

OUND

MUSIC

Digital Mozart
(Producer/ DJ)

Prospectus 2024/25

INSTITUTE

UNAPOLOGETIC ABOUT BLACK MUSIC CULTURE

UD is a London-based music organisation bringing communities together around Black music and Black music culture. With over 20 years of experience in nurturing and supporting Black and culturally diverse artists when they need it most, UD acts as a bridge between burgeoning talent and the music industry.

At UD, we are passionate about excellence, and the potential for excellence in every young person we encounter. Aligning professionalism and business acumen with an understanding of youth and subculture, we run industry-led events, artist development and employment support programmes. Those that have come through our doors can now be found working at institutions including Island Records, Nike, Rinse FM, GRM Daily, Beats and SBTv. Artists we have helped and showcased at early stages of their career include Wretch 32, Little Simz, Ghetts, Andriya Triana, Maverick Sabre, Dyo, Devlin, Labrinth, Skepta and Paigey Cakey.

Since 2000, when UD was co-founded by a group of hip-hop artists, we have understood that young people need the resources and space to create and explore their potential; UD works for a world where young people who make and love Black music, are recognised as equal to any excellent creative individuals, and are celebrated and supported as such. Whether they're on their first steps into music, just breaking into notoriously competitive creative environments, or about to make it big, we provide the tools they need: Excellence, confidence, structure, opportunity and networks.

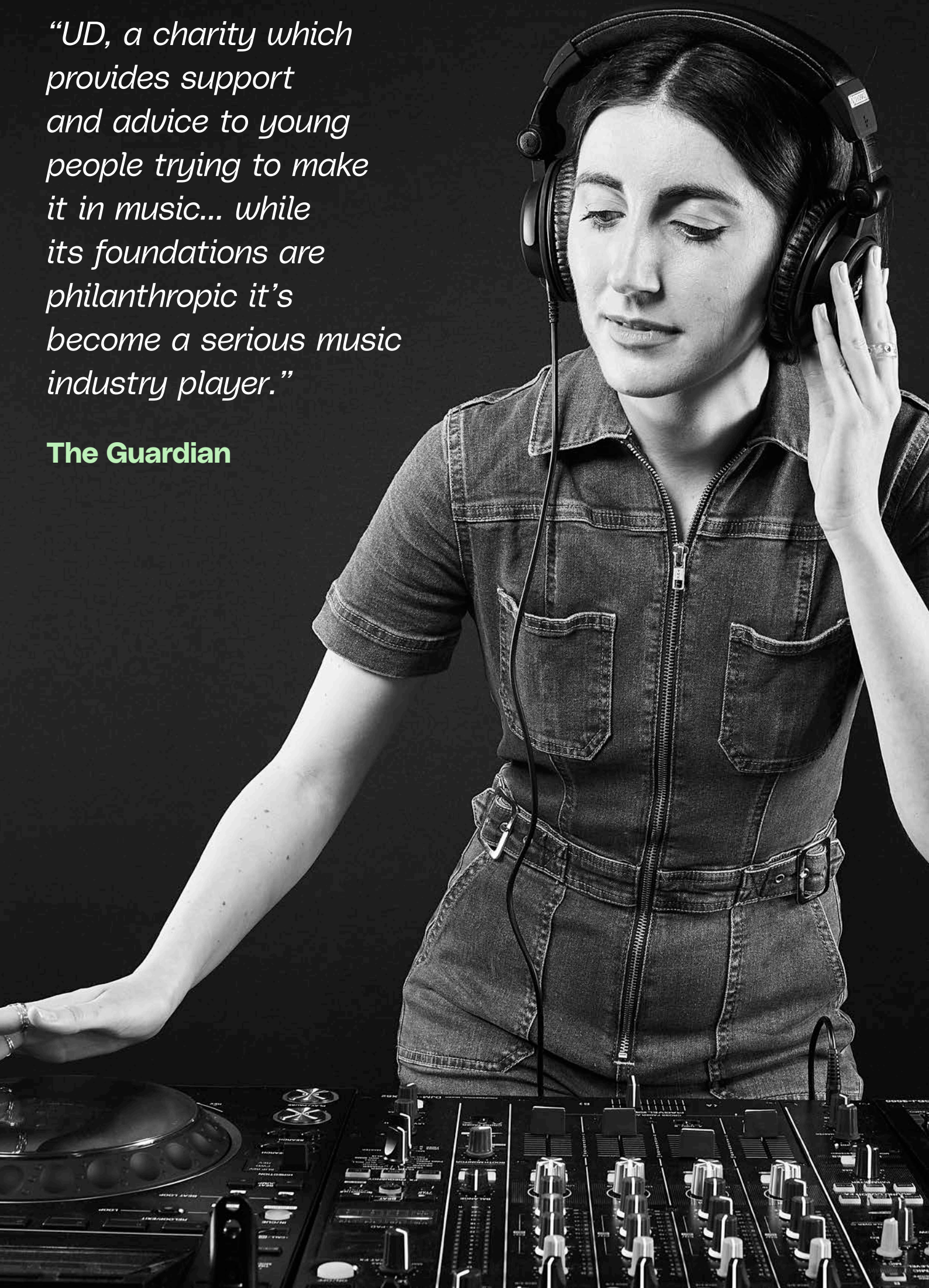
United in development, UD stands for you.

**To find out more about our work and projects,
please visit → udmusic.org**

Follow us → [@udmusicldn](https://twitter.com/udmusicldn)

“UD, a charity which provides support and advice to young people trying to make it in music... while its foundations are philanthropic it’s become a serious music industry player.”

The Guardian



DEGREE LEVEL COURSES COME TO UD 1/2

In September 2024 a new chapter - and term - will begin at UD's Talent House

UD educates, empowers and creates life opportunities for young people inspired by the sounds, words and rhythms of Black music culture. Whether your future involves becoming a successful artist or a music producer, our Level 4 courses (the first year of a degree), awarded by the University of East London (UEL), will help you make your dreams a reality.

UD Level 4 Courses are...

- Industry supported Degree courses
- Music industry input and delivery
- Genre and culturally relevant
- Delivered through live projects and industry briefs
- Employability portfolio focussed
- Additional studio and resource access packages at UD Talent House
- Professional facilities
- Flexible in their progression options

DEGREE LEVEL COURSES COME TO UD 2/2

Starting in September 2024, at Talent House, our new purpose-built home in east London, a pioneering, state-of-the-art building at 3 Sugar Lane in Stratford, education will take centre stage.

From creating and performing material, to the marketing and publishing of the work, our courses provide development and understanding about the music industry, from the music industry. Thanks to UD's extensive contact book and mentoring expertise, you'll also have regular access to professionals working in record labels, social media, publishing and the live sector.

We are passionate about excellence, and the potential for excellence in every young person we encounter. While it can be difficult to progress with so many barriers in place, entry into music and the music industry shouldn't be a privilege or reserved for the few. UD is an expert friend to the music industry, and to the music educators who have the best intentions for the young people we work with - we want you to unlock your potential.

“Being a student (at UD) has been one of the most beneficial factors in my career to date. Being given the opportunity to present myself and my work to industry professionals has allowed me to make connections and put me in places I had no idea I’d be in this time last year.”

Adrian Okezie
aka Digital Mozart
UD Alumni, 2018-19



COURSE INFORMATION

1/4

Course Title:

W317 - CertHE Music Performance and Production
W318 - CertHE Music Technology and Production

Course Fees:

Full-time: £9,250 per year

Student Loans:

applicable and fundable

Level: 4

Study: One Year Full Time

Institution code: E28

Campus name: UD (UD Music Foundation)

Campus code: Z

Entry Requirements:

112 new UCAS points

From A-level:

must include pass in A2 in at least 2 subjects

From BTEC:

Extended Diploma or Diploma

From International Baccalaureate:

Diploma with 24 points including a minimum
of 15 points at Higher Level

About the Course

A Certificate of Higher Education is the first year of a degree and having a bespoke design created by UD to meet our specific audience needs.

Projects and Interactive Portfolios

Portfolios bring together all elements of your project work throughout each year. You will create an online interactive portfolio which you will continue to update and enhance throughout the course. You will finish with a professional portfolio to showcase your work.

The Course splits into 2 pathways:

1. Artist Pathway (Cert HE Music Performance & Production)

As a singer, writer, performer, musician you will work on your own material as part of a portfolio of work for entry to the industry. Alongside industry personnel you will focus on developing the skills and knowledge you need in today's music industry

Modules you will study are:

- Collaboration
- Music technology
- Production
- Public project
- Mental wealth

These will be achieved through projects such as;

A collaborative song writing/ composition project
You will work with peers to create material to real world industry briefs and receive industry feedback on your work.

Deconstruction of your brand

You will work out what makes you the artist you are and how this helps you understand the music you make. This will help you think about marketing your brand.

Self-production

You will learn to produce demos and recordings of your own to undertake repertoire development and gain feedback from industry professionals along the way.

2. Producer Pathway (Cert HE Music Technology and Production)

As a producer you will work on your own material as part of a portfolio of work for entry to the industry. Alongside industry personnel you will focus on developing the skills and knowledge you need in today's music industry

Modules you will study are:

- Collaboration
- Music technology
- Production
- Public project
- Mental wealth

These will be achieved through projects such as;

A collaborative production brief

You will work with peers to produce material to real world industry briefs and receive industry feedback on your work.

Deconstruction of your brand

You will work out what makes you the producer you are and how this helps you understand your place in the music industry. This will help you think about marketing your brand.

Production

You will learn production techniques in recording, engineering, mixing and mastering to help you develop your own material. You will also work as a producer to create recordings for performers on the course to develop your techniques and professional skills.

COURSE INFORMATION

4/4

Industry Input

On both the Artist pathway and the Producer pathway you will have regular updates from industry across all areas you need to understand and have an opportunity to question professionals who work across the industry. This will include partners from the following areas:

- Label/ Publishing A&R
- Professional Songwriter
- Label Marketing/ PR
- Indie Marketing/ PR/ branding
- Social Media/ Digital PR
- Producer
- Producer Manager
- Artist Manager
- Product Manager (label)
- Live Music Agent



UD stands at the crossroads where creativity meets the music industry. For us, learning and opportunities are constantly evolving. So what comes next for you?

What does the course lead to?

We recognise that not all people wish to commit to a full degree in 3 years. With this in mind, we have developed a flexible system that will meet your needs. At the end of this year (Cert HE) you can;

1. Progress to Degree completion.

You may wish to progress onto the second and third years of your degree at our validation partner - University of East London (you will need to pass the year with us to confirm this).

2. Progress into industry.

You may be ready to start your career. The music industry moves fast and we want to recognise that your work may lead you to work earlier. You can end with the Cert HE and move to employment or self employment if you are ready (we will support you in making these choices).

3. Progress to the UD Incubator Programme.

Our intensive artist development incubator might be just the thing you need to fast track your career when ready. This non-validated mentoring programme is designed to give you intensive support before you make the final leap to industry.

4. Accelerator Development Funding.

Supported by PRS for Music Foundation and Island Records, the Accelerator allows UD to develop 6-10 emerging artists every year. We offer artists guidance and financial support to assist with recording, marketing and distribution costs to help get their career off the ground.

Other opportunities at UD

UD INCUBATOR PROGRAMME

The Incubator Programme was created by UD to help facilitate the transition of young people from an educational or vocational training environment towards the commercial market or professional workplace.

Whether you create grime, rap, R&B, pop, jazz, hip-hop or drill, we are always supporting the talent of tomorrow.

The aim?

To develop the creative and business skills for talented, independent musicians emerging in the music industry. A six-month talent and career development opportunity for 10 exceptional independent artists, making music of Black origin.

The programme includes:

- Songwriting sessions
- Extensive industry bootcamp covering music law, publishing, major and indie labels, distribution, A&R, live music and digital marketing
- Hot desking and studio access at the Talent House
- Mentoring by industry professionals
- Showcasing openings including a chance to perform at The Great Escape
- Access to financial investment

Accelerator Development Funding

United through excellence, our Accelerator Development Funding, supported by PRS for Music Foundation and Island Records, allows UD to develop 6-10 emerging artists every year. We offer artists guidance and financial support to assist with recording, marketing and distribution costs to help get their career off the ground.

UD also work more intensively with a select few artists (and their teams) who are looking for uplift, developing a 6-month action plan, tailored to their individual needs while providing mentoring support to achieve personal goals. For those that wish to progress further commercially, UD, alongside our partners, are able to offer and create bespoke long-term development deals to aid in a successful and sustainable business.





LONDON
ICE X UNO

TALENT
HOUSE

ENTER OUR NEW PIONEERING MUSIC AND DANCE HUB IN EAST LONDON 1/2

Welcome to our new home and your new campus
- a state-of-the-art £4.1 million building called The
Talent House, at 3 Sugar House Lane in Stratford.

UD and East London Dance have come together, under one roof, to offer even more opportunities for young people. We proudly present to you Talent House, a pioneering music and dance hub, designed by award-winning architect Katy Marks. Boasting professional facilities, including digital broadcast capability throughout, it will lift the aspirations of all who use the House.

A unique campus, created to maximise creativity and learning, with five music recording studios, a live room, two vocal booths, a large flexible rehearsal space, a Mac and tech lab (with 20 workstations for music education), two dance studios, a flexible space for seminars, a shared area for members (including a canteen and hot-desking space), Talent House is THE cultural hub for emerging talent. To top it all off, the central atrium is our main reception and can be used for informal gigs and dance jams.

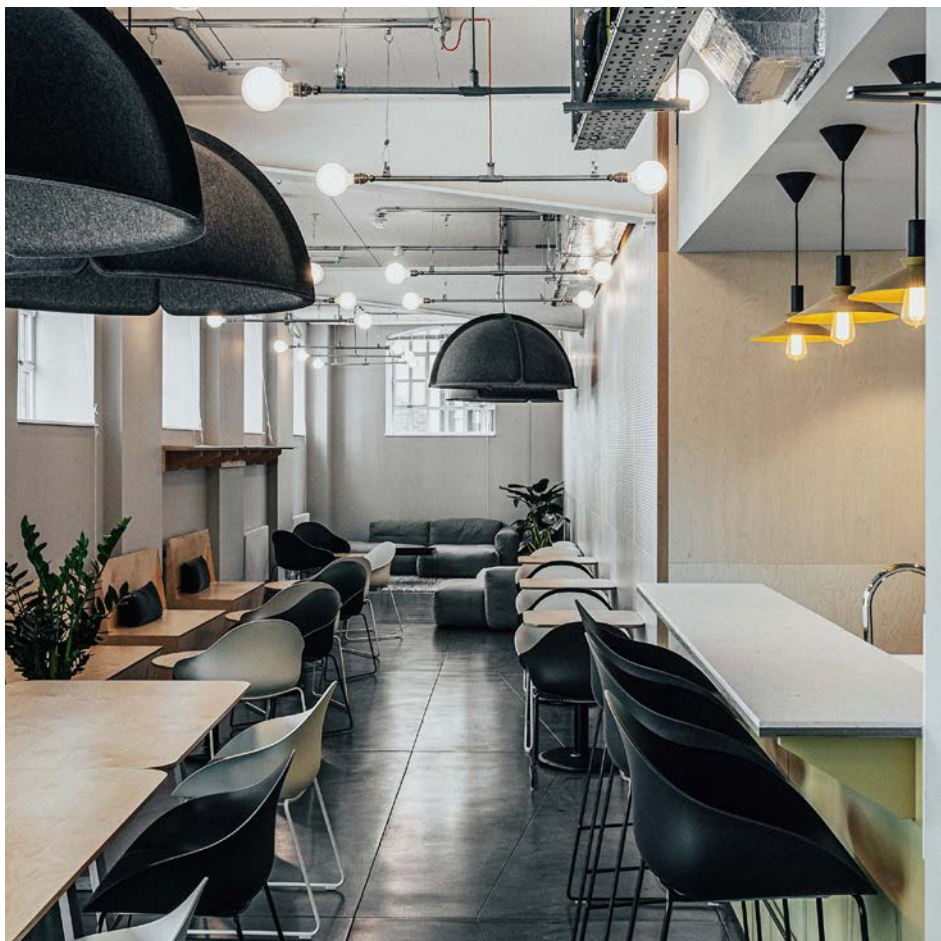


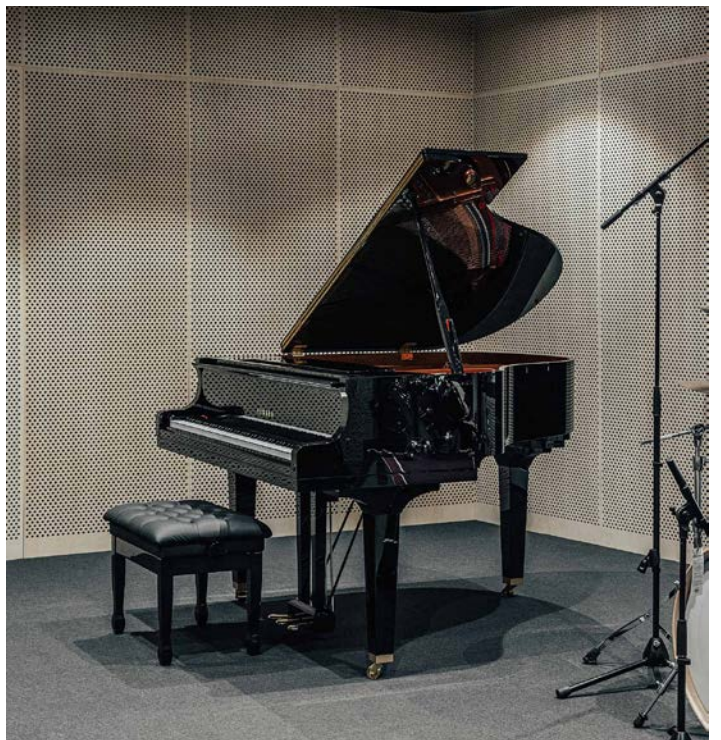
ENTER OUR NEW PIONEERING MUSIC AND DANCE HUB IN EAST LONDON 2/2

We hope Talent House will be many things to many people;

- A home for young Black and culturally diverse talent.
- A state-of-the-art studio where tomorrow's most exciting music will be made.
- A rehearsal space where performances of the future will be crafted.
- A place of sharing, learning and enrichment.

At UD, we understand that young people need the resources and space to create and explore their potential. The Talent House provides just that while we continue to empower those trying to make it in the music industry to realise they already belong, equipping those who are breaking through into notoriously competitive creative environments with the tools they need: Excellence, structure, confidence, opportunity and networks.





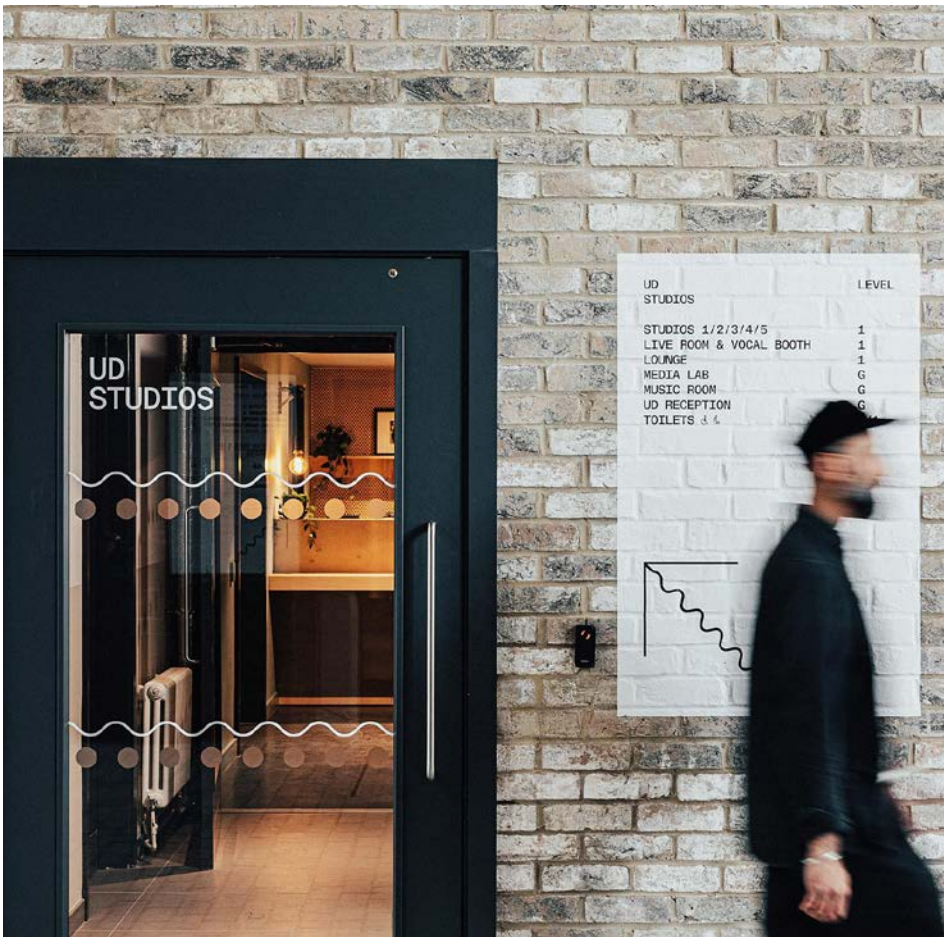
JOINING THE UD COMMUNITY AT THE TALENT HOUSE

Campus & perks

If you're studying with UD, you'll also benefit from bespoke access to our Talent House co-working space and members hub, aimed at supporting the artist or entrepreneur in you.

On top of timetabled activities, students will benefit from our bespoke **Student package** that includes;

- Hot desk co-working space in the Talent House Hub
- Complimentary studio time every month
- Tickets to UD Industry Takeover seminars and Showcase events
- Access to the tech lab facilities for course work



TALENT IS EVERYWHERE, 1/2 OPPORTUNITY IS NOT

UD plays a big part when it comes to nurturing up-and-coming talent from the UK's music community. They rep every genre of Black music to the fullest, be it through their live events or via their popular website.

Joseph JP Patterson,
Complex & Trench Magazine

"There is so much talent coming out of the UK but not enough spaces for young people to experiment and develop before they are swept up in success. Having a space to meet, connect, rehearse, create and build a team are integral to every creative's development, especially for those making music outside of mainstream music education."

Amahla,
singer songwriter and
UD alumna

"PPL is a proud supporter of UD and its work helping young artists and emerging professionals develop sustainable careers in music. We look forward to continuing our partnership with United Development as we work towards a more diverse, equitable and inclusive music landscape."

Peter Leathem,
Chief Executive Officer at
PPL

"As someone who has received support from UD myself at an early stage in my career, I know how scarce opportunities are and how game-changing it can be to get funding and support. Young people leaving college will always need opportunities to grow as artists and I want to develop talent without the pressure of a label deal. My vision is to spot and bring in the best artists from the scene, so i'm really excited about UD..."

Alex Boateng
Co-President 0207 Def Jam

"My career in music was kickstarted through an internship at this urban music institution. UD invested time and training to nurture my passion for music, as they do for hundreds of young musicians and creatives who pass through their studio and attend their events."

Rebecca Wren
Music Programming
Manager, Apple Music

TALENT IS EVERYWHERE, OPPORTUNITY IS NOT 2/2

"[UD] is seriously important, to give people an understanding at a grass-roots level about what the expectations are of them in the early parts of their career. Being able to have people give feedback from all the different areas of the music business in one place, in one day, is amazing. The people that run UD are doing an absolutely fantastic job. That's why I've got no issues about giving my time up."

Darcus Beese
former President, Island Records

"I think it's crucial for artists and people working in the grass roots music industry to understand which direction the industry is going in and you can't be naive and just expect that a good song is going to reach people, so with companies like UD, you're making sure that you're educating the future of music..."

Joe Frankland
Industry Fund Manager,
PRS for Music Foundation

"UD events have a great atmosphere while being informative and taken seriously. It's a great opportunity for people to directly access experience,

information and contacts within the industry."

Hattie Collins
presenter Apple Music 1

"The inspirational Industry Takeover events bring relevant industry professionals face-to-face with young people aspiring to develop music careers. Universal Music UK has worked with UD for a few years, providing volunteer speakers for panels and one-to-one sessions... It's a fantastic resource and we would be delighted to continue supporting their work."

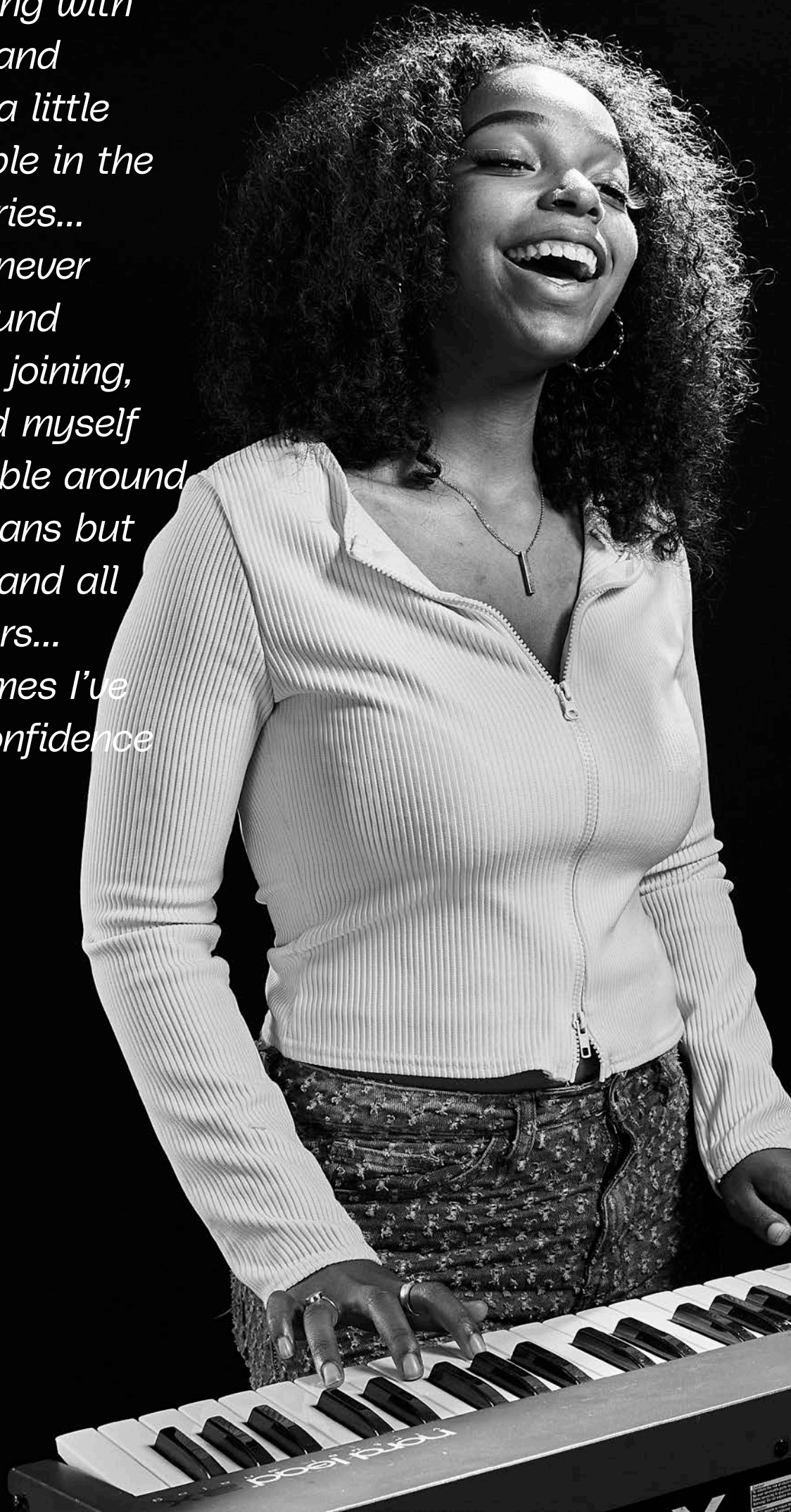
Selina Webb
Executive Vice President,
Universal Music UK

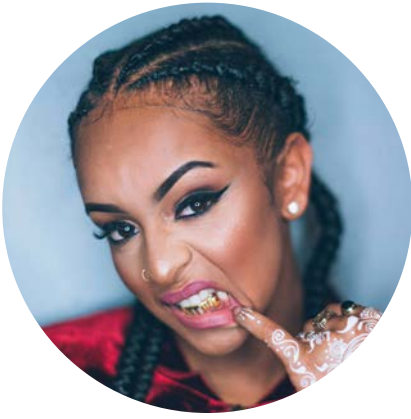
"As someone who has received support from UD myself at an early stage in my career, I know how scarce opportunities are and how game-changing it can be to get funding and support. Young people leaving college will always need opportunities to grow as artists and I want this new partnership to develop talent without the pressure of a label deal. My vision is to spot and bring in the best artists from the scene, so i'm really excited about UD..."

Alex Boateng
co-President 0207 Def Jam

“Through working with UD I just grew and started to feel a little more comfortable in the creative industries... Because I had never really been around creatives, after joining, I started to find myself being comfortable around not only musicians but photographers and all types of creators... With UD & Flames I’ve gained more confidence in myself.”

Nayana





Paigey Cakey

Paigey Cakey is a rapper, singer and actress who hails from east London. Since 2012, Paigey has been building an impressive résumé of music releases, sold out events across Europe and has been cast in films and TV shows including 'Attack the Block' and 'Waterloo Road' for BBC.

UD Music supported Paigey through the level 2 Accelerator deal. After receiving funding from PRSF 'Women in Music' fund, Paigey released an eight-track EP, Red Velvet, to critical acclaim. Her music went on to feature in campaigns for Superdry and Dr. Martens.

Over time, Paigey has impressively developed her brand by independently amassing millions of download streams/sales, YouTube views and has grown a following of almost half a million across her social media platforms.

In 2022, Paigey continues to collaborate with some of the biggest brands and names in sport, fashion and entertainment.



Likkle Jay

Music producer, engineer and UD alumni, Justina Bryce aka Likkle Jay joined us in 2013 where she started her engineering experience at the UD Studio. Since then, Justina has held her own studio sessions and worked on many projects for artists, film, adverts and sync.

After many years of making beats, in April 2020, Likkle Jay self-released her debut single 'Diamonds'. Despite 2020 being Likkle Jay's first time self-releasing music, her productions have already racked up hundreds of thousands of streams. From working on the 'NEXXT STEP – Behind Every Great City' project in 2018, to more recent and upcoming releases from the likes of Chase Young, Vicky Pasion, Charlie Is Ready and more.

In 2021, Likkle Jay took the next step in her musical journey by joining the prestigious Music Production Course at Abbey Road Institute, having been nominated for the elite opportunity by UD Director, Pamela McCormick. We're incredibly proud to have played a small part in Justina's career and excited to see what's next in the pipeline.



Molly Elizabeth Teague

As heard in i-D's Best New Music playlist and Popjustice's New Music Friday Edit, Molly Elizabeth is the latest in a long line of UD Music alumna making herself heard.

Finessing her artistry since her early teens, over the last 18-months, Molly's work has gone on to be included on the soundtrack for Theresa Ikoko's BAFTA award winning film, Rocks. Having joined the UD Flames Collective, which she credits for building her confidence, Molly soon began expressing herself, musically, on a new level.

The resulting debut single, 'Please Just Wait,' produced by fellow rising star, Lauren Faith, was released by UD Music via their Ingrooves distribution partnership in July 2021. A classic break up song that Molly's now looking forward to performing live, it also comes with a video shot in her Essex hometown. Inspired by strong women with a voice, this is a little taste of what's to come. Kicking off the summer season, Molly performed at this year's Great Escape Festival on the UD stage, and has new music out soon.

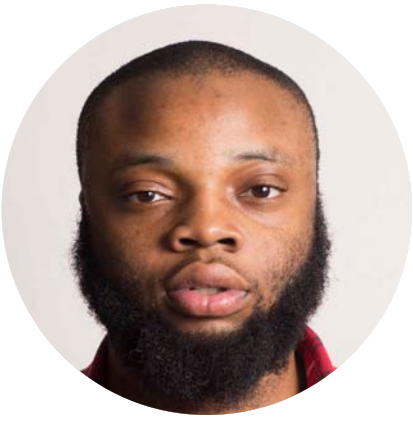


Rebecca Wren

Rebecca participated in UD's Industry Takeover work experience programme as an unemployed graduate of the University of East London.

On completion of her three-month work experience placement, Rebecca was then employed by UD for three years, initially as a team assistant before progressing to project assistant and finally project coordinator.

Moving on to pastures new in November 2011 to work as a freelancer, Rebecca was then employed by UD in early 2012 to coordinate the workshop programme of the MOBO Tour. Rebecca went on to secure regular freelance contracts with online broadcaster SB.TV and record label Digital Soundboy and has worked with Selfridges, Barbican Centre & VICE among others. She can now be found working in Music Programming at Apple.



Charlie Ogbechie

Charlie first engaged with UD as part of their 'UD Creatives' initiative in 2010 and helped program and successfully run UD's Industry Takeover and Re:Definition events.

Looking to invest in the organisation further, Charlie progressed to an internship at UD while studying full time at Middlesex University and secured a six-month full time, paid internship with EMI Music in 2012, working in their artist liaison department.

Following completion of his internship at EMI Music, Charlie returned to UD as a full time projects co-ordinator working across our events and A&R. He was also heavily involved in the marketing aspects of the UD studio.

Going on to work for Live Nation and ADA/ Warner, Charlie can now be found at SoundCloud where he's a Senior Manager working on Artist Partnerships.

**DO YOU WANT TO VISIT
TALENT HOUSE? THEN WHY
NOT BOOK A TOUR...**

Book a visit or contact us
→ level4@udmusic.org

“UD is a key player in the scene, everyone needs to get involved with what they do”

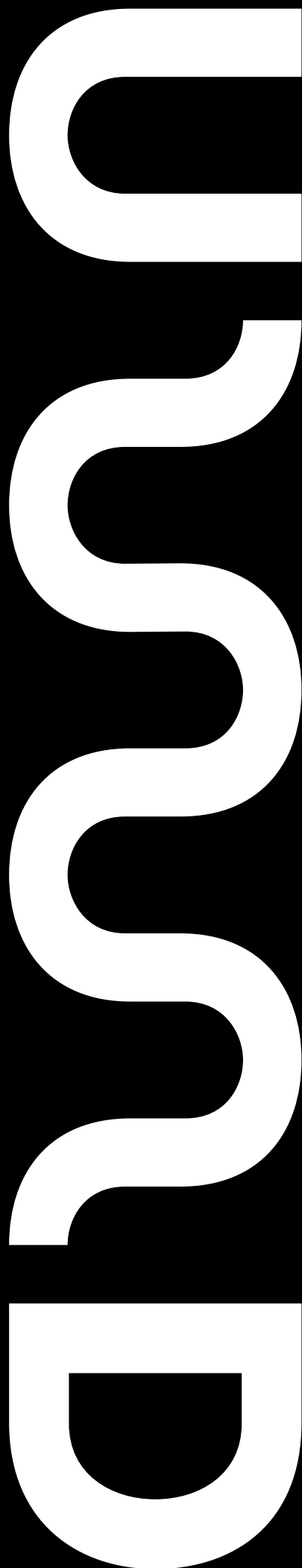
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