

FUNDING FOR IOW YOUNG CREATIVES: PREVIOUS AWARDEE



AMY JOLLIFFE MUSICIAN 2025 AWARDEE

Amy Jolliffe was one of our 2025 award recipients, who used her £1500 funding for upgrading her equipment, studio time, a professional photoshoot, and produced professional recordings of her original songs.

She also used her funding for band rehearsals, resulting in performances at events including the Isle of Wight Festival, Ticket to Ryde, and the Ventnor Fringe.

What did you use your £1500 funding for, and why?

“I chose to use the majority of the funding to pay for studio time. This allowed me to produce professional recordings of my original songs. The funding paid for three studio days and covered the mixing and mastering costs for three tracks. The first of these singles, ‘Take Me Home’, will be out on October 10th 2025. Regularly releasing singles is important for emerging artists because it helps to build a portfolio, establish an online presence, and gain a following. It is really important to me to record the songs that I spent so much time creating, and to be able to share them with others, so I chose to make studio time a priority. I am planning to spread out the release of each of these singles and to promote them on social media using a combination of professional photos, phone-recorded reels and behind-the-scenes content.

To support the release of these singles, I had a photoshoot with Day Rutherford, which cost £150. The single artwork for ‘Take Me Home’ is a photo which was taken during this photoshoot. I am planning to create an Electronic Press Kit using the studio recordings and professional photos to send to press people, radio presenters and playlist curators.

I also decided to pay for a music distribution service, to upload my songs to streaming services. I was previously with Ditto but wasn’t happy with them, so I joined Distrokid instead. This allowed me to release my single, and they offered free promotional tools that I can use for its release.

My only job currently is being a self-employed musician, and my main source of income is from live music. I noticed that some of my equipment for gigs was falling apart or old and worn out, so I decided to upgrade certain things. This included buying longer XLR cables and upgrading my mic stand and music stand. The case for my main guitar broke, so I replaced it with a high-quality padded CNB case, which will keep my guitar safe when I am taking it to rehearsals or gigs. I also used £200 to pay for ten band rehearsals at 5A in Cowes. These rehearsals were spaced out between March to July. We used this time to practice my original songs, and we performed at events including Isle of Wight Festival, Ticket to Ryde and Ventnor Fringe.”



Amy performing on the Platform One Stage at Isle of Wight Festival 2025.

What was the end result after all of the award was used?

“I now have three new singles which I can use to promote my music, and 192 promotional photos. I have high-quality equipment for gigs, which is robust and will last a long time. I also have a membership with Distrokid, which allows me to upload my music to streaming services. I am gaining social media followers and I have been featured in the local press for being awarded funding.”

What did you learn and achieve from this experience?

“I have learnt a lot about the music industry throughout this process. It was amazing to be able to record my music in a professional studio, and to have the creative freedom to experiment with different sounds. I have learnt a lot about music promotion and all the different music distributors. I have become more confident in my communication skills, explaining exactly how I would like my songs to sound, and I have enjoyed working with other creatives.”

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