

POWERED BY

**GENERATOR**

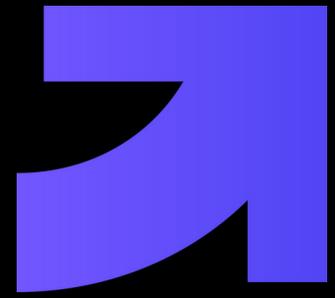
**NRTHRN  
BABY**

# **NEXT UP**

**For artists aged 18-25 making waves in  
Afrobeats, R&B, and Rap music.**

**2026  
RECRUITMENT PACK**

# CONTENTS



- 3**      About Generator
- 4**      Next Up
- 4**      Who are we looking for?
- 5**      What's in it for you?
- 5**      How to Apply
- 6**      Inclusion & Diversity

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

## NEXT UP

Next Up is a programme created for artists aged 18-25 in the North East and Tees Valley. In partnership with **Nrthrn Baby**, a Newcastle-based music and culture agency championing underrepresented genres such as rap, R&B, and Afrobeats in the region.

## WHAT'S IT ALL ABOUT?

The programme offers 16 hours of studio time across a songwriting weekend, including recording sessions with a specialist producer, and a professional video shoot.

## WHO ARE WE LOOKING FOR?

18-25 year olds that make music from underrepresented genres, Rap, R&B and Afrobeats.

## WHAT'S THE COMMITMENT

The programme will run on weekend of 21st/22nd March

You need to be available to attend studio sessions and participate in 1:1 mentoring sessions during this period. Specific dates will be confirmed earlier in the programme to make sure you know key dates in advance.

# WHAT'S IN IT FOR YOU?



As part of the programme you'll receive:

**16 hours of studio time to record a group track with a professional producer:** Professionalise your music and take your sound to the next level.

**A fully mixed and mastered group track**

**A professional music video**

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

## HOW TO APPLY

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

**Deadline to apply is 23:59 on 5th March**

*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.*

# 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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KEYCHANGE

