



Arts Grants for Organisations

## **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 help 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 bands and artists' careers at crucial points in their development.

We want to support bands that create original music and are at a "tipping point" in their career, or support projects led by music enterprises or organisations where there is clear benefit to a "tipping point" band or artist.

We use the term "tipping point" to mean being ready to break through to the next level in their career development.

We also want to support projects that will strengthen the foundations of the music sector in Wales, for example by 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 bands or on behalf of bands or artists who are just starting out (by this we mean those who do not have recordings, a live track record, any radio play, reviews or industry support)
- Applications from bands or on behalf of bands or artists who do not create original music

- Projects that do not demonstrate how they will make a substantial difference to the bands / artist's 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 industry 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'll want to see that the band or artist that is the focus of the application has reached the right level in their career.

To demonstrate this we'll want to see that there are partnerships in place with appropriate stakeholders or that they 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 the band or artist that is the focus of the application is at a "tipping point" in their 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 their locale
- A strong fan base evidenced by social media statistics
- Investment or backing from music industry professionals.

Projects will need to clearly demonstrate how they will make a difference to the career of the band or artist that is the focus of the application. This could be by including an audience development project around the release of new music, for example.

**All large grant applications will need to include a three year development plan** that runs from the start date of your project. This should include your plans for:

- Visioning and shaping your programme of work including key milestones

- Achieving your ambitions for sustainability and growth whilst demonstrating financial viability and diversification of income streams
- Evaluating your activity each year and using this intelligence to influence subsequent activity
- Building and sustaining your audiences or participants
- Demonstrating your legacy and impact on both the economy and the sector in Wales

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

## Who can apply

Bands and representative organisations (such as a label, management company or publisher) are able to apply.

We welcome applications from bands. You must create original music and be at a “tipping” point in your career. You must have a bank account in the name of your band, with at least two authorised signatories, and a written partnership agreement in place that sets out how you run your band. We would expect this agreement to address the following issues:

- Your band’s financial arrangements
- How you make decisions relating to your band
- How you manage group equipment
- How you manage a change in membership and what happens if a member leaves
- What happens if you decide to disband
- How you manage the ownership of group recordings, publishing copyright and income

You can read more about band partnership agreements in our [Help Notes](#).

If you’re a representative organisation and want to apply on behalf of an artist or band you must provide evidence that there is a partnership agreement in place between all interested parties.

If you’re a solo artist you must apply to the Music Industry Development strand for creative professionals. You can find out more [here](#).

## Funding Available

You can apply for a maximum of **75%** of your project's total eligible cost. Applications can be made at the following levels:

- Small grants between £250 and up to £5,000
- Large grants between £5,001 and up to £30,000

## When you can apply

You should always make your application as far ahead as possible.

### Small Grants

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. **If you're making your first application to us, then you must apply at this level.**

**We will be temporarily closing the Small Grants programme while we undertake a review of our Lottery funding. The last day we'll be accepting Small Grant applications will be Wednesday, 10<sup>th</sup> July 2019 at 5pm. Decisions will be communicated by Wednesday 31<sup>st</sup> July 2019.**

### Large Grants

The next Large Grant deadlines are:

- 5pm Wednesday 23rd January 2019
- 5pm Wednesday 8th May 2019

You need to allow a minimum of **nine working weeks** between the deadline date and the date you want to start your project.

## How often you can apply

You can hold one "live" grant from *Arts Grants for Organisations* 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 Organisations* 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 1<sup>st</sup> September 2017 and you want to

submit another application, then it must be for activity that will start twelve months later, on or after 1<sup>st</sup> 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](mailto: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:

- [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](mailto:grants@arts.wales)