

Writing Services

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

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

Copywriting and editing

Win hearts and minds through a * leaflet or brochure * case for support * annual report * funding application * campaign * website

Features, stories, case studies

Explain and advocate what you do through * research and interviews * sharing your stories * editing publications * media articles

Website, enews, social media

Attract and motivate your online readers through * content for your website, enews, social media * set up, guidance, development

Communications

Get on the right track to reach your customers through * strategy * planning * co-ordination * delivery



"Anita conducted sensitive telephone interviews with vulnerable young people and their families, and crafted their words into the powerful emotive stories we needed for fundraising purposes. Anita is professional, efficient and innovative. Her work has made a huge difference to our communications, and we'd be very happy to work with her again."

**Sophie Appleby, Communications Manager,
Youth Music.**

Who we are

We're a wife and husband partnership based in Monmouth, Wales, with clients across the UK, and one international client

Anita leads on communications and music/arts work. She has 30 years' experience in communications and writing, particularly in music/creative education and community/inclusive music. She started her career as a journalist on a local newspaper, and went on to hold managerial posts at St David's Hall, Cardiff, the national concert hall, and Sound Sense, the association for community music, before going freelance 20 years ago.

Dyfan leads on editorial and environmental work. He has 30 years' experience in writing, editing, press, PR, project management, and collaborative working through roles at Environment Agency Wales, Wales Tourist Board, and the University of Wales, Newport. He is a fluent Welsh speaker, and having led on Welsh language policy for two organisations, can advise on Welsh language issues.

Who we work with

Clients have included:

- Local authorities in Gloucestershire, Brighton, Wiltshire among others – advising on communications for music education hubs
- Youth Music, national charity
- Charanga, a music education software company based in Brighton
- The Music Works, a Gloucestershire based community music charity
- IRC, international water charity
- WEA Cymru (now Adult Learning Wales)
- Cedar Care Homes, Sanctuary Retirement Living
- Bridges Community Centre
- From time-to-time we also write for various trade/sector-specific publications and websites

We also run the [Music Education Works](#) website, and the [Music for Education & Wellbeing](#) podcast.

Recent work in music/arts education and community music

Changing Tracks

Developed and delivered a communications strategy for this programme to support music services in their equality, diversity and inclusion work. Included website development, content planning, creating resources (videos, infographics, how-tos, podcasts), coaching a team member to develop comms skills.

Alliance for a Musically Inclusive England (AMIE)

Commissioned by Youth Music to work with 13 organisations to co-ordinate and encourage collaborative communications. The organisations are funded by Youth Music to work strategically to influence change across the music education sector.

"We commissioned Anita and Dyfan to provide a series of articles for our new digital magazine, musicstage.co. (now Music:Ed) They produced material of the highest quality, meticulously researched and written to our specifications regarding style, suitability for audience and range of content. We've also had first-rate feedback from other customers of theirs. We know that the work is in safe hands, and we regard Writing Services more as a partner than a supplier."

Ian Clethero, Managing Director, 1HubMedia.

Sunderland University MOOC

Developing digital learning resources: community arts course: chapter on participatory youth music.

A2:Connect Arts & Education Network

Digital Content producer (blogs, social media and newsletters) for this network connecting teachers with arts, creatives and cultural organisations in Bridgend, Cardiff, Merthyr Tydfil, Rhondda Cynon Taf and Vale of Glamorgan (Central South area).

Charanga

Writing communications materials, working with team to develop key messages and website content including vision, mission, values.

The Music Works

Member of the senior management team (freelance) for three years, leading on evaluation and communications. The Music Works is a Gloucestershire-based charity which transforms lives through music and works with young people in challenging circumstances.

Youth Music: The Power of Equality

Social media editor developing a community of practice, and part of the team (Kathryn Deane, Phil Mullen, Rob Hunter and Anita) evaluating the Musical Inclusion three-year programme, the

"Whether it's communications and advocacy, social media, or research and writing, Anita's work stands out for me. Because she cares - about the material she's creating, the messages she's giving, and above all, about the people involved."

Kathryn Deane, past Director, SoundSense

Music education hubs in Brighton, Luton, Leicestershire, Lancashire, Gloucestershire

Communications strategy (Brighton, Luton, Leicestershire), website content development (Lancashire, contracted through Charanga). In Gloucestershire I was a member of the Hub commissioning team and lead on communications, partnerships, and youth voice.

Wiltshire Music Connect

Worked with team to develop a better understanding of goals, key messages, stakeholder needs and interests; created case studies for advocacy and evaluation (on topics such as: new models for First Access; working with SEN/D schools and students) and 'Why Music?' leaflets for stakeholders.

Music Education UK / Music Stage

Articles on topics such as genre diversity and how parents can champion music education.

www.writing-services.co.uk | www.musiceducationworks.org.uk

[Music for Education & Wellbeing Podcast](#) (iTunes, Spotify, website above)

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More from our clients ...



International: "The sector we work in is one with an acronym. And there starts the problem. The WASH – water, sanitation and hygiene sector – is cluttered with jargon. We are barely aware of the impenetrability of our discussions for outsiders. This is where we get the great support from Writing Services. They help us in making our content concise, engaging, straightforward and accessible for the rest of world."

Petra Brussee, Head of Corporate Communications, IRC [Read the case study](#)

Inclusive music: "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.



Music education: "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](#)

Charity: "Anita has become my go-to expert for charity marketing/communications. She did an expert job for my client South Bristol Youth (SBY). Anita distilled enormous amounts of information from written copy to verbal briefings from key staff, to produce clear and compelling content writing and a design brief for SBY's first annual impact report. I recommend her highly." **Alison Hope, fundraiser.** [Read the case study](#)



Music education: "As well as being consistently prompt, creative and highly professional, Anita also shares our passion for ensuring all children can benefit from high quality music education which makes working with her an absolute pleasure."

Ben Millier, Head of Impact, Rocksteady Music School. [Read the case study](#)



Find out more

www.writing-services.co.uk

www.musiceducationworks.org.uk

[Music for Education & Wellbeing Podcast](#)
(iTunes, Spotify, other podcast apps)

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