



Inspiring young musicians,
artists and audiences.



“World Heart Beat is an absolute treasure! A state-of-the-art studio, cafe and an inviting concert and rehearsal space that hits you in your soul and stays there.

It is the embodiment of the communal spirit. The leadership, staff, teachers and volunteers embrace young people from all walks of life. They develop young people as musicians and as human beings.

This cultural gem provides life changing education for all and is free for those who need support.”

Wynton Marsalis, July 2024

ABOUT

World Heart Beat Music Academy (WHB) was established in 2009 to address the lack of affordable music education for south Londoners, no matter their background or skills. In January 2022, we opened an outstanding, state-of-the-art, energy efficient music education centre, concert hall and recording studios in Embassy Gardens, Nine Elms.

Our new venue runs alongside our Kimber Road academy, a few miles away.

SUPPORT US

World Heart Beat is an Arts Council England National Portfolio Organisation (NPO). This status is a hallmark of the quality of our artistic and music teaching programmes and recognition of our commitment to diverse and disadvantaged children, young people and communities. However, this core funding is just 4% of our income needs each year.

Our aim is to diversify our funding and increasing earned income from our café, recording studios and commercial events and hires, to ensure our future sustainability. This is already showing great potential, but it will take time to grow.

Philanthropic support remains a vital cornerstone of work; the support of individuals, trusts and foundations and corporates, is essential to enable us to make the music, which transforms the lives of children and young people, allows us to contribute to the careers of musicians and provide a vibrant programme to enrich the lives of our audiences and communities.

"I love coming to heartbeat, this place is my second home. I love the people and the environment. It's a great place for me to learn and grow."

WHB Student

NURTURING CHILDREN & YOUNG PEOPLE

World Heart Beat Music Academy is a 'musical family'. It is a beautiful, inspiring place in south west London, where children and young people aged 5 – 25 years, of all socio-economic and cultural backgrounds, can play music. It is an all-encapsulating place to go after school, at weekends, and during the holidays for lessons, workshops, practice facilities, and to play together in a range of bands and ensembles. The academy is situated adjacent to some of the poorest housing estates in the country.

- More than 350 students come for up to 21 hours each per week, staying with us for 7 years on average, and 1000s more children and young people are engaged via outreach.
- More than half receive bursaries for free tuition and instruments.
- 60% are from the global majority.
- 9,000 hours of music tuition, in 18 instruments, and across 20 musical genres.
- Students enjoy access to 17 bands and ensembles and extensive performance opportunities.
- 77% of young people have better self-esteem. 74% of young people feel more confident. 87% of students have increased resilience. 77% achieve top music examination results.
- First Beats provides primary school children from low socio-economic families with inspiring entry-level music activities after school and school's concerts.
- Professional training equips young people for sustainable careers as musicians, producers and engineers.



TALENT DEVELOPMENT AND INDUSTRY TRAINING

EMERGE is our project to nurture young people aged 16 – 25 years, supporting them into music careers. It has two strands: 'talent development', for those who want to become professional musicians and a 'production and technology strand', for those who want to enter the music industry in other ways, for example, as sound recording engineers or producers. Alongside core skills training, students follow wider courses on financial management, promotion and funding. EMERGE addresses the lack of representation of young people who are female, Black or from low socio-economic backgrounds, entering professional music careers. It is essential that we offer EMERGE for free, to remove barriers to participation for our target groups.

Recent success stories include:

- Jas Kayser has been playing with Lenny Kravitz and Jorja Smith.
- Ezekiel Aije and Baker Mukasa are both working on West End shows.
- Wilf Cameron Marples is touring with Lex Amour.
- Jordan Hadfield is performing with Little Simz.
- Karen Shiraishi has a scholarship to Berklee College of Music, USA.
- Mebrakh Johnson has performed with Chineke at the BBC Proms.
- Nathan Dawkins has a full scholarship to Trinity Laban College of Music, London.



WHB Alumni, from top left clockwise: Mebrakh Johnson, Jaidon Regis, Jas Kayser & Baker Mukasa.

"I have completed my master's at The Juilliard School, US, and WHB continue to actively support my career, giving me access to their state-of-the-art recording facilities, rehearsal spaces and mentors." Mebrakh Johnson

"I would not be the artist I am today without WHB. I have gained a wealth of musical knowledge that I would not otherwise had access to, and received an unending amount of kindness. I am so grateful for the wonderful experiences they have given me." Baker Mukasa

"I came to WHB from the tender age of 7 years old. From the moment I stepped foot into the building it became a second home for me, at one point in time I was there four days a week learning, growing and soaking up as much as possible. I owe my success as a professional music director and session musician to WHB." Jaidon Regis



CONCERTS

Our exciting global music programme is reflective of our diverse communities and features concerts by emerging artists, and international musicians such as Sean Mason, acclaimed US jazz pianist. Genres include classical, contemporary, global, folk, jazz and more.

We also stretch the bounds of artistic potential, such as Julian Joseph's end of residency d&b Soundscape concert, which highlighted the potential of the immersive live audio (anticipated to be the future for venues).

INNOVATION

World Heart Beat's Embassy Gardens music education centre, concert hall and studios are a blueprint for the future. The incredible high-specification facility is remarkable; conceived and created in a residential building, it is fully soundproofed and beautiful.

Through technology, World Heart Beat is at the cutting-edge of music innovation. We can provide artists with the opportunity to develop their work in new ways, give audiences outstanding new experiences and train young people with audio skills that will make them highly desirable employees within the music industries.

"World Heart Beat Embassy Gardens is at first unassuming; tucked away in the sprawl of new-builds that now dominates Vauxhall and Nine Elms, the venue's outside appearance conceals a state-of-the-art performance space which allows unrivalled proximity to the artist."

London Jazz News, 2024.



MAKE A GIFT. MAKE A DIFFERENCE...

Unrestricted Gifts

Help us keep the lights on, the doors open, and the musicians paid!

We generate income for our work from a range of sources; however, we still need to fundraise £700,000 each year. Often fundraised income is specific to special projects and initiatives. Unrestricted gifts are so important – enabling us to spend funds where they are needed the most and helping us to keep doing our vital work. Regular donations are particularly helpful, enabling us to plan and giving us greater resilience.

World Heart Beat is an Arts Council National Portfolio Organisation in recognition of the quality of work we do with diverse children, young people and communities. However, this forms just 4% of our annual income.



Fundraising Director, Sal Sherratt

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Sponsor a Child

Enable a young musician to access music tuition, ensembles and bands, masterclasses and other training, for FREE!

We aim to remove financial barriers to participation, by providing free access to our life-transforming programmes and activities. But we need your support.

- £500 for 1 term
- £1,500 for 1 year
- £4,500 for 3 years

We also need support to run ensembles such as our 51st State Band and activities such as our Jazz Programme. Opportunities begin at £10,000.

US Donations: We are delighted to have a partnership with the Chapel & York Foundation, meaning you can make a tax-efficient donation to World Heart Beat. Please contact Sal for more information.

Support our Artistic Work

Would you be prepared sponsor our artistic programme at World Heart Beat Embassy Gardens? *

Our artistic work provides opportunities for young artists, giving them a step-up in their careers, and a rich diverse concert programme for our communities and music-lovers to enjoy.

- £2,000 for an emerging band to perform
- £1,600 recording sessions for a young emerging artist
- £5,000 for a 'known' ensemble or headline artist to perform (choice of genres)

* A VIP evening for 8 is included in each of these sponsorships

Enhance our Facilities

Our building is remarkable, but there's a few things we need to help us fly...

World Heart Beat Embassy Gardens is a state-of-the-art venue; however, we have no front of house walkie-talkies to help our team communicate. Our Podcast room for training young people and for hiring is incomplete. And, critically, we don't have the microphones and drum kit we need to secure the top recording studio hires, which will generate income to ensure our sustainability.

- £1,760 front of house walkie-talkies
- £6,500 recording standard drumkit
- £15,000 to fit-out our podcast room
- £21,000 full array of microphones
- £25,000 education database to improve our evidence of impact and administration efficiency

Sponsorship opportunities for corporates and individuals, which include inviting guests and clients are available.



“This is the kind of priceless cultural legacy that gives pride to those five- to 25-year-old local people who walk through the doors as equals...The enterprise could be a blueprint for every comparable urban community.”

Fiona Maddocks, The Observer, 3 February 2024

www.worldheartbeat.org

Registered charity in England and Wales: 1139579