



**BRITISH
YOUTH
MUSIC
THEATRE**

**THE HEART & SOUL
OF TOMORROW'S
MUSIC THEATRE**

WE ARE BRITISH YOUTH MUSIC THEATRE*

BYMT is the leading music theatre company for young people in the UK, successfully bridging the gap between regional drama groups and formal training at drama school.

We're unique. We put young people at the centre of the creative process to produce brand new music theatre - performing at some of the UK's very best venues and festivals.

We operate nationally, recruiting talent from across the UK for our core programme: 8 original theatre productions + 6 residential Summer Camps, taking place every year.

Our work is vital to the sector.

We maintain the pipeline of talent for the industry and improve access to theatre arts for underrepresented groups.

**Formally known as Youth Music Theatre UK; rebranded as British Youth Music Theatre in 2019. 'British' expresses the core of our work and our ambitions: to reach all corners of Britain; to promote the very best of British creativity; to recruit more young people from overseas and develop international collaborations.*

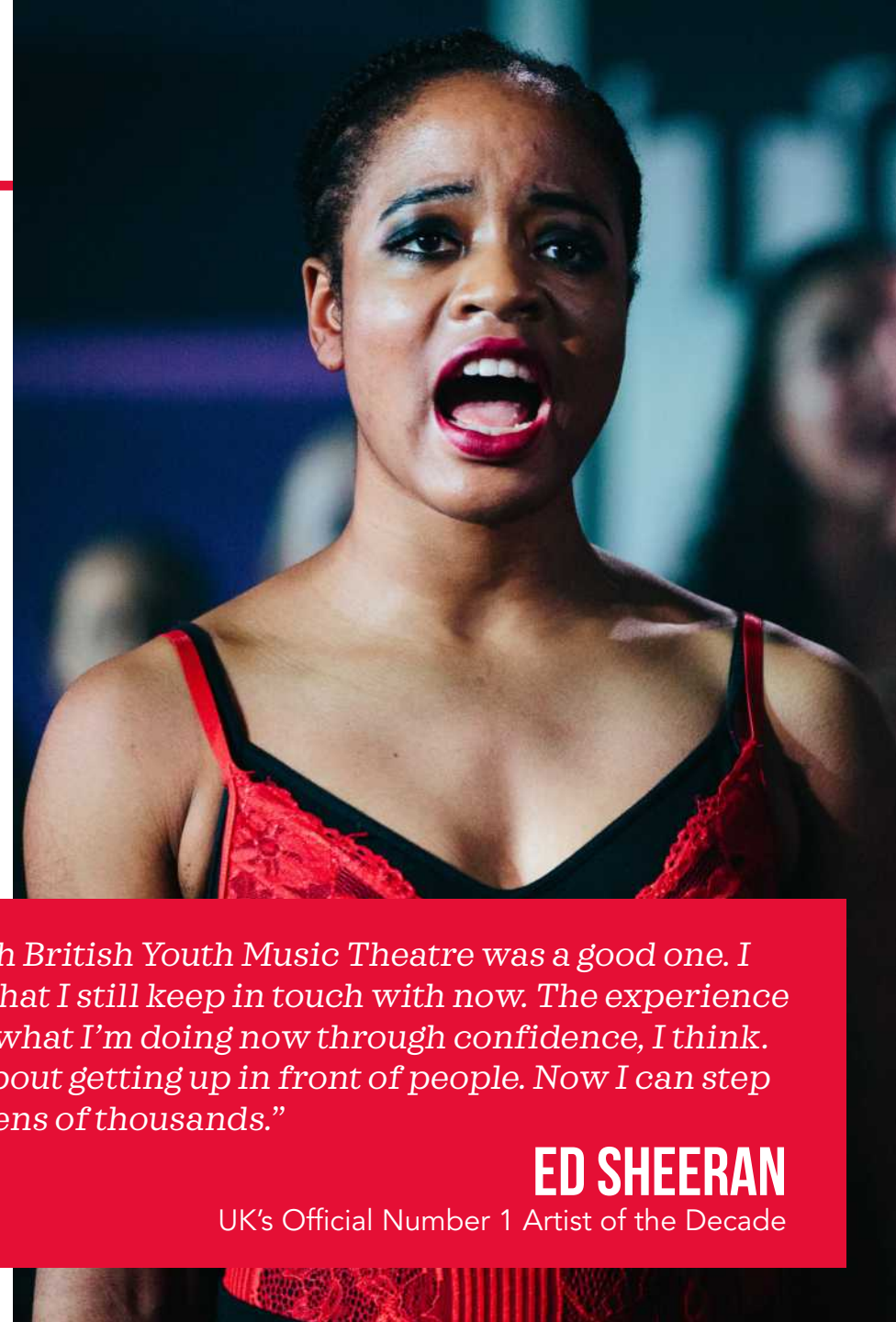
We are the UK's largest commissioner of new music theatre with over 100 new productions to our name. We are also the only youth theatre organisation with an Olivier Awards nomination (best new musical).



"My experience with British Youth Music Theatre was a good one. I made some friends that I still keep in touch with now. The experience has helped me with what I'm doing now through confidence, I think. You come to know about getting up in front of people. Now I can step on stage in front of tens of thousands."

ED SHEERAN

UK's Official Number 1 Artist of the Decade





WHY WE DO IT

Creativity and culture are essential to our society and to the economy. British music and theatre lie at the heart of the sector, are world renowned and turn over more than £7 billion a year. However, the UK industry lacks diversity and relies on new talent to flourish. We exist to bring exciting, diverse young talent to the scene.

We firmly believe that everyone should be able to participate in the performing arts regardless of their background. Access is too often determined by where people live and what families can afford to pay.

We offer opportunities to young people who are underserved, socially excluded, from global majority backgrounds or low-income families. We help young people to fulfil their potential; to overcome lack of confidence, low aspirations, poor communication skills, low-level literacy or poor health & fitness.





OUR MODEL

By focusing on new work, we pioneer original forms of expression. For us, music theatre has to be constantly 'on the edge', exploring new ideas. True creativity nourishes, energises and offers young people life changing experiences.

Crucially, we offer a fully-funded pathway from initial engagement to professional experience, to ensure money isn't a barrier to taking part.

We make music theatre opportunities clearer and more visible, shedding light on the numerous careers available. We work with talented performers to up their skills ready for the next level of training. We develop young musical directors, designers and technical staff and encourage composition and writing from an early age.



ACCESS TO THE ARTS | Fully-funded pathway to industry



WORK IN SCHOOLS AND COMMUNITIES

BYMT is appointed by the Department for Education as one of the nine National Youth Music Organisations, to identify unique talent and provide elite training for young people from all backgrounds.

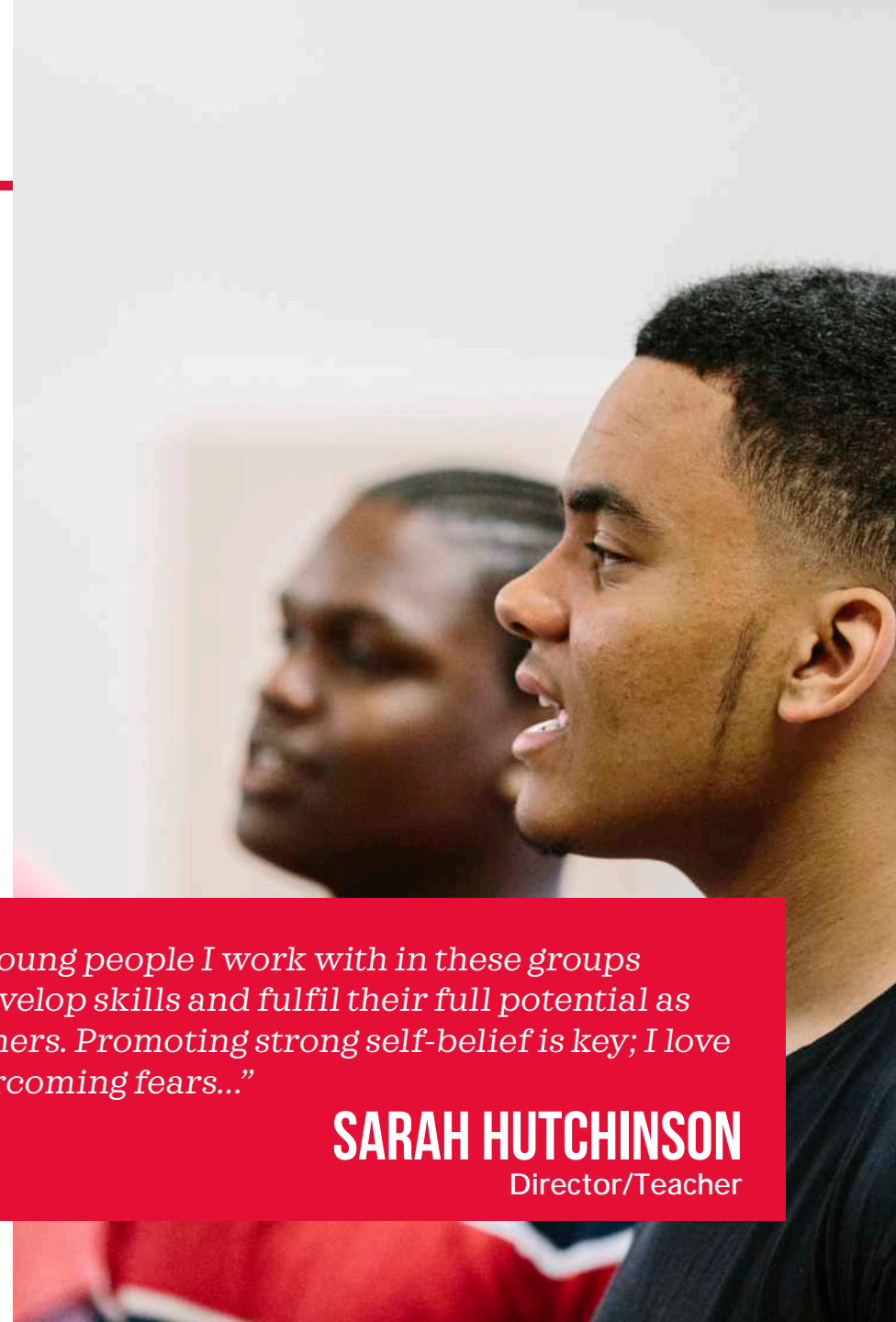
We work with schools, colleges and community organisations across the UK, particularly in areas of social and economic deprivation, to deliver **Discover Music Theatre**: a day of activities to inspire interest, recruit talent and make creative careers more accessible.

We also run the **National Auditions Tour** around the UK every year. Scouting talent for our easter and summer productions and providing an access point for our courses.



"I love the diversity of young people I work with in these groups and enabling them to develop skills and fulfil their full potential as musical theatre performers. Promoting strong self-belief is key; I love to see young people overcoming fears..."

SARAH HUTCHINSON
Director/Teacher





RESIDENTIAL THEATRE PROJECTS

■ THEATRE PRODUCTIONS

2–3-week residential courses with young people drawn from our National Auditions tour, culminating in performances in professional theatres. We produce 8 original shows every year.

■ THEATRE CAMPS

6-day residential courses providing intense, creative training in musical theatre. Participants work with top theatre professionals and create a brand-new show in just a week.

■ ADVANCED SKILLS CAMPS

intensive 6-day residential courses designed to illuminate career pathways, build confidence and demystify how the professional audition process works.

■ BACK STAGE COURSES

for talented young people interested in a career backstage. Working with a professional team of stage and technical managers in some of the UK's best theatres.

CAREER PROGRESSION

Since 2003 we have enhanced the lives of over 15,187 young people, developing singers, actors, dancers and musicians, as well as emerging artists and stage technicians. Many progress on to further training and/or a career in theatre; others move on to music, film or tv; our alumni include: Ed Sheeran, Sam Smith and Charlotte Ritchie.

Through our theatre productions we provide a platform for British writers and composers, with sixteen commissions each year; and we deliver **The New Music Theatre Awards**, an annual competition that identifies new composing and writing talent.

BYMT also runs **Creative Work Placements**, which provides professional work experience for about 25 individuals across eight productions, in the roles of Assistant Musical Director, Deputy Stage Manager and Associate/Assistant Designer.

We pride ourselves on working with some of the most exciting and respected theatre practitioners in the industry, drawing on a wealth of experience from commercial West End theatre, the National Theatre and the RSC, as well as the experimental fringe. All are dedicated to nurturing the next generation of creative talent and improving young lives through music theatre.



IMPACT

15,187
trained young people
since 2003

over
140
brand new
musicals created

1,500
young performers
from the UK & Ireland
every year

8
new musicals per year

40
performances
per year

16
writers & composers
commissioned per year

700
places on productions
& summer camps
per year

100
bursary places for
young people from
underrepresented groups

£50,000
of commissioning
every year

150
employment
opportunities for
creatives & technical staff
generating £200,000

50
employment
opportunities for
pastoral staff

40
positions for emerging
creatives through our
Creative Work Placements

£50,000
generated in UK
theatre tickets sales
per year



REACH AND ENGAGEMENT



17,671 followers



7,088 followers



9,616 followers



1,079 followers



1,029 followers



Marketing Database:
40,513 subscribers



WORDS FROM OUR COMMUNITY

“BYMT is like no other theatre company as you get to help create the show rather than just be in it. So, it helps you develop your artistry and creativity. Overall BYMT has given me an insight into the industry by working with professionals in a high intensity environment.”

Katie, 16 | BYMT Participant

“Being a BYMT’s Creative Trainee is one of the most rewarding opportunities, allowing you to discover your strengths and find the right path of study or career for you.”

Morna Weir | Deputy Stage Manager

“It is vital for young people to be able to explore, grow and create in a safe environment that gets them used to the idea of application, commitment and the acquiring of skills, whilst at the same time having the best time of their lives. This is what a BYMT project offers. It is an amazing springboard, whatever the next step in the journey may be.”

Howard Goodall CBE | Composer

PRESS

"Britain finally has an answer to high school musical... it's impossible not to love"

- Time Out on BYMT's production of *Loserville*

"West End transfer shouldn't be out of the question for Paperboy"

- Irish News on BYMT's production of *Paperboy*

"An impressive and stunning production...awe-inspiring... beautifully and imaginatively staged"

- British Theatre Guide on BYMT's production of *Not the End of the World*

"Stunning music, classy songs, thrilling dance... BYMT has found another winner..."

- The Musical Theatre Review on BYMT's production of *Jabberwocky*

"A brilliant production...energetic, dynamic, exciting, superb..."

- Irish News on BYMT's production of *Goblin Market*



OUR PARTNERS

Supported using public funding by



**ARTS COUNCIL
ENGLAND**

NASUWT
The Teachers' Union

THE BORIS KARLOFF
CHARITABLE FOUNDATION

BackstageTrust



Garfield Weston
FOUNDATION

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FOUNDATION



FOYLE FOUNDATION

T H E
MACKINTOSH
FOUNDATION

*The Garrick
Club* 
Charitable Trust

THE
JULIA AND HANS RAUSING
TRUST





SEEKING NEW COLLABORATIVE PARTNERS

We want to work with:

- **Local and national brands with ethics and cultural relevance to live performance arts in the UK.**
- **Technology suppliers:** lighting & sound equipment, events & hire companies, stage and rigging; video production: to help bolster the production of our workshops, shows and digital content.
- **Youth brands:** working with brands that have relevance to our audience, to showcase new fashion, enable product and styling for our artists in ground-breaking films and performances and place product in situ in our unique shows.
- **Creativity:** brands wishing to support the new generation of musical theatre performers who have a vested interest in “powering” creativity and supporting the creative journey.
- **Environmental consciousness:** brands working in an ethical way in harmony with the environment.
- **Water, pourage and premium drinks:** we want to work with forward-thinking producers from the local area and wider UK to pour and showcase product across our venues and performances.
- **Education and community empowerment:** brands that want to play a part in raising the bar for education, diversity inclusion and training by participating in our training programmes and supporting young people’s growth and pride.
- **Food and consumables:** brands that want to launch or showcase product in creative settings to connect with an aspirational, forward-thinking audience of young creative enthusiasts.

WE MAKE IT EASY TO PARTNER WITH US

TIMES ARE UNPREDICTABLE... we recognise that budgets are tight, and we want to help partners who have a bond with our cause to be able to come on board and work with us in an easy and light-hearted way.

So, we've developed a simple entry level engagement package that allows our partners to benefit from the power of association with our brand, events and audience and collaborate with us without breaking the bank or creating unnecessarily tricky activation structures.

OUR £2,000 ENTRY LEVEL PACKAGE INCLUDES:

■ BRAND ASSOCIATION:

Brand name and logo included as an official supporter of BYMT programmes on Website, marketing material and other outputs where other partners appear.

Licence to use the BYMT name, images and supporting announcement across own brand comms, subject to creative agreement.

■ DIGITAL / MEDIA:

A credit + post / retweet for your brand in all Online Communication (Twitter, Instagram, Facebook).

Special photoshoot with product or staff at BYMT for use in social media or other promo.

■ TICKETS:

Allocation of complimentary tickets to performances from BYMT.

For those that want to reap greater benefits we offer FULL PARTNERSHIP OPPORTUNITIES.



FULL PARTNERSHIP OPPORTUNITIES

PRESENTING SUPPORTER

Headline branding rights in association with BYMT. With full billing, signage and inclusion on all digital and offline communications in relation to the property and programmes. Full physical activation, workshop curation, digital content and marketing comms package developed across the community for a multi-year deal.

DISCOVER MUSIC THEATRE SUPPORTER

Own a physical area of the studio space with opportunity for live brand activations, branding throughout, equipment contribution, workshop participation and curation.

LET IT SNOW SPONSOR

This is our annual festive concert to celebrate the previous easter & summer season and showcase the fantastic work that we produce.

Sponsorship packages include:

- Headline sponsor - £2,500
- Stage sponsor - £1,000
- VIP Reception sponsor - £500
- Programme sponsor - £250

UNHEARD VOICES SUPPORTER

We are working with up and coming writers from global majority backgrounds to tell new stories with and for a diverse UK audience. Rather than creating the music in traditional form, composition, arrangement and music direction will be led by a studio music producer, most likely with a background in reggae, grime or hip hop.

NEW WRITERS & COMPOSERS SUPPORTER

Support our initiatives to develop and showcase new British writing and composing talent, by funding an original music theatre commission, helping to bring a new play to the stage; through The New Music Theatre Award or our Creative Trainee Scheme for Assistant Musical Directors.

TECHNOLOGY SUPPLY PARTNER

We want to work with likeminded technology supply partners who can supply pro-level gear and expertise to spec in return for brand acknowledgement in key comms where other partners appear.

ONLINE CONTENT DEVELOPMENT

Brands can engage with ambassadors from our rising talent– being seen to support the story of growth of a young artist from start to finish over time, and tapping into the appetite of their own growing community, both on and offline

OUR CORE TEAM



EMILY GRAY | CHIEF EXECUTIVE & CREATIVE DIRECTOR

Emily is responsible for creative programming, strategy and planning. Emily brings a wealth of experience and proven track record in artistic and educational productions in music theatre, nurturing young talent to reach and express their full potential; she was previously the Executive Director of Mercury Musical Developments, a UK wide membership organisation for the writers of new musicals; prior to that she was Chief Executive & Artistic Director of the renowned Trestle Theatre Company, in Hertfordshire. As a freelancer she directed *Frankenstein* at the Southwark Playhouse in 2019 and a number of new musicals, including *A Little Princess* at The Other Palace in 2018.



ALEX MASTIHI | DEVELOPMENT DIRECTOR

Alex is responsible for fund raising and business development, forging relationships with those who support the fantastic work that we do. He has worked in the creative and charitable sector for many years, specialising in youth and music. An experienced fundraiser who has played an instrumental part in growing a number of organisations, he has worked with leading community radio stations Reprezent and The Beat, as well as Creative Skillset, the sector skills council for the creative industries. Alex joined BYMT in 2019, bringing a fresh perspective on funding and tonnes of enthusiasm.



MILLY SUMMER | PRODUCER

Milly is responsible for planning and delivering all of our productions, yearly events programme and BYMT's Live Audition Tour. Milly joined BYMT in May 2022 after spending three years as Production Executive for West End Producer Bill Kenwright, where she worked on multiple West End/International shows and UK tours. Prior to that, she worked as an Agent Assistant for leading talent Agency Global Artists. Milly trained at The Urdang Academy and has worked creatively in Theatre for 10 years, she is thrilled to have joined the BYMT team.



Alex Mastihi, Development Director
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