



PHOENIX RISING

Annual Report 2019

ANNUAL REPORT



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"There is no force like success, and that is why the individual [successful person] makes all efforts to surround himself throughout life with the evidence of it; as of the individual, so should it be of the nation." - Marcus Garvey

ANOTHER YEAR OF GREAT ACHIEVEMENT!!



Patrick McKay Project Coordinator

I would like to take this opportunity to welcome you to our 2019 Annual Report and Review. We seek always to exceed the set expectations for the year and have again done so during this period. This is all the more remarkable because of the extreme financial constraints we have been forced to endure over the past two years.

Our programmes have continued to focus on the personal development of the young people and children we work with and the resulting impact from these activities and programmes.

Again this year, The Steel Pan in the Community Project has held and supported more community events than ever in partnership with many organisations, local churches and voluntary and statutory sector agencies throughout the borough of Brent, and beyond despite the ever changing face of the voluntary sector, the local community and the recent major changes we have also had to come to terms with.

Our key achievements to note for 2019 include:

- Development, Participation in and Partnership work with The Brent Factor, DHI @the Brent Hub, initiatives with the British Association of Steel Bands (BAS) and London Youth.
- Programme Development and Partnership work with Brent Youth Service at Roundwood Youth Centre, Harlesden Methodist Church, Mahogany Arts, Wembley Methodist Circuit and Newman Community College.
- Work with Young Brent Foundation & Young Barnet Foundation: Two Organisations, Two Boroughs, one mission.
- Reach Society's 8th Careers Conference on Tuesday 5th April 2019 from 10:00-16:00
- Long Term partnership Personal Development Youth Training (Finance) with Mybank
- Successful summer programme with John Lyon Charity (SHAF) Initiative.

- Successful autumn programme with London Youth
- Community performances at local churches, Wembley Park, community and civic groups nationwide.
- Support for the Mayor of Brent and the Brent Borough of Culture Bid
- Performance at Lords Cricket Ground featured on BBC London News.
- Our young people laying Wreaths at the Cenotaph in Commemoration of the Regiments of the Caribbean 11/11/19

We did regular performances throughout the cricket season at Lord's Cricket Ground, which include the main matches this year. A Big Thank You to the John Lyon's Charity team for the initial referral that has helped to make this an experience that over 150 of our children and young people have been able to access, enjoy and cherish over the past five years. This year we have been the recipient of Main Grant Funding. Our young people have also benefited from their funding through partnership work the other local organisations they support such as the Young Brent & Young Barnet Foundations and London Youth.

Representing Brent and supporting the Mayor of Brent again this year has meant a busy year of community concerts and events for 2019. This has resulted in performances at many of the Mayors fundraising events in 2019 as well as weddings and wedding receptions. This year we have met the Mayors from many of the neighbour London boroughs to Brent.

This project concluded with our members taking a major role on where our young people again laid a Wreath on Armistice Day at the Cenotaph 11/11/19.

The Phoenix Rising Summer Music Programme 2019 was a great success. The programme ended with us coming Second and Fourth in the two Steel Band categories at the London Notting Hill Carnival 2019. **CANDICE FALCONER, DYLAN MITCHELL** and **MICHELLE WALCOTT** continue to be our operational leads as we move through this time of transition and change. We thank them all for their extreme endeavour.

Our two-day participation at the Notting Hill Carnival during the August bank holiday weekend, which included our Second 'Official' Monday Morning Concert as PHOENIX

RISING, had perfect weather throughout, was a great success and has enabled to further develop and promote our product.

Partnership working with London Youth, ASDA, Brent Council, The Trinidad Roti Shop, Tesco and HYDE Housing has resulted in the creation/development of and access to a wide range of opportunities for our young people. We value community cohesion and recognise the importance of it, as it forms the basis of a strong foundation on which to build a stronger community. The programmes run this year have been well received by the community, in particular because of growing cuts to local services.

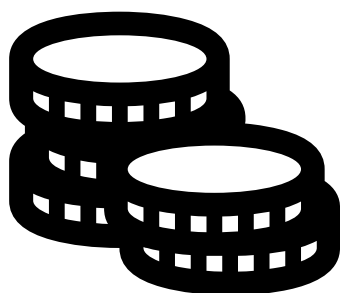
The Project continues to tailor its services to meet the needs of the young people who come to the project, and the wider community in the UK and beyond.

Phoenix Rising believes that to ensure success, it is imperative that parents provide the right engagement, encourage aspiration, inspire and motivate their children to achieve to the highest standard (which will entail hard work) and provide the right set of opportunities for success.

The work continues with regular meetings with parents so that they may be encouraged, inspired and motivated to achieve and be provided with the right set of opportunities for their success. This means that the benefits they want for their children; they too can receive.

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit" – Aristotle

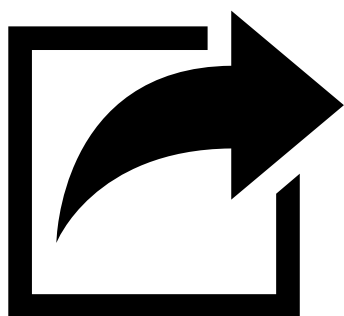
FINANCIAL



Phoenix Rising made a full project restart at the beginning of 2018 to ensure that we continue to be relevant to local need and robust in programme delivery. This meant that our only income for 2018 were in the form of small grants, considerations and donations. As Charitable status was only established by March 2018, our ability to secure grant funding this year was greatly impacted on. Work had already started to secure the core and main grant funding required to run the proposed programme for 2020 and beyond and this also resulted in the opportunity and action to do a full review of the project.

Pending 2020 initiatives which were based on existing programmes but have a greater emphasis on collaborative working and a greater focus on personal development, in particular with local schools', Hyde Housing, Brent Council and other stakeholders, have been mainly kept on hold in 2019 pending securing long term and sustainable funding. The challenge this year was in developing a programme that improved on the high standards previously attained by this group with minimal funding. Securing long and short-term project funding will continue to be the priority in 2020-2025 and has now been acknowledged as the collective responsibility of all project members.

THE WAY AHEAD



Phoenix Rising, intends to survive, thrive and continue to raise the self-esteem and self-worth of young people, to explore the potential to raise the attainment of young people in the community, by raising aspirations and changing attitudes through its existing and new partnership programmes. Despite the funding challenges faced at the start of this year, the Project was successful in doing all of the following:

- Create the conditions in which children and young people thrive
- Focus on Early Years development (4-8 years)
- Education achievement and school improvement
- Provide support for young people and teenagers
- Focus on excluded and vulnerable groups
- Continue safeguarding, health and wellbeing

The project will continue to encourage parents, other young people and residents to get more involved in our activities and other events/programmes in the area.

The main programmes for 2020 will be:

- Steel Pan in the Community (See below)
- Leaders of Tomorrow
- From Girlhood to Womanhood,

- The Saturday Music Project /After School Music Sessions/AND Music Accreditation Programmes
- The Summer Music Programme/Personal Development Sessions
- The Environmental Awareness Programme including Clean-up Days and regular community performances on Harlesden High Street/Craven Park.
- Participation in the Notting Hill Carnival 2020 and other Initiatives from the British Association of Steel Bands (BAS).
- Brent Borough of Culture 2020 celebrations.
- Regular performances/events in Brent, around the UK and at local churches.
- Music Industry and steel pan industry training
- National & International Showcase Events
- Youth Led initiatives supported by small grant Funding and group fundraising.

Phoenix Rising recognises that that the main and growing challenge for young people in our community even before addressing their educational needs is poverty. Relationships, employment and housing issues are seen by young people as priority areas and need to be effectively addressed. This is the main growing area of support need for young people taking part in activities at Phoenix Rising

We also believe that through our practice of early intervention, society will reap maximum benefits. Increased developmental and educational gains and decreased dependence upon social institutions, the family's increased ability to cope with the presence of an exceptional child, and perhaps the child's increased eligibility for employment, all provide economic as well as social benefits and can be evidenced through participation in the activities on offer at Phoenix Rising



INTRODUCING PHOENIX RISING

PHOENIX RISING is taking the steps towards the transition from a grant dependency mind set to being self-reliant and income generating although successful grant funding at this time is crucial to our development and growth. The project is working towards a social enterprise model operating in a market economy. I am confident that there will be good progress in this

area over the next 24 months. Work is also being done on the review of Strategic Plan for 2020-2025.

PERSONAL DEVELOPMENT FOR YOUNG PEOPLE

Phoenix Rising looks forward to the continued support and partnership working with the community, new and existing partners including the Young Brent Foundation and The Young Barnet Foundation. Through these partnerships, we hope to continue to effectively meet the needs young people identified as hard to reach and run programmes that are of benefit to them. We are now back on track with The Jack Petchey Achievement Award Scheme. **Reggae Nagra** is our first award recipient. We also recognise that the older people within our community are a mainly untapped resource. We shall continue to work closer with local older person organisations such as WISE Education Day Care Project to further explore the opportunities that can be found there. It is Vidal Sassoon who once said: "The only place that success comes before work is in a dictionary." Our members understand this and continue to strive to do their best and be the best they can be.



VOTE OF THANKS

May I take this opportunity to thank: the directors, staff, volunteers, students, parents and other supporters, who have enabled Phoenix Rising to perform well and deliver a high standard quality service provision and I am proud of the way we have stood together facing the most difficult of challenges, some of which will still be with us into 2020 and beyond.

I also wish to thank all of our supporters, community partners and funding bodies for their continued and valued support despite the turmoil inflicted upon us. In particular, thanks to: Our friends at **The Roundwood Youth Centre**, Newman Community College, **Harlesden**

Methodist Church and **Mahogany Carnival Arts**, who have provided valued support in our time of need. The officers who work with Phoenix Rising at: **Holiday Inn, Wembley, The Challenge, Young Brent Foundation, IKEA Wembley, Hyde Housing, Brent Council, Donna & Tracey-Ann: Community Champions at ASDA, Shelley: Community Champion at Morrison's, Candice Falconer** for her invaluable assistance in preparing this report and **Alfred Totesaut** for his musical vision and direction during the Summer 'Road to Carnival' Programme. A special THANK YOU goes out to **Candice Falconer, Dylan Mitchell** and **Michelle Walcott** who were the cornerstone of our summer music project. Candice is also the Phoenix Rising webmaster and website designer.

SEE WWW.PHOENIXRISINGNW10.ORG

Thanks also to The Western Front Association in their support of our activity surrounding Remembrance Day, WW1 and the Regiments of the Caribbean.

Thanks too for the Two Mayors of Brent serving during this time, our Leader of the Council, our local ward Councillors, Brent Central MP Dawn Butler have been excellent in the continued support they have provided this year, and through Councillor Bobby Thomas we also have support in our international aspirations for 2019 and beyond. The outcome of this effort will soon be realised, as we look to build links between The London borough of Brent and Malta.

Our biggest THANK YOU goes to The John Lyons Charity, who provided us with the funding to not only a very successful year but also a firm footing moving into 2020.

We understand that 'continued success always means more work.' Please do not hesitate to contact us if you would like to become a volunteer or contribute of any sort towards the work, we do here at Phoenix Rising.

I hope that you will find this report informative and be delighted with the improvements and advances we have made despite the major obstacles we have faced.

Patrick McKay

Project Coordinator/Executive Officer

"If you want to go fast, go alone, if you want to go far, go together"- African proverb

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INTRODUCTION TO PHOENIX RISING

The mission of Phoenix Rising is to meet the needs of youth ages 8 to 25, by offering them a comprehensive, integrated range of youth development services in an area of social deprivation. At Phoenix Rising staff, young people and volunteers work together to create a community based on the values of trust, mutual understanding and cultural acceptance. Services are designed to empower youth and are offered in an atmosphere of respect and confidentiality without financial barriers. Phoenix Rising believes that all young people can contribute positively to their own personal growth and that of the larger community.



OUR AIMS ARE:

- To raise the self-esteem, self-worth and aspiration of children and young people and provide educational, musical, recreational, personal development and leadership activities for children and young people aged 8 to 25 years on Saturdays, after school and during school holidays in order to improve their life chances and better prepare them to recognise opportunities and take advantage of them when they arise.
- To form a sustainable youth provision and a community steel Orchestra in Brent that will educate and inspire young musicians through exceptional ensemble training and performance opportunities and to present an international platform for dynamic young musicians who can find their niche as individuals and become a brand in their own right.
- To bring communities together through music.

The right idea, however small, can change lives

Our strength is our approach. We find out what young people need or are doing and help them to do it better. We enable children and young people to build on their skills and knowledge to achieve - transforming their lives forever and benefit their community.

By doing this each year we help young people break out of the cycle of poverty ... **for good.**

OUR ACTIVITIES IN 2019

Phoenix Rising has had a series of precedent making activities including: Youth Exchanges, Regular visits to Wembley Stadium, Regular Performances at Lords Cricket Ground,

Performance at The RAF Museum Hendon as well as Local Community Concerts, performances at residential care homes and regular outdoor performances in Harlesden, Stonebridge and throughout Brent. Our Carols By Daylight took place for the first year at Sudbury Methodist Church.

The ensemble continues to embark on a mission to increase our global presence through website, on-line donation site, blogs, Twitter, Facebook, Linked in and newsletters. Through Candice Falconer and support, this work is now done to a very high standard. Our website and other are now live. We now have an online donation site: My Donate, where donations can be made from anywhere in the world. However, our internet presence needs to be tidied and made user friendly for people who are visually impaired as well as those who use mobile phones not computers for internet access.

Malta and Tobago 2021 are high on the agenda of some members as our return trip is long overdue. Fundraising for this specific activity starts on 1st January 2020. This international travel activity is planned to become an annual event and talks with the High Commission of Malta has already begun. Everything is in place for Tobago 2021 except the funding.

Our annual sponsored walks did not take place this year neither did our indoor Annual Play-a-thon owing to a very busy community performance schedule but will resume in 2020. This, with our Drop Inn Concerts, seasonal serenades, Brent 2020 legacy events and Civic Centre Concerts will be the template for our future home borough events.

The Last Post was played on steel pan during the evening of the Remembrance Day event where again this year we laid a special wreath on November 11th at the Cenotaph, to remember the sacrifice of the Caribbean Labour Corps. The music played also included: Taps, Rouse, Tipperary, Colonel Bogie and I vow to thee my country.

Training for our members as volunteer coaches commenced, during early spring with more in-depth work during the summer break. Two of our adult volunteers also did the stewards training for the Notting Hill Carnival. Access to all external offers of training for volunteers and members remain a priority here at Phoenix Rising.

Partnership fundraising work continued with Tesco at Brent Park, ASDA at Park Royal and Wembley Park. ASDA has also provided access to other stores, increasing our fundraising

potential. A different type of partnership work also ran with IKEA which provided some of the funding necessary for the year's youth led programme of activities and excursions to successfully run.

Phoenix Rising has been successful this year with small funding applications. This action is on-going with members being trained to do funding applications as part of the afternoon personal development programme as well as with external partners.

SUMMER PROGRAMME 2019 ACTIVITIES

The full Summer Programme was preceded by a very positive and successful programme of after school sports, music and arts activity. This included Foil Fencing which will be a regular activity for all participants and arts activity facilitated by London Youth. The Summer Programme ran from Tuesday 23rd July 2019 and initially ended with our participation at the Notting Hill Carnival on Sunday 25th and Monday 26th August 2019. The Band came 4th in the Best Band on the Road Category and 2nd in the Best Youth Band.

The other activities that ran during this period were:

FROM GIRLHOOD TO WOMANHOOD PROJECT AND PERSONAL DEVELOPMENT SESSIONS

The 'From Girlhood to Womanhood Project' is a development programme that seeks to provide teenage girls from the local area with the appropriate support in order to deal with issues that are affecting their education and future. The project mission is to provide a platform where young girls can develop their morality, integrity, character, self-knowledge, self-worth and their ability to deal with life and its challenges. There were also personal development sessions for all young people including etiquette training on various issues from bathroom and relationship etiquette to formal dinner etiquette as many of these young people are not exposed to the correct social etiquettes.

STEEL PAN IN THE COMMUNITY

This programme teaches young people to play steel pans and befriend the community through community performances at residential care homes / day centres for older people and people with disabilities. It allows young people to travel and support other voluntary organisations for the benefit of the wider community. This ensemble training allows young people to raise their self-esteem and self-worth, developing leadership, peer education, project management and teamwork skills to achieve their full educational potential and gain access to future employment and training.



At residential care home, Westminster, October Half term Holiday Programme 2019

ROAD TO CARNIVAL

The second part to Steel Pan in the Community is THE ROAD TO CARNIVAL. By taking part in Steel Pan in the Community and performing at various venues the young people build up their skills, stamina and confidence to play at the Notting Hill Carnival as part of St Michael & All Angels Steel Orchestra.

All Activities during this period resulted in successful outcomes. The young people enjoyed themselves over a weekend of near perfect weather.



At Notting Hill Carnival, Summer Holiday Programme 2019

PHOENIX RISING VOLUNTEERS

This initiative was introduced to a team of 15 young people from the project, aged 14+, who were to take a strong leadership and management role in the organising of the Summer



Lemar 15, with Mayor of Brent 2019 during Harlesden Festival 2019

Programme activities. However, a younger group has taken up the challenge which has resulted in the positive activity by members over the past 6 months which has seen the formation of small music ensembles and positive participation in local community engagement activity. There will be more training opportunities made available for this expanding group in 2020.

THE SUMMER EVENING CONCERT

Our Summer Evening Concert is something that the community looks forward to, as it is a public showing of what Stonebridge and Brent (London NW10) youth can do if they are given the opportunity and are supported. The standards that were attained by the young people are raised each year.

Our performance this year took place on five different venues this year: The Kensal Rise Methodist Church, Brent Hub, Sudbury Methodist Church, Harlesden Methodist Church and South Harrow Baptist Church as part of our 'On Tour Initiative'



At special concert in South Harrow Baptist Church, October Half term Holiday Programme 2019

OCTOBER HALF TERM

During this period, in line with our Vision and Mission, we have run a highly successful October Half Term holiday programme

The One Week October Half Term Music Community Engagement and Arts Programme. The Venue for this activity was the Brent HUB, Hillside, Stonebridge, London,

This consisted of onsite and offsite activity: Learning Music and Personal Development through four distinct Arts Disciplines.

1. Music - Steel Pan: Sessions took place daily with all sessions commencing from 09.00 to 12.00 noon.
2. The Spoken Word Taster session on Thursday 24th October: Deptford Lounge at The Albany, 9 Griffin St, Deptford, London SE8 4RJ

This Taster Day was delivered by the inspiring facilitators at Well Versed Ink, a South-London based company emboldening communities through poetry and spoken word. Although it rained and we were delayed by signalling problems on the journey, we had a very positive experience and made some good partnership links for the future.



Tashana 14, At National Centre for Circus Arts, October Half-term Holiday programme 2019

3. Circus Taster Session on Friday 25th October: National Centre for Circus Arts, Coronet St, Hackney, London N1 6H. This was a totally different experience for our young people who really enjoyed themselves as they tried new things and developed new skills.

4. Play in a Day Theatre Taster Session on Monday 21st October: This fun and creative session where no previous experience was required. This Theatre Taster Day was delivered by the talented team at Haringey Shed, an inclusive theatre company based in Haringey. It was also an opportunity to once again work with young people that we had met over the past year through similar activity organised by London Youth.

5. First Weekend Community Performances: The Activity over the two weekends which started and ended the half term programme was the Indoor and outdoor community performances at Sudbury Methodist Church done in conjunction with

their Black History Event. The second event that day was at Kensal Rise Methodist Church where we performed at their Annual Harvest Celebration Event and Dinner.

6. Weekday Community Performances: The ensemble also did Community Performances at Residential Care Homes



At residential care home, Brent, October Half term Holiday Programme 2019

on Tuesday 22nd and Wednesday 23rd October, where they shared their love of music with the residents and the local community. The Care Homes were in Wembley and Westminster. The impact was instant at both venues and we have been asked to come back again before Christmas.

7. Back at Roundwood: Black History Month Celebration: As our contribution to this event, we organised a donation of product from Greggs the Bakers, we ran a steel pan workshop, did a community performance and also a presentation on William Robinson Clark:
 - a. William Robinson Clarke was born in Kingston, Jamaica, on 4 October 1895. He was the first Black Pilot to fly in the RAF. On 29 May 1917, Sergeant Clarke joined 4 Squadron RFC at Abeele in Belgium and began flying R.E.8 biplanes over the Western Front. William Robinson Clarke, the first Black pilot to fly for Britain, died in April 1981.
 - b. We visited the site of The New Cross house fire: a fire that occurred during a party at a house in New Cross, south-east London, in the early hours of Sunday, 18 January 1981. The blaze killed thirteen young people aged between 14 and 22, and one survivor committed suicide two years later.
 - c. Our Local hero featured this year was our Teacher Freddy who has been our main tutor since 1996 who has been playing steel pan for over 60 years.

8. Final Weekend Community Performances: On Saturday 26th October we performed at a special community event at South Harrow Baptist Church. Prior to that, our young people had fun in 'battle' using inflatable gladiator Pugil sticks. Our senior members attended a careers conference at the London School of Economics.

On Sunday 27th October, we did our second performance for the year in Barnet at the Arts Depot at their Sunday Buzz: This is a wide and varied lunchtime series of informal, free music performances that takes place on the last Sunday of every month. This was a great opportunity to better connect musically with the Barnet community and we intend for this to be a regular community engagement activity as this is a shared aim/objective that we have with The Arts Depot.

9. Royal Albert Hall: On Tuesday Evening (22nd October) we attended a special event at the Royal Albert Hall: One World Conference. It was televised and was a wonderful evening out for the six of us who went. Tickets were provided by the Young Brent Foundation.

The months of October, November & December are always very busy with many requests for performances and support from local agencies and community partners.

This included civic

performances in local hotels, The Mayor of Brent Christmas Dinner, The BAS Awards Dinner, a Christmas Dinner Extravaganza (Harlesden) Outdoor performances' in Dartford and locally for the Brent Christmas Lights: Five performances at five different venues in Brent.



At Royal Albert Hall for One World Conference, October Half-term Holiday Programme 2019



At Trinidad Roti Shop for the Harlesden Christmas Lights 2019



THE STATISTICS



258 young people and volunteers were registered with the Programme during 2019 and there was a regular attendance of over 15 young people each session. The young people participated in over 100 community and civic events including performances at Lords Cricket Ground throughout the Cricket Season May-September. To date, over 295 participants are now attending university or have completed a university education.

The Phoenix Rising Alumni is being developed so that we can retain and better utilise this essential member resource.

AWARDS AND ACHIEVEMENTS



There was much to be celebrated in 2019 as though we did not receive any trophies or awards this year, we can see the progress we are making.

JACK PETCHEY AWARDS

Our Jack Petchey winner for 2019 will be receiving her award at the JACK PETCHEY FOUNDATION PRESENTATION EVENING - Brent - in February 2020 - Brent Civic Centre, the actual date is still to be confirmed.

BRITISH ASSOCIATION OF STEELBANDS 21ST ANNUAL AWARDS

This is an event all of our members look forward to attending and spending an evening of celebration. The event took place on Saturday 7th December 2019 and was hosted by British Association of Steel Bands (BAS).

OTHER ACTIVITIES

Photos pictured below are of our members performing at Lords Cricket Ground and other Venues.

CLEARING THE CANAL FEEDER

Owing to another organisation running this activity during term time, did not take place during the summer or October half term break but expects to resume in 2021

THE LAST POST

Between 2014 and 2019, we have been hosting events, exhibitions and projects throughout the borough to commemorate the centenary of the First World War. The many events we took part in included this year again Laying down a Wreath for the Regiments of the West Indies on Armistice Day at the Cenotaph on 11/11/2019, making and sending a wreath to be presented in Jamaica for the ceremony



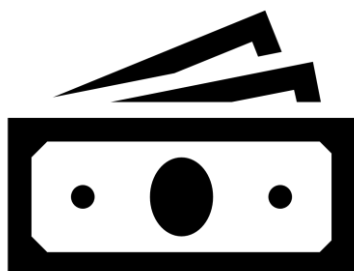
At Cenotaph Laying Wreath on Armistice Day, 2019



At Lords Cricket Ground for David Stowe Village Cup Finals, 2019

there. We have continued to focus on the 'Unremembered' of WW1 and formally concluded the programme for this year during the evening of 11/11/2019 where we remembered the Pilots of The Caribbean Featuring William Robinson Clark, the first Black British Pilot to fly in WW1. It is our intention to make a CD of our WW1 Music as a project for 2020-2022. This Programme resumes in January 2020 with an outdoor performance at the Brent Hub.

FUNDING



The member focus will continue to be on applying for smaller grants, as these are becoming more common and available only for children and young people to apply, for which they will get support & training. It is envisaged that the Executive Officer and team will focus on business CSR, sponsorship, Revenue, Capital and Core Funding.

This will have the additional bonus of young people having practice in developing skills that will help them in education, employment and later life (literacy, numeracy and budgeting, as well as proven competence in understanding the funding application process and the funds to finance their youth led initiatives). During this process the role of Bid Writing will be introduced so that the difference between writing a proposal, writing a bid and doing grant applications can be properly understood.

CONCERT FUNDING



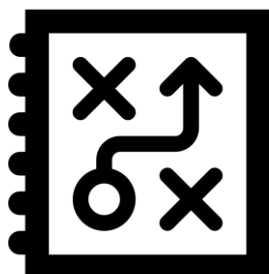
In spring 2013, The Music Ensemble was successful in securing funding for:

- A. pilot a series of four concerts (and rehearsals). These seasonal serenade concerts had a twofold purpose:
 - 1. to bring together and befriend all sections of the community, in particular elder residents who find themselves isolated.
 - 2. for young people to say, 'Thank You' and openly acknowledge those who educate and support young people.
- B. A series of bi-monthly 'drop in' informal interactive Saturday morning concerts outdoors (weather permitting), where local people and passers' by can come have some refreshments, meet other local people they may not know to talk to, make song requests and enjoy an eclectic mix of music that reflects the wide cultural and ethnic diversity of London and the local community.

These Concerts were a great success. They were a regular feature on the community Calendar. From 2021 we intend to reintroduce this series of concerts, as 2020 will focus on the Borough of Culture Celebrations and that will be our main priority and focus.

In addition to this our members have been inspired to host two other music events: A Community Celebration Concert and a classical music competition where participants play etudes: a short musical composition, typically for one instrument, designed as an exercise to improve the technique or demonstrate the skill of the player or other more ambitious renditions. We take this opportunity to say Thank You to Foyle Foundation as their initial funding enabled this initiative run up to 2016. We hope to secure funding in 2020 to resume this initiative in full from 2021.

FUNDING STRATEGY



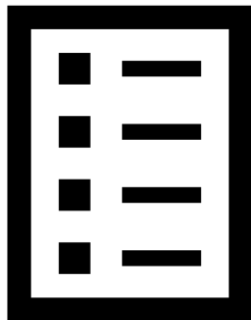
Phoenix Rising was not been in receipt of grant funding in 2018, which meant ambitious planning with careful management of funding.

Phoenix Rising knows and understands the need for the financial platform a three-year grant brings that provides the stability to be bold, adventurous and achieve all the things that are difficult to plan with year to year funding. It is one of the reasons why Phoenix Rising achieved so much in successful outcomes and milestones up to this period. We have always understood that young people will succeed when they are given opportunity and support. Project funding is an essential part of that equation and are taking the necessary steps to address this.

In Stonebridge the biggest service provider for 'outside of school hours' youth provision, the Stonebridge Adventure Playground, closed in 2015. This has meant that at a time when serious consideration should be given to scaling back the services currently run, the demand for our service provision is increasing. Because of this, there has been no change to the vision, the game plan or exit strategy for implementation at the end of our financial year. The project will continue to run the Saturday Music Programme, Personal Development Sessions and the From Girlhood to Womanhood Project as well as our Film Night and after-school music sessions during term time and when funding is available for half term and holiday programmes (through successful funding applications). Regardless of current and future grant funding outcomes, it is our intention that the work of Phoenix Rising will continue and will expand with need. Recent work with partners Hyde Plus, Catalyst Gateway Mahogany Carnival Arts, Roundwood Youth Centre and IKEA is helping to facilitate this through small funding and off-site programmes. Thanks to the promise of Three-year funding from John Lyons Charity we go into 2020 with greater certainty and confidence that good things will happen through our programmes and initiatives.



THE PLAN



This Strategy is for implementation by 31st December 2019. The goals are to:

- A. Ensure the project is fit for purpose, that it was a project in demand and the benefits to the community were clear and recognised.
- B. Attract sponsors and funding through effective marketing and dedicated fundraisers.
- C. Ensure that the project is open to all young people and free at the point of entry.
- D. Ensure that those same young people understand the true cost of running the project and commit to taking part in individual and collective fundraising and targets.
- E. Get parents actively involved, and to have committed people with the necessary skills to take the project forward
- F. Ensure that sufficient funding is secured for 2020-25, so that the project has the resources to continue to run its programmes at the highest standard.

WHAT WE HAVE DONE



The steps already taken, or are works in progress, are as follows:

- A. Have a clear but growing list of goals and milestones for the next 5 years (following the programme outline used over the past 3 years). These include previous milestones like participation in the Lord Mayor of London's New Year's Day Parade, Off-Site Activities, Trips & Excursions: Notting Hill Carnival, Belgium Weekender, Trinidad and Tobago Trip, etc.
- B. Identify funding bodies, local, national and international companies and build productive relationships with them.
- C. Identify local partners and agencies who we can work with and develop a working relationship.
- D. Review our constitution so that it is robust and remains fit for purpose.
- E. Phoenix Rising has contacted 40 schools in Brent through their councillors and school governing boards and hopes to develop relationships that will provide referrals, partnership working opportunities and generate income for the project.

- F. To replicate action E in Barnet and to identify and secure premises for this to happen.
- G. The active role played by the trustees, The Phoenix Rising Guild and project participants in Marketing the Project has now commenced.
- H. The project will generate funds through civic performances and that we will continue the practice of targeted funding.
- I. Talks have already commenced with the arts council about funding and small grant applications will continue to be made and sent.
- J. Members will decide whether they start paying a membership fee or pledge to raise a set minimum sum individually every six months (sponsored walk/Playathon and other).
- K. Regular fundraising sessions around west London at local super stores.

There is an agreement by all members, volunteers and staff involved that a greater profile is required of Phoenix Rising if we are to not just survive but thrive over the next 5 years. Our Five-Year targets include annual international trips twice a year as well as visiting every church named St Michael & All Angels in the UK as part of our National Tour. Over 100 churches have already been visited with performances on the premises.

Partnership working and performances in Malta, Holland, Switzerland are being discussed and planned. Links with steel bands in Tobago, Barbados, St Lucia, Grenada, USA are being develop and considered for international trips.

We will also be doing focused fundraising to purchase 10 performance keyboards and 10 Glockenspiels in preparation for resuming the projects keyboard classes which are now planned to resume in April 2020 or sooner if possible and with working with children aged 3 to 8 and children with disabilities. The secondary goal is still to refurbish the church organ at St Michael & All Angels Church Stonebridge, Our home for 20 years, so that our students, once the reach the required standard, can do community recitals in line with our current steel pan and pending choirs programmes thus bringing back to the community by popular demand the prestige community events/activities/ of the past.

In short, the key actions in our Funding Strategy are to:

- Secure funding totalling £70,000 by 30/3/20 for 2021 to 2025.



- Establish sponsors to address transport, clothing and subsistence needs as well as securing a long term /permanent premises.
- Train members to write successful funding applications and letters, to do effective research on organisations corporate social responsibility strategy, and as individuals and small groups (max 3), develop relationships with local and large businesses and corporations to that end.
- Ensure that all members attempt to carry out agreed tasks and meet all of the commitments they make.
- Have clear achievable targets that are agreed and have quotes for all costs.
- Specifically identify which funding bodies we identify to apply to, the amount to be requested and the period that funding is required.
- Be clear about the cost/benefit ratio of all partnership activities in 2020 -2025

OUR AIMS



The aims of Phoenix Rising are:

- To educate and inspire young musicians through exceptional ensemble training and performance opportunities and to present an international platform for dynamic young musicians who can find their niche as individuals and become a brand in their own right.
- To raise the self-esteem and self-worth of young people through taking an active part in the programmes run at Phoenix Rising (and its partner organisations). For young people to recognise that they can achieve, regardless of the social environment they are in. For young people to be trained and supported in the creation of an inner environment that is positive, at peace, is high in self-esteem and self-worth and is demonstrated through their motivation, self-belief, practice and aspirations for self and the community to be successful.
- To enhance the conditions of life and improve the life-chances of young people through education and training in an environment that is safe. To create an environment for young people to come together, to develop and learn in an environment that is safe, underpinned with discipline, courtesy and respect and where being successful and achieving is the norm not the exception, so that our young people become ambassadors of good practice, sound values and community cohesion locally, nationally and globally.

- To provide opportunity with support.
- To bring communities together through music

These aims remain the same after over 20 years of service provision.

Phoenix Rising will continue to run high quality Music, arts, cultural and educational programmes for young people aged 5 to 25 years in partnership with like-minded community agencies and through these programmes and activities continue:

- To reduce crime and anti-social behaviour both in the short term and the long term.
- To support young people and young people back into education or training and help them to stay there, by working with those at risk of truancy.
- To ensure that young people are supported as they move from primary to secondary school.
- To provide access to quality arts, sports and cultural activities, and allow those with an interest and/or talent in any area to continue after the programme has ended.
- To bring together young people from different geographical and minority ethnic communities to help break down prejudice and misunderstanding.
- To give young people opportunities for personal development including the development of self-discipline, self-respect and self-confidence enabling them to communicate more effectively with a range of people and work effectively in a team.
- To encourage young people to contribute to their communities through volunteering and active citizenship.

Phoenix Rising, through its music and personal development programmes, aims to continue in its contribution to achieving the five Every Child Matters outcome:

- Being Healthy,
- Staying Safe,
- Enjoying and Achieving,
- Making a Positive Contribution,
- Economic Well-being.

Phoenix Rising also works to the relevant National Service Framework (NSF) standards for children & older persons.

ACCREDITATIONS / TRAINING FOR 2019 AND BEYOND

Since 2008, it was acknowledged that over 50% of children and young people in Brent live below the poverty line. Since then, this situation has worsened. In addition to already agreed plans for 2020 and beyond, Phoenix Rising will make every effort to evidence the learning of participating young people and children through nationally recognised accreditations and awards. Wherever possible, we shall look to work in long term partnership with agencies with a proven track record that will help us to increase our service capacity and provide a positive impact to a greater number of young people. Our partners for Roundwood Youth Centre, Brent Youth Foundation, Barnet Youth Foundation, Newman Community College, Mybank and the Global Skills Centre were joined by London Youth and this had had a positive impact on our service delivery to local youth.

Development of After School Provision has progressed well this year and there is an expansion of sessions planned for 2020 both on and off site. Work has already commenced with the development of a Mass Steel Orchestra in support of the Brent Borough of Culture Bid, which will enable access to playing steel pan to all in the borough. This includes a Steel Pan Programme for Adults.

'GREY PANTHERS' AND 'LIONESS AND CUBS'

These are two new initiatives which both tackle social isolation. 'Grey Panthers' is for those 55+ and 'Lioness and cubs' is a new initiative aimed at those young parents and their children to learn and play music together.





PHOENIX RISING PRESS RELEASES



Local charity Phoenix Rising provides free music lessons for children and young people through the 'Steel Pan in the Community Initiative.'

"We get them on track, we keep them on track, so that they become the high achievers wherever they go and whatever they do".

Phoenix Rising received £34,000 to assist them with purchasing musical instruments for their organisation. This will allow them to double the number of people they teach.

"This means at last we can start to focus on some of the serious things. Our young people need support in education and in simply growing up. The equipment will allow us to hold them in one place and to actually do proper developmental work with them. www.phoenixrisingnw10.org/

'The purpose of our project is to raise the self-esteem and the self-worth of young people'

Patrick McKay, Trustee at Phoenix Rising.

Brent Magazine Winter 2019

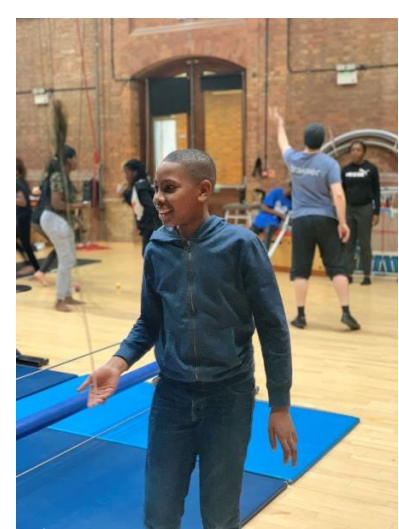
A YEAR IN PHOTOS

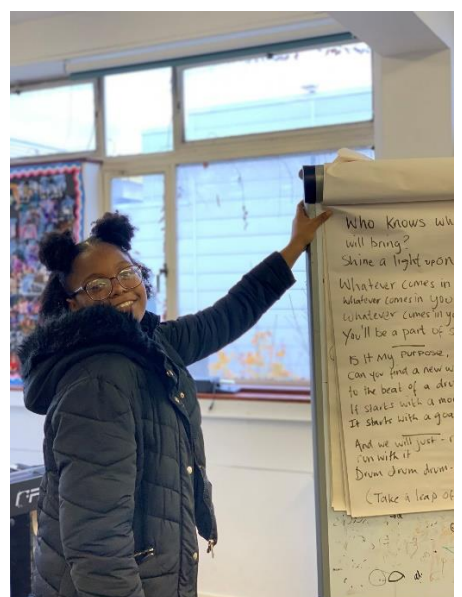
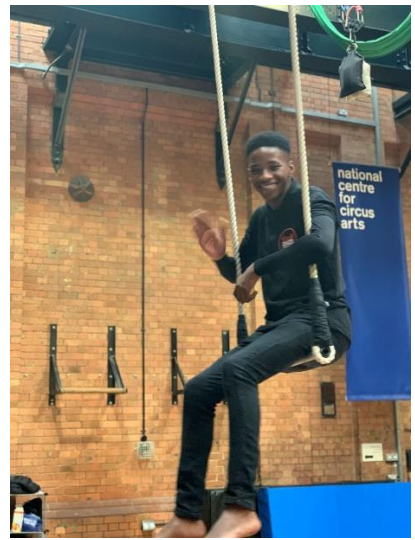
















"WHEN TEACHERS ARE ACCEPTING OF YOU, IT MEANS THE WORLD TO YOU. YOU KNOW THAT THINGS WILL BE OK AND THAT THEY ARE THERE FOR YOU." A PHOENIX RISING STUDENT

"A TRUE MASTER IS NOT THE ONE WITH MOST STUDENTS, BUT ONE WHO CREATES THE MOST MASTERS. A TRUE LEADER IS NOT THE ONE WITH MOST FOLLOWERS, BUT ONE WHO CREATES THE MOST LEADERS. A TRUE TEACHER IS NOT THE ONE WITH THE MOST KNOWLEDGE, BUT ONE WHO CAUSES THE MOST OTHERS TO HAVE KNOWLEDGE"

Phoenix Rising is a Charitable Incorporated Organisation (CIO)

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Charity Number: 1176730 || Company Number: CE012965