

Music Patron

Appointment of CEO

February 2025 | PBBSBA



Saxton Bampfylde

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Welcome from Anthony Bolton

I am absolutely delighted that you are considering applying for the role Chief Executive Officer of Music Patron. It's now over five years since I had the idea of starting a new charitable enterprise to link UK composers with prospective patrons and bring patronage, how much of the great music of the past was funded, into the 21st century. We launched publicly in May 2024, and we are already channelling tens of thousands of pounds a year to support the work of the 27 composers currently on the platform thanks to regular donations from over 100 patrons. Over the next year or two, we want to increase this to 100 composers supported by well over 1,000 patrons.

To date, Music Patron has existed under the umbrella of Sound and Music, the UK's charity for new music and sound; but the time has now come to launch out on our own. Overseeing this process will be one of the first tasks for our new leader.

Music Patron is currently supported by The Boltini Trust, our family charity that has been supporting musical organisations since its launch over 15 years ago. Our aim is for Music Patron to become more financially self-sufficient over time. Collective philanthropy like Music Patron is at the heart of how the arts might be supported in the future. Our future will involve building partnerships with other musical and arts organisations and funders as well as working with our existing talented composers and loyal patrons.

We hope you find this pack useful. We look forward to welcoming a talented, dynamic and entrepreneurial individual with a passion for supporting new music and the ability to oversee a vibrant digital enterprise to lead the next chapter of our development.

I can promise you an exciting journey ahead. I and my fellow Trustees very much look forward to working with you.

Tony Bolton



Introduction

Music Patron is an ambitious online platform connecting composers with patrons. Inspired by the traditional concept of patronage, Music Patron reimagines this model for the 21st century, making it accessible to any music lover. By offering one-off or regular monthly donations, patrons can directly support one or more composers across the UK or contribute to Music Patron's mission to rebuild the music sector.

The music industry faces unprecedented challenges, with low streaming fees, public funding cuts, and the lasting impact of the pandemic making it harder for composers to sustain their creative work. Music Patron seeks to change this by connecting thousands of patrons with the most exciting composers, channelling unrestricted funding to support the creation of new music.

Becoming a music patron is simple: choose how to support, set up a donation, and engage with a thriving community of music lovers. Patrons can support individual composers, giving them a more sustainable income, or contribute directly to Music Patron's

work in advocating for long-term change in the music industry.

With this modern form of patronage, composers gain the freedom to create, while patrons receive exclusive insights into the creative process, making them active participants in the music-making journey.

100% of monthly patron donations go directly to the composers, with no hidden costs. Music Patron absorbs all transaction fees and operates through a combination of Gift Aid contributions, regular donations via the Music Patron fund, and optional patron donations.

As a start-up project incubated within Sound and Music, the UK's charity for new music and sound, Music Patron is committed to securing the future of music. By supporting composers and fostering a sustainable community of patrons, Music Patron is championing a vital shift in the music industry.



Context

Currently supporting 27 composers with regular donations from over 100 patrons, Music Patron aims to expand significantly, to support over 100 composers and engage thousands of patrons within the next few years.

Through Music Patron, composers build communities of patrons who support their work with donations of £10 or more per month. Beyond the financial support, composers benefit from meaningful patron engagement, sharing their creative journey through regular updates, performance invitations, and insights into their artistic process.

Unusually for a cultural organisation, Music Patron has an ambition to achieve financial self-sufficiency, without charging any fees to patrons (donors) or composers (beneficiaries), by funding operations from GiftAid claims and small top-up donations from a broad base of Patrons.

Music Patron is now embarking on a gradual transition towards independence, with full separation expected in 2026. Throughout this process, day-to-day operations will continue as normal, ensuring stability for composers, patrons and partners.

Upon separation, Music Patron will maintain a close relationship with Sound and Music within the new music sector.

To guide the organisation through the transition, Music Patron is recruiting a Chief Executive Officer (CEO). This proactive development represents a strategic step to further Music Patron's mission, connecting patrons with composers and supporting the creation of new music at a time when the industry faces unprecedented challenges.

The Board are looking to appoint a CEO who can take Music Patron onto ambitious new period as a stand-alone charity, supporting its talented and diverse community of composers.



Governance

Music Patron's incubation within Sound and Music has been crucial to its development. As anticipated, a successful Music Patron would eventually outgrow this arrangement, to become an independent charity.

Music Patron has been operating at arms length from Sound and Music throughout 2024, and this CEO appointment is pivotal in preparing Music Patron for its next growth phase, which involves guiding the organisation through the transition from its current incubation to becoming a standalone charity.

Work is underway to establish a separate charitable entity for Music Patron, with the aim of securing charitable status before the end of 2025 and completing the operational and intellectual property transfer in early 2026. The new CEO will be appointed directly into the new entity, overseeing this transition while managing Music Patron's current operations within Sound and Music. Effective governance arrangements will be established between Sound and Music, Music Patron, and the new CEO to ensure a clear and transparent managerial structure during this period.

Music Patron Trustees

Anthony Bolton (Founder)

Jackie Newbould (Former Executive Director of BCMG)

Richard Smith (Executive coach & former Principal Consultant, BCG)

Music Patron Advisory Panel

[This panel will grow in time to c.5-6 members]

James Murphy (Chief Executive, Royal Philharmonic Society)

Lorenzo Brewer (Founder & CEO, nkoda)

Susanna Eastburn (Former CEO, Sound and Music)

Music Patron Steering Committee

Richard Smith (chair)

Anthony Bolton

Will Dutta (CEO, Sound and Music)

Alastair Cotterill (Trustee, Sound and Music)

Sam Palmer (Trustee, Sound and Music)



Values

Joy

Our mission is framed around inspiring joy; celebrating creativity within new music and showcasing the warmth of connection between composers and patrons.

Trust

As a charitable start-up, building trust is essential for our relationship with both composers and patrons. Our communications embody transparency.

Authenticity

Transparency is at the heart of everything we do, from plainspoken copy to our 'garage-up' approach in content creation.

Playfulness

A light-hearted touch adds warmth and accessibility to our messaging. This enhances personal connections and makes our brand feel approachable.



“Music Patron ensures composers can continue to create by inviting music lovers to connect with and truly support them.”
Judith Weir CBE,
Composer

“I believe in supporting the music of tomorrow. Music Patron is a new and important way to do this. It gives ordinary people the chance to directly support a composer, provide that composer with game-changing income and help bring new music to life.”

Sir Simon Rattle OM CBE,
Conductor



Music Patron



The Role

Key Responsibilities

Develop and lead Music Patron's growth strategy

- Drive growth to support over 100 composers and engage thousands of patrons
- Develop and implement a detailed business strategy and growth plan Guide the organisation toward greater operational autonomy by March 2026
- Lead and develop the Music Patron team
- Oversee budget management and financial sustainability

Expand Music Patron's digital platform and community

- Champion the development of Music Patron's digital presence
- Oversee the platform's technical evolution
- Foster an engaged community of music supporters

Build partnerships across the music and arts sectors

- Cultivate relationships with key stakeholders
- Identify and engage influential ambassadors
- Represent Music Patron at industry events and forums
- Convert interest into impactful collaborations and partnerships

Drive Music Patron toward increased financial sustainability

- Develop and implement patron acquisition strategies
- Create compelling engagement opportunities through events and experiences
- Build relationships with individual philanthropists, trusts, and corporate supporters to support operations and growth until the point of financial sustainability

Team structure

- Lead a dedicated team including:
 - Composer liaison manager (part time)
 - Campaign & community manager (part time, contract)
- External tech/development support for platform and website
Regular interaction with the Steering Committee (1-2 times per quarter)

Support and resources

- Financial backing from the Boltini Trust
- Established network of individual philanthropists
- Proven digital platform
- Strong composer and patron community foundation

Performance and Success Measures

Growth Targets for next 3 years

- Scale composer community from 27 to 100+
- Expand patron base to over 1000 supporters
- Increase platform-generated revenue to cover 25%+ of cost base
- Build resilient operating model

Key Performance Indicators

- Composer engagement
- Patron acquisition, engagement and retention rates
- Revenue growth and diversification
- Partnership development
- Community growth across digital channels
- Fundraising from sources other than Boltini Trust



Person Specification

Dynamic and entrepreneurial mindset

- Appetite to step into the risks and uncertainties of a project of this nature
- Self-motivated, independent, creative problem-solver

Passionate commitment to supporting new music creation

- Commitment to inclusivity and accessibility
- Does not necessarily need to have an arts / cultural background

Track record of leading organisations through periods of growth and change

- Including responsibility for team and budget management

Experience overseeing the development and scaling of digital projects

- For example, online platforms, communities, and social media presence

Success in securing major donations from individuals, trusts, and foundations

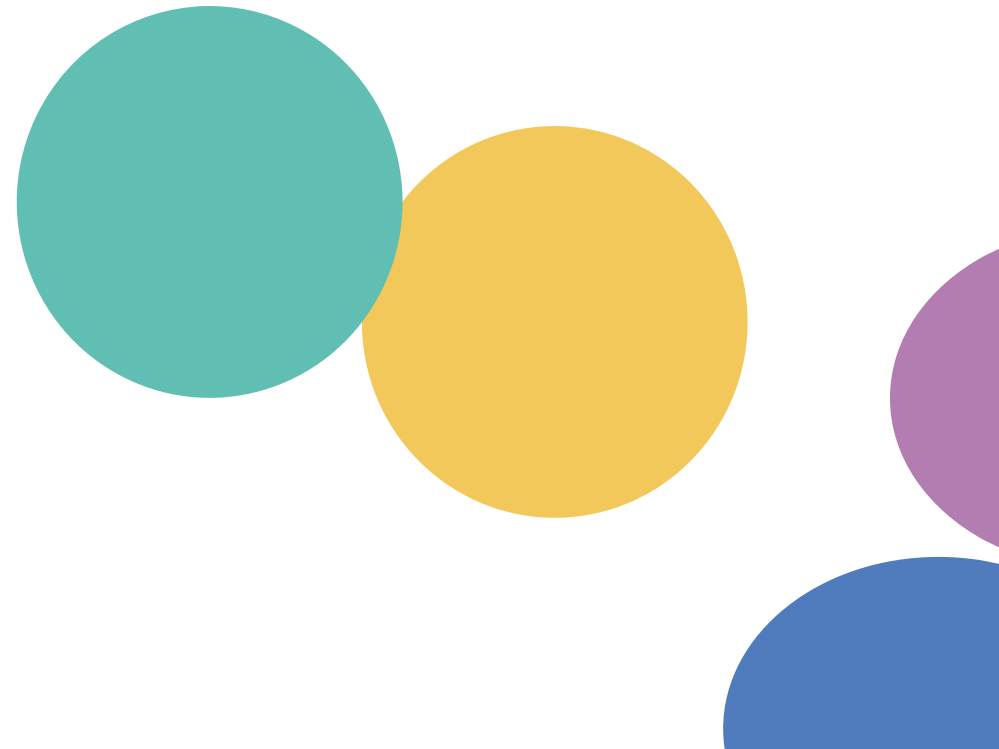
- Individual donations of £10k+, total of £100k+ in a single campaign

Proven ability to build strategic partnerships and relationships

- Strong communication, advocacy and stakeholder management skills

Experience working effectively with governance bodies and regulation

- Ideally demonstrating charitable purpose and public benefit requirements





Terms of Appointment

Contract: Full time permanent contract

Reports to: Music Patron Board

Location: London

Salary: £70k pa

Benefits: TBC but in line with industry standards

Process

Interviews will take place in London in April.

First round: Afternoons of Monday 7th April and Wednesday 9th April

Second round: Monday 14th April

Panel

Tony Bolton
Jackie Newbould
Richard Smith
Sally Groves
Susanna Eastburn
Lorenzo Brewer
Erica Bolton
Alice Beckwith

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Music Patron on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code PBBSBA

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on Monday 3rd March 2025.

**The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

Key dates

Preliminary interviews w/ Saxton Bampfylde: w/c 10th & 17th March

Final interviews w/ Music Patron: w/c 7th & 14th April

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



Music Patron



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