ASIAN ARTS AGENCY

EMERGE 2

SOUTH ASIAN MUSIC TRAINING PROGRAMME

Are you a South Asian musician, artist, songwriter or record producer looking to build a career in the music industry?

Do you want to develop your music skills, receive specialist training and be awarded a bursary to fund your professional development?

The *Emerge 2* Programme could be for you.

***Emerge* is a legacy programme** and follows the success of the first talent development pilot project, *Breaking Barriers*. *Breaking Barriers* is an interventionist project supporting South Asian Musicians to develop their work and music. Developed by Asian Arts Agency, it offers new music commissions and provides training and development support for artists and musicians to equip them to prosper as professional artists/musicians.

The Phase 1 project provided opportunities for over 40 South Asian musicians to create, perform and distribute new work recorded at one of the UK's leading recording studios with opportunities to perform new commissioned works via live concerts. It resulted in new recording contracts and new opportunities for several young musicians.

The first phase of the **Emerge programme** offered training and development opportunities to 10 developing artists.

Jay Singh, a young musician from Bristol, participated in the *Emerge* pilot project which included bespoke social media sessions, music training sessions and webinars. He had toured with Bristol legends RSVP Bhangra and was looking for support in recording music and wanted to ensure his music was recorded to a professional standard. His involvement in Breaking Barriers has increased his understanding of the industry and enabled Jay to further expand his expertise, skills and knowledge; he is now thriving in his career, releasing new music and performing at festivals.

Emerge 2

The programme will offer training and development opportunities for up to 10 emerging to mid-career musicians, artists, record producers, artist managers, particularly those who have limited information about how the industry works. Each successful participant on the programme will receive a **£500 monetary bursary award** to fund his/her participation in the programme.

The programme will also include the following opportunities to help develop your music journey:

1. Welcome and introduction session to the programme with an opportunity to network, meet your cohort, hear from previous participants and gain insight from guest speakers.
2. Mapping sessions throughout the programme to go through your aims, goals and explore funding and performance opportunities.

3. Music industry-related webinar and training sessions including sessions on copyright and royalties, monetising your music and how to digitally market your music.
4. Mentoring opportunities from music industry-related professionals to provide insight in how to navigate the industry and support in developing your career.
5. Online masterclasses focusing on a specialist topic/theme.
6. Final sharing session which could feature a tour and demonstration of an industry level music studio providing insight into the workings of a professional recording studio.

Asian Arts Agency

We are a dynamic arts development agency working to develop and support contemporary and traditional South Asian music and arts in the UK and internationally. We break down barriers by mainstreaming high quality South Asian music and work with major venues and festivals including St. Georges Bristol, Bristol Beacon, the South Bank, Barbican Centre and WOMAD.

We develop, commission, and produce a range of arts and music events including festivals and tours; we coordinate international work; support digital creation and distribution; programme for festivals; and carry out education and participation activities. Support for UK-based South Asian artists is at the heart of our work, and we are always looking to extend the range of musicians we work with.

Timeline and Bursary

The programme will run between **April to June 2025.** Each participant will receive a £500 monetary bursary award to cover the costs of taking part plus additional access support where needed (if applicable).

Who is this Programme for?

The opportunity is open to South Asian musicians of all types, traditional and contemporary, based in England. We want to maintain a strong focus on gender balance; and to strive to reach and encourage disabled artists and artists from disadvantaged backgrounds including deaf artists. In selecting the group of successful applicants, we will therefore ensure that there is balance and a fair representation of key factors, in particular:

- Diversity (including race, gender, and other protected characteristics).
- Geography to ensure the targeted areas are represented esp. South West.
- Different aspects of the music industry (e.g., musicians, singer-songwriters, record producers, etc.).

Applications are open to all entry level individuals/artists who identify as ethnically diverse; Deaf; disabled; neurodiverse; LGBTQ+; and/or who are from working-class/low-income backgrounds, or who have identified as such in the past. We are seeking applications from individuals regardless of age, gender, ethnicity, disability, sexuality, religion and/or belief.

Please note this is a training and development programme and the bursary award is to cover the costs of participating in the training programme. It is not intended to fund independent commissions or performance work outside the programme.

AsianArtsAgency

How to Apply

Each applicant must complete an online application form. Applications should be accompanied (where relevant) by an example of the artist's work (this could be via YouTube or a video link). Please email your proposal, along with the monitoring form and video link (if relevant) to Jaswinder Singh at music@asianartsagency.co.uk

Download the application pack here.

The application should include the following:

- This should include a written statement or a video of up to 3 minutes (video is optional) outlining why you want to be a part of the programme, how you wish to be supported and how the programme will contribute to your creative and career development. Say what you would like to achieve in the next twelve months.
- Your track record in creating and performing South Asian music (if applicable).
- One or two online audio or video samples of original work by you (if applicable).
- Letters of support from two referees with experience of your music/work and who can recommend you to undertake the commission.
- Confirmation that you do not have funding from other sources or a funder for this work.
- Completed Equal Opportunities Monitoring form.

If you feel you have any barriers in applying, require additional support to apply or/and have any questions relating to the project, please email us at music@asianartsagency.co.uk

Selection process and application dates

Decisions will be made by a selection panel which includes the Agency's Creative Director, industry experts and Board members.

Applications will be considered against the following criteria:

- Strength and imagination of the creative vision
- Reasons for applying
- Track record of the musicians
- Future potential as per your application
- Likely impact of the commission on the musicians' careers
- Availability to undertake the commission during the timeline (April – June 2025)
- Potential to engage with wider audiences both digitally and live
- Letters of support.

Closing date for application: **Monday 14th April 2025, 5pm.**

Notification of decisions: All applicants will be notified whether they have been successful or not shortly after the closing date for applications (date to be confirmed) and will be notified by email. We are sorry that we cannot offer individual feedback.

Tax and N.I

Successful applicants will be responsible for their own tax and National Insurance liabilities and contributions.