

# New music store and flagship Yamaha dealer opens in Exeter

International instrument manufacturer Yamaha has chosen Exeter-based the Music Depot as its flagship dealer for the South West.

The Music Depot will open on December 2 on the city's Fore Street, which is already home to a growing community of independent businesses. The new store is the latest venture from the team behind Sidwell Street's Musicroom, which closed earlier this year, after having served the community for over 60 years.

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With instrument ranges from Yamaha and Casio, and guitar brands such as Sigma, Kremona and Tanglewood, the Music Depot will offer more for Devon's music enthusiasts. The store also specialises in sheet music.

The retailer has also unveiled plans to partner with and complement neighbouring businesses, such as Project Music, Life Guitars, Devon Strings and Rooster Records, to turn Fore Street into a thriving musical quarter. The Music Depot also plans to invest in the local area through their upcoming community initiative, Music Matters.

Simon Tremlett, manager of the Music Depot said: "In all my years in the industry, I've witnessed first-hand the power of music to bring communities together. I am truly proud to be part of the new Music Depot store and help deliver our goals to boost the vibrant music scene here in Fore Street and invest in the local community through our Music Matters initiative, launching soon."

The Music Matters initiative aims to spread the joy of music by creating local opportunities for instrument learning, connecting aspiring musicians with experienced teachers, and organising fundraising events and live performances. The scheme is set to bring people from beyond the region into Exeter's independent shopping district to create a vibrant music quarter within Fore Street.

Mr Tremlett continued: "It's not been an easy couple of years for retailers, particularly after the pandemic and the cost of living challenges, and many music shops have faced significant hurdles as a result of these economic challenges. Our new opening marks a change and a step in the right direction as people are coming back to their high streets to shop locally and support independent businesses and retailers."