

## ABOUT

Created by LIVE, the representative body for live music in the UK, **LIVE Trust** exists to **protect, expand** and **support** grassroots music across the UK.

By collecting a £1 contribution per ticket sold for gigs, shows and tours above 5,000 capacity, LIVE Trust supports cross-sector programmes that deliver long-term positive impact for grassroots music.

## OBJECTIVES

**Reduce Costs:** Provide targeted support to ease financial pressures by providing emergency relief and also supporting investment in sustainable growth.

**Provide Expertise and Networks:**

Support programmes that strengthen peer-to-peer networks, learning, professional advice and collaborative ways of working to build resilience across the sector.

**Invest in Infrastructure:** Fund improvements in physical, digital, and organisational capacity, from equipment and accessible facilities to artist accommodation, policies, insurance, and health & safety standards. Creating safer, more inclusive environments.

**Nurture Emerging Talent:** Invest in the next generation of on and off stage live industry talent; supporting creatives at the start of their careers enabling them to enter and thrive in the live music economy and protect its future.

**Support Risk-Takers:** Fund venues, artists, promoters and festivals to experiment, innovate, and expand the range of live music experiences available to audiences



# YOUR SUPPORT

Pledging just £1 from ticket sales directly supports organisations working in the grassroots sector that provide *vital* support across the UK.

We provide grants to organisations that are **creating strong networks** for *everyone* across the sector, as well as **safer, more inclusive and professional environments** for everyone. Our funding gives organisations the chance to work directly with performers, crew, promoters, venues, festivals, and more, **creating a sustainable pipeline of talent on and off stage**, their work allows for **expanded artistic innovation** and **diversity of programming**. Long-term, we're looking for solutions that create greater financial resilience across the board for the grassroots sector and those working in it, reducing exposure to escalating costs.

## LATEST CONTRIBUTORS

**Harry Styles, Olivia Dean, Only The Poets, Bastille, Florence + The Machine, & Lily Allen** are the latest contributing tours.

Along with; 5 Seconds of Summer, Alex James, Basement Jaxx, Bastille, Biffy Clyro, Bloc Party, Bon Jovi, Bowling for Soup, Deacon Blue, Diana Ross, Don Broco, Ed Sheeran, Enter Shikari, Foo Fighters, Gorillaz, Hans Zimmer, Interpol, Iron Maiden, Jack Savoretti, Jason Derulo, Joe Bonamassa, Katy Perry, Kojey Radical, Kraftwerk, Lorde, Lynyrd Skynyrd, Marilyn Manson, Max Cooper, Mumford and Sons, My Chemical Romance, Pixies, Powerwolf, Rick Astley, Stereophonics, Steve Hackett, Take That, Tame Impala, The Courteeners, The Cure, Tori Amos, TWICE, Wolf Alice, and more... **we have already collectively pledged over 4 million tickets.**

We're proud to be driving this industry-led solution with the backing of LIVE's members:



## CONTACT

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