

## Fast Track Live

For many musicians, live performance is where careers are built. Whether it's touring, showcasing new work, playing festivals, reaching new audiences or taking on bigger opportunities, performing live can open doors to future growth.

Fast Track Live has been created to help musicians overcome those barriers. Through grants of £500 to £1,000 and a dedicated two-hour career clinic session with a live music specialist, the programme provides both practical financial support and expert guidance.

The aim is simple: to help more musicians seize live opportunities, develop their experience, grow their audiences and build sustainable careers in music.

## Application Guidance

This guidance is here to help you fill in your application for support.

The questions you will answer are shown in the left column, and the right column explains how to answer them.

Our application form changes based on the answers you give. This means you may not see every question listed in this guide. We do this to save you time and make sure you only give information that matters.

If you need any help with your application, please contact our team:

 [support@helpmusicians.org.uk](mailto:support@helpmusicians.org.uk)

 020 7239 9101

| Application question                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | How to answer the question                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p><b>Tell us about your activity</b></p> <p>Use these prompts to help you:</p> <ul style="list-style-type: none"> <li>• What will you spend your Fast Track grant on?</li> <li>• When will you do this activity (or when will you use the equipment or software you are purchasing)?</li> <li>• Who else – organisations or people – will be involved in this activity, and why have you chosen to work with them?</li> <li>• How will this project/activity/equipment/software be beneficial to your music career?</li> </ul> | <p>We want you to expand on how you will be using the financial support from Fast Track Live. It is important that you include specific details.</p> <p>Some tips for how to answer this question:</p> <ul style="list-style-type: none"> <li>• You have 500 words for this question, so use them to provide as much detail as possible on your activity</li> <li>• Make sure you justify the specific choices you are making <ul style="list-style-type: none"> <li>○ Why have you booked this particular venue?</li> <li>○ Why this musician or collaborator?</li> <li>○ Why this festival or showcase?</li> </ul> </li> </ul>                                                                                                                                                                                              |
| <p><b>Project Timeline</b></p> <p>Please provide a timeline of key milestones related to your activity</p> <ul style="list-style-type: none"> <li>• Date</li> <li>• Key Milestone</li> <li>• Further information</li> </ul>                                                                                                                                                                                                                                                                                                     | <p>This is a space for you to expand on the answer above, making clear dates and locations involved in your activity.</p> <ul style="list-style-type: none"> <li>• <b>Date:</b> put the date for each performance, travel and rehearsal (as relevant)</li> <li>• <b>Key Milestone:</b> put each venue, festival or event you will perform at, including the venue name, or state 'travel' or 'rehearsal'</li> <li>• <b>Further Information:</b> for each performance you must add venue capacity and projected ticket sales</li> </ul> <p>Some tips for how to answer this question:</p> <ul style="list-style-type: none"> <li>• Break your activity down day-by-day, including things like travel days as well as performance dates</li> <li>• The more information you can include in your timeline, the better</li> </ul> |

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| <p><b>Tell us about you and your music</b></p> <p>Use these prompts to help you:</p> <ul style="list-style-type: none"> <li>• What is your vision for your music and your music career?</li> <li>• What have been the biggest highlights in your music career so far?</li> <li>• How have you been generating momentum in your music career recently, and why is now a good time to receive this support?</li> </ul> | <p>We want to understand what your music career looks like right now, and what you have done to build your career so far. This will help us understand why the right time for us to support is now.</p> <p>Some tips for how to answer this question:</p> <ul style="list-style-type: none"> <li>• Give specific details – For example, dates, venues and ticket sales of previous live performances</li> <li>• Tell us about how previous live performances have impacted your broader career, such as growing your audience or gaining industry interest</li> <li>• Consider how live performance is important to your overall career strategy and tell us about work you have been doing to develop your live audience over the last 12 months</li> <li>• Focus on your recent career (last 6-12 months), and tell us why you think now is the right time for support</li> </ul>                                       |
| <p><b>Tell us about where you want to get to</b></p> <p>Use these prompts to help you:</p> <ul style="list-style-type: none"> <li>• What would you like your music career to look like in 12 months?</li> <li>• How will the Fast Track grant help you to achieve this?</li> <li>• How do you think the Fast Track grant will help you grow your music income and career beyond the next 12 months?</li> </ul>       | <p>Use this space to tell us about your career goals and where you want to go next.</p> <p>Some tips for how to answer this question:</p> <ul style="list-style-type: none"> <li>• Try to break down your long-term goals into steps – For example, if your goal is to do a UK tour, what are the short-term goals you need to achieve in the next 12 months to progress toward this</li> <li>• Be specific and detailed, giving information like where you are at with this goal already, where you want to get to and how you will measure whether your goals have been achieved</li> <li>• Consider how this activity will contribute to long-term career sustainability and your ambitions for live performance over the next 12 months</li> <li>• Do not put completing an activity you are applying for as one of your career goals – our support should help you reach your goals, not be a goal itself</li> </ul> |

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| What is the total cost of your activity?                                                                                                                                                                                                       | This should be total expenditure for your activity, not just the amount you are requesting from Help Musicians                                                                          |
| Is this cost estimated or confirmed?                                                                                                                                                                                                           | Please select one                                                                                                                                                                       |
| Is the total cost of the planned activity that Fast Track Live would support more than £10,000?                                                                                                                                                | Tell us whether the total cost of your plans will be more or less than £10,000                                                                                                          |
| If yes, Help Musicians are not usually able to support an activity for which our investment makes up less than 10% of the overall budget. Please explain why the support provided by Help Musicians will be critical for your overall project. | We want to ensure that our support has the most impact and so you should consider exactly what Fast Track Live support will enable you to do and why it is important you are supported. |
| Please tick any other funds you are using alongside Fast Track to pay for this activity                                                                                                                                                        | You can tick multiple so please include all relevant income sources for this activity                                                                                                   |
| Will this activity be started and completed within 6 months from your application submission date?                                                                                                                                             | Consider when you plan to start your activity and how long it will take, and then tell us if it will be wrapped up within 6 months of your submitting your application.                 |
| How much are you applying for from Fast Track Live?                                                                                                                                                                                            | <p>Tell us exactly how much you are applying for (to the nearest pound).</p> <p>The maximum you can apply for is £1,000.</p>                                                            |

Please complete the budget table to show how you will use your Fast Track grant

Press the button that says **£ Add Budget Information**. This opens a pop out window.

**The first section is for your activity's income.**

This is where you list all the money that will go into the project. Click the + button on the left to add each income source.

- **Amount:** add the amount requested or you expect to receive
- **Source:** write where the money is coming from (ticket sales, savings, family, other funders, etc)
- **Notes:** include any other information, such as how you calculated any projected income or when you will hear back from another funder
- **Status:** tell us if this funding is confirmed (you definitely have it) or projected (it is an estimate of what you will receive)

**The second section is for your activity's spending.**

This is where you list everything you will spend money on during your activity. Click the + button on the left to add each expenditure item.

- **Amount:** give the cost
- **Item:** detail what is being paid for
- **Funding Source:** show which items Help Musicians would cover.
- **Notes:** give details of the spend, such as who the money is going to or where equipment will be purchased from

**Your final total should be zero.**

This means the total money coming into the project must match the total money you are planning to spend.

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| <p>If Help Musicians were unable to invest in this project, would this still go ahead?</p> | <p>Consider what would happen if you were unsuccessful in receiving Fast Track Live support and select whichever answer is most appropriate.</p>                                                                                                                                    |
| <p>If yes, how would you plan to cover any remaining shortfall or adjust your plan?</p>    | <p>Fast Track Live aims to facilitate live performances and reduce the financial risks or barriers to live performance opportunities. To help us understand the impact of our support, please consider changes you would need to make so that this activity could still happen.</p> |