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PRS FOUNDATION ANNOUNCES 28 RECIPIENTS OF PPL MOMENTUM MUSIC FUND

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(<https://www.musicbusinessworldwide.com/regions/europe/>) (<https://www.musicbusinessworldwide.com/author/mandy-dalugdug/>)
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PPL Momentum Music Fund-supported artist BINA.

Photo: Anaya D

The PRS (<https://www.musicbusinessworldwide.com/companies/prs-for-music/>) Foundation, a UK charity supporting new music and talent development, has revealed (<https://prsfoundation.com/2024/06/03/prs-foundation-reveals-the-21-artists-and-7-early-career-industry-professionals-receiving-the-pioneering-ppl-momentum-music-and-targeted-ppl-momentum-accelerator-support-in-latest-round/>) the latest funding recipients from the PPL Momentum Music Fund (<https://prsfoundation.com/funding-support/funding-music-creators/next-steps/ppl-momentum-music-fund/>) and the targeted PPL (<https://www.musicbusinessworldwide.com/companies/ppl/>) Momentum Accelerator programs.

Nine artists were chosen to receive grants from the PPL Momentum Music Fund, including Brighton queer power pop duo **ARXX**, indie-soul singer **BINA.**, Irish rock band **Dea Matrona**, Scottish multi-instrumentalist and singer **Ili**, London-based Alt R&B artist **Kehina**, Cardiff-

based musician **The Gentle Good**, Stretford Manchester singer/songwriter **Lusaint**, UK entertainer and electric performer **Still Shadey**, and South African singer **Toya Delazy**, who won the PRS Best Newcomer Award in 2023.

These grants will provide support for touring, marketing, recording, and other career-advancing activities.

“The PPL Momentum Music fund will massively help me create a timeless project that I’m proud of and will help me take my storytelling and career to the next level,” said BINA.

Meanwhile, five music creators and four industry professionals from the Liverpool City Region will benefit from the PPL Momentum Accelerator program. This initiative supports artists building their fanbase and establishing industry teams.

“ARTISTS FROM THE LIVERPOOL CITY REGION HAVE BEEN A VITAL PART OF THE UK AND INTERNATIONAL MUSIC SCENE FOR THE LAST 60 YEARS, BUT IT IS BECOMING INCREASINGLY DIFFICULT FOR YOUNG EMERGING ARTISTS TO BREAK THROUGH AND DEVELOP SUSTAINABLE CAREERS IN THE MUSIC INDUSTRY TODAY.”

MIKE WHARTON, LIVERPOOL CITY REGION

The five artist-recipients are the band **Bandit**, musical collective **Ex-Easter Island** (<https://www.musicbusinessworldwide.com/companies/universal-music-group/island-records/>) **Head**, songwriter **Pet Snake** (Evelyn Halls), 24-year-old artist **SSJ**, and emerging soul and R&B artist **Tonia**.

The four industry professionals from Liverpool who will be part of the PPL Momentum Accelerator program are **MusicSeen** co-founders **Connor Di Leo** and **Nina Himmelreich**, as well as “multi-passionate professional & musician” **Jenny Coyle**, and **Oliver Cash**, who developed Liverpool-based events and record label company **PLUSH**.

Bandit member **Nat Waters** said: “The PPL Momentum Accelerator fund will be pivotal for our career as it will enable us to achieve high quality music and focus on more professional marketing efforts around our next EP. Wanting to develop on our previous sound is a huge part of our next steps and the funding has given us the opportunity to do this.”

Councillor **Mike Wharton**, Portfolio Holder for Economic Development and Business for the Liverpool City Region 2023/24, said: “Artists from the Liverpool City Region have been a vital part of the UK and international music scene for the last 60 years, but it is becoming increasingly difficult for young emerging artists to break through and develop sustainable careers in the music industry today.

“That’s why I’ve backed our Liverpool City Region Music Board working with Culture Liverpool to support the inclusive growth of the music sector.”

Additionally, PRS Foundation also named the seven artists and three industry professionals who will be receiving Momentum Sbardun | Accelerator support focused on talent in Wales. The recipients are artists **Aderyn, CHROMA, Cynefin, Douvelle19, Lucas Alexander, THE NIGHTMARES**, and **Ynys**, along with industry professionals **David Acton, Elan Evans** and **Yasmine Davies**.

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JOHN HENDRICKSE, PRS FOUNDATION

The PPL Momentum Music Fund, managed by PRS Foundation, awards grants of **GBP £5,000** (USD \$6,400) to **£15,000** (\$19,200) using funds from PRS Foundation, PPL, Creative Wales and Arts Council of Northern Ireland.

Since its launch in 2013, the PPL Momentum Music Fund has awarded over **£5.2 million** (\$6.7 million) to artists across the UK. This funding has generated **£22 million** (\$28 million) for the UK music industry, supported the creation of **275 albums** by over **500 artists**, and funded over **300 tours** and **1,600 live dates**.

The fund has received over **7,300 applications** for over **40 founding rounds**, with a **7%** success rate of funds being granted.

"Huge congratulations to all 28 grantees. It's fantastic to see so much talent across the UK whether already established and at a tipping point to break through to that next step, or those steadily building that early career foundation," said **John Hendrickse**, Grants & Programs Manager at PRS Foundation.

Kate Reilly, Chief Membership & People Officer at PPL, added: "Supporting the next generation of music talent across the nations and regions is a core tenet of the PPL Momentum Music Fund. We're proud to support the creativity and ingenuity of some of the most promising artists and industry professionals across the UK and in Liverpool and Wales through the PPL Momentum Accelerator."

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KATE REILLY, PPL

The announcement of new recipients for the PPL Momentum Music Fund comes over two months after **PPL**, the UK’s music industry royalty collector for performers and recording rightsholders, launched a new initiative (<https://www.musicbusinessworldwide.com/uk-music-industry-gets-1-3m-boost-as-ppl-launches-annual-giving-program/>) called **PPL Giving**, dedicating **GBP £1 million** (\$1.3 million) to support and invest in the future of music in the UK.

PPL Giving (<https://www.ppluk.com/ppl-giving/>) allocated funds for 26 organizations including the **BRIT School**, a renowned performing arts institution, and **Youth Music**, which advocates for music education opportunities for young people.

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