



How Reliable Online Connectivity Amplifies RockWith's Mission to Grow Cumbria's Music Scene



RockWith is an independent music promotion company based in Cumbria, founded by Russ Withey. The business has rapidly grown into a vital connector between local artists and venues, helping musicians find platforms and helping venues source talent for events.

From small acoustic acts to lively bands, RockWith's mission is to support and rejuvenate Cumbria's music scene by giving emerging artists greater visibility. This community-focused approach was recognised when RockWith was named Community Business of the Year at the 2024 Pride of Cumbria Awards, celebrating its positive impact on local culture and grassroots music

Over time, RockWith has brought a wide variety of events to life across Cumbria. This steady expansion highlights not only the growing appetite for live, music-focused experiences in the region, but also the vital part the business plays in helping that scene continue to flourish.

While music promotion is traditionally viewed through the lens of live performances, artist outreach, and event management, the digital backbone behind RockWith's operations is just as essential.

As an independent promoter, RockWith depends on strong online connectivity for:

Artist discovery and submissions

Musicians regularly reach out to RockWith by sending over their demos, videos, and other sample recordings, often in large digital file format. Russ depends on receiving this material quickly and reliably so he can review each act and determine who's the best fit for upcoming events.

Event coordination and communication

RockWith works with venues across Carlisle, Workington, Cockermouth, Wigton, and beyond. Coordinating lineups, logistics, contracts, and promotion requires constant digital communication via email, messaging, and video calls.

Marketing and audience engagement

Social media updates, website content, announcements of event lineups, and digital posters all depend on consistent online access. Timely updates matter especially when RockWith are managing high-visibility events.

Supporting the wider local music ecosystem

RockWith's role as a "middle-man" between artists and venues only works when digital infrastructure allows the business to respond quickly and maintain trust.

Any interruption to connectivity risks delayed communications, missed opportunities, and slower promotion cycles.

Alongside his work with RockWith, Russ manages HMV's Carlisle and Workington stores, where he helps champion local musicians through in-store performances and artist showcases. These initiatives depend increasingly on strong online connectivity, which enables efficient communication with performers and timely promotion of events across digital channels. Reliable connectivity ensures that opportunities are coordinated smoothly and that local artists gain the visibility they need within Cumbria's creative community

Russ Withey, Founder, RockWith said:

"We rely on fast, reliable online connectivity every single day. Without it, we couldn't receive artist demos, promote events, or coordinate with venues as quickly as we need to. Connectivity is the backbone of what we do."

"Our mission is to give local artists a platform and that starts online. Good connectivity ensures that no opportunity is missed, whether that's a new gig, a new artist, or a community event that needs a great lineup."

"When you're organising multiple events across Cumbria, timing is everything. Having stable connectivity means we can respond instantly, update lineups, and keep audiences informed."

Russ would encourage other businesses across Cumbria to check the online connectivity options available to them:

“I’d strongly encourage other businesses across Cumbria to take a proper look at the connectivity options available to them. Reliable internet isn’t just a convenience anymore—it’s the foundation that keeps everything moving. Whether you’re dealing with customers, promoting your services, or managing day-to-day operations, good connectivity removes barriers and opens doors. It’s made a huge difference to how we work at RockWith, and I know it could make the same impact for others right across the region.”

To find out more about RockWith, visit their website [here](#).

With over 96% of premises across the county now able to access superfast broadband, 85% gigabit-capable speeds, and more than 94% of the Cumbria landmass covered by outdoor 4G from at least one provider and 77% from all major mobile networks, there has never been a better time to review your connectivity options. Find out more at www.connectingcumbria.org.uk