Energy meets empathy: “Rhythm with a Mission”

Introducing ***#UCSbeatz***, an explosive new community drumming collective by The Underdog Crew CIC, mentored by world-class drummer, Adrian Todd.

The Vision:

#UCSbeatz is a powerful new force in music, movement, and mental health - a community-driven drumming collective designed to reduce social isolation, support mental well-being and physical health, and bring people together through the universal language of rhythm. Drumming isn’t just music - it’s medicine.

Backed by leading psychological research and the mentorship of internationally renowned drummer Adrian Todd (EMF / www.drummachine.org.uk), ***#UCSbeatz*** is launching across the South-East with a mission: To become the region’s premier live percussion spectacle while transforming lives through creative inclusion and rhythmic healing.





Discover Drum Machine: www.drummachine.org.uk



EMF: EMF are an English alternative rock band from Cinderford, Gloucestershire, who came to prominence at the beginning of the 1990s. Their first single, "Unbelievable", reached number 3 on the UK Singles Chart and was a number 1 hit on the US Billboard Hot 100 chart. Their debut album, Schubert Dip, went to number 3 on the UK Albums Chart. In April 2022, EMF released their first album of new material in 27 years, Go Go Sapiens.

What ***#UCSbeatz*** Offers:

Community Healing: Regular weekly group drumming workshop sessions designed to promote belonging, teamwork and mental clarity. Providing free healthy snacks and smoothie bar.

Professional Training: Mentorship from Adrian Todd, founder of Drum Machine, the UK's biggest drumming collective - performers at Glastonbury, Boomtown and the 2025 Women's Rugby World Cup.

Mental & Physical Wellness: A powerful and accessible way to combat anxiety, stress, and loneliness - with sessions designed for all ages and abilities.

High-Energy Live Shows: ***UCSbeatz*** is being shaped as a public-facing spectacle, creating thrilling, high-impact performances that can be booked for regional festivals, sporting events and community celebrations.

Sustainable Growth: As part of The Underdog Crew CIC's route to financial self-sufficiency by 2028, ***UCSbeatz*** introduces a new, scalable income stream while staying true to our social mission.

Our **performances can be further enhanced** and scaled up by our friends at Fireflow – adding in spectacular acrobatic fire performances or adding up to a 50 person "Border Morris" dancing side from our friends at Boudicca Border Morris and Wolf's Head & Vixen.

Our **performance aims** are to lead the 2026 Colchester City carnival procession, alongside a pre-game performance at a Colchester United, Ipswich Town FC or Chelmsford Cricket match. Alongside these projected live event performances, we aim for events at Colchester Arts Centre, Firstsite and Colchester lower castle park events in our first performance year.
Community showcasing: We aim to take performances to local secondary schools to provide workshops and inclusivity performances to attract new youth band members in need of empowerment and something to belong to.

The Science Behind the Sound:

"Drumming in groups has been shown to significantly reduce symptoms of depression and anxiety, while boosting social resilience. It's a powerful, non-verbal form of communication and connection." **Dr. Rachel Moore, Clinical Psychologist, King's College London**
"Rhythm is primal—it taps directly into our nervous system and can help regulate mood, focus, and even trauma responses. Group drumming is one of the most effective therapeutic tools we have in community mental health." **Prof. David Greenfield, Psychologist and Music Therapy Researcher, University of Exeter**

Adrian Todd on ***#UCSbeatz***:
*"We've seen firsthand what happens when people pick up sticks and find their rhythm - confidence builds, friendships form and something powerful takes shape**.** **UCSbeatz** will be a beacon of that energy in the South-East."*

Adrian's Drum Machine collective has taken centre stage at massive UK festivals, and now he's mentoring the #UCSbeatz crew to follow in those footsteps - building a new high-octane performance troupe with heart, rhythm, and purpose.

Dom Morgan (Underdog Crew) on ***#UCSbeatz***:
"As we continue to develop the music therapy arm of our organisation, we have seen firsthand the healing power of our drumming circles and music workshops. Now, in the Underdog way, we take it to the next level - bigger, bolder and maximum empowerment through rhythm."

Outcomes and projections

- Reaching and engaging up to 50 young people throughout 2026
- Breaking down barriers to inclusion for up to 20 young people
- Providing family respite during our weekly workshop sessions
- Providing measurable exercise through drumming and dance
- Removing barriers to inclusivity using our UCS minibus
- Incorporating up to 10 young people from migrant families through RAMA
- Encouraging disabled participants, especially wheelchair users.

Mental Health & Drumming Therapy

Increased Access to Non-Stigmatizing Mental Health Support

- Music therapy reduces stigma, making mental health support more approachable for young people. Participants demonstrate enhanced ability to manage anxiety, anger, and stress through rhythmic engagement and mindfulness.

Reduction in Symptoms of Depression and Anxiety

- Decrease in self-reported symptoms measured via pre- and post-program mental health assessments.

Increased Self-Esteem and Confidence

- Youth report higher levels of self-worth and self-expression as a result of participating in group sessions.

Enhanced Social Skills and Peer Connection

- Participants form supportive relationships, reducing feelings of isolation and increasing social inclusion.
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Development of Healthy Coping Strategies

- Drumming used as a constructive outlet for emotional expression, replacing negative or harmful behaviours.

Improved Focus and Concentration

- Participants show improved attention span and mental clarity through rhythm-based activities.

Fostering a Sense of Belonging and Cultural Identity

- Group drumming builds community, shared purpose, and cultural awareness through music and rhythm. Improved emotional well-being contributes to increased participation and attendance in school or training programs.

Early Intervention and Prevention

- Providing positive mental health support before issues escalate, reducing long-term demand on clinical services.

Sustainable Peer-Led Support Opportunities

- Participants empowered to co-facilitate or mentor in future groups, encouraging long-term engagement and leadership.

Join the Movement:

Whether you're a potential funder, sponsor, partner or just someone who believes in the healing power of rhythm - we want you on this journey.

📧 Contact: Dom Morgan – db@underdogcrew.org 07498 606258
🌐 More info: www.underdogcrew.org
📍 South East England
📅 Live performances from Spring 2026

"Follow the beat. Find your tribe. Feel the power."
UCSbeatz - where rhythm builds community.

#UCSbeatz

MARKETING PLAN:

"#UCSbeatz – Energy meets empathy: "Rhythm with a Mission"

Executive Summary

#UCSbeatz is a dynamic 20–30 person drumming collective, mentored by Adrian Todd (www.Drummachine.org.uk / drummer for 90s Britpop legends EMF). Blending modern breakbeats, techno, live drumming, and vocals/raps, our crew delivers high-octane performances with powerful visual energy — think techno monks drumming for the soul and the street.

As members of the Underdog Crew (www.underdogcrew.org), many of us are neurodivergent, and we harness rhythm as a form of healing, self-expression, and connection. Every performance becomes a shared moment of energy, expression, and inclusion.

Unique Selling Points (USP)

Feature	Benefit
Monk-style drummers in robes	Visually striking – instantly grabs attention
Live techno + breakbeat drums with rap/singing	Modern, youth-relevant, and built for movement
Mentored by Adrian Todd (Drummachine.org.uk / EMF)	High credibility & professional polish
Members of Underdog Crew	Inspirational and therapeutic narrative
Mostly neurodivergent performers	Promotes diversity, inclusion & mental health awareness

Target Audiences

Youth audiences (16–30) – clubbers, festival goers, local creatives
Sports crowds – fans looking for hype pre-game or halftime experiences
Local venues & events – music nights, youth centres, community gigs
Mental health & inclusion charities – wellness events, awareness campaigns
Local councils / arts orgs – community arts + neurodiversity initiatives

Performance Venues & Locations

Local Sporting Events
Colchester United FC – JobServe Community Stadium
Halftime or pre-match performances
Fan zone appearances
Colchester Rugby Club / Athletic Stadium
Family days, tournaments, or youth events

Local Venues
Colchester Arts Centre
Neurodiverse arts nights or open stage
Firstsite
Crossover wellness/art/music programming
Charter Hall
The Bull (live music pub)
Casual nights or festival slots
Festivals & Street Events
Colchester Free Festival
Street Performances (Licenced Busking)
Culver Street West, High Street
Outside Fenwick or Lion Walk

Content & Experience Strategy

Visual Concept:
Drummers in hooded monk robes
LED-lit drums & UV-reactive face paint
Backdrop or banner: "#UCSbeatz – Rhythm with a Mission"

Sound:
Live breakbeat / techno drumming + looping
Optional live vocalist or rapper – powerful youth-oriented lyrics
Crowd interaction: "Call-and-response" chants, hand drumming participation
Social Themes:
Autism acceptance
Mental health through music
Inclusive creativity

Digital Marketing Strategy

Video + Content
Short 30s hype reels of live performances
Behind-the-scenes rehearsal content (neurodivergent storytelling)
Interviews with Adrian Todd & band members
Focus: rhythm challenge, visual spectacle
BTS and live cuts
Record a short EP or live session – "#UCSbeatz: Live from the Monk Cave"

Partnerships & Collaborations

Partner	Opportunity
Drummachine.org.uk	Joint content, co-branded events
Underdog Crew	Mental health tie-ins, testimonials
Local schools / youth centres	Performances + rhythm workshops

Partner	Opportunity
Colchester Council / Arts Funders	Support for community art & inclusion
Autism/Neurodivergent charities (e.g. Ambitious About Autism)	Shared advocacy & impact projects

Launch Timeline (First 6 Months)

Month	Activity
1	Finalize branding + promo video shoot
2	Reach out to local venues/sports teams
3	Launch social media + teaser content
4	First soft gig (street or pop-up show)
5	Sport + club gigs + partnerships begin
6	First ticketed show + press coverage

Funding & Revenue Streams

Performance fees (venues, events, sports)
Workshops (community, school, therapeutic)
Donations / sponsorships (mental health angle)
Grants from Colchester Borough Council, Arts Council England
Merchandise (T-shirts, custom sticks, monk masks)

Final Notes: Positioning #UCSbeatz

Not just a band – a movement.
Energy meets empathy: wild beats with a deep message.
A crew of misunderstood creatives, using rhythm to reconnect with the world.
The future of inclusive live performance.

Flyer Information

🎧🔥 “#UCSbeatz – Energy meets empathy: “Rhythm with a Mission”
High-Energy Drumming Collective | Visually Stunning | Neurodiverse Creatives

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 About Us:
#UCSbeatz is a Colchester-based 20-30 person drumming crew performing live breakbeats and techno rhythms with a twist - we perform dressed as hooded monks, blending powerful visuals with high-energy sound. Think Stomp meets Prodigy with a healing message.
Mentored by Adrian Todd of Drummachine.org.uk (current drummer of 90s Britpop legends EMF) we deliver fully live, high-impact shows that grab attention and move crowds.

 What Makes Us Unique:
✅ Live techno & breakbeat drumming
✅ Visual spectacle – Monk robes + LED drums
✅ Rap/vocal feature – youth-relevant & raw
✅ Members of UnderdogCrew.org – most of us are neurodivergent
✅ Rhythm as therapy – mental health meets music
✅ Perfect for sporting events, festivals, club nights, youth programs

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 Available For:
Sports Matches (Pre-game / Halftime), Community Events & Youth Festivals, Club & Music Venues, Inclusion & Mental Health Campaigns, Flash Mobs / Pop-Ups / Workshops

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 Watch Us:
Performance videos, social links, and booking info:
🌐 www.underdogcrew.org/beatz  Bookings: db@underdogcrew.org

Company Details

The Underdog Crew CIC is a Community Interest not-for-profit organisation.
Company registration number: 14530067

STUDIO @ White Colne (CO6 2PS)
Colchester base @ Highwoods Youth Centre

RURAL BASES
iCARP, Great Oakley, Essex.
Bobby George Lakes, Ardleigh
Hintlesham Fisheries, Ipswich

Company Accolades

'Underdog Crew Studios' Multi award winning productions. 'The Slip', teen drama series. Four international film festival awards in 2024.

Colchester city Mayor's chosen charity for 2025/26
Finalists in the "BBC Make a Difference Awards 2025" (Winners TBA 11th Sept)



www.underdogcrew.org