

AMPLIFY LONDON

A partnership between



We are looking for grassroots organisations that provide opportunities for young people in London in the areas of music/music production/music technology. Do you know an organisation that could benefit from our funding?

Amplify London is an exciting fund set up by the London Music Fund (charity no. 1141216) in partnership with YouTube Music in February 2020.

It will support 10 small and grassroots organisations in London, throughout 2020 and 2021, with grants of up to £6,000. We are looking for organisations and projects providing musical activities (for example music creation, production, technology, recording, creative career support, and live or digital performance opportunities) for young Londoners aged 11-21 who face barriers in their music-making. The fund aims to help each organisation develop their work and forge links with the music industry, the technology industry and the music education sector, working in collaboration with London music education charity Sound Connections. Five organisations were awarded funding in 2020. Another five will be chosen in 2021, and applications are now open for this second round of funding.

The **London Music Fund** is an independent charity (no. 1141216) with the Mayor of London as Patron. We have almost 10 years' experience of funding successful

City Hall • The Queen's Walk • London • SE1 2AA

T: 020 7983 4258 • E: info@londonmusicfund.org • W: londonmusicfund.org

The Mayor of London's Fund for Young Musicians is a company registered by guarantee, company no. 7530077 registered charity no. 1141216
Registered office: City Hall, The Queen's Walk, London SE1 2AA

music education projects and have awarded over £2.7m funding towards music education in London since 2011.

This ground-breaking new programme is supported by **YouTube Music**, enabling access to mentors and artists, offering networking opportunities and fantastic exposure for small projects and organisations. It is a new fund just for London, aiming to provide small arts and/or youth organisations get to the next level in their delivery, working with Sound Connections to offer exemplary administration and monitoring support including telephone surgeries and hands on support with evaluation.

To be eligible to apply for Round 2 funding:

- The applicant must be an organisation, not an individual.
- The organisation must:
 - Be a UK based organisation with a signed governing document.
 - Have been legally constituted and providing activity for one year, and have a set of accounts.
 - Have the relevant insurances* in place (including employers' and public liability) and must be compliant with all relevant statutory legislation.
 - Have a safeguarding policy* that is regularly reflected on and updated.
 - Have an annual turnover of no more than £500,000.
 - Not be a music service / hub or school, or an Arts Council funded 'national portfolio organisation'.
 - Be regularly providing music and/or music technology activity/projects for young people aged 11-21.
- The proposed project must:
 - Take place within the local community.
 - Involve at least 10 young people aged between 11-21.
 - Take place between April and December 2021 (the project can last for any length of time within this period, but must be completed before the end of 2021).

*We don't automatically request policies but they should be available on request.

City Hall • The Queen's Walk • London • SE1 2AA

T: 020 7983 4258 • E: info@londonmusicfund.org • W: londonmusicfund.org

The Mayor of London's Fund for Young Musicians is a company registered by guarantee, company no. 7530077 registered charity no. 1141216
Registered office: City Hall, The Queen's Walk, London SE1 2AA

Applications for Round 2 open on 26 November 2020.

The deadline for submitting an application is 26 February 2021.

Please visit our [website](#) for more information, FAQs and deadlines, or email

AmplifyLDN@londonmusicfund.org

City Hall · The Queen's Walk · London · SE1 2AA

T: 020 7983 4258 · E: info@londonmusicfund.org · W: londonmusicfund.org

The Mayor of London's Fund for Young Musicians is a company registered by guarantee, company no. 7530077 registered charity no. 1141216
Registered office: City Hall, The Queen's Walk, London SE1 2AA