



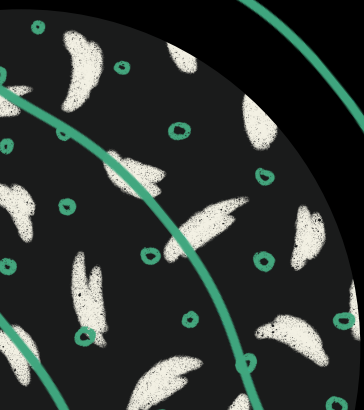
2021

Artist Development Project

APPLICATION PACK



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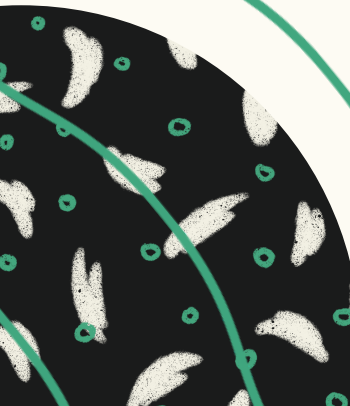
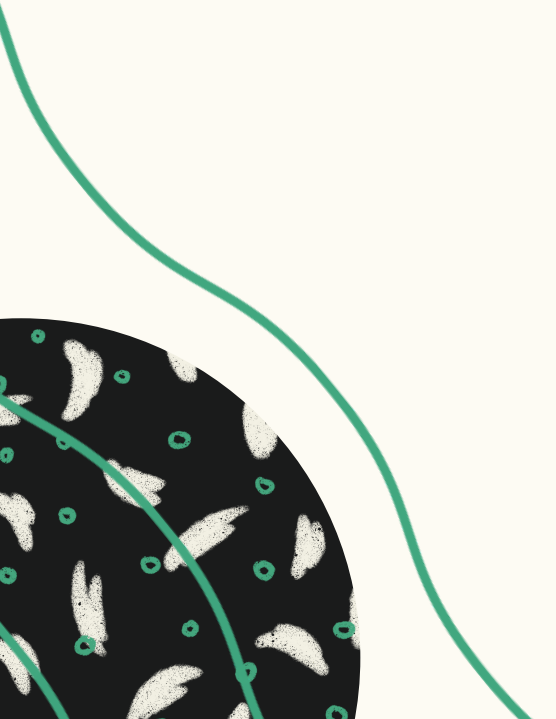
Artist Development Project

Project Overview

Beginning this summer, Saffron will work with six Black women and non-binary music creators based in South West England on an exciting programme of personal development. The project aims to provide each participant with tools, opportunities and support to develop their careers.

The project centres around a paid commission from [MSCTY](#), the leading global music-architecture agency, that invites musicians and recording artists to compose tracks in response to locations in cities around the world.

Applications are now open for Black women and non-binary music creators to apply to participate in the project, with applications from music producers being particularly welcome.



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Project Activity Includes

- A paid commission from [MSCTY](#)
- Funding for additional development costs
- 1-2-1 mentoring
- Music industry masterclasses
- Saffron membership
- Media content creation
- Publicity and marketing
- Showcase event

You must meet all of the following criteria to be eligible to apply to take part:


- **You must be...** A musical creative of some kind, such as a music producer, composer, lyricist, instrumentalist or vocalist.
- **You must be...** A woman, non-binary person, or gender non-conforming.
- **You must be...** Black or of Black heritage.*
- **You must be...** Age 18+. There is no maximum age limit
- **You must be...** Currently living in Bristol or South West England



CLICK HERE TO **APPLY NOW**

Deadline to apply is 6pm on 25 August 2021.

Keep reading this document for a full
breakdown of the project, its background and
the application guidelines.



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Project Background

The latest [Annenberg report](#) shows that less than 3% of professional music producers are women, with even more dire stats for Black women and gender minorities. This area of music tech is at the core of Saffron's work and we have a long-term vision to nurture tangible change from all angles and increase these figures in the industry.

On both a local and global scale, we have spent almost six years working with artists, producers, engineers, DJ's and music tech companies to:

- Increase engagement with women and gender minorities, especially those from non-white, non-middle class backgrounds.
- Improve access by providing financial and industry support
- Elevate diverse role models and improve minority visibility
- Work with local communities and nurture independent music scenes

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Saffron's new Artist Development project is designed specifically to support Black women and non-binary producers and music makers based in Saffron's home of South West England. The aim is to lay deeper foundations for better visibility, representation and financial benefit for Black music creators in our area.

It is important for us as a company to use our platform to uplift the conversations around race within our city of Bristol and to use our resources to support Black artists, by offering an opportunity for creative reflection and to have their voices amplified.

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From our Founder and Creative Director, Laura Lewis-Paul:

"This project is really important to me, not just as a Black woman in the South West, but thinking about it in relation to the wider music tech industry, as this project allows a space for us to breathe, to be creative and to be heard.

I hope that people in the industry are starting to realise that "Blackout Tuesday" gestures are not enough, that tick box exercises are not enough, that one EDI training session IS NOT ENOUGH!

We need to work together to put in long-term strategies to create systematic change against racism. It feels overwhelming at times at the amount of change that needs to happen within the industry, but I feel positive about the small steps that are being taken on the road to long-term change."

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Activity Breakdown

The project will run for approximately six months and include the below components for each participant.

Commission for MSCTY:

A one-off commission fee of £800 for each participant to create a piece of music for MSCTY and Saffron. MSCTY is a site-specific sound-arts practice that will ask participants to develop new work in response to a chosen architectural space or outside space in Bristol. There may then be an opportunity for the tracks to be released on a special compilation through Saffron Records.

Funding for development:

Each participant has access to an additional £850 to aid in the creation of their MSCTY commission. This funding could cover costs such as mixing, mastering, session musician fees or studio hire.

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1-2-1 mentoring: We will consult with each participant to match them with a suitable mentor from our network of industry professionals. Saffron will provide a mentoring framework for each mentor/artist duo to work through across six one-to-one sessions.

Industry masterclasses: A series of masterclasses tailored especially for the group of participants will aid in professional, personal and creative development in the music industry. Themes could cover: sustainability in music, sync and publishing, contracting and music law, mixing and mastering, wellness and wellbeing.

Saffron membership: Each participant will be provided with a 12-month 'Sustainer' subscription to [Saffron Members](#). Our digital member's club includes access to various monthly online workshops, talks and events, as well as connection with our global community of music creators.

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Media: We will be working with a media team to create content throughout the project, including a short documentary film and photoshoots for each participant. A publicity and media campaign will bring exposure to project participants with both local and wider industry.

Showcase event: We plan to round off the project in early 2022 with a showcase event in Bristol, celebrating the participants and giving performance opportunities and exposure for their work.

Collaboration: As part of all the activities mentioned above, participants will be in regular contact with the Saffron team and the other participants on the project. This will likely be via email, WhatsApp, Zoom and hopefully in person too. Collaboration and mutual support can be a key aspect of opening creativity and moving your career forward, so we actively encourage participants to engage and work together where appropriate to do so.

Application Guidelines

Am I eligible to apply?

You must meet all of the following criteria to be eligible to apply to take part in the project:

- **You must be...** A musical creative of some kind, such as a music producer, composer, lyricist, instrumentalist or vocalist.
- **You must be...** A woman, non-binary person, trans or gender non-conforming.
- **You must be...** Black or of Black heritage.*
- **You must be...** Age 18+. There is no maximum age limit
- **You must be...** Currently living in South West England, or you will be from September 2021**

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*** On the application form you will be asked to specify from one of the below options, based on harmonising ethnicity categories recommended by governments in the UK nations:**

- **Black/Black British – African**
- **Black/Black British – Caribbean**
- **Black/Black British – African and Caribbean**
- **Black/Black British – Other**
- **Mixed – Black Caribbean and White**
- **Mixed – Black African and White**
- **Mixed – Black and Asian**
- **Mixed – Black and Other**

**** You must be living in the South West now or from September 2021 onwards. For this project, the South West incorporates Bristol & Avon, Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire.**



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How do I apply?

Head to the online form and fill it in as thoroughly as you can, before the deadline at 6pm on 25th August 2021.

>>> [Click here to apply now](#) <<<



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What are you looking for in music creator participants?

We are looking to support exciting, talented music creators working in any genre, especially electronic, soundscape, R&B, hip-hop, classical and experimental. You can be at any stage on your musical journey, whether you are already a professional earning income from music, or whether you just practice music as a hobby. The most important thing is that we see passion, uniqueness and talent.

In the application form we will ask you to share links to at least two tracks or pieces of music that you have been involved in. These don't necessarily need to be fully finished, mastered and officially released tracks, they could be demos or unreleased music shared via links for us to stream on platforms such as Dropbox or Soundcloud. Make sure you send us the best representation of your talent and your current sound, ideally with music created in the past 1 - 2 years. Tracks can be solo work that has wholly been created by you, or they can be collaborative pieces that you have been part of as a performer, producer, composer or songwriter for example.

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We will also ask you to share with us the success that you have achieved as an artist so far. The kinds of things you share could be:

- Important gigs you have played
- Media coverage; press or radio plays
- Streaming support and playlisting
- Evidence of a fanbase
- Music commissions and projects you've worked on
- Releases you've had, either put out by yourself or on other labels
- Creative collaborations you've been part of
- A working relationship with at least one team member (e.g. a manager, publisher, record label, booking agent, PR/Plugger, and/or lawyer)
- Recognition from industry peers and industry professionals

Provide web links we can check out as well if you can. Don't worry if you don't have any of the above achievements yet though, we know that "success" can mean many different things and look different for everyone.

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Can a band apply?

People working in bands, duos or collectives, as well as solo artists or music creators, are all welcome to apply. However, only one member of a band, duo or collective can be selected and one member will take part for the programme activities. This means a Black duo, three-piece or a four-piece band or collective may wish to agree which member applies to take part in the programme. Where a band or collective is formed of Black and non-Black members, we will only accept applications from Black individual members and music creators.

What do you expect from the successful participants?

We expect the chosen participants to fully commit to the project, setting aside time to take part in all the activities outlined above in 'Activity Breakdown'. If there is any reason why this may not be possible for you then let us know on the application form.

Parts of the project will require participants to travel to Bristol for group sessions. There will be a separate travel bursary available for people who need additional financial support to be able to do this.

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What happens next?

We aim to contact all applicants by email within 2 weeks of the application deadline. A small group will go through to a second stage which involves an informal interview before the final group is selected. Wherever possible and appropriate, unsuccessful applicants will be signposted to alternative support and opportunities.

I'm not eligible but I still want to get involved?

We offer various opportunities throughout the year that are available to a wider demographic of people. Keep an eye on our socials for news of these projects, or sign-up below.

Sign up for our newsletter:

saffronmusic.co.uk/sign-up

Become a Saffron Member:

saffronmusic.co.uk/members

You may eligible for support from PRS Foundation and the wider network of Talent Development Partners.

Head to their website for more info:

<https://prsfoundation.com/talent-development-partners/talent-development-partners-2020-21/>

Support for applicants with access requirements

We want to help remove barriers in the music industry for creators and we understand that deadlines and form-filling can present challenges for some applicants with access requirements. To reduce barriers, we will take requests for additional advice, video application options and a short deadline extension if appropriate.

Please contact hello@saffronmusic.co.uk if your access requirements mean you need extra support. We may also be in a position to offer 'top-up' funding to support additional access requirements to aid participation in the programme, and ask applicants to outline relevant access requirements confidentially within our funding forms.

Saffron is part of the PRS Foundation's Talent Development Partner Network and has been provided with funding to make this project happen.



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