



MUSIC INDUSTRY TRUSTS AWARD 2023:

Leading music agent of Adele, Mumford & Sons, Olivia Rodrigo, Stormzy, Little Simz, Hot Chip, Loyle Carner and more:

LUCY DICKINS

HONOURED WITH MITS AWARD AT STAR STUDED CEREMONY



In recognition of her outstanding contribution to the music industry

Tributes from **Adele, Little Simz, Mahalia** and more

Star guests came together to celebrate Lucy Dickins:
Rick Astley, Denise van Outen, Jack Peñate and **Brenda Edwards**

Performances from **Loyle Carner** and **Hot Chip**

Monday 6th November

www.mitsaward.co.uk

Supporting the BRIT Trust and Nordoff & Robbins

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(Credit John Marshall, JM Enternational)

Monday 6 November, London - One of the world's most revered music agents, **Lucy Dickins**, has been awarded this year's **Music Industry Trusts Award (MITS)**. This was presented to her by her brother and fellow industry leader Jonathan Dickins in a room full of her peers at a gala ceremony in The Great Room, Grosvenor House Hotel, held in aid of two vital music charities in the UK: **The BRIT Trust** and **Nordoff & Robbins**.

The MITS marked Lucy Dickins' incredible legacy and her immeasurable contribution to the music industry. During her 25+ year career, she has shaped the face of live music today, consistently seeking out the greatest musical talents of our time and playing a crucial part in bringing the best live music to hundreds of thousands of fans.

Accepting her award, **Lucy Dickins** told the cheering room, *"I'd like to thank each and every one of you for this moment. May we continue to nurture, support and empower great talent and may we continue to live and love in music. I'm truly humbled to receive this award tonight and I hope that in some small way I've inspired the next generation of women in music, which translates into the live music business in the future. Thank you, all."*

After inviting her two children on to the stage to help accept her award, Lucy added, *"Life in this industry, as you know, is extremely busy. But being a working mother is another beast altogether. I have so much respect for you mothers who are fighting the fight because it is not easy. We're constantly feeling that we're sacrificing one part of our life for another... So whatever way you look at it, you have guilt... And it's really, really hard to balance it all and often people say "I don't know how you do it all". But you absolutely can't do it all.. All you can do is just do your best. That's what I tell everyone."*

During the tributes, many artists and colleagues sent their congratulations to Lucy Dickins including Adele and Little Simz.

Adele recalled the time she and Lucy met, *"I started going on about being a singer and I whipped a demo right out of my bag and I said "You're gonna be my agent". I didn't hear back from her for quite a while and my details were on the demo. But I told my manager, who I was newly managed by, I told him that I found my agent. And he was like "Great, what's their name?" and I was like "Lucy Dickins" and he said "That's my sister!". So, we met separately and they've both worked with me since I was 18 years old."*

Little Simz said, *"There's no one that's more deserving, that works as hard as you do and that really cares... and believes and backs their artists 100% and I'm so glad you're a part of my journey. I'm happy to be a part of yours!"*

Before presenting her with the MITS Award, Lucy's brother and founder of September Management, **Jonathan Dickins** told the crowds, *"I'm really proud because I think I've learnt one thing, and that is that I have a newfound respect for what it means to be a working mum. Anybody that holds a career, and especially the level that she does, and happens to be a present parent is... I'm in awe of that. And that, to me, goes well beyond any achievements in music."*

He added, *"She's a fierce negotiator, strategic, loyal, and most importantly, the greatest sister I could possibly ever have."*

It was a celebratory night where Lucy's artists came together to recognise their agent. The evening closed with a lively performance from one of her first clients, synthpop group **Hot Chip** and earlier on, London rapper **Loyle Carner** took to the stage.

As a globally leading music agent, Dickins represents the world's biggest star, **Adele**, along with her impressive roster including **Mumford & Sons**, **Stormzy**, **Little Simz**, **Mahalia**, **Cleo Sol**, **Little Simz**, **James Blake** and **Jamie T**. She also represents Grammy nominees **Hot Chip**, **Bryan Ferry**, and **Laura Marling**, as well as rising talent **Reneé Rapp**, **David Kushner**, and **Katie Gregson-MacLeod**. 2022 was a landmark year for Dickins and Adele, who played two sell out BST Hyde Park shows, followed by an incredibly successful Vegas residency.

Lucy Dickins joined the ranks of previous MITS recipients including **Annie Lennox OBE**, **Kylie Minogue**, **Emma Banks**, **Sir Elton John** and **Bernie Taupin**, **Rob Stringer**, **Sir Lucian Grainge**, **Ahmet Ertegun**, **Michael Eavis CBE**, **Pete Tong MBE**, and **Roger Daltrey CBE**. Last year's ceremony was held in honour of the late music pioneer **Jamal Edwards MBE**, the first posthumous award given in the history of the MITS.

Celebrating its 32nd year this year, the Music Industry Trusts Award is recognised as one of the true benchmarks of achievement in the UK music business and continues to benefit hugely deserving causes year after year. The MITS Award supports two important charities, the BRIT Trust and Nordoff & Robbins, and is sponsored by PPL, SJM Concerts, Voly Music and YouTube.

www.mitsaward.co.uk

#MITSAward

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About Lucy Dickins:

Since joining leading agency William Morris Endeavor (WME) four years ago, Lucy Dickins' impact on the company has been transformational, with several new key agent and executive hires, and having booked over 40,000 dates in 2022 alone. Her current role as WME's global head of Contemporary Music and Touring sees Dickins at the helm of all aspects of the agency's contemporary music and touring business across Beverly Hills, New York, Nashville, London and Sydney. Her rapid rise at WME since her appointment to head up the UK business in 2019 and then Global Co-head of Music in 2020 is a testament to her extraordinary talent, strong business acumen and her dedication to her artists.

Dickins began her career working as a junior product manager for an independent UK record label PWL before joining International Booking Talent (ITB) as an assistant in the early 1990's. Over her time at ITB, she flourished and rose through the ranks at the world-renowned agency. Music is in Lucy Dickins' blood; her grandfather, Percy Dickins, founded the long-running music weekly the New Musical Express (NME). Her father, Barry, formed ITB in 1978 with a client list that included Bob Dylan and Neil Young. Her uncle Rob was longtime head of Warner Music in the UK, and her brother Jonathan heads up management company September Management with a roster that includes Adele.

Throughout her illustrious career, she has received numerous accolades, including being named to Variety's 2021 'Top Entertainment Business Leaders' list, Billboard's 2023 and 2022 'Women in Music' list and 2022 'Power 100' list, as well as Pollstar's 2023 'Women of Live' list. She was also honoured as Music Week's 'Live Music Agent of the Year' in 2017 and again in 2019, as well as 'Live Agent of the Year' at the 2019 European Festival Awards.

Dickins is a member of Endeavor's Diversity and Inclusion working group, which focuses on the amplification of marginalised voices, and ways to further develop the company's proactive commitment to both diversity and inclusion.

Notes to editors:

The BRIT Trust | www.brittrust.co.uk

The BRIT Trust is the principal charity of the UK recorded music industry, with the key aim of improving lives through the power of music and the creative arts. Funded largely by the annual BRIT Awards and Music Industry Trusts (MITS) dinner and other events, the charity's mission is to help people of all backgrounds to realise their full potential and life chances, whatever their abilities, ethnicity, gender and sexuality.

Since its foundation by record labels and the BPI in 1989, the BRIT Trust has donated over £28 million to around 80 progressive causes that promote education and wellbeing. These include, as main beneficiaries, The BRIT School – the UK's leading performing and creative arts school that is free to attend and currently celebrating its 30th anniversary – and Nordoff & Robbins, the UK's largest music therapy provider.

Other charities the BRIT Trust has supported include Mind, to promote good mental health in schools, the music industry and the workplace; Music Support, the addictions and mental health charity; East London Arts & Music (ELAM), the full-time Industry Academy for 16-19 years olds interested in pursuing a career in music, film & TV production and games design; and Key4Life, which seeks to help young men in prison, or who are at risk of going there, away from a life of crime by drawing on their passion for music.

The BRIT Trust owes a huge debt to the many artists who performed at the legendary Knebworth concert in 1990 that helped to generate much of its initial funding. These included amongst many, Eric Clapton, Phil Collins, Sir Elton John, Sir Paul McCartney, Jimmy Page, Pink Floyd, Robert Plant and Sir Cliff Richard.

The BRIT Trust is chaired by Tony Wadsworth CBE, supported by Deputy Chair Mulika Sannie, and its long-term work is made possible by a board of Trustees, who donate their time and industry networks on an entirely voluntary basis.

Nordoff & Robbins | www.nordoff-robbins.org.uk

As the UK's largest music therapy charity, Nordoff & Robbins stand for music and believe in the value of music for all people in our society. Their vision is to live in a world where through music therapy, human potential is recognised regardless of profound disability, illness or social exclusion.

They provide a range of different sessions for children and adults of all ages in their centres in London, Manchester, Newcastle and Scotland - from specialised one-to-one music therapy to shared sessions for groups of different sizes and formats.

They also work in partnership with over 280 organisations to bring music therapy to as many vulnerable people who could benefit from it as possible. These include schools, care homes, hospices, hospitals, mental health services, and brain injury units.

Music Therapy is a recognised health and therapeutic intervention. Nordoff & Robbins music therapists are highly skilled musicians and are trained to an exceptional standard. Therapists work with people to engage their own unique musicality, in order to support their development, recovery, health, potential and wellbeing. It is particularly impactful for those living with significant challenges. Training in the Nordoff & Robbins' approach to music therapy formally began in 1974 and is now delivered under Goldsmith's University and is registered with the Health & Care Professions Council (HCPC).

The BRIT School | www.brit.croydon.sch.uk

Original, responsible, ambitious: The BRIT School is vocational, academic, inclusive and free.

The BRIT School is the UK's first and leading performing arts and technology state school, providing a unique and free education for over 1400 students aged between 14 and 19.

The BRIT School nurtures emerging creative talent through its transformative education; from fashion designers, illustrators, playwrights, performers, stage managers, composers, teachers, community group leaders, choreographers, film-makers, game developers to entrepreneurs, creative thinkers and innovators of the future.