



Arts Grants for Creative Professionals

Music Industry Development



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Music Industry Development

Purpose

To support projects that develop the foundations for a vibrant music industry in Wales and that helps music talent in Wales to build a sustainable career

What we want to achieve

We're interested in culture in its broadest sense and the central role it plays within our everyday lives. So we want to support music in Wales beyond traditional genres such as the orchestral and operatic repertoire.

The music industry in Wales needs to grow and develop. The traditional investors in contemporary music talent (the record labels) are no longer able to support the development of this talent.

We want to develop a sustainable and vibrant music sector in Wales by investing in projects and new ways of working that can support your career at crucial points in your development.

We want to support applications from artists who create original music and are at a "tipping point" in their career. We use the term "tipping point" to mean being ready to break through to the next level in your career development.

We also want to support projects that will strengthen the foundations of the music sector in Wales, for example developing and offering new services to the sector. These projects must clearly show how they will have a lasting and sustainable impact on the music sector in Wales.

Projects we won't support

We will not support:

- Applications from artists who are just starting out (by this we mean artists who do not have recordings, a live track record, any radio play, reviews or industry support)
- Applications from artists who do not create original music
- Projects that do not demonstrate how they will make a substantial difference to your career after the project has completed
- Projects that focus solely on the writing and / or recording of music

- Projects that focus on national or international touring
- Projects that continue activity that is already taking place, or projects that are about your usual activity

Funding to attend international showcasing opportunities is provided through Wales Arts International, the international arm of the Arts Council of Wales. You can read more, [here](#).

What we need from you

We're committed to supporting projects of the highest quality. We will want to see that you have reached the right level in your career for us to support you.

To demonstrate this we'll want to see that you have partnerships in place with appropriate stakeholders or that they you have received investment or backing from music industry professionals. This could be from a label, manager, live agent, PR, plugger or publisher with a relevant track record.

You'll need to show us that you are at a "tipping point" in your career. This can be demonstrated by:

- Recent radio airplay and national / music press and social media presence
- Performing regularly live at recognised venues and festivals beyond your locale
- A strong fan base evidenced by social media statistics
- Investment or backing from music industry professionals

Your project will need to clearly demonstrate how it will make a difference to your career as an artist. This could be by including an audience development project around the release of new music, for example.

Our Help Notes for Music Industry Development applications will tell you more and help fill in your application form.

Who can apply

We welcome applications from artists who create original music and are at a "tipping" point in their career.

If you're applying on behalf of a band, you should apply to the Music Industry Development strand for organisations.

If you're a representative organisation (such as a label, management company or publisher) and want to apply on behalf of an artist you must apply to the [Music Industry Development](#) strand for organisations.

Funding Available

You can apply for between £250 and £5,000. Applications can be made for a maximum of 90% of your project's total eligible cost.

When you can apply

You should make your application as far ahead as possible.

There are no deadlines for small grants, but you need to allow a minimum of six working weeks between the date you submit your application and the date you want to start your project.

How often you can apply

You can hold one "live" grant from *Arts Grants for Creative Professionals* in any twelve month period. We use the term "live grant" to mean an application for a project that has received funding from us and is still happening.

Remember that this applies to *Arts Grants for Creative Professionals* as a whole, not to each strand.

We use the start date of your project to work out the twelve month period. For example, if you received funding for a project that started on 1st September 2017 and you want to submit another application, then it must be for activity that will start twelve months later, on or after 1st September 2018. It's important to remember that you can apply before the end of the twelve month period, but you cannot plan for your activity to start until a year has passed.

Please contact our Grants and Information Team if we have given you a grant before and you are unsure whether you are now able to apply again.

How to apply

You will need to discuss your project with us before we send an application form to you. If you have a project that you think might be suitable to apply for under this strand, please email your project ideas to: development@arts.wales

Please include the following details:

- Your name
- Project title
- Describe your project
- How much funding do you need?
- Location of project

Applications must be made using our online application system. If you're unable to apply online, for example if you are disabled or do not have access to a computer, please contact our Grants and Information Team. We will work with you to find other ways for you to apply.

We can also support you if your first language is not English or Welsh.

Need some more advice?

We have Information Sheets and guidance documents to help you with different aspects of the application process or to provide advice on a specific issue. These can be found on our website. You might find the following useful in making an application to the Music Industry Development strand:

- Using our online application system
- Help Notes for Music Industry Development

If you have further questions about the application, contact our Grants and Information team on 0845 8734 900 or by emailing: grants@arts.wales