

# MUSIC CREATORS MENTORING PROGRAMME

IVORS  
ACADEMY

Help  
Musicians

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# WELCOME

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A career as a music creator sometimes isn't easy. It can feel as though it lacks the guidance and protection that other careers may provide. Across the sector, we know that talent, mixed with ambition, skills, networks, work ethic and sometimes being in the right place at the right time, are just some of the ingredients that you need to be successful.

This is where mentoring comes in.

Mentoring is important because it provides access to the wider music-making community around you and provides a space for informal learning, encouraging conversations, access to networks, opportunity and advice - all tailored to your own situation.

Successful mentoring partnerships change lives by drawing out and developing talent, creating cross-cultural, inter-generational and inter-sectoral awareness, and by providing career development advice and the impetus for lifelong professional relationships.

**The Ivors Academy** and **The Ivors Academy Trust** want to facilitate stronger peer-to-peer networks within the membership, matching the skills and knowledge of the more experienced members with the curiosity and ambition of those who are emerging in the sector, and have joined forces with Help Musicians to provide a bespoke programme, which will ultimately feed into the future development of Help Musicians National Mentoring Bank.

**Help Musicians** is a unique, independent charity that has been working for nearly 100 years to make a meaningful difference to the lives of professional musicians – whether they're featured artists, musicians, producers, composers or songwriters. Offering a lifetime of support when it's needed most, it works proactively to provide help and support across all genres of music and all areas of the UK.

<https://ivorsacademy.com/>

<https://ivorsacademy.com/support-us/ivors-academy-trust/>

<https://www.helpmusicians.org.uk/>

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# WHAT IS THE MUSIC CREATORS MENTORING PROGRAMME?

The Music Creators Mentoring Programme is delivered by The Ivors Academy and Help Musicians, with support from The Ivors Academy Trust. The programme is exclusive to members of The Ivors Academy and is a pilot project which will influence the development of Help Musicians' National Mentoring Bank.

The programme will match 50 emerging music creators (mentees) with 50 suitable mentors from within the membership and the broader music industry. Recruitment for both mentees and mentors will be in two groups, with each round comprising 25 mentee-mentor pairs.

The Music Creators Mentoring Programme will run from September 2020 to March 2021. Applications open on 15 July 2020.

Each group will have different start and end dates for the mentoring process, as well as different dates for participation – please choose what will work best for your schedule.



	<b>Applications Open</b>	<b>Application Deadline</b>	<b>Notification</b>	<b>Training</b>	<b>Mentoring Start Date</b>	<b>Mentoring End Date</b>
<b>Group 1</b>	15 July 2020	12 August 2020	21 August 2020	w/c 7 September 2020	14 September 2020	28 February 2021
<b>Group 2</b>	15 July 2020	12 August 2020	18 September 2020	w/c 5 October 2020	12 October 2020	31 March 2021

Please note that spaces on the Music Creators Mentoring Programme are limited and we encourage complete application forms so that we have as much information as possible to understand the needs of each applicant. We will endeavour to match mentees with a mentor that is the most appropriate match, however as this is a pilot programme run across a limited time frame, we may not be able to find a suitable match on this occasion.

This is a voluntary programme and no fees or expenses will be paid to those participating, either as mentees or as mentors.

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# WHERE WILL IT TAKE PLACE?

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The Music Creators Mentoring Programme is designed to be as accessible and as geographically inclusive as possible. All aspects of the programme will be done online, so mentors and mentees can be located anywhere in the UK.

Please note that both mentees and mentors must have access to the internet to apply and to participate in the programme.

# WHO CAN APPLY?

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This programme is open to all members of The Ivors Academy, encouraging music creators across all styles, genres and applications.

The Music Creators Mentoring Programme aims to represent the diverse nature of the UK music sector and is open to music creators from all social and cultural backgrounds. The programme specially welcomes applications from women and gender minorities, and those with disabilities.

**To join the music creator mentoring programme as a mentee**, you must be a member of The Ivors Academy. [For more information visit The Ivors Academy membership page.](#) Membership is open to songwriters and composers who are over 18 years old and who are members of PRS for Music or an equivalent performing rights organisation.

Priority for mentees will be given to music creators at the early stage of their career, who are in need of advice and guidance with their creative projects and/or with the business associated with their career.

**To apply for the Music Creators Mentoring programme as a mentor** you must be a member or a Friend of The Ivors Academy. [If you're not a music creator but wish to support The Ivors Academy, you can join as a Friend here.](#) [If you are a songwriter or composer, you can join as a member here.](#)

If you are applying to the Music Creators Mentoring Programme as a mentor we are offering free membership for 6 months to both new and existing members of The Ivors Academy. [For full details and to apply visit The Ivors Academy website here.](#)

Mentors can be experienced music creators and/or work in the business of music, and must have at least 7 years' experience in the music industry in order to be considered.

There are a limited number of membership bursaries available for those who may be experiencing financial hardship due to Covid-19. The bursary covers the cost of annual membership and is provided by The Ivors Academy Trust. For more information visit [The Ivors Academy membership bursary webpage.](#)

For questions relating to membership or bursaries, please contact Nicky Carder, Membership Manager: [Nicky@ivorsacademy.com](mailto:Nicky@ivorsacademy.com)

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# APPLY TO BECOME A MENTEE

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## WHAT ARE THE BENEFITS OF BECOMING A MENTEE?

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- Free access to specialist peer-to-peer mentoring
  - An online register of available mentors (online portal)
  - Facilitated matching via an online portal
  - Two online training sessions (one x introduction session of 1.5 hours at beginning of the programme and one check-in session of 1.5 hours at the mid-point of the programme)
  - Guaranteed eight hours of online mentoring
  - Access to online resources (i.e., mentoring handbook, action plans)
- Signposting to external resources, including other mentoring providers, funders, etc.
  - Signposting to The Ivors Academy internal resources (learning and support)
  - Signposting to Help Musicians resources (Creative Programme, Health & Welfare Programme)

### As well as:

- Practical support from the Mentorship Manager
- Expanded career development possibilities
- Improved motivation and skills
- Enhanced awareness of the profession
- Enhanced confidence with career progression
- Improved communication with industry / professional peers
- Cultivating a network within the community



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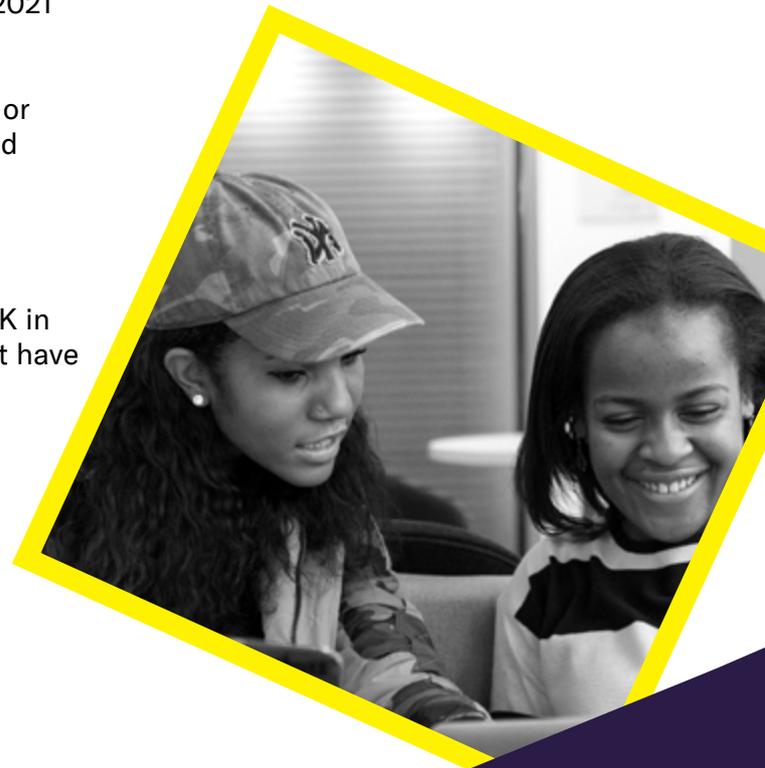
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# AM I ELIGIBLE TO BECOME A MENTEE?

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## Mentees must:

- Be aged over 18
- Be a member of The Ivors Academy
- Be in financial need and without significant backing (by this we mean not receiving significant financial backing from a record label, publisher or private investor and not having savings over £16,000)
- Commit to registering your details in the online mentoring platform and using that platform to indicate preferences for mentors, schedule meetings, plan your sessions, note your sessions
- Commit to reading the Mentoring Handbook prior to attending the training webinar/s
- Commit to attending the compulsory online training webinar/s (see above for indicative timing)
- Commit to up to eight hours of 1-to-1 mentoring across a six-month period with your mentor via phone call or video conferencing, between September 2020 and February 2021 (Group 1) **or** October 2020 and March 2021 (Group 2)
- Commit to Mentorship Manager check-ins (email, call or video conferencing) and provide feedback where needed
- Commit to completing an online evaluation survey within 30 days of your final mentoring session
- Be a UK resident (you spent 183 or more days in the UK in the tax year or your only home was in the UK - you must have owned, rented or lived in it for at least 91 days in total - and you spent at least 30 days there in the tax year)



# APPLY TO BECOME A MENTOR

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## WHAT ARE THE BENEFITS OF BECOMING A MENTOR?

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- A new learning experience and the opportunity to share knowledge with music creators
- 6 months free membership to The Ivors Academy for new and existing members
- Satisfaction via 'giving back' to your peers and the music creator community
- An online register of available mentees (online portal)
- Facilitated matching via an online portal
- Two online training sessions (one x introduction session of 1.5 hours at beginning of the programme and one check-in session of 1.5 hours at the mid-point of the programme).
- Access to online resources (i.e., mentoring handbook, action plans)
- Signposting to external resources, including other mentoring providers, funders, etc.
- Signposting to The Ivors Academy internal resources (learning and support)
- Signposting to Help Musicians resources (Creative Programme, Health & Welfare Programme).

### As well as:

- Engagement with 'new voices' / 'next gen' music creators at formative stages of their careers
- Practical support from the programme manager
- Expanded career development possibilities
- Improved motivation and skills
- Enhanced leadership skills
- Enhanced awareness of the profession and where it is heading now
- Enhanced confidence with career progression
- Improved communication with industry / professional peers
- Cultivating a network within the community

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# AM I ELIGIBLE TO BECOME A MENTOR?

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## Mentors must:

- Have minimum of 7 years' experience in the music industry
- Be a member of The Ivors Academy
- Commit to registering your details in the online mentoring platform and using that platform to indicate preferences for mentors, schedule meetings, plan your sessions, and make notes as necessary
- Commit to reading the Mentoring Handbook prior to the training webinar/s
- Commit to attending the online training webinar/s (date varies depending on your group preference)
- Commit to up to eight hours of 1-to-1 mentoring across a six-month period with your mentee via phone call or video conferencing, between September 2020 and February 2021 (Group 1) **or** October 2020 and March 2021 (Group 2)
- Commit to a limited number of Mentorship Manager check-ins (email, call or video conferencing) and provide feedback where needed
- Commit to completing an online evaluation survey within 30 days of your final mentoring session

# HOW DO I APPLY?

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[Apply to the Music Creators Mentoring Programme as a Mentee here](#)

[Apply to the Music Creators Mentoring Programme as a Mentor here](#)

If you have a disability which means you cannot fill in the application form, please contact the team at Help Musicians by emailing [Creative@helpmusicians.org.uk](mailto:Creative@helpmusicians.org.uk) with the title access enquiry.

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