



Promax Charity Challenge Brief 2023:

One in four people in the UK experience a mental health problem each year and 64% of people know someone with an addiction.

This year's Charity Challenge is working with Music Support, a small charity with a big mission to make life better for those of the tens of thousands of people working in music and live events who are struggling with mental ill-health and/or addiction.

Background

Music Support was founded in 2016 by music industry veterans who have experienced their own issues with mental health and addiction, as a peer-to-peer service that makes support available in a way that is practical and accessible. This is especially important in an industry that can often mean a huge amount of travel and time away from home and access to practical help such as medical support but also the support of family and friends. Music Support helps to ensure that no one in the music and live events industry feels alone. Their core services include:

- **Helpline** – a non-judgemental and confidential listening ear service accessible 9am – 5pm, Monday to Friday via telephone or email, managed by industry peers with lived experience
- **Support Services** – an all-encompassing support system with signposting and guidance, individual case management and crisis support
- **Training** – Mental Health First Aid and Addiction and Recovery Awareness courses to provide individuals with the tools to look after the wellbeing of their peers (and themselves)
- **Safe Hubs** – a backstage space at festivals where artists and crew can take time out and speak to mental health first aid trained staff

Music Support are also in the process of developing programmes for families and friends who are supporting loved ones struggling with problematic drinking, drug use or other addictions. This will include online resources and a new workshop developed by addiction experts with lived experience. Find out more about the charity at www.musicsupport.org

A huge part of Music Support's appeal is its team; a small but mighty collective of individuals, all with lived experience of mental ill-health and/or addiction. The majority come from the music and live events industries with first hand-experience of its highs and lows. They are consistently praised for their professionalism and passion for the cause. Find

out more about Music Support's team [here](#).

Our Support

We need some great creative thinking to make a short film or collection of films that explain what Music Support is and can be used on their website and social media platforms. It/they should be accessible to and understood by a target audience of people who do not necessarily display traditional media habits. They may be on tour or working unsociable hours, they aren't sitting down to watch TV, and this certainly isn't when they are most likely to need Music Support's help. So the Charity Challenge brief this year is about creating a campaign that we can take to social media to find our audience, instead of running it on TV first.

Objectives

1. Raise awareness of and demand for Music Support's core services
2. Create a compelling piece of video content to engage with the charity's audience on their website and social media as well as to potential funders to further support the charity's crucial efforts

Audience

Members of the UK music and live events industry whether A-List artists or truck drivers (and everything in between e.g. promoters, managers, crew, production, AV teams).

These are people whose lives are unpredictable and who often spend much of it on the road, travelling all over the world making concerts and festivals happen, whether the performers on stage or the hidden heroes behind the scenes. They survive on minimal sleep and poor food choices, away from their families and friends – their support network – for long periods of time, living out of hotel rooms, sleeper buses and the cabs of trucks. It's a hugely adrenaline fuelled existence, making the nights of thousands of people at a time, but it's a highly pressurised environment and a lot of the release comes from both the camaraderie of the crew but also from socialising and often drinking with those who do what you do and know the highs and lows.

Being away from home for long periods is hard and can be very lonely. It's easy to get to a place where it's not about having fun anymore but turning to drink or drugs to cope. It can mean that good mental health is hard to maintain, and needing to talk to someone is harder than in a job with regular hours and patterns – if you're on tour for six months it's very difficult to have a set appointment with a therapist or to see your GP, or even speak to a friend or loved one about how you're feeling, especially when you're not at home to carry the burden of daily home life.

It can feel difficult to say life isn't as fun as it looks, and is actually causing anxiety, depression and other mental health issues. Music Support is made up of veterans of the

industry who understand this unique existence with its unique pressures and that's why they are so well placed to help provide mental health and addiction support to anyone who needs it in music and live events.

Deliverables

A campaign film/s that brings Music Support to life in a way that's tangible and recognisable to its target audience, showcasing the values and purpose of the charity.

The duration should be 1-3 minutes per video – if proposing just one video then it should run closer to the 3 minute mark.

Key Dates

The campaign should be ready to launch by February 2024.

Budget

The proposed video should be something that can be produced in-house and/or using the offer of services in kind from Promax partners – more detail will be issued on this in advance of the pitch day (16th October) but assume postproduction and studio time will be available free of charge, as will the time from Music Support employees and contributors.

Measure of Success

1. An increase in the number of people contacting Music Support through the Helpline telephone and email service
2. A new stream of beneficiaries accessing the charity's Family and Friends Support services
3. An increase in the number of people signing up to take part in the charity's Mental Health First Aid training, with a target of one in twenty people in music and live events being qualified Mental Health First Aiders as a result
4. An increase in the number of people applying to attend the charity's free Addiction and Recovery Awareness workshop
5. Increased anecdotal awareness of and footfall in the Music Support safe hubs which can be found backstage at festivals across the UK.
6. Increased awareness of Music Support so that it's known, understood, and trusted by people that the charity is there to support

Notes

- Members of the charity are available to speak to if that's helpful
- Their current film is here to view and understand more from the team themselves - https://youtu.be/8_BsJJ2sbQA
- Watch highlights of an interview with Music Support beneficiary, Phil - <https://youtu.be/N1xeYO1WZIE>
- There is lots of useful information on their website and brilliant images of Music Support in action backstage here on the [charity's website](#)