Ghostwriter Consultancy & Events Announces Long-Term Live Music Partnership with The Prospect Building in Bristol

Tuesday 10 June, 2025

Ghostwriter Consultancy & Events is delighted to announce a long-term live music partnership with AMAAD Ltd aimed at expanding Bristol's live music offering. The collaboration centres on The Prospect Building - AMAAD's first venue acquisition - which has undergone major redevelopment since its purchase in September 2024.

Located on the banks of the River Avon, just minutes from Temple Meads, The Prospect Building is the first venue to be acquired and redeveloped by AMAAD. Now featuring two custom-built live rooms - a **3,000-capacity Main Room** and a **1,350-capacity space called Crane**. The venue is poised to become a key destination on the national touring circuit.

The first live events under the new partnership will be a pair of intimate, sold-out Rough Trade out store shows with **Little Simz** in Crane on 9 June, celebrating her new album "Lotus." Other upcoming shows include 2 sold-out **Yungblud** events, with number-one chart-topping album rockers **Those Damn Crows** and **Joyce Manor** also appearing in the 1,350 cap space. The Main Room is set to host **Everything Everything** and a sold-out date with **Mac DeMarco** with more to be announced across both spaces.

The venue is a well-positioned, large-scale indoor and outdoor events space that has quickly established itself as a vital part of Bristol's cultural fabric. Its success is driven by AMAAD's significant investment, strong ties to the city's creative community, and a clear commitment to sustainability and diverse programming.

The Prospect Building is already a vibrant fixture in the city, since opening its doors on the 28th of September 2024 the venue has hosted a mix of events - from large scale club events, family focused experiences, fashion shows, and community circus events, to art exhibitions, product launches, and performances from local dance groups.

This new partnership will realise AMAAD's long-standing vision for the venue to become a premier live music destination. A bold new programme will boost both the volume and calibre of touring artists, cementing its place on the national circuit and strengthening its role in Bristol's cultural landscape.

In close collaboration with AMAAD, Ghostwriter has helped shape the venue's infrastructure to support high-profile live events. The space features in-house production, L-Acoustics sound systems, top-tier lighting, a full dressing room suite, and expansive backstage facilities. Its dual-room format allows for scalability - promoters can move between Crane and the Main Room depending on ticket demand, ensuring the optimal setting for every show.

Carl Bathgate, Commercial Director at Ghostwriter, said: "We're immensely proud to partner with a like-minded organisation like AMAAD to bring something truly new to Bristol. Having operated and promoted within the city for over 5 years, we know the 3,000 capacity Main Room fills a crucial gap in the city's live music provision and Crane offers mid-sized flexibility with an excellent level of production; both spaces are equipped to deliver high-quality live music experiences."

He continued: "Considering the current economic challenges, we have sought to deliver venues that offer outstanding value and flexibility for shows ranging from 700 to 3,000 capacity. Our aim is to support promoters and artists, offering **competitive terms**, with **only 50% venue ticketing allocation** and crucially **no merchandise fees** across both spaces, making the Main Room one of the largest venues in the UK to do so.

"This approach supports artists by allowing them to generate significantly more revenue at a time when rising costs make touring increasingly challenging. Our collaboration with AMAAD reflects a shared vision to redefine Bristol's live music scene and create a dynamic cultural hub for both audiences and performers."

Helen McGee, Ghostwriter's Head of Venues, added: "We're thrilled to partner with The Prospect Building, and I'm especially excited to work closely with Paul, Will, and the team. This collaboration between AMAAD and Ghostwriter perfectly aligns our joint commitment to deliver exceptional live music events, and I'm looking forward to seeing what we achieve together.

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“Bristol is my adopted city and I’ve been involved in its venues for a long time having managed the Anson Rooms, then launching Carling Academy Bristol (O2 Academy Bristol) later progressing to Divisional Manager for Academy Music Group and working with leading venues across the UK.”

She added: “Utilising my experience to identify what promoters, artists and customers expect from venues at this level we have worked to surpass expectations whilst strengthening the bond between the community and The Prospect Building which AMAAD have worked so hard to form. I’m genuinely excited to be involved in the delivery of the next evolution of my hometown’s live music journey and I hope the residents of Bristol and further afield will be too.”

Paul Jack and Will Harold, AMAAD's Executive Directors, said: “We are delighted with the progress of The Prospect Building so far and believe that as our first AMAAD owned and operated venue, we are redefining what it means for a venue to truly be part of its community. We endeavour to contribute to the region's economy by utilising local suppliers when possible, focussing on sustainability and supporting local promoters and community organisations."

They added: “AMAAD and Ghostwriter are set to position The Prospect Building as a cornerstone of Bristol’s live music landscape - offering a fresh, flexible alternative for artists, agents, and promoters looking to make a mark in one of the UK’s most vibrant cities.

“We are extremely excited to work with Ghostwriter as their professionalism, experience and reputation for delivering high-quality events align perfectly with the values and atmosphere of The Prospect Building. Together, and through a collaborative approach with the wider industry, we look forward to hosting an eclectic programme of events that will enrich Bristol’s vibrant cultural scene.”

NOTES TO EDITORS

ABOUT GHOSTWRITER CONSULTANCY & EVENTS LTD

With a foundation built on senior leadership roles at some of the UK’s largest entertainment companies, Ghostwriter brings high-level industry expertise combined with an independent attitude. The multifaceted, privately-owned business is firmly embedded in the UK’s live music industry.

At the heart of Ghostwriter’s operations is an innovative venue partnership model, tailored to a diverse portfolio of independently-operated spaces. Leveraging extensive industry expertise, the company provides a “head office function,” for its partner venues - implementing robust systems and processes needed to ensure they are safe, efficient, financially viable, competitively positioned, well marketed, and operationally flexible.

Following a series of key appointments, Ghostwriter is set to expand its venue partnership model across the UK - establishing a national network of consistently high-quality alternative venues.

New hires include **Helen McGee as Head of Venues** (formerly Divisional Operations Manager at Academy Music Group), **Ashleigh Powney as Marketing Manager** (former Social Media Director at ReVIBe Marketing) **George Egerton as Junior Promoter** (ex-DIY promoter and UTA intern), and **Jasmin Choy** as Marketing Assistant and Junior Promoter (a passionate gig-goer, merch seller, and experienced graphic designer).

Our goal is to create more spaces that offer greater choice for promoters, agents, and managers - while always putting artists and audience experience first.

In parallel, Ghostwriter continues to grow its consultancy arm, offering a wide range of services shaped by industry expertise and an honest, collaborative and transparent approach. These include event and venue feasibility studies, creation of event Health and Safety Plans, supporting paperwork, implementation and event safety advisor staffing, site design with budgeting and full supplier procurement, event programming and advancing as well as onsite event and site management.

Our client base, like our business, is varied and eclectic, ranging from independent owner-operators to universities, local authorities, small arenas, sporting stadia and PLCs. As consultants, we provide tailored support to each client ensuring the successful delivery of projects regardless of scale.

Whether acting as a promoter in our own right under our Pink Dot brand or as a consultant for one of our many clients representing their vision; Ghostwriter has successfully brought to life a wide variety and scale of projects, venues and events both in an outdoor and indoor setting.

Whether working on a venue or in a field, a gig or a festival, 50 or 25,000 capacity, our own event, or our

partners, the approach is the same, as is the objective - **safe and memorable experiences, professionally delivered, for artists, promoters and partners, but above all else, music fans – like us!**

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