

GOING INTERNATIONAL

Supporting British musicians and music organisations to work internationally



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Executive summary and mapping document
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1. INTRODUCTION

In early 2016, the British Council commissioned [the hub](#) to research the funding and development opportunities for British musicians and music organisations to export and develop international markets for their work, and to develop their artistic practice through international experience. This research updated similar research we'd previously carried out for the British Council and Arts Council England in 2009.

Our research objectives were to:

- Assess where musicians' and music organisations' greatest needs are, and the barriers (perceived or real) they encounter in terms of developing international careers
- Map support that's currently available to British musicians and music organisations to develop their work internationally, and to develop their artistic practice through experience overseas, and assess its reach and impact
- Identify gaps in support, along with areas of (unwarranted) duplication
- Identify opportunities for working together
- Inform British Council music department's consideration of its own role in the ecology over the coming years

This document summarises our research. It contains an overview of the support currently available across the UK for international music activity, along with a summary of our research commentary. We hope that it will be a valuable resource for musicians and music organisations, and any other individuals or organisations interested in understanding more about this music industry issue.

2. WHO'S WHO IN THE INTERNATIONAL MUSIC LANDSCAPE IN THE UK



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2.1 The 'key players'

There are many different individuals and organisations who between them make up the UK's international music landscape. Broadly speaking, they fall into three main categories:

- Musicians and music creators, including bands, ensembles, solo artists, DJs, producers, songwriters, composers and arrangers
- Music companies and organisations, including artist managers, agents, record labels and publishers, international festivals and touring companies, as well as some arts venues, conservatoires and universities
- Funding bodies and support organisations, including: public funders such as the various UK arts councils; cultural relations agencies such as the British Council; charitable foundations such as the PRS for Music Foundation; government departments such as UKTI, and various trade organisations, unions and development agencies

2.2 Developing artists, markets and cultural relations: why funders and support providers get involved

UK-based funding bodies and support organisations collectively have three primary areas of focus in relation to their support for musicians and music organisations to work internationally. These are:

- **Export:** to support the export of music from the UK (including selling, touring, licensing or distributing on a commercial basis)
- **Artistic development:** to support the artistic and creative development of music creators from the UK

- **Cultural diplomacy:** the use of culture and the arts, including music, to help further understanding and relationships between the UK and other countries

Depending on their mission, some organisations work across all three areas, while others work across just one or two. You can find out more about what motivates each support organisation by looking at their websites.

2.3 The main funders and support providers you need to know about

The following provides a summary of who our research suggests are the 'key players' in terms of providing support for musicians and music organisations who wish to work internationally. We don't claim that this summary is definitive; instead we've chosen to focus on key funders and/or those support organisations whose primary focus is on supporting international exchange. For this reason, we don't provide a summary for every music industry trade body or support organisation that is mentioned in the mapping which follows afterwards.

Arts Council England

Arts Council England (ACE) is the national development agency for the arts in England, whose mission is 'great art and culture for everyone'. It is a key partner (and co-funder) in the International Showcase Fund (managed by PRS for Music Foundation). It also manages and delivers the similarly-named, but distinct, International Showcasing Fund, and the Artists' International Development Fund, which it co-funds with the British Council. You can find out more about these funds in the section below.

In addition, it supports UK-wide touring through the 'cross-border touring' partnership with Arts Council Wales, Creative Scotland and Arts Council Northern Ireland, and via its partnership role in the Beyond Borders programme which is managed by PRS for Music Foundation.

Arts Council Northern Ireland

Arts Council of Northern Ireland (ACNI) is the development and funding agency for the arts in Northern Ireland, and has a range of funds available relating to international and export. These include: the Artists International Development Fund (Northern Ireland) and its Travel Awards, which are summarised in the section below.

In addition, it supports UK-wide touring through the 'cross-border touring' partnership with Arts Council Wales, Creative Scotland and Arts Council England, and via its partnership role in the Beyond Borders programme which is managed by PRS for Music Foundation.

Arts Council of Wales

Arts Council of Wales (ACW) is the country's funding and development agency for the arts, and its vision is of a creative Wales where the arts are central to the life of the nation. It channels most of its support for international work through the International Opportunities Fund, which is managed by Wales Arts International.

In addition, it supports UK-wide touring through the 'cross-border touring' partnership with Arts Council Northern Ireland, Creative Scotland and Arts Council England, and via its partnership role in the Beyond Borders programme which is managed by PRS for Music Foundation.

Association of Independent Music (AIM)

The Association of Independent Music (AIM) is a non-profit-making trade organisation for independent music labels in the UK, and represents over 800 companies. Internationally, it supports and organises a number of trade missions each year, represents its members at key events, and provides a range of internationally-focused information, advice and guidance to its members.

BBC Music

The BBC commissions more music output, across its various platforms, than any other broadcaster. In recent years, with the advent of the new BBC Music brand, the BBC has begun to have a higher profile, more joined up, role in the music support landscape, including support for musicians to work internationally. This extends beyond its role as

a global broadcaster to include its 16 emerging artist schemes, from BBC Young Musician of the Year to its BBC Introducing initiatives. Other flagship live events include the BBC Folk Awards, and showcasing underneath a BBC Music banner at SXSW and CMJ this year. It is involved in the International Showcase Fund, and has a burgeoning relationship in the US with major promoters such as Live Nation. Apart from any financial support on offer, a strong part of the value of the BBC's involvement in projects is the value attached to the BBC Music brand: that the people inside BBC Music have great curatorial – or in music terms, A&R – judgement, across a whole range of genres. That BBC Music logo and endorsement acts as a shining global kite mark for any artist appearing underneath it, and it can have a real impact in terms of helping break artists internationally. It's this that makes them such a valuable partner for other support providers and international promoters.

British Council

The British Council is the UK's cultural relations agency and was founded to create 'a friendly knowledge and understanding' between the people of the UK and wider world by making a positive contribution to the countries it works with, and in doing so making a lasting difference to the UK's international standing, prosperity and security. The programmes it uses to do this are wide-ranging and cover the arts, education, English, science and society.

The British Council music department's work aims to develop audiences overseas for British music, and to foster collaboration and exchange between UK-based musicians and/or music professionals, and music sectors. Its music programme, devising and supporting projects linking UK artists and organisations with counterparts overseas, is jointly curated by its specialist UK-based music team and arts colleagues in British Council offices worldwide. It includes showcases, collaborative projects, workshops, forums, networks, exchange of knowledge and presentation of UK work overseas.

The British Council music team also has its own 100 minute weekly radio show, The Selector, featuring the best new music from the UK. It is syndicated on FM to over 40 countries around the world including Mexico, Cuba, Colombia, Egypt, Uganda, Hungary, Malawi, Ukraine, Malaysia and China.

British Phonographic Industry (BPI)

The BPI is one of the UK's trade bodies that represent the UK's recorded music industry, and together BPI's members account for 85% of all music sold in the UK.

In terms of this research, key things to note are that it currently manages the Music Export Growth Scheme on behalf of UKTI, and is also involved in supporting and delivering a number of trade missions, as detailed below.

British Underground

British Underground focuses on curation, support and strategy for international showcasing, and is funded by Arts Council England to work with export ready music-makers to help them maximise opportunities at international showcases and conferences, such as: [Folk Alliance International](#), [SXSW](#), [AmericanaFest](#), [Womex](#) and [A3C](#).

It also partners with a range of organisations to co-fund the International Showcase Fund, and its website is a great one stop shop for musicians and music organisations, containing lots of useful information, advice and guidance on how to work internationally.

Creative Scotland

Creative Scotland is the national development agency that supports the arts, screen and creative industries across all parts of Scotland. In terms of international music, it channels most of its support through its Open Project Funding, which you can find out more about in the section below.

In addition, it supports UK-wide touring through the 'cross-border touring' partnership with Arts Council Northern Ireland, Arts Council Wales and Arts Council England, and via its partnership role in the Beyond Borders programme which is managed by PRS for Music Foundation.

PRS for Music Foundation

PRS for Music Foundation (PRSF) aims to stimulate and support the creation and performance of new music throughout the UK and to ensure that this music is enjoyed by a wide audience. Since March 2000 it has supported and funded over 5,200 new music initiatives to the tune of over £22 million.

PRSF manages the International Showcase Fund and the Beyond Borders programme, on behalf of various programme partners. It also manages a Composers' Fund and a Composer Bursary programme, both of which can support international work, and it has a showcasing partnership with BBC Introducing. You can find out more about these in the section below.

UK Trade & Investment

UK Trade & Investment (UKTI) is the Government department that helps UK-based companies succeed globally and assists overseas companies to bring investment to the UK. They lead the whole of Government effort to help UK firms win business overseas and rebalance the economy towards export-led sustainable economic growth.

In the music field, they fund the Music Export Growth Scheme (MEGS), which is managed on their behalf by the BPI, organise a number of trade missions each year and support showcasing overseas. Their music specialist based in London is also a source of valuable advice and information for those wanting to work internationally. More broadly: they have a network of International Trade Teams in 40+ local offices, some of whom have creative/music sector specialists; they run the Overseas Market Introduction Service (OMIS), which has a network of overseas offices that can provide sector-specific business advice and support during a visit overseas; can sometimes provide small grants for deeper market surveys, and provide mentoring, advice and guidance for new exporters.

Wales Arts International

Wales Arts International (WAI) provides advice and support to artists and arts organisations from Wales who work on an international level. They manage the International Opportunities Fund on behalf of Arts Council Wales and the Welsh Government, and are also a key contact point for international artists and arts organisations working in Wales.

3. RELEVANT FUNDING PROGRAMMES



3. RELEVANT FUNDING PROGRAMMES

In this section we summarise the most relevant funding programmes open to musicians and music organisations wishing to work internationally. We have organised this information based on the geographical reach of each fund. The list is not intended to be exhaustive; instead it summarises what we were able to uncover through our desk research and follow up phone interviews and meetings. In some instances, detailed information was difficult to uncover, but we have included as much pertinent information as we could. Where we have included a note under the comments heading, this is an observation based on our research, and as such is subjective commentary as opposed to objective fact.

3.1 UK-wide funding programmes

Programme name

Music Export Growth Scheme (MEGS)

In brief

- UK wide
- Market development
- Artists can apply with part-funding from a company
- £5,000–£50,000

Organiser

Run by BPI on behalf of UKTI

More specifics

For artists who have had some success in the UK and are supported by a UK Registered SME company (e.g. manager, agent, label, publisher) who to help them break international markets. Offers between £5,000 and £50,000 depending on the business plan to cover marketing, touring costs, travel, visas and promotion costs including musicians' costs. Doesn't cover showcasing events (e.g. SXSW, CMJ) or UK running costs. Companies must part-fund at least 30% from their own resources. Requires a business and marketing case, and applicants should be aiming to show how they will develop a commercial market out of the funded activity.

Comment and link

Available to people working in all genres, but research suggests that some perceive it to be focused on rock and pop.

[Link](#)

Programme name

Beyond Borders

In brief

- UK & Republic of Ireland
- Up to £15,000

Organiser

Run by PRS for Music Foundation, on behalf of the following partners:

- Arts Council Ireland
- Arts Council Northern Ireland
- Arts Council Wales
- Creative Scotland
- PRSF

More specifics

Beyond Borders is a co-commissioning and touring programme. Up to £15,000 is available for projects that include new commissions, recordings and repeat performances of music written in the past five years.

This opportunity stimulates collaboration between organisations and bands/ensembles in England, Northern Ireland, the Republic of Ireland, Scotland and Wales. It enables music creators to produce exceptional new material to be performed in at least three of these countries.

There is one deadline each year, and the last deadline was September 2015.

Comment and link

[Link](#)

Programme name

Composer Bursaries

In brief

- UK wide
- Up to £750

Organiser

Run by PRS for Music Foundation, in partnership with the Bliss Trust

More specifics

Up to £750 for professional development for emerging composers of contemporary classical music, based in the UK, which can include travel costs to attend performances of their work overseas.

Comment and link

[Link](#)

Programme name

The Composers Fund

In brief

- UK wide
- Creative / professional development
- Up to £10,000

Organiser

PRS for Music Foundation

More specifics

The Fund supports UK-based composers at pivotal stages in their career with a strong track record, providing support for a range of activities that would enable them to make a 'significant difference to their long term development'. These can include UK based and/or international work including recording, co-commissions, travelling to develop relationships overseas, or work with festivals or ensembles and more.

Applicants must be UK-based PRS for Music members with a strong track record.

The Fund makes about 10–15 awards each year, and there are two deadlines each year. Grants are up to a maximum of £10,000.

Comment and link

[Link](#)

3.2 Programmes only open to those in England

Programme name

International Showcase Fund

In brief

- England only
- Market development
- Creative development
- Up to £5,000

Organiser

Run by PRS for Music Foundation (PRSF), on behalf of the following partners:

- Arts Council England
- British Underground
- Musicians Union
- PRSF
- UKTI

More specifics

PRSF provides a list of 40+ international showcase/trade events that are eligible across all genres. Main events are:

- SXSW
- CMJ
- MIDEM

Grants for artists of all genres of up to £5,000 to contribute towards the costs of showcasing abroad, typically used by artists for their first international showcase and can be used for eligible international showcases. Over 60 grants are made each year, with about 25% of recipients going to SXSW. Applications are ongoing throughout the year and must be received at least 8 weeks prior to the showcase taking place.

Comment and link

[Link](#)

Programme name

Artists' International Development Fund (England)

In brief

- England only
- Creative development
- Market development
- £1,000–£5,000

Organiser

Run by Arts Council England (ACE) as part of a
partnership with the British Council

More specifics

Minimum of £1,000 up to £5,000 small grants for investing in talented individuals to develop skills, expand horizons and introduce an international perspective to their work across all art forms (including music). Examples have included residency, collaboration, overseas market development with a focus on the creative benefits of international working.

The funders also hope the Fund will help develop a cohort of artists and creative practitioners who have experienced the benefits of international working between the UK and other countries, and who can advocate for it among their peers.

There are 3 application deadlines each year.

Comment and link

Research suggests there have been relatively few music-focused applications to date.

[Link](#)

Programme name

International Showcasing Fund

In brief

- England only
- Market development
- For organisations
- £50,000–£300,000

Organiser

Arts Council England

More specifics

The International Showcasing Fund exists to grow new markets and audiences abroad for arts and culture from England by maximising the impact of international showcasing activity. Awards are made to showcases (organisations) in the UK with a clear artistic identity and which are curator or producer-led, or to brokering organisations selecting a cohort of artists and/or organisations to visit an existing showcase overseas. Current funded projects included Liverpool Sound City working in South Korea and the BPI artist and composer fund to support showcasing at the LA Sync Mission.

It has a dual focus:

- Supporting showcases in the UK that have a clear artistic identity and which are curator or producer-led (so-called ‘in-bound’ showcasing, where overseas delegates can hear UK-based artists)
- Supporting organisations to select and take a cohort of artists and/or organisations to perform at / visit an existing showcase overseas (so-called ‘out-bound’ showcasing).

At the time of our research it appears that there are two application deadlines each year. Applicants submit an initial expression of interest, and successful applicants are then invited to submit a full application.

Grants can range from £50,000–£300,000.

Comment and link

Not to be confused with the more artist-focused International Showcase Fund!

[Link](#)

3.3 Programmes only open to those in Scotland

Programme name

Open Project Funding

In brief

- Scotland only
- Creative development
- Market development
- Cultural diplomacy
- Export
- £1,000–£150,000

Organiser

Run by Creative Scotland with funding from The National Lottery

More specifics

Open Project Funding offers support to individuals and organisations for projects that help them explore, realise and develop their artistic and creative potential, and enrich Scotland's reputation as a distinctive creative nation connected to the world.

It exists to fund a wide range of activities such as artistic or cultural events including one-off performances, events or festivals, touring or distribution, as well as supporting Scottish based artists to take up international opportunities such as showcases or tours.

Applications can be made at any point as there are no deadlines, and grants range from £1,000–£150,000.

Comment and link

Applications for over £100,000 must seek approval from Creative Scotland before applying.

[Link](#)

Programme name

Made in Scotland: Onward International Touring

In brief

- Scotland only
- Creative development
- Cultural diplomacy
- Export

Organiser

Creative Scotland

More specifics

The Made in Scotland: Onward International Touring fund is available to enable artists, bands and ensembles to take up any international touring opportunities, or chances to develop relationships with international promoters, which may come about as a direct result of performances at the Edinburgh Fringe.

The total funds available will be in the region of £110,000. Support will not cover the full costs of the international presentation and proposals should demonstrate significant financial commitment from an international promoter – the fund will not support self-produced tours.

The fund supports those additional costs associated with international touring, as opposed to regular production costs. These may include flight and freight costs, visas, and the translation of marketing materials into other languages.

There are no deadlines for this fund, and artists can apply at any time until the budget is fully allocated.

Comment and link

[Link](#)

3.4 Programmes open only to those in Wales

Programme name

Overseas Business Development Visit Support

In brief

- Wales only
- Market development
- Up to £10,000

Organiser

Welsh Government

More specifics

The Support exists to provide support and assistance to companies to carry out international trade development activities and projects. It will cover a range of costs, including: international flights or ferry costs, accommodation, registration fees etc.

To apply, organisations:

- must have never previously exported,
- or have been exporting for less than 2 years,
- or be targeting export markets that are new to the company,
- or be a new business in an existing market

Funding is available for 50% of the total eligible costs of a project up to a maximum of £10,000.

There are no fixed deadlines, and applications can be made at any time.

Comment and link

A trade specific fund not just music but suitable for music applications.

[Link](#)

Programme name

International Opportunities Fund

In brief

- Wales only
- Creative development
- Market development
- Cultural diplomacy
- Up to £5,000

Organiser

Run by Wales Arts International, in partnership with the British Council, and with support from Welsh Government and Arts Council Wales

More specifics

Designed to encourage Wales' professional arts practitioners and arts organisations to develop their practice internationally, to raise the profile of our arts overseas and to strengthen international artistic engagement within Wales. It has a specific focus on supporting:

- Artists to present work at significant international venues, events and showcases (e.g. performances, exhibitions or readings) where the full costs cannot be met either by the artist, company or international presenter
- International collaborations or earlier stage R&D, or residencies
- Projects that demonstrate international commitment to investing in artists from Wales and that grow the international profile of the arts from Wales.

Grants are for up to £5,000.

Comment and link

[Link](#)

3.5 Programmes open only to those in Northern Ireland

Programme name

Artists International Development Fund (Northern Ireland)

In brief

- Northern Ireland only
- Creative development
- Market development
- £1,000–£5,000

Organiser

Run by Arts Council Northern Ireland, as part of a partnership with the British Council

More specifics

The Artists' International Development Fund is a £50,000 annual programme jointly funded by the British Council and Arts Council Northern Ireland and is open to individual artists and organisations.

The programme will support early stage international development opportunities for individual, freelance and self-employed artists and organisations based in Northern Ireland. It will afford recipients the opportunity to spend time building links with artists, organisations and/or creative producers in another country. The aim of the programme is to support individual international developmental opportunities for talent and artistic excellence from Northern Ireland and, thereby, enhance Northern Ireland's international artistic development, reputation and standing.

Comment and link

[Link](#)

Programme name

Travel Awards

In brief

- Northern Ireland only
- Creative development (skills development)
- £1,000–£5,000

Organiser

Arts Council Northern Ireland

More specifics

These awards enable individual artists and established music groups (up to 4 members) to travel from Northern Ireland to develop their skills and expertise. Applicants must provide evidence that they have been invited by a host organisation in the country to which they intend to travel.

Comment and link

[Link](#)

Programme name

Professional Arts Abroad (NOT CURRENTLY OPEN)

In brief

- Northern Ireland only
- Cultural diplomacy
- Creative development
- Up to £5,000

Organiser

Arts Council Northern Ireland

More specifics

This fund supports arts organisations which have experience in or proven potential for exhibition, performance or other artistic profiling in the international arena, to present their work outside the United Kingdom and Ireland.

Applicants must be able to show both a credible track record of contributing to artistic activities and a commitment to a continued artistic programme in Northern Ireland in the future.

Maximum grant is £5,000, but at the time of our research this fund was not currently accepting applications.

Comment and link

[Link](#)

Programme name

Young Musician Award (NOT CURRENTLY OPEN)

In brief

- Northern Ireland only
- £5,000 (bi-annually)

Organiser

Run by Arts Council Northern Ireland, in partnership with BBC Northern Ireland

More specifics

ACNI & BBC jointly fund these bi-annual Young Musician Awards, of which there are 5 in each round, each worth £5,000. They exist to support young musicians to undertake an international residency/development trip.

The Awards are open to young musicians working in classical, jazz and traditional Irish music. No details were available as to the age range of eligible applicants. The last awards were made in late 2014.

Comment and link

[Link](#)

Programme name

Touring and Dissemination of Work Scheme (NOT CURRENTLY OPEN)

In brief

– Northern Ireland / Republic of Ireland

Organiser

Delivered in partnership by Arts Council Northern
Ireland and Arts Council Ireland

More specifics

A touring fund that allows Northern Ireland-based
artists (and international artists visiting NI) to tour in
the Republic of Ireland and vice versa.

Comment and link

[Link](#)

4. OTHER RELEVANT PROFESSIONAL OR BUSINESS DEVELOPMENT SUPPORT



4. OTHER RELEVANT PROFESSIONAL OR BUSINESS DEVELOPMENT SUPPORT

Beyond these ‘straight ahead’ funding programmes, there are a small number of other business or professional development opportunities that we mapped as part of our research. These are summarised below.

Name / description

Trade Mission support

In brief

- UK wide
- Market development

More specifics

Trade missions are organised group visits to a market for export purposes, sometimes as a music-specific group and sometimes as part of a larger UK delegation. They can focus on taking UK-based musicians overseas, or bringing overseas industry professionals to the UK.

UKTI is the organisation most active in this area, organising a number of trade missions each year, for which registration typically costs £150 per delegate (funding for this may be available through UKTI's Market Visit Support programme), on top of

accommodation and flights you book. Recent or current trade missions they're involved in include:

- India Music Mission (with AIM and BPI)
- JazzAhead, Bremen
- Los Angeles Sync Licensing Mission (with BPI)
- Canadian Music Week (UK acts showcase)
- Songwriting / publishing event in Nashville
- Partnership with Sound City and the International Festival of Business in Liverpool, around developing Asian markets
- The Great Escape in Brighton, in partnership with the British Council

In addition, there are a number of other trade missions we have mapped:

- AIM Mission to New York, linked to A2IM Indie Week
- PRS is working with Classical:NEXT

Please note, these lists aren't exhaustive, as new missions are announced all the time. We recommend that interested musicians or organisations sign up to relevant trade body newsletters to make sure they are up to date, and to find out who it's best to contact.

Name / description

International songwriting camps and residencies

In brief

- UK wide
- Creative development

More specifics

Some music publishers and trade associations, such as UKTI, Music Publishers Association (MPA) and British Academy of Songwriters, Composers and Authors (BASCA) periodically organise international songwriting residencies and camps.

We recommend that interested individuals sign up to these organisations' newsletters or follow them on social media to ensure they know about the latest opportunities.

Name / description

Curated artist residencies

In brief

- Northern Ireland only
- Creative development
- Cultural diplomacy

More specifics

Arts Council Northern Ireland periodically curates artist residencies in Paris, Brussels and New York. These aren't really part of an open funding scheme, and this is an example of the sort of programmes where participants need to proactively follow and sign up to funder newsletters, to make themselves known to funders.

[Link](#)

Name / description

BBC Introducing & PRS for Music Foundation showcases

In brief

- UK wide
- Market development
- Creative development

More specifics

The BBC Introducing x PRS for Music Foundation Showcase aims to bring emerging talent to showcases primarily in North America, offering the best new artists unrivalled opportunities to be seen and heard at various events with the additional benefit of BBC broadcast and digital platforms. Showcases include SXSW, CMJ and Montreal International Jazz Festival.

Name / description

Film, Archive and Music Lab (FAMLAB)

In brief

- UK wide
- Creative development

More specifics

FAMLAB (Film and Music Lab) is a partnership project, developed by the British Council, British Film Institute (BFI) and PRS for Music Foundation. It explores the creative potential of collaboration between the worlds of cinema, film archive and music, bringing together film and music professionals from the UK and overseas, for a week of screenings, live performance and collaboration.

[Link](#)

Name / description

Musicians in Residence China

In brief

- UK wide
- Creative development
- Export

More specifics

Musicians in Residence China is a programme developed jointly by the British Council and PRS for Music Foundation. Currently on its third edition, each edition offers a small number of UK artists the opportunity to take part in a 6-week residency in a Chinese city to develop artistic practice and new connections.

[Link](#)

5. USEFUL INFORMATION, ADVICE AND GUIDANCE



5. USEFUL INFORMATION, ADVICE AND GUIDANCE

Many of the support organisations such as trade bodies, collection societies, funders and curators of new music that we interviewed can provide useful information, advice and guidance to musicians and organisations interested in working internationally. In some instances they provide this information themselves, via their own websites, and in others they ‘signpost’ people to other sources of information, via their newsletters, social media (some run specific social media groups focused on international opportunities) or by direct email, phone or face-to-face meetings. Some also run training or networking events. The best way for musicians or organisations to make sure they can access this information is to sign up to relevant newsletters and to follow relevant organisations via social media.

Below we list some information, advice, and guidance resources that we have mapped as part of our research.

Name / description

More specifics

Visa information and support

In brief

- UK wide

For touring and working internationally, a visa may be required. The USA is a country where there have been particular challenges (cost, time - sometimes several months, meeting regulations and requirements) but other territories can require this as well. A number of industry organisations, such as the Musicians’ Union, British Underground, UKTI and other trade bodies, provide support to those wishing to obtain visas.

These links below may be useful:

- [Musicians’ Union Visa Advice](#)
- [British Underground’s visa page](#)
- [Covey Law](#)
- [Traffic Control Group](#)

Name / description

Passport to Export – export assessment and support for small businesses

In brief

- UK wide
- Business support
- Funding (in some circumstances)

More specifics

UKTI's Passport to Export service is an export assessment and support programme for small and medium-sized enterprises (SMEs) wanting to export for the first time, or to a new territory. It provides new or inexperienced exporters with training, planning and support to grow their business overseas, which can include:

- Free capability assessments
- Support in visiting potential markets
- Mentoring from a local export professional
- Free action plans
- Customised and subsidised training
- Ongoing support once applicants are up and running

Prospective exporters will be matched with their local ITA (international trade advisor) who will be based in their region. The ITA will help the client prepare an action plan of what they need to export effectively (their skills, information, advice, training, market visits etc). This is free.

Sometimes it is possible to then access funding called Market Visit Support towards the costs of travelling to a new market, but this varies from year to year and depending on your region and the availability of funds. To find out more about this, potential applicants should ask their UKTI contact.

[Link](#)

Name / description

British Underground's Explore International Music Showcasing Toolkit

In brief

- UK wide
- Business support
- Visa advice

More specifics

This is a useful micro-site produced by British Underground which brings together a news-feed about international activities, funding deadlines, links to useful articles and how to get visas. It also has a twitter feed ([@Explore_Int](#)) for keeping up to date with news.

[Link](#)

Name / description

Horizons programme

In brief

- UK wide
- Market development
- Showcasing
- Networking

More specifics

A partnership programme, focused on providing support to UK-based individuals and organisations wishing to attend the annual WOMEX event. Signing up to Horizons provides you with a range of benefits:

- Delegates receive a discounted registration and guidance on event, logistics, maximising business opportunities, delivered in the main via the Horizons digital hub: www.horizonsatwomex.com
- They also get listed and featured in the Horizons Guide: a 20-page printed directory featuring delegate listings, artist profiles and highlighted UK content in the conference and film festival
- They can attend a pre-WOMEX orientation session held in London, which has become a vital and heavily subscribed event for new and returning delegates
- At the event they benefit from a reception service, a networking event and daily networking drinks

Horizons is a partnership between: Arts Council England; Arts Council Ireland; Arts Council Northern Ireland; Arts Council Wales; British Council; British Underground; Creative Scotland; Culture Ireland; Music Wales; Scottish Music Industry Association; UKTI and Wales Arts International.

[Link](#)

Name / description

Sound and Music Export toolkit for music creators

In brief

- UK wide
- Market development
- Creative development

More specifics

This informative Sound and Music export toolkit is targeted at those involved in creating new music (contemporary / classical) or sound but has some guidance that could be applied to other genres as well.

[Link](#)

Name / description

Sound and Music Knowledge Hub

In brief

- UK wide
- Creative development
- Market development

More specifics

Sound and Music's Knowledge Hub enables composers and musicians to search for support resources linked to a range of topics, including international opportunities to take part in residencies and open commissions.

[Link](#)

Name / description

Culture Diary

In brief

- UK wide
- Cultural diplomacy
- Showcasing

More specifics

The Culture Diary provides information on upcoming UK arts and cultural events taking place worldwide, building on the initiative established for London 2012. British Council, Arts Council England, the Cabinet Office, FCO, UTKI, DCMS, Visit Britain and the Greater London Authority are involved in maintaining and extending this asset. The music sector can share/list its international events on it.

[Link](#)

6. 'IN-BOUND' SHOWCASE OPPORTUNITIES



6. 'IN-BOUND' SHOWCASE OPPORTUNITIES

As a precursor, alternative or complement to performing live at or doing business at an overseas music event, there are a number of UK showcases with an international reach. These proactively provide opportunities for overseas bookers, programmers or promoters to see work, network and engage in international exchange, in the UK itself. Some of these 'in-bound' showcase opportunities happen at events which attract a public audience as well as industry delegates/attenders, while others happen at events aimed at industry professionals only. Below is a summary by genre of the key 'in-bound' showcases still currently being actively supported by key agencies that our research has uncovered.

Genre(s)

Rock / Pop / Indie / Contemporary Popular / Cutting edge

Activity

The Great Escape

(festival and convention)
(public audience and industry delegates)

Delivery body – lead organiser

MAMA & Company

Funding / support

A wide range of commercial and non-commercial partners including ACE supplement ticket income

Commentary

The Great Escape is a festival for new music, showcasing 450 emerging artists from all over the world in 30+ venues across the city of Brighton.

Industry attendees are also catered for via the annual convention that runs at the same time, and features panels, topical debates, keynote speeches and networking opportunities.

[Link](#)

Activity

Liverpool Sound City

festival and convention
(public audience and industry delegates)

Delivery body – lead organiser

Sound City (Liverpool)

Funding / support

A wide range of commercial and non-commercial partners supplement ticket income

Commentary

Liverpool Sound City is a 2-day festival of live music and arts in Liverpool. A one-day convention event happens on the day before the festival.

In 2015 the organisation received 3 year funding through the International Showcasing Fund to support international exchange between musicians and music businesses in the North of England and those working in South Korea.

[Link](#)

Activity

Output Festival

(public audience and industry delegates)

Delivery body – lead organiser

Partnership between Belfast City Council and Generator Northern Ireland

Funding / support

Ticket income, plus support from the Department of Culture, Arts and Leisure and by Invest NI

Commentary

A 1 day festival of showcasing and panel discussions designed to attract the wider industry to Belfast and Northern Ireland including some international delegates.

[Link](#)

Genre(s)

Folk

Activity

English Folk Expo

(public audience and industry delegates)

Delivery body – lead organiser

Produced by Playpen Management in partnership with Bury Met's Homegrown Festival.

Funding / support

Delegate fees and ticket income supplemented by support from Arts Council England, English Folk Dance & Song Society, The Met, Bury Council and (in 2014) PRSF

Commentary

English Folk Expo provides a route into and through the English folk, roots and acoustic market for UK-based bookers and promoters, as well as a high number of carefully-selected international bookers and promoters. Delegates can attend all festival performances, as well as additional industry-only showcases and a host of well-curated networking events.

[Link](#)

Activity

Association of Festival Organisers (AFO)

(Industry delegates)

Delivery body – lead organiser

Produced by the AFO

Funding / support

Paid attendance and a range of commercial support partners

Commentary

Mainly a conferencing event for festival organisers but does contain a showcasing element and has a reasonable international delegate attendance.

[Link](#)

Activity

Showcase Scotland

(public audience and industry delegates)

Delivery body – lead organiser

Produced in conjunction with the Celtic
Connections Festival

Funding / support

Delegate fees and ticket income supplemented by a
range of commercial and non-commercial partners,
including Creative Scotland

Commentary

Approaching its 15th year, Showcase Scotland
introduces international and worldwide audiences
to new music. Its aim is to secure performances for
Scottish based artists on a global scale – creating new
audiences for existing artists and introducing new
artists to existing audiences.

[Link](#)

Activity

The Visit

(Industry delegates)

Delivery body – lead organiser

Produced by Active Events

Funding / support

Supported by Creative Scotland and PRSF

Commentary

The Visit is an event which invites individuals from
target territories identified by their Steering Group
to visit Scotland, and takes them to different parts of
the country to soak up the history and culture and
showcase the artists in distinct and special venues.
Artists apply to participate each year.

[Link](#)

Genre(s)

Contemporary Classical

Activity

Huddersfield Contemporary Music Festival

(public audiences and industry attenders)

Delivery body – lead organiser

Huddersfield Contemporary Music Festival

Funding / support

Ticket income supplemented by core support from ACE, University of Huddersfield and Kirklees Council

Commentary

An annual festival of contemporary and new music that takes place over 10 days, and consists of approximately 50 events. It is an important international platform for new music and related contemporary art forms in Britain, and attracts a high proportion of overseas programmers and artistic directors.

[Link](#)

Beyond these current initiatives, there are a number of others that the British Council has supported in previous years, including London Jazz Festival and an opera and music theatre showcase delivered by the Royal Opera House.

In addition, the UK has a number of international music venues and festivals which would be relevant to the international music sector. However for the purposes of this mapping we have included only the main showcases that we uncovered in our research.

7. WHAT MIGHT YOUR INTERNATIONAL PROGRESSION ROUTE BE?

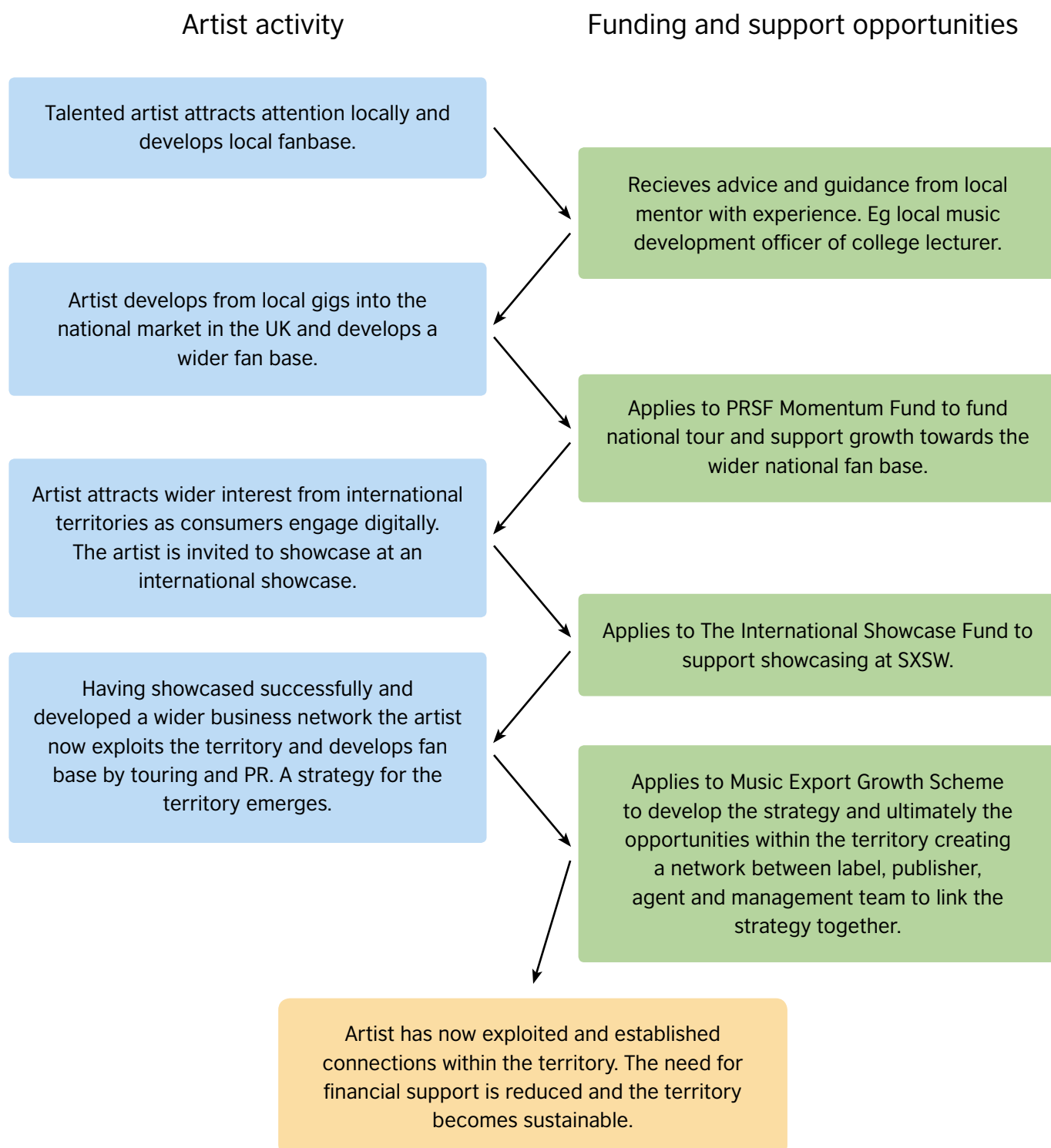


7. WHAT MIGHT YOUR INTERNATIONAL PROGRESSION ROUTE BE?

The following diagrams map out some potential progression routes/development paths that we have identified via our research, and are included here as visual examples of how a musician might progress internationally. The first diagram relates to rock/pop musicians, and the second to musicians working in more ‘niche’ areas of music, such as jazz or folk music. Please note that both of these include funds which are only open to musicians based in England, and that the diagrams are included only as examples.

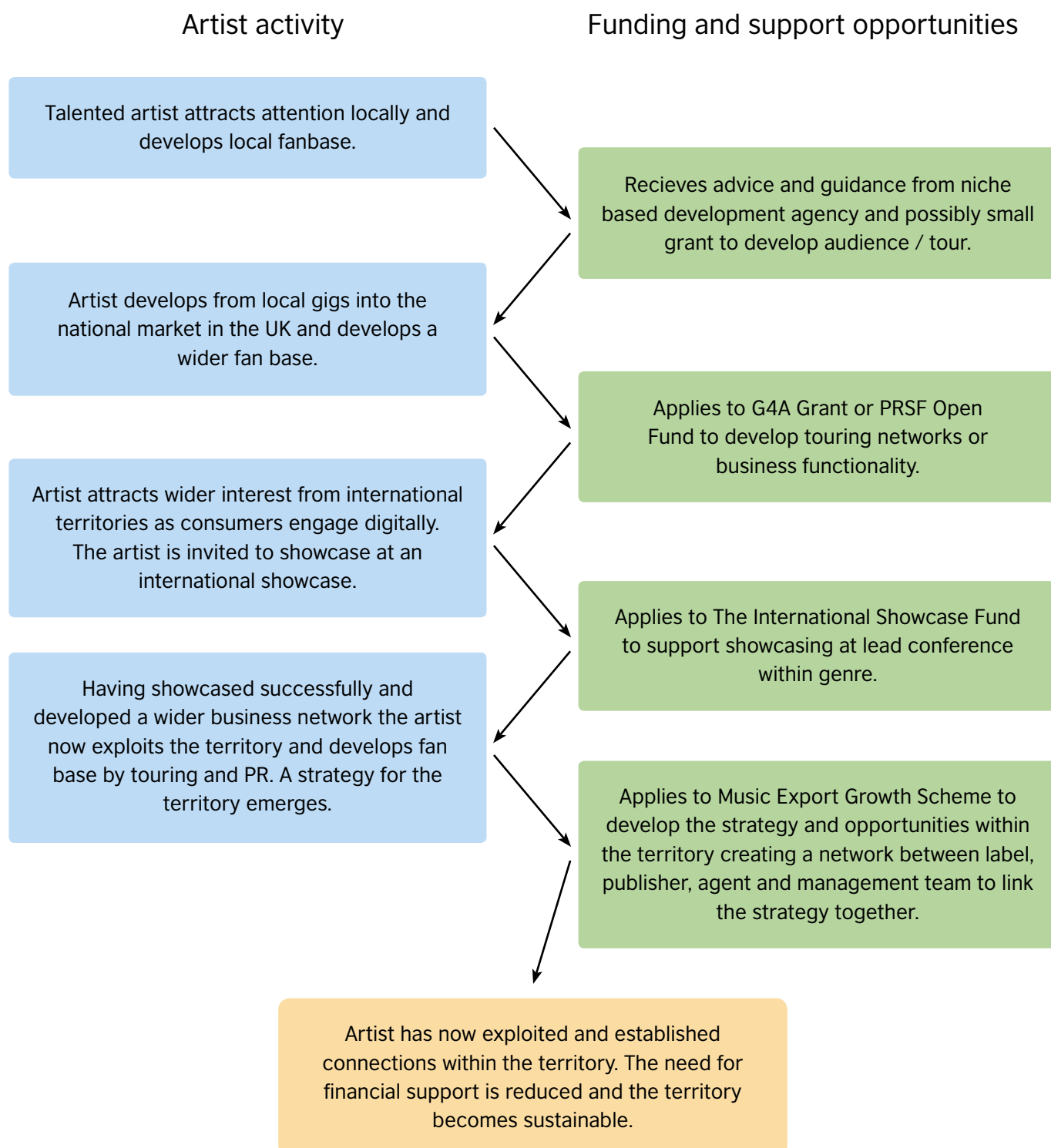
Example progression route within pop and rock

An artist within the sector would typically look to grow and develop towards an international market as follows



Example progression route within non-orchestral niche music (Jazz, Folk etc)

An artist within the sector would typically look to grow
and develop towards an international market as follows



8. RESEARCH COMMENTARY



London Sinfonietta at Huddersfield Contemporary
Music Festival 2013. Photo: Alex Beldea

8. RESEARCH COMMENTARY

The following points are the headline commentary we put together from our research.

8.1 The support organisation landscape

- Aligning different agendas, and being subject to political change, makes partnership working challenging, but relationships between providers appear strong.
- There's widespread recognition that partnerships and relationships are key to maximising support for musicians and organisations to work internationally.
- Support providers can very clearly articulate the difference between, and progression route between, different internationally-focused funds, but this doesn't seem to be the case generally across the industry.
- There's a lot of individual experience and expertise in support organisations that could be put to much better and more impactful use.
- Support providers find the British Council's annual roundtable meeting useful, but some would like more regular meetings and sharing of information.
- The approach to, and quality of, evaluation done by support providers varies greatly, and opportunities to share learning are probably not being maximised.
- The GREAT campaign isn't seen by some support providers as that great.
- In general funding terms, there's a strong focus on live showcasing, and, in income generation terms, relatively little funding focused on helping individuals and organisations to develop other international revenue streams.

8.2 Outbound showcasing

- There's a widespread perception that there's sufficient funding for artist showcasing, and a strong sense that the most effective showcasing happens at public-facing festivals, and smaller, 'niche', showcasing events.
- However, there's also a widespread view that some artists who receive showcasing support aren't 'ready', but what that means needs interrogating.
- This focus on showcasing isn't as useful or relevant to composers, but new funds, designed specifically around their needs, are being developed.
- Visas – how difficult and expensive it is to get them, and how little musicians are aware of this – continue to be a real issue.

8.3 In-bound showcasing

- In-bound showcasing is still felt to be an effective form of support, and the creation of the International Showcasing Fund has formalised some of this activity.
- However, tensions around how to marry up artistic and market development agendas, and different definitions of 'showcasing' in this digital age, are apparent.

8.4 Touring internationally

- In terms of international touring, UK artists just can't compete financially, and there's a strong call for an international tour support fund.
- In export terms, some in the industry argue for rebalancing subsidy towards supporting fewer, more established artists, over a longer period of time.
- In a changing global music market place, some people viewed the need for showcasing and touring support as an indication of 'market failure' in the rock and pop sector. Here a pragmatic response amongst support providers might be to increase support for developing other potential international income streams.

8.5 Digital technology and ‘working internationally’

- The role that digital technology can play in working internationally is where there’s been most change between our 2009 research and now.
- Digital technology means that artists can be ‘working internationally’ without ever having set foot in a particular overseas territory.
- Our research raises a key question about whether, in a digitally connected world, support for international working should still mainly focus on live performance.

8.6 Information, advice and guidance

- There appears to be a widespread lack of basic business-related knowledge and understanding amongst artists – and only limited, high quality, relevant professional development support.
- There’s a widely held perception that there’s little industry intelligence about key emerging markets.

8.7 Communication and signposting

- There’s a widespread lack of awareness out there, and the messaging is muddled.
- Amongst industry professionals there’s still widespread confusion over the role of British Council, and how they can engage with the organisation.
- You say tomato, we say tomato – it’s also an issue of articulation; the way that some schemes are framed means that musicians and music businesses may not ‘recognise’ themselves in the guidance or criteria.

8.8 The key to success?

Talent, obviously, but you also need a team, and a plan

- It’s about a team approach – artists working with other expert professionals, who can help shape and contextualise their artistic and market development ambitions.

-
- Another part of ‘being ready’ is having a plan, and one that has a clear rationale underpinning it.
 - It’s also about knowing who you need to know, and making contact with those key people, which a lot of musicians fail to do.
 - Does size matter? Small and focussed teams with an appropriate strategy for connecting with ‘super fans’ can be just as effective in a digitally linked world.

GOING INTERNATIONAL

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