



PRESS RELEASE
YOUNG MUSIC PROMOTERS
April 2023 – March 2024

Discovering the next generation of talented music promoters in East Sussex.



Paris Blue perform at a 'Pavilion Late', programmed by young people, August 2022. Photo: DLWP.

The De La Warr Pavilion is delighted to announce **Young Promoters**, a new initiative supported by Youth Music. This is a paid one-year programme to discover and empower eight emerging music promoters to develop their careers within the vibrant live music scene of coastal East Sussex, from Eastbourne to Rye.

The opportunity is open to all young people aged 18-25 from coastal East Sussex. By connecting talented emerging promoters with expert industry mentors, DLWP staff and extensive networks, we aim to empower them to fulfil their ambitions in the music industry, wider cultural and creative sector, and beyond.

Eight young participants will receive micro-grants to promote and deliver a series of gigs at local venues, supported by talks, masterclasses and mentoring from music industry professionals and DLWP's [Talent Accelerator programme](#).

The young promoters will develop skills for the music industry and beyond:

- Working autonomously to incubate creative ideas and lead decision making.
- Entrepreneurial skills around branding, advertising, marketing and digital.
- Essential skills for promoting and business.
- Communication skills, collaborating with artists, advertisers, and venues.
- Problem solving, confidence, adaptation and resilience.

Matt Griffiths, Youth Music CEO says: *"It's crucial we enable more young people to make, learn and earn in music, whatever their background or goal. That's why we're excited to invest in innovative organisations like the De La Warr Pavilion, who are leading the way with their dedication to diversifying music. It's really inspiring to see their Young Promoters initiative removing barriers into the music industries for young people in coastal East Sussex, and hope it prompts others to take proactive steps that will equalise the sector."*

DLWP recognises that engagement with popular music is a key part of our region's identity, from Bexhill and Eastbourne to Hastings and Rye. These towns all some of the UK's 10% most deprived wards, and a low-income background can be a barrier to a career in music. This paid opportunity aims to mitigate this barrier to providing young people with financial support, venue access and training, alongside new opportunities to learn about marketing, ticketing, contracts, and funding.

The project will be managed by DLWP's Head of Live Programming Ed Frith. Key delivery partners will be freelance music professionals Sam Halligan and Sally Grieg. Both have extensive experience at regional music organisations and venues. Other key delivery partners include **Artswork** and DLWP's **Talent Accelerator** programme, supporting young people into creative careers in East Sussex.

The application process for participants will be shared at <https://www.dlwp.com/young-promoters/>.

Supported through Youth Music's Incubator Fund thanks to funding from players of People's Postcode Lottery.

**YOUTH
MUSIC**



Notes to Editors

ABOUT YOUTH MUSIC

[We are Youth Music](#). We're the UK's leading young people's music charity. And we believe that every young person should have the chance to make, learn and earn in music and wider creativity.

Yet our research shows that many can't because of who they are, where they're from or what they're going through.

We leverage our insights, investment, and influence to build a national grassroots infrastructure that ensures the future of music is more inclusive, diverse, equitable and accessible.

Youth Music is a national charity funded thanks to the National Lottery via Arts Council England, players of People's Postcode Lottery and support from partners, fundraisers and donors.

www.youthmusic.org.uk

ABOUT THE DE LA WARR PAVILION

The De La Warr Pavilion (DLWP) is a centre for arts, culture, and creativity in an iconic modernist building by the sea.

First opened in 1935 as the 'people's palace for art and culture', it now produces an innovative and integrated cultural offer of exhibitions and engagement programmes as well as a diverse and popular programme of live music and comedy inside and outside the building.

As a creative employer, we are interested in the impact we can have on the community around us. We believe that cultural and creative organisations can stimulate opportunities for workplace encounters for people of all ages, and through many routes including our programmes for young people, volunteering, work experience, Open Doors, apprenticeships and employment. In January 2023 we received £17m from the UK Government's Levelling Up Fund. The money will help fund the transformation of the De La Warr Pavilion creating new jobs, upskilling local residents and bolstering career progression in the area's creative and cultural sectors, particularly for young people.

The De La Warr Pavilion receives core revenue funding from Arts Council England (NPO) and Rother District Council.

For press and image enquiries, please contact Sally Ann Lycett on **sally.ann.lycett@dlwp.com**.

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Open daily, 10am – 5pm.



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