

SXSW® London Launches Substantial Commitment To Key Charities Shaping The Future Of UK Individuals And Communities

- **SXSW London Community Impact and Legacy Plans unveiled**

28 April 2025 - London – SXSW London, a premiere festival for future-generating ideas and talent, today unveiled the first of its plans for an ongoing legacy in the UK beyond the inaugural festival dates of 2 – 7th June 2025. In an announcement today, the organisation behind the ambitious European edition of the SXSW brand, stated that it will launch a new Advisory Council representing issues of importance to the local community. Additionally, SXSW London will support a range of remarkable British charities that champion creativity, diversity, and inclusivity. The plans are part of a commitment from SXSW London organisers to ensuring future community impact outside of the annual festival dates (2-7 June 2025).

Among the highlighted charity initiatives being supported are Idris Elba's Creative Futures in partnership with The King's Trust, and Lewis Hamilton's Mission 44, both dedicated to empowering the next generation of talent across various industries. SXSW London has pledged to work with these charities to provide direct funding, showcase opportunities for creative talent at the festival and donate a range of Platinum tickets for their students and alumni.

Marsha Reid, Executive Director, Elba Hope Foundation (EHF) said: “The Foundation’s mission is to foster transformative, community-led change in collaboration with partners, institutions, and social justice organizations in the United Kingdom, and across Africa. Our Creative Futures program with The King’s Trust, aims to unlock opportunities for young people who have creative ambitions just as Idris did when he was supported by a grant from The Trust as an aspiring young actor growing up in London. We believe in the power of imagination and artistry to drive change, and so this partnership with SXSW London is the perfect platform to elevate these voices and inspire new generations to pursue their dreams.”

Jason Arthur, Chief Executive at Mission 44 said: "At Mission 44, we're working to build a fairer future in which every young person can thrive. We believe that young people's voices should shape decision-making to meet their needs, aspirations and lived experiences. We're delighted to partner with SXSW, a platform that shares our commitment to creativity, innovation and equity. Together, we're championing and empowering the next generation of thinkers and leaders, ensuring their perspectives help shape a more inclusive and dynamic future.”

In addition to working with these important charities, announced today as part of the initiative is a new Advisory Council to help support the charitable ambitions of SXSW London and connect the organisation to the local community. Consisting of an esteemed group of



industry pioneers across culture, politics and the creative industries, the SXSW London Advisory Council will convene to unlock the potential of the inaugural festival in London and deepen its impact within the communities of London and the wider UK.

Co-chairs of the Advisory Council **Randel Bryan** (Managing Director of SXSW London) & **Eva Omaghomi CVO** (Founder of ForsterJones & Associates) said: “With the arrival of SXSW in London, it’s critical that not only does the festival offer a platform for ground-breaking ideas and cultural exchange, but also finds ways to partner with local charities who need the help to support the incredible work they’re doing to shape the futures of individuals and communities in the UK. Through substantial donations by SXSW London, and with the establishment of the SXSW London Advisory Council, we aim to inspire and shine a light on the much-needed progress for social equity and creative innovation.

“Working alongside the Advisory Council, we are excited to empower the next generation and cultivate a thriving creative ecosystem that will inspire for years to come.”

ENDS

Tag us on:

Instagram: [@sxswlondon](https://www.instagram.com/sxswlondon)

LinkedIn: [/sxswlondon](https://www.linkedin.com/company/sxswlondon)

X: [@sxswlndn](https://twitter.com/sxswlndn)

Facebook: [/sxswlondon](https://www.facebook.com/sxswlondon)

YouTube: [@SXSWLondon](https://www.youtube.com/@SXSWLondon)

Threads: [@sxswLondon](https://www.threads.net/@sxswLondon)

TikTok: [@sxswlondon](https://www.tiktok.com/@sxswlondon)

Media Contact: sxswlondon@freuds.com / Isobel Pyrke and Emily Wigham

Call: [020 3003 6300](tel:02030036300)

For any questions related to press accreditation please contact press@sxswlondon.com

Notes to Editors

SXSW London Advisory Council: Shaping the Future of Creativity, Innovation, and Community Impact

As we prepare to welcome the very first **SXSW London** in June 2025, we are bringing together a dynamic group of leaders, innovators, and changemakers to form our **Advisory Council**. This pivotal group will play a crucial role in guiding the festival’s commercial, creative, and community ambitions — helping us ensure that SXSW London not only makes an immediate impact but leaves a meaningful legacy for the city and beyond.

The **SXSW London Advisory Council** is a collective of influential voices from across the creative, cultural, business, and civic landscape. Made up of members who represent the



many dynamic elements that make SXSW London truly unique — from fashion, film, and design to community, entrepreneurship, and technology — the Council exists to help SXSW London connect meaningfully with local communities and audiences. Together, they will champion initiatives that open up the festival to new voices, empower young people, and ensure SXSW London leaves a lasting, positive impact in East London and beyond.

The **Advisory Council** includes

- [Randel Bryan](#), Co-chair of the Advisory Council & Managing Director, SXSW London
- [Eva Omaghomi CVO](#), Co-chair of the Advisory Council, SXSWL 2025 and Founder, Forster Jones & Associates
- [Irene Agbontaen](#), Senior Director, Artist Brand Strategy and Music Partnerships, UTA London & Founder, TTYA LONDON
- [Rochelle Palmer](#), Managing Director, Untold Stories
- [Marek Reichman](#), Chief Creative Officer, Aston Martin
- [Ayesha Qureshi MBE](#), Legal Consultant
- [Andy Ayim MBE](#), Founder, Angel Investing School
- [Karen Blackett CBE](#), Non Executive Director, Diageo; Non Executive Director, Creative UK & Chancellor, University of Portsmouth
- [Tom Connaughton](#), Partner and Senior Advisor, Canvas Music
- [Guto Harri](#), Strategic Communications Adviser (Former Non-Executive at the Hey Festival, political editor at GQ, Managing Director of External Communications at Liberty Global, and former Strategic Communications Adviser for the government)
- [Anne-Marie Imafidon](#), Co-founder and CEO, Stemettes
- [Richard Lewis](#), Commercial Director, Moonbug Entertainment
- [Sam Mathys](#), Senior Policy Officer, Greater London Authority
- [Russ Shaw CBE](#), Founder, Tech London Advocates
- [Jace Tyrrell](#), CEO, Opportunity London
- [Nishma Patell Robb](#), Founder of Glittersphere and Ex-Google Brand Chief
- [Dorothy Chou](#) - Head of Policy Deep Mind
- [Nicola Green](#), Artist, Social Historian & Speaker

For more information on the Advisory Council please visit the SXSW London [website](#).

Charity Partnerships

SXSW London will also donate to an inspirational line-up of charities committed to making a difference, these range from local East London charity groups, through to national institutions helping to drive positive impact:

- Steven Lawrence Foundation: The Steven Lawrence Foundation honors the legacy of Stephen Lawrence by creating opportunities for future generations. Through educational initiatives and community engagement, the Foundation aims to empower young people, challenge injustice, and inspire positive change.
- Ruff Sqwad Arts Foundation: The Ruff Sqwad Arts Foundation is dedicated to supporting young creatives in reaching their full potential. Through high-quality arts programs and community partnerships, the Foundation promotes inclusion, diversification, and professional development in the creative sector.
- Creative Futures: A partnership between Idris Elba and the Kings Trust, Creative Futures focuses on nurturing and developing creative talent, empowering individuals to thrive in various artistic disciplines.
- Screen Skills: Screen Skills is the industry body for the East London film and production community, dedicated to fostering talent and creating impactful opportunities within the sector.
- East London Arts and Music: East London Arts and Music provides professional development for young people pursuing careers in the music industry, offering training, mentorship, and performance opportunities.
- Rich Mix: Rich Mix is an arts centre and subsidized cinema in East London, serving as a hub for community engagement and cultural exchange through diverse programming and events.
- Black Girls Code: Black Girls Code empowers young Black girls interested in technology by providing them with the skills, opportunities, and resources needed to pursue careers in coding and tech. The organization actively supports initiatives in East London.
- Sarabande Foundation: Founded by the late designer Lee Alexander McQueen, the Sarabande Foundation supports emerging creative talent through scholarships and studio space, fostering innovative artists and preserving traditional arts and crafts.
- UKBlackTech, an innovation group on a mission to make the UK the world's most ethnically diverse tech ecosystem.



- The Alan Turing Institute: As the UK's national institute for data science and artificial intelligence, the Alan Turing Institute advances the field through world-class research and training, aiming to address global challenges using the power of data.
- Brixton Finishing School: Brixton Finishing School is an innovative charity offering free courses for underrepresented talent in marketing and advertising. The initiative seeks to amplify diverse voices in creative industries, ensuring the workforce reflects society's diversity.
- School of Traditional Arts: The School of Traditional Arts is dedicated to teaching and practicing traditional arts from various cultures. It inspires students to appreciate the rich heritage of craftsmanship and contribute to the revival and sustainability of artistic practices.

For more information about SXSW London and how to get involved, visit sxswlondon.com.

About SXSW London

A global platform celebrating the convergence of creativity, culture and innovation, SXSW's inaugural European edition SXSW London builds on the brand's decades of success in Austin and now Sydney.

Between June 2-7 2025 SXSW London will take over dozens of venues, galleries, clubs and spaces around Shoreditch in east London, including many independent and community-led spaces. In addition to the inspiring keynotes, music showcases, and innovations in tech, gaming and screen that fans have come to expect from SXSW, SXSW London will introduce new arts and culture programming in a first for the brand globally. SXSW London will also feature a particular focus on creative sectors and talent from across Europe, and is anticipated to generate over £75M in direct economic benefits for London and the UK.

Idris Elba, the multi-talented Golden Globe-winning actor, filmmaker, DJ and philanthropist will also bring his multiple talents to the inaugural SXSW London.

Community Engagement

As part of its commitment to celebrating the rich diversity of East London and ensuring access for attendees from all backgrounds, SXSW London will give 500 complementary passes to local charities and community groups. Two of the charities confirmed to be involved in this initiative are Music Mind Matters and East London Arts and Music (ELAM), which have each been gifted 20 platinum passes.