

**YSWN**

## **YSWN Annual Review 2018-19**

Yorkshire Sound Women Network (YSWN) was founded in 2015 by women working in the sound technology industry who wanted to use their skills and influence to address gender and racial inequality. We became a Community Interest Company in May 2018.

### **Our mission**

To support a flourishing industry which welcomes, encourages and progresses the inclusion of women at all levels from studio floor to board room, and reflects the diversity of its participating communities.

### **Our priorities**

YSWN's work is focussed around five strategic priorities, set out in our Business Plan:

#### **External Priorities:**

1. Education
2. Industry
3. Events & Workshops

#### **Internal priorities:**

4. Organisational Development
5. Finance & Funding



### **Our year in numbers**

- **4** core YSWN events
- **109** participants at core YSWN events
- **14** Events organised by regional groups associated with YSWN, including socials, gigs, & skills-sharing workshops
- **8** education workshops for young people
- **26** Women paid to deliver activities through YSWN, including performers, workshop leaders and administrative roles
- Significant social media reach:
  - **1,499** Twitter followers & **233,700** impressions
  - **889** Facebook likes;
  - **452** views of *Volume Up* film

## Our highlights

Some of YSWN's key achievements in our first year of operation as a C.I.C. have included:

- Launching as a Community Interest Company, with an industry launch event and gig at DINA, Sheffield in September 2018
- Launching a brand new website, supported through Arts Council England's *Grants for the Arts*: [www.yorkshiresoundwomen.com](http://www.yorkshiresoundwomen.com)
- Commissioning and disseminating industry-facing advocacy tools thanks to funds from Rosa's *Voices from the Frontline* programme. You can view the *Volume Up* video and report on our website.
- Investing in staffing: recruiting a part-time Coordinator supported by Kirklees Council and building a pool of freelance YSWN Associates with a wide range of skills and expertise
- Delivering our first Level Up! in Music Production event for the YSWN community at the University of Huddersfield, March 2019 – including training, music-making workshops and careers advice
- Seeing the fantastic breadth of activities and events organised by regional groups such as Calderdale Sound Women Network, YSWN York, SONA (Sheffield), YSWN Huddersfield Makers, Leeds Sound Women and Malta Sound Women Network
- Securing funding for new programmes of work linked to priorities in the YSWN Business Plan (see our thanks to funders below), thanks to a fixed-term Development Manager post supported by the University of Huddersfield
- Establishing and developing a wide range of partnerships within the music industry, education and cultural sectors (see below), including becoming a Spotify EQL Partner to help inform equity work
- Commissioning Kelly Jayne Jones and Eleanor Cully to deliver music residencies and public engagement workshops at Chalkwell Hall, Southend-on-Sea in partnership with Focal Point Gallery, February 2019, as part of a public engagement programme linked to Mark Fell's *'The Concept of Time is Intrinsically Incoherent'* Exhibition
- Representing and raising awareness of YSWN at industry events including *SynthFest*, *Edinburgh Festival of Sound*, *Change the Record* and *Yorkshire Music Forum*
- Delivering education activities for girls via the *Go Compose* project in partnership with Sound & Music, the University of Huddersfield, Drake Music, Community Music & SELFA
- Winning a package of support for start-up companies from KC Comms, including marketing support and business coaching

## Our year in pictures



**Photo credits:**  
Laura Mateescu, Laura Merrill,  
Focal Point Gallery

## Plans for 2019-20

Over the coming year, YSWN aims to:

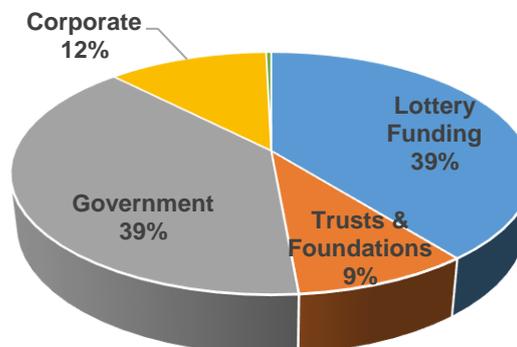
- Deliver **YSWN Amplify**, funded by an Arts Council England National Lottery Project Grant. This will support three unique artistic projects to spread the reach of YSWN-affiliated groups across Yorkshire – and even further afield. The projects will enable members of groups in Calderdale, Huddersfield and Sheffield to increase their music technology skills and develop artistically, while engaging new local participants and audiences.
- Strengthen YSWN's core, contributing towards development, fundraising and marketing to sustain our future as a Community Interest Company, raise our profile and build industry partnerships.
- Deliver two major music education initiatives supported by Youth Music: the **WIRED** and **Go Compose** projects – both offering music and technology workshops for girls in Leeds, Doncaster and Huddersfield, as well as a Yorkshire-wide schools/community group tour of outreach workshops and work-placement/mentoring opportunities for young women.
- Establish paid traineeships for women to get hands-on work experience with local music industry organisations, supported by Kirklees Council via Leeds City Region Business Rates Pool.
- Deliver a further YSWN Level Up! event to build confidence, skills and knowledge for women interested in audio, as well as today's Level Up! in Sound for Media event (8 June) at the National Science & Media Museum
- Work with KC Communications & business coach Natasha Strong to broaden our community engagement and develop training and support services for the music industry

## Finance

### **Income**

Lottery Funding	£26,208
Trusts & Foundations	£6,145
Government	£26,063
Corporate	£7,905
Individual donations	£250

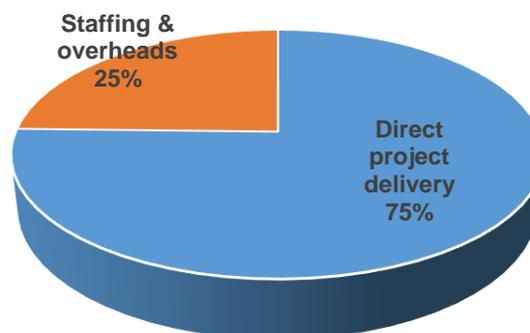
**Total**                                **£66,570**



### **Expenditure**

Direct project delivery	£15,025
Staffing & overheads	£4,907

**Total**                                **£19,933**



**Restricted funds: £44,422.32** (carried forward into 2019/20 for delivery of activities funded via Kirklees Council, Arts Council England and Youth Music)

**Unrestricted Funds: £8,714.20**

### **What They Said**

*I really enjoyed learning much more detail on how to use the dials and views in Granulator. A really focussed and inspiring workshop. Thank you!* Electric Spring workshop participant

*It was nice to learn more about live-looping and about how stats are so low in terms of women in the industry - it gives a little bit of hope in terms of there being a shortage of such.* Workshop participant, Doncaster College

*I've come away with new contacts, knowledge about new equipment and creative ways in which to use equipment, different styles of music/sound and perspectives on this.*

*Really enjoyed today, thank you YSWN! Was a wonderful opportunity to try things hands-on. I want to continue learning production / DJ-ing.*

Level Up! in Music Production delegates

### **Case Study**

Through the WIRED music education project, YSWN supported University student Abbie to work as a trainee sound engineer on Beth Orton's *Both Sides Now* music residency at Leeds College of Music, March 2019. Abbie said:

*'During the five-day residency, I explored the field of live music and mixing, tech shadowing Speth Hughes, an industry professional, working on the Behringer X32 desk. I thoroughly enjoyed understanding each component to the digital desk as I had only previously had experience with analog in a recording studio; at first it looked overwhelming but I gradually became more comfortable and adjusted to the hardware and saw how utilitarian it was; being really practical for usage in live performance. I think that this experience has helped widen my opportunities and helped me understand what is expected of an audio engineer in a field that I hadn't previously explored before. It's definitely something that I would like to return to in the future.'*

### **Our Thanks to:**

#### **Funders:**

Arts Council England  
Arts Fundraising & Philanthropy  
Individual supporters  
International Society for Music Education (ISME)  
Kirklees Council *Leeds City Region Business Rates Pool*  
Music for All  
National Foundation for Youth Music  
Rosa  
University of Huddersfield

#### **Industry Supporters:**

Ableton  
Spotify  
Mylar Melodies

#### **Higher Education Partners:**

University of Huddersfield  
including Electric Spring festival, CeReNeM & CMCI  
Leeds Beckett University  
University College Doncaster

#### **Cultural Partners:**

Focal Point Gallery (Southend-on-Sea)  
Sound & Music  
Brighter Sound *Both Sides Now* programme

Thanks also to all current and previous members of the YSWN Working Group, Directors and YSWN Associates, as well as Katherine Axel, Emma Dick, Mark Fell, Mat Martin, Armstrong Cameron, West Yorkshire Community Accounting Services and KC Communications.