



AMPLIFY LONDON

FAQs

Who is this fund for?

This fund is for organisations (not individuals) undertaking direct work with young people in the areas of music/music production/music technology. The funding is not open to music education hubs or Arts Council NPOs as we are aiming to support smaller organisations working at grassroots level, to support them in 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 arrange an informal phone call to chat to you about your project, answer questions and offer guidance. We recommend getting in touch by Friday 13 March in order for us to have time to guide you through the application process.

After this, if we think your project is eligible to apply, we will invite you to fill in an application form. The final deadline for submitting application forms is 5pm on Friday 27 March 2020, by email, to AmplifyLDN@londonmusicfund.org

How much funding can I request?

The maximum amount of funding per project is £6,000.

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 have high standards of music-making/creating/producing and teaching/mentoring, and a clear set of achievable outcomes.

Please note we will prioritise applications that best fit the aims of Amplify London. For example, we will prioritise organisations with an annual turnover of less than £50,000; we will prioritise projects that support young people facing multiple barriers to access and young people who are underrepresented in the music industry.

What does 'musical activity' actually mean?

We want to support organisations that are providing musical opportunity of any kind. 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 or produce music, and that they are encouraged, nurtured and guided in doing so.

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

No – we will only accept one application per organisation.

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 through providing musical activity and your project can work with your existing members.

When should my project start?

Projects should aim to start within 6 months of 1 May 2020.

Does my project have to be 12 months long?

No – projects can run for any length of time up to 12 months. For example, your project could be a summer holiday course, or a weekly session over 6 months.

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. 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](#)

My organisation isn't a registered charity, CIC or CIO, can I still apply?

To apply for Amplify London, organisations must normally be registered as a CIC, CIO, charity or a cooperative. If you are not eligible at this stage, your organisation could look into registering for this status ([see this link](#)) and then consider applying for the second phase of Amplify London in Autumn 2020. If you are unsure if you are eligible to apply, please contact us by email: AmplifyLDN@londonmusicfund.org.

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 then be in touch to arrange an initial project planning meeting.

If my application is unsuccessful, will I receive feedback and can I reapply?

Yes, we will provide feedback for all applications. You can reapply for the second round of projects in November 2020. We may recommend this to you if we think you might be successful the second time, e.g. if you do not have appropriate charity status but are planning to obtain this.

How many application rounds are there per year?

The first round of applications opens in January 2020, and the second round will open in November 2020 (for projects running in 2021).

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