

NORTHERN MUSIC EXPORT OFFICE

The North of England's Global Sound

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THE GREAT NORTH

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TUCA

Tees Valley Mayor



LIVERPOOL CITY REGION
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION



North East Combined Authority

Kim McGuinness
North East Mayor



West Yorkshire Combined Authority

Tracy Brabin
Mayor of West Yorkshire

Regional Delivery Partner

West Yorkshire

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Northern Music Export Office: Regional Delivery Partner

The Northern Music Export Office

Powered by Generator, the Northern Music Export Office (NMEO) is a pan-regional music export initiative designed to accelerate the global reach of talent and music businesses from the North of England.

Backed by Tees Valley Combined Authority, North East Combined Authority, West Yorkshire Combined Authority and Liverpool City Region, NMEO connects artists and music businesses to international opportunity through global showcasing, export development and training, industry mentorship, collaborative partnerships and direct access to key global markets.

Introduction

Powered by Generator, the Northern Music Export Office is a pan-regional music export initiative designed to accelerate the global reach of talent from the North of England. Backed by Tees Valley, Liverpool City Region, North East and West Yorkshire Combined Authorities, NMEO connects artists and music businesses to international opportunities through global showcasing, export training, industry mentorship, collaborative opportunities, and direct access to key partners worldwide.

The Northern Music Export Office is part of the Great North Creative. A pan-regional collaboration of Mayors, Combined Authorities, Arts Council England, Public Service Broadcasters and other key stakeholders. It aims to recalibrate the creative industries economy and drive growth and opportunity.

We are seeking to appoint a Regional Delivery Partner to lead the delivery of its export development workstream across the West Yorkshire Combined Authority (WYCA) area.

This role will strengthen the pipeline of export-ready artists and music businesses, connecting local talent to national and international opportunities.

Role Overview

Northern Music Export Office: Regional Delivery Partner

Geographic Scope

West Yorkshire Combined Authority area, including:

- Leeds
- Bradford
- Wakefield
- Calderdale
- Kirklees

Contract Value & Duration

- Contract Value: £20,000 – £25,000 (depending on scale and delivery model)
- Duration: 12 months (with potential extension subject to funding and performance)
- Start Date: 01/07/2026

Role Purpose

The appointed organisation will act as the Regional Delivery Partner and Workstream Leader for West Yorkshire, bridging the gap between local music ecosystems and NMEO's national and International export activity.

Scope of work

The successful organisation will:

Artist & Business Development

Identify and nominate export-ready artists and music businesses
Maintain a strong pipeline of emerging and established talent
Ensure diversity and inclusion across all selections.

Export Readiness Support

Deliver training, mentoring, and advisory support
Provide guidance on international markets, touring, and digital export strategies. Prepare artists and businesses for international showcasing opportunities.

Programme Delivery

Co-deliver regional showcases, events, and workshops
Collaborate with NMEO and other Regional Delivery Partners
Support national and international programme alignment.

Stakeholder Engagement

Engage local industry stakeholders, networks, and partners
Maintain strong visibility of NMEO and Great North Creative activity in the region. Act as a key regional ambassador for the programme.

Monitoring & Reporting

Collect data on participation, outcomes, and impact
Provide regular reports to NMEO
Contribute to quarterly coordination meetings and Strategic Steering Group (SSG) updates.

Governance & Reporting

The Regional Delivery Partner will:

- Report directly to the NMEO Director & CEO of Generator
- Attend quarterly coordination meetings
- Contribute to programme evaluation and strategic reporting

Application Criteria

Eligibility Criteria

Applicants must:

- Be an established music support organisation, cultural agency, or consortium
- Demonstrate strong networks within the West Yorkshire music ecosystem
- Have experience delivering artist development or export-focused programmes
- Evidence commitment to diversity, equity, and inclusion

Evaluation Criteria

Applications will be assessed based on:

- Relevant experience and track record
- Strength of regional networks and partnerships
- Quality of proposed delivery approach
- Ability to identify and support export-ready talent
- Value for money

How to apply

Please submit:

- A proposal (maximum 5 pages) outlining the delivery approach
- Organisational profile and relevant experience
- Proposed budget breakdown
- Case studies/examples of similar work
- **Deadline to apply: 1st June 2026**

Inclusion & Diversity

Applications from under-represented groups are encouraged. Generator recognises that particular groups, communities and identities are under-represented in our workforce and we are taking positive steps to address this.

As such we would love to hear from you if you:

- Identify as female, non-binary and other gender minority (in keeping with our Keychange Pledge)
- Are d/Deaf, have a disability, learning difficulty, significant long-term health condition which affects their daily life or would describe themselves as neurodivergent
- Are from a working-class background
- Are from the African, South, East and South-East Asian, Middle East, Latinx or North African diaspora, or have experienced racism

If you're unsure whether your experiences or identity would be considered under-represented, or if you'd like to discuss adjustments or support you might need in the application process - please feel free to contact us.

We're committed to creating an inclusive, accessible and supportive environment for everyone.

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