

# Writing Services

I help music/arts organisations and charities to communicate what they do, and achieve greater reach and impact.

I specialise in working with organisations with an educational, wellbeing or social purpose.

## Communications

Get on the right track to reach your stakeholders through strategy, planning, delivery.

## Copywriting and editing

Win hearts and minds through key messages, impact reports, marketing materials and channels.

## Features, stories, case studies

Explain and advocate what you do through research and interviews, stories and case studies, editing and ghostwriting, blogs and media articles.

## Fundraising

Identify suitable funders and create compelling fundraising applications and cases for support.

## Mentoring and recruitment

Attract and retain your ideal comms staff member/s through advertising and recruitment, and support for their induction and development.

## Evaluation & research

Find ways to learn about your value and impact, to support organisational development as well as fundraising.



## Who I am and my experience

I'm a freelancer based in Monmouth, south east Wales, with clients across the UK and some internationally.

I have 30 years' experience in communications and writing, particularly in music/creative education and community/inclusive music.

I started my career as a journalist (local newspaper), and went on to hold senior posts at St David's Hall, Cardiff, the national concert hall, and Sound Sense, the association for community music, before becoming freelance 20 years ago.

## Examples of music education clients

- [West Sussex Music Education Hub](#) – comms strategy, brand development, support for recruitment
- [Changing Tracks](#), Hertfordshire Music Service's national initiative – helping music services to embed ED&I into their delivery, policies, and strategy.

*"Anita's work around our key messages was critical in helping us to finally arrive at an articulate and precise detailing of who we are, what we do, and why it matters. Her work ethic is top-level, she'll pursue the heart of the subject with great attention to detail, until she arrives at full and thorough messaging that's clear, engaging, and on-brand. The cost of Anita's service is negligible in comparison to the value she delivers. I could not recommend her more highly."* **Polly Stepan Moore, CEO, Restore The Music**

- Other music education hubs including: West of England, Brighton, Dorset, Wiltshire, Gloucestershire, Barking & Dagenham, Luton, Leicestershire.
- [Restore the Music](#) – key messages, press, web copy
- [MAC Makes Music](#) – case studies about equity, diversity and inclusion in music education hubs
- [Live Music Now](#) – comms strategies for work in special educational needs schools and care homes
- [The Music Works](#) – communications and evaluation lead, project manager for schools programme, SMT
- Opus Music – stakeholder research and copywriting around work in hospitals
- [Anthem](#) - communications and youth research
- [Youth Music](#) – comms coordination for the Alliance for a Musically Inclusive England
- [Charanga](#) – vision, mission, values and web copy



"This is no ordinary marketing expert! In 2022 we had a challenge. Turning our bold ambition into a marketing strategy for the All Systems Connect International Symposium 2023. At the heart was Anita. She gave us the language to connect beyond our usual sector boundaries. Her messaging, underpinned by research and testing with experts and activists across health, climate, social justice, finance and water – built the campaign that brought together 700 changemakers from across the globe. It is through her work, and with her narrative, that we'll continue to drive systems leadership beyond the event and until we have achieved justice for all."

**Petra Brussee, Head of Corporate Communications, IRC.** [Read case study 1.](#) [Read case study 2.](#)

"Anita has given the Alliance for a Musically Inclusive England a visible external presence to support its reputation and credibility; developed a clear communications strategy; and increased understanding of communications amongst the network of funded organisations."

**Carol Reid, Programme Director, Youth Music.** [Read the case study.](#)



"Anita worked with us at a crucial time of our development, leading the shaping of our brand and communications. We're now the largest community music organisation in Gloucestershire and work with over 3,000 young people a year. We've grown by over 300% in the last six years and Anita played a significant role in this. She is thoughtful, intelligent and creative with the ability to be both strategic and roll her sleeves up and get stuck in." **Deborah Potts, CEO, The Music Works.** [Read the case study.](#)

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**Polly Stepan Moore, CEO, Restore the Music.** [Read the case study.](#)



"Anita assisted with our communications during a period of major organisational change. We were initially attracted by her sector reputation and expert knowledge and quickly learned that she is a professional with conviction and values that aligned with ours. Anita's flexible approach and responsiveness to myself and the team was immensely reassuring. We keep an ongoing dialogue with Anita and will definitely use her skills again in the future."

**James Underwood, Chief Executive, West Sussex Music.** [Read the case study.](#)

"You've brought music hub communications expertise into our team and we'll be communicating more effectively as a result of it. We enjoyed the balance between support and challenge and appreciated your sensitivity to particular issues and challenges. Thank you."

**Nick Howdle, Leader, Wiltshire Music Connect.** [Read the case study.](#)



"Wow Anita. This is brilliant work, and a fantastic example of how an excellent piece is made even better by a sharp knife wielded by an expert editor. It's so much more impactful – and more people will read it and understand the concepts now." **Marc Jaffrey OBE, leadership consultant.**