

# CROYDON MUSIC CITY



**FUTURE  
SOUNDS OF LONDON**

E D U C A T I O N - T A L E N T - E V E N T S - V E N U E S



Sadiq Khan at London Borough of Culture 2023 announcement ceremony

**February 12<sup>th</sup> 2020 - London Mayor Sadiq Khan awards Croydon London Borough of Culture 2023.** *We invite you to take part in this once-in-a-generation opportunity through supporting Croydon Music City, cementing a legacy of music and culture.*

Croydon is a true music city with a heritage spanning the eras. Through Samuel Coleridge Taylor, Stormzy, Krept & Konan and Kirsty MacColl, via Nadia Rose, St Etienne, Skream, The Damned, David McAlmont, Plastician and Loyle Carner, Croydon is a crucible for musical innovation: Punk, Dubstep and Drill all sparked into existence here as music runs deep in our DNA.

Croydon is on the rise. The story of our 'Edge City' - from postwar brutalism to its current £5.2bn transformation - continues as our skyline changes every day. We are moving into the consciousness of Londoners everywhere with a seismic shift that's turning heads and investment to South London. We have an identity and a culture.

Demographics are our strength, with London's highest youth population (93k aged 0-24 years) projected to increase 9% by 2030 (with 11% overall population growth) we are one of London's largest boroughs. We are a global melting pot of race, languages, religions and cultures. By 2030 our BAME population is expected to grow by 22% to become one of London's most ethnically diverse boroughs – a microcosm of modern Britain.



2023

LONDON BOROUGH OF CULTURE



**HOW WILL YOU  
HELP BUILD THE  
FUTURE SOUNDS  
OF LONDON?**



Stormzy Pop-up Show at BOXPARK Croydon

The Music City programme centres on four elements

- 1) EDUCATION 2) TALENT DEVELOPMENT  
3) FESTIVALS & EVENTS 4) VENUES**

Croydon Music City illuminates our rich musical heritage and passes on the flame to new generations of music lovers through a range of inclusive and immersive audience experiences.

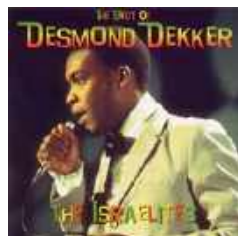
We need your support to confront the challenges we have - new venues are opening, but are fighting to become accessible to all. The BRIT school provides amazing education and support, but nurturing the DIY culture of our communities and tomorrow's managers, agents and promoters requires expertise and resources. And COVID-19 has disrupted the momentum of our growth.

In recent years Croydon has seen positive growth for the cultural sector, starting with Boxpark and the return of large scale music events to Lloyd Park with The Ends Festival (17.3m global social media reach), the recent opening of Pirate Studios (23 new music studios), Croydon FM, and the newly renovated Fairfield Halls, but they need to be nurtured.



**Samuel Coleridge-Taylor**

1896 - 1912



**Desmond Dekker**

1967 - 2006



**The Damned**

1976



**Kirsty MacColl**

1979 - 2003



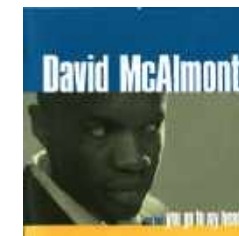
**Mad Professor**

1982



**Saint Etienne**

1990



**David McAlmont**

1992

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**MUSIC RUNS DEEP IN OUR DNA**

2020

**Skengdo x AM**



2018

**Nadia Rose**



2017

**Loyle Carner**



2017

**Stormzy**



2009

**Krept & Konan**



2003

**Skream**



1999

**Plastician**



BACKING

£1 million investment



- To be based at the purpose-built Creative Digital Laboratory and a network of support venues.
- Expecting to support 500 people a year from across London and the South East
- Employment and skills training in all aspects of the music industry including:



MUSIC PRODUCTION

LIVE PERFORMANCE

BRANDING

MARKETING

ARTIST MANAGEMENT

TOUR PROMOTION

PHOTOGRAPHY

VIDEOGRAPHY

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# MUSIC ACADEMY CROYDON

**BID partners include Live Nation, Pirate Studios, Sound Diplomacy, CDR, the GLA, Croydon's new Creative Enterprise Zone and Arts Council England**





# FUTURE TALENT

## SUPPORT AND DEVELOPMENT

- Providing physical and digital performance platforms for emerging artists from Croydon
- Helping artists adapt to the post COVID-19 world
- Career development opportunities at all our major events and venues both on and backstage
- Nurturing & developing the future sounds of London
- Opportunities to work directly with our emerging artists
- Providing affordable rehearsal and recording spaces

*We will showcase over 100 artists live in 2021, doubling this figure by 2023.*



INSPIRING YOUNG MUSICANS

# FESTIVALS AND EVENTS



**The London Mozart Players –** Fairfield Halls residency for the UK's longest established chamber orchestra

**Cro Cro Land** – a new indie festival for South London with 50/50 gender split front and behind stage. The 2019 line up included Blood Red shoes, The Lovely Eggs, Nova Twins and Bang Bang Romeo



Despite current uncertainty from COVID-19 we aim to resume our normal cultural calendar consisting of a minimum of 20 annual events with a total attendance in excess of 50,000.

**The Ends** – The UK's best new festival in 2019 saw the return of major music events to Lloyd Park. This was one of the most exciting developments in the UK's growing scene. With international stars and a social media reach of 17 million



**Croydon Pride** - Lady Leshurr and David McAlmont headlined turning this free festival into a major music event playing to an audience of 10,000

**BRIT Presents and Summer Live** – free events across the town centre from June to September



# FESTIVALS AND EVENTS

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**ENGAGEMENT WITH MUSIC –**  
more tickets bought to 2019  
Wireless Festival from Croydon  
than any other London borough



- Our audiences are...
- A true reflection of modern London
  - Young & diverse
  - Brand aware





The Stanley Halls (400 capacity)



The Front Room (200 capacity)



The Oval Tavern (150 capacity)

## MARKETING AND PROMOTIONAL SUPPORT

OVER 10 VENUES PROVIDING MUSIC FOR 2000 PEOPLE EVERY WEEK

Regular attendees across all musical genres via live performance, streaming and VR.



V Bar (150 capacity)



The Stanley Halls Yard Bar (400 capacity)

# VENUES

Rooms for performers at every stage of their career



The Oval Tavern (150 capacity)



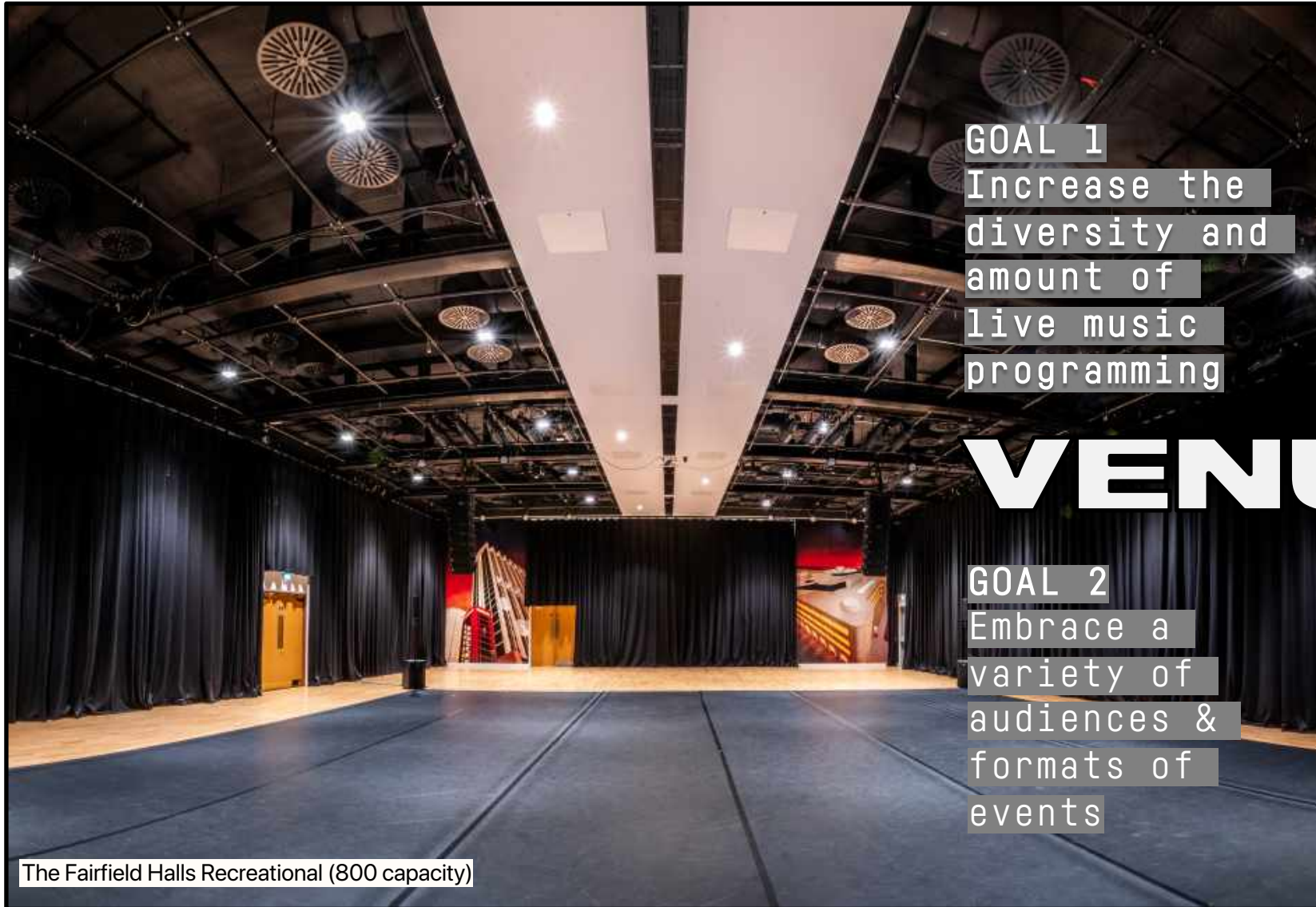
V Bar (150 capacity)



Mr Fox (75 capacity)



The Front Room (200 capacity)



The Fairfield Halls Recreational (800 capacity)

### GOAL 1

Increase the  
diversity and  
amount of  
live music  
programming

### GOAL 2

Embrace a  
variety of  
audiences &  
formats of  
events

## AVAILABILITY & TECHNICAL SPECIFICATION AVAILABLE ON REQUEST

- The Front Room  
[www.frontroom.space](http://www.frontroom.space)
- Stanley Halls  
[www.stanleyhalls.org.uk](http://www.stanleyhalls.org.uk)
- The Recreational at Fairfield Halls  
[www.fairfield.co.uk/venues/the-recreational/](http://www.fairfield.co.uk/venues/the-recreational/)

# VENUES

- Mister Fox  
[www.mrfoxcroydon.co.uk](http://www.mrfoxcroydon.co.uk)
- V-Bar  
[www.limitless-vr.com](http://www.limitless-vr.com)
- Phase  
[www.phase-croydon.com](http://www.phase-croydon.com)
- The Oval Tavern  
[www.theovaltavern.co.uk](http://www.theovaltavern.co.uk)
- The Beamhouse  
Coming 2023

# ADVISORY BOARD

## CROYDON MUSIC CITY ADVISORY BOARD

Defining the strategy, planning and execution of the Croydon Music City initiative

Supporting existing and new organisations who contribute to the project

For all enquiries contact Marcus Harris-Noble, Croydon Music City Project Manager

[Marcus.Harris@Croydon.gov.uk](mailto:Marcus.Harris@Croydon.gov.uk)

07732 073418



**KIARN ESLAMI**

*Senior Promoter, Metropolis Music*

Kiarn started at Metropolis in 2013 and has booked shows and tours for domestic and international. In 2018, he introduced a new festival, The Ends, which is focused around Croydon and the community there, bringing his first outdoor show to his home town.



**ROMANO SIDOLI**

*Consultant*

Romano is a brand and media consultant working in the music and events industries. He was previously the MD of iconic British music brand NME, and now represents clients including AMA-UK, MMF, FAC & OpenLab.



**GRAEME MIALL**

*Music promoter*

Graeme is an independent, freelance music promoter, booker and events manager. He programmes Hideaway in Streatham, has run multiple events for Croydon Council and various London venues.



**TONY NWACHUKWU**

*Director, CREATE DEFINE RELEASES*

Tony is a renowned producer, music consultant and educator. To many he is known as the producer of Attica Blues and project monikers NEPA Allstar and The Wach whose diverse production and remix credits include The Cinematic Orchestra, Jazzanova, Duran Duran and U.N.K.L.E.




**ESTHER SUTTON**

*Owner, The Oval Tavern*

Esther has traded in Croydon for over twenty years running successful grassroots venues. Her current venue hosts seven sessions of live music each week. She has programmed and stage-managed Croydon Pride, a festival attracting over 10,000 attendees.

# GET INVOLVED

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## CROYDON MUSIC CITY INDUSTRY NETWORK

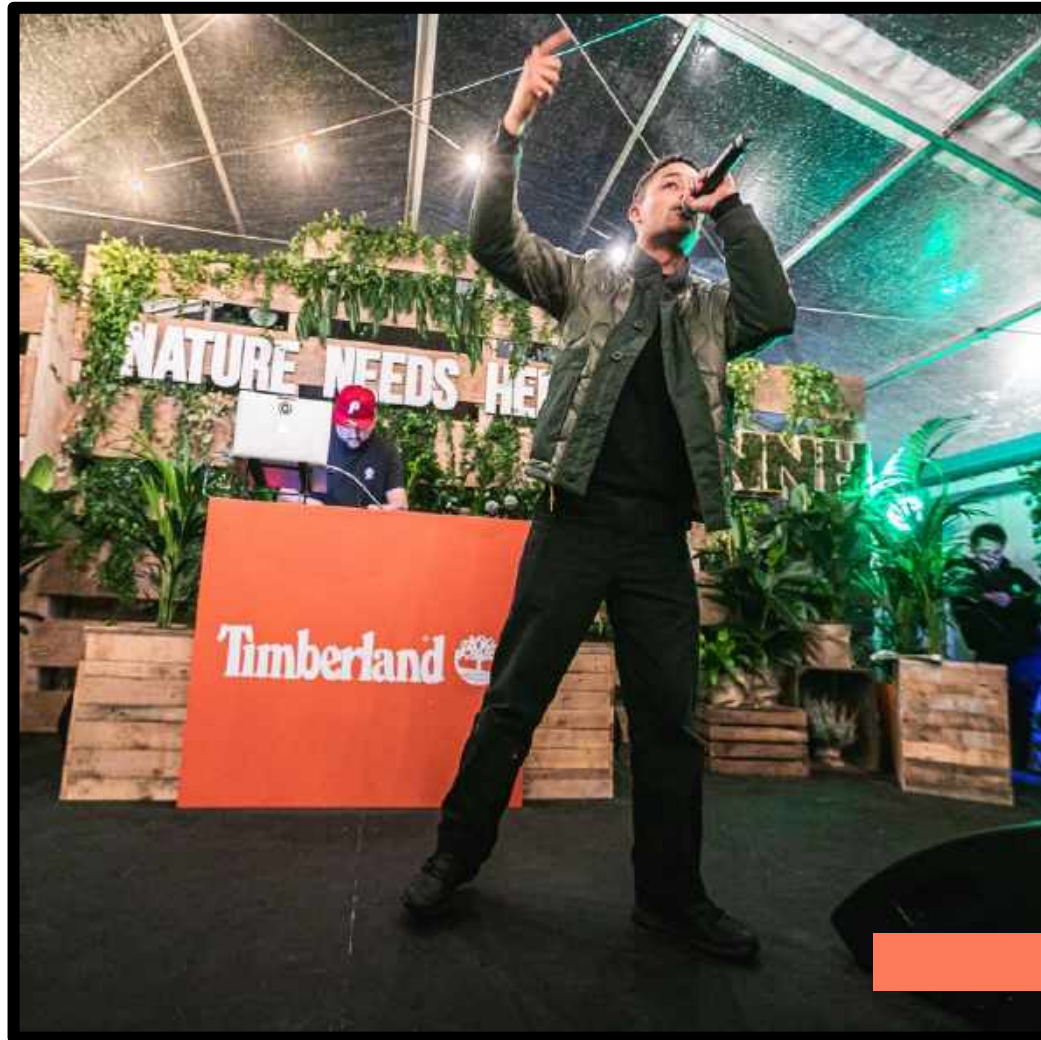
This is a long term project that requires expertise, experience, local knowledge and outside thinking.

Join our network to ensure a broad range of input to all strategy and decisions moving forward.

For all enquiries contact Marcus Harris-Noble, Croydon Music City Project Manager

[Marcus.Harris@Croydon.gov.uk](mailto:Marcus.Harris@Croydon.gov.uk)

07732 073418



# BRAND PARTNERSHIPS

**Official Partners | Minimum investment £25,000 / year**

- Promotion across all Croydon Music City strands
- Representation on the steering group
- Helping shape content
- Limited to 10
- Branding opportunities include logos on all generic Croydon Music City material including Music Academy, CMC operated programmes like Future Stage, naming of spaces, masthead advertising
- Advertising and product placement with media partners
- Use of the Croydon Music City logo and title 'Official Partner' on your own publicity and marketing

OFFICIAL PARTNERS

MINIMUM INVESTMENT £25,000 / YEAR

SPONSOR INITIATIVES

HELPING SHAPE CONTENT

SUPPORT

Investment in our future



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# BRAND PARTNERSHIPS

Program associates - £10,000 – £20,000  
Opportunities to support any of the four pillars

Single event sponsor – from £5,000  
Working with specific audience or capacities

Bespoke Partnerships – Price on application

EVENT SPONSORSHIP

BRANDING

EDUCATIONAL CONTRIBUTION

CONTENT CREATION

WORK WITH EMERGING TALENT

NAMING RIGHTS

SOCIAL MEDIA SUPPORT



For more information please contact –

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