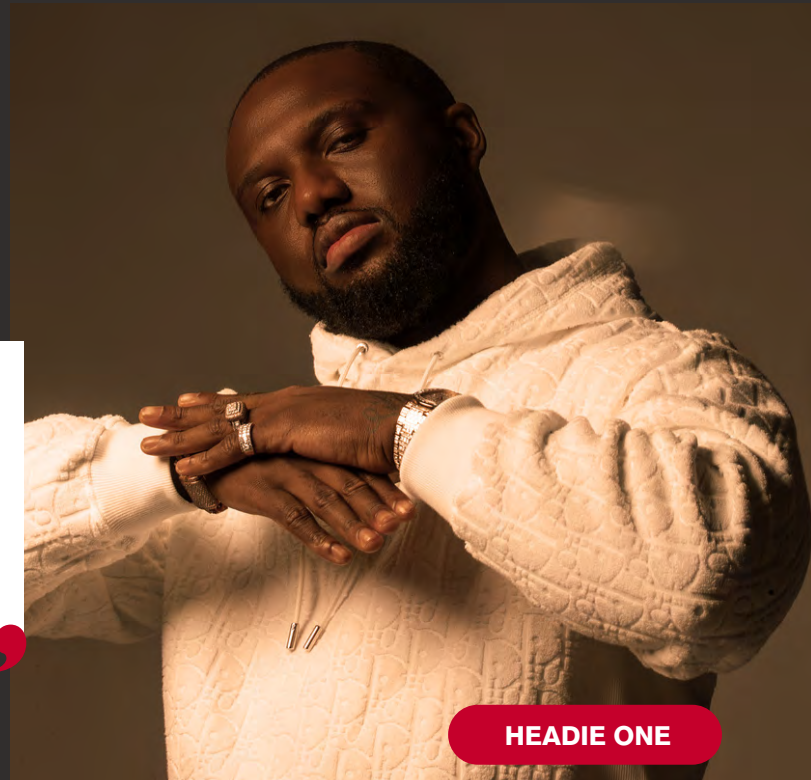
BEYOND THE 50 REGULAR ATTENDEES, HUNDREDS MORE YOUNG PEOPLE HAVE ACCESS TO THE STUDIO.

HEADIE ONE

ARTIST FROM TOTTENHAM WHO IS SIGNED TO RELENTLESS RECORDS / SONY MUSIC UK :



The Bruce Grove Youth Space is a great project, I'm glad to see Sony Music support it. Music helped me from a young age, so I think it's really important to help the next generation discover the joy and escape that music can provide.



HEADIE ONE

WOOLFIE

SONY MUSIC UK'S AMBASSADOR FOR BRUCE GROVE, TALKS ABOUT HIS EXPERIENCE AT BRUCE GROVE:

“I started working with Bruce Grove through a friend I knew in Social Services, it's local to me and so when the Social Justice Fund was announced I knew they'd be a perfect partner. I went to talk to some of the young people about different areas of the music business. They wanted to expand their music production courses and I started attending regularly and getting to know them and their needs more. I've been most surprised about how little some of the young people know about what's available around them or in terms of their different career options. It's rewarding to be able to open up new paths that they didn't know existed and give advice on what they could be trying out.

I get a lot of insight into how young people are engaging in music and have been fortunate to use my network to ask other people and artists to come and do talks on socials, podcasting, radio and photography and filming.”



FLOCK TOGETHER



Flock Together is the brainchild of Ollie Olanipekun and Nadeem Perera. Against a backdrop of Covid-19 lockdown and Black Lives Matter protests around the world, Ollie and Nadeem bonded over a shared love of birding, while recognising the vital role of nature as a space to de-stress and recharge. Flock Together aims to build community, challenge perceptions, show the benefits of nature, champion ecological protection, offer mental health support, and provide creative mentorship for the next generation. They want to create a world where every person of colour has the freedom to explore and engage with the natural world, on their own terms.



FLOCK TOGETHER ACADEMY

Through the funding provided by the UK Sony Music Social Justice Fund, the partnership - Flock Together and London Wildlife Trust - was able to successfully launch the Flock Together Academy initiative, which aims to inspire a wave of young naturalists from backgrounds historically underrepresented in the nature conservation sector and in green spaces more generally.

The partnership worked with creatives from the Flock Together community to deliver accessible, interactive activities for young Londoners, including a guided bird walk, spoken word poetry, 'forest bathing' and making beats using nature sounds. The project encouraged them to connect to the natural world around them and develop a stronger relationship with the outdoors.

50 YOUNG PEOPLE ATTENDED

THREE PILOT SESSIONS WERE DELIVERED AT WALTHAMSTOW WETLANDS NATURE RESERVE. ENGAGING 50 YOUNG PEOPLE AGED 11-18, AND NINE YOUTH WORKERS. 54% OF PARTICIPANTS CAME FROM BLACK, ASIAN OR MINORITY ETHNIC BACKGROUNDS.

70%+ LEARNT SOMETHING NEW

MORE THAN 70% OF THE YOUNG ATTENDEES SAID THEY LEARNT SOMETHING NEW AND NOW KNOW MORE ABOUT WILDLIFE AND NATURE.

60%+ MORE LIKELY TO EXPLORE

MORE THAN 60% OF YOUNG PARTICIPANTS FELT MORE LIKELY TO EXPLORE OTHER GREEN SPACES IN THE FUTURE.

FLOCK TOGETHER YOUNG PARTICIPANTS

“It was much more fun than I expected it to be...I feel like I've learnt so much in just one day. I hope I can come here again.”

“I loved meeting new people, seeing nature and rapping at the same time.”

FLOCK TOGETHER YOUTH WORKERS

“It was a brilliant opportunity for young people...to step out of their usual environment. [The sessions were] encouraging young people to enjoy nature and be in the moment.”



IRENE TAYLOR TRUST



Irene Taylor Trust (ITT) supports people in prison and post release through a range of creative music opportunities. ITT believes that creating original music collaboratively can make a powerful impact on people's lives, bringing them new confidence, important transferable social skills and raised aspirations for the future. Music can break down barriers and help people who have found themselves pushed to the fringes of society to become celebrated and valued members at the heart of the community. Projects light a spark that can be the catalyst in supporting people to change their lives for the better.



SOUNDING OUT PROGRAMME

Sony Music UK's Social Justice Fund supported Sounding Out, ITT's programme for former prisoners. All have previously taken part in ITT's Music in Prisons projects. Sounding Out provides support over a period of 18 months after release, during which participants form a band, make music and perform. They are also offered paid training placements.

The transition from the prison regime to resettling in the community can be fraught. From difficulties in securing safe accommodation to finding employment, there are many challenges for newly released prisoners. Sounding Out is designed to bridge this gap by offering 'through the gate' support and a positive period of engagement that helps participants overcome barriers, build resilience and take the next steps towards engaging in relevant training and securing employment – providing the tools to begin rebuilding their lives beyond the prison gates.

13 PEOPLE TOOK PART

13 PEOPLE WITH LIVED EXPERIENCE OF THE CRIMINAL JUSTICE SYSTEM TOOK PART IN A RANGE OF CREATIVE MUSIC OPPORTUNITIES WHICH INCLUDED FORMING A BAND, CREATING AND PERFORMING LIVE MUSIC AND PARTICIPATING IN PAID TRAINING PLACEMENTS.

100% LEARNT TO PLAY INSTRUMENTS

100% OF THE SOUNDING OUT PARTICIPANTS HAVE LEARNT TO PLAY MUSICAL INSTRUMENTS, DEVELOPED COMPUTER LITERACY, CREATED MUSIC AND PERFORMED A VARIETY OF GIGS.

INCREASED CONFIDENCE

PARTICIPANTS SAID THEY FEEL MORE CONFIDENT IN THEIR LEADERSHIP CAPABILITIES AND CAN WORK BETTER AS PART OF A TEAM.

REOFFENDING RATES LOWER

REOFFENDING RATES AMONG THE COHORT ARE LOWER THAN THE NATIONAL AVERAGE - WHICH IS TESTAMENT TO THE IMPACT OF MUSIC ON PEOPLE TRYING TO TURN THEIR LIFE AROUND.

RECORD DEAL & PERFORMANCES

ONE PROGRAMME PARTICIPANT, WHO WAS RELEASED FROM PRISON TWO YEARS AGO, APPLIED FOR SOUNDING OUT AND HAS NOW GOT A RECORD DEAL. HE HAS ALSO PERFORMED AT THE SOUTH BANK CENTRE AND VARIOUS CONFERENCES AROUND THE UK.



Video Link - <https://bit.ly/3Cfq2ZC>

ALICE BEAL

MANAGING DIRECTOR, INSANITY RECORDS AND SONY
MUSIC UK AMBASSADOR FOR THE IRENE TAYLOR TRUST:

“ I had the privilege of experiencing music education from primary school, all the way to university – it had a significant impact on my life, and has undoubtedly led me to where I am now. It’s for that reason I feel incredibly passionate about the work the Trust does. Using the power of music in an inclusive, positive way to impact people’s lives couldn’t be more necessary, particularly with the pandemic. I hope my experiences can add some value to the exceptional work they already do. ”

KEY4LIFE



Key4Life is a crime prevention charity that works with young men in prison, those at risk of going to prison and those caught up in knife crime in London and the South West. Key4Life's mission is to break the cycle of reoffending amongst young men, especially those aged 18-30, who have the highest reoffending rates and lowest chances of securing employment. The charity also aims to reduce stigma for young offenders, and its YOUNITED Flag campaign, launched by Nile Rogers, encourages companies to employ ex-offenders and give them another chance, rewarding those that do with the prestigious YOUNITED Flag kitemark.



Only 3% of those who have been through Key4Life's prison and preventative programmes have re-offended, compared to the national re-offending rate of 64% depending on the length of custodial sentence. In addition, a Key4Life participant is four times more likely to be employed a year post-release. The Social Return on Investment of Key4Life's programmes over three years is £13.46, which equates to £4.08 million in benefits to society over three years (through economic gain, avoided public spending, and health and wellbeing gains for those involved).

'AT RISK' REHABILITATION PROGRAMME

Key4Life's six-month 'At Risk' rehabilitation programmes support some of the hardest to reach and marginalised young men, typically aged 18-25, who are not in education, employment or training and are at risk of going to prison, and/or in danger of knife crime. Many of these men face multiple disadvantages in life such as homelessness and mental health issues. The rehabilitation programme takes place through a powerful blend of music workshops, football, equine therapy, work preparation and mentorship following a proven 7-step model.

The 2021 programme funded by the SJF kicked off with 15 young men from Bristol and London participating in the At Risk programme on a residential trip to Somerset. The aim was to remove them from their usual environment and begin the process of change. In Somerset, the men took part in equine therapy that uses horses to calm the young men and release negative emotions, followed by football and emotional resilience sessions designed to unlock past trauma and focus on coping mechanisms with trained Neuro Linguistic Programming practitioners. During this time, participants started to form crucial relationships with their personal mentors, including Sony Music volunteers who were matched to the programme.

The young men were also put through their paces in the Employability workshops and 3-day work tasters with Key4Life's partner companies and organisations. These workshops included CV support sessions and mock interviews with four different companies, including Sony Music UK.

11 SECURED EMPLOYMENT

OF THE 15 YOUNG MEN WHO PARTICIPATED IN THE PROGRAMME, 11 HAVE SO FAR SECURED EMPLOYMENT IN A RANGE OF INDUSTRIES FROM CONSTRUCTION TO HOSPITALITY - WITH ONE SECURING A ROLE AT SONY MUSIC UK.

NO REOFFENCES

WHILE ALL THE PARTICIPANTS HAD PREVIOUS CONVICTIONS, NONE HAD OFFENDED BY THE END OF PROGRAMME - AND MORE THAN SIX MONTHS LATER, THERE IS STILL NO KNOWN RE-OFFENDING.

83% IN SECURE ACCOMMODATION

ONLY 33% OF THE YOUNG MEN HAD SECURE ACCOMMODATION AT THE START OF THE COURSE - THE OTHERS WERE IN TEMPORARY ACCOMMODATION OR ROUGH SLEEPING - BY THE END, 83% WERE IN SECURE ACCOMMODATION.

EVA HAMILTON MBE

FOUNDER AND CEO OF KEY4LIFE SAID

“ Sony Music UK has been central to Key4Life’s success and played an invaluable role in helping these men turn their lives around, we are hugely grateful. ”

DAISY GREENHEAD

SONY MUSIC UK’S HEAD OF COMMUNICATIONS AND AN AMBASSADOR FOR KEY4LIFE

“ It was amazing to see how the partnership evolved. From the initial funding, to recording a five track EP with Columbia Records UK and, most significantly, being able to offer paid employment within the company. These are real and tangible opportunities that are changing the lives of young men. ”



EVA HAMILTON MBE



Video Link - <https://bit.ly/3dOSNCY>

MALEM'S STORY

Born in war-torn Afghanistan, Malem grew up around war and violence. "I witnessed things I should never have seen," he said. "It all played on my mind growing up and I didn't know a way around it. I went astray, got into trouble, and used anger against others as a way to release my inner torment."

Having moved to Wandsworth, by the last year of primary school, Malem was starting to get in with the wrong crowd, and by the first year of secondary he was fighting and getting involved with gangs. "Fighting gave me a release, it made me feel better," he remembers. In Year 9 he was expelled and sent to a pupil referral unit, where this behaviour continued and he was again excluded. He then worked on a hotel reception for two years, yet continued fighting, taking drugs and gang activity.

In 2020, Malem went to prison charged with intent to supply Class A drugs. He was facing a four and a half year sentence but the case was suspended and he was released from prison, on tag. On release, he met Key4Life. Though originally reluctant to give the charity's rehabilitation programme a try, Key4Life showed genuine care and interest in helping him. He started the rehabilitation programme and it changed his life.

"The people at Key4Life personally care for you; they really motivate you and get you where you want to go, if you're prepared to put in the work," Malem says. "They will go that extra step for you. They showed me a way out of crime and other ways to live. They showed me my impossibles were possible."

Attending a three-day work taster placement as part of the programme, Malem is now employed and is relishing the work. "All is positive now; I believe I can get what I want. Everything will go right if I keep taking steps towards it."

Employees from across the business were keen to support the young men across all facets of the programme and as the mentoring relationships developed it led to releasing [a five-track EP via Columbia records](#) featuring collaborations with BRIT Award-winner Fred Again, artist mentor DJ Semtex, rapper and producer Jevon, and producer Prynce Mini.

In September 2021 Sony Music UK was awarded the [Younited Flag](#) by the Lord Mayor of the City of London for its commitment to hiring ex-offenders.

MILK HONEY BEES



Milk Honey Bees is a creative and expressive safe space for Black and mixed-race girls to flourish and put H.E.R (Healing, Empowerment and Resilience) first. The initiative runs nurturing and holistic programmes for young women and girls in South London, equipping them with social, employment and life skills that enable them to mobilise in their communities. Milk Honey Bees has already directly supported around 200 girls through projects, holistic events, workshops, direct work, counselling and peer support.



CREATIVE CONNECTION PROGRAMME

In collaboration with Sony Music UK, Milk Honey Bees curated Creative Connection, a 12-week holistic programme designed to support a selected group of 10 Black and mixed-race females aged 18 - 22 with creative ambitions, to give them unique work experience and access to opportunities in the music and wider creative industries.

The Creative Connection programme ran part-time between November 2021 and April 2022, incorporating elements of training and networking through avenues such as 1:1 mentorship sessions, career development courses and classes on holistic health.

The curriculum was co-created by Milk Honey Bees and Sony Music volunteers, which gave the young women an active insight into various roles that exist across the music industry including marketing, analytics, brand partnerships and creative direction. It also enabled them to develop their networking, team-work, event planning and communication skills, while enriching them with experiences to boost their personal development.

Alongside receiving career support from female Sony Music mentors, the young women also participated in wellbeing sessions led by trained professionals.

400 WOMEN APPLIED

MORE THAN 400 YOUNG BLACK AND MIXED-RACE WOMEN APPLIED TO TAKE PART IN THE PROJECT WHEN IT LAUNCHED, DEMONSTRATING THE APPETITE AND NECESSITY FOR A PROGRAMME LIKE CREATIVE CONNECTIONS AND INTEREST IN CREATIVE INDUSTRIES MORE WIDELY.

ALL IN EMPLOYMENT ROLES

FOLLOWING THE PROGRAMME, ALL 10 PARTICIPANTS ARE NOW IN EITHER FULL-TIME OR PART-TIME EMPLOYMENT OR VOLUNTEER/APPRENTICESHIP ROLES, INCLUDING AT STRAWBERRIES AND CREEM FESTIVAL VIA STAFF AT SONY MUSIC UK.

100% KNOW MORE ABOUT THE INDUSTRY

100% OF PARTICIPANTS FELT THAT THEY UNDERSTOOD MUCH MORE ABOUT THE MUSIC INDUSTRY THAN WHEN THEY STARTED THE PROGRAMME. EVERY PARTICIPANT SAID THAT THEIR OVERALL WELLBEING, CONFIDENCE, SOCIAL AND LEADERSHIP SKILLS HAD IMPROVED.

BENEFITED FROM THE SESSIONS

MOST OF THE YOUNG WOMEN SAID THAT THEY BENEFITED FROM THE WELLBEING SESSIONS AND FELT MORE ABLE TO ACCESS THERAPEUTIC SERVICES IN FUTURE.



OLIVIA'S STORY

Olivia is a 20 year old young woman from London who completed Creative Connection in April 2022. Before starting the programme she was unemployed, but has since been selected to lead the next project, Creative Connection 2.0, in a paid role as Creative Director. She's also excited to have been offered a role at Strawberries & Creem Festival this year after staff at Sony Music spotted her potential. Olivia says:

"Creative Connection made me feel so much more confident in my career path - I've got loads of job opportunities because of it. Having access to my own personal mentor was amazing, and the wellbeing sessions really helped my personal growth. I also made some friends for life.

I'm so excited to be leading the next Creative Connection project because I've seen the impact it has had on people's lives. It feels good to be able to play a part in changing people's lives and it's a privilege for me to be involved in that in the future."

A portrait of Olivia, a young woman with curly brown hair, wearing a pink top, a necklace with a green pendant, and a nose ring. She is looking directly at the camera with a slight smile.

OLIVIA

A portrait of Ebinehita Iyere, a Black woman with long, dark braids, resting her chin on her hand and looking thoughtfully to the side. She is wearing a light-colored, possibly gold, top.

EBINEHITA IYERE

FOUNDER OF MILK HONEY BEES:

“The grant has helped us support girls into positions where they can lead projects in the creative industry, where they previously didn’t even know these types of roles existed whilst also embedding holistic wellbeing in to the next generation of creatives. The ripple effect of Creative Connection has had an impact on the 10 girls as well as a wider impact Milk Honey Bees.”

EBINEHITA IYERE

HAYLEY MARCHANT & PRECIOUS OMOREGIE

SONY MUSIC AMBASSADORS FOR MILK HONEY BEES FROM COLUMBIA RECORDS UK AND SONY’S BRAND PARTNERSHIPS TEAM:

“We both wanted to help a grassroots organisation that was already doing great work but where we felt we could help curate the curriculum with Ebinehita at an early stage and use our networks to find good mentors. We are super proud of everyone’s willingness to give their time and resources, even during the pandemic. We realised it was the smaller things that made the biggest impact. Seeing the girls’ confidence grow throughout the programme was amazing and knowing the ripple effect it had. It wasn’t just the ten girls on the programme benefiting but also their friends and communities, as well as Sony Music employees too.”

PIRATE STUDIOS

PIRATE.COM

Pirate.com is a community of 24-hour studio spaces, which started small with its first studio in Bristol, UK and now spans more than 700 studios worldwide, providing a welcoming space for creatives to connect, share and collaborate.



NATIONAL YOUTH STUDIO FUND

On a mission to make studio space accessible and affordable to all, Pirate Studios first embarked on a partnership with Sony Music's UK Social Justice Fund, the National Lottery Community Fund, and Small Green Shoots to pilot the National Youth Studio Fund in Britain, which aims to provide studio access to community organisations that use music as a tool to improve young people's lives.

With the number of youth centres falling across England, Pirate recognised this opportunity to use studio space to engage and build relationships with diverse, hard-to-reach young people nationwide – partnering with organisations to develop skills, improve education, and offer career opportunities in safe and welcoming studio environments.

Subsidised hours in the studios fuelled a wide range of activities, including but not limited to, podcast recordings exploring the mental health of boys, musical skills training for young people and musical engagement sessions with young men at risk of offending.

Sony Music introduced Pirate to a number of our SJF partners and the UK-wide reach of Pirate's studios has since enabled our partner organisations to broaden their reach across new cities and territories, some of which would not have been possible without this level of support.

30 CHARITIES INVOLVED

THE NATIONAL YOUTH STUDIO FUND PILOT ENGAGED 30 CHARITIES FOCUSING ON THREE REGIONS - LONDON, NORTH WEST AND SOUTH WEST - OVER THE COURSE OF NINE MONTHS FROM JUNE 2021 TO MARCH 2022.

612 PEOPLE & 6388 STUDIO HOURS

FROM THOSE CHARITIES, 612 PARTICIPANTS TOOK PART AND WERE SUPPORTED WITH 6,388 STUDIO HOURS IN TOTAL.

100% FELT IT MADE A DIFFERENCE

100% OF ORGANISATIONS SURVEYED IN THE POST-PILOT EVALUATION FELT THAT THE FREE STUDIO TIME HAS MADE A DIFFERENCE TO THE PERSONAL, CREATIVE AND PROFESSIONAL DEVELOPMENT OF THE YOUNG PEOPLE WHO WERE ENGAGED.

ALANNAH'S STORY

Alannah, 20, from Leeds, is a member of alternative Indie band FIKABREAKS and is studying visual communications. She formed the three-piece female band while at university and discovered the Pirate Youth Studio Fund through Come Play With Me, an organisation in Leeds that supports developing young talent.

The free studio hours have helped FIKABREAKS finalise several new singles that were put on pause during the pandemic, as their personal budget replenished. Alannah and her group used approximately 10-11 hours in total and credit the free studio time to improve group cohesion, enabling the band to meet, practice and brainstorm new song ideas and concepts. This really helped them to develop artistically and gave them access to the space they needed. Previously, they were only meeting when they could afford to and when they had to, whereas this gave them the opportunity and freedom to meet and just be creative, which is essential for any emerging musician.

The studio time has enabled FIKABREAKS to create a track to contribute towards Alannah's university project and she is now creating a stop animation music video for it, which will be launching soon.



DAVID BORRIE

CEO OF PIRATE STUDIOS:

“We were incredibly excited for this opportunity to work with Sony, particularly as it was our first foray into the charity space where we have had limited experience, despite it having always been on our agenda given our mission to make creative studio space accessible and affordable for all. We were extremely lucky to have the support of Charlotte Edgeworth, Director of Diversity, Inclusion and Social Impact for Sony Music UK, who early on took part in the steering group of the pilot and has since been a great advisor and mentor who would guide us through navigating the challenges in executing the pilot.”

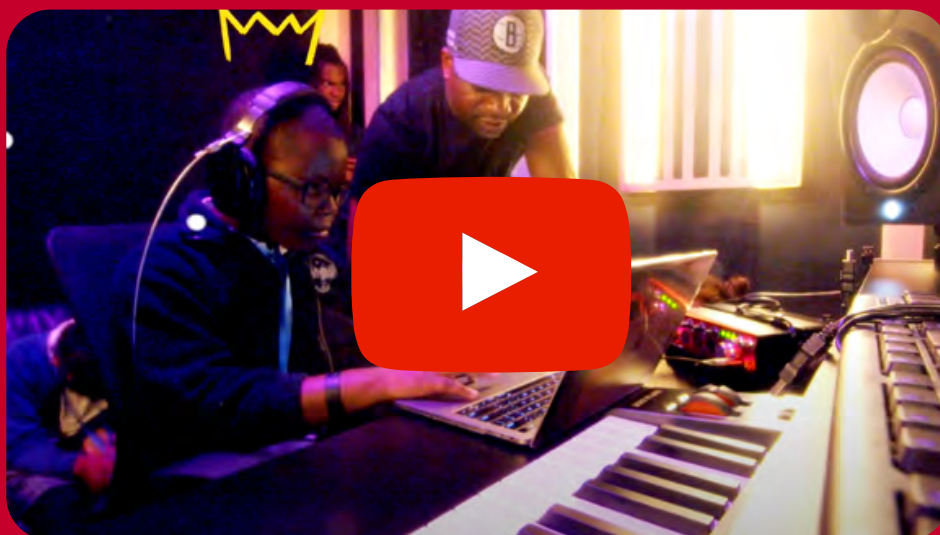


DAVID BORRIE

FERDY UNGER-HAMILTON

PRESIDENT OF COLUMBIA RECORDS UK AND
A SONY MUSIC AMBASSADOR FOR PIRATE:

“This funding has helped young people up and down the country, who need somewhere to go and wouldn't otherwise have access to studios or equipment. Vulnerable young people need a safe and welcoming place where they can learn skills and engage with music. Pirate's facilities are more significant than ever at a time when so many community youth centres are being forced to close.”



Video Link - <https://bit.ly/3Sis0On>

Case study video of producer Lenny L Moore using Pirate Studio's space to give lessons to young people through the Mentoring Lab.

ROYAL ACADEMY OF MUSIC

ROYAL
ACADEMY
OF
MUSIC

The Royal Academy of Music is one of the world's leading conservatoires and a member institution of the University of London. The Academy has an unswerving focus on musical excellence and innovation, which is delivered to its highly selective and talented students through inspiring learning and teaching opportunities.

The Academy recognises and aims to address the significant resources required throughout the lifetime of classical musical training which, particularly in the challenging landscape of state support for cultural subjects, is unfortunately widening the gap between students who are well-resourced and those who do not have the funds to access quality musical education.



SJF X ROYAL ACADEMY SCHOLARSHIPS, WITH ALEXIS FFRENCH

The Social Justice Fund supports the Academy, both strategically and financially, in its commitment to expanding access and participation in its programmes of study, as well as more generally raising aspirations and introducing music to young people from underrepresented areas.

With the support of leading pianist, composer and producer Alexis Ffrench, who is signed to Sony Music Masterworks and attended the Academy as a student, we have launched two four-year scholarship positions specifically for undergraduate Black students with one granted so far and the other due to commence in 2023.

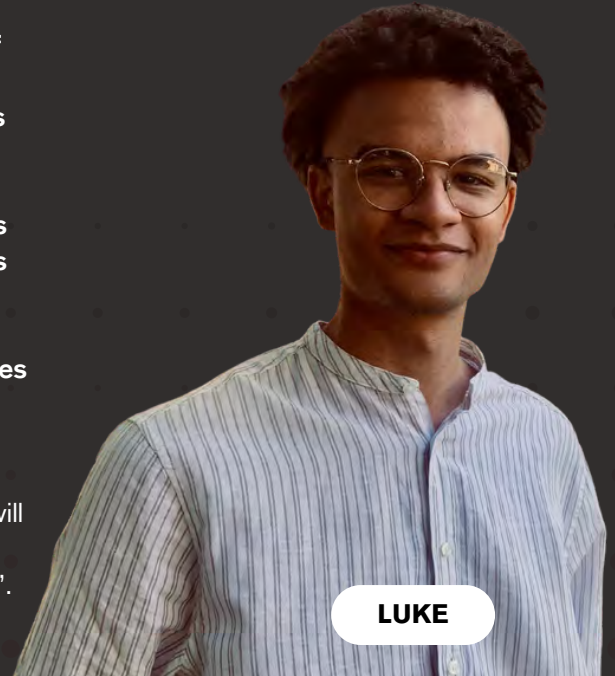
The Academy also designed a social media campaign aligned with the announcement of the SJF scholarship, which gained a lot of traction. This was encouraging for the Academy in its early stages of working with the SJF and set the foundation to building wider awareness for the scholarships.

As a follow on, Alexis has now joined the Governing Body of the Academy, and in autumn 2022 will run outreach workshops for secondary school students who come from demographics that are under-represented in conservatoires, to help grow and expand the diversity of the talent pipeline. The aim is not only to attract applicants to the scholarship, but to inspire young people to pursue musical training and spark their imagination for a career in music.

LUKE'S STORY

This year, Luke McCarthy, a young 18-year-old jazz drummer of mixed-race heritage caught the attention of both the Academy and Alexis from the shortlist of six candidates. In addition to his talent, what stood out was his openness to grasp every opportunity that is granted to him. While he has had access to prior specialist music training with financial aid, his case stands testament to the fact that a young musician needs two decades of support. As the successful scholarship applicant, this promising young talent, Luke, will have all four years of his undergraduate education at the Academy funded, which includes fees and some living costs.

Luke says: "It is an honour to receive this amazing award which alleviates the financial burden of studying at a conservatoire. This will allow me to focus fully on making the most out of this tremendous opportunity. Thank you so much to Sony Music and Alexis Ffrench".

**LUKE**

ELIZABETH KENNY

DEAN OF STUDENTS:

“The relationship with Sony Music and Alexis has helped us expand our reach to young people and communities where we would not have been present previously, to promote awareness of where an excellent education in music can lead. The intent of this scholarship is to bridge the gap between education to real-life career opportunities. Alexis is a huge inspiration both in his own career and in the energy he brings to our joint vision for young people.”

ALEXIS FFRENCH

“It is an honour to create a scholarship supporting and nurturing the talent of Black students at the Royal Academy of Music in partnership with Sony Music UK. I was fortunate to study at this prestigious, world-leading conservatoire, and know first-hand the benefit that their teaching, resources and community has. I am proud to lend my name to this new scholarship and hope together we can reimagine new and inclusive pathways and possibilities for 21st Century musicianship.”



Video Link -
<https://bit.ly/3xYZvwV>

SMALL GREEN SHOOTS



Small Green Shoots (SGS) is a youth-led charity dedicated to increasing career opportunities for young people not in education, employment or training (NEETs) within the music and creative industries. Through paid classroom learning, vocational training, internships and access to creative grants, their aim is to allow young people (the "shoots") to not just get a job, but to build a career and by doing so improve diversity and representation within creative industries.



SGS X 4TH FLOOR ACADEMY

SGS's commitment to education and creating new opportunities for marginalised communities reflects Sony Music's own values and we partnered with them to create a six-month long secondment scheme. The UK Social Justice Fund provided funding for five 'Young Shoots' to have the opportunity to work part time at Sony Music's in-house creative and strategy hub, 4th Floor Creative, working across multiple teams including Brand Partnerships, Sync, Visual Creative, Podcasting, Digital & Audience Development. This included pre-programme training and personal development sessions as well as mentoring support from Sony Music. In addition, post-evaluation sessions were held by SGS, where the five shoots used their learnings and insight to help and inform hundreds of others.

100% GROWN IN CONFIDENCE

100% OF THE PARTICIPANTS IN THE 4TH FLOOR ACADEMY SCHEME REPORTED THAT THEY HAD GROWN IN CONFIDENCE AND FELT MORE POSITIVE ABOUT THEIR CAREER MOVING FORWARD.

80% SECURED JOBS

THE ACADEMY PROGRAMME RESULTED IN FOUR PARTICIPANTS SECURING PERMANENT JOBS, WITH ONE MEMBER IN THE PROCESS OF INTERVIEW STAGES.

REACHED 100'S OF PEOPLE

SGS PARTICIPANTS SHARED THEIR DEVELOPMENT, LEARNINGS AND INSIGHTS REACHING HUNDREDS OF OTHER PEOPLE IN THE SMALL GREEN SHOOTS COMMUNITY.

HECTOR'S STORY

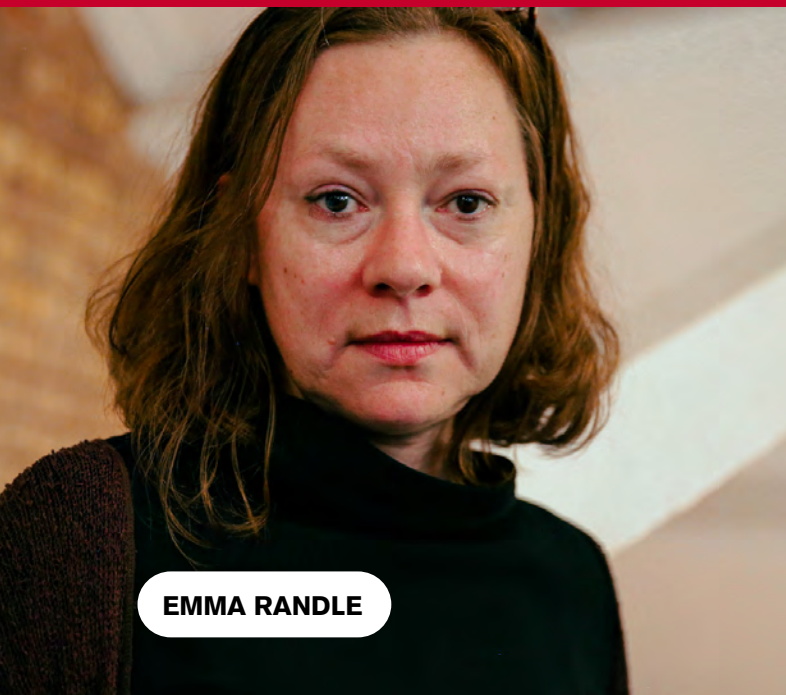
Hector, aged 21, was previously unemployed but throughout this programme he was able to develop his skill set and gain exposure to industry professionals who were able to guide him and share career advice, particularly in the field of video production. This ultimately led to Hector securing a permanent job in the music industry working as a videographer photographic assistant at House of Greenland.

HECTOR MILLER

“My experience with Sony Music's 4th Floor Creative department has been incredibly eye-opening. I've learnt an astonishing amount about how media works within the music industry, as well as honing specific camera, editing and production skills. They threw me right in the deep end and gave me a ton of responsibilities and it's helped me grow at a remarkable speed.”



HECTOR MILLER



EMMA RANDLE

EMMA RANDLE

**DIRECTOR OF OPERATIONS,
SMALL GREEN SHOOTS:**

“It's critical to the mission of the charity to be able to give sustained long-term opportunities to young people. Being able to work in the industry at such a high level of this kind is a game-changer for us. Also providing work placements of this length are so meaningful, there's truly nothing like the actual benefit of gaining that inside knowledge, being in the room and understanding how a team works.”

STOPWATCH

StopWatch is a coalition of academics, lawyers, civil society organisations, and community stakeholders who work to promote fair, effective, and accountable policing in England and Wales. In particular, StopWatch aims to address excess and disproportionate “stop and search” policing policies, to promote best practice and ensure fair, effective policing for all.



RIGHTS AND WELLBEING - 'RAW' - PROGRAMME

Sony Music's UK SJF funded the Rights and Wellbeing 'RAW' project that works to provide resources, group workshops and individual support to equip individuals with education about their rights, to reduce harm caused by police encounters, and offer therapeutic support to process and deal with the impacts of stop and search. The funding has allowed StopWatch to develop and test RAW resources through an online summit and working with partners and practitioners.

The RAW summit took place in September 2021 and over the course of four days StopWatch put on 30+ workshops including discussions around stop and search and its impact on communities and therapeutic sessions focused on different tools and practices to deal with distress caused by policing.

500 PEOPLE ACCESSED SESSIONS

THE SUMMIT WAS WELL ATTENDED, WITH SOME 500 PEOPLE ACCESSING THE SESSIONS, PROVING THE NEED FOR RAW AND RESOURCES FOCUSED ON DEALING WITH DISTRESS AND TRAUMA IN BLACK COMMUNITIES. THE SUMMIT ALLOWED STOPWATCH TO TEST THE PROOF OF CONCEPT AND TO BEGIN TO IDENTIFY THE NEEDS OF INDIVIDUALS AND COMMUNITIES AND TO BUILD THAT KNOWLEDGE INTO A STRATEGY FOR SCALING UP RAW.

HOSTED NEW SERIES OF WORKSHOPS

PARTICIPANTS ASKED FOR MORE IN-DEPTH WORKSHOPS WITH SOME OF THE PRACTITIONERS SO FROM FEBRUARY TO AUGUST 2022, STOPWATCH HOSTED A NEW SERIES OF WORKSHOPS THAT ALLOWED PARTICIPANTS TO EXPLORE THEMES SUCH AS THE PHYSICAL EFFECTS OF TRAUMA, BLACK IDENTITY AND CONSCIOUSNESS IN THE FACE OF OPPRESSIVE POLICING, NUTRITION'S IMPACT ON THE BODY AND MIND, HOW YOGA CAN HELP CALM THE MIND TO DEAL WITH POLICE ENCOUNTERS, AND MORE.

MAKING MEDITATION TOOLS AVAILABLE

THROUGH THE RAW SUMMIT AND YOUTH WORKSHOPS, STOPWATCH RECEIVED POSITIVE FEEDBACK ON THE MEDITATION TOOLS BEING DEVELOPED AND ARE NOW PLANNING TO MAKE THEM MORE WIDELY AVAILABLE ONLINE AND THROUGH A REGULATION APP. THE LEARNING FROM THE SUMMIT IS CURRENTLY BEING WRITTEN UP INTO THE 'SURVIVING STOP AND SEARCH' GUIDE, WHICH WILL DISCUSS THE IMPACTS OF STOP AND SEARCH AND PROVIDE AN INTRODUCTION TO THE TYPES OF PRACTICES AVAILABLE FOR ONGOING SUPPORT.

AN IN-PERSON WEEKEND SUMMIT

IN DECEMBER 2022, STOPWATCH WILL HOLD RAW 2, AN IN-PERSON WEEKEND SUMMIT, LEARNING THE LESSONS FROM THE FIRST SUMMIT TO ENGAGE COMMUNITIES IN RIGHTS EDUCATION, DEBATES AND WORKSHOPS EXPLORING THE IMPACTS AND HEALING AROUND STOP AND SEARCH.

JAMILA NABUKEERA

SONY MUSIC'S AMBASSADOR FOR STOPWATCH

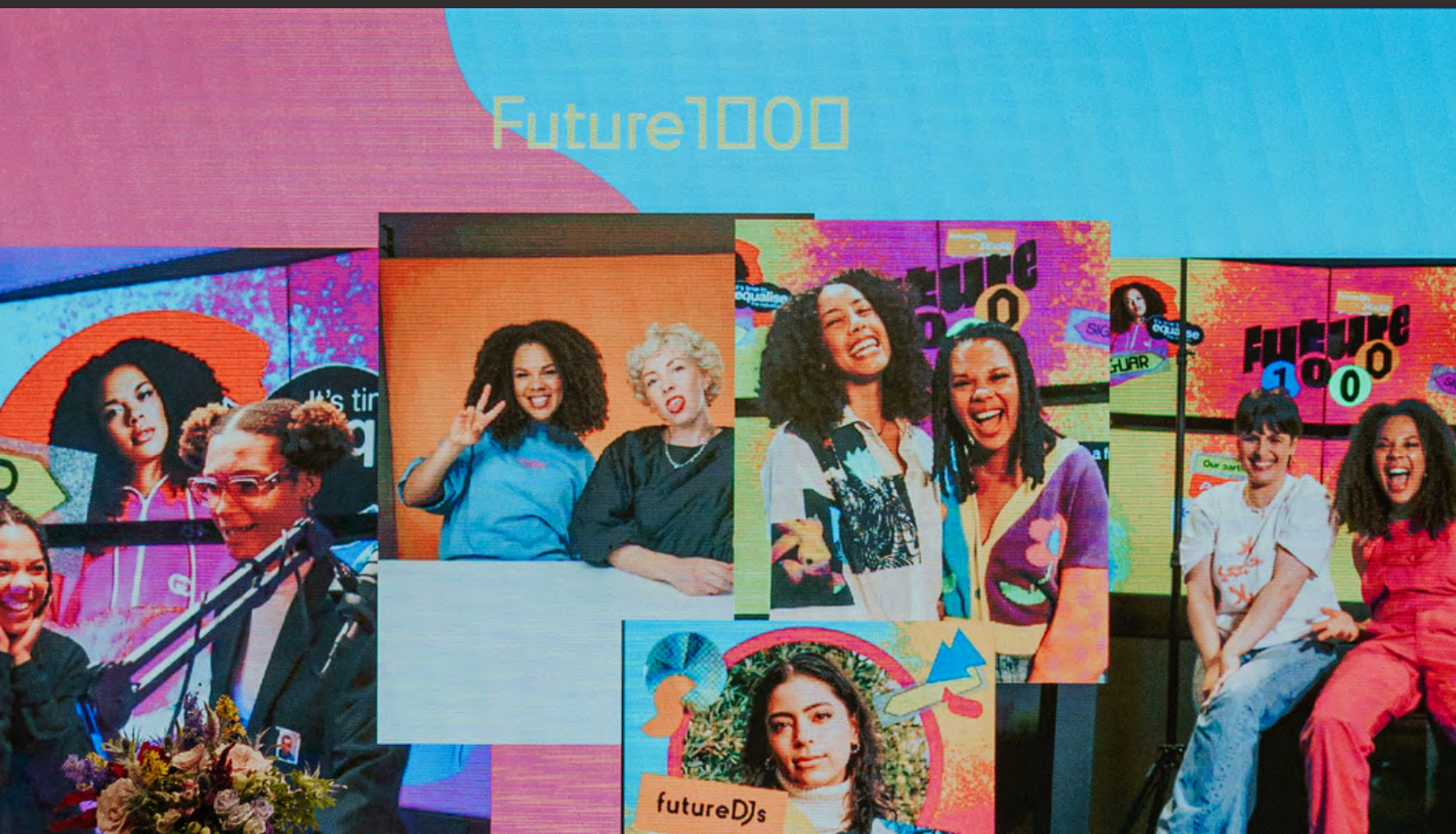
“ StopWatch was already doing important work and I wanted to be part of it and saw we could overcome issues together with the help of the Social Justice Fund. While the journey to end structural racism is long, complicated, and will continue over my lifetime, the work begins now, starting with asking, how can I help? I've learnt so much from StopWatch and aim to continue, with a national research project speaking to young women about their experiences of stop and search. ”



Video Link - <https://bit.ly/3BR7UDN>

THE JAGUAR FOUNDATION

BBC Radio 1 DJ Jaguar Bingham is on a mission to make dance music more inclusive by tackling gender imbalance in her industry. As it stands, there are only 3% of females in music production and technical roles, a further 16% are artists and 12% songwriters, and not only are women in dance music under-represented but Black women are even more so. The Jaguar Foundation was set up to support a number of projects to help change the status quo, starting with an innovative programme to expand the pipeline of young people who might consider the industry, and a report that crunches the data on where problems persist.



FUTURE 1000 & GENDER REPRESENTATION IN DANCE REPORT

Inspired by dance music royalty including Annie Mac and The Blessed Madonna, Jaguar looked to use her voice for good and created The Future 1000 in partnership with Virtuoso, a free training programme to inspire the next generation of female and LGBTQ+ talent from schools around the UK who were interested in learning more about how to be a DJ. Part of the SJF grant went into supporting the outreach for this schools programme.

In addition, part of the SJF grant funded a pioneering report called Progressing Gender Representation in UK Dance Music - the first of its kind for the British dance music community. The report combines quantitative and qualitative research to highlight stubborn problems on diversity, equity and inclusion across the dance industry and explores solutions through a range of resources and programmes, including a rebooted Future DJs programme for 2023.

800+ APPLICATIONS

FUNDING FROM SONY MUSIC UK MADE IT POSSIBLE FOR FUTURE 1000 TO BE PROMOTED ACROSS SOCIAL MEDIA, TARGETED AT YOUNG FEMALE STUDENTS, RESULTING IN MORE THAN 800 APPLICATIONS TO THE PROGRAMME.

STUDENTS SECURED GIGS

THE TRAINING PROGRAMME HAS BEEN ROLLED OUT, WITH SOME STUDENTS ALREADY SECURING GIGS AS A RESULT OF THE PROJECT.

RECEIVED WIDE MEDIA ATTENTION

FINDINGS OF JAGUAR'S GENDER REPORT INCLUDE EVIDENCE SUPPORTING LONG-HELD BELIEFS ABOUT GENDER DISPARITY AND SAFE-GUARDING IN DANCE MUSIC, WITH ACTIONABLE SOLUTIONS PROPOSED SUCH AS ADDING INCLUSION AND SAFETY RIDER CLAUSES IN CONTRACTS. THE REPORT AND THE ISSUES COVERED RECEIVED NATIONWIDE MEDIA ATTENTION AT THE LAUNCH IN AUGUST 2022.

100+ INDUSTRY STAKEHOLDERS

WORKING WITH MINISTRY OF SOUND RECORDS, JAGUAR AND THE REPORT TEAM HOSTED AN INDUSTRY EVENT AT SONY MUSIC UK TO DISCUSS THE REPORT AND THE ISSUES MORE FULLY WITH A WIDE GROUP OF MORE THAN 100 INDUSTRY STAKEHOLDERS, FROM LABELS TO LIVE TO THE PRESS.



JAGUAR

“The launch of the foundation would not have been possible without the support from the Sony Music UK Social Justice Fund who partnered with us on Future1000 and funded this groundbreaking piece of work. The findings of this report are not simply a woman's or non-binary person's problem. This affects all of us. It's often men who are in the most powerful positions to influence change. So I ask that we all join forces, and work on a solution, together.”



AMY WHEATLEY

**MANAGING DIRECTOR,
MINISTRY OF SOUND RECORDS**

“Jaguar's mission is one that we are really passionate to support at Ministry of Sound. This is important work to help diversify our industry and I'm so glad we could be a small part of this journey.”



Video Link - <https://bit.ly/3Ccw9hg>

YOUNG URBAN ARTS FOUNDATION



Young Urban Arts Foundation (YUAF) is an award-winning, Gold Mark accredited, creative youth charity that supports young people from 'deemed' disadvantaged and socially deprived backgrounds to realise their potential. It has reached over 20,000 young people since 2009, creating a place where they have the opportunity to be seen, heard and celebrated, no matter their background or circumstances to cultivate a sense of belonging. Through workshops, activities, accessing role models and opportunities, YUAF offer tools and support using creativity and culture to empower young Londoners to raise their aspirations, build strong relationships and take a lead in shaping their futures, by making positive and more informed life choices.



'AMPLIFYING COMMUNITIES'

Sony Music UK has partnered with YUAF on different outreach programmes since 2019, particularly their 'outreach multimedia studio bus' that visits London council estates and communities, during the summer holidays, to engage those who have little or no access to such workshops, some who are at risk of child exploitation and gang grooming, to teach skills and gain knowledge about the different roles available in the music industry, including songwriting and production.

We wanted to expand our support through the SJF, and also invited our sister company Sony Music Publishing, who jointly funded the project, to get involved in the songwriter sessions. An SJF grant in Spring-Summer 2021 enabled 93 young people from under-represented communities, aged 13-19, to take part in the Amplified Communities programme, which provides a variety of online and drop-in courses for different stages of knowledge and familiarity with creative industries, called Thrive and Connect, Level Up and Pathways. Sony Music employees spent a total of 34 hours with the programme by lending their expertise to the assorted masterclasses for different skillsets and arranged for visits from a number of Sony Music artists.

90% GREW IN CONFIDENCE

AROUND 90% OF THOSE WHO ATTENDED THE THRIVE AND CONNECT COURSES, AND 100% OF THE LEVEL UP PARTICIPANTS SAID THEY GREW IN CONFIDENCE AND SKILLS TO SUPPORT THEIR EMPLOYABILITY AS A RESULT OF TAKING PART.

100% WOULD RECOMMEND

100% OF RESPONDENTS REPORTED HIGH OVERALL SATISFACTION WITH THEIR AMPLIFY COMMUNITIES EXPERIENCE AND WOULD RECOMMEND COURSES TO THEIR FRIENDS.

ACCESSED FURTHER OPPORTUNITIES

SUPPORT FROM THE PATHWAYS SERVICE, TARGETED TOWARD EMPLOYABILITY, LED TO AROUND 90% OF PARTICIPANTS ACCESSING FURTHER CREATIVE INDUSTRY OPPORTUNITIES (INCLUDING TAKING UP OTHER YUAF PROGRAMMES).

ENZO'S STORY

16-year-old Enzo found YUAF online and was drawn to the courses as they were aimed at his age group and were free. He participated in Rap, Singing/Songwriting and Poetry courses, as he was seeking opportunities and knowledge within the industry and was hoping to try something new. When he joined, Enzo expressed that he felt fragile with his emotions as a result of the Covid-19 lockdown, and experienced greater anxiety. Also, due to his stammer, he sometimes lacked confidence.

While working with YUAF and taking part in the online course, his anxiety was significantly reduced. Enzo found Singing/Songwriting the most inspiring and felt empowered by performing in front of the group: "It was great to show off my beginner skills!" His confidence improved as he was able to channel his anxiety and emotions into music.

Enzo then enrolled into the YUAF Pathways service and after identifying what other opportunities he wanted to explore he found further external partnership opportunities. Enzo applied to YUAF Futures for an additional 8 weeks of upskilling to develop his employability skills, further building his self-confidence. He has continued to pursue opportunities including hosting several events and found employment with one of YUAF's corporate partners, Selfridges.

"[The Selfridges job] wouldn't have happened if it weren't for YUAF and I cannot thank you all enough for always looking out for opportunities for us young kids!"

Being part of the YUAF journey from workshops to Pathways and into employment, Enzo is now connecting and networking with other creatives, his overall wellbeing has significantly improved and he is now a YUAF Youth Ambassador.



Video Link -
<https://bit.ly/3xWD7oa>

“

“The Sony Music UK Social Justice Fund has been one of the key reasons we are able to go out and reach young people where no-one else can.

The funding has enabled us to design and execute a series of programmes that take our young people on a journey of feeling cared for, finding their confidence and gaining access to job opportunities within the creative industry and beyond. The results are nothing short of life-changing for many of the young people who have moved through the process, and the genuine passion of the SMUK team including Jason Iley, Ferdy Unger-Hamilton, Charlotte Edgeworth has been a key driving force behind the success of the level of care and support we, as an organisation have received. Thank you so much.”

Kerry O'Brien, CEO and Founder of YUAF



KERRY O'BRIEN,
CEO AND FOUNDER OF YUAF

“

“It's really important for organisations like this to exist to encourage young people to be creative, to be interested and be seen and heard. So I'm really grateful to be able to work with YUAF.”

Sony artist Joy Crookes



JOY CROOKES
SONY ARTIST

“

“I wasn't too sure what to expect, but I had a great time working with exciting and passionate upcoming talent. YUAF are doing a cool thing, and I would be glad to work with the students again!”

Sony artist SwitchOTR

JOY CROOKES
SONY ARTIST



Video Link - <https://bit.ly/3SHDc73>

ONGOING PROJECTS

MIND

Mind is one of Britain's leading mental health charities, which provides advice and support to empower anyone experiencing a mental health problem. The charity campaigns to improve services, raise awareness and promote understanding.



YOUNG PEOPLE & RACIAL TRAUMA RESEARCH

SJF UK is supporting Mind on their Young People and Racial Trauma project, an innovative partnership that will research the best mental health interventions for young people affected by racism. This project took on particular prominence after the online racism that was visible after the European Championships football final held in the UK.

This youth-led research will address gaps in UK research to examine the impact of racism on the mental wellbeing of young people. This is particularly important as there is evidence to suggest a disparity between how people from Black and ethnically diverse communities are affected by mental health issues compared to their white counterparts. For example, statistics show a Black person is four times more likely to be detained under the Mental Health Act and Black men are 17 times more likely to suffer from serious mental illness than white men.

The new project will seek to understand the best blueprint for interventions, given the discrepancy that exists where some communities may be more likely to experience mental health problems, but less likely to receive appropriate mental health support.

MIND'S YOUNG PEOPLE'S PROGRAMMES TEAM

“Our ambition is to become a truly anti-racist organisation and an unflinching advocate for racial justice and mental health. We're only at the start of this work and recognise that we have a long way to go. We hope that together with the support of Sony Music UK's funding, this work will create and strengthen our relationships with community organisations and provide rich insight into how young people who have experienced racial trauma want to be supported in the mental health sector.”



NUBIAN JAK



Nubian Jak Community Trust is a diversity plaques and sculpture scheme, the only one focussed on commemorating the historic contributions of Black and minority ethnic people in Britain. Its purpose and mission centres on the promotion of equality and diversity for public benefit through educational plaques in prominent public places. The Trust's work aims to help eliminate discrimination on the grounds of race, to raise awareness and promote activities to foster understanding between people from diverse backgrounds, some of whom have not had historic recognition despite their immense contributions to British society.



SJF PLAQUES

Sony Music UK's Social Justice Fund will finance five plaques commemorating Black contributions to our rich music culture and history. There is a thorough process to assess who is eligible for a plaque and the Trust works with local authorities to secure placement. These will be in different locations across the UK over the next 12 months.

The first plaque will be to commemorate George Bridgetower (1778 - 1860) who was an international virtuoso violinist and dedicatee of Beethoven's violin Sonata No. 9. The plaque will be found in Southwark, south London, from October 2022.



Video Link - <https://bit.ly/3CbUQKH>

DR JAK BEULA

DR JAK BEULA

FOUNDER OF NUBIAN JAK COMMUNITY TRUST

“When I walk around my home city, I feel sad that nearly all the statues I see around me tend to fit just one mould. It's striking how few commemorative plaques and statues there are in the UK that illustrate the reality of our nation's truly cosmopolitan history – a history rich through being shared with an entire Commonwealth. There's evidence of at least 2000 years of an African presence in our nation. Take for example Septimus Severus, the African Roman Emperor who guarded Hadrian's Wall.

Nowadays the meaning of statues and their symbolism is being re-evaluated, especially when the historical achievement of some of those commemorated was to the detriment of other members of our multicultural society. The explosion of the Black Lives Matter Movement and the impact of the pandemic has fanned the flames of that debate.

When our Trust first started installing Nubian Jak heritage plaques around the capital in 2006, only 1.6% of the famous blue plaques represented people of colour. We're proud that through our efforts the number has increased to nearly 7%, which although still short of the capital's diverse population of about 40 per cent, is making headway to being a more accurate reflection. ”

ONSIDE YOUTH ZONE

OnSide Youth Zones (OSYZ) provide unique hubs for young people in areas of deprivation and deliver life changing, universal and targeted projects. These projects help young people discover their passion and purpose.



LINKING YOUTH ZONES THROUGH MUSIC

Sony Music's UK Social Justice Fund has helped create the first-ever collective project across all three London Youth Zones - Croydon, Barking & Dagenham, and Barnet. The programme aims to help 150 young people by providing one-to-one sessions to help build their creative music skills and confidence. The project started in January 2022 and is set to end with a showcase in November 2022 to celebrate the talent and development of the participants.

440 HRS. OF 1:1 SESSIONS

WE HAVE NOT YET COMPLETED THE 11-MONTH PROJECT AND IT IS ESTIMATED THAT ALREADY MORE THAN 440 HOURS OF ONE-TO-ONE SESSIONS HAVE OCCURRED, WHICH HAS DIRECTLY IMPACTED 41 YOUNG PEOPLE AGED 13-19 THUS FAR.

ALREADY SEEING BENEFITS

OSYZ YOUTH WORKERS REPORTED THEY'VE NOTICED THERE HAS ALREADY BEEN HUGE BENEFITS FOR THOSE INVOLVED AND THE WIDER COMMUNITY. TWO PARTICIPANTS, OPHE AND SEAN, NOW FIND IT EASIER TO RECORD AND BRING OUT THE BEST PERFORMANCES FOR THEIR NEW TRACKS AND THEIR CONFIDENCE HAS GROWN TO SHARE THEIR NEWFOUND KNOWLEDGE AND SKILLS WITH OTHER YOUNG PEOPLE.

IMPROVEMENTS IN WELL-BEING

THERE HAVE BEEN NOTICEABLE CHANGES IN BEHAVIOUR AND OVERALL IMPROVEMENTS IN WELL-BEING TOO. OPHE AND SEAN SAY THEY FIND COMFORT IN ATTENDING THE MUSIC SESSIONS AS IT INSPIRES THEIR OVERALL GOALS OF WHAT THEY'D LIKE TO ACHIEVE MUSICALLY AND PERSONALLY. IT PROVIDES THEM AND OTHER LIKE-MINDED YOUNG PEOPLE WITH A PLACE TO GO, SOMETHING CREATIVE TO DO AND GIVES THEM ACCESS TO SOMEONE WITH THE KNOWLEDGE AND UNDERSTANDING TO TALK TO.



Ophe (Left) pictured has learnt advanced Guitar & Drum Recording techniques, Song writing & arranging plus modern mixing skills. Sean (Right) pictured has learnt more in-depth Music Production - Drum Recording, Radio Broadcasting, Mixing & Drum techniques.

LEELAND

**YOUNG PARTICIPANT OF THE LEGACY
YOUTH ZONE PROGRAMME IN CROYDON**

“ Having one to one sessions has been very helpful. Legacy gives me a place to explore and work towards my goal. My development has gained massively in terms of stage appearance. I am usually quite a reserved person when it comes to working on my craft. ”

ALEX LEE

GRANTS MANAGER

“ This is the first time we’ve been able to work on a project across all London youth zone locations and it’s really brought us all together. Being able to collaborate, share insights and best practice has added so much value and is something we will continue doing moving forward. ”



Video Link - <https://bit.ly/3xXSo84>

RESTORE THE MUSIC UK



Restore the Music UK is a low overhead/high impact charity that is changing the shape of music provision in state schools, more specifically those in areas of high socio-economic deprivation. Founded in 2017, Restore the Music UK is a vital resource in the fight to address the lack of social cohesion and mobility faced by young people nationwide. By focussing private & corporate sector investment on levelling up the provision of music education and resources, the main objective is to enable equality of access and participation and open the gateway to transformative opportunities and multiple pathways to all.



CAPITAL GRANTS FOR SCHOOLS

SJF UK is supporting a three-year nationwide expansion of Restore the Music UK's Capital Grants for Schools programme which will launch in Birmingham, Greater Manchester and Newcastle. The programme offers tailored grants for musical instruments, equipment and teacher training to primary and secondary schools, targeted at schools with above-average Free School Meals and Pupil Premium percentages. The regional expansion will reach a broader range of pupils, enhancing music within the curriculum and helping to unlock creativity to offer students all the benefits of an education in the arts.

It is anticipated that around 7,500 children will be positively impacted by this project each year, totalling 22,500 children over the three years.

POLLY MOORE

CEO, RESTORE THE MUSIC UK

“ Raising the status of music and making provision diverse and accessible means we can help young people build a wider skill set and access a broader roadmap of choices, both of which are vital if we want to improve social cohesion and social mobility. Receiving this funding is a huge acknowledgement of the need for investment in young people. ”

ROYAL NORTHERN COLLEGE OF MUSIC

RNCM
ROYAL NORTHERN
COLLEGE of MUSIC

The Royal Northern College of Music is a conservatoire located in Manchester, England. Established 50 years ago, The Royal Northern College of Music (RNCM) is a Manchester icon in the UK's capital for music, and the premier music training ground for the North. Each year, they train over 900 outstanding students from over 40 countries, who go on to shape influential careers in music and beyond.



YOUNG ARTISTS SATURDAY PROGRAMME

Sony Music's UK Social Justice Fund will help fund a three-year Young Artists Saturday Programme aimed at aspiring artists and pop musicians from the North West and will focus on children aged 11-18 from under-served communities, offering both subsidised places and travel bursaries for selected recipients. The programme expands on RNCM's work to develop world-class artists and creative practitioners who can help drive the music industry forward in a relevant and inclusive way.

The SJF funding means the whole programme is subsidised, enabling no-fee places for half of the participants and a highly discounted place for the remaining 50%.

PROFESSOR LINDA MERRICK

PRINCIPAL AT ROYAL NORTHERN
COLLEGE OF MUSIC

“This is a hugely exciting new programme that will support and inspire the next generation of musicians, songwriters and producers in the region. I am looking forward to seeing this initiative develop and to welcoming lots of young people to the RNCM as they take the next steps on their musical journey. We know that there is incredible talent right on our doorstep, and RNCM Young Artists will provide the very best training, mentorship, and music-making opportunities to help them achieve their dreams.”

THE RUNNYMEDE TRUST



The Runnymede Trust (TRT) is the UK's leading independent race equality think tank, which has contributed to some of the most important developments in race relations and tackling racism in the UK since it was founded in 1968. Runnymede has a track record of producing impactful quantitative and qualitative research on various aspects of race issues.



ACCESS TO CAREERS IN MUSIC

SJF will partner with Runnymede to explore and understand better any barriers that may prevent Black, brown and ethnically diverse artists from starting or succeeding within the music industry, particularly in genres where such artists are less represented.

The report will look at various data points to understand arts participation across the UK and survey developing artists about their experience in trying to break through. The research seeks to identify information, pathways and support processes needed to make access to the music industry - and progression within it - an easier journey for people from under-served communities or those trying to break into different genres than those normally associated with Black music.

The final project is expected in 2023 and is set to include findings from more than 2,500 people nationwide covering both emerging artists and consumer notions, concepts and ideas. It is hoped the analysis can help guide decision-making on commissioning music and funding development programmes, as it will highlight areas of need on a local, regional, and national basis.

MATTHEW JOHNSON

SENIOR RESEARCHER, RUNNYMEDE TRUST

“This project has identified a gap that needs to be filled as there is a lack of research in this field within the UK. It's enabled us to build upon recent grassroots research with a broader quantitative and qualitative study. Thanks to Sony Music, we've been able to successfully develop an impactful research project of this scale, as we have been provided with inside-level access to a diverse range of artists we wouldn't have otherwise had access to.”



LEARNINGS SO FAR

In the two years since the UK Social Justice Fund has been operational, we at Sony Music UK have begun to understand how much time, commitment, effort and long-term thinking is required to try to bring about lasting change. From improving life chances to securing jobs and reducing stigma, the work is complex, challenging and hard to scale.

As covered by this report, we have invested in a wide array of partners and projects looking at different aspects of inequality and how we can seek to address it. Our focus on education and skills, criminal justice rehabilitation and broader civic engagement has provided valuable parameters around our funding decisions and wherever possible we have tried to find ways that link grassroots outreach to tangible opportunities in our industry.

COMMUNITY KNOWLEDGE

More specifically, learnings include the importance of partnering with organisations that are part of the communities we want to serve, and listening carefully to those who are already engaging with some of the hardest-to-reach young people. These teams are the best judge of which creative interventions can bring the most rewards in terms of inclusion, stability and wellbeing.

EARLY INTERVENTION

Other learnings include the importance of engaging young people early to unlock their potential, and casting the net wide to ensure we engage as many people as possible to boost diversity in all forms. Different types of education are critical here - there is a need to innovate some of the ways in which we teach skills and engage young people. Perhaps unsurprisingly, we've found that music can offer a fun and playful way to break down barriers and help identify skills and talents people might not realise they had. There's lots to do to show how those skills can be transferable in different ways.

HOW WE ADD VALUE

For Sony Music ambassadors, it has been hugely rewarding to be involved with the organisations and focus on how to give advice and develop employability skills in others. In doing so, this work helps our employees forge relationships across the business too and builds understanding on how some learnings can be applied to our own internal programmes, in terms of skills training and how to make informed decisions about careers for long-term growth.

THE POWER OF NETWORKS

Overall, we have learnt the importance of community collaboration and the value of our network. We have actively introduced our Social Justice partners to each other through one on one meetings and at events we host in the Sony Music office to facilitate discussions outside of specific Social Justice Fund projects.

All of these learnings will be fed into our ongoing projects and our work for 2023.

LOOKING FORWARD

Charlotte Edgeworth, Director of Diversity, Inclusion and Social Impact, Sony Music UK

Looking ahead, we are excited to implement our learnings and take advantage of a post-Covid world to grow the fund and its impact. With the world now more open, we have greater opportunity to get out and see these projects and the communities that they serve, which is something that has been difficult to implement safely during a pandemic.

Our employees and Social Justice Fund Board members will be able to hear first-hand from our beneficiaries and get more involved in the incredible work they do, meaning we will be able to truly embed ourselves in these projects, broaden our support and develop our experience and understanding.

We also want to take the work we do further out of London, providing essential funding and support to regional projects to take our reach nationwide. Covid has, unexpectedly, helped us reach people we normally wouldn't have access to through taking some projects online. We would like to build on that by providing a physical presence and partnering with charities and initiatives around the UK, so that our impact is truly inclusive.

Ultimately, the Sony Music UK Social Justice Fund has exceeded expectations in many ways. We've been really impressed with the adaptability of our partners and staff during what has been a challenging couple of years. We've seen great success in Sony Music staff engagement who have done some exciting work with our partners. Whether that be by giving their time and expertise or skills and mentorship, they have worked hard and inspired many - but have also personally gained a lot from these new experiences.

We also appreciate being part of a global team and we work closely with the USA Social Justice Fund team - sharing our knowledge and resources - and being a part of a global fund with monthly meetings and shared learnings.

We've witnessed the power of having a diversity of approaches and the immense potential of the network we are creating. Fostering a community of partners has reaped additional rewards, with many of them sharing their knowledge and working together to amplify their impact in communities.

We've brought in an experienced full time manager dedicated to the fund, who has a strong background and understanding of the issues we are working to tackle, and with this extra support our processes have become more robust and we will continue to build on that. We've carried out a significant amount of data collection and research to inform our decisions for the fund and make sure we are being as targeted as possible.

I am delighted to have joined Sony Music UK at such a vital time in the movement towards a fairer and more inclusive society. We are really looking forward to building on the Fund's commitments and strengthening our partnerships, as well as further developing Sony Music's commitment to equity and opportunity in the workplace and driving social change in the wider community.

CHARLOTTE EDGEWORTH



THANK YOU TO ALL OUR PARTNERS
AND EMPLOYEES WHO HAVE
CONTRIBUTED TO THE CREATION OF
THIS REPORT

**SOCIAL
JUSTICE
FUND UK**

