

GENERATOR IS THE LEADING SECTOR SPECIALIST DEVELOPMENT AGENCY IN THE NORTH OF ENGLAND



The flexible and agile approach to supporting both businesses and creatives in the digital and music industries has kept us ahead of the curve when supplying business and talent development for over 25 years.

Starting out as an organisation seeking to navigate pathways for musicians, songwriters and bands to the national music industry and help strike meaningful careers in their chosen direction Generator has evolved into one of the only sector specialist business support agencies for the creative Digital and music sectors in the UK.

Generator has long since realised that through all creatively or technically gifted business there

is often a strong partnership between a creative force – a great designer, creative technical developer or songwriter – and a business brain – a sales person, finance wizard or manager.

In addition, the organisation, having experienced and guided many music businesses through the Digitally disruptive era of the 000's realised that with music being the canary in the coalmine we had learned much about the flow and nuances of Digital business that many tech companies and creative agencies needed to know.

Working in partnership with organisations throughout the UK Generator now concentrates its work through 3 main pillars of activity.

Ensuring conditions are right for businesses to start and more importantly grow is a

massive cornerstone of what Generator hold as central to all the programmes, masterclasses, business coaching and advice we give to the business clients we support.

In doing so our offers change on a regular basis as the needs of the businesses we serve change. Through our networks we observe new trends and ways of working and build programmes that ensure the best sector specific advice is available. We then draw on this network to make sure that those people acting as coaches or delivery partners in our programmes whether it be business coaching or more intense Digital Scale Up have themselves longstanding experience in the sector they are advising in. It is Digital to Digital or Music to Music.

We are always looking to create meaningful partnerships and connections, if you would like to discuss how we could work together, please email: jim@generator.org.uk



DIGITAL UNION

DIGITAL UNION IS OUR MEMBERSHIP ORGANISATION FOR CREATIVE, DIGITAL, AND TECH BUSINESSES.

Having acquired Digital Union in September 2015 we have set about rebuilding the proposition so that it is now a movement that is both noticed and respected by policy makers, national organisations and the wider business community.

After we took the reigns, we soon realised that both the businesses and the industry had moved on. Companies were growing, they were dealing with global clients, levels of investment needed were a lot higher, they all desperately needed more people with the right skills and they were producing work that was amazing but felt that few knew about it.

We realised that what they needed was an organisation that could provide strategic representation and campaigning for the businesses and indeed sector while helping them shine a spotlight on the great work being done in the NE.

The businesses also wanted an organisation that could help address the talent and skills gap and through Digital Union we have been working with education partners to ensure content and delivery is more fit for purpose and with other parties to ensure we are positioning the sector and the NE region as a great place to relocate to.

We now have over 120 member businesses.

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POWERED BY GENERATOR

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THIS IS OUR ANCHOR. GENERATOR STARTED AS A MUSIC DEVELOPMENT AGENCY AND REMAINS VERY MUCH THAT.

Through our Tipping Point tastemaker network we have access to over 120 UK wide tippers who regularly alert us to the best in emerging music talent.

We take these tips and distil them into a blog and newsletter that is sent to the music industry and is used as a cutting edge aid for identifying what is going on throughout Britain.

We then select four artists a year from these tips and put them through a 12 month development deal which includes record and release, publishing, live strategy and showcasing at key UK music industry events.

In addition, we have developed a suite of music industry master classes content for which also changes with the times and work with partners to produce them where they are needed. This is also extended through a thorough social inclusion and diversity programme using our skills and contacts to help marginalised people have an equal shot.

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