

**YOUTH
MUSIC**

**Awards
2024**



IN ASSOCIATION WITH

HAL•LEONARD® EUROPE

**TROXY
16.10.24**

25
YEARS OF YOUTH MUSIC

#YMAS24



HOW TO BECOME A MUSIC TEACHER



Musicians can have multiple roles to help build a sustainable and professional portfolio career. There is a considerable number of transferrable skills from being a performing musician to being an educator. You've already identified the ways of being successful on your instrument and have put the years of practise into honing your craft... why not pass that knowledge on to the next generation of musicians?

We want to continue building the most dedicated community of music teachers, offering the most professional service to their students. At Rockscool, we have a range of resources and opportunities to help you get started teaching for free, as well as materials that have a proven track record of keeping students engaged on their instruments.

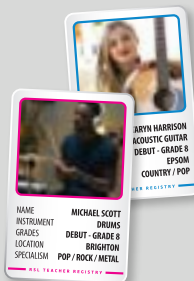


Get Started today and access free resources!



Grade Books

Our Graded Music series have a proven track record of keeping students engaged in their instruments, so you, the teacher, can help them progressively master their craft.



Advertise Your Services

The RSL Teacher Registry provides teachers of Rockscool across the Globe with a fast, free service to promote their teaching expertise. Let students in your area find you!



Planning Your Teaching

We've developed schemes of work to help you plan up to three months' worth of lessons per grade, so you can focus on what matters most... teaching!



Earn a Qualification

Work towards a Professional Diploma, recognising high level achievement of working in or preparing for a professional environment.

RSL LEARN MORE www.rslawards.com



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ENGLAND**

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WELCOME

HELLO!

A big warm welcome to the Youth Music Awards 2024 in association with Hal Leonard Europe.

The Youth Music Awards celebrates the most forward-thinking projects and people making, learning and earning in music. From artists and entrepreneurs to grassroots projects and young leaders, the event recognises an exciting range of trailblazers from across the scene.

This year, we're celebrating **25 years of Youth Music**. That's 25 years of breaking down barriers to opportunity, so that every young person facing inequity, exclusion and discrimination can access music.

And why is that important? Because, according to our latest research Sound of the Next Generation, music is young people's favourite hobby and something they want more of. And yet the data shows they're getting less access to it. This reaffirms our mission and inspires us to keep driving change over the next 25 years.

As we reflect on our 25 years, we're also keeping our eyes fixed on the challenges ahead of us. In the face of economic challenges and diminishing funding opportunities, more people are relying on us than ever before.

Our support is made possible by a fantastic grassroots community of music leaders, youth workers, educators, producers, administrators, trustees, donors, and partners across the UK. A powerful movement dedicated to building communities and addressing the many barriers young people face in their lives.

Tonight, we look forward to showcasing a small part of that work, demonstrating how music can truly transform lives for young people.

Have a fantastic evening and thank you for your continued support.

Matt Griffiths


CEO
Youth Music


Charlotte Edgeworth


Chair
Youth Music


Isaac Borquaye (Guvna B)


Co-Chair
Youth Music

 @youthmusic

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 @youthmusiccharity

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YOUTH MUSIC

Awards 2024

IN ASSOCIATION WITH:
 HAL•LEONARD® EUROPE

 **LIVE NATION**

ticketmaster



Marshall

NOTION

PIRATE.COM



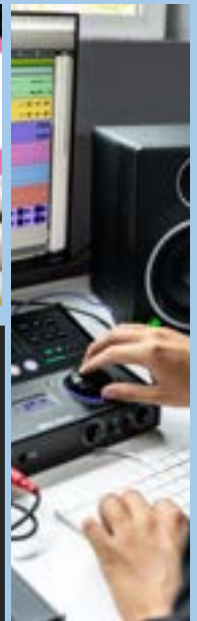
**ROCK
STEADY**

Songkick

RSL Awarding the
Contemporary Arts



#YMAS24



HAL•LEONARD® EUROPE

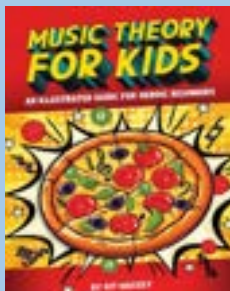
Hal Leonard Europe is thrilled to continue our important partnership with Youth Music and proud to have been the headline sponsor of the Youth Music Awards since they began in 2019.

This year, we join in celebrating 25 years of Youth Music's incredible mission—25 years of breaking down barriers to ensure that every young person, regardless of background, can access the transformative power of music. We are continually inspired by their work supporting projects that help young people make, learn, and earn in music.

At Hal Leonard Europe, we share Youth Music's vision of enabling music-making for everyone, by providing the products and services musicians need to do what they do best.

We hope this evening's awards ceremony sparks inspiration, vision, and action toward building a more inclusive music industry for all.

halleonardeurope.com



JUDGING PANEL

We're grateful to the incredible panel of music industry figures who gave their time to help judge the music categories at the Youth Music Awards 2024, including big-name artists, DJs, radio presenters, publicists, and people involved in all aspects of the music industry.



Aaron Fairweather

Culture Marketing Artist
and Talent Specialist,
Red Bull



Abbie McCarthy

Radio & TV Presenter



**Amelia
Dimoldenberg**

Comedian, Journalist
& Broadcaster



Anna Karatziva

Vice President, Talent &
Music UK, Paramount/
MTV



**Anthony Hamer-
Hodges**

Principal, LCCM



BICEP

DJ/Producer
Duo, Youth Music
Ambassadors



Cecilia Chan

Agent, Wasserman



Christine Osazuwa

Chief Strategy Officer,
Shoobs



Elizabeth J. Birch
Artist



Ellie Prohan
Artist



Eve
Artist & TV Host, Youth Music Ambassador



Gilles Peterson MBE
Broadcaster & DJ



Hak Baker
Artist



Hayley Marchant
Head of Marketing, Columbia UK



Ian McGoldrick
Head of Business Development, DJ Mag



Jasmine Takhar
Radio Presenter



Jay Ahmed
Head of National Radio, Your Army



Jayd Williams
Head of Music Partnerships & Sponsorship, Virgin Media O2



JD Donovan
Head of Partnerships, Lounges.tv



Jess Iszatt
Radio Host and Presenter, Youth Music Ambassador



Jodie Bryant
Founder, Discover Live



Jodie Luckie
Senior Publicist, Toast Press



Jon Lawrence
Co-Founder, Chalk Press Agency



Jonny Lattimer
Songwriter & Producer



Jordan Stephens

Artist & Author



Kelly Betts

Editor, BBC Music
Introducing



**Khadejia
Ghislanzoni**

Radio Presenter



Lizz Steichen

Senior Marketing
Manager – Lead, EMEA,
Ticketmaster Music



Louise Unsworth

Managing Editor, Hal
Leonard Europe



Maia Beth

Radio Presenter



Megan Devereux

Education Marketing
Specialist, Marshall
Amplification



MNEK

Artist, Producer and
Songwriter, Youth
Music Ambassador



Naomi Williams

Senior Marketing
Manager, Polydor



Nikki Camilleri

Founder, mana.



Nova Twins

Artists



Olivia Stock

Staff Writer, DJ Mag



Rhia Patel

Head of Growth
Marketing, Songkick



Shanice Edwards

Junior A&R, Since '93/
Sony Music



Sheniece Charway

Head Of Black Music &
Culture, EMEA, YouTube



**Sophia Alexandra-
Hall**

Deputy Digital Editor
(Audience), The Big
Issue



Sophia Burn
 Vice President
 European Touring Live
 Nation UK



Sophie K
 Radio Presenter



Sophie Pitchforth
 Senior Promoter,
 Metropolis Music



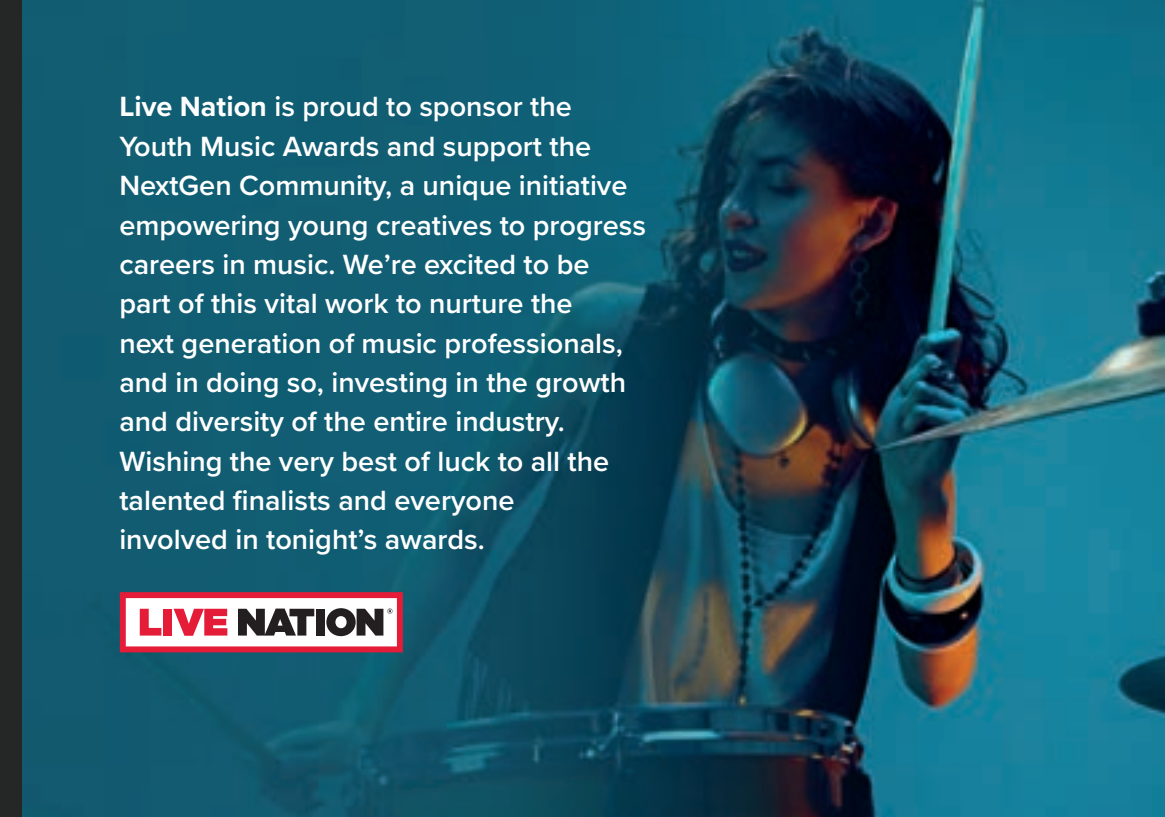
Tom Farncombe
 Manager, Publishing
 Society Partnerships,
 YouTube



Tom Mehrtens
 Head of Music, Satellite
 414

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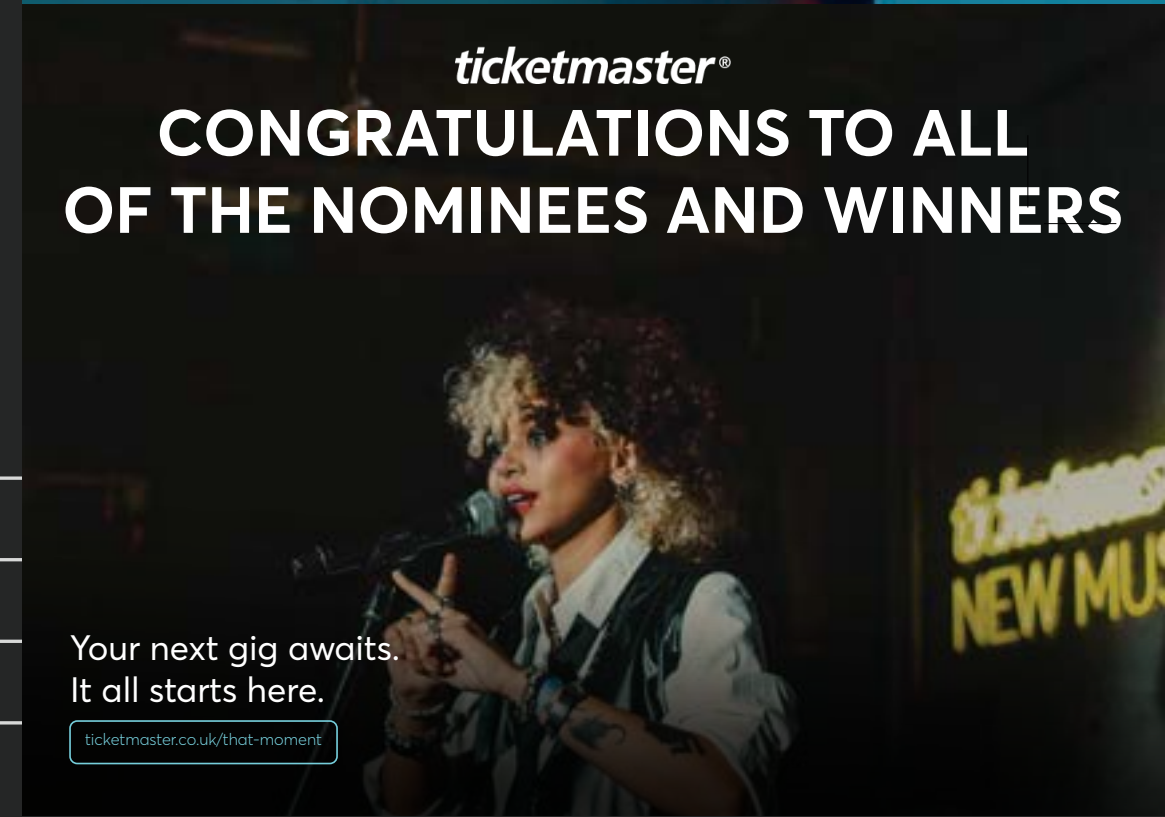


Live Nation is proud to sponsor the Youth Music Awards and support the NextGen Community, a unique initiative empowering young creatives to progress careers in music. We're excited to be part of this vital work to nurture the next generation of music professionals, and in doing so, investing in the growth and diversity of the entire industry. Wishing the very best of luck to all the talented finalists and everyone involved in tonight's awards.

LIVE NATION

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**CONGRATULATIONS TO ALL
OF THE NOMINEES AND WINNERS**



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It all starts here.

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ADMISSIONS

Exposure to celebratory events like the Youth Music Awards can really inspire young people on their journey.

To make our event as accessible as possible, we wanted to ensure that those who have been part of an award nominees' journey can be there to witness their success. Yoto will help to provide both seats and food for almost 100 additional guests, including nominee friends and family, Youth Music funded partners and the NextGen community.



Youth Music NextGen Fund artists, ALT BLK ERA, perform at the Youth Music Awards 2023 in association with Hal Leonard Europe. Photo credit: Livy Dukes (@livydukesphoto)



yoto

Yoto is an interactive audio platform for kids. We have a catalogue of stories, songs, activities and more that inspires creative play and learning and our carefully connected audio players put kids safely in control. Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. Yoto Player has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020. Yoto Mini - our portable audio player - launched in late 2021. Yoto's platform features both original content and audio that has been licensed or co-created with partners.

These partners include PRH, Macmillan, Sony, Universal Music, Disney, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

NOMINEES

With 86% of our funding being invested outside of London, travel continues to be a barrier for nominees attending the event, however, are always working to make the Youth Music Awards as inclusive as possible. Thank you to Sony Music, who supported travel costs for nominees facing financial barriers to attend the awards, and celebrate their success with a room full of their peers and industry professionals.



Mayra (L) and Suprina (R), Youth Music NextGen presenters, interviewing Kojey Radical at the Youth Music Awards 2023 in association with Hal Leonard Europe. Photo credit: Nic Serpell-Rand (@nicserp)



SONY MUSIC

At Sony Music Entertainment, we honour the creative journey. Our creators shape movements, culture, communities, even history. And we've played a pioneering role in music history, from establishing the first-ever music label to inventing the flat disc record. We've nurtured some of music's most iconic artists and produced some of the most influential recordings of all time.

Today, we work in more than 100 countries, supporting a diverse and distinctive roster of talented creators at every level and on every stage. Situated at the intersection of music, entertainment, and technology, we bring imagination and expertise to emerging products and platforms, embrace new business models, and employ breakthrough tools - all to support the creative community's experimentation, risk-taking, and growth. And we form deep, trusted, cause-based partnerships to uplift and empower communities around the world.

Sony Music Entertainment is part of the global Sony family.



**ROCK
STEADY**

Young Leader Award

Sponsored by Rocksteady

For a young person who has demonstrated great leadership skills as a project participant.

Rocksteady's mission is to amplify children's self-belief through inclusive music education. We deliver in-school band lessons to tens of thousands of children each week and provide over £2 million of free teaching annually to disadvantaged children. With hundreds of Rocksteady band leaders working across the country, we are the UK's largest employer of full-time permanent musicians!

Liam Bowles (he/him)

Sound Communities, South West

Liam (AKA Bowlzy) has inspired hundreds of young people across South Devon, working with Sound Communities for half a decade. Harnessing his personal experiences has enabled him to change lives, running sessions in prisons, schools and youth clubs. He also leads youth-led Oceanside Records, where he performs at festivals and releases music to promote the voices of marginalised young people.





Mackenzie Edmondson (they/them)

The Music Works, South West

Mackenzie been stepping into leadership roles since they were 10 years old. From teaching martial arts to other young people to volunteering with Scouts, they have also qualified as a First Aider with St John Ambulance. After battling mental health challenges, they volunteer at The Music Works as a Music Leader, where they build confidence and support young people to overcome barriers.

Toni Olabanji (he/him)

Rap Club Productions C.I.C, London

Toni (aka TSTIZZ) is a rapper, actor and youth leader. Having led performances to thousands at the Royal Albert Hall and Trafalgar Square, he's gone viral on TikTok both individually and as Associate Director of the Spit Game collective, alongside pursuing acting and film production. Toni also runs rap clubs in and outside of schools across London, representing and developing the potential within his communities.



ROCK STEADY

INSPIRING THE NEXT GENERATION OF MUSICIANS

Making music accessible to as many children as possible

rocksteadymusicschool.com



Original Track Award (Solo)

Sponsored by Levi's®



For a track written and recorded by a solo artist.

The Levi's® brand epitomises classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world—capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Their range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style.



Claudia Fenoglio (she/her) - Girlfriends on TV

Music Local, Yorkshire & The Humber

Indie-pop singer-songwriter Claudia is based in Leeds, making music that captures the bittersweet details of queer love in the modern age. "Girlfriends on TV" is Claudia's coming-out anthem, written during a period of self-discovery. As she explored LGBTQ+ media and learned about her new community, the song reflects the mix of anxiety and excitement in embracing one's identity.

Cures and Curses (he/him) – Harder Drugs

Liverpool Sound City, North West

Aaron Akpojaró's (aka Cures and Curses) sound cuts an alternative edge with an unapologetic mainstream polish. "Harder Drugs" is a hard-hitting rock anthem that traces the lines between personal and political, capturing the frustration of young people feeling like their prospects are slipping away. It reflects a generation facing a bleak future, critiquing social and economic barriers, and expressing a deep yearning for escapism during challenging times.





LVRA (she/they) – Anxiety

Sound of Young Scotland Award / Youth Music NextGen Fund, Scotland

Anthemic and experimental, Edinburgh-born LVRA's music has become one of the most singular voices in progressive electronic music. Written and produced by LVRA, aka Rachel Lu, "Anxiety" speaks about the experience of being an overthinker. The song was created from LVRA's desire to live and accept that part of themselves.

Meduulla (she/her) – Limbo feat. The Mouse Outfit

NextGen Fund, North West

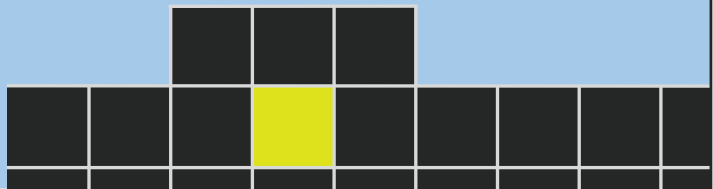
Zimbabwean-born, Manchester-based rapper, poet and DJ Meduulla marries her modern flows and witty lyrics with jazz-inspired hip-hop instrumentals to create music that reflects the present day whilst carrying a nostalgic air. As a first generation immigrant, the song discusses the conflict of loving both your place of birth and place of residence when the two places have a complex history.



Sarah Isabella (she/her) – Intuition

Youth Music NextGen Fund, London

Sarah Isabella's velvety vocals and conversational lyricism marries a sound that travels between ambient soul, alt RnB and jazz. "Intuition" sees a collaboration with producer Tolu Shorts and was written during a period of turmoil for Isabella. The song is deeply meaningful to Isabella as it marks a pivotal step toward the artist she wanted to become.



Musicians'
Union

MU

Inspirational Music Leader Award

Sponsored by the MU

For a music leader who inspires project participants through their actions, creativity, determination, positivity, energy, selflessness or ability to overcome challenges.

The Musicians' Union represents over thirty-four thousand musicians working in all sectors of the music business and has campaigned on behalf of its members since the organisation was established in 1893. As well as negotiating on behalf of its members with all the major employers in the industry, the MU offers a range of services for self-employed professional and student musicians of all ages.



Kathryn Sturman (she/her)

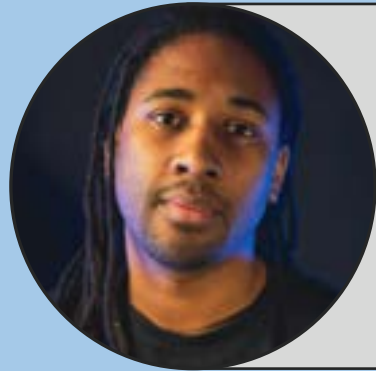
Made with Music, Yorkshire & The Humber

Kathryn is a visually impaired music leader and arts project manager with a particular interest in early years, family work, accessibility and inclusion. She set up a charity with a colleague, Made with Music, to deliver high quality and inclusive live music sessions for families.

Mikel Medley (he/him)

The Music Works, South West

Mikel is an MC who has worked with some of the biggest names in the industry. Alongside his musical career, he is Youth Support Manager and Safeguarding Lead at The Music Works, delivering sessions as part of The Drop, an open access programme for any young people interested in music, and Making It, a programme for young people involved in the youth justice system.



**Musicians'
Union**



A growing
community of over
35,000 members.

Part of a
movement six
million strong.

**We are the
Musicians' Union**

the trade union for musicians in the UK



**Supporting
emerging artists**

→ theMU.org/membership #WeAreTheMU

Thabo Mkwanzani (he/him)

Finding Rhythms, London

Thabo is a singer from Zimbabwe who is drawn to making music that educates, entertains and empowers the listener. From singing in church to joining a hip-hop/soul band, he has released three solo EPs, toured with artists like Seal and collaborated on music with Idris Elba and Naughty Boy. Thabo is passionate about helping young people in the justice system discover and develop their own artistic expression.



#YMAS24

Songkick

Rising Star Award (Industry)

Sponsored by Songkick

For a young person who is making waves in a behind-the-scenes role within the music industry.

Songkick has been a trusted home for live music since 2007. We've set about making it as easy, fun and fair as possible for you to see your favorite artists live. Right now, more than 18 million music fans across the globe use Songkick to track their favorite artists, discover concerts and buy tickets with confidence. Songkick is a part of the Warner Music Group family.



Sanjeev Mann aka Supermann on da beat (he/him)

Youth Music NextGen Fund, Scotland

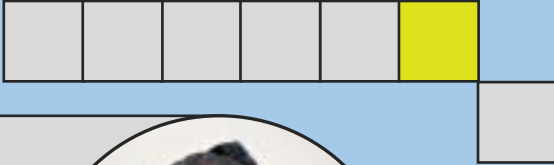
Supermann on da beat is a Scottish Disabled South Asian genre-blending producer who is a key tastemaker in Scotland's hip-hop scene. A prolific global collaborator, in three years, he has played a headline DJ set, had 120k + streams, 6x BBC Introducing radio plays and holds the role of CCO of Hip Hop Scotland (Scotland's biggest Independent Hip-Hop promoter).



Talia Andrea (she/her)

Youth Music NextGen Fund, London

Talia Andrea is the founder of FEMMFESTIVAL, a live music festival and concert series with all-female lineups. She was an LCCM Music Industry Mondays panel host in 2023-24, and has been a winner or finalist at the SPA National Awards 2023, Access All Areas Awards 2023 and AAA's 30Under30 (2024).



Vanessa Maria (she/her)

Saffron Records C.I.C, South West

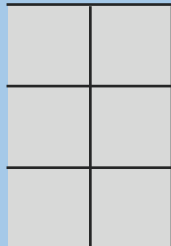
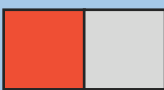
Vanessa Maria is a DJ, broadcaster at KISS FM, and Resident Advisor host. She received the Limitless Black Influence Award 2023 and featured in the GUAP 30 Under 30 Blacklist 2023. Her unique blend of underground UK music captivates audiences worldwide, infusing sounds from diverse cultures with UK Club classics.



Songkick TOURBOX

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25 YOUTH MUSIC

25 YEARS OF YOUTH MUSIC

Youth Music is founded to ensure music is accessible to all young people.

The National Youth Music Organisations programme launches, joint funded by Youth Music, ACE and DfES.

10 years of Youth Music - over 1.3 million young people reached.

A new regional funding plan is launched to make sure money is distributed fairly.



1999

Geri Halliwell leaves the Spice Girls.



2003

Download festival takes place for the first time.



2009

Oasis split up.



2012

Great Britain hosts the Olympics in London.



25
YEARS OF YOUTH MUSIC

Youth Music becomes the first organisation in the arts and cultural sector to become a Living Wage Funder.

Upper age limit of support raised from 18 to 25.

The first Youth Music Awards are held.

NextGen Fund and Recharge Fund launched.

Sound of the Next Generation report published.



1st



2014

2017

2019

2021

2024

Streaming figures are introduced to the singles chart.

Harry Styles releases his debut solo single 'Sign of the Times'.

Stormzy headlines Glastonbury's Pyramid stage.

Arlo Parks wins Breakthrough Artist at the BRIT Awards and the Mercury Prize.

Oasis reform.

#YMAS24



Lyricist Award

Sponsored by PRS for Music

For outstanding lyrics in an original track by an artist or group involved in a Youth Music-funded project.

PRS for Music is a world-leading music collective management organisation representing the rights of more than 165,000 talented songwriters, composers and music publishers around the globe. Headquartered in the UK, it works diligently on behalf of its members to grow and protect the value of their rights. With a focus on innovation and integrity, PRS for Music is redefining the global standard for music royalties to ensure creators are paid whenever their musical compositions and songs are streamed, downloaded, broadcast, performed and played in public. In 2022, PRS for Music collected £964m and paid out £836.2m in royalties.



C4Truth (he/him) – Controversial

Bollo Studios, London

C4Truth leverages his emotions and the pain of his past experiences to tell his story. On "Controversial", he discusses multiple world issues currently occurring such as the Israel-Gaza conflict and knife crime in south London. The song aims to unite communities, for everyone to grasp a better understanding on the currents matter taking place around us.

Noah Bouchard (he/him) – Dad’s Clothes

Youth Music NextGen Fund, Wales

Welsh hip-hop artist Noah Bouchard’s introspective lyrics focus on tales of vulnerability. His debut album ‘Love Of My Life’ (2024) explores themes of self-acceptance and forgiveness. “Dad’s Clothes” is one of the most personal songs on Noah’s album and details three generations of trauma and the way each processed it.



We’re in your corner.

From the first play to the world stage, we’re proud to support the next generation of songwriters who drive our industry forward.



Siteng (she/her) – Broken (Home is my Prison)

Youth Music NextGen Fund, London

Siteng is a London-based artist from China, known for her atmospheric art pop. Her music explores themes of the feminine psyche, violence, and transcendence, accompanied by self-directed visuals. Her track “Broken (Home Is My Prison)” addresses exile and silencing in both Chinese and English.





AlphaTheta

Music Producer Award

Sponsored by AlphaTheta



For outstanding technical skills in music production, engineering, mixing and/or mastering, by a young person from a Youth Music funded project.

For over 20 years, AlphaTheta Corporation has been at the forefront of shaping the DJ and electronic music scene. Through its Pioneer DJ brand, it's been dropping game-changing gear and software that's fuelled incredible performances globally. Whether you're in a club, festival, or creating in your bedroom studio, AlphaTheta has got you covered with next-gen tech that's made by DJs, for DJs. AlphaTheta is also expanding into musical instruments for live sets and music production. Brands like Pioneer DJ, rekordbox, TORAIZ, Pioneer PRO AUDIO, and KUV0 are all about pushing boundaries and helping artists create unforgettable experiences.



Cures and Curses (he/him)

Liverpool Sound City, North West

Self-producing since 2017, Aaron Akpojaro (aka Cures and Curses) makes everything from frenetic alt-pop to stadium rock and anthemic emo. He performs, engineers, produces, and mixes all his songs at home, from selecting and perfecting guitar tones, to building synth sounds, to editing and layering vocals. Multiple singles have debuted on BBC Radio 1 and regional BBC Introducing stations.

OMNIS-DUO

PORTABLE ALL-IN-ONE DJ SYSTEM



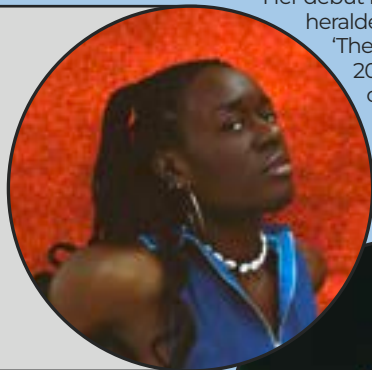
Marla Kether (she/her)

Youth Music NextGen Fund, London

A bassist, producer and DJ, Marla Kether has over 30 million Spotify streams as a session musician. Her debut EP 'All That We Have' (2023) was

heralded by Bandcamp Daily as some of 'The Best Electronic Music of November 2023', and closing track 'BTR2' noted as one of DJ Mag's Top Tracks of 2023.

Marla toured the world as Loyle Carner's bassist and DJ, with sets at Love Saves The Day, Colour Factory and Forwards Festival.



Tsatsamis (he/him)

Youth Music NextGen Fund, London

Tsatsamis is an independent London-based artist, producer and songwriter exploring themes of sexuality, introspection and queer culture. His self-produced dance-pop EP, 'Our Shame' (2024) landed a spot on i-D's '100 Best Songs of 2023' list, and he is embarking on a headline UK tour this autumn. This summer, he performed at Glastonbury with Queer House Party.

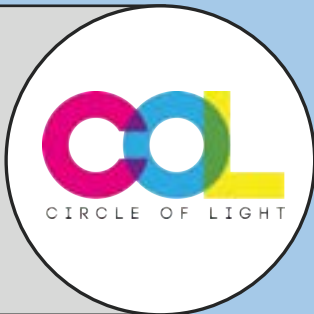


Outstanding Project Award

Sponsored by PPL

For a Youth Music funded project that pushes the boundaries to promote inclusive music making.

PPL licenses recorded music in the UK when it is played in public or broadcast and ensures that revenue flows back to our members. These include independent and major record companies, together with performers ranging from emerging musicians to globally renowned artists. In 2023, PPL paid out a record £279.6 million to more than 165,000 performers and recording rightsholders, the highest in the organisation's 90-year history.



Circle of Light

Offshoots East Midlands CIC, East Midlands

Circle Of Light is a grassroots, youth-led creative community of young people who are using their skills and personal experiences to reimagine the future of the music industries, striving to make it more accessible and inclusive. From musicians to photographers, they collaborate to make music and put on events with the support of industry professionals.



Do Your Own Thing

Heart n Soul, London

Do Your Own Thing is about doing whatever you like - no matter your disabilities, you can thrive in the real world and society of art and music. The project is a club for young people to hang out, make friends and have a good time. Young people can take part in radio, music, art, DJing, video and more.

#YMAS24



Girls Rock London: Youth Voice Take Over

Girls Rock London, London

Founded in 2015, Girls Rock London is an award-winning charity empowering girls, women, trans, and non-binary people through music. By creating supportive spaces, they help participants learn instruments, form bands, and write original songs, fostering confidence and self-expression. They offer peer learning, professional development, and community-building opportunities.

The Spit Game

Rap Club Productions C.I.C., London

The first rap club took place in a detention when teacher Benjamin Turner asked a student, "what kind of music do you like?". Since then, the community has grown into a collective of talent spread across London, some signed to record labels, some in non-performing roles, kickstarting careers across music and film, a production house embedded with youth work, running Rap Clubs just like the first one all across London.



Soft Touch Studios

Soft Touch Arts, East Midlands

Soft Touch Arts uses music and the arts to create opportunity, change and to make young people's quality of life better. They believe music is for all, regardless of ability, background, gender or situation. Young people connect with a community of creative musicians who are experts across many genres and who share one common aim: a desire to share this expertise with help young people to help them develop as musicians and people.



Marshall

Original Track Award (Group)



Sponsored by Marshall Amplification

For a track written and recorded by a group (two or more people) from a Youth Music funded project.

Marshall Amplification has a vibrant and dynamic history within the music industry and is celebrated by some of the greatest artists in the world. Catapulted from humble beginnings in Hanwell, London, Marshall is now a global brand achieving manufacturing excellence. Creativity and innovation are at the heart of the business and every product they create. With over 60 years of amplification experience, Marshall continues to push the boundaries of possibility for the musicians of the future.



Cov x Detroit – Come to This

Media Mania, West Midlands

“Come to This” is a collaboration between artists from Coventry and Detroit as part of the Coventry City of Culture Celebrations. Joe Beesley led the production, with the backing track crafted at Powerhouse Studios in Coventry. The Coventry-based project participants collaborated in the studio, exchanging ideas with Detroit for lyrics and input, going through several sessions over a few months before finalising the track.



When the Lights Come On - Whine

Finding Rhythms, London

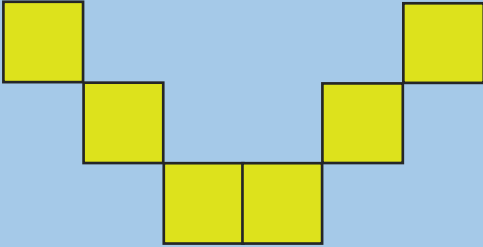
“Whine” was written and recorded by young residents of YMCA LandAid House as part of the album ‘When The Lights Come On.’ Produced through Finding Rhythms, a music charity empowering lives, participants spent six weeks working with professional musicians to create original tracks, regardless of their musical experience.

#YMAS24

Lucky Iris – blowing kisses

Music Local, Yorkshire & The Humber

Lucky Iris - composed of songwriting and production duo Maeve and Jasper - make music to dance or cry to as they tread through lessons learnt in love and friendships. Part of their EP, 'maybe i'm too much', "blowing kisses" explores how exposing and exciting it is to let yourself fall for someone.



TL & Chiraq – B4B

Rap Club Productions C.I.C, London

Core members of The Spit Game collective, TL and Chiraq's "B4B" sees the pair go "Bar 4 Bar", trading intense verses and highlighting their lyrical prowess. Created during a late-night studio session with Chiraq, TL, and producer Impho, the track focuses on wordplay and delivery, allowing each rapper to shine. It has gained momentum across social media, and a music video is in the works.



Pop Vulture – Blister

Come Play With Me, Yorkshire & The Humber

Pop Vulture's track "Blister" merges No-Wave dissonance and post-punk grooves with stream-of-consciousness lyrics about mental health and modern life's pressures. The unsettled time signature and driving vocals keep listeners on edge, while a prominent viola line adds depth. The track explores a new sonic direction for the band.

NOTION

Music Video Award

In partnership with Notion

For an outstanding music video by an artist or group involved in a Youth Music-funded project.

Notion is a culture-focused media group celebrating music, creativity, and inclusivity through print, digital, video, and live events. With global contributors, we spotlight pioneering talent and build brand partnerships via our entertainment agency, Studio Notion. Our quarterly editions and events showcase the freshest voices in contemporary culture, blending innovation and collaboration.



4 The Brotherhood (he/him) – Adrenaline Rush

NextGen Fund, London

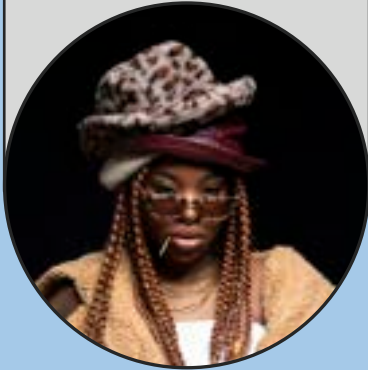
JR Graham, or 4 The Brotherhood, is a Filipino/Jamaican indie-pop artist, producer and songwriter from South-West London whose music has received support from Wonderland and DMY magazines. The "Adrenaline Rush" video captures his chaotic lifestyle, likened to the thrill of a rollercoaster drop or skydiving. Filmed in London over two days, JR enlisted talented friends for casting and set.

LVRA (she/they) - Venom (feat. Spent)

The Sound of Young Scotland Award / Youth Music NextGen Fund, Scotland

Edinburgh-based progressive electronic artist LVRA (aka Rachel Lu) worked with Oscar McNab to direct the video for "Venom". Part of LVRA's 'soft like steel' project, the song exploring beauty and identity. Shot in Glasgow on a tight budget, it shows a character shedding a second-skin costume, symbolising rebirth. The video reflects LVRA's personal journey of exploring queerness and individuality.





Meduulla (she/her) – Limbo feat. The Mouse Outfit

Youth Music NextGen Fund, North West

Manchester-based, Zimbabwean-born rapper, poet and DJ Meduulla created a music video for “Limbo” when people connected with a snippet of the song on TikTok. Audiences loved the song’s playful vibe, so she gave the music video a fun 90s swing with cool locations and editing. “Limbo” celebrates migrants, travellers, and nomads, honouring those who feel conflicted about where to call home, real or imagined.



Peri Rae (she/her) – the ocean (i could die)

Youth Music NextGen Fund, South West

Peri Rae’s guitar and vocal-driven indie-rock songs chronicle her life and how she views the world around her. Peri draws inspiration from the ocean, reflecting its healing power. This video, filmed in Cornwall, is a love letter to her new home, featuring friends as cast and their businesses as locations. A DIY project, it mirrors Peri’s life’s journey, building from sadness to something epic.



Sarah Isabella (she/her) - Intuition

Youth Music NextGen Fund, London

A singer and songwriter from East London, Sarah Isabella blends ambient soul, alternative R&B, jazz and hip-hop. As a co-director of the music video, Sarah shot across London, forests, and worked with vases for illusionary effects. Setbacks such as lost footage gave an opportunity to refine the video, and support from friends in styling, locations and lighting ensured it was full of heart.





Rising Star Award (Artist)

Sponsored by LCCM

For a rising musical group or solo artist from a Youth Music funded project that is making waves in the music industry.

At LCCM, students are seen as emerging artists, future producers, or aspiring executives ready to reshape the music industry. LCCM offers flexible, industry-led certHE, undergraduate, and postgraduate degrees, with one-to-one mentoring, cutting-edge facilities in central London with a network of talented musicians. LCCM equips students with the foundation, support, and inspiration needed to excel in their careers.



Nat Oaks (she/her)

*The Music Works / Youth Music
NextGen Fund, South West*

Nat Oaks is a hip-hop artist with smooth vocals, conscious lyrics, and an infectious groove. She's supported the likes of Jelani Blackman and Pip Millett, and is now part of the Loud LDN collective.

Nat's played major stages like Wireless, Boomtown, and Love Saves The Day, and has sold out headline shows in both London and Bristol.

Richard Carter (he/him)

Youth Music NextGen Fund, London

A producer/artist from South London, Richard Carter's boundary-pushing music blends hip-hop, orchestral, pop, indie, and gospel. Influenced by artists like The Beatles and Joy Division, he's performed sold-out shows and gone viral on social media with his song "Le Monde", which featured in the 2023 film 'Talk to Me'.



StudioWyzz (he/him)

HQ CAN CIC, East Midlands

With over 10 million streams on his music and 1.1 million likes on TikTok, and subsequently went viral. He has had continued support from BBC Introducing (Most Played #24 2023), and Capital XTRA. His distinctive chill drill is characterised by a laid-back and wavy delivery, with verses chronicling the everyday struggles of living in the UK.

A poster for the LCCM Youth Music Awards. The top left features the LCCM logo (London College of Contemporary Music). Below it, the text reads "PROUD SPONSORS OF THE YOUTH MUSIC AWARDS". A red banner below that says "Check out our foundation, undergraduate and postgraduate music degrees at LCCM.org.uk". The main image shows a band performing on stage with a woman singing into a microphone and a man playing a guitar. At the bottom left, there is a quote: "100% of the surveyed graduates were in high skill employment according to the most recent HESA survey (2021 Leavers, published 2022)." and a small note: "LCCM has a vibrant community of award-winning alumni including Jay Sklarman, Tom Walker, Bastille, Arctic Monkeys, and The Lumineers".



Social Action Award

Sponsored by Hal Leonard Europe

For an individual, collective or project that has made an outstanding commitment to local community and/or social justice issues.

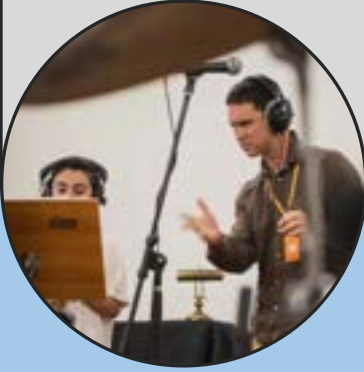
Hal Leonard, which joined Muse Group in 2023, are the world leader in sheet music publishing and music education, enjoying a storied history of providing music learners with the very best arrangements of popular music for over 70 years. Hal Leonard also supplies books, instruments, gear, and software to millions of educators worldwide.

Blue Cabin

This is the Place, North East

Blue Cabin is a charity that uses the creative arts, including music, to help care-experienced babies, children and young people to develop positive relationships, understand their past and express their hopes for the future. They are the only creative charity in England that focuses all its work on care-experienced people.





CHARIS

Sounds at the Junction, South West

Sounds at the Junction brings music to asylum-seeking families in a Somerset hotel, helping children and young people who have faced severe trauma. Run by CHARIS and Live Music Now, the program offers lessons, band rehearsals, and songwriting, fostering confidence and community. Planned activities include public performances and recording studio visits.

Sanjeev Mann aka Supermann on da beat (he/him)

Youth Music NextGen Fund, Scotland

Supermann on da beat is a Scottish Disabled South Asian music producer who has overcome significant barriers, advocating for Disabled musicians' visibility and access. Supermann is proud to show that anything is possible in a world with a complete under-representation of disabled artists and led a vital campaign to make venues fully accessible & appeared on BBC Scotland, STV, Daily Record & BBC Radio 4.



Grassroots Hero Award

The Grassroots Hero Award recognises an outstanding individual who has advocated for young people and supported the grassroots music scene.

We are delighted to share that Youth Music has chosen Jordan Stephens as the first-ever winner of this prestigious award!



Jordan Stephens

Jordan Stephens is an author, actor and music artist, best known as one half of the chart-topping duo Rizzle Kicks, who sold over 600,000 copies of their debut album *Stereo Typical* in the UK and went on to sell over a million records. Having been publicly open with his own struggles surrounding mental health, Jordan has been very active in creating awareness around the stigma. His mental health campaign #IAMWHOLE reached over 120 million people online and was mentioned in the Houses of Parliament. His children's book, *The Missing Piece* was recently shortlisted for the Waterstones Children's Prize. His new book *Avoidance, Drugs, Heartbreak and Dogs* was released in August 2024 and went straight in as a Sunday Times Best Seller.

"I am absolutely buzzing to receive this award from Youth Music. I love everything they stand for. They're one of my earliest supporters and I've done whatever I can to repay the favour. Love them. More support for the creative arts. More joy for Youth Music. Thank you so much."

- Jordan Stephens

TONIGHT'S

Sponsored by:







ticketmaster

PERFORMERS

Ticketmaster is the world's largest ticket marketplace and the global market leader in live event ticketing products and services. Through official partnerships with thousands of venues, artists, sports teams, festivals, performing arts centres and theatres, Ticketmaster processes 600 million tickets per year across 35+ different countries. Every week, Ticketmaster New Music introduces the hottest new live acts to thousands of new fans via artist profiles, exclusive interviews and more.

Thank you to Ticketmaster for supporting the next generation of grassroots artists to perform at the Youth Music Awards 2024.

Prepare for unmissable performances from Youth Music Awards 2024 nominees including:

- Peri Rae |  @perirae
- Sarah Isabella |  @sarahisabella.r
- Lucky Iris |  @luckyirisband
- 4 the Brotherhood |  @4thebrotherhood
- Meduulla |  @meduulla
- Richard Carter |  @itsrichardcarter

And, Youth Music NextGen Fund recipient, Tracks on Tap:

Tracks on Tap |  @tracksontap

Youth Music NextGen Fund, London

Tracks On Tap is a music community supporting and developing up and coming talent across the UK. The platform, founded by Trubz in 2018, has been mentioned in GQ Magazine, on Kiss FM and more. They've headlined the National Theatre's River Stage, landed their debut EP at #1 in the iTunes Hip Hop Charts, as well as winning a Youth Music Award in 2022. They dream to expand their live events across the whole of the UK, providing support to the artists at grassroots level who need it the most.



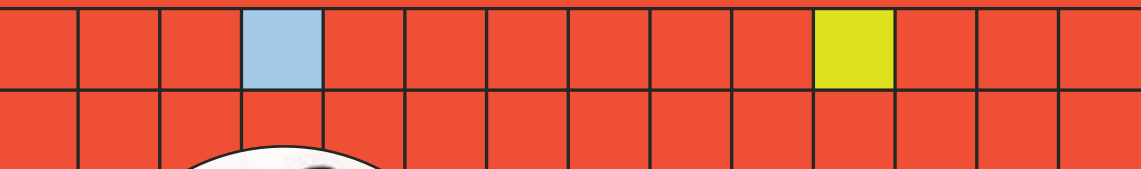


The Youth Music Awards 2024 NextGen Team



Sponsored by Live Nation

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship.



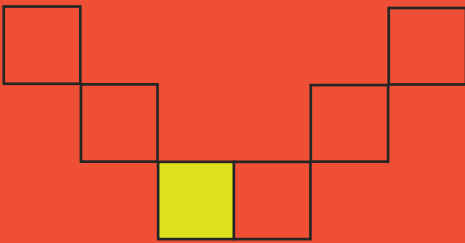
Youth Music NextGen is our community for young creatives who aspire to build and work in the music industries of the future. It offers access to development, opportunities and even funding for those who face barriers because of who they are, where they're from or what they're going through. Find out more at youthmusic.org.uk/nextgen.

Every year, we hire 18-25 year old creatives to help execute the Youth Music Awards, alongside a team of experienced professionals. Their roles include hosting, video editing, production support and more.

Young people taking centre stage throughout the Youth Music Awards is what makes our event so unique. We're excited that Live Nation have come on board to sponsor these roles, as well as paid training opportunities for our NextGen Creatives to progress their careers in the music industries.

Our NextGen team this year includes: Amelia, Anastasia, Anjalee, Bablu, Cherry, Daniel, Daniel, Dylan, Felix, Jahiem, Jasmine, Livvy, Lockdown T, Lok Pui, Maanya, Max, Olive, Rachel, Shanie, Siena, Steven, Tee, Whelan

Photo by Will Ireland



HOSTS



lockdownT

📷 @lockdownt_

lockdownT is a London-based actor, presenter, host, and content creator with a deep passion for music. His diverse content includes everything from witty studio skits to engaging interviews, brand campaigns, and hosting gigs. As his platform continues to grow, he is expanding his content verticals by inviting artists into his creative space and producing longer-form visuals that offer even more depth and entertainment.

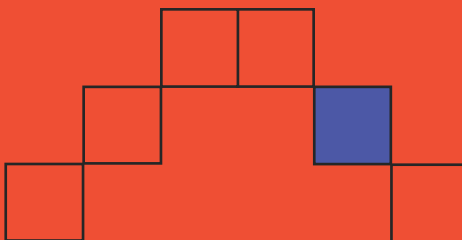
Livvy K

📷 @livvyk

Livvy K is music artist, presenter, model, and actress based in Manchester. Her debut EP, 'Finally Free, Finally Me', marks a significant milestone, capturing her journey into adulthood and exploring themes of self-expression. As a Youth Music NextGen Fund Artist, Livvy K's vibrant, multi-genre sound has caught the attention of BBC Introducing, led to collaborations with fashion giants like Pretty Little Thing and Boohoo, and has seen her headline her first festival. Beyond music, she's also created content and presented for iconic brands such as Chanel and Harper's Bazaar and has interviewed major artists like Gorgon City and Ben Hemsley.



#YMAS24



NOTION 95 OUT NOW

YOU HEARD IT HERE FIRST



@notion / www.notion.online

WITH THANKS TO...

Without the generosity of so many people, all sharing our vision to ensure every young person can change their life through music, this event wouldn't happen. Thank you especially to:

- Our hosts Livvy K, lockdownT and the Youth Music NextGen team
- The Troxy team
- inMusic Brands
- Roland
- FL Studios/Image-Line
- The Qube
- Splice

Turtle Bay
Caribbean social

Thank you to Turtle Bay for kindly providing food for our NextGen team and Youth Music staff working at the Awards.

Turtle Bay is inspired by the rich and diverse culture, food and music of the many islands of the Caribbean. The philosophy is simple: to create Caribbean good times and bring it to the UK! Food for the soul; rum, reggae and jerk. Their motto "One Love" is not just a slogan, it is who they are. They champion unity and respect for all people, their teams, guests and local communities.

AFTER PARTY

Sponsored by:

PIRATE.COM

Whether you have ambitions to headline Glasto or just want to make some noise with your mates, Pirates 24-hour DJ, Recording and Rehearsal studios have everything you need. Open 24/7, fully equipped, and affordable – Pirate empowers artists at all levels to create whatever they want, whenever inspiration strikes. Pirate is thrilled to announce a brand new project to improve access to studios for disadvantaged, marginalised, and vulnerable people. Together with Small Green Shoots, and with support from The National Lottery Community Fund, we're launching a new three-year community partnership – the Studios For All Fund.

This initiative will support at least 120 CICs, charities, and organisations in England with £180,000 worth of studio time over the next three years. Applications are now open! Artists are also invited to try Pirate out for a discounted rate, use code YMA20 for 20% off your first session.

MORGAN

With combined streams of over 80 million, a dedicated online following and new label home in Red Bull Records, singer-songwriter MORGAN is doing things her way. Comfortably dominating genres from hype D&B to dancehall-referencing tracks, her forthcoming project, 'Emotional Gangster', is a 360-degree showcase of her personality, from her grit and toughness to vulnerability, with party tracks set alongside ballads.



Jasmine Rowland

Jasmine Rowland is an international DJ, journalist, and presenter, performing at clubs, events, and festivals. She has worked with brands like Oakley and JD Sports, supported artists like Hamzaa at Youth Music's Give a Gig Week 2023, and creates content for BBC, KISS FM, and Sony Music. Currently, she hosts a show on Represent Radio.



#YMAS24

IN MEMORIAM

This year, we'd like to honour the lives and legacies of four people who made enormous contributions to music and the lives of countless young people.



Graham Dowdall

Graham Dowdall was an inspiring figure in community music, known for his integrity and dedication to young people. Over three decades, he worked with Youth Music-funded partners, including Sound Connections and Surrey Arts, and pioneered the use of music technology in inclusive settings. At Goldsmiths College, he was the go-to person for community music, always focused on inclusion and justice. Graham's work empowered excluded and neurodivergent youth, leaving a lasting legacy through the lives he touched and the practices he developed. He will be missed but never forgotten.

Lyndall Rosewarne

Lyndall Rosewarne was a pioneering force in musical inclusion in England. Starting at Youth Music in 2003, she developed key partnerships to bring music where it was most needed. Later, at MusicNet East, she championed local ownership and collaboration with Music Education Hubs. In 2019, she co-founded Magic Acorns CIC, which became a leader in early years music practices. Though she never sought recognition, Lyndall became an inspirational figure, dedicating her career to improving music opportunities for young people. Her legacy continues to guide colleagues who often ask, "What would Lyndall do?"



Sam Malik

Sam Malik, a visionary in music and the creative industries, made a lasting impact nationally and internationally. With 15 years of experience in arts, media, and youth sectors, he collaborated with artists, studios, theatres, and communities. Malik's agency, SM Music MGMT, drove new music initiatives in Manchester until his passing in 2024. Passionate about charity, he co-owned a restaurant providing free meals during COVID-19 and supported the homeless. Malik's legacy of compassion, mentorship, and service continues to inspire those who knew him.



Tony Haynes

Tony co-founded Grand Union Orchestra in 1982 and was its Composer and Creative Director for over 40 years. Thanks to Tony's vision and determination, Grand Union Orchestra has always been a multicultural group featuring musicians from all over the world, many of whom are first-generation migrants living in London. Tony co-founded it to reflect the UK's changing cultural landscape and to create a creative, safe and supportive space for emerging musicians from diverse backgrounds to collaborate with top level jazz players. Tony was a tireless campaigner for the importance of music in young people's lives and set up Grand Union Youth Orchestra in 2007, which was supported by Youth Music.





"As proud supporters of Youth Music, RSL Awards would like to congratulate all the musicians, artists, creators, and projects being recognised for their talent and endeavour at the Youth Music Awards 2024!"

TIM BENNETT-HART CEO, RSL AWARDS



Awarding the **Contemporary Arts**

RSL Awards is a leading international Awarding Organisation, creating qualifications in music, performing arts, and Creative Industries subjects.

DESIGN GREAT TEACHING AND LEARNING EXPERIENCES WITH RSL AWARDS



RSL's Vocational Qualifications create opportunities for aspiring artists, performers, and industry executives to earn a recognised qualification. They are suitable for a wide range of community projects, grassroots initiatives, or creative arts youth programmes that may be able to access UK Government funding. We'll provide guidance to help you get set up and delivering.

RSL is committed to helping youth music programmes. We are looking for up to five projects to fund their VQ qualifications each year!

If you think your project would benefit from access to UK qualifications, please get in touch vocational@rslawards.com

RSL LEARN MORE
www.rslawards.com





CONGRATULATIONS
to all nominees of this year's
Youth Music Awards.

Hal Leonard Europe is honoured to support Youth Music in its 25th year of breaking down barriers and creating opportunities for young people through the transformative power of music.

www.youthmusic.org.uk/donate



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