



**Funding and development opportunities for British musicians and music organisations to export and develop international markets for their work**

Research findings

'Mapping' and 'gapping' the current international music infrastructure in England

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## **‘Mapping’ and ‘gapping’ the current international music infrastructure in England**

### **2.1 Key export support initiatives and providers**

#### **UK Trade and Investment**

As a publicly-funded export promotions agency, UKTI helps to sell UK music abroad, and is particularly focused on the development of UK music as a brand. It has an Industry Advisor appointed to work as the link to the industry to identify opportunities for British music organisations to develop their overseas sales in both recorded and live products. Its target markets for the UK music industry are currently the USA, China, India and Japan, although Eastern Europe is emerging as another priority market. It primarily concentrates support on commercial markets of pop and rock. However it often invests in smaller, niche markets (such as supporting Capsule’s activities at Sonar) to kick-start potential market growth, but it usually withdraws once the initial entrée has been achieved. As such it sometimes draws criticism for short-termism and – amongst more niche operators - for a perceived emphasis on ‘going for bulk’. UKTI’s music priorities are identified by the industry-wide Music Export Group (MEG) which acts as forum where export promotion intelligence and strategy are discussed. Both the British Council and the Arts Council sit on this group, alongside representatives from other UK support agencies and from different areas of the UK music industry. The UKTI music programme has an annual budget of just £160,000. Its services include:

- Local advisors around the UK: International Trade Teams in 40+ local offices, some of whom have creative/music sector specialists
- Overseas Market Introduction Service (OMIS): 99 overseas offices which can provide sector-specific business advice and support during a visit overseas
- Small grants for deeper market surveys
- Mentoring, advice and guidance for new exporters
- Outbound delegations to target markets
- Showcasing British music at industry tradeshows, such as SXSW, Sonar and Midem

UKTI works widely with a range of organisations in both the commercial and subsidised sector and it was credited in our research by several interviewees as an organisation which tries to ‘bring people together’ within the commercial sector. An example of joint working

involving UKTI was the British Music Stand at WOMEX 2008 and 2009, which saw it working with the Arts Council and AIM.

### **British Music Abroad**

With a total budget of £100,000 approximately per annum, British Music Abroad is funded by PRS Foundation (which manages the application process), UKTI and the Arts Council England (through British Underground). It enables emerging, industry-ready acts which have been selected to play at key industry showcases abroad to apply for help with the costs of attending the events. Although it does consider supporting appearances at other showcase events, its 2009 nominated showcases include Midem, Folk Alliance, Jazz Ahead, Sonar and Womex. It is now in its third year and has achieved some impressive results. There is a high level of demand compared to the funding available, especially with regard to SXSW. Overall the number of applications has more than doubled year on year; in 2008 awards worth £133,000 were awarded to 61 acts (out of 115 applications). In 2008 acts such as Sway, Kitty, Daisy & Lewis, Alice Russell, Riz MC, James Yuill and Radio Luxembourg attended showcase events and came away with tangible results and increased exposure. A big success for the programme was scored in 2007 when Mercury-nominated Bat for Lashes broke first into the American market and then into the UK market as a result of her BMA-supported attendance at SXSW.

### **British Underground**

Originally called Gig Right UK, British Underground grew out of the Musician's Union in 2000, with an aim of helping independent labels looking to export their work into new markets. Its approach responds to the need the organisation identified to develop an international UK music brand and to enable British 'players' to develop international networks, and it employs a range of strategies to achieve this in different markets around the world. It now works more broadly with musicians and organisations to present major UK showcase stages in the USA, Japan and Europe, and it hosts the annual Bootleg BBQ at SxSW. Its experience of organising overseas showcases is second to none in the UK, although up until now its focus has primarily been on all kinds of more commercial pop music.

## 2.2 Support for in bound and out bound activity

### Outbound Showcases and Tradeshows

#### Overview

Showcases and the opportunity to attend or perform at key foreign industry gatherings are viewed by almost all the sector as vitally important ways for musicians to develop international contacts and careers. Showcases and attendance at tradeshows (especially attached to festivals, conferences etc) are also viewed as an effective way of ‘refreshing’ the British music brand, or in positioning it appropriately in highly individualised markets.

#### Map of current activity

The following table summarises current support provision for outbound showcases and tradeshows:

Genre(s)	Activity	Delivery Body – lead organiser	Funding/Support	Commentary
Rock/Pop/Indie/ Contemporary Popular/cutting edge	North American SxSW Austin Texas Showcase/tradeshow	British Underground (BU)	The Arts Council, PRS Foundation, UKTI	British Council does not support BMA/ SxSW – genres not its priority/not priority country; SxSW showcase now “saturated”; BU and BMA scheme keen to develop new showcasing opportunities
	Japan – Fuji Rocks	British Underground	The Arts Council, UKTI	Regular club night
	UKTI Tradeshow Programme	UKTI and industry bodies such as ABO, AIM, the	UKTI, PRS Foundation	The Arts Council and British Council not

	2009/2010: PopKomm (Berlin) Midem (Cannes) AES (Audio Engineering Society) Conventions (Munich and New York) Musikmesse/ProLight and Sound 2009 (Frankfurt) Music China (Shanghai) NAMM International Music Market (Anaheim, California)	Association of Professional Recording Services (APRS), the BPI (British Recorded Music Industry), IAMA International Artist Manager's Association or the MIA (Music Industries Association)		involved directly
	CMJ Music Marathon (College Music Journal) – New York	PRS Foundation	The Arts Council through British Underground and UKTI	
	Canadian Music Week	PRS Foundation	The Arts Council through British Underground	
Contemporary Classical/Orchestral	BMA support to showcases at Bang on a Can, ISCM,	PRS Foundation	The Arts Council through British Underground	
	UKTI tradeshow programme: The League of American Orchestras (Chicago)	Association of British Orchestras	UKTI	
World Music/contemporary classical	ISCM World Music Days	PRS Foundation and spnm (now Sound and Music)	The Arts Council through British Underground, UKTI	Annual festival, BMA sponsors British music presence/showcase element
World Music	WOMEX Showcase/Tradeshow	UKTI, ACE, AIM, PRS Foundation through BMA	UKTI, Arts Council	British Council does not support at present
Jazz	Until recent IAJE (now defunct); other showcases include Bremen Jazz Ahead	Jazz Services, PRS Foundation	The Arts Council, PRSF Promoters award scheme, the Arts Council through Jazz	IAJE has now gone – British Council did not support as North America

			Services, Scottish Arts Council	not a priority;
Folk/Roots	FolkAlliance	PRS Foundation	The Arts Council through British Underground	ACE began funding EFDSS as a national development organisation in October 2009
Opera/Music Theatre	Opera Europa, Bregenz Festival	n/a	n/a	The Opera Music Theatre Forum is a networking body in this genre
Electronica	SONAR showcase	Capsule (in the past)	UKTI (in the past), the Arts Council through British Underground	Potential to develop – Capsule now working with Lofi and Qu-Junktions on new possibilities
Urban	Several showcases including SxSW contain urban music element	British Underground, PRS Foundation	The Arts Council through British Underground, UKTI	Urban music is growth area in UK sector; needs new showcase/tradeshows support to flourish

## Inbound showcases

### *Overview*

Showcases in the UK, designed to enable international producers to see and hear UK-based musicians in action and often linked to major UK festivals, are widely regarded as important development tool as well. It should be noted that for a number of years in the late 1990s and early 2000s the Arts Council's Contemporary Music Network funded a British jazz showcase at Bath Festival. However, in recent years the impetus for developing these has come primarily from public bodies rather than by delivery organisations themselves; in England, the British Council has coordinated inbound delegations at the London Jazz Festival and Huddersfield Contemporary Music Festival, while in Scotland the British Council's office there was originally behind the Showcase Scotland event, part of the Celtic Connections programme.

### *Map of current activity*

The following table summarises current support provision for in bound showcases and tradeshows:

Genre(s)	Activity	Delivery Body – lead organiser	Funding/Support	Commentary
Rock/Pop/Indie/ Contemporary Popular/cutting edge	The Great Escape conference and showcase, Brighton	Barfly group	UKTI, the Arts Council, British Council, plus PRS Foundation	Funding in part for networking meeting which involved British Council international Young Entrepreneurs
	In the City – members events, Manchester	AIM	AIM membership fees	UK trade fair/networking event – could be further developed
World Music				Currently no UK showcasing/networking event after the demise of

				Modal. At present seems to be an under-exploited area – possibilities could include delegation to Womad
Folk				Meeting possibilities are the AFO conference, Green Man Festival, Cambridge Folk Festival (used in this way by Scottish Arts Council)
Jazz	In bound delegation of foreign promoters to London Jazz Festival	British Council working with Serious	British Council	Jazz Services keen to be involved as delivery partners, to ensure right people are invited
	Glasgow Jazz Festival	Jazz Services	SAC, Glasgow City Council, the Arts Council	
Contemporary Classical	In bound delegation of foreign promoters to Huddersfield Contemporary Music Festival	British Council with the festival	British Council	The Arts Council could be involved in selection of UK promoters for network meeting
Decibel	Showcase opportunities	The Arts Council with Xtrax	The Arts Council	Significant numbers of overseas bookers came to the 2009 decibel event

## International touring

### Overview

At present support for this kind of career progression is relatively limited. Outside of support it gives to its regularly funded organisations (which is likely to be significant, but which can't at present be quantified), the Arts Council finds it difficult to support such activity, despite its artist development brief, because of general limitation of funds and the need to focus on key priorities.

Whilst British Council can support international 'mobility', this is driven by internal (and often overseas) British Council agendas rather than by those concerned with artist development or with market forces. As such, support for more established artists – those with a significant domestic fan base and market share – to develop new markets internationally is largely confined to initial R&D and showcasing.

### Map of current activity

The following table summarises current support provision for international touring:

Genre(s)	Activity	Delivery Body – lead organiser	Funding/Support	Commentary
All genres except commercial mainstream rock and pop	British Council Programmes	British Council	British Council	Artists commissioned to deliver cultural relations work; virtually no open funding programmes
All genres, but predominantly non-commercial genres	Grants for the Arts touring support	The Arts Council	The Arts Council	Activity outside of England can account for 15% of total; overseas touring must benefit English audiences, artists and organisations
All genres, but each country will have different priorities	Domestic funding programmes in EU countries (via EU Single Market rule)	Domestic arts funder(s) in each country		Details for each country are different; currently little awareness of rule

## International research and development/‘go and see’ activity

### Overview

Amongst producers and musicians, so-called ‘go and see’ activity, essentially to aid research and development, is deemed to be very important to their work, yet our research suggests that most are unaware of UKTI and the Arts Council support for this kind of activity, and as such are often limited as to the R&D that they do.

### Map of current activity

The following table summarises current support provision for international research and development:

Genre(s)	Activity	Delivery Body – lead organiser	Funding/Support	Commentary
All genres	Grants for the Arts ‘go and see’ and research grants	The Arts Council	The Arts Council	Research needs to ultimately benefit English audiences, artists and wider arts sector
All genres	Artist to Artist	Visiting Arts	The Arts Council, British Council	Enables British artist to meet foreign artist to develop a project
All genres	Arts organisation to arts organisation	British Council	British Council, DCMS, Welsh and Scottish Governments	Current China focus; India to be a new focus
All genres, predominantly commercial musics	Passport to Export	UKTI	UKTI and DBIS	Scheme offers funding support to visit markets (utilising UKTI’s 99 overseas trade offices, British Embassies)
	OMIS (Overseas Market Introduction Service)	UKTI	UKTI and DBIS	Can provide sector-specific advice, support during overseas visit
All genres, mainly non-commercial musics	British Council research trips	British Council	British Council	Limited

## 2.3 Support for professional development

### **Overview**

Professional development in this context includes training, mentoring and networking opportunities. Our research, and own experience, suggests that, outside of provision for individuals selected to take part in specific internationally-focused showcasing schemes, such as those organised by British Underground or UKTI's Passport scheme, there is little general professional development support in this area. Learning appears to be largely iterative, or based on informal word of mouth communication between peers. It's worth noting that the British Council runs a number of international creative sector entrepreneur schemes, one of which focuses on music; awareness of this scheme has grown significantly since its establishment and it connects well with both the commercial and subsidised sectors in the UK.

### **Map of current activity**

The following table summarises current support provision for international-related training, mentoring and networking opportunities:

Genre(s)	Activity	Delivery Body – lead organiser	Funding/Support	Commentary
All genres	Training in European funding	EUCLID	The Arts Council, fees	Commercial operator contracted by The Arts Council; by own admission has little connection to, or understanding of, the music sector
All genres	New Music Plus	PRS Foundation in partnership with the hub	The Arts Council, Cultural Leadership Programme, Sound and Music	New scheme, currently limited to London, and only has one session on international working
All genres	In-country seminars/placements/network creation for British arts professionals/foreign skills exchange	Visiting Arts	The Arts Council, British Council	
Rock/Pop/Indie/Hip Hop Contemporary Popular and Cutting edge	Mentoring for Showcase bands at SxSW	British Underground (BU)	The Arts Council	Limited, BU wishes to do more in this area
	Seminars in international	British Underground	The Arts Council	Limited – wish to do more

	working			
Contemporary classical/orchestral, some jazz, rock, pop, indie and hip hop	Mentoring around appearances at BMA sponsored showcases/tradeshows	PRS Foundation managers of the British Music Abroad Scheme	The Arts Council through British Underground, UKTI, PRS Foundation	Limited – funding uncertainties prevent more activity
	International Cultural Leadership Programme	British Council	British Council	
	UK Young Music Entrepreneur Award	British Council	British Council/NESTA	Professional development scheme – includes international travel/research - 1 award annually
	Mentoring	AIM	AIM membership fees	
Electronica	Mentoring for bands attending Sonar	Capsule	The Arts Council, previously UKTI (now ended)	Limited –funding uncertainties means that Capsule cannot offer consistent support, and are now seeking Grants for the Arts support through ACE
Jazz	Information meetings, often linked to major jazz festivals (eg. European Jazz Network meeting at Glasgow Jazz Festival)	Jazz Services	The Arts Council (SAC supports some activity in Scotland)	

## 2.4 Information provision

### **Overview**

Amongst those we consulted there was a consensus about the importance of exploiting digital technology as a means of increasing opportunities for musicians and music organisations to develop their work internationally. Implicit in this was the notion that the digital revolution should power an increase in intelligence not just information; complaints about duplication and about the lack of signposting between different information sources abounded. In this digital age, there is widespread demand for internationally-focused directories, information sheets and other practical ‘how to’ materials, covering general topics as well as more territory- or market-specific issues and information. Consultation feedback suggests that the area of information provision is one about which people feel strongly; it’s viewed as the starting point for the development of international development, and therefore crucial to organisations and individuals wishing to develop in this way. Strength of feeling is based on a unanimous view that there are real information gaps at present.

### **Map of current activity**

The following table summarises current support provision for international-related training, mentoring and networking opportunities:

Genre(s)	Activity	Delivery Body – lead organiser	Funding/Support	Commentary
Non genre specific	International Activity Information Sheet	The Arts Council	N/A	Possible to consult officers on international work
Predominantly rock and pop	AIM website and in-person enquiry service	AIM	AIM membership fees	Significant amount of information available to members on line
All genres (not mainstream rock and pop)	British Council arts pages	British Council	N/A	Includes Selector Radio Programme, <a href="http://www.creativeeconomy.org.uk">www.creativeeconomy.org.uk</a> New Routes Magazine Signposts to other organisations
	Online diary and directory of tradeshows etc, information on who and where to apply for support	British Underground	The Arts Council	

Jazz	Online database of jazz promoters overseas, one-to-one advice	Jazz Services	The Arts Council	
Non genre specific	LDA Business London Programme	LDA	N/A	Provides entrepreneurs with advice
Non genre specific	Gigging and Touring Fact File	Musicians' Union	Musicians' Union	Contains some international information
Contemporary classical, experimental and new music	Website containing links to other Music Information Centres, case studies etc	Sound and Music	The Arts Council	Provides support to artists in developing international links, links pages to other organisations, sound files, scores, case studies etc. Also has links with other Music Information Centres internationally
All genres, principally commercial popular, rock/pop etc	International Trade Teams UKTI	UKTI	UKTI/DBIS	In over 40 local offices some are specialists in creative economy – signposts to other UKTI services such as Overseas Market Introduction Service, and Passport to Export
	Customer Enquiry Line	UKTI	UKTI/DBIS	See above
	UKTI Guides	UKTI	UKTI/DBIS	Covering USA (needs update), Japan and China, India is proposed
Non genre specific	Cultural Profiles <a href="http://www.culturalprofiles.net">www.culturalprofiles.net</a>	Visiting Arts	Arts Council /international funders	Detailed cultural profiles on the arts infrastructure of Scotland, Slovenia, Slovakia, Japan, Norway, Vietnam, Laos, Cambodia, Afghanistan
	Red Tape Guide, Tips for Approaching Music Organisations in UK	Visiting Arts	The Arts Council and the British Council	How to bring foreign performance into UK
	Culturebase.net	Visiting Arts	The Arts Council and the British Council /EU Funding	Database of international artists funded by VA and by its European partners

## **Appendix 1: Sector support bodies**

### **Arts Council England**

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

### **Arts Council of Wales**

[www.artswales.org.uk/](http://www.artswales.org.uk/)

### **Arts Council of Northern Ireland**

[www.artscouncil-ni.org](http://www.artscouncil-ni.org)

### **Association of Independent Music Producers (AIM)**

[www.musicindie.com](http://www.musicindie.com)

### **British Council**

[www.britishcouncil.org/arts-music.htm](http://www.britishcouncil.org/arts-music.htm)

### **British Council Scotland**

[www.britishcouncil.org/scotland.htm](http://www.britishcouncil.org/scotland.htm)

### **British Underground**

[www.britishunderground.net](http://www.britishunderground.net)

### **Jazz Services**

[www.jazzservices.org.uk](http://www.jazzservices.org.uk)

### **London Development Agency**

[www.lda.gov.uk](http://www.lda.gov.uk)

**Musicians' Union**

[www.musiciansunion.org.uk](http://www.musiciansunion.org.uk)

**PRS Foundation for New Music**

[www.prsfoundation.co.uk](http://www.prsfoundation.co.uk)

**Scottish Arts Council**

[www.scottisharts.org.uk](http://www.scottisharts.org.uk)

**Sound and Music**

[www.soundandmusic.org](http://www.soundandmusic.org)

**UK Trade and Investment**

<http://britishmusic.biz>

[www.creative-industries.co.uk](http://www.creative-industries.co.uk)

**Visiting Arts**

[www.visitingarts.org.uk](http://www.visitingarts.org.uk)