

Years and Years

Years & Years are a three-piece synthpop band, founded in London. Years & Years' music has been described as electropop, mixing R&B and 1990s house elements. The band's first studio album, *Communion*, debuted at number one on the UK Albums Chart in July 2015 and was the fastest-selling debut album of the year from a UK signed band. Their biggest hit single *King* reached number one in the UK Singles Chart in March 2015, and peaked within the top ten of the charts in Australia, Austria, Bulgaria, Denmark, Germany, Luxembourg, the Netherlands, Ireland and Switzerland.



Martha Kinn of Machine Management reflects on how Momentum made a difference to the rapid success of Years & Years.

We were at a point where we'd reached the end of the line in terms of what we could do with our own resources. We had a real vision. We had a bit of a fan-base forming; they started to write amazing songs. We wanted to keep going independently. I remember the question (in the Momentum form) "where do you see the band in 3 years time"? We achieved that and more...

Momentum funding enabled the band – then unsigned - to go on tour and campaign to further build their audience and profile. The vision was:

To have a top ten single and album; to be commercially and creatively credible. We wanted to sell out Brixton. We ended up doing Brixton twice.

Martha sees Momentum funding as giving the band additional space and time to develop – its sound, audience and profile – before being signed by a label:

The funding gave us an extended life of independence. This is what we wanted to exercise the vision and so we didn't get a label too soon. It empowered us with the label.

The band eventually signed to Polydor and had very rapid and significant success with *Communion* and a string of singles. But Martha still sees Momentum funding as pivotal:

I do think it is a badge of honour...and to be seen alongside other Momentum artists. What we all have in common is that we were proactive. It only awards the acts that show vision and integrity.

Martha also considers Momentum to be a valuable tool for managers as they seek to develop and grow their acts.

For managers, we have to do everything. Without funds like this, it is much slower to break an act. This funding really helps to bring acts to market. Major labels can be so risk averse. PRS Foundation champion artists of different backgrounds.