



WE'RE
HERE TO
HELP
MUSICIANS^{UK}

DO IT
DIFFERENTLY

**360-degree funding for
independently-driven
creators of original music**

Application Guidelines 2019

Your complete guide to

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Help Musicians

Creative Programme

020 7239 9119

creative@helpmusicians.org.uk

First things first

Welcome!

With this quick and easy guide we'll be giving you all the know-how you'll need to help you understand and apply for Help Musicians' **Do it Differently Fund**.

For almost 100 years, **Help Musicians** has been providing help, support and opportunities to empower musicians at all stages of their lives.

We're an independent charity which aims to make a meaningful difference to the lives of musicians. We offer a wide spectrum of support which includes an integrated programme combining Health & Welfare services with Creative development funding. Our continuous ground breaking research has led to the creation of our around the clock mental health support service Music Minds Matter, and the incredibly popular Musicians' Hearing Health Scheme.

Meet our Creative Team

Claire Gevaux

Director of Programme

Lucy Bampton

Head of Creative

Julia Hayes

Creative Programme Manager

Ellie Moore

Senior Creative Programme Officer

Bex Ransom

Creative Programme Officer

Joe Danher

Creative Programme Officer

Barnaby Duff

Creative Programme Officer

“

The **Creative Programme** at Help Musicians invests in artists who are creating and performing great music. We hope that our support can help you reach your full potential.

Lucy Bampton
Head of Creative
Help Musicians



Some Background

Following extensive research around the current support needs of UK musicians, and new approaches to a combined Creative and Health & Welfare programme, we have established a fund to achieve the following three objectives:

- Enable creative independence for music creators
- Offer a holistic package of support for professional development
- Encourages new habits and good practices of sustainable wellbeing for touring and recording music creators

We have developed these ideas to work collaboratively with other partners across the sector, including **British Association for Performing Arts Medicine (BAPAM)**, **ThinkMusic** and **Featured Artists' Coalition (FAC)**.

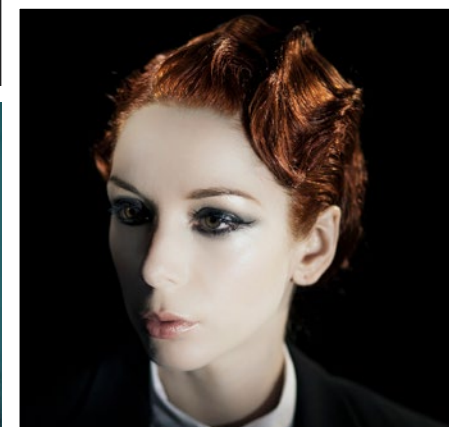
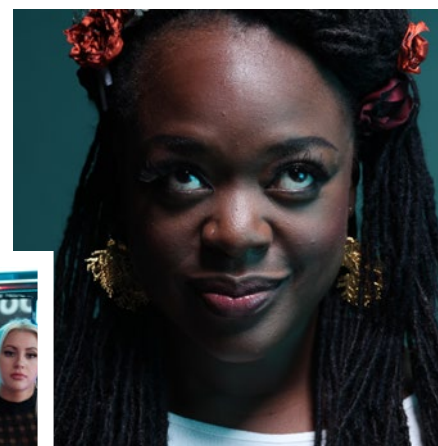
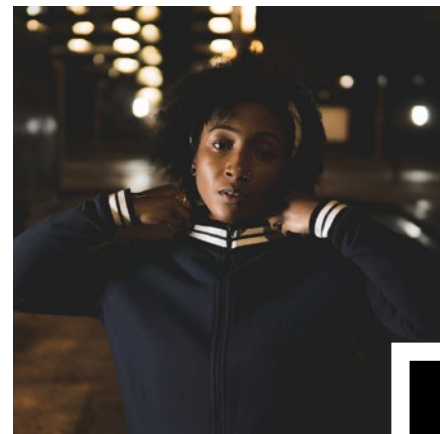
We want to fund music creators who are open to exploring a different model of career in music, who are entrepreneurial in their creative endeavours and mindful of the importance of maintaining their health and wellbeing. In doing so, we will enable a new wave of music creator who think holistically about their career, use their experiences to inform new ways of working and are resilient enough to change the traditional perception of what it means to be a commercially-viable music creator.

What is Do it Differently?

The **Do It Differently Fund** is designed to help independent, entrepreneurial music creators build their career by providing grants of **£500 - £3,000** to fund professional development opportunities and creative projects at a crucial point in their career. We can support opportunities relating to **Recording & Releasing and Touring & Live Development** including PR & marketing costs, time to create and access to creative spaces. In addition to this, successful applicants will be able to access a suite of wellbeing and development services worth up to **£2,000**, including business development sessions, education around “healthy” touring practices, online CBT and wellbeing tools, specialist hearing assessment, bespoke hearing protection and short-term treatment of performance related conditions.

Please note

PR & Marketing and Equipment costs can only account for up to 50% of your total grant request. For example, if you apply for the full grant amount of £3,000, a maximum of £1,500 can be allocated towards PR & Marketing and Equipment. Applications exceeding this limitation will be regarded as ineligible.

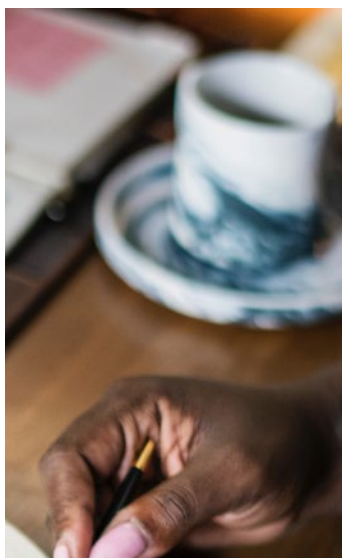


Who can apply?

The fund is open to professional musicians of all genres and disciplines, with a focus on independent music creators who are controlling one or more aspects of their career (e.g. self-managing, self-releasing, self-producing). You can be a solo artist, composer, group member, songwriter, producer or a multidisciplinary artist. We can also support bands or ensembles of up to 6 members.

To apply you must:

- Be aged over 18
- Be based primarily in the UK and be eligible to work here
- Have been a resident in the UK for at least 3 consecutive years
- Be in financial need and without significant backing (by this we mean not receiving significant financial backing from a record label, publisher or private investor)
- Be an independent music creator or group approaching a career tipping point



You must already have an active career to apply to this fund and we want to support those who can clearly demonstrate the following:

- Exceptional ability within their discipline
- High quality musical output
- Regularly working (performances, commissions, releases at a professional level i.e. getting paid for your work)
- Achievement or the potential to achieve a national or international impact
- An impressive track record
- An entrepreneurial spirit and dedication toward their career i.e. an openness to record and tour in a different more holistic way
- Control over one or more aspects of their career (e.g. self managing, self-releasing or self-producing)
- The difference this grant funding will make to their career as an independent music creator. This could be by including evidence for new audiences around the release of new music, for example.

If applying as a group:

- All group members should be based primarily in the UK and eligible to work here
- At least 50% of your members must meet the criteria listed above
- You must have been established and playing together regularly for at least 1 year
- The group should be made up of no more than 6 members

What can we fund?

Through the Do It Differently Fund we can offer grants towards developmental activity under the following two strands:

Recording & Releasing

- Recording costs (studio hire, engineering, mixing, mastering)
- Session musician fees
- PR & Marketing (including social media campaigns and radio plugging)
- Content creation (video, audio, promotional photography, artwork and design etc)
- Manufacture and distribution
- Merchandise (design and production)
- Access to creative spaces (rehearsal and writing rooms)
- Time to create
- Costs of musical equipment, production and composition software/hardware



Touring & Live Development

- Touring expenses (accommodation, transport and fuel costs, venue hire, ticketing)
- Session musician and crew fees
- PR and Marketing (including social media campaigns)
- Content creation (video, audio, promotional photography, artwork and design etc)
- Merchandise (design and production)
- Session musician fees
- Access to creative spaces (rehearsal and writing rooms)
- Time to create
- Costs of musical equipment and performance related technology



The offer for both strands will include access to a suite of wellbeing and development services (valued at **£2,000**) in addition to the project activity grant. The wellbeing package includes:

- Opt-in access to the pilot Healthy Touring programme in association with the **BAPAM** preparing music creators to go on tour and consider risks to health, develop strategies for things to go well and have a plan for what to do when things go wrong.
- Opt-in access to health assessment and short-term treatment of performance related conditions via the Emerging Musicians Health Scheme if required.
- Opt-in access to specialist hearing assessment and bespoke hearing protection via the Musicians Hearing Health Scheme (delivered in conjunction with Musicians' Hearing Services and the Musicians' Union).
- Opt-in access to online CBT and wellbeing tools, debt and legal advice via Music Minds Matter.

Build your business

As part of our holistic approach to grant-giving, all successful applicants will also be required to participate in our new business development sessions to help ensure a path of long-term sustainability in their careers.

Delivered in collaboration with **ThinkMusic**, the offer will provide 1 day of business development advice with an industry expert. This will enable the recipient to work on ideas following an initial consultation with opportunities for subsequent feedback.

Of these additional services, and as part of their grant agreement, successful awardees must participate in the business development sessions to receive the final instalment of their grant. The other services are non-compulsory, though we encourage applicants to see this as an opportunity to consider their own wellbeing



Build your network

All awardees of the Do It Differently Fund are automatically provided with one year of PRO **Featured Artist Coalition (FAC)** membership.

The FAC nurtures a community of artists and provides support, advice and education in order to empower artist entrepreneurs in the ever-evolving music industry. This includes running workshops, mentoring and networking sessions. It also functions as a collective voice, actively promoting transparency and fairness within the industry. Artists possess a persuasive voice in influencing political debates, so the FAC ensures that voice is heard by government and policymakers in the UK, USA and EU.

All FAC PRO members are able to access free legal advice, free access to all FAC events, example management contracts, exclusive networking opportunities and much more.



What we can't fund

Below is a list of activity that is **ineligible**. Please read through this section thoroughly before applying. If you apply for funding toward any of the below, your application will be **automatically rejected** and will not be shortlisted.

- Please note that PR & Marketing and Equipment costs can only account for up to **50%** of your total grant request. For example, if you apply for the full grant amount of £3,000, a maximum of £1,500 can be allocated towards PR & Marketing and Equipment. Applications exceeding this limitation will be regarded as ineligible.
- Applicants who have already received 'Do It Differently' funding in the last 12 months
- Applicants who are already receiving significant financial backing Activities that are not primarily music or career development focused
- Organisations
- Formal courses of study, training or research (this includes undergraduate study, postgraduate study, year-long courses, costs associated with PhD study)
- Short courses, mentoring or time limited training (for opportunities of this nature, please see our Transmission Fund)
- Attendance at showcases already supported by the International Showcase Fund or similar funding opportunities in the nations (SXSW CMJ, A3C, WOMEX, Reeperbahn, Folk Alliance International, MIDEM Canadian Music Week)
- Regular 1-1 lessons

- Opportunities already funded by Help Musicians through our network of partners.
- Ongoing overheads, for example rent, utilities and insurance
- Costs for using your own spaces, facilities or equipment
- Buying or insuring vehicles
- Although we won't exclude applications that are asking us to contribute to a wider project, the Do It Differently Fund shouldn't be seen as a top-up fund for larger funding bids
- Costs associated with entering competitions
- Activities that have already occurred (we can't fund retrospectively so please check the deadline dates)



Guidance for applicants

When putting together your application, it is important that you look carefully at the criteria to make sure that you are eligible. On average, a third of applications for charitable funding are rejected due to being ineligible. Through your application you need to tell us why we should support you and clearly outline what you have achieved in the past, what the opportunity is that you want to undertake now and why it is crucial for your career at this point.

Keep in mind that it is unlikely that we will have any prior knowledge of you, your music and your project so the clearer you can be and the more examples you can give us the better! You can find more advice on making applications on our website.

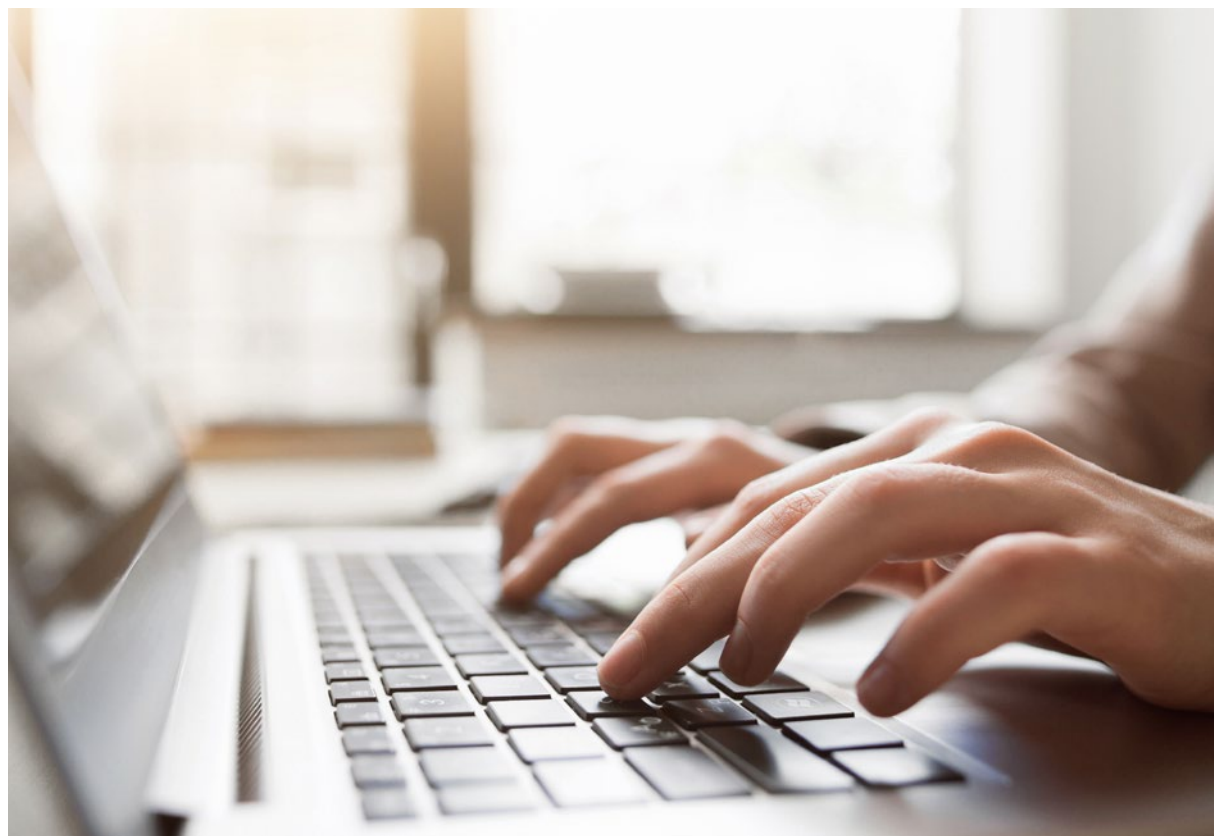
Our funding is for those who are already actively performing or creating great music; you need to make sure you give evidence of your key achievements.

This could include:

- Prestigious performances, tours, festivals, showcases
- Notable commissions
- Your most recent releases
- Examples of critical acclaim (press quotes, radio play)
- Evidence of your growing fanbase (mailing list subscribers, social media followers)
- Notable collaborations
- Qualifications, prizes or awards

If applying after a break or a change in circumstance we will take into consideration your past achievements, but you will also need to demonstrate that you are committed to reinvigorating and sustaining your career as a music creator.

If you would like any guidance with your application or you have any questions, please do get in touch with **creative@helpmusicians.org.uk** or call **0207 239 9119**.



How to apply

Applications close Monday 7 October at 5pm

Application is by **online form**. You will be asked to provide a biography outlining your artistic achievements and career highlights to date along with details of the specific project or activity you wish to apply for funding for (including information about the costs associated with this opportunity) and a summary of how this activity will benefit your progression and future career as an independent music creator. You should also be able to evidence the elements of your career to date in which you have displayed self-sufficiency, and how this creative independence will factor in to your upcoming project.

Forms not your thing?

We understand applicants will have different preferences in how they communicate their ideas, and therefore, you will have the option of answering some of the key questions either in writing or by video upload. Check out the blog section of the Help Musicians website to see some examples of these.

You will be required to provide supporting evidence of your music in the form of recordings, videos and weblinks.

You must also **supply a reference** from a renowned musician or industry professional not connected with your application.

All materials including your reference must be received by the closing date otherwise your application will be considered ineligible.

Once the deadline for applications has passed, applicants will be shortlisted for consideration by a panel of industry experts who will inform the final decision based on the strength of their applications along with their supporting reference. Applicants will be informed if they have been successful by **Wednesday 6 November**. Successful applicants will be required to participate in a 'get to know you' session upon acceptance of the grant. In this, you will discuss the delivery of your project alongside the suite of additional wellbeing and development services and which of these you will be accessing to support you to do things differently.

Successful applicants must deliver their funded projects within 12 months of accepting the grant. All grants awarded are exempt from VAT.

Please note you can only receive one Do it Differently Fund grant per 12 month period. You are welcome to apply to other Creative Programme opportunities during this time.



Understanding a competitive fund

The Do It Differently Fund is our most highly subscribed, competitive funding initiative to date. **We receive hundreds of applications per round, on average totalling over £1,000,000 in grant requests.** By comparison, **we are currently only able to award a total of £60,000 in project grants each round.** It is inevitable that with all open funding programmes there are some difficult decisions to be made, and the Do It Differently Fund is no different.

We understand that preparing a funding application is a very different skillset to that of being an artist, and for some, it may take time, persistence and further support to build on. We want all music creators to be able to submit the best standard of application possible and **we strongly encourage you to take the following steps if you are unsuccessful on this occasion:**

- If your application proceeds to this round's decision panel but does not go on to receive grant support, we will offer you **a phone call to receive bespoke feedback** from the panellists. This can be very useful for revising and improving your application. We often see applicants incorporate this feedback and go on to be successful in future funding rounds.
- As a small team with limited capacity, we unfortunately cannot offer tailored feedback to all applicants. If your application does not proceed to the panel this time round, please take up **an opportunity to have an application development chat with one of the Creative team**, in order that you can talk through your project and your next application in advance of resubmitting. You can contact the team during office hours, either on **creative@helpmusicians.org.uk**, or by calling **020 7239 9119**. We will arrange a time to speak with you in more detail.

- Twice a year, our team hits the road to offer **regional funding advice sessions**. In the most recent run, we visited 13 different locations across the UK regions offering artists the opportunity to book in for half hour, one-to-one sessions to discuss their creative projects and top-tips on how to apply for funding. Subscribe to our newsletter and keep an eye out for when the first run of 2020 will be!
- We have a number of **resources on our website** that offer advice on how to best approach a Do it Differently Fund application. For general top tips on applying to the Fund, see our Q&A with Creative Programme Officer, Joe Danher. Joe has also written a budget-specific blog, which should give you an idea of the level of detail expected when breaking down your project costs. A new blog on how to prepare a high-end video application will also be available shortly.
- You may be eligible for other funding initiatives offered by the charity, in addition to opportunities available through PRS Foundation, Arts Council, BPI and other like-minded organisations. We are frequently updating **our Funding Wizard**; a very helpful search tool where you'll be able to find details of all the funding initiatives we offer through the Creative Programme as well as those available further afield.
- **The majority of the wellbeing services offered as part of Do it Differently are not exclusive to the fund** and can be accessed independently. If you are in a crisis and wish to find out more about any of these services as a priority, please call **020 7239 9101** or email **help@helpmusicians.co.uk** to speak with a member of our Health & Welfare team.