

## SUPPORT FOR THOSE IMPACTED BY THE PLEDGEMUSIC COLLAPSE

This pack has been produced by a group of organisations who have pooled resources to respond to those in the UK music community who have been affected by the widely reported collapse of PledgeMusic. Following concern, these organisations arranged a survey to better understand the pressures being faced and the scope of those affected. For those who responded to the survey, thank you for responding and for your patience whilst we put together a further pack of information which we hope you will find useful.

We encourage you to read through the pack and take from it what is most important and useful for your personal situation right now.

Those who responded to the survey may be contacted by one of the following organisations – Musicians' Union, Association of Independent Music ('AIM'), Music Managers Forum ('MMF'), PRS Foundation or Featured Artists Coalition ('FAC'), (wherever possible by someone you have already been speaking to, so they will understand your situation). If you are already in touch with Help Musicians please continue to communicate directly with the team. However, you are welcome to contact any of the organisations listed here, as is most appropriate to your own situation and all are briefed and will try to support you as best they can.

Whilst those conversations take place over the next couple of weeks, we will continue to meet and discuss further steps that we can collectively take to help those most affected as well as to consider some longer term thinking of how this could be avoided in future.

You are welcome to send this pack on to anyone you think may have been affected by this situation or anyone who you think may find the contents of this pack useful.

### MEMBERSHIP ORGANISATIONS GENERAL ADVICE

#### **FAC** [www.thefac.org](http://www.thefac.org)

**contact** Roxanne de Bastion - [roxanne@thefac.org](mailto:roxanne@thefac.org)      **telephone** 0207 700 5755

"We heard your anguish and anxieties in the wake of the PledgeMusic news and will continue to strive to find solutions to the problem. We know how vital grassroots funding and fan communities are. We as a music community are coming together for you. Please stay tuned as we collaborate with sister organisations to find help. In the meantime, please feel free to contact us to share your stories if you're affected by this so that we can do our best to support you."

Our experienced community has put together some suggestions on how best to manage and communicate with your fanbase should your campaign have been impacted (<https://www.thefac.org/products/artist-to-artist-to-fan-fac-pledge-fan-guide>)

Feel free to call / email us anytime with any questions relating to PledgeMusic and we will do our best to help or refer you.

#### **MUSIC MANAGERS FORUM** [themmf.net](http://themmf.net)

**contact** Nicky Carder - [Nicky@themmf.net](mailto:Nicky@themmf.net)      **telephone** 0207 700 5755

MMF are actively involved in working with all the sister organisations listed here to ensure those affected by PledgeMusic get the specific support they need and measures are put in place to prevent this from happening with crowdfunding again. If you are member of the MMF and wish to speak further about the situation please email or phone 0207 700 5755.

#### **THE IVORS ACADEMY** [www.ivorsacademy.com](http://www.ivorsacademy.com)

**contact** Anna Brown [anna@ivorsacademy.com](mailto:anna@ivorsacademy.com)      **telephone** 0207 636 2929

The Ivors Academy has united with music trade organisations and charities listed in this pack to support those affected by PledgeMusic. If you are a member of the Academy and wish to speak to someone in further detail please get in touch.

## **MUSICIANS' UNION** [www.musiciansunion.org.uk](http://www.musiciansunion.org.uk)

**contact** [www.theMU.org](http://www.theMU.org)

**telephone** 0207 840 5504 (London)

Members of the Musicians' Union are able to access legal advice and assistance in relation to any aspect of their work as a musician. Public liability insurance, equipment insurance, personal accident cover and a range of other benefits are included in the MU membership package.

As regards the closure of PledgeMusic, the MU has been liaising with and supporting our members who have been affected. The MU will be submitting details of our members' losses to the PledgeMusic board in the first instance and then to Administrators in due course (if and when they are appointed). The MU is only able to assist members of the MU, however as we are already involved in this issue we are happy to offer assistance to anyone who joins the MU now.

Musicians who have never been an MU member before can currently join for £1 and pay nothing for the first six months, so effectively half price membership.

If you are a member of the MU, please contact your Regional Office and we will be happy to provide you with some advice tailored to your situation:

Scotland & Northern Ireland – 0141 341 2960 / [glasgow@themu.org](mailto:glasgow@themu.org)

North of England – 0161 236 1764 / [manchester@themu.org](mailto:manchester@themu.org)

Midlands – 0121 236 4028 / [midlands@themu.org](mailto:midlands@themu.org)

East & South East England – 0207 840 5537 / [eastsoutheast@themu.org](mailto:eastsoutheast@themu.org)

Wales & South West England – 029 2045 6585 / [cardiff@themu.org](mailto:cardiff@themu.org)

London – 0207 840 5504 / [london@themu.org](mailto:london@themu.org)

Full information about the MU is available at [www.theMU.org](http://www.theMU.org)

## **AIM** [www.aim.org.uk](http://www.aim.org.uk)

**contact** Jude McArdle (Membership Manager) [jude@aim.org.uk](mailto:jude@aim.org.uk) or Sara Al Hamad (Member & Business Relations) [sara@aim.org.uk](mailto:sara@aim.org.uk)

**telephone** 0203 771 0400

AIM may also be able to offer further guidance and support to self-releasing artists, their managers, labels and anyone else affected by the PledgeMusic situation and you can contact them with the details above.

AIM is the not-for-profit trade body exclusively representing the UK's independent music sector, which makes up a quarter of the recorded music market. Now in its 20th year, AIM's members range from the largest, most respected record labels and associated music businesses in the world to self-releasing artists and the next generation of entrepreneurs in music. AIM promotes and supports this exciting and diverse sector globally and provides a range of services, commercial opportunities and practical help to members, enabling them to innovate, grow and break into new markets.

In response to the reports of PledgeMusic being unable to make payments and heading into administration, AIM has issued a practical guidance note to its members which may be useful to others affected. The guidance note identifies key stages of PledgeMusic campaigns at which people may find themselves and offers practical suggestions and alternative contacts from within the independent music business community to help at each stage. Solutions suggested include securing stock release from PledgeMusic warehousing partners, manufacturing, fulfilment, advice to fans and more.

The guidance document can be found by following this link: <https://bit.ly/32ABRpp>.

If you have been financially affected by PledgeMusic and would like to join AIM as a self-releasing artist or independent music business that releases music for the ongoing benefits of membership we may be able to reduce or waive the membership fee for the first year; to help you resolve your PledgeMusic project issues while enabling access to all AIM's online resources, discounts on training, networking and other events, community support and all other benefits of membership. Please discuss this with Jude or Sara.

## MENTAL HEALTH SUPPORT

### MUSIC MINDS MATTER [www.musicmindsmatter.org.uk](http://www.musicmindsmatter.org.uk)

**contact** [MMM@helpmusicians.org.uk](mailto:MMM@helpmusicians.org.uk)

**telephone** 0808 802 8008 (24hrs free support line)

Help Musicians runs a support line called Music Minds Matter (MMM) available any time of day or night for a listening ear; it doesn't have to be a crisis. We have trained advisors that are here to listen, support and help at any time. Through calling MMM, eligible musicians can access free face-to-face or telephone counselling, or online Cognitive Behavioural Therapy (CBT).

If you are affected by the recent demise of PledgeMusic please get in touch with Music Minds Matter on 0808 802 8008 or [MMM@helpmusicians.org.uk](mailto:MMM@helpmusicians.org.uk). The telephone advisors will be briefed about the situation with PledgeMusic so they will know the context behind your call.

Please note: if you are currently based overseas, but are a UK national, then you are still welcome to call Music Minds Matter if needed. Call fees may vary, but if you are eligible to access telephone counselling then Help Musicians can still fund the necessary telephone calls.

### MUSIC SUPPORT [www.musicsupport.org](http://www.musicsupport.org)

**contact** [info@musicsupport.org](mailto:info@musicsupport.org)

**telephone** 0203 948 6777 (Head Office) 0800 030 6789 (24hr helpline)

Music Support is a registered UK charity run by people from the music industry. We provide help and support for individuals in any area of the UK music industry affected by mental health issues, addiction or emotional and behavioural health disorders. Our mission is to provide the best possible support, assistance and advice to those in need.

**Freephone helpline** 0800 030 6789 (24hr)

- Speak confidentially to a trained peer with experience working in the music industry.
- Working closely with a pool of clinicians, psychotherapists and treatment facilities, we can suggest appropriate treatment pathways.
- We work closely with welfare funding bodies and can signpost you to relevant organisations if applicable.

#### Eligibility Criteria

We offer support to anyone working in any role within the UK music industry.

## DEBT MANAGEMENT ADVICE

### STEPCHANGE [stepschange.org.uk](http://stepschange.org.uk)

**contact** [www.stepchange.org](http://www.stepchange.org)

**telephone** 0800 138 1111

You can access debt advice and support through StepChange on: 0800 138 1111  
Monday-Friday 8am-8pm, Sat 8am-4pm [www.stepchange.org](http://www.stepchange.org)

### BUSINESS DEBT LINE [www.businessdebtline.org](http://www.businessdebtline.org)

**contact** [www.businessdebtline.org](http://www.businessdebtline.org)

**telephone** 0800 197 6026

If you require advice about business related debts you can call the Business debt line on: 0800 197 6026 Monday to Friday: 9am - 8pm.

### MUSIC MINDS MATTER [www.musicmindsmatter.org.uk](http://www.musicmindsmatter.org.uk)

**contact** [MMM@helpmusicians.org.uk](mailto:MMM@helpmusicians.org.uk)

**telephone** 0808 802 8008 (24hrs free support line)

**Legal Advice** - You can access legal advice on certain areas of the law through Music Minds Matter.

# FINANCIAL SUPPORT

## PRS FOUNDATION [www.prsfoundation.com](http://www.prsfoundation.com)

contact [winifred@prsfoundation.com](mailto:winifred@prsfoundation.com)

PRS Foundation is actively involved in working with all the UK music industry's sister organisations listed here to ensure those affected by PledgeMusic's financial situation can access the support they need and to prevent this from happening with crowdfunding again.

PRS Foundation is the UK's leading funder of new music and talent development and in direct response to the reports of PledgeMusic being unable to make payments and heading into administration, PRS Foundation have been in touch with all the PledgeMusic Emerging Artists Fund grantees affected and have honoured the payment of their grants and sign posted them to relevant sister organisations for specialist support.

PledgeMusic Emerging Artists Fund grantees can contact [winifred@prsfoundation.com](mailto:winifred@prsfoundation.com) at any time.

Furthermore, our Grants Team is keen to discuss other funding opportunities with any music creators or organisations affected. Visit our website <https://www.prsfoundation.com> to find out more.

## HELP MUSICIANS [www.helpmusicians.org.uk](http://www.helpmusicians.org.uk)

contact Health & Welfare Team - [help@helpmusicians.org.uk](mailto:help@helpmusicians.org.uk) telephone: 0207 239 9103

### Health and Welfare Support

The Health and Welfare team offers structured support to professional musicians in times of crisis. This support can include financial assistance for health interventions and signposting for debt/welfare related issues. We offer support to access music specialist health assessments in relation to performance related health issues that a musician may be experiencing. The Health and Welfare team's approach is person-centred; building tailored support around an individual's specific needs.

Although Help Musicians is structured to support musicians in times of crisis, we cannot offer assistance in response to every situation. Please see below for the matters that we are not able to assist with.

### Eligibility Criteria

Health and Welfare Eligibility Criteria

To be eligible for support, you must:

- Earn 50% or more of your income from music.
- For retired musicians/employees, have earned 50% or more of your income for at least five years over the course of your career
- Have less than £16,000 in savings

### Residency

To be eligible for support you must meet the criteria as outlined above and either reside in the UK or, if living abroad, be able to evidence that you resided in the UK whilst working as a musician.

### References

During the initial application process, we usually write to a referee who knows you in a professional capacity and can confirm that you are working or have worked in the industry as you have described. We cannot accept references from family members, partners, or individuals we already support. If we are not satisfied with the content of a reference, we may request a replacement referee be provided.

## **Emerging Musicians Health Scheme**

A musician may be eligible for support of up to £750 towards performance related health issues through the Emerging Musicians Scheme. You can apply to the charity if:

- Music constitutes at least 50% of the course criteria and you are a full time undergraduate or post-graduate student within the UK.
- You need to demonstrate earnings from music within the past six months. This does not have to constitute your main source of income.

The grant can be used from the date of offer for a period of 18 months, which may be extended either until your date of graduation or for a further 12 months. Note that professional engagements undertaken while in full-time music education do not count towards the percentage of your income that you make from music.

## **Matters we cannot support**

Our intention is to be able to help all musicians who approach us for help. However, in some cases we are unable to assist as our resources must be allocated to areas in which we can have the greatest impact. The list below, while not wholly exhaustive, details items of expenditure that we are unable to fund:

- Career development involving further education in music
- Cosmetic procedures (e.g. dentistry) except in exceptional circumstances
- Instruments or items of musical equipment, replacements or purchases (other than on therapeutic grounds or when unforeseen circumstances such as a health crisis necessitate adaptation)
- Insurance or extended warranties on white goods
- Legal advice (except that available through Music Minds Matter)
- Legal costs (other than court fees for bankruptcy)
- National Insurance or Income, Inheritance or Capital Gains Tax Bills
- Payment of membership fees
- Promotion and advertising
- Repairs and maintenance to rented properties
- Repaying debts or loans from family, friends or corporate entities
- Replacement of lost earnings
- Retrospective payments i.e. reimbursement for payments already made or committed to
- School fees and instrument lessons (except in cases of retraining following illness or injury)
- We are also unable to act as guarantors.