

YOUTH MUSIC

PR AGENCY ***INVITATION TO TENDER*** **2026**



Conscious Youth CIC

1. About Youth Music

We're a national charity. We help marginalised young people to make and monetise music. Every year, we raise £10 million to fund inspirational grassroots music projects and support aspiring young creatives up and down the UK.



We're campaigning to break down barriers for young people facing inequity, exclusion and discrimination. Together with our partners, we're helping the next generation to transform their lives through music. Find out more [here](#).

Vision: A world where every young person can change their life through music

Mission: We are creating a world where every young person can make and monetise music, whatever their background or goal

Values: Bold, Inclusive, Enterprising, Trusting and Responsive



Beneficiaries

We support 0-25 year olds across the UK who face barriers to accessing music because of who they are, where they live or what they're going through. In 2023/24, we reached 80,653 children and young people through our funded partners and direct work with 18-25 year olds.

2. Background

The last five years have been a period of growth and innovation. Alongside this, our PR strategy has focussed on building brand awareness and credibility, particularly amongst emerging creatives, music industries and a 'mass' audience.

However, grassroots music projects are facing a [funding crisis](#), with more than 40% of our funded partners at risk of closure. In response, we launched our fundraising campaign [Rescue the Roots](#) last year.

We are seeking a retained PR agency partner to support us as we continue to increase our focus on growing fundraising and influencing policymakers. In 2026-27, we don't plan on releasing new reports or creating big campaign moments. Instead, we would like our retained PR agency to lead on:

- Regular thought leadership from Youth Music's senior leaders (including Co-Chairs), whilst also platforming the voices and views of young people.
- Reactive commentary and issuing of insights from our recent reports, in response to the news agenda.
- Potential campaign around the release of a new fund in August.

With that in mind, we are looking for a dynamic, inclusive agency with proven ability to understand an organisation's audiences and corresponding relevant specialist media. Ideally, they will have existing relationships with national music media titles - across both trade and consumer. They will regularly land stories for clients in national media, in particular targeting politics, education, culture and finance journalists.

Please note: The Youth Music Awards will not be part of this scope of work.

3. PR Objectives

- Increase awareness of the funding crisis facing grassroots music (Rescue the Roots).
- Grow credibility amongst the music industries, to support in securing and maintaining crucial partnerships.
- Influence policy changes by highlighting inequalities in accessing music for marginalised communities.

4. Scope of Work

- Annual PR plan development and execution



Cred: Maddie Corleone

- Press office management
- Media relations and monitoring
- Monthly reporting

5. Target Audiences

Primary audiences

- Creative/Music Industries – Brands with partnership potential, and leaders that could influence a change in practice for young people entering the workforce.
- Potential donors - Including high net worth individuals, trusts and foundations.
- Policymakers – Advocating for the benefits of music for young people amongst relevant government, local authority and public bodies.

Secondary audiences

- NextGen – That's what we call our community of 18-25 year old creative career starters.
- Projects and Professionals – Our funded partners, and any grassroots organisations working with young people in music.
- Consumers/Music Fans – Advocating for the transformative power of music and the inequalities in accessing it.

6. Budget

- Annual retainer of £60,000 - £72,000 plus VAT (dependent on final scope of work).
- 12-month contract.

7. Proposal Requirements

To express your interest, please email sophia.syed@youthmusic.org.uk by Monday 26 January 2026 with:

- An overview of your agency
- Three examples of recent, relevant campaigns (including results)
- Confirmation of alignment with our [equality, diversity, inclusion and accessibility](#) commitment.

4-5 agencies will be shortlisted to pitch and sent a brief.

8. Timeline

2026	
Mon 26 Jan	Deadline for tender submissions
Mon 2 Feb	Notify shortlisted agencies and share pitch brief
Mon 23 – Tues 24 Feb	Pitches (at Youth Music offices on Union Street)
Wed 4 Mar	Notify pitch agencies of outcome
Wed 1 Apr	Appointed agency to commence work