

Momentum Music Fund



April 2013 - March 2017

About Momentum

- A pioneering fund which provides career-boosting grants of between £5,000 and £15,000
- Available to English-based acts at a crucial time in their professional development
- Managed by PRS Foundation with funding from Arts Council England which has invested £1million since 2013
- Spotify, PPL and PRS Foundation have provided additional funding and in-kind support

No. of artist funded since 2013
215



Amount of support given to date
£1.88m



No. of applications received
3,316



Genres of funded artists:

- 22% Alternative / Indie
- 22% Hip Hop / Grime / RnB / Soul
- 15% Dance / Electronic
- 13% Rock
- 10% Pop
- 10% Singer / Songwriter
- 3% Jazz
- 3% Folk
- 3% World

No. of new albums
122



UK tours funded
150



(over 900 UK dates)

OUTCOMES Years 1—2

ROI to UK Music Industry

Every £1 invested by Momentum has generated £7.46 for the UK music industry



Average artist earnings increased by
£58,365



Average live audience increase

Momentum bands saw a 204% increase in live audience size (average venue capacity increase from 247 to 753)



Grantees who said they had delivered their primary outcome
88%



Average social media increase

Artists' Facebook likes increased by an average of 11,262 (roughly double following a Momentum award), with Twitter followers increasing by an average of 2,422 (74% increase)



Diversity in year 4

Increase in grantees from urban music genres
29%



Grantees identifying themselves as Black, Asian and minority ethnic
49%

