

— london —

RHYMES

original tunes for today's tots



National Foundation for
Youth Music



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

INTRODUCTION

'LONDON RHYMES' IS AN INNOVATIVE SINGING AND SONGWRITING PROJECT FOR PARENTS AND BABIES / YOUNG CHILDREN.

Over the past 3 years we've delivered 6 projects, targeting new parents that are vulnerable or facing challenging circumstances, whether that be for health, mental health or social reasons.

So far, we've directly worked with over

80

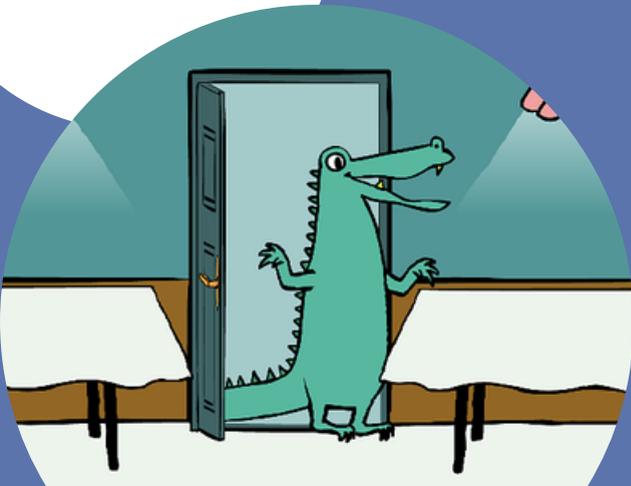
parents and their children.



Together with music leader Rosie and the team of supporting musicians, we've co-written over

35 new songs

together with parents.



OUR APPROACH

Songs written on the projects are then recorded in the studio by our team of musicians. Animator Claire Fauche then creates a unique animation based on the lyrics and feel of the song, influenced by the ideas and direction of the group.



These gain profile beyond the reach of the project - for example, The Potty Song was written on our pilot project, and has now had over 24K views on Youtube. Click the image on the left to watch!

OUR AIMS

- ★ TO INSPIRE PARENTS OF UNDER 2'S TO SING MORE WITH THEIR CHILDREN IN EVERYDAY LIFE
- ★ TO RE-IMAGINE THE 'NURSERY RHYME' CONCEPT FOR MODERN-DAY FAMILIES
- ★ TO SUPPORT PARENTS MORE WIDELY BY CREATING AND DISTRIBUTING HIGH QUALITY SONGS AND CONTENT

WHO WE ARE

Lead artist Rosie is our music leader, and charity 'Creative Futures' take the lead on strategy, project management and evaluation. We link up with community organisations that have existing links with families in the locations we target, working together to reach those in need of extra support.



CREATIVE FUTURES is a registered charity, with a proven track record of delivering fun and inspiring music and arts projects in local communities. They are committed to bringing together families who may feel isolated.

ROSIE ADEDIRAN (Mama Sings) is a singer, songwriter and music leader. She writes new music and blogs as 'Mama Sings', to empower and inspire families to sing more in everyday life, for wellbeing, bonding and fun! She's worked for the Southbank Centre, London Philharmonic Orchestra, BBC Proms, Spitalfields Music and more.



PILOT PROJECT

'HOXTON RHYMES'

is our successful 2015 / 16 pilot project. Together with Rosie, guest musicians and parents and their children, we created 9 new 'rhymes' and recorded them in the studio. They were then animated by Claire Fauche and were launched online and as a musical animated app in March 2016.



PLAY THE SONGS



The songs are now also on Spotify and Youtube, and are enjoyed by thousands of parents - not just those involved in the project.

WHY SINGING?



★ BABIES CAN HEAR THEIR MOTHERS VOICE FROM 24 WEEKS IN UTERO, AND RECOGNISE IT AFTER BIRTH

★ Singing fosters intimacy between parent and child

★ WE'VE SUNG LULLABIES TO OUR BABIES FOR MILLENIA

★ New babies understand and respond to singing more than speaking... and our instincts respond!

★ A 2017 STUDY SHOWED A MUCH QUICKER RATE OF RECOVERY FROM POST-NATAL DEPRESSION IN MOTHERS THAT TOOK PART IN REGULAR SINGING ACTIVITIES WITH THEIR BABIES.
(FANCOURT, PERKINS 2017)

25%

It is thought that up to 25% of all new mothers suffer from post-natal depression or an anxiety disorder.

I love making up new songs and being able to make up songs and use them at home with her and interacting with is very uplifting.

Mum, Hackney project

We sing them at home. We can use them on a daily basis.

Mum, Newham project

100%

of parents in our pilot project said that they sing more at home with their child as a result of the project.

I never thought if he was crying I could sing a song to him, but I tried it once and suddenly he stopped crying,

Mum, Hackney project



WHAT NEXT?

2019 - 2020 will see us extend the reach of 'London Rhymes, in a number of ways:



PROJECTS

Deliver another 8 projects across London, reaching families in need,

SONGS

Professionally record another 30 songs and create unique, beautiful animations

TECHNOLOGY

Test and develop technology that adds greater usability for parents - such as apps and online platforms.

CAN YOU HELP?

COULD YOU

SPONSOR A SONG?



£500

will create a high quality animation of a song, allowing it to be streamed on YouTube, affecting potentially thousands of families. It will also become part of the final animated app. You'll be able to choose from 10 songs to sponsor.

£1000

supports not only the animation of a song, but also the professional recording, mixing and mastering of a song with professional musicians and engineer. We'd also be able to collaborate on the direction of the song.

BENEFITS

Acknowledgement on social media channels

Acknowledgement, PLUS accreditation on song credits

OR COULD YOU

FUND A PROJECT?

£5K

This would support the direct delivery costs of a 16 week project - including musicians, project leader, training and resources.

BENEFITS

Sponsor's logo on all marketing and promotional material relating to the project.



£12K

With this money we could project manage and deliver a 16 week project, record a series of new songs and animate them. It would also support the release of the songs on online platforms and as a physical album, as well as help prepare them for the app.

Logo on all marketing material and accreditation all songs produced.

THANK YOU

For more information, please visit;

www.londonrhymes.com

LET'S CHAT!

CONTACT US, AT:
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