

# NPO IMPACT REPORT

## *New Music Development Unit - Q1 23/24*

### Activity

New Music Development Unit - supporting emerging artists, showcasing new music. We will run a comprehensive talent development programme, working with emerging artists to develop their music and find the progression routes to reach the next level.

### Outputs

Building on our experience over the last 3 years of supporting artists through the Sounds of Southampton albums, we will expand the reach supporting artists from the Solent region, including New Forest, Isle of Wight, Portsmouth and Gosport. We will work with music industry partners to support a minimum of 20 artists each year, supporting them with industry advice, mentoring and showcase opportunities, releasing a new album - Sounds of the Solent during each year of the programme.

### Targets

We will announce the Sounds of the Solent Vol 1 Album project in Spring 2023. For Sounds of Southampton Albums (2 volumes) we had over 350 tracks submitted, so with wider geography we expect a large number of emerging artists wanting to participate. We'll work with approximately 20 artists each year, mentoring them through their journeys, producing 16 tracks with music videos, and releasing the album in autumn 2023. Applicants will have access to info/support through masterclasses and digital resources. Surveys, interviews and audience data will measure the success of the programme.



## Q1 23/24 - Data

### Sessions

Location	Type of Session	Number
Planet Sounds	Track Selection meetings	2
Hightown Studios	Planning session	4
SO Movement Studios	Planning Session	1
What's Next Southampton	Performance	1
	TOTAL	8

### Participants

Location	Type (i.e. YP/Staff)	Number
Online - Direct email	Submitted Track	47
Online - Through Webform	Submitted Track	25
What's Next Southampton - Performance	Young Artists/Performers	13
	TOTAL	85

## Q1 23/24 Narrative

### Summary of Activity

We launched the Sounds of Southampton Vol 3 in April. Deadline for submission was end of May. Over 60 tracks have been submitted and selection of artists to support is in progress.

We provided an opportunity for young artists, mostly from Sounds of Southampton albums, to perform at a city festival - What's Next Southampton, they were able to showcase new work and were paid to perform.

## Partnership Activity

Working with Gavin Foord at Foorge Music/SO Movement, we are exploring potential release schedules, artists support and marketing for the album and single releases. We worked with the University of Southampton to provide artists for a stage in Guildhall Square, part of their Better Lives Through Culture - What's Next Southampton event.

## Unexpected Outcomes

We've had a diverse selection of music, from Heavy Metal and Indie to Samba bands, along with the usual Rap and R&B music that previous programmes have attracted. We are hoping that this collection of music will be representative of the music scene in the city.

## Media

<https://www.youtube.com/shorts/PQNsroAwPHo>

