

MUSIC  
**NXT  
GEN**

FEB 2024 | ISSUE NUMBER 1



**EDUCATION PACK**

Bringing you the industry



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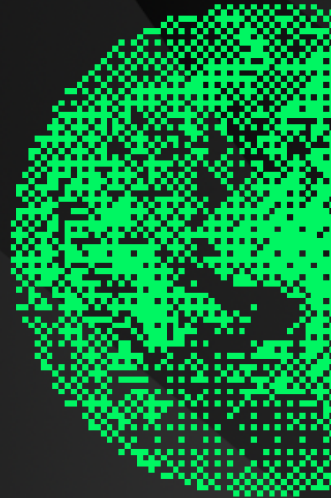
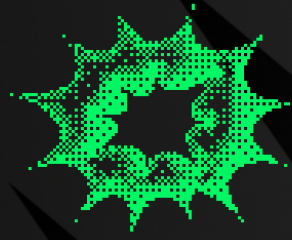
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# THIS IS CROYDON

## LONDON BOROUGH OF CULTURE

**This is Croydon** is a year of celebrations putting Croydon's unique identity, diverse communities, heritage, culture and creativity front and centre.

Launched in April 2023 and running to the end of March 2024, the programme is directed and presented by the people of the borough and their partners. **This is Croydon**, hopes to make a positive change and inspire people from all communities to take part in a rich and inclusive programme of events. Reflecting Croydon's energy and creative spirit, as one of London's youngest boroughs, we made a commitment at the start of the programme that Croydon's young people would 1) have the chance to take part and lead in new projects, and 2) be supported and grow their creative talents. So, we are especially delighted to welcome *you all* to **Music NXTGEN: Croydon** - whether you're joining us on the day at Fairfield Halls or working with us through this pack.

Music runs deep in the DNA of Croydon and **This is Croydon**, through its **Rewind: This is Croydon's Music** exhibition and accompanying programme, celebrates the music legacy of the borough which birthed the cutting-edge sounds of punk, dubstep, grime and drill. You can visit the free **Rewind** exhibition until 8 September 2024 and see loans from artists such as DJ N-Type and Nadia Rose; you can download our Music Heritage Trail app and go on a music trail around the borough; or you can come to one of the many upcoming concerts or Museum late events which will be bringing our music history to life – starting with **Mad Professor and the Ariwa Posse** on 24 February. But most importantly, it is you the next generation which has us most excited! We know that thanks to you, Croydon's music has a great future. We are thrilled to be working with Finesse Foreva and MMF to support and spotlight you and your talent through this year's **London Borough of Culture**.

**This is Croydon and you are welcome!**

[www.culturecroydon.com](http://www.culturecroydon.com)

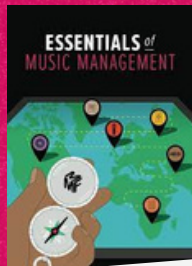
London Borough of Culture is a Mayor of London initiative, with support from Arts Council England and National Lottery Heritage Fund.



# LETTER FROM THE MMF

The Music Managers Forum (MMF) works to educate, inform, and represent UK managers by offering a network through which managers can share experiences, opportunities, and information. Our membership stands at over 1500 managers (40% are under 30) and we offer training, funding, and events with industry partners such as YouTube Music, TikTok, and Amazon Music. Music Managers are the glue of the industry directly representing artists and talent building their teams, unlocking investment, and guiding their careers.

**Membership stands at over 1500 managers (40% are under 30) and we offer training, funding, and events with industry partners such as YouTube Music, TikTok, and Amazon Music!**



**Available on Amazon!**

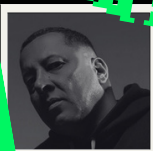
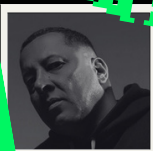
Annually the MMF offers specific events looking at industry sectors such as music and technology or the live industry as well as training courses such as the Essentials of Music Management - which has been published as a book and is the must-read guide to building an artist's career. At the MMF, we aim to support the professional development of managers throughout their careers - from brand-new managers who have taken on their first act or new staff members to those who have worked in the business for many years. The music industry is constantly changing, and music managers never stop learning.

We provide a range of training courses and workshops for managers of all levels throughout the year. MMF members can claim a 50% discount on all courses (email [laura@themmf.net](mailto:laura@themmf.net) for discount codes)

MMF also offers funding through the Accelerator programme Supported by YouTube Music, the groundbreaking initiative provides selected independent music managers with career-boosting grants of up to £15,000 alongside a 12-month programme of expert-led training. For more information and to join the MMF visit our website here: [MEMBERSHIP WITH MMF](#)

**MMF TEAM**

# MEET THE EXECS



**DJ Semtex**  
DJ / TASTEMAKER



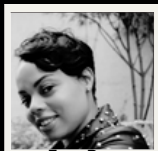
**Callum Hay**  
DITTO MUSIC



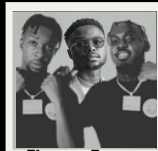
**Char Grant**  
BABYCHILD / THE DE-BRIEF



**Dan Edu**  
PHRASED DIFFEENTLY



**Esta Rae**  
AIM / NO LIMIT



**Finesse Foreva**  
RECORD LABEL



**Gareth Varty**  
UNIVERSAL MUSIC



**Greg Ojo**  
UNIVERSAL MUSIC



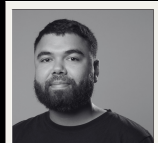
**Groundworks**  
CREATIVE CONSULTANCY



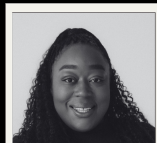
**Julez Barnes**  
ARTIST MANAGER



**Jusnah Gadi**  
YOUNG MUSIC BOSS



**Kiarn Eslami**  
LIVE NATION



**Latisha Pemberton**  
NQ LEGACY



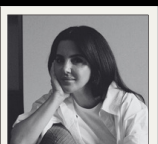
**Laura Erinle**  
MMF



**Manasvi Dethekar**  
MMF



**Nick Eziefula**  
SIMKINS



**Nur Ozdamar**  
YOUTUBE \ GOOGLE



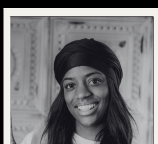
**Paul Bonham**  
MMF



**Portia Clarke**  
MALACHITE GROUP



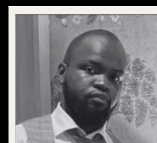
**Preye Cookes**  
STRAWBERRIES & CREAM  
ROBOTS & HUMANS/SONY



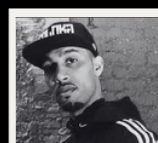
**Shaiyann Fairweather**  
ATLANTIC RECORDS



**Still Shadey**  
ARTIST



**Terence Daniel**  
PPL



**Tijan Sallah**  
ART'S COUNCIL ENGLAND



**Yaw Owusu**  
PRS FOUNDATION



# FINESSE FOREVA

**Can you tell us when Finesse Foreva was established?**

**And who are the key members of the team?**

Who would have thought that a business plan drawn up after a night of hip hop karaoke, would have been a catalyst for the creation of an ever-growing musical legacy? Finesse Foreva was founded by childhood friends SK, TK, and JB (aka JB Made IT), in 2017. The dream at the time was simple.

**Could you share some information about the artists and creative talent currently on your roster?**

Russ Millions, Ivorian Doll, Skengdo & Am, 808 Gadget, Gotcha, JB Madelt, Sebz Beatz

**What criteria or factors do you consider when making decisions on which artists and talent to sign?**

Talent is number one, but work ethic and being a self-starter is very important – one thing we embody at FF is work ethic.

**Looking ahead this 2024, what do you think are the biggest opportunities for music management companies?**

I think the biggest opportunity is diversifying. There are many things as a manager you can diversify into – not just for your artist, but for yourself as a manager and a business owner. Managing artists gives you a lot of leverage in different areas of industry. Take us for an example. We are now putting on one of the biggest music seminars to happen in South LDN, Croydon!

**What market developments or technologies most excite you about the future?**

How AI will integrate will be quite interesting. It's already possible to assist people with making simple contracts and agreements and cleaning up release plans. When it comes to music use and AI I think it is still a grey area, but I'm sure lawmakers will be able to navigate it.

*Interview continued on the next page...*



# FINESSE FOREVA

**Finesse Foreva has partnered with the MMF on this NXT GEN conference and showcase. Can you tell us a little bit more about the event, and why it's so important?**

It's crazy to think we are now partnering with the MMF! We only heard about them in 2017 when we applied for the Accelerator fund – which we didn't get – but through hard work and consistency over the years, we have proved we are here to not only stay but to innovate and inspire the next generation! We believe that is why Paul and the rest of the team are happy to work with us on creating Music NXT Gen.

The event is dedicated to the next generation of music creators and executives trying to navigate the music industry in the easiest way possible, and there's no better way to do that than getting the industry all under one roof and sharing gems!

**The day consists of panelists with an evening show from performers at the top of their game who are from Croydon and South London.**

**Why would you recommend membership of the MMF to other managers?**

MMF is a great entry for managers to get the right education and build the right networks with other managers and executives who take the business seriously.

**What music is the team currently listening to?**

We listen to everything. It's too hard to nail it down, as most genres these days are cross-blending.



JB



SK



TK

# KEY ROLES

# AND JOBS

Where Do I Fit in  
the Music Industry?

## MANAGER

Music Managers exist to represent Music Makers – eg Artists, Bands, Producers, Songwriters and nurture their business and creative interests. Managers can be considered the Chief Operating Officer of the Artists global business.

## MARKETER

A music marketing manager's primary responsibility is to promote an artist or band's music to the public. They do this by creating and implementing marketing strategies that will help the artist or band gain exposure and increase their fan base. The strategies used by a music marketing manager can include social media marketing, email marketing, influencer marketing, and public relations.

## MUSIC LAWYER

A music lawyer is a specialized attorney who deals with legal issues surrounding the music industry. They are trained to handle a wide range of legal issues, like contract management, copyright claims, trademark disputes, artist representation, and many more.

## A&R

An A&R (artists and repertoire) representative is responsible for finding promising new artists for a record label or music publisher to sign.

## PROMOTER

Concert promoters organize and present live music events, taking care of everything from booking talent and securing venues to setting ticket prices and marketing the show



# JOBS BOARD

1

## Black Music Action Coalition

The **Black Music Coalition (BMC)** is a Black led organisation created in June 2020, in the wake of #TheShowMustBePaused and the parallel movement in the UK.

The BMC is dedicated to eradicating racial inequality and establishing equality and equity for Black executives, artists and their communities within the UK Music Industry. The organisation currently consists of an executive committee formed of Black professionals either working in or affiliated to the UK music industry, as well as a wider committee also formed of Black music industry professionals.

<https://blackmusiccoalition.co.uk/>



**BLACK MUSIC COALITION**  
EST. 2020

2

## Social FixT

**SocialFIXT** is a job search platform founded by Mercedes Benson. Whose mission is to see more creative black talent not just on billboards, but in BOARDROOMS TOO. We help and educate companies on hiring, retaining and empowering black talent within their company pipelines.

<https://www.socialfixt.org/more-than-a-job-board>

3

## Arts and Media Jobs

**Arts and Media Jobs** recruit for a wide range of businesses – including record companies, independent labels, booking agents, publishing houses, studios, artist management and promoters, digital agencies and tech companies – to fill permanent, contract, temporary and part-time positions with experienced candidates.

<https://www.artsandmedia.org/job-search>



4

## Young Music Boss

**Young Music Boss** empower and support young aspiring music executives on their journey to success. Through our comprehensive resource hub, and dynamic network-building tools, we strive to create a vibrant community where young professionals can thrive, achieve their goals, and shape the future of the music business.

<https://www.youngmusicboss.com/>



5

## The Debrief

The Debrief — created by **Komali Scott-Jones, Afryea Henry-Fontaine, and Char Grant** is a safe space and community for **Black women and Women of Colour** in the music industry.

<https://www.instagram.com/thede.brief/?hl=en-gb>

the/ **DEBRIEF**

6

## Small Green Shoots

**Small Green shoots** know all young people have untapped skills and talents, and those from lower income backgrounds face multiple barriers. We develop relationships and provide support to the creative industries, enabling them to unlock their doors.

<https://www.smallgreenshoots.co.uk/>



# TRADE BODIES

Music industry trade associations, membership bodies and unions exist to represent the interests of various parts of the music industry, such as songwriters, managers, labels or festivals.

The MMF are the world's largest professional community of music managers.



UK Music is the collective voice of the UK's world-leading music industry. We represent all sectors of our industry - bringing them together to collaborate, campaign, and champion music.



MPG was started and is supported by producers, mixers, recording engineers, re-mixers and programmers who are passionate about all aspects of making and recording music. our aims are to support our members in their careers, campaign for the rights of music industry workers, promote diversity within the industry and to celebrate the achievements of our members

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.



ASSOCIATION OF INDEPENDENT MUSIC

# TRADE BODIES

Music industry trade associations, membership bodies and unions exist to represent the interests of various parts of the music industry, such as songwriters, managers, labels or festivals.

Musicians Union are a community of over 34,000 musicians working to protect our members' rights and campaign for a fairer music industry

Musicians' Union

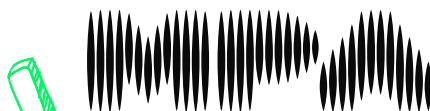


## I IVERS ACADEMY



The Ivors Academy is the UK's professional association for songwriters and composers. We champion the art of songwriting and composing, fostering a vibrant community of creators who shape the music around us.

BPI has represented the interests of British record companies since being formally incorporated in 1973, when the principal aim was to promote British music and fight copyright infringement.



Music Publishers Association

The MPA is a community for UK music publishers. They provide a collective voice for music publishing, as well as training, education, representation and a host of other benefits.

# FAC

THE ARTISTS' VOICE

The Featured Artists Coalition campaigns for the protection of performers' and musicians' rights. We want all artists to have more control of their music and a much fairer share of the profits it generates in the digital age.

# FUNDER\$ & FINANC£

Here you'll find the latest UK music opportunities and UK music funding resource

**Help Musicians** is a charity for professional musicians of all genres, both in work and in retirement.

We help at times of crisis, but also at times of opportunity, giving people the support they need at the crucial stages that could make or break their career.

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




Help  
Musicians



YOUTH  
MUSIC

**Youth Music** is a national charity funded thanks to the National Lottery via Arts Council England, players of People's Postcode Lottery and support from partners, fundraisers and donors. Our insights, influence and investment in grassroots organisations and to young people themselves means that more 0-25-year-olds can make, learn and earn in music.

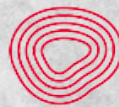
<https://youthmusic.org.uk>



**PRS Foundation** supports outstanding talent from all backgrounds, covering the whole of the UK and all genres, with grantee success stories including Little Simz, Wolf Alice, Dave, Sam Fender, Years & Years, AJ Tracey, Anna Meredith, Yola, Ghetts, Shiva Feshareki, Sarathy Korwar, Floating Points, Nadine Shah, Kojey Radical and Yard Act.

PRS Foundation is a constantly evolving, dynamic organization and its approach ensures that support reaches music creators from the grassroots up. Music

<https://prsfoundation.com>



PRS  
Foundation



LOTTERY FUNDED

Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

**ACE** is a national development agency for creativity and culture.

We're looking for organizations, artists, events, and others to apply for our funding and help us achieve our strategy, Let's Create.

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

# MUSIC COPYRIGHT

Get to grips with  
the basics of  
music copyright –  
and how music  
copyright makes  
money – in few  
steps.

## What is Music copyright?

As the owner of your music, copyright gives you the right to make and sell copies, distribute those copies, make new works based on your work, and, with some limitations explained below, publicly perform or display the work.



### Are you a music creator and under 25?

**PRS** is making it easier for emerging talent to earn money from their music. If you are under 25, you can join PRS with a discounted membership fee of £30.

**JOIN HERE:** <https://www.prsformusic.com/join>



**PPL Membership is free** and open to anyone who performs on or owns the rights to recorded music.

**JOIN HERE:** <https://www.ppluk.com/membership/>



**Music Copyright Explained is a great resource.** The Complete Music Update (CMU) helps people navigate and understand the music business.

**For access to more copyright resources see here:**

**<https://cmulibrary.com/cmudiy-musiccopyrightexplained/>**

**12 For more on CMU please see here: <https://completemusicupdate.com/>**

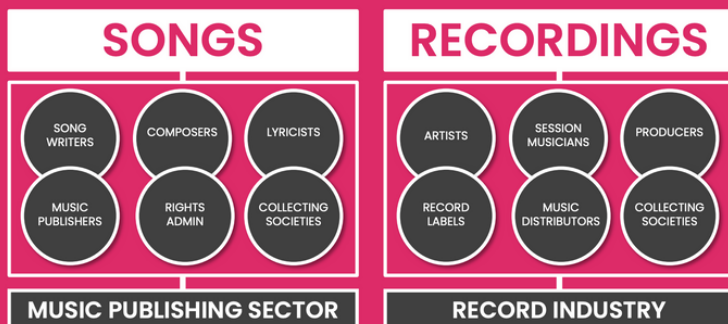
# MUSIC COPYRIGHT

A glimpse of music  
copyright explained.  
Infographics by Chris  
Cooke for CMU X  
MMF

## THE CORE MUSIC RIGHTS



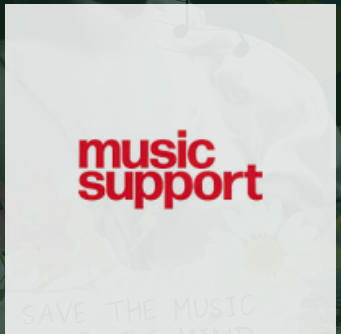
## THE MUSIC RIGHTS INDUSTRIES



# MIND THE MIND MIND THE MUSIC

Discover wellness with our mental health resources. Your journey to well-being in music starts here!

[Hover over the images for links to their pages](#)



SAVE THE MUSIC  
SAVE THE MIND



# EXTRA SUPPORT

**The Brit  
School**

The  
**BRIT  
SCHOOL**



The BRIT School revolutionizes the lives of its students; just under 100% of all students who have graduated find work in a huge range of creative industries or enrol for higher education. We are proud to be a Croydon school and equally proud to have national and international friends who support the school with professional and unique opportunities.

**FIND OUT MORE HERE:** <https://www.brit.croydon.sch.uk/>

**Croydon  
Music & Arts**



Croydon Music and Arts (CMA) is a service within Croydon Council. We work to ensure children and young people in the borough have access to creative opportunities. We work as part of a network of local partners that include Croydon's schools, cultural organizations, and services for children and young people. CMA is the lead organization for Croydon's Cultural Education Partnership and Music Education Hub.

Our mission is to amplify young people's voices and enhance their lives and life chances through the arts. Central to our mission is the recognition of the importance of culture and identity for engaging families, schools, and communities.

**FIND OUT MORE HERE:**

<https://www.croydonmusicandarts.co.uk/>

**Small Green  
Shoots**

Small Green Shoots was founded in 2009. We are a small but mighty National Portfolio Organisation dedicated to increasing career opportunities for underrepresented Young Adults who want a career within the music and creative industries.

**FIND OUT MORE HERE:**

<https://www.smallgreenshoots.co.uk/>







**THIS IS CROYDON**  
LONDON BOROUGH OF CULTURE



**FF**  
FINESSE FOREVA



London Borough of Culture is a Mayor of London initiative.

**MAYOR OF LONDON**

Presented by:

**CROYDON**  
[www.croydon.gov.uk](http://www.croydon.gov.uk)



Supported using public funding by  
**ARTS COUNCIL ENGLAND**

