



**HARRISON PARROTT**  
**FOUNDATION**

# **MAKING AN IMPACT - MUSIC EDUCATION AT SCALE**

**Hester Cockcroft**  
Awards for Young Musicians



**Making an Impact**  
**Music Education at Scale**  
**Wednesday 29 November 2023**  
**Hester Cockcroft**  
**Chief Executive**

**Musical talent is everywhere but opportunity isn't: financial and other obstacles too often get in the way. AYM is here to change this.**

- About AYM
- Our journey:
  - Beginnings
  - Building from the pilots
  - Expansion
  - What I've learned so far



## Beginnings

- What was the need?
- Listen, learn, consult
- Pilot and evaluate







# Identifying Talent



# Furthering Talent







# Innovation and Research



## Building from the pilots

- Invest
- Listen, learn, consult again
- Evaluate







## Expansion

Programmes  
Income  
Team



## What we've learned so far

- Harness others' expertise
- Be modest
- Be brave
- Track record builds over time
- Impact will be recognised







**Thank you**  
**Hester Cockcroft**  
**Chief Executive**

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