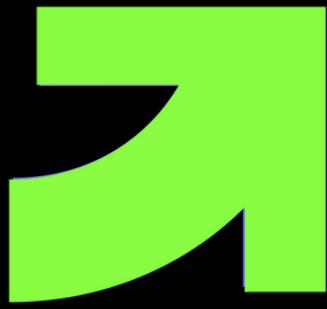


# Open Call: Ready to take your music to the next level?

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Generator is the North's leading music development organisation. Since 1991, we've been breaking barriers, building careers, and pushing boundaries. We don't just talk about the future - we create it. From grassroots scenes to global stages, we make sure talent from the North is heard, seen, and taken seriously on the world stage.

Collaborating with Generator means being part of a small, ambitious group shaping the future of music and culture in the North. We're creative, collaborative, and driven by the belief that what we do makes a real difference.

From supporting new talent to delivering major events, every day is varied and full of purpose. If you're passionate about music, brimming with ideas, and ready to help us make change happen you'll feel right at home here.

**“AT GENERATOR, WE BELIEVE TALENT IS EVERYWHERE - AND WE'RE DETERMINED TO MAKE SURE OPPORTUNITY IS TOO. WE'RE BUILDING A TEAM THAT'S NOT ONLY CREATIVE AND DRIVEN, BUT FEARLESS IN LEADING CHANGE FOR THE NORTH'S MUSIC AND CREATIVE INDUSTRIES.”**

Mick Ross, CEO

# **FIRST NOTES**

First Notes is our programme for 18–25-year-old early career musicians, who are looking to take their first steps into professionalising their music. If you are an artist or band ready to record and release an original piece of music, this programme will guide you through the process.

## **WHAT'S IT ALL ABOUT?**

During this 6-month programme, we will pair you up with a professional studio and producer in the North East to record, mix and master your track. You will also receive industry advice, access to workshops and up to 10 hours of 1:1 mentoring with an industry expert who will support you in creating an effective release campaign, advise on distribution, and help develop your identity as an artist.

## **WHO ARE WE LOOKING FOR?**

Emerging artists who are 18–25, based in the North East and looking to take their next steps towards professionalising their music. If you are an artist, duo or band ready to record and release an original piece of music, this is the programme for you.

# WHAT'S IN IT FOR YOU?



As part of the programme you'll receive:

**Industry Workshops:** Find out more about different areas of the music industry and upskill your craft in workshops covering songwriting, marketing and more.

**Studio time to record a track with a professional producer:** professionalise your music and take your sound to the next level.

**PRS membership:** Learn how to make money from your music and collect royalties by registering with PRS

**1:1 mentoring with an industry professional:** Support in curating and delivering a release campaign for your track with guidance from your mentor.

**Live performance showcase:** Showcase your original music in front of an audience and develop your performance skills.

## PAST PARTICIPANTS HAVE GONE ON TO

- Receive further funding from Youth Music and the MOBO Help Musicians Fund.
- Win the Youth Music Award for Best Music Video.
- Gain further performance opportunities, supporting touring bands and playing festival stages at Kendal Calling and The Great Escape.
- Further Generator Programmes such as the Independent Artist Blueprint.



**“IT’S HONESTLY BEEN THE  
BEST THING TO EVER  
HAPPEN! I’VE GAINED SO  
MUCH CONFIDENCE IN  
THE BUSINESS SIDE OF  
THE INDUSTRY, WHICH IS  
SO IMPORTANT TO  
BECOMING AN ARTIST  
NOWADAYS. I’VE ALSO  
GAINED A REAL SENSE OF  
WHAT PROFESSIONALS’  
LIVES ARE LIKE, AND I  
FEEL SO READY.”**

**TINA**  
2025 - FIRST NOTES

# 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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foundation

**KEYCHANGE**

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# WHAT'S THE COMMITMENT?

- The programme will run between **March 2025 – August 2025**.
- You need to be available to attend **studio sessions, online and in-person workshops** and participate in **mentoring sessions** during this period. Specific dates will be confirmed earlier in the programme to make sure you know key dates in advance.
- Up to **7 hours of self-led work** per month for self-reflection, 1:1 mentoring, check-ins and release campaign planning.
- We expect good communication with Generator's programme lead, your mentor and your allocated studio and producer.

## HOW TO APPLY

Head here to **[generator.org.uk](https://generator.org.uk)** and apply online via **[this form](#)**.

Submit a sample of your music alongside a short video or a written application telling us

- A bit about your musical experience
- What you hope to gain from being on the First Notes programme.

**Deadline to apply is 23:59 on Sunday 22<sup>th</sup> February**

*Please note: We appreciate that getting to and from meetings may be a long distance for some people. We can support the cost of travel to attend our in-person meetings.*