



Guidelines for the funding of music promoters in Scotland

Enterprise Music Scotland (EMS) seeks to encourage the performance and increasing awareness of live music throughout Scotland, EMS support is available towards the promotion of concerts, normally of chamber music, by established professional artists, talented student performers and young artists embarking on a professional career.

Applications from known music promoters around Scotland are invited each year (normally around April/May) for series of concerts to be held over the following season.

Decisions on funding are based on two distinct but interconnected criteria:

1. Quality of programming
2. Audience and financial statistics

1. Quality of programming

There is a great difficulty in attempting to define standards for programming but a judgement on the quality of programmes necessarily plays a part in the annual funding decision.

Although any judgement must be subjective, it is possible to make a distinction between high quality programmes and those of not such a high standard. High quality programmes need not be more expensive; the performers and music programmed play an important role in even the least expensive concerts. Also the nature of the chosen programme will quite properly vary from promoter to promoter, depending on its audience and history.

The following pointers give an indication of what EMS looks for in its programming:

- The provision of platforms for professional performing musicians based in Scotland, as well as giving Scottish audiences opportunities to hear performers from the rest of the UK and abroad;
- The performance of contemporary and lesser-known works and the commissioning of new works from Scottish based composers, at times challenging audiences;
- The maintenance of existing audiences and the attracting of new ones, particularly by encouraging younger concert goers.

EMS does not expect all of these objectives to be reflected in every concert, but does expect due regard will be given to them by promoters when planning the structure of their season's programme.



2. Statistical Information

As part of your application for funding EMS asks for details including expected income, expenditure, ticket pricing and audience sizes. Sometimes we make general recommendations to a promoter, particularly about levels of expenditure and ticket prices. However when making decisions, we will take great care to recognise the differences among promoters and the varying circumstances they face.

Other statistics give EMS an insight into the nature and ambitions of the organisation. The number of events undertaken by a promoter, for instance, reflects the level of activity of that organisation, but is not in itself a particularly important statistic and no recommendation will be made by EMS as to how many concerts a season should consist of.

Similarly the size of audiences varies widely across Scotland. Audience size is less important than achieving a potential attendance, based on location and local circumstances. The more important indicator will be the amount and direction of movement in average attendances year to year. We expect promoters to adopt policies which aim for equality of opportunity, social inclusion and development of the arts and audiences.

In the following items EMS feels it can give a clearer indication of the parameters it will use when considering an application for funds:

- **Expenditure on Artists' Fees** – the percentage of expenditure allocated to artists' fees varies greatly. Too low a percentage is obviously not desirable, but too high a ratio may indicate that not enough is being spent on presentation or publicity. EMS recommends that artists' fees should amount for between 70-80% of total expenditure.
- **Per Capita Subsidy** – this is calculated by dividing any grant awarded by EMS, by the total attendance at all concerts:

$$\frac{\text{Grant Award}}{(\text{Season Ticket Sales} \times \text{Number of Concerts}) + \text{Single Ticket Sales}}$$

As an example, for a promoter whose season has 6 concerts, and who sells 60 seasons tickets and 140 single tickets, the total number of concert seats sold is $(60 \times 6) + 140 = 500$ seats. A per capita subsidy of £2.5 would mean a grant of £1,250.

EMS recommends that the average level of per capita subsidy should be £2.50.

- **Ticket pricing** – it is recommended that single ticket prices be in the range £7 to £10 and that the ratio between single ticket prices and subscription rates be such that a subscriber who misses one concert should still pay less than a non-subscriber who comes to all but one concert.
- **Deficits** – deficits are calculated by deducting total income from total expenditure and grants are awarded to cover part of this deficit. EMS considers that there should be a general rule for the funding of deficits with an upper limit for large deficits. It is proposed that EMS funds only 75% of deficits that are over £2,500.

Awards may be given in two ways, a straight upfront grant, or a grant plus a guarantee against loss. This is to allow end of season adjustments to be made in cases where uncertainties in a promoter's budget may lead to an unexpectedly low deficit.

Promoters are expected to raise funds from other sources, such as their local authority, sponsorship and fund-raising events. Amounts raised in such ways will be taken into consideration but EMS recognises that it is important that promoters maintain reserves to ensure their continuing operation.

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