



# Social Value & Economic Impact Report

Powering young  
people today;  
producing the talent  
of tomorrow



[youngvoices.co.uk](https://www.youngvoices.co.uk)

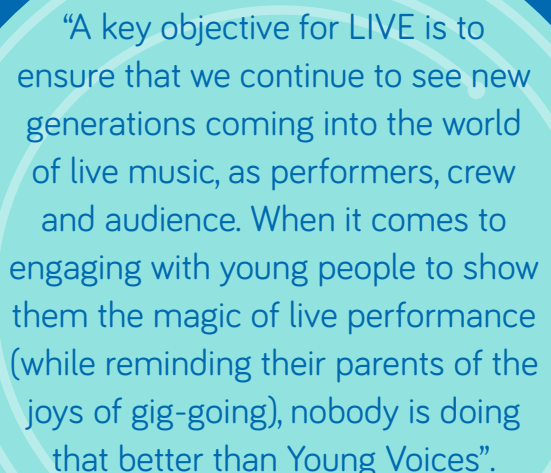
# What we believe and pledge to achieve...

We're firm believers in the power of music to enrich and uplift the lives of young people. The joy of making music together on a vast scale is tangible and the process of learning songs and communal achievement is transformative.

The recognition of the role of music in our society as a powerful force for good is vital.

As a result we commissioned a social and economic report that unequivocally highlights the substantial benefits of investing in young people for both the economy and society. We firmly believe this report demonstrates how music imparts lifelong social skills, fosters confidence, motivation, and strengthens social bonds.

Children embody the future of our £6.7 billion UK music industry. As we embark on expansion in 2024 and aim for further international reach, our commitment is to unite key elements of the music industry. This will specifically prioritise early music engagement, ensuring the sustenance of global leadership and the enhancement of local communities.



“A key objective for LIVE is to ensure that we continue to see new generations coming into the world of live music, as performers, crew and audience. When it comes to engaging with young people to show them the magic of live performance (while reminding their parents of the joys of gig-going), nobody is doing that better than Young Voices”.

**Jon Collins, Chief Executive, LIVE**

# Hear about our impact first hand

Being part of the largest school choir in the world was truly a magical experience and the night included some amazing performances and professional guest artists. **St Michael's Prep**

What an incredible evening they've had and made memories that will last a lifetime! **Parkwood Primary School**

What an amazing day we have all had. After the stresses and strains of the past years it is such a privilege to be part of this uplifting experience. **Moorside Primary Academy**

Fab evening, amazing performances, and an absolute testament to the importance of music in education. **Christine Jones - Parent**

At The O2 last night for the YV concert where my 10 year old Granddaughter was part of choir. Absolutely superb, totally enjoyable. What a memorable thing for these young people to take forward in life, all equal, all joining together. Got home late but who cares!  
**Grandparent**

1 day after YV concert 'Can I do YV next year?' 'Yes' I replied, delighted they had a great experience. 'Can I go when I'm in senior school?' After explaining that it is for primary aged children, she responded 'If I train to be a teacher, can I go?'. **Claire Armitage - Teacher**

I was one of the best days of my life! **(Hassan, 10)**

It built my confidence **(Emre, 9)**

It was Fantastic, I forget about everything **(Zaid, 10)**

I was confident and proud of myself **(Abhi, 10)**



**200,248**  
size of the  
YV2024 choir

# Social impact



30

YV concerts  
in 2024

33x  
ROI

£56.45m  
total social value  
generated  
(over 5 years)

19,837  
Teachers

Over  
410,00  
experiencing  
YV in 2024

- Each participant generates £307 of social value in the child, £50 in parents/caregivers & £223 in teachers/school staff.
- Overall impact on education & skills valued at over £27million.
- Reported improvements in wellbeing, civic engagement and social connections.



# Economic impact



4.4  
million  
people have  
attended YV

6x  
ROI

£5.5m  
total value  
added annually

109  
annual jobs  
created

2,369  
temporary  
workers  
involved

- Each child generated £72.19 in local economy turnover.
- Over £10 million generated for host cities.
- Manchester saw an almost 6x return on investment in Young Voices concerts.
- 72% non-local concert-goers contributed £2.3 million locally.



# Voices from the industry

Many more people who can make a change are choosing to join the pledge too...

## **Ruti, The Voice UK Season 7 winner & Young Voices Foundation Ambassador**

I didn't realise how big of a thing Young Voices was in my life. I was 8 years old and in the Young Voices Choir at The O2, watching Beverley Knight perform on stage was inspirational and I knew that's what I wanted to do. Crazy but I didn't think I'd end up here on that exact stage.

## **YolanDa Brown, Young Voices Foundation Ambassador**

Music has the incredible power to bring joy, confidence and a sense of belonging to children's lives. Young Voices has been at the forefront of inspiring young hearts through music, and I am excited to champion their remarkable work. Together, we will continue to break down barriers and ensure that every child has access to the transformative experience of music and singing. Let's raise our voices and make a difference in the lives of our future generations!

## **Anna Phoebe, Board Director of The Ivors Academy and Young Voices Foundation Ambassador**

We're thrilled to be working with Young Voices to ignite the spark of creativity in over 200,000 children across thousands of schools. By empowering them to express themselves through songwriting I hope we inspire the next Harry Styles, Stormzy, Dua Lipa or Tim Minchin.

## **Emma Bownes, Vice President Venue Programming, The O2 and Europe**

As a venue I think it is incredibly important that we offer access and opportunity and give children a gateway to experience the joy and wonder of live music.

## **Louise Unsworth, Managing Editor Hal Leonard UK**

At Hal Leonard, we are extremely proud of our partnership with Young Voices, which supports our mission to bring lifelong music-making to everyone. Through providing the very best songs and resources to children and schools across the UK and beyond, we look forward to inspiring a lifelong love of music with Young Voices for many years to come.

# How you can join our pledge

In its 28th year, Young Voices, the world's largest children's choir concerts, remains at the forefront of redefining musical experiences for children. The program actively champions inclusivity and diversity, offering a platform where children can unite and sing as one, building confidence, a sense of community, and empowering children.


By recognising that Young Voices sits in a unique position between the world of education and the music industry, we have already begun to see that we have identified a clear path to change, making partnerships and shared aspirations so much easier to put into action. Currently, we are:

- Sharing our positive findings and initiating meaningful conversation Identifying new ways to develop the link between the industry and education
- Bringing music to more children worldwide
- Building partnerships through the Young Voices Foundation to ensure that we reach more children who would otherwise not be able to take part



Over  
**2 million**  
children have  
participated in  
Young Voices concerts

# Making the idea of change easier through music



**6**  
nations have hosted YV concerts



**73**  
concerts at The O2



**1 in 4**  
primary schools in the UK attend YV

**699**  
new schools joined in 2024



one of the highest Net Promotor Scores in the UK

Small actions make a big difference in supporting Young Voices and providing more children with the transformative power of music. We would love to hear from you.



## Research

Independently conducted by Sound Diplomacy and Real Worth.

*Economic & social impact assessment based on 27 performances from Jan to Feb 2023.*