

NPO IMPACT REPORT

Music Industry Office - Q1 23/24

Activity

Music Industry support - Providing advice, information and networking opportunities to musicians at all career stages in the region. SoCo will employ a dedicated officer providing links/expertise to musicians of all stages and genres in the region.

Outputs

A new role in the organisation, SoCo's Music Industry specialist will be tasked with scoping the needs of musicians at any career stage in Southampton and the wider region, providing accessible and visible support, helping artists to find supportive progression, sustain their careers and fulfil their potential in the music industry, especially those who are currently under-represented. They will provide support to the New Music Development Unit, supporting new music, and new ways of reaching new and existing audiences. Through this role we will provide clinics, masterclasses and connection opportunities to support the music ecology in the region.

Targets

A 0.5 FTE role, the Music Industry Specialist will be tasked with running weekly clinics, monthly networking opportunities and quarterly masterclasses covering topics including - music law and contracts; marketing and promotion; publishing and streaming; audience development and more, depending on the needs of artists and musicians in the region. We will carry out a yearly audit and needs analysis, providing data to measure the impact of the role in the region.



Q1 23/24 - Data

Sessions

| Location | Type of Session | Number |
|-------------------|-------------------------|-----------|
| Planet Sounds | Planning Session | 12 |
| Music Venues | Networking | 2 |
| Solent University | Partnership Development | 2 |
| Planet Sounds | Tailored Artist Support | 4 |
| | TOTAL | 20 |

Number of Participants

| Location | Type (i.e. YP/Staff) | Number |
|---------------|----------------------|------------------------------|
| Planet Sounds | Artists | 4 (2 x individuals, 2x band) |
| | TOTAL | 4 |

Q1 23/24 Narrative

Summary of Activity

We have acted quickly, establishing a Music Industry Office within the organisation. A team of three consisting of Matt Salvage (programme overview), Neil Simpson-Treloar (Industry Specialist), and Marta Del Olmo Yelemos (admin support). We have engaged with stakeholders in the city, including Solent and Southampton Universities, to establish best areas of focus, we have a number of masterclass events in development and have started providing bespoke support to a number of artists.

Partnership Activity

Developing partnerships with Solent University and Southampton University to provide a strong offer for students and graduates, exploring together how to support the development of infrastructures to create a stronger music ecosystem.

Conversations with and support from: Featured Artist Coalition, Music Managers Forum and PRS Foundation, providing credible support for our offer as it shapes up.

Working with the newly formed Southampton Music Industry Association to identify focus areas.

Unexpected Outcomes

Opportunity to expand from a Music Industry Officer to a team due to additional funds from PRS Foundation shared between Music Industry and New Music Development Unit strands.

The creation of the Southampton Music Industry Association (SMIA), that shared many aspirations with our plans. We are working closely with them to share the work needed in the city to develop and sustain a vibrant music ecology.

SoCo has recently acquired Planet Sounds, an iconic music rehearsal space in the city, locating us in a prime position to support active musicians and the live music scene.

Media



Case Study(s)

Artist Support plan for **MYRIAD**

<https://www.myriadbanduk.com/>

<https://linktr.ee/myriad>

OVERVIEW

Well-established locally. Short vid platform numbers/access to data is a strength (TikTok 70K/7.9K Insta followers) . Decent local live following. Completed a 5 date UK tour in 2023. Very organised and hardworking, smart group. Open to writing collaboration. Show strong potential as pop writers. Needs development to go from good regional to world class. Open to collaboration and advice/feedback. Have a young manager (Nissa – International Music Management MA alumni student of NST). Band open to all finance options. Advised that building D 2 C business would be very beneficial to build into more traditional label/publishing industry structures when required.

AMBITIONS/OBJECTIVES

Create a full-time business for the 4 band members.

Global touring & festivals

Live and online audience growth

Synchronisation

A & R (WRITING AND PRODUCTION POSITION)

12 songs released to date.

New works x 3 tracked – waiting for mix and master (Joe Critchley)

Proposed co-writes with Wild Front (MIO working with Management to secure)

RELEASE PLANNING

October 23 Single/campaign 1

Feb 24 – single/campaign 2

April 24 – single campaign 3

LIVE POSITION

Active and capable. No booking agent – MIO agent in October to support South Coast and UK bookings/promoter and venue hook ups

Proposed gig swaps across the South – Myriad to host and curate a bimonthly night in Southampton (TBC)

Proposed and hooked up with Gigz Management for a winter alps tour (covers) to further develop live proposition and bank some £££ for future original music campaigns.

LIVE STRATEGY/TARGET TIMELINE BASED ON RELEASE CAMPAIGN)

OCT-DECEMBER 23 – TARGET 10 x UK club shows + supports.

FEB – APRIL UK CLUB TOURING TO BUILD STORY FOR UK FESTIVAL BOOKINGS ACROSS Q2 2023

DIGITAL AUDIT (SOCIAL MEDIA SWOT)

A real strength of this band. Very active.

Advised increased music focussed content. (Band performance, acoustic and stripped back performance, animation + audio, lyric focussed short video).

Recent series “what your band says about you” - has some virality – needs the audience to follow music too.

Advised add Youtube and you tube shorts strategy

CONTENT CREATION PLANNING & OTHER CREATIVE

Band need more contacts for filming.

Proposed animation/innovative collab with WSA digital arts student/alumni (TBC)

FUNDING ADVICE (PRSF, HELP MUSICIANS)

Advised the band to look at PRSF – they put in an application within 48 hours!

FUNDING OPTIONS (FRIENDS & FAMILY, CROWDFUNDING, SEIS, EIS)

Working on campaign budget/cashflow with Nissa (management) –

Advised to look at FAC artist fund

Advised look at Beatbread and Sound royalties (advances based of existing streaming)

Discussed friends and family investment options

Advised business structure for the band to hold master, publishing and merchandise assets – potential structure for other investment

Specific reporting on ACE Investment Principles

- 1. Knowledge-exchange with key partners to support the development of skills, confidence and practice, growing the credibility of our work and supporting the sector. (A&Q SD1)**

Worked with Solent and Southampton Universities to explore priority areas in the city, engaging with other relevant partners, both locally and nationally, including Music Managers Forum, Featured Artists Coalition, PRS Foundation, Southampton Forward and Southampton Music Industry Association.

- 2. Skills development and reflection opportunities for music leaders and artists with inspirational practitioners in the fields relevant to our programmes. (A&Q SD2)**

Providing one to one clinics with artists, facilitated by Neil Simpson-Treloar, a music manager with 25 years of experience in the music industry.

- 3. Building a better understanding of the music industry, with relevant team members becoming experts in publishing, promotion, and artist development. (A&Q SD3)**

We have employed Neil Simpson-Treloar who brings expertise in artist management and development to the team. Marta Del Olmo Yélamos is an emerging artist that has joined and is developing skills in artist promotion. We are working with Gavin Foord of Foorge Music and SO Movement to provide support to artists through our New Music Development Unit strand.

- 4. Increase opportunities to collaborate and share learning amongst the wider sector, including commercial music, to create a visible and sustainable creative offer in the City and wider Solent region. (A&Q P&R2)**

Working with the newly formed Southampton Music Industry Association and colleagues from Solent and Southampton Universities to establish a more coherent music offer in the city. We will be running regular networking and workshop/masterclass activities (monthly from July 2023)

- 5. Continue to place a strong importance on attendance at community and cross-sector network meetings to identify opportunities for engagement (I&R P&R3)**

Attended 2 x “Raising the Volume” Southampton Music Industry Association events, will be attending Music City Conference in Liverpool in July

- 6. A new role - Music Industry Specialist - recruited to support the New Music Development Unit and provide support and guidance to artists in the region. Building innovative music industry partnerships. (D P&R2)**

Recruited 2 x part time roles to develop a Music Industry Office, including Neil Simpson-Treloar, and Marta Del Olmo Yélamos, a recent graduate in music performance and production.