



# POWER UP

## PRS Foundation

In partnership with



With support from



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## Year 1 Participants

Having received **512 applications** from Black music creators and professionals at crucial career stages, we supported **40 x Year 1 Participants**:

- **52% were women or gender minorities** and **over a quarter were LGBTQ+**
- Participants are based **across the UK** and **work in many difference roles and sectors of music**
- And selected participants work across a **broad range of genres** – from Black Music genres including R&B and Rap genres to Electronic & Dance, Pop, Classical, Jazz, Rock, Country and everything in between
- For a full list and information on the 40 people shaping the future of music, [click here](#)



## Results so far

The impact of the network has already been huge. Proud moments so far include:

- **Jennifer John** winning an AIM Award
- **Hannah Shogbola** joining the Music Week Women in Music Roll of Honour
- Two-piece band **Nova Twins** winning a Heavy Music Award, touring the US and Europe (including supporting Bring Me The Horizon), signing to Marshal Records and securing BBC Radio 1, NME and Spotify Equal support globally
- **Ego Ella May** winning Vocalist of the Year at the Jazz FM Awards
- **Dan Kidane** and **Abel Selaocoe** taking part in the 2021 BBC Proms, and Abel presenting a three-part BBC Radio 3 show called *Cello Retold*
- **Eunice Obianagha**, **Laura Lewis-Paul** and **Christine Osazuwa** making the shesaid.so #AltList2021
- Artist **KG** became a full-time **Capital Dance radio presenter**, with coverage in Complex, Mixmag and Clash, and industry professional **Kwame Daniels** presented his own *Inna Rhythm* series on BBC Ulster

# Results so far

- New roles and appointments for participants included **Ree Sewell** being appointed A&R Coordinator at Universal; **Daniel Kidane** being elected to the **Ivors Academy Senate**; and **Despa Robinson** being appointed to the **AIM Board** (and featured in Risky Roadz's *0121* documentary for Amazon Prime)
- Several **industry professionals have been promoted** and many **new companies have been launched** already
- Supported artists have been **dominating playlists** and **festivals** across the world and internationally
- Drummer and creator **MckNasty** recently took up the role of MD for global sensation **Wizkid's** 3-night sold out London residency at the O2
- **Rebecca Garton** used support to complete her EP, shoot videos in Ghana and secure increased coverage
- **Errol Anderson** finished a debut project curating events for Frieze Week
- **Christina Osazuwa** expanded her *Measure of Music* conference and was announced as **UK Director at shesaid.so**

## Results so far

- **Loretta Andrew's** book *Talking to Children About Race* was published in April
- Award-winning Glasgow based DJ and producer, **TAAHLIAH** has garnered critical acclaim for debut album *Angelica*
- UTA agent and DAJU founder **Hannah Shogbola** curated a stage at the Dubai Expo where significant acts included a fellow POWER UP participant, and she put on events at Abbey Road and the Roundhouse.

Year 1 participants unanimously agree that **POWER UP has had a positive impact on their careers** (average rating: 4.8 out of 5), with a broad range of transformational impacts listed, including:

- **improved professional confidence** (average rating: 4.2 out of 5)
- helping participants to **feel more connected to the music industry** as a result of the programme (average rating: 4.4 out of 5)
- helping to **raise participants' profiles** to help them **reach into new territories**



# Participant Quotes

*"POWER UP is incredible...I never thought there'd be a community of people we can relate to. We're all Black and that's amazing."* **Hannah Shogbola**

*"Power Up demonstrates what happens when we collaborate and get together... it's communal strength in numbers."* **Gaika**

*"Loads of artists I know don't have access to the professionals we have on the programme. It's good to create those networks and not be afraid to ask those questions."* **Kasien**

*"I've started a masters in Music Business Management...I've already learnt so much and met fabulous guest speakers. It's intense but having [Power Up support] made it an option."*  
**Ree Sewell**

*"I always felt compartmentalised...being able to feel seen and to not have to edit myself is very powerful."* **Sarah Shodipe**

# Participant Quotes

*“This platform is so important...POWER UP is the holy grail guide to help those who are less advanced and lack support. You can often feel isolated within the industry so having access to a community that you can share experiences within is so valuable.”* **Nova Twins**

*“POWER UP is an amazing initiative that has really helped to support me to achieve my career goals. Being a part of such a powerful network has been great and I am excited to see this network grow further over the years.”* **Selina Wedderburn**

*“POWER UP really provided a professional safe space where I feel understood, heard and seen.”*  
**Sanity**

*“It was such an honour to be a part of POWER UP '21/'22. The support I received allowed me to dive deep into my career and give my all into my art.”* **TAAHLIAH**

# Participant Quotes

*"This was the exact programme I needed for my career... I met incredible people that it was an honour to be included in the same breath in. I used being part of POWER UP as a talking point when I was interviewing...it was industry-wide understood and heralded...I'm so proud to say I was part of the inaugural class."*

**Christine Osazuwa**

*"The programme has been so beneficial...Not only the professional and financial support, but the sense of community and family that will surely last for years to come."*

**Mohamed Ogleh**

*"POWER UP has changed my life in a lot of ways... I was able to network with individuals who are now actively supporting my career, and I got to meet and speak to some pretty amazing people!"* **Rebecca Garton**

# Participant Quotes

*"I don't know if anyone's seen *The Black Godfather*, but this is what we're creating here...we have to start with us and create change ourselves."*

***Eunice Obianagha***

*"POWER UP is a very special initiative and a network I've wanted for over 20 years."*

***Kwame Daniels***

*"We were all seeing corporations saying things but POWER UP decided what it wanted to do and set it up and it's changing things."*

***Hannah Shogbola (pictured)***





**2022**

**CHANGEMAKER**

## Industry Recognition

As well as collaborating with multiple partners and stakeholders across the music industry, POWER UP has been garnering industry recognition for the initiative's early impact.

Several key individuals, companies, organisations and associations are now involved in the wider Movement.

And in May 2022, **POWER UP** was selected as the inaugural recipient of IMPALA's new **Changemaker Award** which aims to put the spotlight on projects that promote change in the independent sector and inspire others to take action. The award helps to promote equity, diversity and inclusion in the music sector across Europe.

# TIME TO POWER UP

[prsfoundation.com/powerup](https://prsfoundation.com/powerup)

#PowerUpMusic

