

Embargoed to 00.01hrs Monday 25th March 2019

Come together ...

Music association BASCA enters new era as THE IVORS ACADEMY

*BASCA, the champion and campaigner for songwriters and composers,
unites its work under one banner – taking a cue from its globally famous Ivor Novello Awards*

- From today, **BASCA becomes The Ivors Academy** to enhance its visibility and reflect its role as the champion of music creators
- Name change unifies all areas of the organisation's work to give a stronger voice for all music writers
- First step in strategy to build The Ivors Academy's growth for the future and give creators a better deal

Monday 25 March: BASCA (British Academy of Songwriters, Composers and Authors), the body representing the UK's songwriters and composers, has today changed its name to **The Ivors Academy**, to strengthen and amplify its voice in the music industry for a new era.

The organisation, which dates back to 1944, is uniting all its activities under one familiar name – that of its much-admired and internationally renowned Ivor Novello Awards.

Coinciding with the relaunch, The Ivors Academy is welcoming high profile writers including Ed Sheeran as new members, joining figures such as Joan Armatrading MBE, Django Bates, Mira Calix, Anne Dudley, George Fenton, Dame Evelyn Glennie, Jonny Greenwood, David Arnold, Annie Lennox OBE, Sir Paul McCartney, Thea Musgrave CBE, Dizzee Rascal and Orphy Robinson MBE.

The name-change is the start of an exciting drive to further build membership and champion the interests of music creators through its work in **campaigning** to protect and promote music creators, **celebrating** the incredible achievements of outstanding songwriters and composers, and **cultivating** the next generation of talent.

BASCA has worked tirelessly to strengthen the hand of music creators for many years, including its recent campaigning to introduce the EU copyright directive which will protect the rights of music writers. It works for creators in genres across the board; whether working in classical, jazz, media soundtracks, sonic art, pop or grime.

Despite its lengthy history, most people are more familiar with the annual awards event it has staged since 1956, which has an unrivalled position within the music industry because winners are chosen by fellow music creators. The Ivors recipients include a rollcall of the greatest names in music over the past 60 years, with accolades collected by the likes of Jazzie B, Kate Bush, Stormzy, PJ Harvey, Sir Elton John, Brian Eno, Gary Barlow, George Michael, Annie Lennox and Amy Winehouse.

The Ivors Academy has also presented the British Composer Awards since 2003 to celebrate excellence in contemporary classical and jazz composition. These awards will become The Ivors Composer Awards, to unite the Academy's celebration activity. Previous winners have included Julian Anderson, Sally Beamish, Sir Harrison Birtwistle, Helen Grime, Sir James MacMillan, Judith Weir and Jason Yarde.

While the awards often highlight the work of household names, The Ivors Academy is also pushing hard to nurture the next generation of music creators as they negotiate the challenges of a changing industry. The BASCA Trust, which has awarded bursaries to up and coming writer-producers, will also become The Ivors Academy Trust and will expand its work further in the months ahead to develop and support UK talent.

THE IVORS ACADEMY OF MUSIC CREATORS

CEO of The Ivors Academy, **Graham Davies** says: *“Becoming The Ivors Academy is an important step in our history. We are becoming true champions of music creators.”*

“Music starts with the creator and without their contribution to recordings, videos, games, TV, film, radio and live, the riches enjoyed across the media and technology industries would not exist. Riches should be shared fairly so that creators can make a living from their art and craft. Creators should not have to constantly fight to retain their rights, fight to be paid and fight for fair access to work.”

“Ours is an amazing community of songwriters and composers. But the pipeline of our future talent faces an uncertain future as music is removed from education and opportunities to play and rehearse dry up. We are launching The Ivors Academy Trust to raise funds and work to safeguard the future of our industry.”

“In the past the industry has spoken on behalf of creators, but The Ivors Academy will empower creators to raise their voice and speak up for themselves.”

Songwriter and Chair of The Ivors Academy, **Crispin Hunt** says: *“The future needs a powerful collective voice for music writers. The Ivors Academy of Music Creators is the future-facing, fit-for-purpose evolution of BASCA’s great legacy. Our mission is to innovate, inspire, inform, empower and celebrate musical creativity: connecting a global membership towards a flourishing musical future for every genre and every future genre.”*

Songwriter and recipient of the Ivor Novello Award for Outstanding Contemporary Song Collection **Joan Armatrading MBE** says: *“Recognition for my songwriting, especially from my peers, is extremely important to me. Being part of an organisation that stands up for our rights, and protects the value of our craft, is invaluable in today’s industry and I’d encourage every songwriter and composer to add to our collective voice.”*

Composer and recipient of the PRS for Music Outstanding Contribution to British Music Ivor Novello Award, **Anne Dudley** says: *“Music says so many different things to different people, and it’s a true joy to be able to create it. The work of The Ivors Academy to celebrate music creators and support their art is invaluable in allowing our industry to keep growing and innovating.”*

The Ivors 2019 will take place on Thursday 23rd May at the Grosvenor House in London, hosted by Paul Gambaccini. Nominations will be announced on Wednesday 24th April.

ENDS.

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Notes to editors:

About The Ivors Academy

The Ivors Academy exists to support, protect and celebrate music creators in the UK. We are the independent professional association representing songwriters and composers in all genres, whether they create song, symphony or sync. We can trace our history back over 70 years. And we are entirely self-funded, relying on the continued support of our members and partners to carry on our work.

Music is the most profound, enduring and popular of art forms. It crosses all borders, conveys all emotions, and touches all people. None of the music that the world loves exists until brilliant songwriters and composers create it. We represent, support, protect and celebrate the creators of music.

Ivor Novello Awards are the ultimate accolade for songwriting and composing in the industry. The Ivors celebrate the talents of songwriters and screen composers, whilst The Ivors Composer Awards celebrate music creators in the classical, jazz and sonic

THE IVORS ACADEMY OF MUSIC CREATORS

art fields. The Ivors Academy Gold Badge recognises those who have supported and inspired our community. Each of these celebrations has at its heart the power and brilliance of music creators.

We campaign together nationally and internationally to ensure that the rights of our members are protected, especially as our industry continues to rapidly change. And we cultivate talent, creating a community across the country in which our members share their valuable knowledge, creators cross-pollinate and collaborate, and all voices are heard. We guide new talent entering the industry, and continue to encourage our members as they progress to greater successes.

We are the champions of music creators.
We are The Ivors Academy.

*The Ivors Academy
Champions of music creators*

ivorsacademy.com (website live on 25th March – until then, is basca.org.uk)