



Postcode Culture Trust

Impact Statement 2021-2024

Postcode Culture Trust

Impact Statement 2021-2024

We're Postcode Culture Trust. Over the last 4 years (2021 to 2024) we awarded a total of £31.2 million to our charity partners to support them in inspiring learning, understanding and appreciation of science, music, arts and culture.

Celebrating our charity partners


Over the last few years, many charities, including those supported by the Trust, faced real challenges. Whether from the COVID-19 pandemic, the climate crisis, or the cost of living, we are proud that players of People's Postcode Lottery are helping Postcode Culture Trust to fund charities to continue their important work.

Funding in numbers

We funded charities across the UK working towards our vision of science, music, arts and culture representing every citizen of the world, with access and opportunity for all. In the strategy period, the Trust's funding has supported the following cause areas:


£30.3m

to charities that demonstrate the transformational power of engagement with arts and culture by providing inclusive outreach programmes to their community.




£17.8m

to charities that celebrate arts, culture and heritage by improving public access to national collections and high-quality exhibitions.



£18.9m

to charities that support education and lifelong learning outcomes, employability, and skills development to underrepresented groups in creative industries.



Response to Cost of Living crisis

Throughout this strategy period, we recognize that cost pressures related to the cost of living crisis in the UK affected charities in a number of ways. In response, in 2023 we gave £100,000 of additional unrestricted funding to all of our long-term charity partners, providing them with a much-needed boost in income at the end of a challenging year.

What our supported charities did

Case Study

Breaking Down The Musical Barriers Around LGBTQ+

YOUTH MUSIC

He is a 24-year-old British rapper who is not only on a musical journey but on a life-defining voyage of self-discovery.



Keanan Sayce is smashing barriers and changing opinions through his ground-breaking, viral tunes that have attracted the interest of countless industry titans, including the BBC, for his unique rapping style and core messaging. His latest record is titled "Exhibit Green", which charts his path of self-growth and rediscovery thanks to players of People's Postcode Lottery. Players have raised more than £14 Million to support the work of Youth Music, including the NextGen Fund.

Keanan's message, approach, and the way he constantly challenges stereotypes in the music industry makes him an icon. He is openly gay and uses his platform to express the struggles he has faced, and still faces, within his chosen calling. He was not discouraged when he first experienced negative reactions to his music - to him, this only highlighted the importance of his message.

Keanan, who began his meteoric rise in the unlikely backdrop of Cheltenham, Gloucestershire, said, "LGBTQ+ is a big thing for me, especially as a gay rapper in the UK. It's new ground. It is important to have a LGBTQ+ role model in the rap scene and I'm happy to be that person."

His ambition as a rapper with Afro-British influences was hailed in Gay Times, a magazine that recognises individuals and organisations

who have a profound impact on the lives of LGBTQ+ people.

Keanan said, "2022 was a year full of surprises. But my biggest achievement was collaborating with Youth Music to create "Exhibit Green," because it has opened doors in my career.

"The project has become so important and I am thankful I was given the opportunity. This gave me my first-ever BBC Radio 1Xtra debut and allowed me to perform at UK Black Pride and the Youth Music Awards. To be recognised as a "rising star" by Gay Times and as a "spotlight" artist by BBC is a dream come true.

"I feel like I have found myself and now I'm ready to present myself to a bigger audience and take things to the next level. Expect the unexpected."

Matt Griffiths, CEO of Youth Music, said, "The Youth Music NextGen Fund continues to drive an important shift towards a more equal, inclusive, and innovative music industry. The 137 young creatives we've invested in so far are a testament to what can be achieved with a little financial support. Keanan is just one of these inspiring success stories and he is supported thanks to players of People's Postcode Lottery."



Postcode Culture Trust is a registered charity with the Scottish charity regulator OSCR (SC043234) and has been in operation since 2012. The trust operates its own society lottery and receives all its funding from the players of People's Postcode Lottery.

An independent board of trustees is legally responsible for the governance of the trust and how it is managed.