

BUILD OUR FUTURE



**UNLOCKING THE POWER OF MUSIC
TO BUILD A BETTER FUTURE, FOR
GENERATIONS TO COME.**

WE ARE READY FOR THE NEXT
PHASE OF OUR STORY.

PARTNER WITH US.



FUTURE YARD



MUSIC CAN CHANGE THE WORLD

Future Yard is a community music venue at the heart of Birkenhead, on the left bank of the River Mersey.

We present the best contemporary music from across the globe on our stage (Doves, Gruff Rhys, The Coral, Black Country, New Road, OMD), while also giving emerging local artists the space, support and platform they need to thrive. At the same time, we reimagine a music venue as a learning opportunity: a space for young people to embark on life-shaping music pathways, through our cradle-to-career training programmes.

A lofty ambition this may be – but we believe music can be a powerful lever for positive change in Birkenhead. A way to reimagine what our town means in the world, and to improve the lives of local people.

We took the keys to our Argyle Street home just before the COVID-19 lockdown. But we didn't let that stop us. Over the six years since then, we have:

- Hosted almost **900** shows
- Welcomed more than **120,000** music lovers through our doors
- Partied with over **3,000** children and parents at our Sunday-morning Mosh Tots shows
- Trained more than **300** young people through Sound Check, opening up career pathways into the live music industry
- Worked with **200+** local artists through tailored development support
- Distributed over **2,000** free Neighbourhood Tickets to people in our local area

We are located in one of the most deprived areas in the UK. Yet, every day, Future Yard unlocks positive, transformational change through the power of music.

This is what we do.
This is why it matters.



THE NEXT STEP

After five years – we're full.

Demand has outgrown our current 280-capacity live room. We're turning away shows. Our diary is oversubscribed. Training programmes are limited by our space. Larger artists simply need a bigger venue.

And we know they want to come.

From **Black Uhuru** to **English Teacher**, from **Everything Everything** to **Nadine Shah** – artists choose Future Yard. But we can't always say yes.

When we present larger shows in our garden, we rely on the Great British weather, expensive temporary infrastructure, and take on huge financial risk. A rained-off show could cost tens of thousands of pounds.

Meanwhile, grassroots music venues nationally operate on an average profit margin of just 0.48%.

Future Yard's mixed income model allows us to perform above this average – but a larger indoor venue would fundamentally strengthen our resilience. As a non-profit Community Interest Company, any surplus we create is reinvested directly into our programmes.

Stronger finances mean:

- More shows
- More adventurous programming
- More training opportunities
- Greater access for local people

Our basement studios are full. They're excellent rehearsal rooms, but not ideal for tuition, workshops or school delivery.

We have created the opportunity.
Now we need the space to realise it.

The Future Is Birkenhead.



FUTURE YARD 2.0

Everything you love about Future Yard, turned up to 11.

WHAT ARE WE BUILDING?

A new, 600-capacity indoor live music venue – connected to our existing home by a purpose-built studios complex.

- Full rolling access at ground level
- Dedicated raised viewing areas
- Platform lift access to stage
- A dedicated Changing Places facility
- Accessible studios with lift access and natural light

And at its heart is our commitment to environmental sustainability.

The building is designed as a low-energy venue, incorporating a sustainable heat recovery system, and forms a key part of our commitment to achieve operational Net Zero by 2030 – positioning Future Yard as one of the first arts organisations in the UK to do so.

Working with longstanding partners **Adlib**, we will install best-in-class PA, lighting and AV infrastructure – maintaining the beautifully produced live shows we're known for.



Our 12 new, acoustically treated studios will be modular, able to partition into 15 teaching spaces. Perfect for:

- Individual tuition
- Band clubs
- Workshops
- Full class sessions
- Schools curriculum delivery

**By day, it becomes a learning lab.
By night, a world-class live venue.**



BUILD OUR FUTURE

Planning permission on these building expansion plans has been granted. So, what are we asking next?

95% of the £3million total project cost has already been secured through public investment.

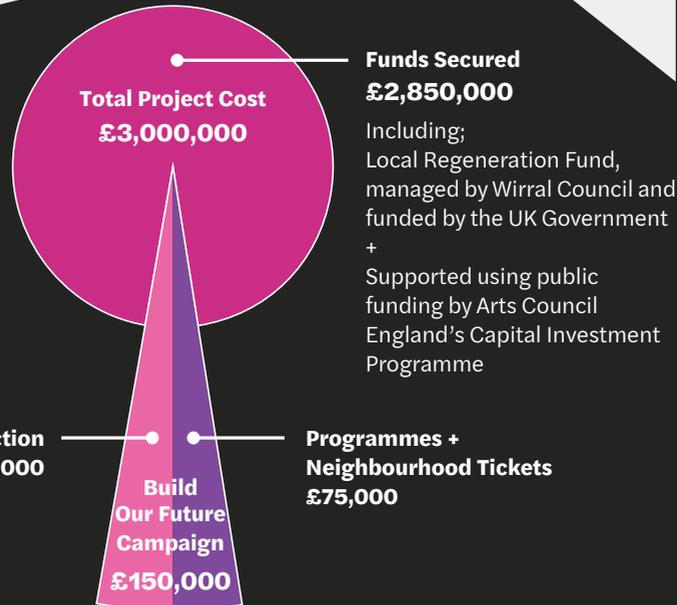
Through **BUILD OUR FUTURE**, we are raising the final **£150,000**.

50% will complete construction.
50% will directly fund access and opportunity – including:

- **1,000** free Neighbourhood Tickets
- **200** Mosh Tots tickets
- **20** Sound Check trainees
- **3** New Noise participants
- **5** Propeller workshops

“I’ve seen myself what an amazing job Future Yard is doing. Its work with local young people is inspiring. In my view, Birkenhead, right now, has the best chance it’s ever had to regenerate itself through culture. And Future Yard will be at the centre of that.”

Lord Tony Hall of Birkenhead,
former BBC Director-General



WHY SUPPORT FUTURE YARD?

We are rooted here. Accountable here. Permanent here.

We own our building and site, giving us long-term security. We are not beholden to a landlord. We are here for generations to come.

Future Yard is an asset-locked, non-profit CIC, with an independent board of Non-Executive Directors. Any surpluses we make must legally be re-invested in our programmes.

Our founders are local. Our board is local.

We are a **team of 54 music lovers**; 85% of whom are under 35. 95% of our production team are Sound Check graduates.

Since 2020, 72.5% of attendees at our shows say their visit to Future Yard has positively changed their perspective of Birkenhead.

We are an **Arts Council England National Portfolio Organisation**, a **trusted partner of Wirral Council** and a **key driver of Birkenhead's regeneration**.

This project doesn't just build a venue. It turbo-charges our impact, and will directly enable:

- **50+** additional shows per year
- **150+** additional local artist performances
- A **50%** audience increase in year one – doubling by year five
- **2,000** additional Sound Check training hours
- **3,500** children accessing our schools music curriculum
- **50%** increase in Mosh Tots capacity
- **100%** increase in Neighbourhood Tickets – 2,000 distributed in year one

This isn't a cry for help to keep the lights on. This is your chance to be part of the next phase of the Future Yard story.

A collective future.

Join us. **BUILD OUR FUTURE.**



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.

If we are to achieve our ambitions with Build Our Future, we need the support of the regional business community.

By supporting our campaign, you are not only supporting us in achieving our fundraising target, you'll also be unlocking 12 months of partnership with Future Yard; 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.

The packages included over the next few pages will see your firm directly supporting our **Build Our Future** target, with a full package of social media support and acknowledgement on our crowdfunder page. They also unlock 12 months of partnership with Future Yard!

SIGN UP DEADLINE: 25th MARCH 2026



BUILD OUR FUTURE HEADLINER PACKAGE

£20,000 (+VAT)

- **12-month HEADLINE PARTNER billing with Future Yard**, across website, all core assets + permanent dedicated star plaque in new venue space.
- **15 complimentary tickets to an exclusive launch event** of new venue space in October 26
- **3 complimentary hires** of our new venue space
- **30 complimentary tickets for use of staff and clients to Future Yard events** between April 26-March 27
- **Standalone HEADLINE PARTNER press release**, to tell your unique story and reasons for supporting Future Yard and our BUILD OUR FUTURE campaign
- **Inclusion for your company in Future Yard's ACCESS ALL AREAS** initiative (worth £3,750)
- **Direct, named HEADLINE PARTNER support across Future Yard's training and community programmes** between April 26-March 27
- Direct acknowledgement of your support on our BUILD OUR FUTURE crowdfunder page
- Company photo opportunity at Future Yard to announce support
- Ongoing standalone posts on Future Yard instagram, LinkedIn + inclusion on Future Yard partner email at key points during the 12 month partnership



BUILD OUR FUTURE
GOLD PACKAGE
£10,000 (+VAT)

- **12-month supporter billing with Future Yard**, website logo + inclusion on permanent supporter star plaque in new venue space.
- **10 complimentary tickets to an exclusive launch event** of new venue space in October 26
- **1 complimentary hire** of our new venue space, plus 50% discount on future hires between April 26-March 27
- **20 complimentary tickets for use of staff and clients to Future Yard events** between April 26-March 27
- **Standalone BUILD OUR FUTURE campaign press release**, to tell your unique story and reasons for supporting
- **Inclusion for your company in Future Yard's ACCESS ALL AREAS** initiative (worth £3,750)
- **Direct, named partner support for one of Future Yard's training or community programmes** between April 26-March 27
- Direct acknowledgement of your support on BUILD OUR FUTURE crowdfunder page
- Company photo opportunity at Future Yard to announce support
- 2 x standalone posts on Future Yard instagram, LinkedIn + inclusion on Future Yard partner email during the 12 month partnership



BUILD OUR FUTURE
SILVER PACKAGE
£5,000 (+VAT)

- **12-month supporter billing with Future Yard**, website logo + inclusion on permanent supporter star plaque in new venue space.
- **5 complimentary tickets to an exclusive launch event** of new venue space in October 26
- **1 complimentary hire** of our new venue space
- **10 complimentary tickets for use of staff and clients to Future Yard events** between April 26-March 27
- Inclusion on supporters wall plaque within new venue space
- Inclusion on BUILD OUR FUTURE campaign press release
- Direct acknowledgement of your support on BUILD OUR FUTURE crowdfunder page
- Company photo opportunity at Future Yard to announce support
- Single standalone posts on Future Yard instagram, LinkedIn + inclusion on Future Yard partner email



AAA

ACCESS ALL AREAS

TURN YOUR TEAM
INTO A BAND.

TURN YOUR VALUES
INTO AN ANTHEM.

TURN YOUR NIGHT
INTO IMPACT.

A FUTURE YARD LIVE
MUSIC INITIATIVE
FOR BUSINESS



ACCESS ALL
AREAS

6 MONTH PARTNERSHIP PACKAGE

£3,750+VAT

Check out full project and package
details at futureyard.org/AAA

To register your interest or
find out more, please contact
partnerships@futureyard.org

AAA (Access All Areas) is a music initiative from Future Yard that transforms your team into a live band — and your company values into an original song.

This is a unique opportunity to step into the life of a gigging musician and experience the creative journey first-hand; from rehearsal and songwriting, right through to performance and award ceremonies.

Access All Areas will **directly support the physical build of Future Yard's new 600-capacity performance space in Birkenhead.** The programme culminates in a

professionally staged live showcase in this new performance space, where **companies perform head-to-head in a celebratory event**, to an audience of colleagues, friends and supporters.

Participating organisations will **become part of the venue's legacy**, with a **permanent star plaque displayed within the new space**, recognising each organisation's contribution to the build.

Awards on the night will recognise outstanding live performance, alongside a public vote to decide the Best Original Song.

LET'S TELL THE WORLD YOUR STORY

At its heart, AAA is about more than performance.

It's about **unlocking creativity within organisations, strengthening teams, building cross-company networks** and generating **meaningful, shareable content that reflects your company's culture** and values in action.

Throughout the programme and at the live show, Future Yard captures **high-quality video content and professional photography**, creating a bank of **powerful assets for internal communications, employer branding and social media storytelling.**

Original songs will be recorded live on the night and **released as a curated AAA playlist, opening up public voting after the event** and extending the reach of the project beyond the venue, **driving engagement** across internal teams, clients, partners and wider audiences.

Access All Areas gives your team the stage and your business a powerful, purpose-driven story to tell.



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HOW TO SUPPORT

Your support builds walls. Your support opens doors.

To raise these funds and reach our target we will be running a public crowdfunder campaign between 27th February and 27th March 2026. Your partnership package contribution will be included within this campaign, providing amplified visibility and a hugely positive good news story.

You can help us reach our £150,000 target in many ways.

AMPLIFY

Share our campaign and plans to help us to spread the word.

DONATE

Support Build Our Future by taking up one of our sponsorship packages.

FUNDRAISE

Raise money towards the goal with your own fundraiser.

All partnership packages must be agreed by 27th March to count towards this campaign.

Be part of creating an expanded Future Yard, unlocking the power of music to create a better future for local people, for generations to come.



Join us.

buildourfuture.futureyard.org



To discuss how your organisation can support our campaign, contact **Akasha@futureyard.org**