



## MISSION STATEMENT

Pop Mutations CIC activities will benefit the community of musicians and performing artists at the emerging artist stage. Providing paid performance opportunities for musicians whom we will program based on excellence, potential, creativity and promise.

By employing both traditional live events in local grassroots music venues and online showcases (utilising skills developed during COVID-19 lockdowns), we will form and conduct a talent development programme. This programme will focus on organising events for local and small scale touring emerging musicians/performing artists, still finding their feet and developing into professional musician/artists.

These shows will be well curated and promoted, delivering new musicians/performing artists to local audiences, further developing growth for the musician whilst continuing to stimulate this sector of the night-time economy.

Pop Mutations CIC will base its activities around talent development for local and emerging small scale touring artists. The PRS Foundation, amongst others, has recognised talent development showcases within grassroots music venues as the essential and key R&D department of the UK music industry. With declining support from both record companies and reduced funding options, the industry has a very well documented and \clear problem with succession. Our aim is to find and promote the next and subsequent generations of musicians.

Pop Mutations CIC will also focus on providing opportunities to those artists from less represented backgrounds. We will be both encouraging to and inclusive of, women, LGBTQ+, persons of colour and ethnic communities.

Pop Mutations CIC will also develop workshops for the local community in Glasgow and surrounding area, delivering learning opportunities for event management (planning, programming, promotion and production), event technicians (sound and light) and dj'ing/club promotion.