



**NEW  
GEN  
FESTIVAL**

# **WEST LONDON'S FESTIVAL BY AND FOR YOUTH**

**COMING BACK on 29 JULY 2026 at WALPOLE PARK, EALING, W5 5EQ!**

# What makes New Gen different is how youth leadership shapes every part of the festival.



Most festivals say they focus on young people. New Gen actually does. Young producers shape programming, marketing and operations, making it one of the few festivals built by youth and for youth. **Youth engagement is a challenge for the events industry, but New Gen keeps growing because young people lead the way.**

**100+**

Young Artist took the stage!

**50**

Volunteers in 2025!



**THIS FESTIVAL RE-ENGAGES  
YOUNG AUDIENCES IN A WAY  
THAT OTHER FESTIVALS ARE  
STRUGGLING TO ACHIEVE AFTER  
COVID**

# Our 2025 Impact

**1.5k**

Audience turnout!

**100+**

Emerging artist took part!

**20%**

steady growth year-on-year!

**You read that right.**

# Our Audience

Our audience reflects the energy and diversity of young people in West London. The festival brings together communities who are digitally active, culturally curious and seeking accessible creative spaces.

**14 - 25**

Our audience

**80%**

of audience are of global majority

**1 in 12**

audience members also perform at New Gen

# We offer a range of creative segments across the festival day for everyone



**GAME ZONE**

Pop-up Arcade brings gaming tents with Minecraft, FC24 and more, creating a safe welcoming space for youth.



**BATTLE OF THE BOROUGHs**

Dance battles for ages seven to sixteen from London and the South East, with qualifiers and finals on throughout the day.



**MAIN STAGE**

Emerging artists and headliners, cyphers, DJs, TikTokers and competitions + the New Gen Allstars.



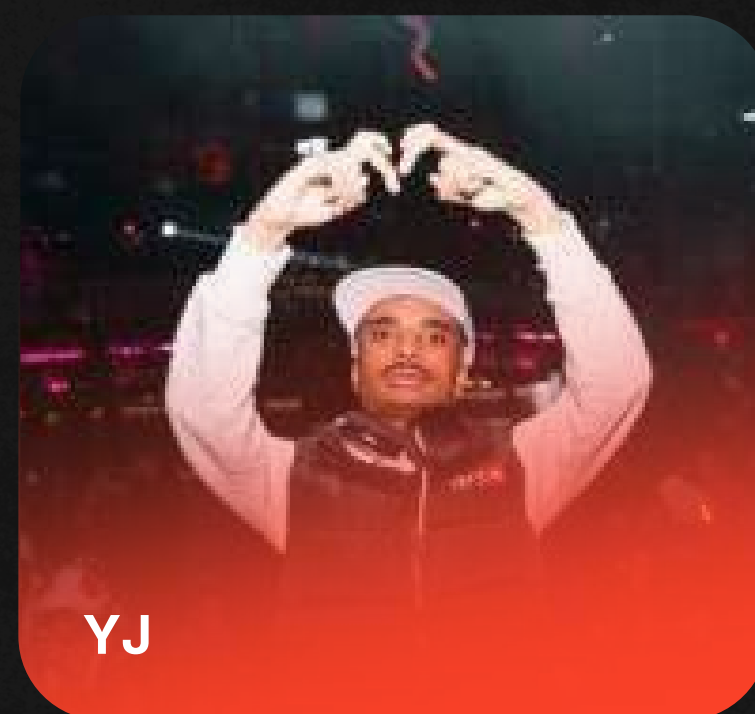
**DROP IN's**

Drop-in creative tasters including manga, gamelan, steel pans and DJ sessions, offering inclusive space for all abilities to explore.

# PREVIOUS ARTIST HEADLINERS



1.1M Followers on TikTok,  
Cristal performed in 2024



530K followers on TikTok,  
YJ performed in 2025



3.4M Followers on TikTok,  
Stepz headlined the festival  
in 2023



BBC Rap GAME Winner  
performed in 2025

**Supporting rising talent long before  
the industry catches up**

# NEWGEN FESTIVAL EVENT MAP



# TELL US WHAT YOU THINK!



# THE PROGRAMME

## 1. MAIN STAGE

- 2:00pm - 4:00pm Battle of the Boroughs Dance Battles
- 4:00pm - 4:20pm Voices Singing School
- 4:20pm - 4:25pm Manga Demo
- 4:30pm - 5:00pm Live music & DJs (TBC)
- 5:00pm - 5:15pm Battle of the Boroughs Semi Final
- 5:15pm - 5:30pm SAV NDO
- 5:30pm - 5:40pm Grimm Dreamurr
- 5:40pm - 5:55pm Battle of the Boroughs Final
- 5:55pm - 6:05pm Torann
- 6:05pm - 6:10pm CINZ
- 6:10pm - 6:40pm Spit Game Final
- 6:40pm - 6:55pm 100Stacks, C2, CJ x SM, Kush
- 6:55pm - 7:05pm YJ
- 7:05pm - 7:15pm Remz & HJay
- 7:15pm - 7:30pm PROPH
- 7:30pm - 7:50pm Kashleen, Lo'Shai, Lambs x Kashleen, Remano
- 7:50pm - 8:00pm M LIZZY
- 8:00pm - 8:10pm Daysh
- 8:10pm - 8:20pm SWITCH
- 8:20pm - 8:30pm LAYYAH
- 8:30pm - 8:35pm TX
- 8:30pm - 8:40pm Joash
- 8:40pm - 8:50pm CHANEL
- 8:50pm - 9:15pm New Gen Allstars  
Tazzyi, Deecien, C2, Arcain, V.A.I

## 2. AMPLIFY STAGE

3:00pm-7:00pm  
Open mic, guest artists, spoken word, rap, drag, dance, music, and jam sessions. Hosted by Eve Atkinson and H-Jay, the Amplify Stage celebrates bold, diverse, and original expression.

## 3. MANGA WORKSHOP

2:00pm - 6:00pm  
Drop-in manga workshop with Chie Kutsuwada, artist behind the Tokyo Ghost Cafe. All abilities welcome. Plus live demo on the Main Stage at 4.20pm.

## 4. YOUTH MARKET

2:00pm - 7:00pm  
Find out what West London's young designers and entrepreneurs have to offer, including illustrated stationery, drinks, jewellery, and fashion.

## 5. GAMING ZONE

2:00pm - 6:00pm  
Play Minecraft, FC24, Mario Kart and more in comfy gaming tents by Pop-Up Arcade. Hosted by Youth Social Network, the Gaming Zone is open to all and inclusive of additional needs.

## 6. MIND ZONE

2:00pm - 6:00pm  
Chill out under the trees with our bean bags, or join Ekam Sat Yoga and JudePowell for some tai chi and yoga taster sessions to build self-awareness, confidence, and cultivate internal energy.

## 7. SPORT ZONE

2:00pm - 6:00pm  
Brentford FC Community Sports Trust and Ealing Trailfinders bring football and rugby (men & women) to the field, along with the Brentford smoothie bike and face painting.

# NEWGEN FESTIVAL

# Schools

We want every young person in Ealing to know that New Gen is there for them. We want to show that Ealing is a place where young people can be creative, find a spark, and make something happen.

## Young people take part as:

- artists (main stage, open mics, competitions)
- producers (marketing, programming, etc.)
- volunteers (stewards, box office, runners)
- audiences
- advisory groups

## How we partner with schools:

- School/college visits by young artists and producers to share why they're so excited about New Gen, including a video trailer.
- Signpost Ealing's growing youth music scene—where are the open mics, studios, and youth clubs.
- Volunteering opportunities for students (16+) to get involved in delivering the festival, on the day or in advance.
- Students can help shape the festival by telling us what they want to see and do.

# Partners

New Gen is a partnership project between youth and culture organisations in Ealing and West London, with Ealing Council's youth and culture teams as the lead partners. We have received Arts Council funding four years in a row.

## Collaborations

New Gen is a space where partners come together and new collaborations take shape.

For example, DIAXPORA.fm established the New Gen Media Team in 2024, where up to 15 young people with neurodivergencies meet weekly to build their media skills and document youth culture.

## Our partners include:

Battle of the Boroughs (dance battles), Bollo Brook Youth Centre, Brentford FC Community Sports Trust, JE Delve, Diaxpora.FM (Media Team), Ealing Trailfinders Rugby Club, Elevate Arts, The Metaphorest (spoken word), Middlesex Pride, Mind, Minds to Media (Hounslow youth music), Rebels & Pilgrims (Southall cultural events), Southall Community Alliance, The Unexpected Media, University of West London, Young Ealing Foundation.

# HEAR IT FROM THEM

It felt like a hugely successful event A real progression from previous years, much more youth focused, as well evidenced by the turnout. And the **young people loved it.**

FESTIVAL DIRECTOR

I just wanted to say thank you for the opportunity to be a part of the New Gen team this year. It was a really good experience and **I took away a lot from it.**

YOUNG PRODUCER

# We speak often about supporting young people, but the real impact is seen in what happens at the festival

With one in eight 16 to 24-year-olds not in education or employment, and many still carrying the effects of Covid, New Gen gives young people a sense of ownership, community and purpose. **Ready to be part of the story?**

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**80%**  
of audience are global majority





NEW  
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THANK  
YOU

NEW GEN EALING CIC