



## **BASCA ANNOUNCES NEW SENIOR HIRES, NEW STRATEGY AND REBRAND IN 2019**

- ***The UK creators association reveals a rebrand as part of its ambitious growth strategy for 2019.***
- ***Graham Davies continues as Interim CEO, whilst MEP Emma McClarkin and music lawyer Julia Montero join as Independent Directors of the Board.***

**LONDON, December 18, 2018** -- The British Academy of Songwriters, Composers and Authors (BASCA) announced its new strategy for 2019, as well as a number of senior hires, today at its Annual General Meeting at The Ministry in London.

As part of BASCA's ambitious strategy for growth - including a rebrand - in 2019, BASCA Chair Crispin Hunt introduced the appointment of Graham Davies as Interim CEO for a further year, in addition to MEP Emma McClarkin and music lawyer Julia Montero as new Independent Directors of the Board.

At the AGM, Davies delivered the CEO report and an update on his work over the past six months as Interim CEO of BASCA, including putting in place the new strategy. He joined BASCA in June 2018 when CEO Vick Bain commenced extended leave ahead of her departure from the business in December.

Davies previously served a 20-year tenure at PRS for Music as a senior executive running strategy and digital transformation. He was instrumental in the development of PRS online and hub strategies, including sitting on Boards of joint ventures. Davies has continued to work as a strategy advisor to numerous organisations.

Davies said of the appointment: "It is a privilege to lead BASCA. It has a great past and a great future. The craft and rights of music composers and songwriters must be properly supported, celebrated and nurtured as without their talent, the music the world loves wouldn't exist.

"The industry is changing, and we must raise our voice to bring about fair protection and remuneration for creators' rights. I am confident that we have the right strategy and a talented team to bring about much needed change."

Hunt added: "Graham's deep knowledge of rights, formation of policy and management experience has brought enormous benefit to BASCA in the short time he has worked with us. We are delighted he has agreed to lead the organisation at this critical time."

As part of changes implemented to develop the governance of BASCA, with a new Board and Committees elected earlier in the year, two new Independent Director posts were created, with MEP Emma McClarkin and music lawyer Julia Montero recently appointed.

McClarkin is Conservative MEP for the East Midlands region. She has played a key role in supporting the Copyright Directive reform and other music issues. Her experience and contacts



in trade, the digital single market and the cultural and creator sectors discussions will be invaluable to BASCA's forthcoming lobbying activities.

Montero is a reputable lawyer, previously working for PRS, EMI, Vodafone, Warners and in private practice, most recently for her own firm Creative Counsel Law. Montero's legal skills and knowledge of the music industry will be vital in supporting BASCA's evolving policy agenda.

McClarkin said: "It is an honour to be joining BASCA. I look forward to helping BASCA sculpt the regulatory landscape so it supports and respects our songwriters and composers."

Montero said: "I'm hugely honoured and excited to be joining the BASCA Board at such a pivotal time. I very much look forward to contributing to BASCA's important work."

Hunt added: "With their specialist knowledge across rights and regulation, plus enthusiasm for bettering our sector, we are thrilled to have Emma and Julia join the BASCA Board. The mandate BASCA has been given by membership to take our organisation forward is hugely positive for all songwriters and composers and, bolstered by these excellent senior executive hires, we are now focussed on the challenges ahead.

"With new input, new blood and new momentum, BASCA will be the empowered, pragmatic, and informed movement needed to help shape the architecture of our cultural future. We look forward to consulting with all who share our vision of the flourishing, holistic musical ecosystem the future demands."

**-ENDS-**

**Contact:**

Tina Hart

[tina@basca.org.uk](mailto:tina@basca.org.uk)

020 7636 2929

**About BASCA**

BASCA is the voice for music writers; the independent professional association representing music writers in all genres, from songwriting, through to media, contemporary classical and jazz and can trace our history back over 70 years. Whilst we are well known for putting on the British Composer Awards, the Gold Badge Awards and The Ivors every year, there is far more to us than these events.

BASCA campaigns in the UK, Europe and throughout the world in order to protect the professional interests of our members. We count on the best songwriting and composing talent in order to do this important work and are entirely self-funding, relying on the continuing support of our members, who include Paul McCartney, Dizzee Rascal, Michael Nyman, Gary Barlow, David Arnold, Elton John, Imogen Heap, Howard Goodall, John Powell, Kate Bush, Chris Martin, and many more.

*For more information on BASCA, please visit [basca.org.uk](http://basca.org.uk)*