

FUTURE YARD

**SHAPING A
NEW MUSIC
FUTURE,
TOGETHER.**



**BECOME A CORPORATE PARTNER
OF FUTURE YARD TODAY**



FUTURE YARD

WE BELIEVE MUSIC CAN CHANGE THE WORLD, AND WE'RE STARTING WITH OUR HOMETOWN.

BIRKENHEAD. HOME TO THE GLORIOUSLY ECCENTRIC SOUNDS OF ORCHESTRAL MANOEUVRES IN THE DARK, HALF MAN HALF BISCUIT, ELVIS COSTELLO, THE MYSTERINES AND COUNTLESS MORE.

For decades there had not been a live music venue in Birkenhead. For a place with music in its DNA, this has been a missed opportunity - until now.

Birkenhead is scarred from decades of economic decay, with the Index of Multiple Deprivation ranking Birkenhead in the bottom 0.3% of wards in England. Future Yard realises meaningful opportunities for local people, providing pathways into employment and shared experiences, touching individual lives to achieve collective change.





FUTURE YARD REIMAGINES A MUSIC VENUE AS A PLACE FOR DYNAMIC CREATIVE AND SOCIAL CHANGE.

WE THINK ABOUT MUSIC DIFFERENTLY; AS A TRANSFORMATIVE OPPORTUNITY AND A CATALYST FOR CHANGE.

Our venue brings some of today's most exciting new national and international artists to Birkenhead, while at the same time providing key early performance and training opportunities for local people.

We envision a future where music has a profound positive impact on Birkenhead; inspiring and effecting cultural, economic and social change.

CREATING A UNIQUE ECO-SYSTEM, UNDER ONE ROOF.

WE REIMAGINE A MUSIC VENUE AS A LEARNING OPPORTUNITY, AND OUR MISSION IS DRIVEN BY THREE CORE PILLARS OF ACTIVITY:

ARTIST DEVELOPMENT

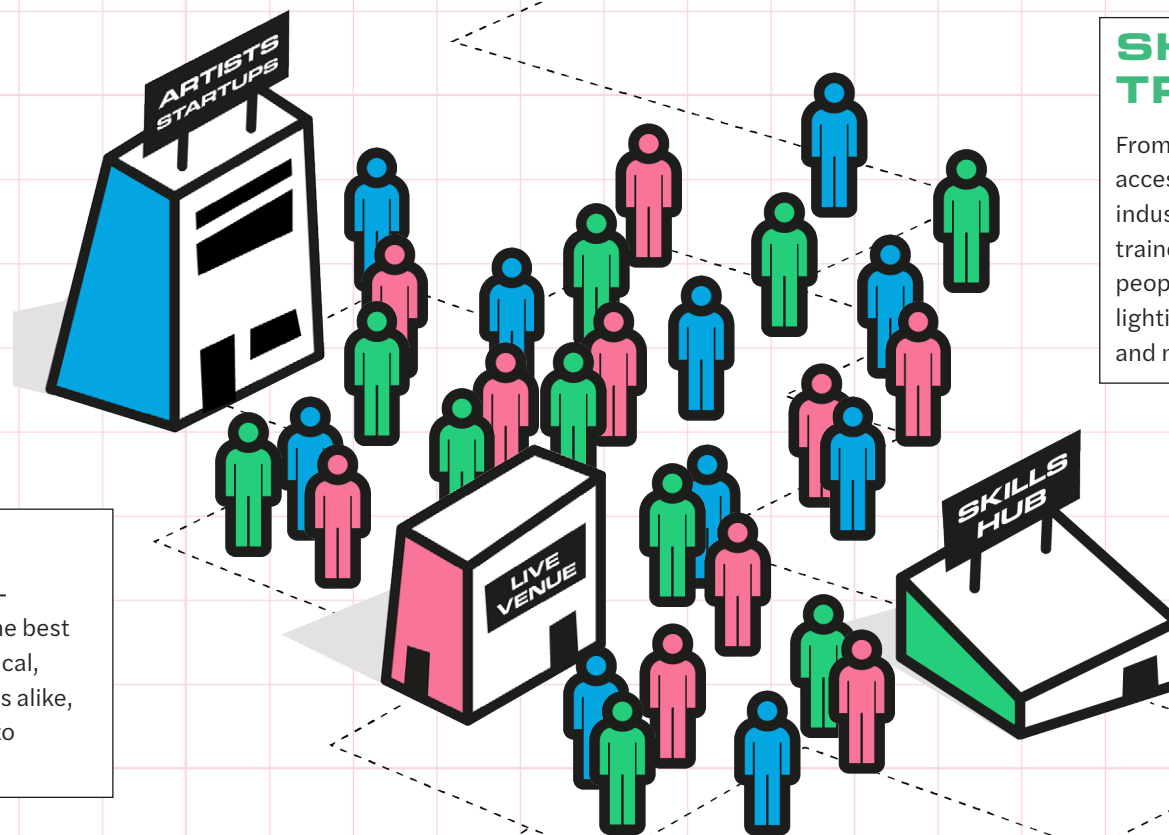
Alongside our five rehearsal studios at our venue, we nurture emerging artists through our PROPELLER development programme, offering practical mentorship and industry-level guidance to support emerging artists to flourish in viable careers.

LIVE MUSIC

Our 280-capacity Live Room is home to genre-spanning gigs from emerging local artists to the best international upcoming talent. We create magical, first-time experiences for artists and audiences alike, starting from Mosh Tots gigs for kids through to groundbreaking international performers.

SKILLS + TRAINING

From cradle to career, we build accessible pathways into the music industry through our SOUND CHECK traineeship, equipping local young people to become sound engineers, lighting technicians, event managers and more.



Underpinning each of these pillars is our commitment to our NEIGHBOURHOOD. We work with community partners to actively remove barriers local people face to accessing live music and training, identified through our community consultation 'What Does Music Mean To You?'

We believe that through utilising the power of music, we can change our town for the better, inspiring local people, and creating transformational opportunities.

Opening during the pandemic, Future Yard stands as a beacon of hope in the heart of Birkenhead. We offer free pathways into all areas of our activity, from tickets to training, actively removing barriers to working in and enjoying live music, working collaboratively with key community and referral partners to ensure we reach as many people in our neighbourhood as possible.

"GIGS ARE A CHANCE TO SEE MY FRIENDS AND ENJOY LIVE MUSIC. THERE'S NOTHING ELSE LIKE IT."

MUSIC CHANGES LIVES.

"I HONESTLY FEEL LIKE FUTURE YARD BREATHES NEW LIFE INTO BIRKENHEAD. SINCE DISCOVERING IT, I DIDN'T REALISE HOW URGENTLY IT WAS NEEDED."





"MANAGING AND PLANNING LIVE EVENTS IS SOMETHING THAT I THINK I WOULD LIKE TO GO INTO IN THE FUTURE. THE SOUND CHECK COURSE HELPED ME REALISE THIS AND EQUIPPED ME WITH THE KNOWLEDGE AND EXPERIENCE TO HELP MAKE THIS DREAM A REALITY."

Our SOUND CHECK training programme has seen over 150 local young people through since 2021, many facing additional barriers to employment. Sound Check gives life to the future of the music industry's workforce - 25% of our staff, including 80% of our production team have been recruited from the programme as a result.

"I FELT SHY AND AWKWARD AT FIRST, BUT HAVE DEVELOPED REALLY GOOD FRIENDSHIPS AND INCREASED MY CONFIDENCE IN COMMUNICATION."



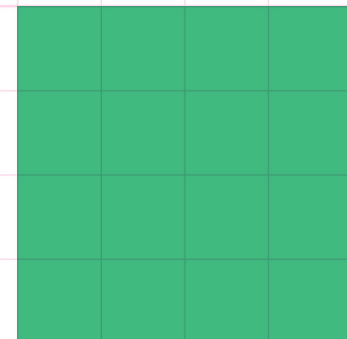
SHAPING A NEW MUSIC FUTURE, TOGETHER.

OUR FUTURE IS BRIGHT, BUT WE CAN'T ACHIEVE OUR VISION ALONE. YOUR ORGANISATION HAS THE POWER TO MAKE A TANGIBLE DIFFERENCE BY PARTNERING WITH US.

As a community interest company (CIC), we are a non-profit, relying on a mix of income streams across our ticket and bar sales, grant funding and corporate partnerships, with every penny reinvested in keeping our programmes accessible for local people.

By supporting Future Yard, your organisation directly contributes to raising aspirations, breaking down barriers to live music and equipping young people to forge their own bright futures, fostering a place where music and creativity sit at the heart of our community.

We work with like-minded organisations to create bespoke partnerships, tailored to suit your budget and objectives. By aligning your brand with Future Yard's purpose-driven mission and activities, you demonstrate your commitment to social responsibility, whilst gaining prominent brand recognition alongside one of the country's leading new music venues.



PARTNERSHIP BENEFITS

LIKE YOU, OUR PARTNERSHIPS ARE UNIQUE. WITH PACKAGES BEGINNING FROM £1,500+VAT, FOR BUDGETS OF £15K+, TAKE A LOOK AT SOME OF THE WAYS A PARTNERSHIP WITH FUTURE YARD CAN SUPPORT YOUR BUSINESS.

FREE TICKETS

Receive an allocation of free tickets to see the best local, and international artists, providing opportunity to host, entertain or celebrate.

VENUE HIRE

Hire our live room, garden and workshop spaces for meetings, events, parties, conferences, awards ceremonies, training days and more.

FOOD + DRINK DISCOUNTS

Receive discounts across food and drink for all staff when visiting our venue.

MARKETING AND BRAND AWARENESS

Put your brand in front of an engaged local audience. Feature across our digital and print marketing collateral with 25k+ annual reach.

CORPORATE SOCIAL RESPONSIBILITY

Align your business with a bold community music venue committed to the regeneration of Birkenhead, shaping a new music future for our town.

COMMUNITY EMPOWERMENT

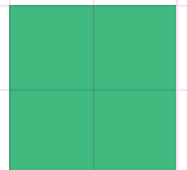
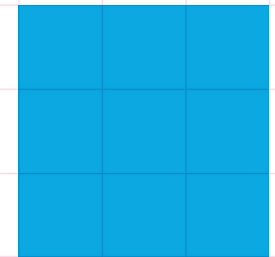
Help create pathways into the music and creative industries for disadvantaged and hard-to-reach youth by supporting our development and training programmes.

SPONSORSHIP OPPORTUNITIES

From studio space to live music programmes to digital content, become an official sponsor of what we do.

TAKE A LOOK AT A SAMPLE PACKAGE HERE:

- 30 x complimentary tickets for use of staff and clients
- 3 x complimentary hires of our events space (Live Room)
- 50% discount on additional hires of our events space (Live Room)
- Collaboration on Future Yard's youth programmes, including family event sponsorship
- Opportunity to work with Future Yard emerging musicians for pop-up event at company site
- Regular partners' comms, including exclusive offers and invitations
- Recognition of support across digital platforms and print materials.



DON'T JUST TAKE OUR WORD FOR IT.

CASE STUDY: **KIMPTON**

Kimpton, Merseyside-based M&E contractors, chose to support Future Yard as part of their Hard FM Maintenance contract across ACC Liverpool's 162,000sq ft site. As well as donating their time to maintain Future Yard's heating and ventilation systems, Kimpton chose to support our Neighbourhood Fund, enabling local people free access to events and programmes at Future Yard.



"SUPPORTING FUTURE YARD WAS A PERFECT PARTNERSHIP FOR US TO SUPPORT OUR CLIENT ACC LIVERPOOL GROUP. IN ADDITION TO THE SOCIAL VALUE IMPACT WE'RE DELIVERING, THE FREE TICKETS WE'RE ABLE TO OFFER OUR STAFF IS A GREAT WAY FOR US TO REWARD OUR TEAM FOR THEIR EFFORTS, AND HAVE BEEN REALLY WELL RECEIVED. IT REALLY IS A WIN, WIN, WIN FOR US."

Matt Breakwell, Kimpton

CORPORATE PARTNERS



PRESS



JOIN US, AND HELP BE A PART OF THE CHANGE.

YOU WILL HELP US
NURTURE DREAMS,
PROVIDE OPPORTUNITIES
AND UNLOCK POTENTIAL.

Together, we will put creativity at the heart of the
regeneration vision for Birkenhead, and foster
collective change.

To discuss your partnership with Future Yard, contact
Mika Haasler, Business and Partnership Development Manager.
mika@futureyard.org

SUPPORTED BY



**ARTS COUNCIL
ENGLAND**

**YOUTH
MUSIC**



WIRRAL



THE
FUTURE IS
BIRKENHEAD