

SOUND COMMUNITIES

IMPACT REPORT 2022



OUR IMPACT 2022



Winners of Best Music Video 2022 - 'Welcome To Torbay'



3,733

Attendances



896

Young people



1,002

Sessions



2,828

Session hours



13,403

Contact hours

AWARDS

YOUTH MUSIC | Awards
2022

BEST MUSIC VIDEO

Torbay
naturally inspiring

**TORBAY NATURALLY
INSPIRING BUSINESS
AWARD**

BEST SOCIAL ENTERPRISE

OUR VISION AND ACHIEVEMENTS



Winners of Torbay Best Social Enterprise 2022

OUR VISION

We work to create communities of empowered, confident and resilient young people with the aspirations and skills to build a better and fairer future.

OUR MISSION

Our mission is to engage and mobilise marginalised young people. We will help them to lead digital production opportunities together, to improve their well-being and facilitate expression, creativity and agency.

2022 was an exciting and challenging year for Sound Communities. Our young people have needed our services more than ever and our team have risen to this demand with confidence, determination and innovation.

In our tenth birthday year, we emerged from the pandemic having made great strides with the growth and development of our team, enabling us to reach and engage many more under-served young people in Torbay and South Devon. To compliment our trauma-informed approach, we now have regular supervision for our staff and specialist mental health support for our young people too. As directors of a fast-growing, dynamic organisation we committed to our own strategic learning too and are midway through a Level 7 Executive Development Programme in Leadership and Management. (The Imperial College/Corndel)

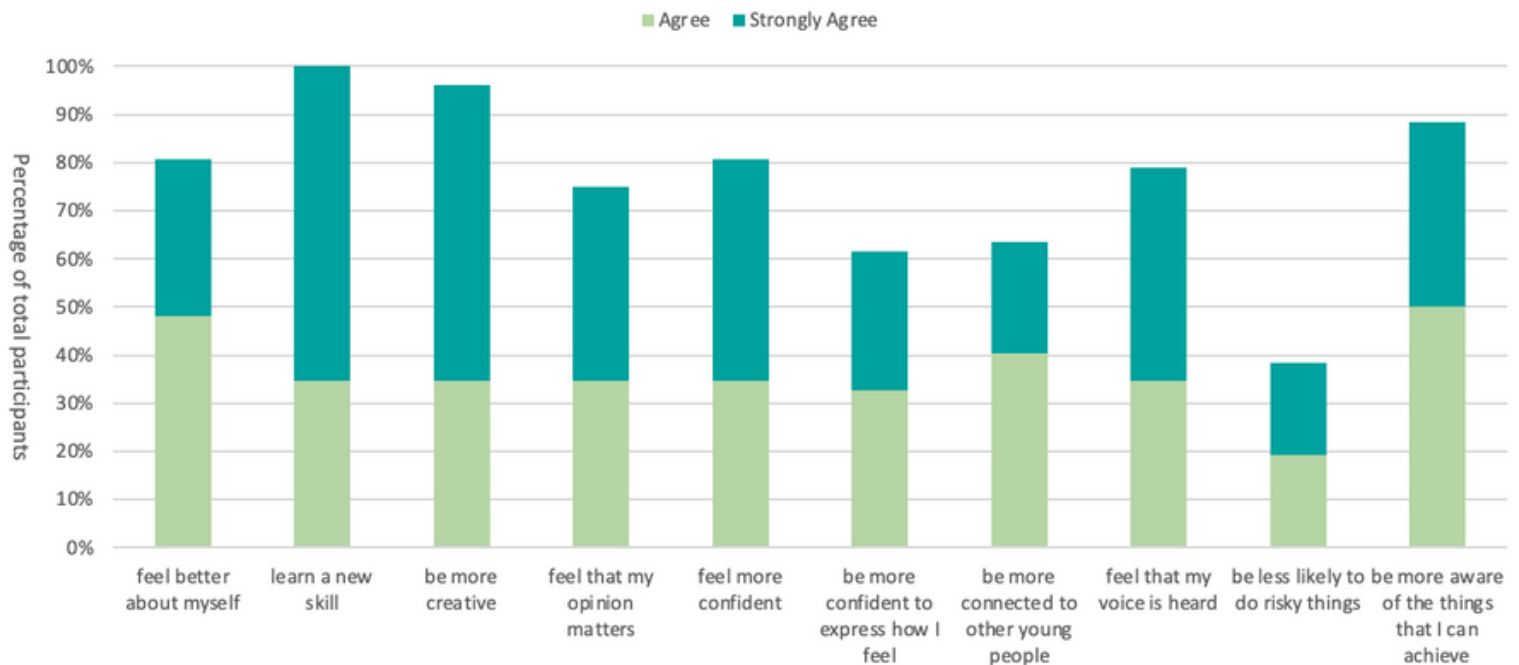
We took on another premises in Paignton with an exciting event space, launched the new website, developed our production arms model for Ocean Youth Radio, Oceanside Records and Ocean Digital, took a huge leap with our Alternative Provision and strengthened our Community, Schools, Early Intervention and Employability offers too as well as becoming AQA and Rock School London accredited.

Do please read on to find out more.

Mike Cook & Kate Rudman, Managing Directors

WHAT OUR YOUNG PEOPLE SAY

Doing this activity has helped me...



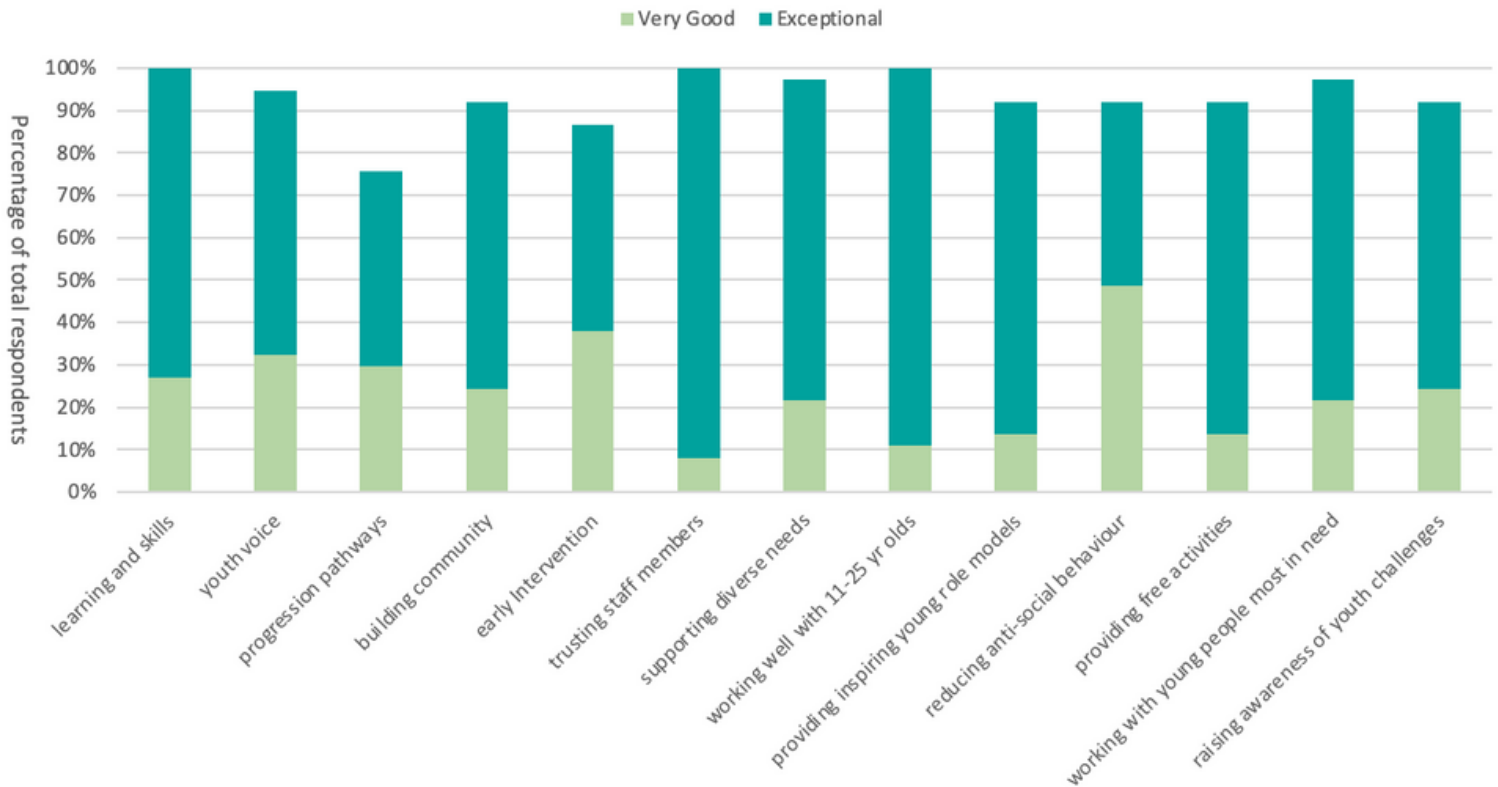
"It's like a family - I don't know how else to explain it. I love everyone here and it's so nice. And it's just creative and it helped me through stuff and it's just always there. It's like a friend."

"Ocean Youth means a lot to me, they helped me succeed so much. They've made me who I am and it's given me so much and I'm grateful for it."



WHAT OUR PARTNERS SAY

How our partners rated our provision...



"The wow moment for me was realising that this is a company that has a genuine, heartfelt desire to support the youth of Torbay, and compassion for the challenges they face."

"You are an exemplary organisation which engages young people through creativity and holds them in a safe environment. Tell the world about your work! Spread your knowledge to other organisations working with similar beneficiaries - bring your work onto a national stage and elevate your profile."



OUR PARENTS & CARERS SAID:

“Every season just builds his confidence more and he’s more comfortable in that environment. Every session is a wow moment.”

“My son felt safe here. It gave him the courage to see himself as equal and worthy. He already possessed talent, but struggled to see himself ‘fitting’ in at college after his experiences at school. It has been so validating for him to be met simply as the person that he is. Wonderful.”

“As a mum of a 14 year-old boy who hasn’t had a very easy ride through the educational system, Sound Communities has allowed me to have faith in another system. It is run by a very exceptional dedicated group of staff, in a safe environment, that has enabled him to focus on various subjects he would have found difficult to follow at school and has given him a voice to communicate a better language with the outside world.”

“I saw a show with Dan when he came to have a look around. It hit me how different this was to any other youth work I’ve ever seen. Through my job, I’ve interviewed lots of groundbreaking projects. But this seemed really different. The adult in the room let the young people speak. They let them talk about their own issues and their own thoughts. It’s totally young people driven which I think is amazing.”

“Our son started to write a rap about his life - he spent time with staff writing it and then rapped it himself with support and encouragement. They also invited a rapper who goes to Sound Communities to work with him, which he loved! He is so proud of his rap - as are his family.”

ALTERNATIVE EDUCATION

WHAT WE DID

We offered bespoke education options to young people who were not coping in mainstream education at our premises or on school sites across South Devon and Torbay.



We provided Alternative Provision to young people directly referred from local authorities through Education Other Than At School (EOTAS) or supporting local special schools with their students. Our attendance this year has risen by a staggering 603% and we have worked in and with over 10 education establishments.

Our curriculum continued to develop fast in response to our young people's interests. For example, we are now offering GCSE in Photography.

All of our young people can now be offered AQA Unit Awards (entry level to level 2) or Rock School London qualifications and are encouraged to continue with us on our many progression pathways including volunteering, work experience and/or paid employment.



1,267
Attendances



3,383
Contact Hours



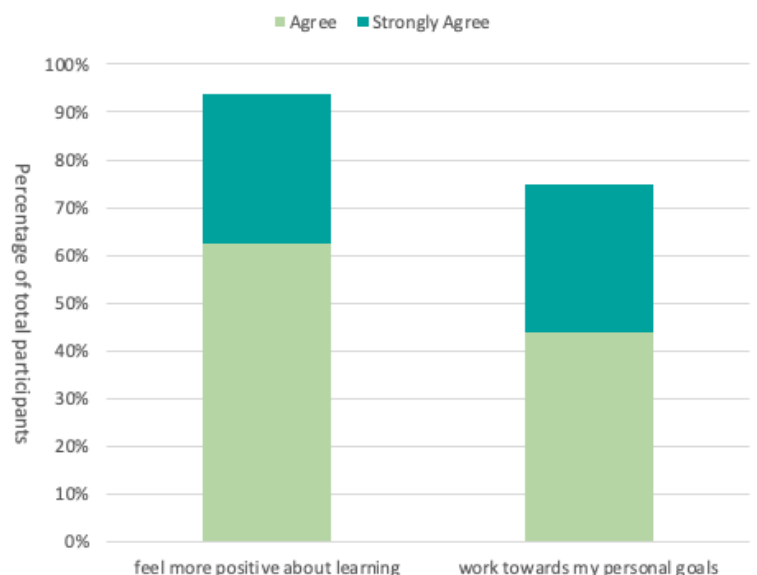
1,622
Session Hours



614
Sessions

"One student in particular can struggle with regulating his emotions but as soon as you get him talking about music, he shines. We got the chance to take him to Sound Communities during school for a workshop and he has loved every single minute of it. His behaviour has become much more manageable for us in the school since he started at Sound Communities."

Doing this activity has helped me...



EARLY INTERVENTION

WHAT WE DID

We worked closely with partners to identify and target young people most at risk of exclusion and harm. Our activities developed our young people's creativity, confidence, skills, self-esteem and aspirations.

The Making Waves project worked 1:1 with young people, at times going to their homes to give them the confidence to get out of the house and take the next positive steps with their life.



Our Boom Bus travelled across Torbay to engage young people at risk of anti-social behaviour with 70 outreach sessions in parks, on street corners and by the beach over the summer.

RadioAhead continued to work with Year 6 students as they faced the often challenging time of going up to secondary school. They made podcasts to support their peers which were shared on air, online and will feature on our Transition Roadshow (2023) across schools.

Our new Sea Change project took us into local secondary schools to work creatively with music-making, engaging students who might be struggling with their mental health.



374
Attendances



707
Contact hours



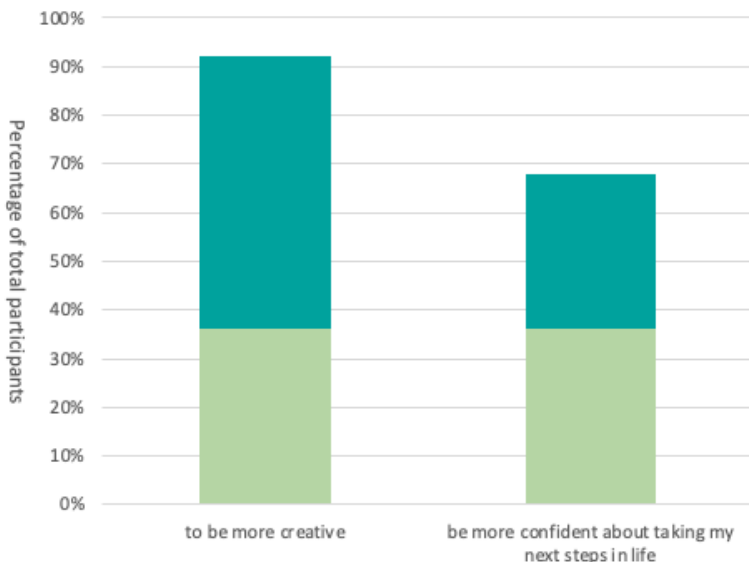
245
Session hours



142
Sessions

Doing this activity has helped me...

Agree Strongly Agree



"Our child sometimes struggles to speak, especially when he doesn't know someone, but he chatters away happily on his radio show every week. It's like an outlet for him to express himself. I listen in and am always amazed."

PRODUCTION



180
Attendances



293
Contact Hours



53
Session Hours



26
Sessions

WHAT WE DID

Our production arms support young people to create content and platforms to engage audiences, be heard and learn new skills.

Oceanside Records, Ocean Youth Radio and Ocean Digital are at different stages of development - all are youth-led and worked towards becoming sustainable cooperatives, managing their own budgets, commissioning each other and developing income streams. We employed a Production Arms Lead to support their growth.

Since winning Silver in last year's ARIAS 'Grass Roots' category, Ocean Youth has doubled its live listens and had 35,968 overall listens and broadcast a live 24-hour show raising £2000 for young people in Ukraine. Our producers created more podcasts including "Girls Against Anxiety", "RadioActive" and "Drift Away". They also applied to win a DAB spot on the local multiplex.

Oceanside set up a team to support its growth, released 7 tracks and recorded over 50. They had 21,531 video views, 7325 music streams, appeared on BBC Spotlight, BBC Radio Devon and their music was played on BBC Radio Devon, BBC Introducing and BBC 1 Xtra. Their track, 'Welcome To Torbay' won the national Youth Music Awards for Best Music Video.

"To see Liam starting as a participant at Sound Communities and go on to become a music mentee and Youth Leader and then set up his own record label: Oceanside Records - to see a young person go from strength to strength like this, when they have had such a challenging start to life, is highly rewarding." . " DAISI
(Devon Arts In Schools)

COMMUNITY

WHAT WE DID

We visited events, street corners, community centres and schools all across Torbay engaging often hard-to reach young people in creative digital production activities.

Our outreach Boom Bus (mobile broadcast studio) delivered 77 detached broadcasting music and DJing sessions including anti-social behaviour programme, the Jubilee Jamboree with Great Parks Community Centre and the Imagine This Festival.



Our school partnerships were strengthened by our lead role in the Talking Turns project to develop oracy expertise in primary schools through arts-based learning.

We also continued to work closely with Libraries Unlimited supporting Paignton Library to attract young people and engage them in STEM activities through the Reading Sparks and Sonic Pi projects.



1,494
Attendances



6,854
Contact hours



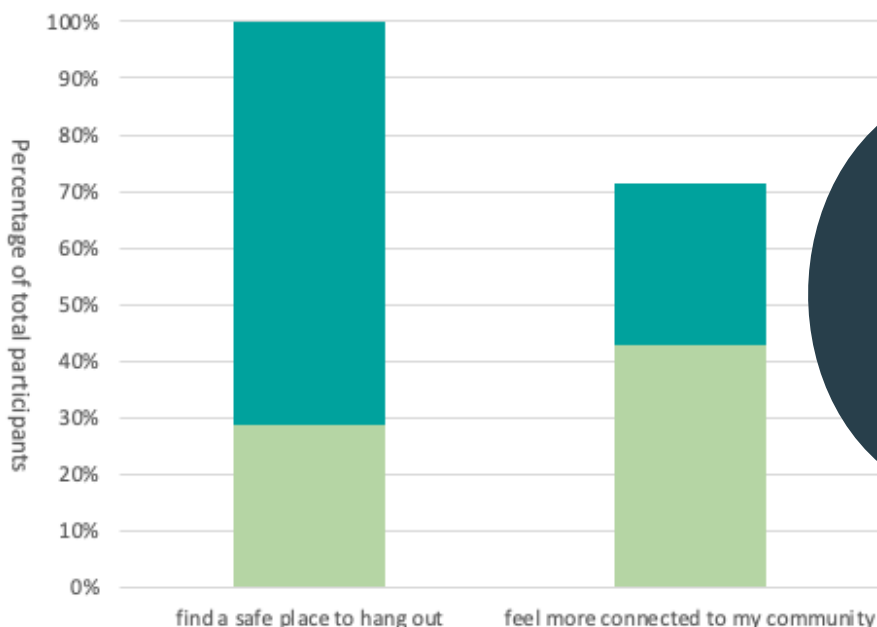
633
Session hours



169
Sessions

Doing this activity has helped me...

Agree Strongly Agree



"One student in particular can struggle with regulating his emotions. He has loved every single minute of Sound Communities. His behaviour has now become much more manageable for us in school."

EMPLOYABILITY



WHAT WE DID

We continued to use creative digital media to engage young people farthest from employment and develop their confidence, well-being, aspirations, skills and progression pathways.

Our first AQA qualifications in Youth Leadership were earned by six young people and we recruited a Progressions Lead who has set up a work experience placement programme. Jack (pictured) and Lawrence both completed an NCFE Level 3 Award in Education & Training.

We were also delighted to employ our Rank Aspire Programme's placement, Lawrence, on a full-time basis and secure our Time To Shine placement, Alisha, to lead on our Digital Marketing.



58

Attendances



341

Contact Hours



245

Session Hours



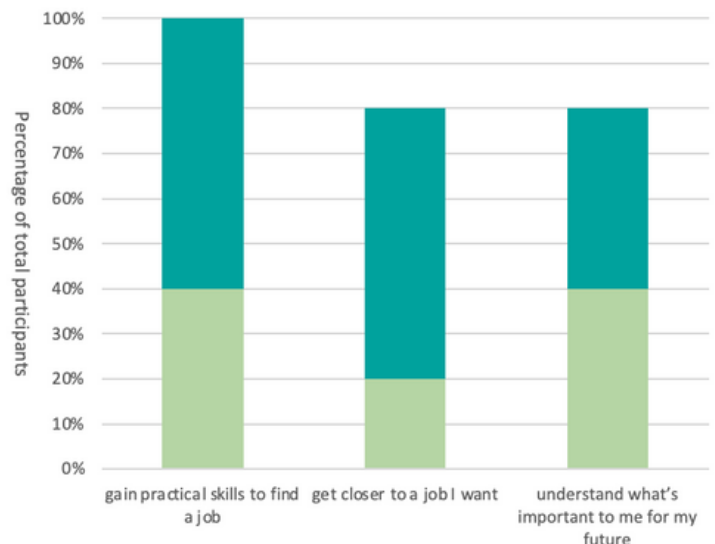
43

Sessions

“When I first came here, I wasn’t expecting to do much with my life because my grades were getting consistently worse, but after a while of actually being here, I’ve realised there are so many opportunities that this has given me. I have so many new aspirations.”

This course has helped me...

■ Agree ■ Strongly Agree



OUR YOUNG PEOPLE'S CONTENT GOT:



23,538

Live listens



12,430

Playbacks



21,531

Total video views



7,325

Total music streams

OUR REACH ON SOCIAL MEDIA

facebook



43,160

People reached



25,566

People reached

Instagram

20,948

People reached

24,494

People reached

114,168

Total social reach

CASE STUDY – BEN



“Sound Communities definitely changed me – but I was on the road to changing myself too. I always get called creative but guess I never really stopped to think about it.” Ben

We first met Ben at Brunel Academy (School for students with social, emotional and mental health needs) when he was 11 years old. Ben was excluded from mainstream school. “Teachers didn’t understand me as a pupil, and I couldn’t cope with the other kids there.” Ben

Our sessions with Ben included writing and performing songs, photography, studio recording, radio production and creating digital and social media content.

Ben worked with creativity and diligence and earned AQA unit awards in Radio, DJing, Photography and Fundraising. Ben showed such dedication and commitment that he has now become a valuable member of the team and is now on our payroll. He is supporting other young people during sessions, creating media content and helping with digital solutions. He has even made Brunel Academy a new website. Ben also helped organise a 24hr radio show in aid of UNICEF’s work in Ukraine, raising over £2000 providing direct support to young people in need.

**“One of the major things that has helped Ben, not only with his behaviour, but also his ambition and aspiration, is his participation with Sound Communities.”
– Ben’s teacher**

**“The world of my son has certainly changed since Sound Communities came into his life and I am so glad that he has had the opportunity to be a part of this fabulous organisation. Thanks to Sound communities, I know my son will go out into the big old world and will be JUST FINE!!”
– Ben’s mum**

CASE STUDY – ANON

This young person (anonymous) was referred to us through a local homeless shelter. When we first met them, they were at a very low ebb. They had many challenges over the years: family circumstances, homelessness, poor mental health, poor physical health, gender identity, negative educational experiences, extreme social anxiety and isolation. Things had got so bad during covid, that they were struggling to leave their room and access support.

When we first met them, they had their hood up, head down and sat in the furthest corner of the room. Their anxiety was such that they were limited to non-verbal gestures and only the occasional 'Yes' and 'No'.



"I feel lucky because I got to go to Sound Communities and learned new skills every day. Work experience there helped me learn skills I would never know how to do. The team supported me and challenged me to real life tasks. It's inspired me to look into podcasting in the future." - Anon

Over the sessions, they went from barely leaving their room and struggling immensely with social anxiety and isolation, to planning, producing and presenting a podcast where they were able to speak confidently, enthusiastically and entertainingly for an audience of strangers.

They enjoyed the sessions so much, and the transformation was so marked, that their support worker was able to secure funding to get them back into education. They are now able to leave their room and travel independently to our studio in Paignton, on a weekly basis, to complete their AQAs in radio broadcasting and their new passion, photography.

This new independence enabled them to overcome their fear of public transport and travel to Plymouth to reconnect with family members.

THANK YOU TO OUR YOUNG PEOPLE, PARTNERS AND FUNDERS



Here's to an even better 2023!

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**YOUTH
MUSIC**



Sanctuary

