



**PRS**

Foundation

**The Talent Development  
Conference 2019**

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## ABOUT

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### Talent Development Partners

PRS Foundation supports 45 organisations across the UK working at the frontline of talent development, supporting a broad range of individual music creators across different music genres and UK regions. These Talent Development Partner organisation reflect PRS Foundation's commitment to supporting composers and songwriters of all backgrounds either through direct investment or by helping organisations which nurture music creators and promote their music to audiences at home and overseas.

### Talent Development Conference

PRS Foundation's Talent Development Conference is an annual day of expert discussions, presentations and networking opportunities presented with contributions from our network of Talent Development Partners. The Conference is aimed at music and arts organisations, policy-makers, artists, music creators and talent development pioneers from any sector, and offers a fresh look at the issues facing music creators and the organisations which are helping them to develop and sustain their careers.

# FOREWORD

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In 2016, PRS Foundation launched the Talent Development Partner network - a collective of organisations working across the UK to support talented music creators and to enable them to fulfil their potential.

The network goes from strength to strength, with 45 partner organisations ensuring our funding supports over 5,000 music creators per year and covers all genres, all career levels and the whole of the UK.

Effective development is at the core of our Talent Development Partners' programmes and these organisations play a vital role in unearthing, nurturing and championing outstanding songwriters, composers, artists, producers, groups and ensembles from all backgrounds.

Creative development is particularly important to our partners who offer the time, space, collaborative opportunities and platforms which lead to artistic excellence. And countless creators have gone on to forge successful long-term careers in the UK and overseas thanks to the impactful work of our partners.

One of the most important developments since we launched the network is strategic partnerships. Many organisations are working more closely together, and partners are signposting creators successfully to each other's programmes and to PRS Foundation schemes.

The meaningful impact of effective talent development has been clear and we are proud to celebrate the great work of these organisations in this brochure.

As PRS Foundation moves into its third decade, we look forward to supporting more creators through this programme.

In the third year of this programme we're proud to have extended our investment to 45 Talent Development Partners, which is more than twice the number we supported when we launched. This is testament to the critical role these organisations are playing and the importance of this UK network which we've created to encourage new connections, partnerships and opportunities to share experience and skills.

This booklet contains an outline of the talent development programme we are supporting each organisation to deliver along with case studies which highlight the tangible impact their work is having on an array of different music creators.

**Joe Frankland**

CEO, PRS Foundation



@Joe\_Frankland

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# BRIGHTER SOUND

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## Talent development programme:

Brighter Sound is a creative music charity based in Manchester. Rooted in the North of England with national and international reach, they have been supporting young and emerging artists from a wide range of musical genres and backgrounds for the last 20 years. Brighter Sound's talent development programme supports early career musicians to develop their artistic confidence and originality, and build sustainable careers within the industry. Specialists in gender equality in music, their work focuses on tackling this imbalance through their groundbreaking Both Sides Now initiative.



## Music Creator Case Study

### Chloe Foy

Chloe Foy writes melodic folk and homegrown pop, taking inspiration from classical music as much as from British and American indie pop. During her early stages as a solo artist Chloe successfully applied to our inaugural Both Sides Now residency led by Beth Orton. Following this, Chloe went on to receive support from the Momentum Music Fund, and perform at South by Southwest (SXSW), drawing attention from NPR's Bob Boilen.

Chloe has remained involved in Both Sides Now, working as a support artist on

a residency for young female musicians at the British Music Experience in Liverpool. We have also provided two showcasing opportunities - at the Liverpool Institute of Performing Arts as part of their International Women's Day live 'The 2ube' broadcast, and at the English Folk Expo as part of a Both Sides Now showcase (supported by PRS Foundation). Following the Folk Expo, Chloe programmed a UK tour and released *Asylum* to critical acclaim. During this period Chloe has developed her fan base, with more than 4 million streams in 2018 spanning 233,000 hours, with listeners in 65 countries.

“

Being female in the music industry comes with its challenges, and that's why the Both Sides Now programme is a much needed initiative. As an artist, it's helped me to be more receptive to collaboration and to new sounds, and it's opened up my world to a bunch of brilliant women.

**Chloe Foy**



**Based in:** North West

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# BRISTOL MUSIC TRUST

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## **Talent development programme:**

Bristol Music Trust runs Colston Hall, the largest music venue in the South West, and offers a diverse programme of music for all, an award-winning music education programme and talent development scheme. They also run Bristol's Music Education Hub, teaching music at almost every school in the city. As a Talent Development Partner they support emerging musicians via performance opportunities through 'Colston Hall Presents', through their festival series and programme of seminars and masterclasses offering an insight into the music industry.



## **Music Creator Case Study**

### **Sounds of Harlowe**

Sounds of Harlowe are a Bristol-based grunge-soul collective with a wide range of influences who blend elements of soul, hip-hop, metal and jazz to create their own signature brand of music. Bristol Music Trust first programmed Sounds of Harlowe in September 2018 when they supported Skinny Pelembe at The Exchange as part of our 'Colston Hall Presents' programme. We were so impressed by their performance that we invited them back to play at the Bristol Takeover in April

2019, a one-day festival showcasing Bristol's best emerging musicians, which was attended by around 2,000 people. These performance opportunities allowed the band to perform and connect with artists from around the UK, opening doors for future collaborations and tour possibilities.

“

Supporting Skinny Pelembe in September and being part of the Bristol Takeover in April brought our music to audiences who we might otherwise never have met, which, at this stage in our musical career, is the most important thing to us. The good work of PRS Foundation and Bristol Music Trust has given us the opportunity to continue developing as a band and as individual musicians whilst providing support and a platform to be heard.

**Sounds of Harlowe**



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# BRITISH UNDERGROUND

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## Talent development programme:

British Underground is an established arts organisation focusing on non-mainstream artist development at international music showcases. Their Talent Development Partner programme supports professional musicians from outside the mainstream music industry who are 'export ready' and want to take their first steps in international markets. They will have a proven and growing career in the UK and they will be ready to perform to international industry audiences and explore, learn from and collaborate with their musical peers.



## Music Creator Case Study

### Yola

When we started working with Yola she was an unsigned independent artist playing local venues and festival stages, she made her way to Nashville and we put her on at our Bootleg BBQ in 2016. Despite being completely unknown, we decided to make her the featured artist of our PR campaign, which resulted NPR Radio and Guardian coverage, among others. She then returned in 2017 with PRS Foundation's International Showcase Fund support to capitalise on the

contacts she'd made and we programmed her again at the Bootleg BBQ, where she picked up a manager and started to build an industry buzz in Nashville. British Underground sent recordings from the Bootleg BBQ to Dan Auerbach's team (Black Keys), who subsequently signed her to Easy Eye Sound through Warner Bros and Dan produced her album. She now has a US agent WME Entertainment and full team around her, she tours across the US and was recently nominated for two Americana awards in Nashville.

“

As a firm, we and our artists remain indebted to the work of the British Underground, without which our clients would not be working with Grammy-winning producers and major record labels.

**Luke Hill, Marks and Clerk (Lawyers for Yola)**

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**Based in:** London



# BRITTEN SINFONIA

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## Talent development programme:

Britten Sinfonia is one of the UK's leading Chamber Orchestras. In addition to their concert season, they support Talent Development through a number of UK wide programmes: Commissioning new music from a range of emerging and unpublished composers, The OPUS competition to identify new compositional talent, Britten Sinfonia Academy – the orchestra's development ensemble, and performing new orchestral works.



## Music Creator Case Study

### Robert Singer

Robert Singer was the winner of Britten Sinfonia's OPUS 2018 competition to find unpublished UK compositional talent. His winning piece, Watercraft, was inspired by the competitions Scottish folk and orchestral theme, and was commissioned and performed in Britten Sinfonia's award winning At Lunch chamber concert series, in London, Norwich and Cambridge.

Robert's piece was selected from seventy OPUS entrants spanning the length and breadth of the UK and ranging in age from 16 to 83. Five composers were shortlisted by an expert panel and received support and mentoring from Britten Sinfonia Musicians and from Scottish composer James MacMillan who led the workshop.



To have a piece performed takes a lot of resources; the support to make this happen is rare for composers at the beginning of their career but is what we rely upon to move forward. The tour of three concerts made the programme greatly rewarding, and gave a fantastic amount of exposure to my piece which was a great help as a young composer. It gave me exposure, experience and ethos as a composer, all of which was a great privilege.

**Robert Singer**



**Based in:** East Anglia

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# CHELTENHAM FESTIVALS

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## Talent development programme:

Talent Development sits at the heart of their work at Cheltenham Festivals and features in everything that they strive to achieve. The funding and support they receive as Talent Development Partners is key to the success of Cheltenham Jazz and Music Festivals and their development of artists at different stages of their careers. It gives Cheltenham Festivals the ability to test new approaches and engage innovative artists as well as attracting funding from other sources.



## Music Creator Case Study

### Ashton Jones

Soul singer Ashton Jones took part in the Showcase programme at the 2018 Jazz Festival, having been selected from the previous year's Fringe. He performed in a double bill in the Jazz Arena to an audience of around 400, receiving a standing ovation. He then filmed a live backstage session for YouTube and took part in a mentoring session with Lewis Carnie (Head of BBC Radio 2) and Mike Flynn (Editor of Jazzwise), receiving feedback on his live set plus general career advice. Lewis Carnie has continued his support, introducing Ashton to a major label contact. Ashton decided to release his album independently and signed a distribution deal

through a member of the festival's advisory group, leading to 50,000 streams of his debut single in the first week and airplay on BBC 6 Music.



I have been part of the artist development scheme at Cheltenham Festivals which has been totally invaluable because in the music industry you don't get a lot of help. There's not a lot of help out there for most people. Normally you are left to your own devices to work it out but with the artist development scheme at Cheltenham I have been able to bounce ideas and get feedback and get contacts which has been superb. The distribution deal that we have just signed has been with a contact directly from Cheltenham Festivals. I don't think I would have got that anywhere else.

**Ashton Jones**



**Based in:** South West

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## Talent development programme:

Cryptic is a Glasgow based internationally-renowned producing art house, presenting today's most imaginative, innovative artists whilst also nurturing the creative talent of tomorrow. They create memorable experiences that engage and inspire our audiences, 'ravishing the senses' with multi-media performances that fuse music, sonic and visual art.

Founded by Cathie Boyd in 1994, the company thrives on artistic innovation and creative risk-taking, which has subsequently created an environment where artists have been encouraged to push artistic boundaries.

To date, Cryptic has presented 172 productions which have been seen in 29 countries. In 2019, Cryptic celebrates 25 years of 'ravishing the senses.'



## Music Creator Case Study

### Luci Holland

Cryptic first worked with Luci Holland in 2018 when she was selected through open call for Cryptic Nights, our programme for emerging artists to develop existing visual sonic work. Following her sell-out success at Cryptic Nights with Refraction, an interactive sound-based installation inspired by her experience composing for video games, Cryptic invited Luci to be in residence at CMMAS, Morelia as part of Seeing Hearing UK Mexico, our three year partnership with

CMMAS, Anglo Arts and British Council. We subsequently commissioned Luci to create Hold and Release as part of Cryptic's Below the Blanket, presented at the Royal Botanic Garden Edinburgh in celebration of our 25th anniversary in August 2019. Developed in residence at the Flow Country her work explored interactivity and the use of sound to guide listeners on a journey through the gardens.

“

Having the space and support to seriously explore new methods in my practice has been so incredibly motivating. To have the opportunity to really push my vision further... has allowed me to creatively realise real interactive potential.

**Luci Holland**



**Based in:** Scotland

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# DRAKE MUSIC

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## Talent development programme:

Drake Music is the leading national organisation working in music, disability and technology. Drake Music provides music-making activities that observe the social model of disability, utilising technology to break down disabling barriers facing musicians from beginners to professionals.

For their Talent Development Partner 2019/20 programme they have commissioned Disabled artists to create new work for 'Planted Symphony'- an outdoor arts collaboration with Arts and Garden which is due to debut in early 2020.



has recently been awarded a bursary by the English Folk Dance and Song Society to explore new creative ideas within the English Folk tradition.

“

I could not have created this work without the commission programme. It enabled me to practice the skills of interacting with musicians creatively, arranging what we did and produce something worthwhile.

**Oliver Cross**

## Music Creator Case Study

### Oliver Cross

Oliver Cross was commissioned in 2018/19 and is a harmonica player and has been experimenting with electro-acoustic music using harmonicas, tape delays and loop pedals. Oliver was interested in exploring the relationship between British and Romanian folk traditions and used his R&D time to travel to Romania where he gathered field recordings and film footage which were incorporated in his final piece. Oliver is also a member of the British Para orchestra and



**Based in:** North West and London

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# DRAKE MUSIC SCOTLAND

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## **Talent development programme:**

Drake Music Scotland creates opportunities in Scotland for disabled people to learn to play, compose and perform music independently and to whatever level they aspire to reach. They are leading the development of professional and emerging disabled musicians and composers in Scotland. Drake Music Scotland's Talent Development Partner programme supports the development of disabled composers with new professional commissioning and networking opportunities that will raise their profile and develop new audiences.



“

Being part of TDP has helped bring about this new commission with Drake Music Scotland and Hebrides Ensemble. This is the first time I've written for disabled musicians without sounding disabled!

**Ben Lunn**

## **Music Creator Case Study**

### **Ben Lunn**

Ben is a neurodivergent composer who is increasingly gaining a number of professional commissions across the UK. Our 2018 Talent Development Partner programme has enabled us to work with Ben and introduce him to inclusive music technologies which he hadn't worked with before. We have commissioned him to write a major new piece which will be performed by our Digital Orchestra and members of Hebrides Ensemble at The Queen's Hall Edinburgh in December 2019.



**Based in:** Scotland

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# ENGLISH FOLK DANCE AND SONG SOCIETY

## Talent development programme:

EFDSS support the creative development of new, emerging and mid-career folk music artists through showcases and a bursary programme providing funding and rehearsal space to undertake research and development into a new music and cross-genre creations with English folk at their core. The bursary programme has been named the Alan James Creative Bursary Programme in memory of EFDSS late Chair who spent his life encouraging and supporting the development of creative artists.



## Music Creator Case Study

**Hannah Dunster, Fernando Machardo and Akhila Krishnan**

Hannah, Fernando and Akhila bring a wealth of experience to this project as musicians, composers, teachers, designer and director. They will undertake an exploration of the role folk music has to play in migrant stories – how it emulates the migrant experience through its transformative and ever-evolving qualities, and draw on their own personal experiences as modern day migrants. In a time when fear of immigrants is carefully fostered, they plan to explore the idea of fear as a multi-coloured force within migrant history. Traditionally, folk music tells stories, gathers people and unites them, and

it also evolves to reflect the ever-changing communities. The trio's creative idea is to tell the modern-day story of migration, journey, home and ultimately belonging through the mediums of folk music, storytelling and visual art.

“

We have been waiting for some time to develop a cross-arts, cross genre and cross-cultural collaboration as a group and this funding and support will provide the time, space and resources, including access to the Vaughan Williams Memorial Library for our research. This bursary will enable us to develop a unified voice as an artistic collective whilst still finding space to celebrate our differences.

**Hannah Dunster, Fernando Machardo and Akhila Krishnan**



**Based in:** London

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# FOCUS WALES

## Talent development programme:

FOCUS Wales is an international multi-venue showcase festival taking place in Wrexham, North Wales. FOCUS Wales 2020 will mark the festival's 10th edition and will welcome over 15,000 people to the town. Over 1,000 individual musicians will showcase at FOCUS Wales 2020, with at least 450 of these musicians being Welsh or Wales based.

FOCUS Wales also provides year round career development opportunities for music creators from Wales, through the delivery of professional international live showcase events. FOCUS Wales delivers the Wales @ SXSW showcase, plus showcases at BreakOut West (Canada), M for Montreal (Canada), Zandari Festa (Korea), LUCfest (Taiwan), MMVV (Catalonia), and more.



## Music Creator Case Study

### Red Telephone

Cardiff based Red Telephone first played as a new band at FOCUS Wales 2018, attracting the attention of industry attendees such as Libertino Records who the band have since released music with. Red Telephone showcased at Tallinn Music Week, Estonia in March 2019 as a result of their FOCUS Wales showcase, and International Showcase Fund support from PRS Foundation. Following the band's work at the FOCUS Wales 2019 conference and their popular showcase performance, the band have been offered an

EP release through a label, a London show in October with Killing Moon Records, UK tour support to Canadian band Tallies, and 4 showcases at New Colossus Festival, New York in March 2020 by booker and label owner Lio Kanine. The band also received great reviews from media outlets such as Gigwise and Under The Radar, and have received increased airplay on BBC 6Music and BBC Radio Wales.

“

FOCUS Wales removes the perceived gap between the music industry and artists, and has been such a great experience for us as a new band. We have been booked for shows across the UK, showcased at Tallinn Music Week and been approached by two independent record labels, all as a result of the opportunities available at FOCUS Wales.

**Red Telephone**



**Based in:** Wales

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# FORTÉ PROJECT

## Talent development programme:

The FORTÉ PROJECT is a music development project based in South Wales across five counties and focused on ten artists or groups a year across a range of genres. The project focuses on self-development workshops, industry masterclasses, incorporates one-on-one mentoring and provides gig opportunities as well as supporting artists financially and creatively. The Forté Project is now entering its fifth year in 2020 and will soon have a roster of up to 50 acts who have achieved success in many fields across the UK and internationally.



## Music Creator Case Study

### AL MOSES

AL MOSES are an indie four-piece band from Merthyr Tydfil who Forté worked closely with in 2018. The band started as friends from high school, and they joined Forté with an average age of 19. Their influences range from Manic Street Preachers to The Jesus and Mary Chain (the biblical name was inspiration for their own) and they mix anthemic chants with socio-political commentary. The band engaged highly with the workshops Forté provided, the opportunities given and the one-to-one mentorship offered by the project.

They have gone onto sell out three hometown headline shows in South Wales (both with and without Forté's backing), they have toured the UK and recently performed to 300 people at The Globe in Cardiff. Their tracks "I Want More" and "Taxidermy" were playlisted on BBC Radio 1 and Radio X and they won the Cardiff Music Award for Best Breakthrough Act.

“

Forté was a much needed support network that allowed our band to feel far more industry ready and business savvy than we were beforehand. The funding aspect of Forté also gave us a wider range of opportunities when it came to gigging, releasing music and marketing it.

**Jack Vill – Al Moses**



**Based in:** Wales

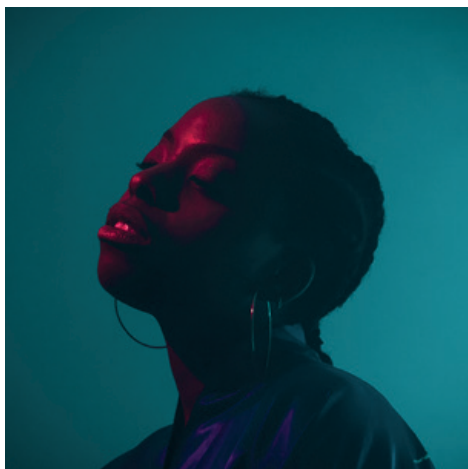
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# FUTURE BUBBLERS / BROWNSWOOD MUSIC

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## Talent development programme:

Future Bubblers is a support and mentoring project for artists across the country making more left-field, out-side the box, genre-blurring music. It was founded 5 years ago - and every summer an application window opens to select 10 "Bubblers" who become part of the family and are paired with an industry mentor. Through the Talent Development Partner programme they been able to record, manufacture, release and market a compilation of music to showcase the exciting young talent they have mentored through the project.



## Music Creator Case Study

### Shunaji

Born in Lagos, raised in Rome and now based in London, Shunaji boasts that most rare, vital quality in an MC: a distinctive, ear-pricking sense of flow. Her influences range from hip-hop to folk and ambient. She has enjoyed great success as she has grown her profile; being awarded prestigious support slots for icons of her genre, Bahamadia and Rah Digga, securing support from promoters Parallel Lines for her upcoming London headline at The Waiting Room, as well as releasing 2 x well received EPs.

“

Future Bubblers is the entire reason I think I can call myself a proper musician! Although I feel I've always had confidence in my own sound, Amy, Selassie and my mentor Alex, certainly have given me the direction, assurance and all the industry tools and contacts that have enabled me to put together a live show and records that I'm proud of. From the details of registering my music with PRS and PPL to dealing with pressing plants, selling product to stores and negotiating contracts, the Future Bubblers team have given me knowledge that allows me to be as independent as possible in the music industry, which to me is invaluable.

**Skinny Pelembe**



**Based in:** London

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# GENERATOR

## Talent development programme:

Generator's history for artist development is rich, having provided support for the North-East's music sector for over 25 years, helping the likes of Maximo Park, Field Music, Nadine Shah and more recently Sam Fender, L Devine & Brooke Bentham.

Funded by PRS Foundation, Generator's 'Tipping Point' programme offers a range of support services for those wanting to develop their potential and explore career pathways in the wider music industry. Generator's offer includes industry masterclasses, single releases, holistic & strategic artist support and career advice, regional & national showcase opportunities and creative workshops for the region and beyond.



Paul Gregory of the band Lanterns on The Lake (Bella Union Records), to produce the EP 'Stay Away From Me' which received online support from notable blogs such as The Line Of Best Fit, DIY, Dork, Clash, Louder Than War as well as receiving radio support from BBC Introducing via BBC Newcastle, BBC Scotland & BBC Leeds, BBC 6Music & Amazing Radio. In a live capacity, we helped them secure a headline show in Leeds & a place at The Great Escape as well as supporting Brits Critics Choice winner Sam Fender across two UK-wide tours playing to sold-out crowds every night.

## Music Creator Case Study

### A Festival, A Parade

Generator discovered A Festival, A Parade via their application to play Tipping Point Live Festival in 2016 (then called Evolution Emerging) and immediately caught regional attention with their unique approach to song-writing and enigmatic live performances. We signed them up to our artist development programme, joining them up with producer

“

Generator and Tipping Point gave us a launching pad to develop as a group and provided us with the necessary provisions to drive forward as a band and as individual songwriters and music professionals.

**A Festival, A Parade**



**Based in:** North East

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# HARD RAIN SOLOISTENSEMBLE

## Talent development programme:

Hard Rain SoloistEnsemble is the only professional musical group in Northern Ireland to specialise in the performance of modern and contemporary repertoire. Its remit especially is to give a voice to local composers and to perform music that otherwise cannot be heard live in NI. Through its Talent Development Partner programme it is able to focus on this work, but with a specific emphasis on early career composers offering them commissioning opportunities, concert showcasing and a composition award. Their Talent Development Partner programme also assists in promoting women composers.



## Music Creator Case Study

### Amy Rooney

Amy Rooney has featured in several of our Talent Development Partner events. As such her profile is on the rise and she is attracting opportunities from other schemes and ensembles. HRSE first performed Amy's work in our 15/16 Season, in which she was given 3 performances of her composition Lines and Dots and a performance of a solo violin piece, Flight Paths. Since then we have showcased another new work of hers, Phosphenes, written for the full ensemble, in a concert devoted to women composers. Amy is one

of the most recent beneficiaries of our PRS Foundation supported funded commission scheme aimed at early career composers. As such, her new work, Attrition, will feature in three concerts this season. In addition to the concert exposure we have also recorded Amy's work and she has been able to avail of mentorship from Jane O'Leary, one of Ireland's most respected composers. We feel the sustained support of Amy's remarkable work is important and is making a difference at this point in her career.

“

It has been incredibly important to my development as a composer to hear a number of my works performed by the Hard Rain SoloistEnsemble. The mentorship and collaborative creative environment provided by the members of the ensemble has been invaluable.

Amy Rooney



Based in: Northern  
Ireland

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# HEART N SOUL

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## Talent development programme:

Heart n Soul is an award-winning creative arts company. The organisation believes in the talents and power of people with learning disabilities. They offer a range of opportunities for people to take part, train in a new skill or develop their artistic talents. Heart n Soul offer a year-round programme of collaborative, development and performance activities led by music creators with learning disabilities that nurtures potential and supports progression. The PRS Foundation's Talent Development Programme supports year-round, high impact activities designed to boost the creative and professional development of our music creators.



## Music Creator Case Study

### Dean Rodney Jr

"It's been an exciting time for me. In the past year I got to try out new things and perform around the world. I travelled to Texas with my band The Fish Police to perform at South by Southwest Festival. We also travelled to Indonesia where we performed 3 gigs.

I've also been continuing to make my own songs and performed them at a number of venues across London and the South East. It's been a big step forward in my development.

I've been involved in music band Ravioli Me Away's opera 'The View From Behind the Futuristic Rose Trellis'. I act in the opera and wrote a song for it too. So far we've had a really good response.

“

It's a big opportunity being part of Heart n Soul and I enjoy it. It's changed me, and made me more confident.

**Dean Rodney Jr**



**Based in:** London

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# HIT THE ROAD

## Talent development programme:

Hit the Road is a music project that takes young artists and bands on their first professional tours across Scotland. Whilst on tour, the young people involved learn the realities of touring first-hand, meeting relevant industry professionals such as tour managers, promoters, sound engineers and stage techs, and attending workshops on topics such as social media, photography, and using video to promote their music. This project's main aim is to nurture and support the next generation of young musicians and artists within Scotland. Hit The Road is funded by PRS Foundation and Scotland's Youth Music Initiative.



## Music Creator Case Study

### Aaron Smith

Aaron Smith is a singer-songwriter from Glasgow who featured on Hit the Road in 2016. During his involvement with the project he got his first experience touring outside Glasgow, playing shows in Inverness, Perth, Dundee and Edinburgh where he was warmly received by large audiences. As a direct result of taking part in Hit The Road, Aaron was signed up by Glasgow-based Kingdom management (Lewis Capaldi, Walt Disco and

The Ninth Wave) and over the past two years has made significant progress in his career. His first single has received over two and half million streams in the three months since release and he has been touring extensively throughout the UK. His first EP is due for release in 2019.

“

Lewis Capaldi's meteoric rise continues to thrill us all; his single 'Someone you Loved' spent 7 weeks at number one in the UK and his debut album 'Divinely Uninspired to a Hellish Extent' has sold triple platinum to date, spent 6 weeks at the top of the charts and managed to break a few records along the way. Now touring globally, Lewis's world-wide success is beyond our wildest expectations and we are really proud of him!

**Michael Cassidy**



**Based in:** Scotland

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# HUDDERSFIELD CONTEMPORARY MUSIC FESTIVAL

## Talent development programme:

Huddersfield Contemporary Music Festival (hcmf//) is the UK's largest international festival of new and experimental music, taking place over 10 days and consisting of 50+ events and a year-round Learning & Participation programme, designed to reflect the artistic programme while responding to regional need. Through the Talent Development Programme, they focus on the continuation, enhancement and nurturing of British music creators within their annual festival programme.



## Music Creator Case Study

### Explore Ensemble

Explore Ensemble specialises in using experimental technology to perform virtuosic new music. Since their first appearance at hcmf// 2016, as part of our hcmf// shorts professional development programme, we have supported their organisational and artistic development and provided them with opportunities to present the kind of daring programmes that define their

vision. Their debut performance in 2016 resulted in numerous opportunities for the ensemble – including several further performances at hcmf//. In 2017, we presented their first international commission, a new work by Patricia Alessandrini that was co-commissioned by hcmf// and Explore Ensemble and recorded by BBC Radio 3 for broadcast on their Hear and Now programme. At hcmf// 2018, Explore Ensemble partnered with EXAUDI Vocal Ensemble for the UK premiere performance of Sciarrino's song cycle *Carnaval*.

“

hcmf// plays a vital role in supporting young and emerging artists and fosters the growth, vitality, and diversity of the whole ecology of new music in the UK and internationally.

**Nicholas Moroz (Artistic Director, Explore Ensemble)**



**Based in:** Yorkshire

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# JAZZ RE:FRESHED

## Talent development programme:

At its core, Jazz re:freshed's mission is to globally elevate, amplify and spotlight the breadth of expression in UK Jazz, while breaking down the boundaries for audiences to access the music. These tastemakers are synonymous with supporting the launch of Ashley Henry, Richard Spaven and Nubya Garcia's recording careers and now have a 2019 Mercury Prize Album of the Year nomination for Cassie Kinoshi's SEED Ensemble debut release, Driftglass – supported via PRS Foundation's Open Fund for Music Creators.



## Music Creator Case Study

### Cassie Kinoshi

Cassie Kinoshi's music is extremely powerful and relevant. As an exceptional millennial black female composer & arranger, Cassie brings a unique voice and perspective to the Jazz scene with her large jazz compositions.

Jazz re:freshed and PRS Foundation support on Cassie's SEED Ensemble project provided the step change required to take her artistry and career onto the next level.

The Jazz re:freshed team worked with Cassie to identify the best producer Jazz re:freshed's platforms and also supported Cassie with a feature at the 2018 JAZZ RE:FEST and a sold out album launch at Kings Place in February 2019. This has all culminated in a 2018 Ivors Academy Award for Jazz Composition for a Large Ensemble for the track Afronaut (feat. XANA) and a Mercury Prize nomination for Album of the Year 2019.



Jazz re:freshed is the type of organisation who take a risk and facilitate the growth and emergence of new and exciting artists and bands.

**Cassie Kinoshi**

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**Based in:** London

# LIMF ACADEMY

## Talent development programme:

The LIMF Academy supports new and emerging unsigned music creators between the ages of 16-25 from across Merseyside who are pursuing a career in the music industry and display a good level of ability, activity and potential, regardless of demographic and genre. They work with a wide range of talent, at different stages of their development; offering relevant opportunities and experiences. e.g., for the more outstanding talent, they have the elite talent development programme, including mentoring, industry showcase opportunities, a bursary and monthly development sessions. For the more raw talent they offer our annual masterclass and local showcase opportunities.



## Music Creator Case Study

### LUNA

LUNA is an amalgamation of a classical voice and innovative electronica, realised by Producer-vocalist Kate Hazeldine. Her music is a fusion of styles that mirrors the work of fellow female self-produced artist Banks and FKA Twigs: strength courses through LUNA's multi-layered soundscapes, which the artist herself describes as "Kate Bush with contemporary production".

LUNA applied for the LIMF Academy and landed herself a spot on the elite talent development programme in 2018. Since joining the programme LUNA has completed her debut EP and undertook two successful single campaigns, set up and promoted a debut headline show, undertook a number of high profile performances in Liverpool, Germany and London and gained a place on the ReBalance programme in 2019. Her EP will be released in November, supported by a small UK Tour.

“

My time with The Academy has been invaluable. Thanks to them I've had experiences such as playing LIMF main stage, performing with an orchestra and recording with top producers. They've not only helped my career grow, but most importantly my confidence too - thank you!

LUNA



Based in: North West

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# MAHOGANY OPERA GROUP

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## Talent development programme:

Mahogany Opera Group is a leading commissioner of new opera and music theatre. Their vision is for opera to be inclusive, collaborative and dynamic; an artform that speaks meaningfully to people today, stretching the boundaries of what opera can be and who it is for. PRS Foundation's Talent Development Partnership supports Various Stages Mahogany Opera Group's pioneering research & development programme through which they collaborate with emerging and world class artists.



## Music Creator Case Study

### Oliver Brignall

Oliver Brignall is both a singer (tenor) and a composer from London. He holds a doctorate in Composition at Brunel University. Oliver Brignall with collaborator Metta Theatre, led by director and Librettist Poppy Burton-Morgan took part in Mahogany Opera's Various Stages Festival 2017. Their piece Palace of Junk selected through an open call process, was a multimedia retelling of the tragic tale of the Collyer brothers, an

infamous pair of hoarders, and an exploration into hoarding disorder. Through the Various Stages Festival, the project received development support and a showcase at the Institute of Contemporary Arts, London. Mahogany Opera will launch their Various Stages Festival 2020 through an open call in October 2019.



The Various Stages workshop helped a lot... Working with such great performers helped define what the dramatic intention of the scene was and helped further streamline the score. This was (for me at least) one of the most important parts of the whole process as we all came together on the final workshop day and worked collaboratively to change bits of text, music and some timings.

**Oliver Brignall, composer – Various Stages participant**



**Based in:** London

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# MANCHESTER JAZZ FESTIVAL

## Talent development programme:

Manchester Jazz Festival (mjf) is Manchester's longest-running festival and has helped launch the careers of a host of talented artists.

The festival runs a series of talent development initiatives, including mjf hothouse, a free scheme for artists looking to develop ideas, hone their craft and move their careers onto the next step whilst overcoming any barriers that may stand in their way.

Manchester Jazz festival also champions up and coming artists through its mjf introduces strand, which gives young, regional artists a platform at the festival and in turn helps them break into the gigging circuit.



## Music Creator Case Study

### Jemma Freese

Jemma Freese is a keyboardist, vocalist and composer based in Leeds. She plays with her solo project freesetrio (triphop electronica grunge) as well as other bands such as J Frisco (experimental avant-garde), DOMI (electronic pop), Eva Eik (Scandinavian electronic pop folk) and Maximo Park.

Jemma and her freesetrio band mates played Manchester Jazz Festival in 2018 as part of

the mjf introduces strand and were a huge hit with audiences. Later in 2018, Jemma gained a place on the mjf hothouse scheme, where she was able to work with a mentor on her confidence as a strong female band leader and embrace the dark and sometimes personal themes her music delivers. Her work was so well received she was personally asked to play in the mjf 2019 new commission 'Mancunity' by composer Andy Scott. She was also selected to play the mjf hothouse showcase in the festival hub. In 2019 freesetrio were awarded a place on Jazz North's northernline touring scheme. Jemma said:

“

I was going through an extremely difficult time in terms of my mental health and personal life. Hothouse kept me going and believing in the message I wanted to deliver in my music.

**Jemma Freese**



**Based in:** North West

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# MUSICAL THEATRE NETWORK & MERCURY MUSICAL DEVELOPMENTS

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## Talent development programme:

Mercury Musical Developments and Musical Theatre Network support professional artists and organisations writing, developing and staging new musical theatre in the UK. They strengthen the sector and art form development through year-round talent and professional development opportunities, networking, showcasing and advocacy to help excellent and diverse new musical theatre achieve its potential. Their Talent Development Partner activity is focused on BEAM – the UK's main national showcase of new musical theatre in development, finding work at pitching days held around the UK, and showcasing it at BEAM2020 at Royal & Derngate, Northampton, on 26 and 27 March 2020.



## Music Creator Case Study

### Sheep Soup

Nottingham-based theatre company Sheep Soup successfully pitched to be included in the BEAM2018 showcase, with their new musical in development, 'Hoarding' by Nic Harvey, Rob Green and Esther Coles.

Canadian producer Michael Rubinoff (whose credits include multi-award winning musical 'Come From Away') attended BEAM, and after seeing Sheep Soup's presentation he started a conversation with them. This evolved into an invitation to be the first British company to develop a new musical at the prestigious Canadian Musical Theatre Project residency in Toronto, at which 'Come From Away' was developed. Several members of Sheep Soup have spent much of September workshopping 'Hoarding' with students of Sheridan College, Toronto, directly as a result of their involvement in BEAM.

“

The hugest of thanks to BEAM2018, Mercury Musical Developments and Musical Theatre Network, for giving us a platform to meet Michael Rubinoff in the first instance - BEAM truly makes actual things happen!

**Sheep Soup**



**Based in:** London

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# NORWICH ARTS CENTRE

## Talent development programme:

Norwich Arts Centre (NAC) supports musicians through showcasing and mentoring opportunities. Its Pony Up and HARK initiatives are for emerging and mid-career artists, while Sonic Youths engages with original music-makers aged 14 to 19. SALON! is a free and bi-monthly Sonic Youths initiative providing a safe creative space for young musicians to get together and collaborate, hear from industry professionals and learn best practice from each other. Sonic Youths alumni are increasingly encouraged to return and engage with newer acts, providing the latter with mentoring opportunities. Sonic Youths co-ordinator Annie Catwoman won the EDP People's Choice Award for best individual at the 2017 Norfolk Arts Awards for her work with the programme.



## Music Creator Case Study

### Lucy Grubb

Lucy Grubb, who played Sonic Youths' second showcase in NAC's bar, has gone on to successfully launch her second EP in our main auditorium to a packed audience in October 2018. Complete with full band, Lucy previews her Arts Council England funded third EP on NAC's main stage this October.

In August 2019 she headlined The Den Stage at Cambridge Folk Festival, as well as performing at Ely Folk Festival and Folk East over the summer. Lucy is nominated for best individual in the 2019 EDP People's Choice Award.

“

We have always found Norwich Arts Centre to be incredibly supportive of us, and other local up and coming artists. Their Pony Up programme has supported us by organising and promoting our debut album launch show at the venue in July 2018 to a near sold-out crowd.

**Maria Uzor (Sink Ya Teeth)**



**Based in:** East Anglia

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# OH YEAH MUSIC CENTRE

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## Talent development programme:

The Oh Yeah Music Centre is Belfast's dedicated music hub supporting new music from the region. Their current initiatives and programmes include; The Northern Ireland Music Prize, Sound of Belfast Festival, Women's Work Festival and the Scratch My Progress, their flagship annual Talent Development programme kindly supported by PRS Foundation, Help Musicians UK and the Arts Council of Northern Ireland.



## Music Creator Case Study

### Kitt Philippa

Kitt Philippa graduated from the Scratch My Progress talent development scheme in 2011/2012 and since then they have been on a steady creative incline. They now have management in place, an independent record label deal, live booking agent, a full PR team and an upcoming LP release in October 2019. They were awarded the PRS Foundation's 'Open Fund For Music Creators' in 2018 for the support of their single release 'Human' which went on to win, by public vote, the Northern Ireland Music Prize for 'Best Single' in 2018. They have played at major UK and Irish festivals including Electric Picnic, Latitude, Body & Soul and completed UK & European tours and shows supporting SOAK, Villagers, Lucy Dacus, Snow Patrol and Lisa Hannigan.

Kitt Philippa's music has been championed by Mary Anne Hobbs (BBC 6 Music), Tom Robinson, Phil Taggart (BBC Radio 1), Huw Stephens, RTE 2FM, Today FM, Hotpress, The Line of Best Fit, Indie Shuffle, CLASH, Earmilk, The 405, Nialler9 amongst others. BBC Entertainment News in their review of The Great Escape 2019 proclaimed, "You can instantly hear why Hozier said "impressive is too weak a word" to describe their music."



Scratch my progress, is one of the best things that has ever happened to me. I feel like I've really developed as an artist and all of the advice, contacts made and opportunities given have really helped me to progress as an artist! I'm so thankful to have been selected for this program!

**Gemma Bradley - Singer/Songwriter,  
Scratch My Progress Graduate 2019**



**Based in:** Northern  
Ireland

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# OPERA NORTH

## Talent development programme:

Opera North's Resonance programme supports BAME music creators from the north of England. Diverse in content as well as its lead artists, the programme embraces musical forms from Yoruba to South Asian classical music; electronic music to jazz. Resonance provides targeted support to artists at different stages of their careers, always with an interest in exploring a relationship between their music and aspects of opera including theatre, visual arts and western classical music. Investigating the potential of narrative, staging and spectacle for the lead artists' music is central to the programme.



## Music Creator Case Study

### Nishla Smith

Vocalist Nishla Smith used her Resonance residency in April 2019 to begin the creation of a staged song cycle inspired by her grandmother's childhood memories of the disappearance of a sibling. In *What Happened to Agnes*, Nishla imagines what might have happened next, spinning together her grandmother's lush childhood memories into a magic-realist realm of talking tigers, hidden dangers and never-ending staircases. The story moves in and

out of focus through Nishla's distinctive songs, which could be the haunted, shadowy flipside of the standards of Agnes' time. With projections by visual artist Luca Shaw and piano by Tom Harris.



Resonance provided an ideal framework for me to explore a new direction in my music making. The programme was well set up, combining extensive support and resources with the freedom to push myself and explore new ideas. Over the course of my time on the Resonance scheme, I have created a major new piece of work, and formed strong collaborative relationships with associate artists that I might not have had the confidence to develop without the structure and financial support of the programme."

**Nishla Smith**



**Based in:** Yorkshire

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# OTO PROJECTS

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## Talent development programme:

PRS Foundation's funding supports the talent development for a broad range of music that exists outside of the mainstream, through a year-round programme of music at Café OTO and the OTO Project Space. OTO Projects Talent Development Partner activity includes initiating new collaborations with UK-based and overseas musicians, providing access to their Project Space to develop new work, curating residencies focused on UK-based players and releasing their work on the in-house label OTORoku.

They also work with musicians to develop new concert series and involve them in the programming process to give them more creative control over how their work is presented and contextualised.



composer Carl Stone. A recording made of Carl Stone and People Like Us at Café OTO was then played on Radio 3 by Robert Worby in January of this year.

“

Café OTO is a very special venue, my favourite in both London and the entire UK. I like that it is intimate yet professional and the audience and community that has gathered around it is open minded, accommodating and respectful in behaviour towards artists and musicians, meaning that one feels open to experiment and present cutting edge/forward looking content. Café OTO has become indispensable not only for the London and UK experimental/new music community, but also the global network.

**Vicki Bennett**

## Music Creator Case Study

### Vicki Bennett

OTO Projects have constantly supported Vicki Bennett (People Like Us) through her ongoing creative practice. This has included the premier of new multi-disciplinary work "Consequences (One Thing Leads To Another)", "Citation City", "The Mirror" and "The Horror!!". OTO Projects have also supported Vicki's improvisation project with Jennifer Walshe and M.C.Schmidt and encouraged Vicki's discursive practice, presenting a live audience discussion with world-renowned west coast experimental

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**Based in:** London

# PERFORMANCES BIRMINGHAM

## Talent development programme:

Performances Birmingham Limited (PBL) is the registered charity that manages Birmingham's two iconic concert venues, Town Hall and Symphony Hall. Their Jazzlines programme is key to the region's jazz infrastructure, nurturing talent and creating performance opportunities. The Jazzlines Talent Development Programme has five strands which provide access to rehearsal space, industry and artistic networks, project management, performance venues and PR and marketing. Together, these will increase performance opportunities as well as the creation of new music, while ensuring the Jazzlines programme reaches further into Birmingham's musical communities to support young, emerging and mid-career level musicians in the City.



## Music Creator Case Study

### Stella Roberts

Stella Roberts is a young musician, composer and educator based in Birmingham.

An alumna of the Royal Birmingham Conservatoire's Jazz Course, Stella began working with Jazzlines as a tutor for our regular Ensemble Sessions and yearly Summer School and has run many of her own bands including a sextet and Frida – a large ensemble fusing a traditional jazz quartet

and string quartet. She is also a member of experimental rock outfit, Dorcha and has recently completed a score for a new BBC Radio 4 short drama.

Stella forms half of the Jazzlines Residency programme, funded by the PRS Foundation's Talent Development Programme, with drummer Will Glaser.



To be part of the Jazzlines community is a special and beneficial experience as they not only nurture throughout your creative process but also encourage you to develop your own sound, whilst creating opportunities for you to perform original music to captivating audiences.

**Stella Roberts, Jazzlines Residency artist**



**Based in:** West Midlands

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## Talent development programme:

Based in Manchester, Psappha is the only stand-alone, professional specialist contemporary-classical ensemble in the North of England. They support composers at all career stages through the commissioning and performance of new work and through their 'Composing for...' talent development programme for emerging and early-career composers. During 2019-20 they will run four "Composing for..." schemes, supporting 24 composers to write for accordion, sitar, piano and cello.



## Music Creator Case Study

### George Stevenson

George Stevenson was one of six early-career composers to take part in Psappha's Composing for Flute and Clarinet scheme in 2017-18 (and one of 24 composers to take part in that year's Composing for.... programme overall, with the other participants writing for violin and cello, French horn, and guzheng). Composers worked with Psappha's musicians over a period of 6 months, at the end of which we made multi-camera HD films of

all 24 new works, including George's piece, *Algol*. Psappha's Artistic Director selected *Algol* to be performed as part of Psappha's core Manchester season in November 2018, where it played to a capacity crowd. *Algol* was also selected as a featured work during this year's Risuonanze Festival (including a broadcast on Italian radio). Psappha has now commissioned George – through the annual Peter Maxwell Davies commission – to write a new ensemble work which we will premiere in Manchester on 26th September 2019.

“

There's a sense in the composing community that what Psappha is doing with emerging composers really is quite special - not just in terms of the quality of the schemes and their musical results, but also the unbelievable number of composers they manage to offer opportunities to each year.

**George Stevenson**



**Based in:** North West

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# PUNCH RECORDS

## Talent development programme:

Born in Birmingham, PUNCH's mission is to transform lives through music. The organisation balances creative development for emerging musicians with credible opportunities for professional artists. Working nationally and internationally; they commission and tour new work. PUNCH has a track-record of delivering award-winning large-scale public programming and music-rooted engagement projects.

NEXT LEVEL supports emerging artists in contemporary Black music genres, including UK Hip Hop, Grime and Soul. Working through a programme of creative coaching including bootcamps, performances and studio sessions, NEXT LEVEL builds the professional and commercial acumen of young UK Black artists.



## Music Creator Case Study

### RTKAL

RTKAL is a young veteran of the Birmingham music scene, and a PUNCH development programme mainstay. Our PRS Foundation Talent Development Partner investment supports artists to increase the scale and scope of their career, wherever they are on the ladder, and move to the "next level". RTKAL has set up his own music studio as a venue to offer young Birmingham-based artists knowledge, experience and entrepreneurial skills. This year, through PUNCH's Talent

Development Partner-supported NEXT LEVEL programme, RTKAL was challenged and supported to curate a region-wide tour featuring six emerging artists from the city; THE PULL UP TOUR. RTKAL is currently working through the NEXT LEVEL talent development programme to co-curate PUNCH's annual festival, BASS.



Because the PRS has invested in me through PUNCH and NEXT LEVEL, I've been able to develop my own music and my own career. But I've also been able to reach out to fresh grassroots talent and help them to get to the level I was at a few years ago. Soon they'll be pulling up others behind them, and that's the way it should be."

**RTKAL**



**Based in:** West Midlands

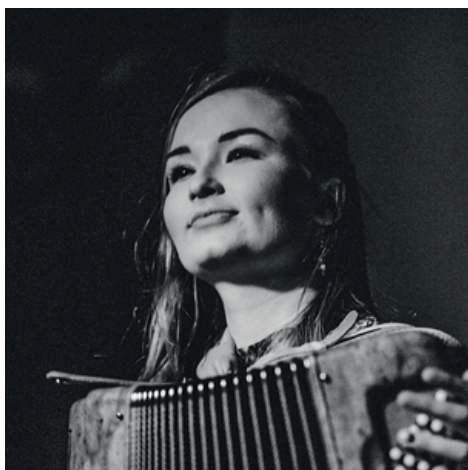
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# RED NOTE ENSEMBLE

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## Talent development programme:

Red Note is Scotland's international, virtuoso new music ensemble with a social mission. A committed champion of contemporary music and campaigner for open access to the arts, Red Note works to bring new music to as wide an audience as possible throughout Scotland and beyond, delivering the same level of dedication and cultural excellence whether performing with school children in local Scottish communities or on the stages of Europe's greatest concert halls and festivals. Their approach to music creator development is to provide a "development pipeline" from first contact with contemporary music creation (frequently at school, or in a community setting), through informal, secondary and tertiary education, to emerging-professional opportunities, commissioning, national and international touring and recording.



and I learned so much from the experience. Having the piece performed gave me a real confidence boost and the drive to write my second piece! A few years later, I was then fortunate enough to work with Red Note on a residency project as part of Sound Festival. I was able to work closely with the ensemble, allowing me the time and space to rethink and revise the work before the performance. At the Royal Conservatoire of Scotland, Red Note have led informal workshops, playing through other students "works in progress". These sessions are extremely valuable in gaining feedback from top players about fine details. All of these stages led to me receiving my first professional commission this year from Red Note.

## Music Creator Case Study

### Aileen Sweeney

"Red Note Ensemble have played a huge part in my development as a composer from a very young age. The ensemble performed the first ever piece I wrote whilst still at school in their "Noisy Nights" series. It is so rare for young composers to experience their work live



Red Note Ensemble is a Scottish success story

Anna Picard, *The Times*



Based in: Scotland

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# ROUNDHOUSE

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## Talent development programme:

The Roundhouse is a renowned venue and youth arts charity in Camden that helps young people realise their potential and improve their lives through creative education and the arts. Last year the Roundhouse engaged 6,364 11-25 year-olds through creative projects in spoken word, music, digital media and theatre, helping them learn new skills or develop artistic talents. Last year, 58% of the young people they worked with were from the most economically disadvantaged parts of the UK.

PRS Foundation supports Roundhouse Rising, including Rising Sounds (which pairs a young creative with a professional producer to make a track), Rising Presents gigs, music industry masterclasses and the Roundhouse Rising Festival.



## Music Creator Case Study

### ELOI

ELOI is an artist of many talents; a singer, songwriter, producer and classically trained pianist. Her unique blend of electronica, alternative, pop and RnB serves a singular aim: to make truly original pop music. This year, ELOI secured a residency at the Roundhouse and will be featured on their 'Rising Sounds' album, as well as performing as part of the 'Rising Sounds' festival.



Taking part in Rising Sounds is probably the most important experience I've had this year so far. I was really lucky to be paired with Tim (producer and mixing engineer) as we worked well together, and I've learnt so much from him. It also built my confidence in the studio. I'm really excited to perform with my band on 19th October for the first time at Roundhouse Rising Festival. The festival is a great platform to be associated with.

**ELOI**



**Based in:** London

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# SAFFRON RECORDS

## Talent development programme:

Just 2% of the top 600 songs in 2018 were produced by Women. Saffron is an organisation working to change this. Through their motto to Support, Champion and Inspire, Saffron hopes to address the gender imbalance in the music and music tech industry. Since 2015, Saffron has been running music production, sound engineering and DJ courses, music business workshops, an artist development scheme and a record label, all for girls and Womxn with a desire to build community and learning in these areas.



## Music Creator Case Study

### Mercy Cartel

Mercy's Cartel is an Essex-born Bristol-based vocalist and musician who has thrived during her year on Saffron's Artist Development Program.

Over the course of 12 months, Mercy has released a single and an EP through Saffron's record label, done a UK tour and played Glastonbury, We Out Here, The Downs festival and Kendal Calling.

Through mentoring and guidance Mercy has excelled in her craft and now has a manager is a new recipient of the PRS Foundation's Open Fund for Music Creators.

Mercy's sonic influences stem from R&B, hiphop and trap, with fusions of afrobeat featured throughout.



Being with Saffron for the past year has been a life changing experience for me. They have challenged me to believe that I can achieve more and also given me the skills to allow me to do so.

This year has given opportunities that I could not foresee for myself for at least another 2-3 years. I've met amazing female role models and friends for life.

**Mercy Cartel**



**Based in:** South West

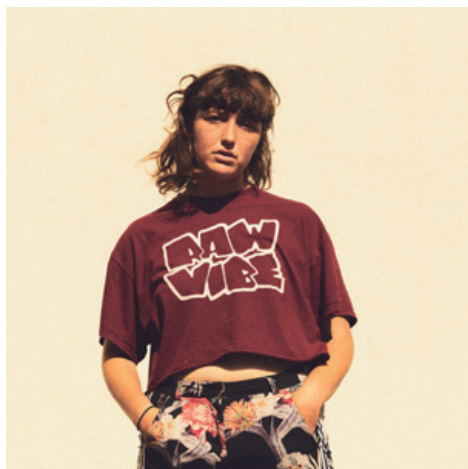
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# SAGE GATESHEAD

## Talent development programme:

Sage Gateshead is an international music centre situated on the banks of the River Tyne. Sage Gateshead is home to Royal Northern Sinfonia, Folkworks regional folk agency, a diverse concert and festival programme and an extensive creative learning programme enabling people of all ages and abilities to make music.

In 2019/20 Sage Gateshead will continue to develop its programme for early career music creators, building on the new relationships with artists initiated through the Great Exhibition of the North and expanding the opportunities offered through their Summer Studio, Associate Artists and festivals programme.



## Music Creator Case Study

### Martha Hill

Sage Gateshead learned about Martha Hill through her work with Nadine Shah on the Brighter Sound residency that took place in August 2018 in collaboration with Generator North East. We asked her to support Field Music and Maximo Park as part of a performance with the Royal Northern Sinfonia, engaging Fiona Brice to orchestrate

two of her pieces to be performed on the Sage 1 stage. In March 2019 Martha headlined a local acts showcase that took place at Sage Gateshead and subsequently she was accepted onto the Summer Studios artist residency programme, where she spent the week writing and learning how to use home production software. As a Summer Studios alumnus Sage Gateshead will be invested in securing support slots and showcase opportunities for Martha Hill along with the other 23 artists that took part this year.

“

The Summer Studios Programme was amazing- so good to have a whole week set aside dedicated entirely to music. It was mint to network with other musicians in the area, and I learned loads

**Martha Hill**



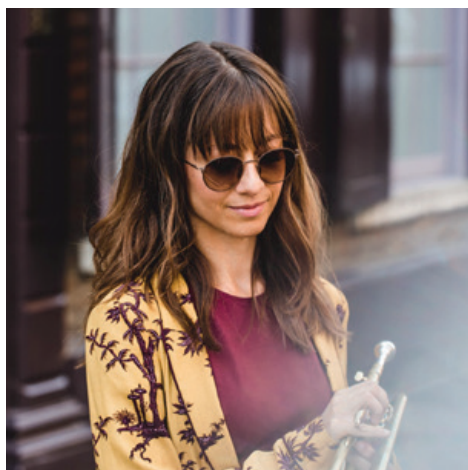
**Based in:** North East

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# SERIOUS EVENTS LIMITED

## Talent development programme:

Serious are one of the UK's leading producers and curators of live jazz, international and new music. Serious produces events that range from major concerts, festivals and national and international tours through to learning and participation programmes, talent development schemes, conferences and specially commissioned bespoke events. Alongside its core role as a live music events producer, and programme consultant, Serious are committed to ensuring that music is accessible to all, and that artists have opportunities needed to reach their full potential.



## Music Creator Case Study

### Yazz Ahmed

British-Bahraini jazz trumpet and flugelhorn player Yazz Ahmed took part in Take Five Edition VIII in 2013, at which point she had begun to make a name for herself and her quartet, self releasing her debut album *Finding My Way Home* in 2011, performing headline shows at Jazz In The Round, Ronnie Scotts and representing Bahrain at the Cultural Olympiad. Yazz also collaborated with the likes of Max Romeo, Lee 'Scratch' Perry, the Manic Street Preachers and Radiohead.

Take Five offered Yazz the chance to get her music out to a wider audience and she subsequently went on to lead both her eponymous quartet and seven-piece band Ahmed Family Hafla to tours across the UK, Europe, and as far as Kuwait, Ukraine, and Algeria. Ahmed Family Hafla performed at the Queen Elizabeth Hall in November 2014, featuring the premiere of Yazz's piece *Whispering Gallery*, which was commissioned and funded by Serious and EFG London Jazz Festival.

More recently in 2017 she signed to the Naim label and performed at Gilles Peterson's UK Jazz Showcase at New York's Winter Jazzfest in 2018.



I have never before received so much support and encouragement and now think in a completely different way since gathering new skills in how to promote and manage my work.

**Yazz Ahmed**



**Based in:** London

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# SNAPE MALTINGS

## Talent development programme:

Snape Maltings is a world-famous music venue and artist development hub on the Suffolk coast. Its Creative Residencies programme offers artists the time, space and support to step out of daily life and focus intensively on their artistic practice or the pursuit of a new project. Artists are given accommodation, and have full use of resources, facilities and expertise. Support from PRS Foundation has created an additional support budget that artists can apply for, to meet costs that would stop them taking up a residency place.



## Music Creator Case Study

### Rakhvinder Singh

Rakhvinder Singh and Sebastian Gainsborough are a classical violinist and producer who teamed up to create a response to Janacek's *Intimate Letters* which was designed to cross genres and be equally at home in a concert hall as in one of the big European techno festivals.

Over the course of two years, Rakhi and Seb spent upwards of six weeks at Snape, initially

learning about each other's art forms writing a response to the Janacek, then later on bringing other collaborators with them to test out ideas.

Their Residency culminated in *Written in Fire*, which we produced for them and premiered at the Aldeburgh Festival in June 2018. In 2019, the show toured to Kings Place, Bristol, Glasgow, Manchester, Aberdeen and Cardiff. They have also released a recording of the work on Tri-Angle.

“

Having the chance to develop our opera at Snape Maltings was a gamechanger. The surroundings are so inspiring and the support from the technical and admin staff is amazing. Our piece has gone from 'R and D' to 'ready to perform' stage in a really large part because of this support.

**Sam Barber**



**Based in:** East Anglia

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# SNEAKY PETE'S

## Talent development programme:

Sneaky Pete's is a very busy but tiny 100 capacity live music and club venue in Edinburgh. They have substantially increased the quantity of in-house gigs in the past two years. From September to December 2019 alone there will be over 100 gigs at the venue, 32 of which are in-house. With help from PRS Foundation they have been able to host shows for emerging musicians across many genres at crucial stages in their careers, paying fair fees, and attracting bigger audiences than before, audiences who will then support those musicians in future.



## Music Creator Case Study

### Auntie Flo

Our Talent Development Programme involves a small amount of contact with a large amount of musicians: in the 30 shows of our 2018-2019 programme, around 300 musicians had a chance to perform.

Help from PRS Foundation allows us a small "freedom to fail" in our programming. We choose touring artists based on merit ahead of their ability to sell tickets.

Auntie Flo is a Scottish musician who has played Sneaky Pete's many times. With help from PRS Foundation we hosted his Radio Highlife album launch show as part of last year's programme. By hosting his shows, we have kept him in the public and also the critics' eye in Scotland, and now he has won the prestigious Scottish Album of the Year award, just ahead of his return to the venue for another show.

“

In its 12th year, Sneaky Pete's has a busier programme and better attendances than ever before, putting Edinburgh back on the map for emerging touring musicians.

**Nick Stewart, Sneaky Pete's**



**Based in:** Scotland

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# SOUND

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## Talent development programme:

sound is a collaborative new music incubator based in North East Scotland that fosters innovation, nurtures talent and shares the excitement of creativity and discovering new sounds. Its flagship activity is soundfestival which takes place in late October, but it has many other strands of activity including the soundcreators programme which aims to nurture, support and develop composers working in the contemporary music sphere.



## Music Creator Case Study

### Kevin Leomo

Kevin Leomo is a Scottish-Filipino composer based in Glasgow writing primarily for acoustic instrumental forces. Currently studying for a PhD in Composition at Glasgow University, he is an emerging talent on the new music scene, and has had works performed by a number of ensembles including Psappha and The Hermes Experiment. He is also interested in education engagement and research.

This year Kevin has benefitted from two of sound's two-day residential opportunities working with professional and student

musicians under the guidance of experienced composers. These opportunities have not only allowed him to gain compositional skills and develop ideas, but have also led to four upcoming performances in Scotland and the USA of new works developed during these opportunities. Following discussions with sound's team, Kevin is also going to shadow the lead composers on sound's Go Compose course for young composers in October.

“

Taking part in sound composer opportunities has been greatly beneficial to my career, and I've been able to secure several performances of my works through networking with participating performers and ensembles.

The sound team demonstrates a strong commitment to supporting new music and providing opportunities for young composers

**Kevin Leomo**



**Based in:** Scotland

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# SOUND AND MUSIC

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## Talent development programme:

Sound and Music is the national development agency for new music. They offer a structured programme of support and development for composers and music creators of all backgrounds at key stages in their careers, which include residencies, touring opportunities, coaching and mentoring, and networking.



## Music Creator Case Study

### Liz Johnson

Liz is taking part in New Voices, Sound and Music's major artist development programme. Lasting 18 months, New Voices is co-designed with its participants, placing their musical interests and needs at its heart in developing a unique project. It embeds coaching and mentoring from leading figures in new music, encourages peer to peer support, and supports participants to be ambitious in exploring and stretching their artistic talent. Each individual develops and presents one or more new works to a public audience, either live or digitally. Liz is using her time on the New Voices

programme to develop a work for clarinet, electronics and dancer, drawing on themes of isolation and mental health. This will be the first of several transformative stages, which will include working with mental health professionals to explore how to expand the work to include non-professional performers in the creation and performance of a full-length dance-opera version.



Being a New Voice has been a fascinating experience, giving me the time and space to think through what the key questions are for me as a composer and my multidisciplinary project Scintilla. With advice from the Sound and Music team, and from my mentors, I have now ascertained what those questions are, how to realise my blue sky idea, how to find the right people to work with and how to make it happen.

**Liz Johnson**



**Based in:** London

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# THE MUSIC WORKS

## Talent development programme:

The Music Works (TMW) core aim is to transform lives through music, developing programmes which break down barriers to making music and produce musical, social and personal outcomes. Specialising in working with young people facing barriers in music, in learning and in life. TMW work with young people to engage them through music and creativity; to build confidence, self-belief and motivation; and empower them to reach their full potential.

The Music Works' UPSURGE Talent Development programme supports young emerging musicians, artists, producers and engineers aged between 18-30 in Gloucestershire.



## Music Creator Case Study

### Griz-O

Lucas Vaughan, aka Griz-O is a grime, hip-hop, and UK Rap artist from Gloucester who takes influences from jazz, soul, electronic, garage and other alternative genres. Before receiving any support from The Music Works he had only performed at youth clubs, created four mix -tapes on SoundCloud, and produced/distributed 100 physical CDs, but was limited to exposure and promotion outside of the city. Upon joining the UPSURGE programme, he received support for career planning/ strategy, recording studio and

rehearsal time, mentoring from industry professionals, performance platforms, marketing support including branding. The progression Griz-O made as a result of the support includes confidence and growth as an artist, collaborations with Bristol producer OH91 & Multi-Storey Orchestra, funding from MOBO/Help Musicians UK, music distribution and income generated through gigs and releases (i.e streams). Griz-O also secured support slots with N.W.A, AJ Tracey, Children of Zeus, So Solid Crew, Performing to 2,000 people at local festival, as well as performing nationally and outside of the UK in new territories.



Being on the UPSURGE programme has helped me develop my networks and gain exposure, I have been involved in music for many years but now i'm starting to see significant change and progress as a result.

**Griz-O**



**Based in:** Scotland

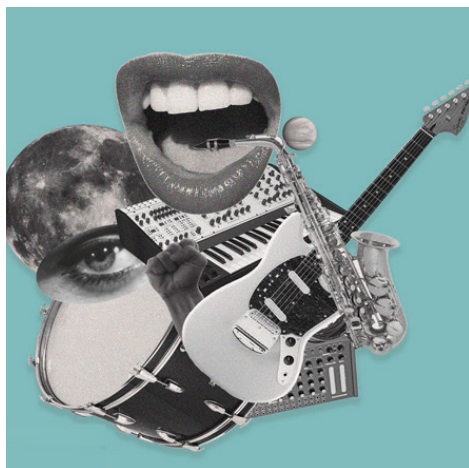
W: [www.themusicworks.org.uk](http://www.themusicworks.org.uk)  
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# THE TIN MUSIC AND ARTS

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## Talent development programme:

The Tin Music and Arts is a charitable arts venue that programmes live music events in its own venue, The Coal Vaults, as well as in other exciting spaces across Coventry. They sit on the Music Education hub, delivering Live on Stage youth contemporary music project, as well as running rehearsal spaces and recording facilities. They are the centre of Coventry's DIY music community and support promoters and bands to put on the best nights in the city.



the underrepresented talent of women in the music industry. This year we're excited to showcase Tusks, Dorcha, Virginia Wing, TrueMendous, Ghum, Screaming Toenail and many more including local Coventry talent.



We are really excited to become a PRS Foundation Talent Development Partner. We are looking forward to supporting new talent in the run up to Coventry's City of Culture year in 2021.

**Sarah Morgan, Director**

## Music Creator Case Study

### Boudica Music Festival

Boudica is an annual music festival which highlights the disparities in the number of women working in the music industry. With a female and non-binary focused line-up of live music, films, art and panels, Boudica Festival (named after the warrior queen supposedly defeated in battle just north of Coventry) is a unique event that gives a platform to



**Based in:** West Midlands

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# THE WARREN YOUTH PROJECT

## Talent development programme:

The Warren Youth Project's Music Service has supported vulnerable and marginalised young people and music creators for over 30 years – launching Warren Records in 2009 to provide a professional platform for those creators and their music, particularly those to whom access has been denied by socioeconomic circumstance. The Warren differs from other youth organisations and music services primarily because they are constitutionally governed by young people – thereby ensuring empowerment is at the heart of everything they do.



## Music Creator Case Study

### Fiona Lee

Fiona Lee is a singer-songwriter based in the north of England. Drawing inspiration from the likes of Dermot Kennedy, Billie Marten and Bruce Springsteen - coupled with her own experiences with teen-hood and relationships - she has captivated audiences with her soulful and original storytelling. With a vocal delivery often compared with Florence Welch, and a delicate but powerful musical backdrop to support, Fiona's songs have regionally made an impact, and has earned her support slots for Scouting For Girls, and Seth Lakeman.



Working with Warren Records has given me a great opportunity to really establish myself as an artist and develop my skills. It's helped me discover a new sound by allowing me to record and release my music which has gained me a larger social media following and better gigs. I've got to meet and work with people that have taught me what it's like working in the music industry as an artist. Working with Warren Records has given me the support and confidence to apply for things like PRS Foundation funding and without them I think it would've been harder to get to where I am now.

**Fiona Lee**



**Based in:** Yorkshire

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# TOMMORROW'S WARRIORS

## Talent development programme:

Tomorrow's Warriors is a leading talent development agency. Founded in 1991, they help aspiring young artists discover their magic, nurture nascent talent, achieve creative ambitions, and build engaged, diverse audiences.

They present 100+ shows annually to total live audiences of c. 100,000; 450+ learning sessions to around 200 young people enrolled on our pioneering Young Artist Development Programme and deliver outreach activity nationally to c. 6,000 young people. They champion diversity, inclusion and equality with a special focus on BAME and female artists, and their free programme ensures access for all. They have been acknowledged as a crucial development platform of many of today's leading jazz artists and for changing the face of UK jazz.



## Music Creator Case Study

### Femi Koleoso

"Quite often you need someone who plants the seed and then nurtures it and helps it grow into something and that's what Tomorrow's Warriors was for me. Beyond just teaching me how to be a jazz musician, on a deeper level it's about how to look after yourself, how to look after your friends; that extensive community, that sense of feeling proud to be black, being proud to be a man,

being proud to be a woman, whatever you are. You know all of that came from Tomorrow's Warriors in a big way and a lot of that is in our music."

“

I know there are kids from a similar background to me who, if given the opportunities, can create great art. I try to encourage self-development. It's a mixture of deliberation and improvisation, which requires trust in other people. It's not curriculum style, because what we're dealing with is art. The individuals are artists, and I want to hear what they have to say about the world.

**Gary Crosby OBE (Co-Founder & Artistic Director)**



**Based in:** London

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## Talent development programme:

Tŷ Cerdd promotes and celebrates the music of Wales. From their base in Wales Millennium Centre, Cardiff, they nationally. They have a recording studio, record label, publishing imprint, and an extensive Network of performers, composers and organisations.

CoDI Composer Pathways (codi in Welsh = to raise; CoDI = Composer Development Initiative) is a multi-faceted programme that develops opportunities for composers and sound creators at all stages of their careers, offering professional development and performance opportunities. Alongside creative pathways that work directly with artists to develop their practice, sits Interact: a community of Welsh composers, promoting shared learning and collaboration.



## Music Creator Case Study

### Sarah Lianne Lewis

Sarah Lianne Lewis took part in CoDI CHAMBER: one of six composers selected to work with lead artist Lynne Plowman and the Berkeley Ensemble (octet) in workshops spread over a period of seven months. The process was highly collaborative,

beginning with demonstrations of a range of soundworlds and techniques from the performers. The project culminated in a recording in the Ty Cerdd studio, and public concert at Cardiff University. Sarah Lianne's piece, *Sunflowers in Autumn*, was also one of two selected by the Ensemble for performance at NightMusic, St David's Hall's contemporary music series.

“

CoDI was really valuable, enabling me to firm up ideas for how I want my practice to develop (relating to writing more fluid, improvisatory music), while giving me the time to work out some of the logistics of practical directions for this kind of music.

Lucy McPhee



Based in: Wales



# URBAN DEVELOPMENT

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## Talent development programme:

Urban Development has been at the centre of the conversation regarding British grassroots culture for nearly twenty years. They have more than earned their stripes as a key industry player. They expand the opportunities for young people in London and beyond, spot and nurture potential and champion talent from our communities.

Created specifically by Urban Development to support artists making urban music, Urban Artist School nurtures creativity and experimentation. Driven by their passion to empower artists to explore, experiment and refine their ideas and their belief that urban music has birthed some of the most groundbreaking British music over the last 30 years, Urban Artist School is a first step towards entering the industry.



## Music Creator Case Study

### Digital Mozart

Digital Mozart is a Producer, DJ, graphic Designer and graduate of Urban Artist School 2018/19.

"I've been a student of Urban Artist School for the past 6 months and it has been one of the most beneficial factors in my career to date. Being given the opportunity to present myself and my work to industry professionals has allowed me to make connections and put me in places I had no idea I'd be in this time last year. Aside from that it's really changed how I perceive my brand and made me be more diligent as well as more creative in the way I present it, this has lead to me even being acknowledged on BBC 1Xtra, Beats 1 and even stations in Japan.

“

Urban Artist School has been the crucial element in taking my artist from a hobby into making it a career with longevity.

**Digital Mozart**



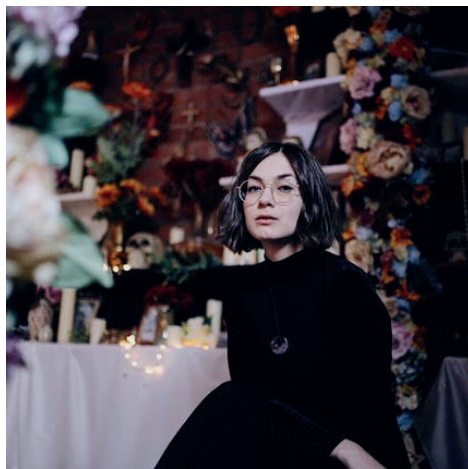
**Based in:** London

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# YORKSHIRE MUSIC FORUM

## Talent development programme:

Yorkshire Music Forum is a consortium of organisations developing artist and music industry bodies across the region, providing a platform for advice, mentoring, recording and showcasing, a deeper connection with representative national music bodies and promoting opportunities across the Yorkshire region. Yorkshire Music Forum currently consists of Come Play With Me, DMF Digital, Higher Rhythm, Arnold Brown Ltd, and Music:Leeds.



## Music Creator Case Study

### LIO

Netherlands-born, Sheffield-based LIO creates ambient alt-pop akin to Florence and the Machine and Daughter. With her eclectic sound and powerful live performances, she has supported high-profile acts such as Orchards, Skinny Pelembe and Our Girl. LIO has been supported by Higher Rhythm, a PRS Foundation Talent Development Partner and YMF affiliated organisation, since November 2018, just after she launched her band and quit her full-time job - a case of perfect timing. The funding has supported

the recording of music single 'Burn' at the Higher Rhythm studio, engineered by Paul Littlewood, and produced by Andy Seward. The recording was documented by Skinny Pelembe, creating further promotional media content for the artist. LIO also received artist mentoring throughout the production, release and marketing of the product. During this time LIO has been shortlisted in BBC Introducing Sheffield's 'Top 50 Tracks of 2018' and The Unsigned Guide's 'Spotlight Artists', and enjoyed multiple festival slots (Tramlines, Liverpool Sound City, Long Division, Y Not Festival) and radio play (Amazing Radio, BBC Introducing Sheffield).



Less than a year ago, I jumped into the deep end and finally allowed myself to fully explore my creativity. Higher Rhythm and PRS Foundation have been a major source of support in this process.

LIO



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# Talent Development Partner Network

PRS Foundation





# ENVIRONMENTALLY CONSCIOUS

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