



World Heart Beat at Embassy Gardens

London's new cultural magnet for world-class music & arts

Help Fund this World-Class
Musical, Cultural and
Educational Enterprise





A quantum leap for World Heart Beat Music Academy brings life-enriching opportunities for hundreds more young people...

From our converted warehouse, World Heart Beat Music Academy, a registered charity, has become a high-impact organisation that transforms young lives through music, which is brought to them at the highest level and with financial barriers removed.

We have been granted a superb opportunity to extend World Heart Beat's impact to a much wider and more diverse community.

Chosen from a large competitive field of arts and cultural organisations, World Heart Beat will create a new music-led cultural hub in the heart of the dynamic regeneration area of Nine Elms. This will allow us to offer hundreds more young people the chance to participate in high quality music activities and gain the life-enhancing confidence that regular public performance brings.

We believe that this important project will appeal to those philanthropists for whom bringing music to young people in an inspirational and caring environment is a key motivator for giving. Your legacy will be recognised by present and future generations as an essential component of a social project that complements the cosmopolitan fabric of the new Nine Elms.

Sahana Gero MBE
Founder and Artistic Director

Rachel Van Walsum
Chair of Board of Trustees



Arturs

Recently arrived from Latvia, Arturs came to us at just five years old. For three generations his family had been denied the chance to learn music, so his parents jumped at the opportunity to see him achieve what they could not.

However, after a few lessons at the Academy, Arturs stopped coming. We called his mother and she explained that her husband had lost his job, so we immediately offered Arturs free music tuition and instruments to practice with.

Six years on, he is learning violin and piano and has passed many exams. His groups include Celtic fiddle and Gypsy violin, and he performs in our jazz class and classical orchestra.

His mother says: "The impact on Arturs of learning music at World Heart Beat has been transformational. It has brought him joy and his confidence is now really high. At school he has become a popular and accomplished pupil, helped by the kudos of appearing in a Yamaha TV film for musical instruments. We're so happy that World Heart Beat brings such a wonderful quality to his life and ours!"

Arturs performs in World Heart Beat concerts, including at Kensington Palace and the Houses of Parliament, and has started to mentor our younger students.



Making high quality music, transforming lives

World Heart Beat is a fresh, modern music charity that envisions a global environment where music, as a universal form of communication, bridges cultural, political, economic and linguistic barriers. We provide excellence in music education and performance.

As a registered charity, World Heart Beat currently supports 50% of students from low-income and challenging backgrounds, by offering them generous bursaries and low fees.

We are a unique magnet for music in London, attracting eminent musicians from around the world who are passionate about passing their rich legacy to burgeoning young talent.

World Heart Beat's diverse programmes tap in to the vibrancy of music in its many forms: Classical, Jazz, Latin American, Asian, Gypsy and Celtic to name but a few. As well as instrumental tuition, we work in composition and song writing, vocal coaching, music production, sound engineering, music journalism, and radio production.

The impact of what we do is huge. Our students can achieve remarkable transformation from being vulnerable, insecure children – some academically challenged, some with considerable social and financial disadvantages or difficult family backgrounds.

Learning in our inspirational, caring environment, passing music examinations, collaborating with their peers and world-class musicians, performing in front of an audience in a public venue – all these experiences bring a new confidence, and the ability to see a positive future both in their musical development and in their whole lives.



Top performance opportunities, global reach

World Heart Beat Music Academy has performed classical and jazz concerts across several years, featuring top professional performers alongside our amazing young talent.

- Royal Festival Hall, London 2009, 2010
- Royal Albert Hall, London 2015, 2016, 2018
- Palazzo Corsini, Florence 2014
- Open Colonna, Rome 2015
- 606 Club, London 2015, 2016, 2017
- Kensington Palace, London 2016, 2017, 2018
- Ronnie Scotts 2018
- Speaker's House, Palace of Westminster 2015, 2018

In 2017, our students staged an amazing flash mob of Brazilian music in Wandsworth's Southside Shopping Centre. The video of this event went viral on Facebook attracting 2.9 million views around the world.



Proud to be supported by...

World Heart Beat awarded Arts Council NPO Status

Arts Council England has selected World Heart Beat Music Academy as one of its National Portfolio Organisations for 2018 to 2022. We were one of just three new London-based organisations for music that were accepted into the portfolio in 2017.



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

Corporate Partners

Some of our events were only made possible with the kind support of our Corporate Partners, who have provided scholarships, bursaries and financial donations.



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Now we are creating **World Heart Beat at Embassy Gardens** a brand-new venue for our performance, culture and education.

The regeneration of Nine Elms will provide a high quality, innovative and aspirational environment in which World Heart Beat Music Academy will deliver musical activities and performances along with combined arts events that include visual arts, poetry and dance.

The redevelopment of the iconic Battersea Power Station, a revitalised New Covent Garden Market, and the development of Embassy Gardens – where the U.S. Embassy opened in 2017 – are all part of the regeneration. There will be two new London Underground stations, and a new park, sweeping right through the area from east to west, which will pass World Heart Beat's front door.

We will provide 750 m² of welcoming space that features a 100 seat, fully equipped auditorium; recording studio; four music rooms and a public coffee shop. We aim to have 100 performances in our first year of operation. World Heart Beat Music Academy will greatly enrich the music and cultural venues in South London.

Indicative visualisation of World Heart Beat Music Academy, Embassy Gardens



The new U.S. Embassy will be our near neighbour





A typical band rehearsal

A major campaign to raise capital funding

EcoWorld Ballymore is the developer of Embassy Gardens surrounding the new U.S. and Netherlands Embassies. They have created a 750 m² space at Embassy Gardens 2 on Ponton Road, Nine Elms and have granted a long lease to World Heart Beat Music Academy at a peppercorn rent. They have committed sizeable capital to fund the basic fitting out of the space.

- Our target to fund the build, high-tech fit out and musical instruments for World Heart Beat at Embassy Gardens is £2 million.
- World Heart Beat Academy is now well-underway with raising the funds to create a high quality, state-of-the art music-led venue with associated teaching and recording studios.
- World Heart Beat at Embassy Gardens will open in 2020.

We appeal to all those who recognise the value of music and the wider arts in London's diverse communities to support World Heart Beat Music Academy in its campaign to bring them joy, harmony and enrichment. This can only happen with your support.



Joseph

Joseph is 10 years old. His mother and sister suffer from Sickle-cell disease and spend a lot of time in hospital. Joseph is the main carer for his family and feels the responsibility even at his young age.

He is on our scholarship scheme, complete with instruments, so now he learns clarinet, saxophone, bass guitar and has singing lessons. He is also on our jazz programme.

Joseph says: *"Without World Heart Beat Music Academy I would be unhappy and have nothing in my life. I never used to do anything and I felt I was never good at anything. I just never get bored of playing my clarinet. If it's a choice of watching TV or playing music, music wins every time, because what else makes you so free? Since coming to the World Heart Beat, I just want to be a musician."*





Arts – the key to unlocking society's hidden potential

"Without the Academy and being able to work here and learn all these skills, I wouldn't have been able to find my apprenticeship and go to Uni and I wouldn't know what I wanted to do with my life." **Amber Osbourne** – former student

"If it wasn't for playing music, I wouldn't be alive. I used to carry a knife, but music changed all that. Playing music is my protection now." **Student** – name withheld

"World Heart Beat is an unusual place, it sticks out and it's a shining light for how a music academy should be. A real sense of community exists here. With the music and the diversity, it's teaching so many skills about how to live life." **Julian Joseph** – Pianist, Composer & Broadcaster

"World Heart Beat Music Academy is a fabulous organisation who put the needs of local children first, no matter what their background – privileged or deprived. Our relationship with the Academy has benefited the whole school, with visiting musicians performing in Assembly and offering unique workshops. The most amazing part of this, is that we can offer music lessons to all our families because of low costs with lessons and instruments provided by the Academy." **Sarah Lufflum** – Performing Arts Coordinator, Swaffield Primary School

We embarked on the World Heart Beat mission because we realised two things: firstly, not enough young people can access the arts, and secondly because we knew the solution.

Recognising and fostering young people's artistic talents can transform those with a disadvantaged start to life into confident, gifted individuals ready to make a meaningful contribution to society. Emerging from adversity stronger, these young people are equipped to become society's leaders and top professionals. Their transformation brings tangible benefit to communities.

Improving arts education is the key to unlocking trapped potential in society.

It is critical to the social, cultural and economic success of the nation. Much greater emphasis must be placed on providing the social capital that is too often not available to students from poorer backgrounds.

World Heart Beat Music Academy builds better pathways for young people from low-income families where access to resources and opportunities is crucial. 850 students have enrolled at World Heart Beat Music Academy, with an average stay of 3.7 years.

Our diverse programmes extend across every musical genre, as well as composition and song writing; vocal coaching; music production; sound engineering; music journalism and radio production.

Our impact is tangible.

- In 2018/19 our students passed their Trinity, ABRSM and equivalent exams with 73% receiving a Merit or Distinction.
- Our students have won scholarships to the Royal Academy of Music, the Royal College of Music, Trinity Laban and Berklee College of Music in Boston.
- Our top students were selected to attend Grammy Camp in Los Angeles thanks to sponsorship by Gucci Timepieces and Jewellery.

There is joy in engaging the talented young musicians we welcome every year through our programmes, and in the knowledge that their potential is greatly improved as a result of their experience. The joy also arises from the warmth, care and commitment with which all our great musicians and community embrace the students.

World Heart Beat's work underscores the massive need to unleash the potential of our youth. It is not just a matter of teaching music, but also about giving young people the social capital that leads to jobs, and to a much wider contribution to society through leadership.

Reflecting on the scale of this challenge can be overwhelming, yet we find it highly rewarding to be part of a serious long-term project, and one that may act as an example to others.

Working together on such a challenge is not only a social and economic necessity, but a moral one too.

Help us to build World Heart Beat Music Academy, Embassy Gardens

Sponsor the Build

Any donations towards us commencing the build will be greatly appreciated.

Foundations, Brickwork and Soundproofing	£1,330,000
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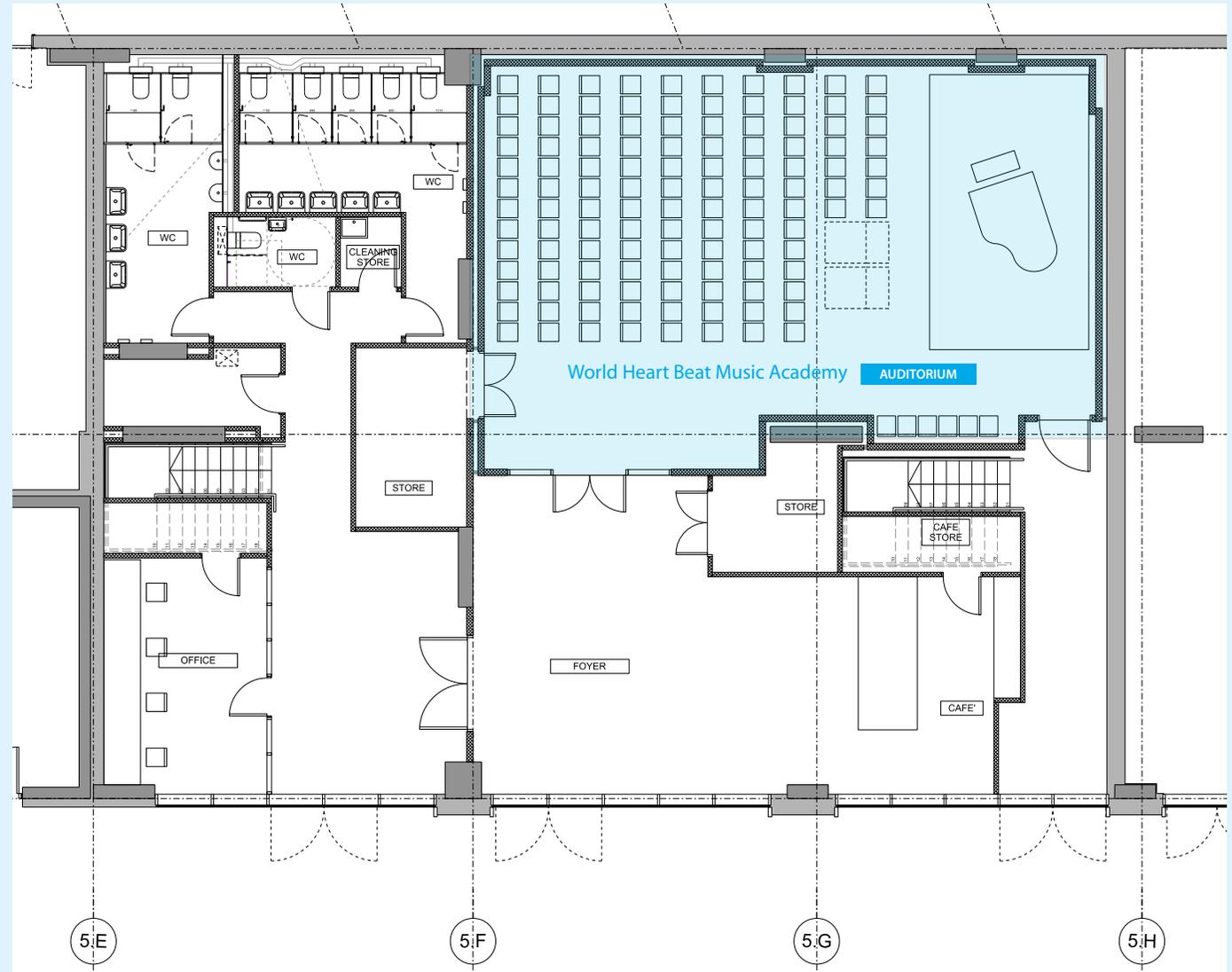
Sponsor the Auditorium

The Auditorium will be a vibrant and exciting performance space at World Heart Beat Music Academy, Embassy Gardens.

It's where music will come alive in an innovative and aspirational environment. Talent will blossom and lives will change.

Option A	
Sponsor the Auditorium for 10 years	£500,000
Option B – to spread the cost	
Sponsor the Auditorium for 5 years	£300,000 In year 1 £15,000 In years 2-5

World Heart Beat Music Academy – GROUND FLOOR



Help us build a state-of-the-art recording studio and teaching rooms, or sponsor our classical orchestra or jazz and contemporary bands.

Sponsor a Room

Recording Studio	£250,000
Teaching Room 1	Achieved
Teaching Room 2	£50,000
Teaching Room 3	£50,000
Teaching Room 4	£50,000

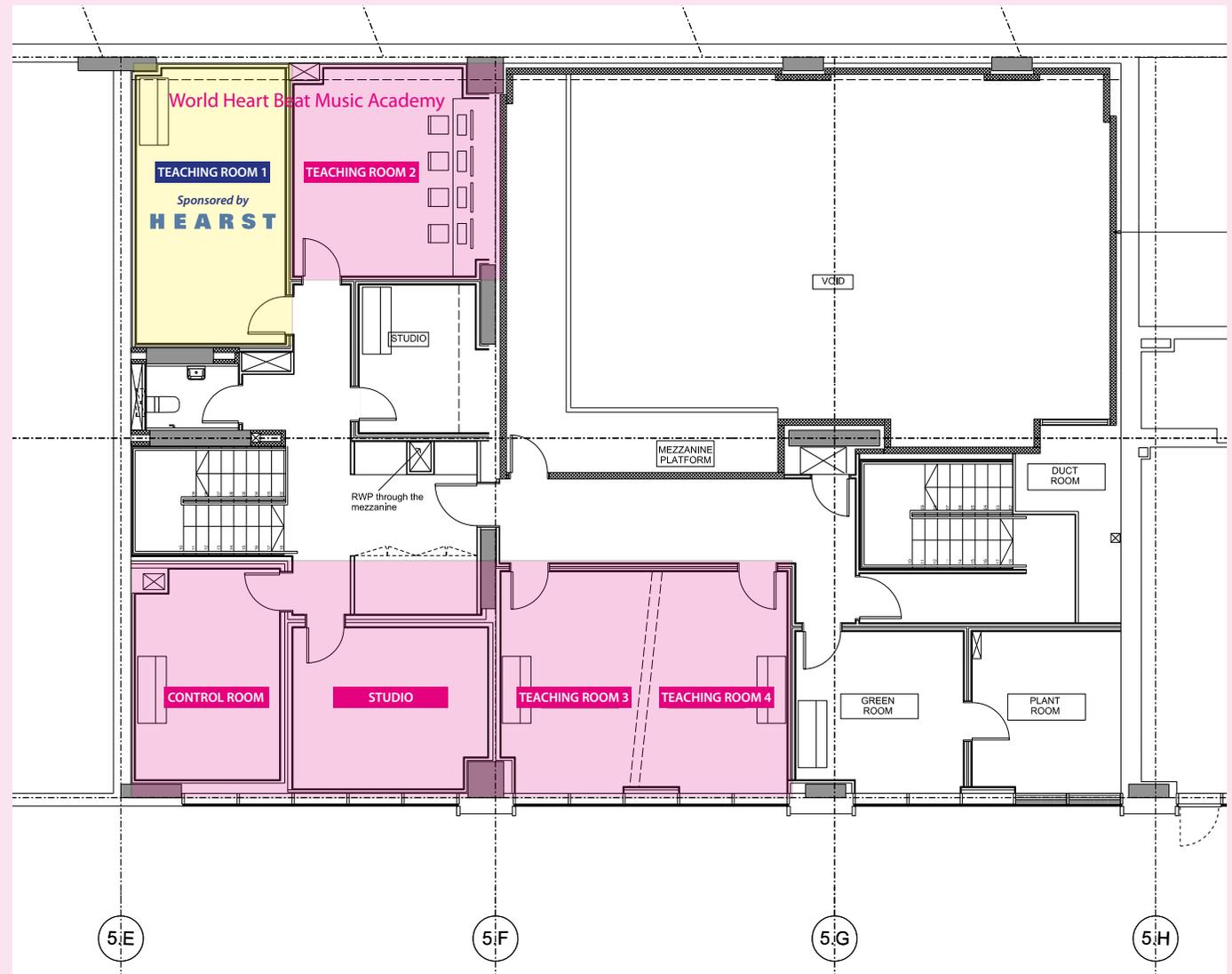
Hi-tech Fittings

Acoustics	£100,000
Lighting	£150,000
Sound	£60,000

Sponsor Instruments

Jazz/Contemporary Band – 73 instruments	£42,000
Classical/Symphony Orchestra - 97 instruments	£40,000
Steinway Grand Piano	£120,000
4 x Pianos	£20,000
1 Double Bass	£15,000

World Heart Beat Music Academy – FIRST FLOOR





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