



# LITTLE SEEDS MUSIC

2023 annual review in figures



Registered CIC no. 13099887

[www.littleseedsmusic.co.uk](http://www.littleseedsmusic.co.uk)

# ABOUT LITTLE SEEDS MUSIC

Little Seeds Music specialise in inspiring young people and families through music and theatre.

Little Seeds Music was established in 2015 with the mission to provide children and families with unforgettable, high quality musical experiences for all generations to enjoy and share together. Our work has been supported by Arts Council England, The National Lottery Heritage Fund, and Help Musicians, and we have created work in association with Half Moon Theatre, Z-arts, The Story Museum, Sidmouth Folk Festival, and The Met, Bury.

As well as producing theatrical touring work, we also coordinate engagement projects across the country with a focus on providing opportunities for young people to develop songwriting and composition skills. Our 2020 digital musical production 'Rolling Down The Road' was named by the Guardian as one of the best pieces of theatre to stream that year, and our work has toured extensively across the UK to venues including the Lyric Hammersmith, Sage Gateshead, HOME, Polka Theatre, Nottingham Theatre Royal, and The Marlowe.



## Our Values

- shared experiences across generations
- a child and family centred approach
- changing perceptions and pushing boundaries
- creating long lasting change
- access to high quality music for all



## Our Vision

We will provide families and children access to high quality music and song through live performances and workshops both within and outside the educational setting.

We will work to establish awareness of the importance of high quality music for families and children in the United Kingdom, developing a network of artists, labels, promoters and cultural organisations working together to achieve this.

We will support artists to create new music for children and families through mentoring, development sessions and producing and touring new work.

# COMMUNITY ENGAGEMENT



**7225**  
audience  
members

Our productions have been performed to 7225 children and families across the UK during 2023.

**101**  
performances

We have coordinated 101 live performances across the UK. **Over half of these performances took place in non-traditional theatre venues or schools**, widening access to hard to reach audiences that may otherwise be unable to enjoy live music and theatre.

**47 workshops**  
and **1376**  
participants

We've delivered 47 songwriting and music workshops for children and families, with 1376 participants taking part. **All of these sessions were delivered in either schools or community spaces.**

# ARTIST ENGAGEMENT



**50**  
**individual**  
**artists**

We've employed 50 freelance artists across a range of disciplines from writers, composers, designers and directors.

**383**  
**days**

In total throughout 2023 we generated 383 days of employment for freelance artists. All of our artists were paid according to Musicians Union, Independent Theatre Council or Writers Guild rates.



# CULTURAL STAKEHOLDERS

**43  
venues**

We have taken our work to 43 different venues. **Over half these venues were in areas identified by Arts Council England as either Priority Places or Levelling Up For Culture Places.**

We've **collaborated with 12 different organisations** from across the UK in order to produce new commissions, participation projects and develop new work.

## **These include:**

- Z-arts
- The Story Museum
- The Met, Bury
- Tiny Ideas Festival
- Sidmouth Toy and Model Museum
- Sidmouth Folk Festival
- Wonder Arts
- Manchester City of Literature
- The Spark Arts
- Big Imaginations

# PROJECT SPOTLIGHTS

## Marvellous Toys

Funded by National Lottery Heritage Fund, Marvellous Toys saw over 120 children from Sidmouth C of E Primary School visit Sidmouth Toy and Model Museum. Following their visit, a selected group of children then conducted interviews with five volunteers from the museum, asking them about a particularly special toy from their childhood, and why it was still important to them to do this day. The interviews were conducted with the support of Marilyn Tucker of Wren Music, and recorded at Sidmouth Primary School.

These interviews were taken back into the school to run five songwriting workshops, with each class writing a brand new song inspired by the memories of the Sidmouth Toy and Model Museum volunteers. The songs were recorded and formed part of a special trail of panels available around Sidmouth during the Folk Festival in 2023. Each panel included information on the chosen toy, memories of the person interviewed, and a QR code so that visitors to the town were able to hear the songs.



## Luna Loves Library Day The Musical

Funded by Arts Council England, Luna Loves Library Day The Musical is a new musical for children and families, and is a co-production with Z-arts. The show is based on the book by Waterstones Children's Laureate Joseph Coelho and Fiona Lumbers, and was adapted for the stage by Joseph and composer David Gibb. It was directed by Dermot Daly

Opening at Z-arts in Manchester October 2023, the show was specially designed to be performed in both traditional theatre spaces as well as libraries, schools and community spaces.

Featuring original songs and live music, the production celebrates the power of libraries as a safe space for families and children to explore their feelings and emotions.

The show has been performed to over 2500 children and families across the UK, and is set to tour again Spring 2024, with a further tour planned for the Autumn.





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