

Newcastle Gateshead Music City

Strategic Board
Recruitment

This city knows how to make noise.

It always has.

Music in Newcastle Gateshead has long been more than entertainment. It brings people together, carries stories, and creates spaces where voices are heard.

For generations, sound has been part of how this place expresses itself - in joy, in resistance, in celebration, and in solidarity.

That instinct remains. But the opportunity now is bigger.

Newcastle Gateshead Music City is entering its next phase, bringing together artists, venues, communities, and industry to strengthen the region's music ecosystem and ensure its voice is heard nationally and internationally.

About Newcastle Gateshead Music City

Newcastle Gateshead Music City champions the role of music in shaping the region's cultural identity, economic growth, and global reputation.

Music here connects communities, builds opportunity, and drives cultural and economic value. Our role is to ensure that contribution is recognised, supported, and sustained.

Working with artists, venues, businesses, and civic partners, Newcastle Gateshead Music City strengthens the infrastructure needed for music to thrive creatively, culturally, and economically.

This work is rooted in collaboration with those who make and support music at every level.

The initiative is led by Generator and The Glasshouse International Centre for Music, building a connected and future-facing music ecosystem for the region.

A new Strategic Board will bring together leaders from across music, culture, business, and civic life to guide this next phase.

About the Strategic Board

With growing national attention on music's role in place-making, tourism, skills and the wider creative economy, Newcastle Gateshead Music City is entering a new phase of coordinated sector development.

As the programme moves from vision into long-term delivery, strong leadership and sector insight are essential.

To support this next phase, we are establishing a Strategic Board bringing together expertise from across the music industry, civic leadership and the wider creative economy. The Board will provide strategic insight, advocacy and connections to help guide the programme's direction. It is not an operational body, but a forum for experienced voices to shape priorities, connect opportunities and ensure the programme remains ambitious, informed and responsive to sector needs.

We are seeking individuals who bring a range of perspectives - from industry expertise and governance experience to lived experience within the region's creative communities. A diverse and representative Board will help ensure the programme reflects the breadth of talent, voices and opportunity across the music ecosystem.

While the role is voluntary, members will play an influential part in shaping the future of Newcastle Gateshead's music sector as it gains national attention for its ambition around place, talent and cultural growth.

For an informal conversation about the role, please contact **recruitment@generator.org.uk**

Role Overview

Purpose & Expectations: To provide strategic insight, sector leadership, and advocacy in support of the Newcastle Gateshead Music City strategy.

Board members are expected to bring independent insight, sector knowledge, and networks that support the long-term development of the region's music ecosystem.

Term: Three years (renewable once)

Appointments confirmed by: 20 April 2026

First NGMC Board Meeting: 30 April 2026 (in person / hybrid)

Board members are appointed based on their expertise, sector representation and ability to contribute strategically to the development of the music ecosystem.

Board Members will:

- Advise on strategic direction and priorities
- Advocate for music with civic leaders and funders
- Connect local, national and international networks
- Support funding and investment conversations
- Champion inclusion, talent development and infrastructure growth
- Provide oversight of progress against agreed priorities

Time Commitment:

- Four Board meetings per year
- Occasional sub-group input
- Light-touch ambassadorial engagement

We are particularly interested in experience across:

- Live music and venues
- Artists/ artist development / management
- Festivals and programming
- Music business / labels / publishing
- Music education and youth engagement
- Export and international trade
- Investment and sponsorship
- Policy and civic leadership
- Regeneration, planning or infrastructure
- Data, research and evaluation
- Creative technology / digital music innovation
- Visitor economy, tourism and place-based cultural strategy

We welcome applications from people with lived experience and diverse perspectives.

This is an unpaid, voluntary position. Reasonable travel expenses will be reimbursed

How to Apply

Please submit:

An up-to-date CV or Biog: max 2 pages

To: recruitment@generator.org.uk

Subject: [Your Name] NGMC Board Application

Along with a 500-word statement or a short video outlining:

> What do you see as the most significant opportunity for NGMC over the next three years, and how should the Board help realise it?

> What experience, perspective, or influence would you bring to strengthen the Board and support the region's music sector?

> Over the past two years, how have you continued to develop your skills, knowledge or creative practice? This could include training, projects, collaborations, mentoring or other experiences.

Please declare any actual or potential conflicts of interest relevant to Newcastle Gateshead Music City (including funding relationships, commercial interests, or leadership positions).

Applications close: 10am 31 March 2026

Selection Process

> Independent scoring against published criteria

> Shortlisting meeting

> Informal Chairs conversation

> Formal appointment

> Appointments confirmed by 20 April 2026

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