AMPLIFY LONDON

A partnership between

LONDON MUSIC FUND   ▶ YouTube Music

FAQs

Who is this fund for?

Amplify London is for small and grassroots organisations (not individuals) undertaking direct music delivery work with young people aged 11-21 who face barriers in their music-making. For example, by providing music creation, production, technology, recording, creative career support, and live or digital performance opportunities.

The funding is not open to schools, music education hubs or Arts Council NPOs. We are aiming to help small organisations working at grassroots level, to reach the next stage of their development.

How do I apply?

Please contact us directly by email (AmplifyLDN@londonmusicfund.org) to express interest in the funding. Once you have expressed an interest, we will send you our application pack, and offer you the chance to arrange a surgery by phone. We recommend getting in touch by the end of January 2021 in order for us to have time to guide you through the application process. Surgeries will take place in January and February.

The final deadline for submitting application forms is 5pm on Friday 26 February 2021, by email, to AmplifyLDN@londonmusicfund.org.

How much funding can I request?

The maximum amount of funding per project is £6,000. We want this funding to have a significant impact for small organisations, so although your project budget can be larger than this, projects for which £6,000 is a significant contribution will be prioritised.

If my organisation is successful, what can the funding be spent on?

Funding must be spent on delivery of the project, and not on capital or building costs. A very small portion of the budget can be allocated towards necessary equipment or software if this is necessary specifically for delivery of the project.

How do you assess the projects?

For eligibility please see our 'Information for Applicants'. All projects will be judged based on the quality of the musical activity they are providing, and the end goals for both the young people they support and the organisation itself.

Successful applicants will demonstrate high standards of musical delivery and teaching/leading, and a clear set of achievable outcomes. Activity must support musical progression or talent development, and the project must have musical as well as social outcomes.

Please note that proposed activity must fit the aims of Amplify London. For example, we will prioritise projects that directly support young people facing multiple barriers and who are underrepresented in the music industry.

What does 'musical activity' actually mean?

We want to support organisations that are supporting young people to access high quality musical opportunities. We know making music comprises all kinds of skills and methods, and that musical training does not always fit the formal structure of the education system. By 'providing musical activity', we simply mean that young people are being given an opportunity to create, play, produce, showcase, or develop their music, and that they are encouraged, nurtured and guided in doing so.

Does Amplify London support classical music projects?

If you are running a project with a western classical foundation, the London Music Fund's Partnerships programme may be more suitable.

Can my organisation submit more than one application, for different projects?

No – we will only accept one application per organisation.

My organisation applied for Round 1 – can I reapply?

Yes, if you were unsuccessful, we will welcome another application as long as the organisation still fits our slightly updated eligibility criteria. We will not accept applications from organisations currently being funded by Amplify London.

I have an idea for a project but need help recruiting young people to take part – can I apply?

We will need to see evidence that you have a feasible recruitment plan. Your organisation should already be engaging with young people by providing musical activity. Proposed activity can be directed at your existing members.

When should my project take place?

Project delivery must not start before April 2021, and must be completed by December 2021. Within this timeframe projects can last for any amount of time, and can take place during school term time and/or holidays.

Does my project have to include a performance?

We would love to see the outcomes of your project, and the impact of our funding. Projects do not have to result in a live performance, but we would like them to culminate in an end-product for the young people. This could be anything from a recording, film or graphic score to an informal sharing afternoon.

What is the age limit for the young people participating in the project?

The fund is designed to support young musicians aged 11-21, so we want to support organisations who are working with young people within this age bracket. If your project supports a large group of young people who are not all within this age bracket, get in touch with us – you may still be eligible for funding.

Does my project have to involve a minimum number of participants?
We want to support as many young people as possible, but we realise that some organisations only have the capacity to work with a small number of participants, and that some activity is most impactful if directed at small groups. We recommend your project involves a minimum of 10 young people as a guideline.

Can I work with other partners?
Yes, we are very happy for applicants to work with partner organisations to deliver projects, if you are able to prove the funding is needed. Please make sure you give details of any partner organisations on the application form. It is not compulsory to work with other partners.

What evaluation is required?
We ask you to lay out your plans for evaluating the project in the application because we want to be able to measure the success of the projects we fund, and to learn from them going forwards. We also want organisations to evaluate their work for their own purposes, and to make sure the voices and opinions of their young people are heard and represented. Examples of ways of evaluating are on the application form, such as questionnaires, monitoring progress, conducting interviews and case studies, or collecting data from parents/carers/teachers. We will provide evaluation support to successful applicants who need this.

Does my project need to have a legacy?
We want to make sure the projects we fund lead to increased opportunities for young people. We do want to see clear progression routes for the young people and for the organisation after the project. If your project is an event that will not recur, or activity that will not continue, we will need to see how the participants can progress afterwards and how it will benefit the organisation long-term.

My organisation doesn't have a safeguarding/health & safety policy, what should I do?
Link: Guidance on writing a safeguarding policy
Link: Guidance on writing a health & safety policy

I am not based in London. Can I apply?
No. Organisations and projects must be based within a London borough.

How can I get more support or advice about any aspect of my project?
Once you have contacted us to express an interest, we will put you in touch with a member of the team at Sound Connections who will be able to offer advice and support.

Do I need to submit anything else with the Application Form?
Yes, we require you to submit a copy of your organisation's most recent formal annual accounts, or 12 months of financial records. We do not require you to send us any other documents but please note we may ask to see the following: Health &

Safety policy, Child Protection / Safeguarding policy; Public Liability Insurance; DBS certificates for members of staff.

When will I hear if my application has been successful?
We will get in touch with all applicants within 6 weeks of the closing date. If you are successful, we will be in touch at the end of March to arrange an initial project planning meeting.

If my application is unsuccessful, will I receive feedback?
Yes, we will provide feedback for all applications.

For an example of a completed application form please refer to our application pack