



Proposal for the Creative Business Project – a hybrid
Booking Agency / Promotions company specialising
in bringing Welsh language music to London

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INTRODUCTION

The purpose of this proposal is to describe a business plan for the creation of a hybrid Booking Agency / Promotions company for Welsh language bands / artists looking to perform in London. The company would aim be the first point of contact both for Welsh bands wanting to perform in London and for promoters looking for Welsh acts.

The UK has a rich musical heritage with artists and bands hailing from all corners of the country. However Welsh language music is generally overlooked. A hybrid booking agency / promotions company dedicated to giving Welsh language artists / bands an opportunity to perform in London is a unique opportunity to showcase Welsh language music to a wider audience.

MARKET ANALYSIS

London is a diverse and cosmopolitan city with a thriving, vibrant music scene. It is a hub for many genres of music such as pop, rock, jazz, and world music but Welsh language music is largely underrepresented. Currently there is a small audience for Welsh language music but there is an opportunity to increase this demand by introducing it to a wider audience.

Initially we would target the Welsh speaking diaspora to gain momentum and would then branch out to include the wider music loving audience. London audiences are adventurous and willing to listen to more esoteric genres so Welsh should not be an issue. Many Welsh bands already play in the capital and we hope to capitalise in this fledgling interest.

OBJECTIVES

The objectives of the hybrid booking agency / promotions company are:

- 1) To provide Welsh language bands and artists with more opportunities to perform in London
- 2) To promote Welsh language music in London
- 3) To create a demand for Welsh language music in London
- 4) To showcase the cultural heritage of Wales through music

REVENUE MODEL

The revenue model for our hybrid booking agency / promotions company will be based on the following:

- 1) Ticket sales – the company will take a percentage of the ticket sales for each gig when acting as a booking agency.
- 2) Ticket sales – the company will make a profit from gigs that it will organise when acting as a promotor.
- 3) Merchandise sales – the company will take a percentage of all merchandise sales at gigs

- 4) Sponsorship – the company will seek sponsorship from organisations that want to be associated with Welsh music
- 5) Grants – the company will apply for grants from Welsh and London-based cultural organisation such as the Welsh Government and the Welsh Arts Council

MARKETING STRATEGY

The company will use various marketing strategies to promote Welsh language music in London generally, and specifically any gigs we are involved with.

- 1) Social media – use social media platforms such as Twitter, Instagram, and Facebook to promote those Welsh language bands and artists and any gigs we are involved with.
- 2) Piggyback onto the social media accounts of our business partners and clients.
- 3) Online advertising – use Google AdWords and Facebook advertising to target a wider audience.
- 4) Flyers and posters – distribute flyers and posters in key locations such as music venues, bars and universities to promote gigs.
- 5) Welsh media – utilize local media such as Radio Cymru / S4C / Golwg magazine.

STRATEGY / OPERATIONS

The operational plan for the company includes the following activities:

- 1) Booking Welsh language bands and artists - identify Welsh language bands and artists who are wanting to perform in London. This will involve researching Welsh language music festivals and events in Wales, as well as reaching out to Welsh language bands and artists directly.
- 2) Venue Booking - secure venues for the gigs. This will involve researching and booking appropriate venues in London, negotiating prices, and coordinating with venue staff.
- 3) Establish partnerships – become the promotions arm of several London-based but Welsh organisations such as the London Welsh Centre and Wales in London.
- 4) Event Promotion - promote each event through a variety of channels, including social media, online advertising, flyers and posters, and local media.
- 5) Ticketing - establish a ticketing system for each event, and manage ticket sales and distribution.
- 6) Merchandise Sales - set up a merchandise table at each gig, and manage merchandise sales.
- 7) Budget Management - manage the budget for each gig, ensuring that all expenses are accounted for and that the company is operating within its means.

CONCLUSION

With the right marketing strategies and operational plan, a hybrid booking agency / promotions company for Welsh language bands and artists is feasible and has the potential to create an increased demand for Welsh language music in this city. By promoting and showcasing the rich cultural heritage of Wales through music, the company can bring the music of Wales to a wider audience and provide greater opportunities for Welsh artists and bands to enjoy the experience of a London gig.