



STRATEGY

2026 - 2029

A truly inclusive society.

Executive Summary

Electric Umbrella is a 13-year-old charity with a team of 22 staff and annual income exceeding £1 million. We create extraordinary opportunities for learning disabled people through music, creativity and community and we have entered a new phase of national growth.

2025 was a remarkable year for the organisation, marked by strong programme delivery, expanding reach and increasing recognition of our work. This strategy builds on that momentum. Over the next three years, we will scale our impact nationally while protecting the creativity, quality and values that define Electric Umbrella.

Our strategy focuses on three interconnected pillars:

...supported by a strong organisational platform that prioritises people, quality, learning, and sustainability. Through our membership programmes, education partnerships, and public-facing campaigns, we build long-term pathways for creativity, belonging, and societal change. In 2025, our content reached over 6 million people online through our owned channels, amplifying member voices and extending our national impact.

Our high-calibre gigs, festivals and music releases give members visibility and experiences that are unique within the learning disability sector. At the same time, we are investing in our staff team, strengthening delivery frameworks, improving how we evidence impact and building robust digital infrastructure. Together, these foundations will enable us to grow responsibly, reach more people across the UK and continue placing learning disabled people at the centre of everything we do.

As we grow nationally, we are also deepening our local roots in Hertfordshire through flagship events and partnerships, modelling inclusive communities for the wider UK.



Membership



Education



Community



SIMON

AMANDA

ALESHA

BRUNO

**“I feel a wave of
goodness here.
Everything about
this was good.”**

Simon Cowell, Britain's Got Talent (2025)



Who We Are & Why We Matter:

Electric Umbrella is a music-led charity creating life-changing opportunities for learning disabled people to be seen, valued, achieve their full potential and fulfill their ambitions. Through our membership programmes, large-scale education work and public-facing performances, we build spaces where creativity, belonging and personal growth can flourish.

We combine artistic excellence, lived experience and deep community connection with staff who know how to create safe, ambitious and empowering spaces. Our work is purposeful and joyful, and about making incredible music while supporting members to belong, be seen and make a meaningful contribution.

By placing learning disabled people at the heart of performance, songwriting and leadership, we challenge perceptions, break down barriers and create genuine connection. Our members are not participants - they are artists, collaborators and leaders, shaping everything we do.

Everything we do is rooted in our belief that learning disabled people should be visible, valued and recognised as equal contributors to society. Through unforgettable gigs, festivals and music releases, alongside large-scale education programmes, we celebrate talent, creativity and potential, showing what is possible when expectations are high and opportunities are accessible..

“[Electric Umbrella] truly represent the best of Watford!”

Peter Taylor, Elected Mayor of Watford

Where Music Unites People and Creates a More Inclusive Society

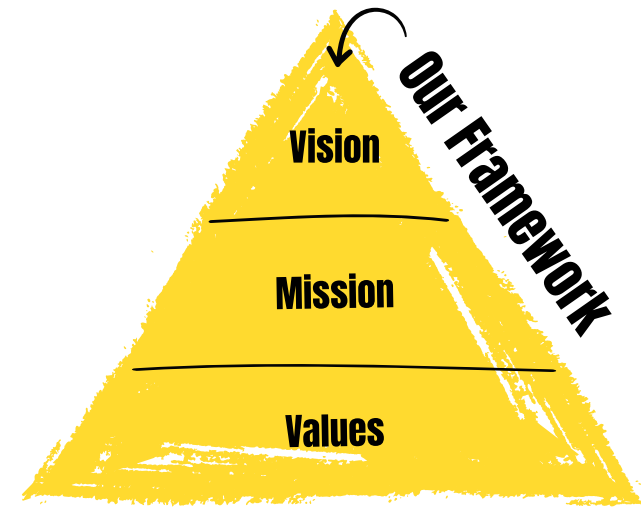


Our Vision:

A truly inclusive society.

Our Mission:

We place learning disabled people at the heart of high-quality music-making, performance, and leadership, creating pathways for creative, social, and personal development while challenging perceptions and inspiring inclusion across society.



Our Values:



Inclusion:

We ensure learning disabled people are visible, heard, and respected as equal contributors in mainstream society, with real opportunities to lead, create, and influence.



Community:

We build a vibrant, supportive community where members, families, and partners feel belonging, shared purpose, and collective responsibility for inclusion. Our community inspires change beyond Electric Umbrella.



Equity:

We champion fair access, high expectations, and genuine opportunity, challenging low assumptions and barriers wherever they exist.



Creativity and Excellence:

We believe artistic excellence matters. We use creativity to enable self-expression, build confidence, and connect people, while holding ourselves to high standards in everything we do.

Strategic Objectives:



Membership:

Creative Development,
Leadership, and Belonging



Education:

Embedding Inclusion,
Empathy, and Citizenship



Community:

Visibility, Influence,
and Societal Change





“Electric Umbrella has given me a family. I’ve made friends, grown in confidence, and found my voice.”

William, Electric Umbrella Member



Membership:

Creative Development, Leadership, and Belonging

Goal:

We support our members to grow as musicians, leaders, and contributors. Through high-quality music-making, performances, and unique opportunities to record and perform at gigs, festivals, and music releases, members develop confidence, creative skills, and a sense of agency. Membership is not about being a recipient, it is about being visible, valued, and making a meaningful contribution. These experiences reduce social isolation, strengthen peer networks, and help members feel connected, supported, and part of a wider, thriving community.

Outcomes:

- Members experience musical, creative, and personal growth
- Increased leadership, agency, and contribution within programmes
- Stronger peer networks and reduced social isolation
- Engagement across local and national platforms
- Enhanced administration and capacity to evidence impact and progress



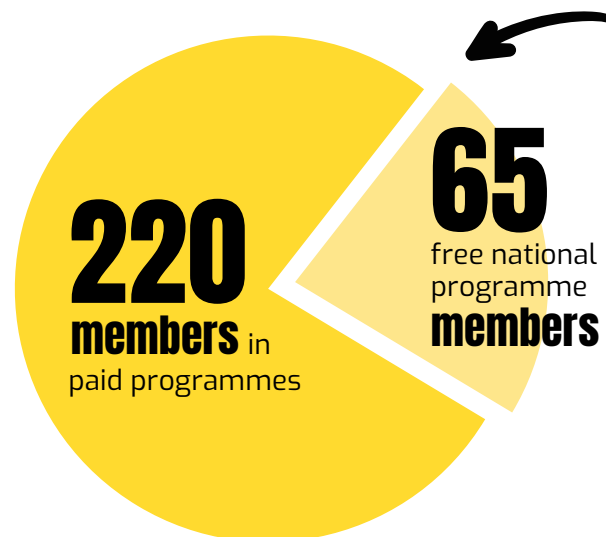


Membership:

Creative Development, Leadership, and Belonging

Our Priorities:

- **Grow** our local and national membership community, expanding accessible free provision so more learning disabled people can connect, create, and belong
- **Strengthen** the quality and consistency of the member experience through investment in staff, safeguarding, and best practice
- **Develop** clear and meaningful pathways that support members' musical, creative, and personal development over time
- **Extend** access to the high-quality gigs, performances, and creative opportunities that make Electric Umbrella unique
- **Improve** how we understand and evidence member journeys, capturing impact across wellbeing, musical growth, and social connection



Grow free membership nationally and locally, reaching more learning disabled people and strengthening connections.



Multiple weekly sessions

in-person & online



37 live gigs, festivals & community events

in 2025, similar expected in 2026

Impact evidence: tracking engagement, wellbeing, confidence, social connection, and skill development.



“Wow wow wow! Electric Umbrella were incredible. From start to finish they had captured everyone’s attention and the message of the workshop was so beautiful.”

Teacher, Millbrook Primary School
(after first visit)



“Electric Umbrella’s mission to foster understanding and unity is more important than ever and a reminder that kindness will always beat hatred. [...] I want to encourage you to keep in contact with Government, particularly the Minister for School Standards.”

Prime Minister (2025)



Education:

Embedding Inclusion, Empathy, and Citizenship

Goal:

We use music, lived experience and creative participation to embed inclusive values, empathy, and understanding of difference in schools. While our core focus is currently on primary education, we are building strong foundations in Early Years through Little Brollies and in Secondary provision, creating progression pathways for all pupils.

Our work goes beyond music. It teaches good citizenship, anti-bullying, empathy and respect for disability, supporting long-term cultural and societal change. We also aim to influence national curriculum approaches so that inclusion and celebration of difference are embedded in formal education.

Through our education programmes, we work in partnership with mainstream and SEND schools to create meaningful opportunities for young people to connect across difference, challenge assumptions, and experience the value of every voice.

Our flagship programme, Shine a Light, brings this vision to life. More than a concert, Shine a Light is a movement that unites mainstream and SEND schools to create music together, celebrate diversity and demonstrate that every voice matters. Pupils collaborate online and in person, culminating in a powerful live performance at a prestigious venue - a moment where labels fade, differences dissolve, and joy takes centre stage.

Through programmes such as Shine a Light, we help schools move beyond awareness towards genuine inclusion, embedding empathy, high expectations and inclusive values into school culture.





Education:

Embedding Inclusion, Empathy, and Citizenship

Outcomes:

- Schools engaged and accredited, with clear progression pathways for pupils
- Shine a Light delivered successfully and growing nationally
- SEND programme insights inform future planning and policy
- Secondary and Sixth Form programmes ready for scaled implementation
- Partnerships strengthened, embedded, and leveraged for national reach and influence
- Children and young people develop empathy, confidence, creativity, and understanding of difference, promoting inclusive citizenship and reducing prejudice

Our Priorities:

- **Grow** our reach across mainstream, SEND, early years, and secondary education, engaging more schools nationally
- **Develop** inspiring programmes and resources that help schools embed inclusion, empathy, and celebration of difference
- **Strengthen** partnerships that support high-quality delivery and extend our national influence
- **Establish** clear progression pathways that enable schools to deepen their engagement over time
- **Embed** learning and evidence into our work, sharing insight that supports inclusive practice across education



Academy programme

first cohort of

50 schools
target to grow
year on year

Impact evidence:

Programme evaluation supports continuous improvement, policy influence, and national curriculum advocacy.

100,000 Children
reached in-person & online in 2025

76
mainstream
schools
(148 visits)

24
SEND
schools
(197 visits)

12
SEND
nurseries

3 national
campaigns
planned for 2026



“Our entire school community has felt inspired and we have had parents and staff in tears (happy tears!) about how inclusive and heart warming the assembly and workshops have been.”

Teacher, Maple Cross School JMI & Nursery School



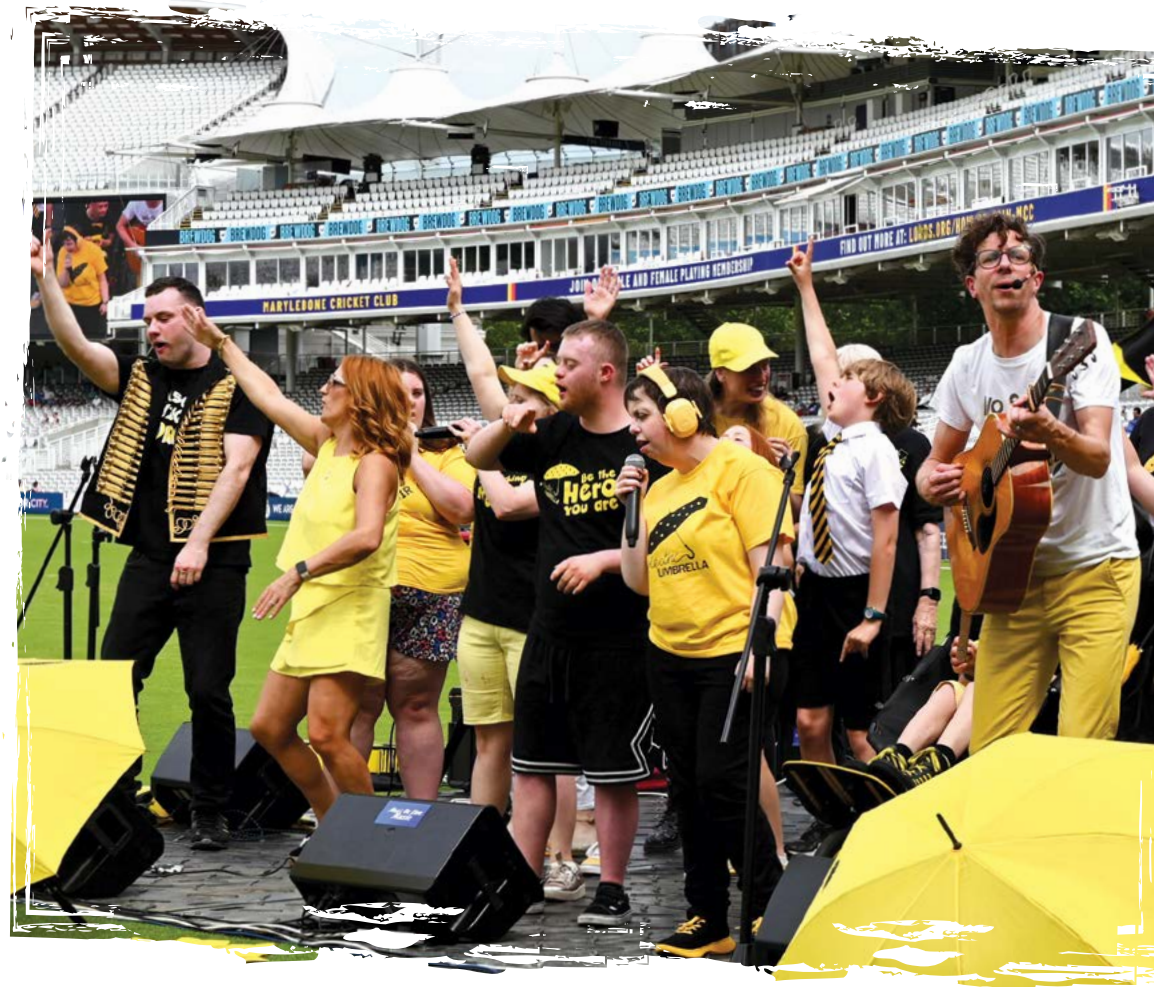
Community:

Visibility, Influence, and Societal Change

Goal:

We use music, campaigns and public engagement to make learning disabled people visible, celebrated and recognised as creative, capable contributors to society. Our Community work amplifies members' voices, challenges stereotypes and inspires families, cultural institutions and the wider public to value difference and embed inclusion in everyday life.

As we grow nationally and digitally, we remain deeply committed to our roots in Watford and Hertfordshire. We will continue strengthening local partnerships and flagship events, ensuring the communities around us reflect the same inclusion, accessibility and ambition that we model on stage. By deepening our local foundations while extending our national reach, we demonstrate what truly inclusive communities can look like - and how they can flourish.





Community:

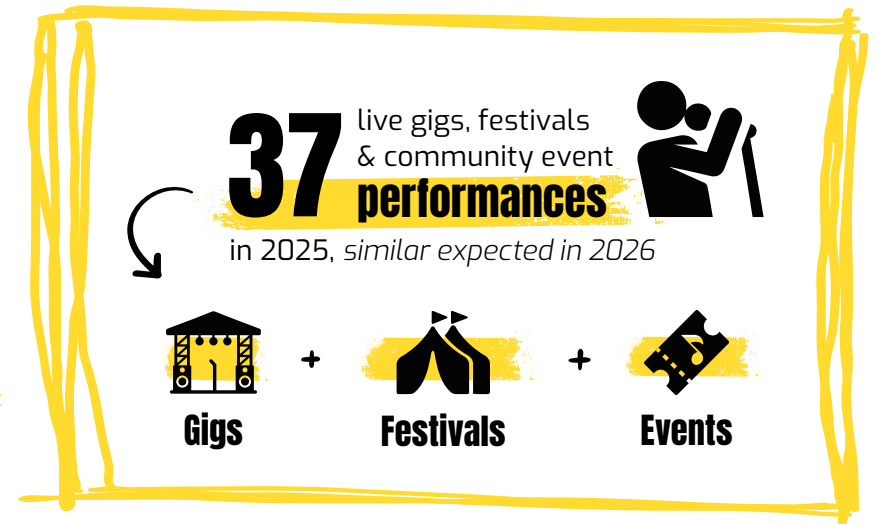
Visibility, Influence, and Societal Change

Outcomes:

- Increase visibility and influence of learning disabled people locally in Hertfordshire through flagship events and partnerships, while maintaining national and digital reach
- Wider audiences experience inclusion, empathy, and celebration of difference, reducing prejudice and challenging stereotypes
- Digital engagement metrics show growing reach and sustained interaction
- Public events strengthen community connections and demonstrate the impact of inclusive practice
- Partnerships are expanded, embedded, and leveraged for national impact and long-term sustainability

Our Priorities:

- **Create** high-profile public moments through performances, campaigns, and creative projects that celebrate learning disabled people and shift public perceptions
- **Build** a strong national digital community that connects audiences, families, and supporters around our work
- **Champion** inclusion and celebration of difference in public conversations, using our platform to influence attitudes and culture
- **Develop** long-term partnerships with cultural, civic, and community organisations to extend our reach and impact
- **Strengthen** opportunities for audiences and supporters to engage with and advocate for our mission



Impact evidence: Audience engagement and member progression captured.

3 major campaigns planned for 2026

Digital engagement

tracking online participation, unique viewers, and views.



**“The most beautiful
thing I’ve ever seen
at CarFest.”**

Chris Evans, CarFest Founder



Vision for National Impact:

Electric Umbrella is committed to making our work accessible across the UK, reaching both learning disabled people and the schools, teachers and pupils we engage. Through a mix of local in-person activity and national online programmes, we aim to ensure that geography or financial barriers do not limit participation.

Our ambition is to:

- **Grow** a national membership community that is connected, supported, and visible.
- **Extend** our education programmes to reach more schools, pupils, and teachers, embedding inclusion, empathy and citizenship.
- **Amplify** the voices, presence and agency of our members through performances, music releases and campaigns that reach audiences nationwide.
- **Strengthen** partnerships with charities, schools, cultural organisations and local authorities to increase impact and influence policy.

By combining reach, quality, and impact, we will demonstrate what is possible when expectations are high, opportunities are accessible and inclusion and the rights, agency and visibility of learning disabled people are at the heart of everything we do.

Building a Sustainable Organisation for National Growth

Delivering high-quality, inclusive, and impactful work at scale requires strong foundations. As we grow nationally, we are investing in our people, systems, funding, and digital infrastructure to ensure Electric Umbrella remains resilient, sustainable, and true to its values.

“At Electric Umbrella there’s a ridiculous amount of love!”

Farrah, Electric Umbrella Member



Strengthening Impact Measurement and Learning

We are enhancing how we evidence, measure and communicate our impact. Robust evaluation improves member experience, programme quality and learning across the organisation. We capture both qualitative and quantitative outcomes from confidence, wellbeing, and social connection to peer networks and personal agency. This is in order to refine practice, demonstrate value to funders and influence sector approaches.

Financial Sustainability and Fundraising

Sustainable income is vital to growing our reach and maintaining accessible programmes. By strengthening funding across trusts, corporate partners, philanthropy, earned income and statutory sources, we build resilience and independence. Reliable funding allows us to invest in people, digital platforms and creative programmes, amplifying our national impact while protecting quality.

Digital Infrastructure and National Access

Digital delivery is central to our growth, enabling us to reach learning disabled people and partners across the UK, particularly those facing geographic, financial, or social barriers. Digital infrastructure underpins not only delivery, but visibility and influence. Our social and digital channels act as core distribution routes for campaigns, performances and member storytelling, extending the reach of live moments and maintaining connection between programmes. By strengthening these platforms, we increase national visibility, sustain engagement beyond in-person activity and generate measurable data including reach, repeat engagement, and audience interaction - this informs evaluation, learning, and future growth. We are investing in robust, accessible and secure platforms to support engagement, safeguarding, membership management, communication, content delivery and impact tracking.

Strong digital infrastructure ensures that our national offer is inclusive, reliable, and scalable, supporting both online and blended models of delivery.

Summary

By investing in our people, strengthening delivery frameworks, improving impact measurement, securing sustainable funding and building robust digital systems, we are creating the foundations for long-term national impact and growth. This organisational platform ensures we can expand membership, reach more learning disabled people and deliver high-quality, accessible programmes, while protecting the quality, ethos, and impact that define Electric Umbrella.



Theory of Change

The Problem We Exist To Address

Learning disabled people continue to experience:

- Social isolation
- Limited access to creative leadership opportunities
- Reduced employment pathways
- Societal stigma and low expectations
- Underrepresentation in media and culture

Communities often lack meaningful shared spaces where difference is celebrated rather than managed.

Core Assumptions:

Music is a powerful tool for personal development, social connection, and challenging societal perceptions.

Learning disabled people, when placed at the heart of creative activity, can lead social change and inspire inclusion.

Building inclusive communities requires intentional engagement, visibility, and advocacy.

Our Vision:

A truly inclusive society.

Our Mission:

Where music unites people and creates a more inclusive society.

We use the power of music to bring people together, amplify learning disabled voices, and challenge perceptions through joyful, high-quality creative work.

What we do now



Membership:

Inclusive music sessions, songwriting, rehearsals, performances, online membership, leadership pathways



Education:

School programmes + Academy accreditation, Shine a Light, Early Years, Secondary and Sixth Form pathways



Community:

Gigs and festivals, campaigns and content, partnerships that extend reach and influence



Outcome & Impact

Short Term

First Support

- Members feel safe, welcomed, and supported
- Members feel connected and less isolated
- Families feel part of a community
- Schools feel equipped to include and celebrate difference

Medium Term

Member Growth

- Members build confidence, skills, and self-expression
- Members develop agency and leadership (active contribution, role modelling)
- Stronger peer networks and ongoing wellbeing benefits
- Schools embed empathy, respect, and inclusive practice more consistently

Long Term

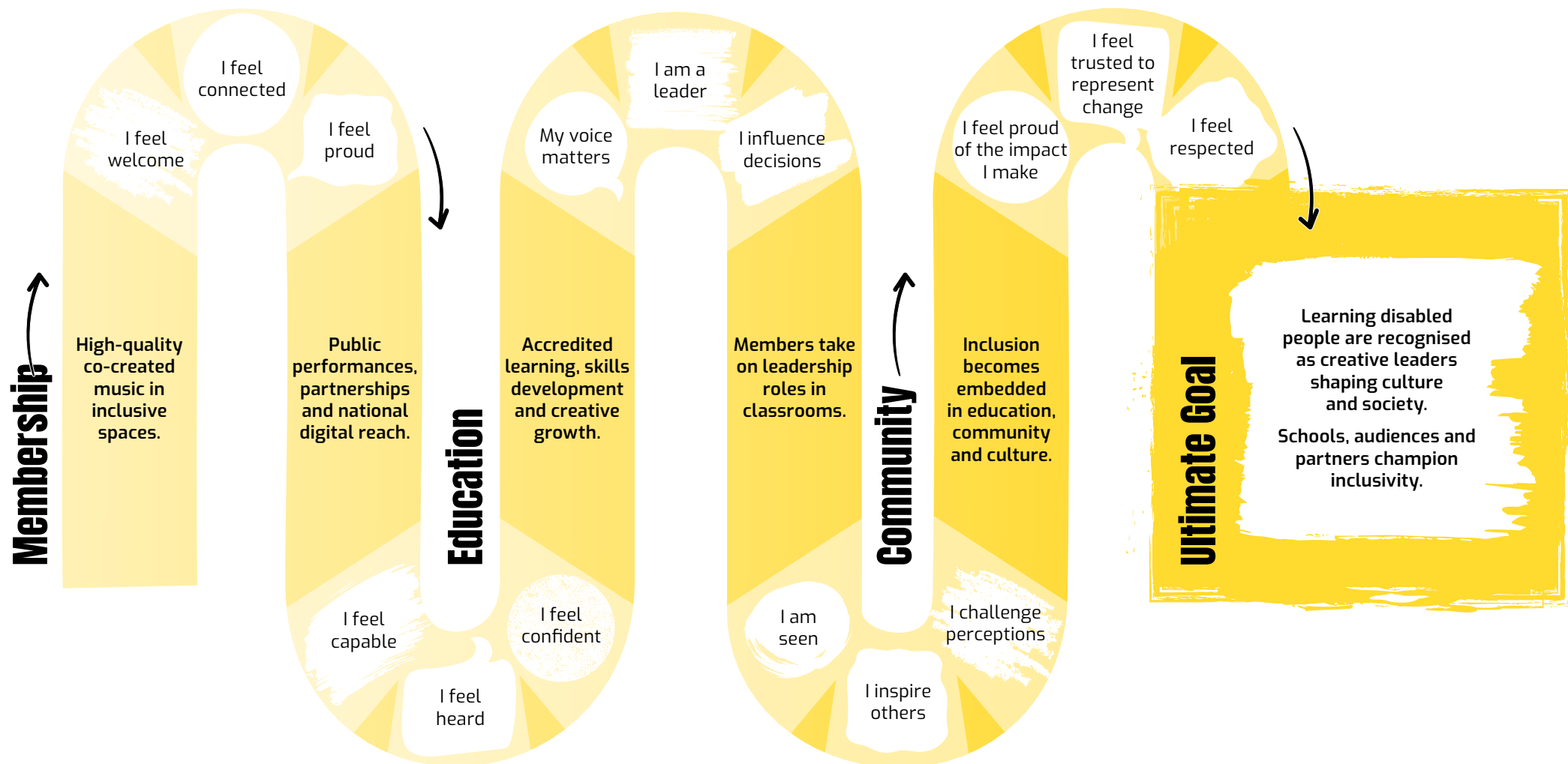
Scale + Education

- Members are visible, valued creative leaders in mainstream spaces
- Education pathways scale nationally (progression, accreditation, repeatable delivery)
- Public attitudes shift through sustained visibility, campaigns, and partnerships

Ultimate Goal

A truly inclusive society where learning disabled people are visible, valued, and celebrated as equal contributors.

The Electric Umbrella Journey



Strategic Partners for 2026 and Beyond

Electric Umbrella thrives on collaboration. We work alongside a dynamic network of national, regional, and industry partners who share our commitment to inclusion, creativity, and excellence. Together, we raise standards, widen access, and create meaningful, long-term impact, amplifying voices and opening opportunities across music, education, and community.

Our key partners include:

- **Trinity College London** – driving accredited musical progression and recognised qualifications that celebrate achievement and progression
- **Sounds of Intent** – anchoring our work in evidence-based frameworks that shape musical development and demonstrate real impact
- **The Makaton Charity** – strengthening inclusive communication and extending our reach so more people can connect, express, and belong
- **Young Voices** – unlocking large-scale performance experiences and inspiring engagement with schools across the country
- **Mencap** – deepening advocacy, inclusion, and community connections for learning disabled people
- **Hertfordshire Constabulary and other police forces** – partnering on community engagement, awareness, and collaborative anti-hate initiatives that promote a safer, more inclusive society
- **Government partners** – helping to inform and influence education and inclusion policy at regional and national levels
- **White Productions** – trusted AV and technical production partners powering all flagship events, delivering professional, high-spec production that brings our biggest moments to life
- **AR18** – delivering high-impact props and set design that elevate the scale and ambition of our creative productions



Funders





Seeing Georgia up on stage with her friends is amazing. The friendships and confidence she has gained over the years with Electric Umbrella are remarkable. She's found her happy place, and it feels like we have become part of a great big family. We are so grateful!

Sarah, Parent of an
Electric Umbrella member



A TRULY INCLUSIVE SOCIETY.

Where learning disabled people are visible,
valued and leading societal change.