

MUSIC >> FUTURES

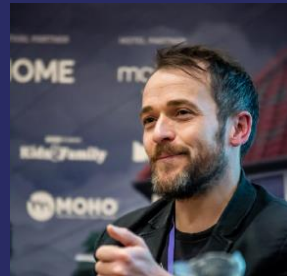
Promoter+ Programme - Webinar



Introductions



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Agenda

- About MusicFutures
- Fund Criteria, Eligibility & Timeline
- What we are looking for
- Q&A- pop in your questions

Liverpool City Region

SHAPING THE FUTURE THROUGH MUSIC INNOVATION



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What is MusicFutures?

MusicFutures is a £7.2M UKRI/AHRC-funded Creative Cluster driving innovation and growth in the music sector, with over £7M additional match funding from industry partners.

A flagship UKRI programme. HEI-led collaboration designed to test and scale **new models of sector-led collaboration**, research, and IP commercialisation in the LCR music and music adjacent sectors.

Targets three key groups: emerging artists and young professionals, freelancers in need of upskilling, and SMEs ready to scale and innovate.

Delivers sector-wide impact through initiatives in AI, XR, IP training, sustainability, equity, and audience engagement, aligning with Liverpool's 2030 music strategy and global climate goals.

The logo for MusicFutures, featuring the word "MUSIC" in a bold, white, sans-serif font above the word "FUTURES" in a similar font. To the right of the text is a stylized white icon consisting of two overlapping right-pointing chevrons, resembling a play button or a double arrow.

**MUSIC
FUTURES**

Mission

MusicFutures ... is driving the next generation of the music industry across the Liverpool City Region — supporting artists, entrepreneurs and creative businesses to grow, innovate and thrive.

Backed by 27+ regional and national partners, including LJMU, Liverpool Experience Campus, Adlib, UK Music, LIVE and UKIPO and many more

MusicFutures Promoter+ Programme

(in partnership with Skiddle and Liverpool Philharmonic)

The MusicFutures Promoter+ programme is a 12 month programme create to identify, nurture, and empower emerging music promoters in the Liverpool City Region (LCR) from under-represented backgrounds and/or championing under-supported genres, cultures, and communities that have new approaches to live music events they want to test.

What's on Offer?

Successful applicants will receive:

- Up to £4,500 in grant funding to support the delivery of a minimum of three events
- 12-month programme which includes bootcamps, 1:1 mentoring and partner-led support.

Eligibility

This programme is aimed at:

- Emerging music promoters (individuals or micro-businesses) based in the Liverpool City Region.
- Promoters from under-represented backgrounds (including but not limited to race/ethnicity, gender, disability, sexuality and socio-economic background).
- Promoters supporting under-served genres, cultures and communities.
- Promoters who are already delivering activity and are ready to grow their practice.

Applicants must:

- Be based in the Liverpool City Region.
- Be actively developing a music promotion practice.
- Be able to commit to a 12-month programme (including bootcamps, mentoring and event delivery).
- Be willing to work toward measurable KPIs (audience development, operations, growth, sustainability).

Eligibility

Not eligible:

- Large companies or promoters operating at a scale that is not considered “emerging”.
- Public bodies, universities or schools (unless collaborating in a way that supports an eligible promoter).
- Applicants unable to commit to delivery requirements (including events delivery and reporting).

Lead Applicant Requirements

- Lead applicants can be an individual promoter, collective, community organisation or CiC, sole trader OR a micro-business (under 5 employees).
- Must be based in or significantly benefiting the Liverpool City Region.
- Within Minimal Financial Assistance (MFA) limits (see Appendix 1).
- Applicants may lead only one application, but can collaborate on other proposals.

What We're Looking For

We will fund promoters to use live events as an opportunity to pursue research and development - R&D - by which we mean, for instance, the testing of new formats, reaching new audiences, experimenting with how new fan experiences could look like or developing new ways of engaging communities.

So in this case, the events are treated as live prototypes: a way to test approaches, build capability and generate learning and future sustainability, not simply business-as-usual delivery.

Marketing / Promotion costs attached to the R&D/events are permitted, particularly where you are testing new approaches to building toward developing and sustaining new or underserved audiences in the region.

What We're Looking For

Proposals should also:

- Align with MusicFutures' goals of innovation, experimentation, creativity, inclusion, sustainability and ecosystem growth.
- Demonstrate potential for cultural, audience and community impact.
- Show how the support helps you take your promotion practice to the next level.

What We Cannot Fund

- **Business as usual event delivery** that lack a clear purpose, problem-solving goal, or structured plan. Your project must focus on solving a specific challenge, testing/learning, and developing a scalable proposition.
- **Marketing / promotion with no testing or learning attached**
- **Travel/touring costs** as the main purpose of the spend
- **Equipment purchases as the main purpose of the spend.** Such costs are capped at 20% of total project costs
- **Core operational costs/overheads not directly tied to the supported sustained audience development R&D activity** (rent, utilities, routine admin, staff costs not directly tied to delivery of this project)
- **Retrospective costs** or work already completed before the project start date

Participant Requirements (Delivery & Commitment)

Participants will be expected to:

- Deliver a **minimum of 3 events** during the delivery window.
- **Attend programme sessions** (including induction/diagnostic, bootcamps and cohort check-ins).
- **Engage in 1:1 mentoring** across the programme period.
- Work with the programme team to set KPIs and track progress (audience, operations, growth, sustainability).
- Participate in **monitoring, evaluation and reporting**.

Selection & Assessment Criteria

Projects will be assessed in relation to the following criteria:

1. Strategic Alignment

- Does the opportunity align with MusicFutures' mission and long-term goals?
- Does it support innovation, diversity, and sustainability in the music industry?
- Is it consistent with current priority areas (e.g., emerging talent, technology, audience development, inclusivity)?
- Does the promoter contribute to under-supported genres, cultures and communities, and align with the programme's purpose of inclusive growth and sustainable promoter development in the LCR?

2. Market Potential and Audience Reach

- Is there a clear target audience and demand for the proposed work?
- Is there a clear community or scene, and a credible plan to reach and serve new audiences authentically through new formats and new ways of engagement?
- Does the opportunity demonstrate potential for growth or scalability?
- Are there plans for marketing, distribution, or audience engagement?

Selection & Assessment Criteria

3. Financial Viability

- Is the budget realistic and well structured?
- Are there other sources of funding or revenue streams?
- Does the project demonstrate value for money and sustainability beyond initial funding?
- Does the project allow for return on investment if profit making? If yes, how?
- Is there a credible pathway to a repeatable, financially sustainable promotion practice across the three supported events and beyond?

4. Innovation and Future Readiness

- Does the opportunity leverage new practices and approaches to music events, promotion and audience engagement?
- Will it prepare the music sector for future trends? (ie engaging with GenA/GenZ, underserved audiences or genres)
- Does it encourage experimentation and risk-taking in a managed and responsible, and evaluative way?
- Does the applicant treat events as live prototypes – a structured way to test new formats, audiences and engagement approaches and to capture learning (R&D)?

Selection & Assessment Criteria

5. EDI and Environmental Responsibility

- Does the project promote and address inclusivity and equity?
- Are there measures to minimise environmental impact?
- Does it contribute positively to community development?
- If the project involves a team, is the project team diverse?
- Does the promoter demonstrate inclusive intent and responsible practice (accessibility, safer spaces, outreach) for under-represented audiences?

6. Track Record and Capability

- Does the applicant have the skills, experience, and resources to deliver the project successfully?
- Are partnerships or collaborations in place to strengthen delivery and route to market/access to audiences?
- Is there evidence of past success or learning from previous projects?
- Does the applicant show readiness to deliver (even if early-stage), with evidence of past activity, learning or community trust?

Further Details

Project funding will be administered by University of Liverpool through subgrant agreement (standard terms on website).

- Projects are funded at 100% of project costs, inclusive of VAT
- It will be paid in instalments- check the schedule
- Equipment costs — maximum of 20% of project grant for equipment and capital purchase costs.
- Subcontracting— up to 70% maximum subcontracting costs, with a maximum 30% outside of Liverpool City Region
- Projects must comply with Minimal Financial Assistance subsidy controls.
- We want to see diverse and inclusive teams.

Timeline

28th July 2026 – Call Opens

6th August 2026 – Funding Call Q&A Webinar, 1PM

1st September 2026, 1pm – Call Deadline

September 2026 – Assessment Period

September 2026 – Decisions announced

September 2026 – September 2027 – Programme delivery window (12 months)

How to Apply

All applicants must submit their proposal through the MusicFutures online application form, downloadable on the right hand side.

<https://musicfutures.co.uk/opportunities/promoter-plus-programme/>

Applications sent in any other format will not be accepted or assessed.

Applicants submit:

- An online application form.
- Optional supporting materials: past flyers, links, short video, event photos, ticketing links, press, or a short pitch deck.

Please read through all the supporting information:

- Applicant Eligibility and Guidance
- Subgrant Terms and Conditions

Support for Applicants

If you require any adjustments to complete your application, or if you feel you would be disadvantaged by a written application (e.g., preference for a video submission)....

Please contact the MusicFutures team on musicfutures@liverpool.ac.uk



Questions & Answers



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Thanks for joining

