

Positioning Statement

Created for sentimental music fans, Music & Memories is a welcoming space where individuals can come together to relive their favourite live event memories in a tangible manner. With a personal binder and unique insertable templates, it is a first-of-its-kind space where music memorabilia, scrapbooking and community come together. What began as a solution to miscellaneous concert tickets and confetti has the potential to evolve into a local community of music enthusiasts. Our event encourages people to put down their mobile device, engage their artistic side and forge new, beautiful friendships.

Music & Memories

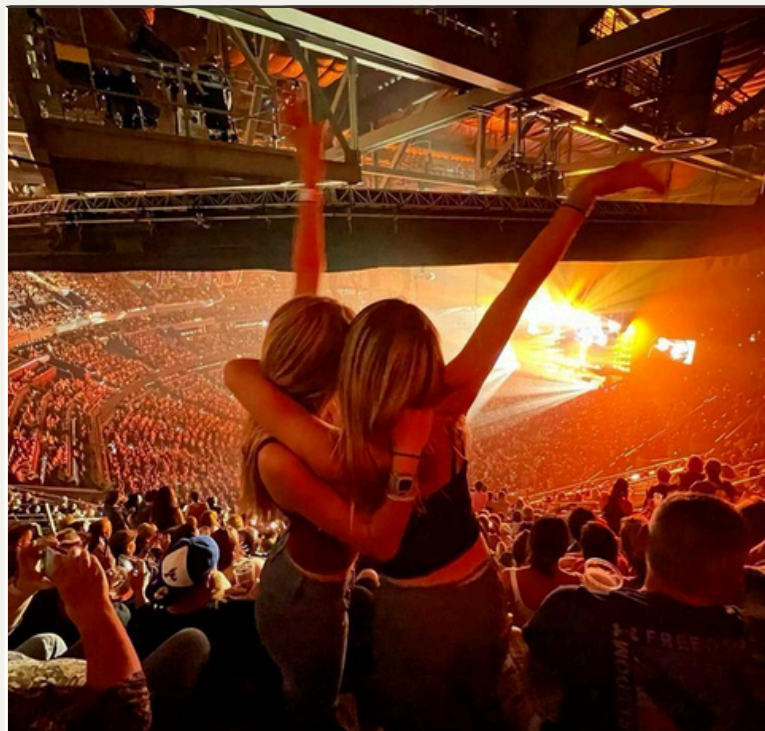


Fig. 1. Two girls hugging at a concert (s.d.)

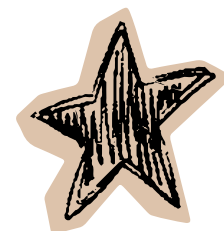


Fig. 2. Olivia Rodrigo concert spread (2025)



Fig. 3. Girls participating in crafts (2025)

Turning live music experiences into long-lasting connections.



Opportunity Rational



The **music industry today is thriving** and as mentioned by Mahon (2026) at the 38th International Live Music Conference in February 2026,

“Everybody wants to go to more live events.”

In addition, the **rising participation in analogue hobbies** proves that there is a clear demand for **community activities** because getting involved in group events is still special (Mehta, 2026) and the connections that form and rise from such events are unique and meaningful.

However, whilst event organisers like Crafts 4 Eternity (2025) and Something Good Workshops (2026) attempt to **connect individuals through creative means**, such as collaging and journalling, no competitor offers a dedicated space for music fans to relive past concert memories and utilise old memorabilia through the act of scrapbooking, hence, leaving a **gap in the market** for an event that combines **nostalgia, creativity and community**.

Music & Memories caters specifically to those audiences and is the first-of-its-kind community event which grasps an unclaimed opportunity by **merging high live music attendance with rising interest in arts and crafts**.

Market forecasts



Live Music Industry

The global live music industry has been consistently growing and brought in a total revenue of **\$38.58 billion** in 2025, with the expectation to grow at a rate of **8.78%**, and in turn reach **\$62.59 billion** by the year 2033 (Custom Market Insights, 2026).

Subsequently, music tourism in the UK is also on the rise, welcoming 23.5 million people and resulting in a total consumer spend of **£6.68 billion** in 2024, a consistently predicted yearly increase of **9.5%** (Live Music, 2025).

Growth in the live music industry not only verifies availability of music memorabilia for scrapbooking, but also supports attendance for **Music & Memories** through the large target audience of concert and festival attendees.

Creative Hobby Market

According to Data Intelo (2025) the global market for experiential activities like arts and crafts workshops generated a 2024 revenue of **\$5.82 billion** and is expected to continue increasing yearly by **8.1%** and reaching **\$11.13 billion** in the year 2033.

In 2024 in the UK, 68% of Gen Z had a side hustle and the most common activities were part of the arts and crafts industry (AXA, 2025).

Subsequently, the growing interest and participation in creative hobbies creates demand for a scrapbooking workshop like **Music & Memories**, which specifically appeals to fans of live events in Surrey.

Scrapbooking Supply Market

Globally, the growth of creative workshops has saw a rise in demand for scrapbooking supplies, the market size of which recorded a 2024 revenue of **\$3.18 billion**, with a projected CAGR of **4.6%**, hence, totalling a predicted **\$4.79 billion** in 2033 (Growth Market Reports, 2025).

Scrapbooking popularity is on the rise in the UK with 86% out of 723 people showing awareness and understanding of the term, and 37% having positive opinions on the subject (YouGov, 2025).

This trend shows people's increased commitment and willingness to spend money on crafts which promote personalisation, such as scrapbooking. It also creates a gap for **Music & Memories**, an ideal event for individuals who want to relax, reflect on past musical experiences and reconnect with their creative passions.

Key Macro Trend

Nostalgia & analogue creativity as a response to digital fatigue.

Gen Z are increasingly getting involved in **analogue hobbies** like journalling, letter writing and knitting in order to **reduce screen time** and let their mind decompress from **digital fatigue** (TOI World Desk, 2025; The Arts Districts, 2025). At its core, partaking in arts and crafts is about **grounding oneself to the physical world**, which shows a significant shift away from technological devices and towards **peace, balance and relaxation** provided by tangible hobbies (Insight Trends World, 2025; Ferguson, 2025; Jenkinson, 2025).



of people want to participate in analogue, meaningful activities

Human Clarity Institute (2025)

“
The girls are going analogue in 2026!
”

Mumphrey (2026)



of people feel a sense of achievement and accomplishment after crafting

Hobby Craft (2025)

Due to their hands-on nature, engagement in group CAC (Creating Arts and Crafting) activities like scrapbooking, drawing or sewing has become an increasingly effective way of **combatting negative psychological feelings of loneliness** and **promoting cognitive engagement** (Crafts Council, 2020; Keyes et al., 2024; Scrapbook.com Team, 2025). Zulfikar et al. (2025) builds on this by stating that craft activities which rely on an individual's **past experiences** and treasured **memories** specifically, can aid people in **improving** their **mental wellbeing** and **decreasing** PHQ8 scores, which are related to **levels of depression**.

In turn, this identifies a gap for a slow-paced scrapbooking event like **Music & Memories** which not only promotes a digital detox, but also connects the music fandom with a tactile hobby that offers them a creative outlet and mental wellbeing benefits.

(For additional macro factors, see Appendix A.)

ou'll become me
learn. My jo
tail

Key Micro Trend

Memorabilia as identity, memory, and cultural value.

The habit of **collecting objects** is often **introduced by parents** who show their children their own personal collections of stickers, coins or other memorabilia and later begin gifting items related to their children's interests (Jorgensen et al. 2023; Mueller, 2023). Music fans in particular are part of a cultural phenomenon where collecting memorabilia allows them to **discover their individuality, understand where they can seek enjoyment in life** and it is a way of **showing support** for their favourite musicians (Wang, 2023; Affinity Magazine, 2025; Rodriguez, 2025).

A scrapbook for collecting music memorabilia will encourage people to think back to various concerts and festivals that they previously attended, which in turn summons feelings of **nostalgia** and can give a person a **sense of purpose** and **meaning** in their life (Loveday, 2023; Arnold-Forster, 2024; McConnell, 2025). Drawing on psychological research it was discovered that **nostalgia** is a happy and reflective feeling based on memories and past experiences and is often **connected to physical objects** that we encounter, such as concert tickets or show set lists (Sedikides and Wildschut, 2024; Öztürk, 2025).

These physical objects hold memories and have emotional value in the lives of music fans, positioning **Music & Memories** as an opportunity to transform this memorabilia into a decorative and lasting creative memento, whilst also giving fans a chance to bond with each other over shared interests.

(For additional micro factors, see Appendix B.)

Fig. 6. Selection of physical Ticketmaster tickets (2026)



Fig. 7. Pile of festival wristbands (2026)

“
THINGS MAKE US AS
MUCH AS WE MAKE
THINGS
”

(Miller, 2013)



Competitor Landscape Summary

Market Patterns

The competitive market shows a clear **lack of music themed creative workshops**, not only in Epsom but in the wider UK, and whilst many offer **personalisation** it is often **limited** to the creative medium chosen by the event organiser, for instance the journalling meet-ups in Eastbourne require you to acquire and use a Traveler's Notebook for the sessions (All Things Analogue, 2025).

Prices vary from as low as £5 (Something Good Workshops, 2026) to £80 (Cosy Corner, 2025) and are dependent on the structure of the event. Most hosts including the Girls Craft Club (2026) and Anna Jane Designs (2025) **providing a range of scrapbooking supplies**, whilst others like the creative hobby hangout by Kia Creates (2025) have a more relaxed and self-led feel where individuals are encouraged to **bring their own crafting materials** and simply come for the **community and connection** aspect of the event.

Based on 15 competitors, the **average workshop duration** sits at 2 hours, but the **capacity** of creative events is varied from 6 people at the Garanto Art Club (2025) to 20 at the Scrap Antics sessions (2024) and is determined by the **size of venue** and how many people the organiser is comfortable accommodating for.

Distinct Market Position

Themed Differentiation

A scrapbooking workshop with the premise of reusing event memorabilia and subsequently addressing a niche creative market for music enthusiasts.

Focus on Emotions and Memories

Centres around feelings of nostalgia, identity and personal creativity to produce a unique keepsake, rather than generic craft products.

Accessible Community Model

Low-cost event aimed at students and young adults who may face economic pressures and be searching for a community-based event which allows them to disconnect from the digital world.

Refined Primary & Secondary Audience

Primary Audience – Music Experience Seekers

Music & Memories is aimed at **Gen Z & Young Millennials** (18-35-year-olds) who **attend and value live music experiences** such as concerts, festivals and theatre productions and want to **preserve** those **memories** in a tangible manner. According to Boppert (2026) 79% are planning to frequent more events in the upcoming year and are interested in participating in **distinctive and unforgettable experiences**, as opposed to spending their hard-earned money on material possessions (Fromm, 2025). Therefore, Music & Memories is the ideal event for those who want to expand their social calendar to other community events that aren't just gigs.

Figs. 21-22. Concert confetti (2025)

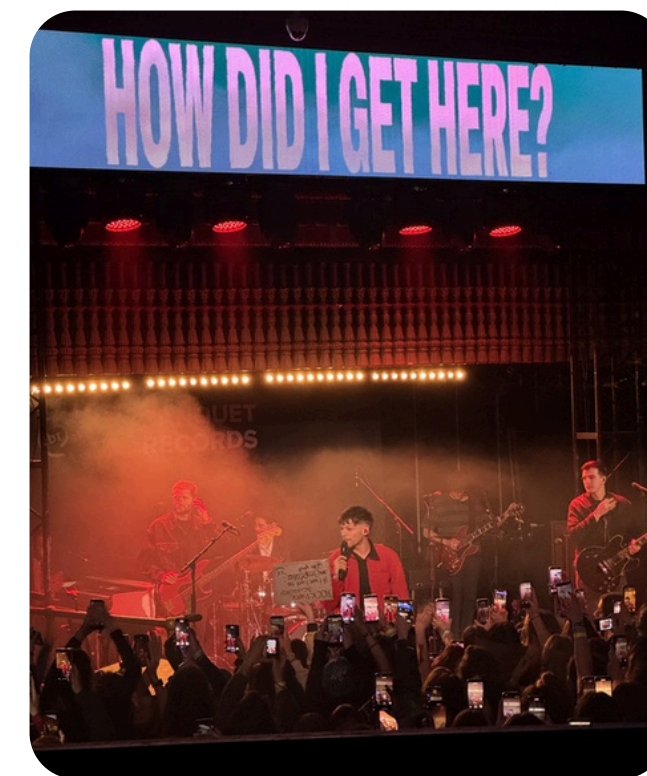


Fig. 20. Louis Tomlinson performing in Kingston (2026)

Secondary Audience – Analogue Hobbyists

2026 has seen a resurgence of physical media and tactile activities, supported by the 160% rise in Google searches for **analogue hobbies** (Bero, 2026). According to Brown (2025) 64% of consumers today want to engage in activities that bring them **joy and happiness** and since **scrapbooking** is seen as restorative, therapeutic and rewarding (Winn-Brown, 2021) the secondary audience that Music & Memories intends to appeal to are **creative hobbyists**. These individuals may not attend music events often but they understand that there is an opportunity to use old music memorabilia to participate in the act of analogue living.



Platforms & Content



Content strategy is designed to help launch the initial pilot event and will continue to be developed further for recurring workshops in the future.

Launch Event

- **Short-form video content** for TikTok and Instagram Reels showing the scrapbooking process.
- **Physical poster** distributed around UCA Epsom Campus (notice boards, canteen tables, library desks).
- **Digital poster** for the event circulated on Snapchat, LinkedIn and TikTok. In addition, it will be added to Instagram stories on the event organiser's personal account and 2 old fan accounts with established followings.
- **Sneak peek** of the shared Spotify playlist (Instagram Stories)

Event Content for Instagram and TikTok

- **Behind-the-scenes time-lapse** of venue set-up and walk through of the final event space.
- **Short videos and photos** of people scrapbooking.

Post-Event Content

- Testimonial **speech bubbles** (Instagram Stories)
- An event **montage** featuring clips of people chatting and scrapbooking from the pilot event (Instagram and TikTok)
- A **slide-show style video** will be created using images of participant's final filled out templates (if permission is granted).

Ongoing / Future Content for Awareness and Engagement

- Scrapbook **flip-through**
- **Detailed walk-throughs** of filled page examples
- Scrapbooking **timelapses**
- Timelapses of the creation of new scrapbook templates

ou'll become me
learn. My jo
tail

Long-Term Vision

1. Event Expansion

The **Music & Memories** event could expand and be **replicated in other cities**. The host aims to relocate to **London** in the next 2 years, so will become familiar with the local creative venues and hopes to reach the much **larger crafting and music communities** present there.

Similarly, from primary research it was discovered that there is an audience interested in the concept in the **South of Ireland** with 5 individuals disclosing their **interest** to find out more about the workshop in the future. Therefore, the combination of great transport links to **Dublin** and the host's **knowledge of the area** could help with the facilitation of the scrapbooking workshop in the city.

(For primary research survey results, see Appendix U.)

2. Online Community

Currently, promotion for **Music & Memories** takes place on the host's personal accounts due to existing followers and connections. But after the first few Music & Memories sessions the aim is to build a **consistent and loyal community of attendees** and use the content from those events to create **dedicated Music & Memories Instagram and TikTok pages**. The host will use these to show workshop montages and post event announcements, whilst attendees can share their completed scrapbook pages and tag the Music & Memories account in their posts, opening up the event to potentially **new creative audiences**.

3. Brand and Product Development

As the brand grows through online engagement there is the danger of people not being able to physically attend workshops due to their location, therefore, in the next 2 -5 years **Music & Memories** can extend its reach by creating an **Etsy page** and **selling digital versions of the templates**. Social media posts could then be used to challenge consumers to **recreate their own scrapbooking workshop experience with friends**, hence, expanding local music communities and creating financial benefits for the brand.

ou'll become me
learn. My jo
tail



final Concept Summary

Music & Memories stands out within the creative events market by fitting into a **craft and music niche** and responding to current trends of **nostalgia and analogue living**. It answers people's needs for an **escape from the digital world** by creating a physical experience and a final tangible product which allows participants to relive their favourite music memories.

Extensive secondary research on consumer behaviours, insights from interviews with creative practitioners and facilitation of a focus group helped to solidify consumers' interest in the scrapbooking workshop and understand how much they value **personalisation, sustainability and personal expression**. Simultaneously, it brings excitement and happiness to both the organiser and participants, who also had a key role in contributing to the development of template iterations and poster design.

Existing industry connections from previous projects have allowed a **decrease in operational costs** by removing the venue hire fee, which in turn ensured the possibility of a **free first pilot event** and created the opportunity for Music & Memories to get a head-start on creating a strong community of regular attendees.

The future of Music & Memories is aspirational but realistic with potential for **local collaborations with cultural and creative venues**, as well as **craft and stationary retailers** happening in the next 2-5 years, helping to establish the **Music & Memories** brand and create sustainable opportunities for **continuous product development**.

A social media strategy consisting of short form video content and an eye-catching poster contributes towards reaching Music & Memories' aims of gaining traction and creates **potential for scalability**. With recurring monthly events and benefits for returning attendees in the form of workshop discounts, Music & Memories has a long-term vision of being a fun **extension of the live music event experience** for fans in both in England and potentially Ireland, whilst still prioritising the vision of being an intimate workshop focused on building a **sense of accomplishment, pride and connection** within the space.

