

Profile

Alex Baker is a UK open-format DJ and event host with more than two decades of professional experience. He began club DJing at 18 and has since worked across clubs, Pride events, festivals, corporate shows, weddings, birthdays, private parties, karaoke, retail launches and live hosting.

His approach combines advance music planning with reading the crowd in front of him. Clients can shape an event to whatever degree they need, whether that's with a full playlist or running order or specifying key artists, core tracks or genres to include or avoid. Alex can play to requests, supplementing his collection with the Beatport and Tidal libraries available to stream directly to the DJ box.

Equipped with a broad musical grounding, Alex is comfortable playing open-format across genres or focussing on a particular niche, era or style. His background gives him particular strength in house, dance, pop, and LGBTQ+ anthems, while more than 20 years of open-format work gives him the range to move across decades when the event calls for it.

DJing career

Residencies History

Summary

Alex **started DJing professionally at 18 in 2004**, with early regular nights at **The Fountain Inn in Crawley**, followed by **Billy Rox and Martines in East Grinstead**, before moving to London for university. There, he began a long stint at **The Granby in Reading**, alongside a midweek session at **Ku Klub in Soho**. He became the face of **iconic LGBTQ+ student night Mind The Gap** for three years and picked up his first South Coast residency at **Legends in Brighton**.

In May 2009, Alex joined **Revenge in Brighton**, beginning a 15-year run at the club. Throughout that period, he continued working across London and the South, with regular gigs including **The Verve in Covent Garden**, **OhSo Social Beach Club** and **Bloc Private Members Club in Brighton**, **Bar 7 in Crawley**, **The Edge in Southampton** and **Exhibit B in Balham**.

In 2019, Alex took on **Saturdays at Freedom in Soho**, continuing until lockdown brought nightlife to an abrupt halt in 2020. The post-Covid period brought new regular nights at **The Act in Notting Hill** and **The Curzon in Brighton**, while his long-running Saturday at Revenge continued.

In 2024, Alex joined the regular DJ line-up at **The 1 Bar in Liverpool Street**, followed in 2025 by regular Saturdays across **All Bar One's central London portfolio**. He continues to hold regular nights today at The London Hotel and The Edge in Southampton.

Full venue history

Dates	Venue, City	Operator	Days	Crowd
2004 to 2004	The Fountain Inn, Crawley		Saturday	150
2004 to 2005	Billy Rox, East Grinstead	Kandu Leisure	Saturday	1000
2005 to 2005	Martines, East Grinstead	Kandu Leisure	Friday	700
2005 to 2008	The Granby, Reading		Saturday	500
2006 to 2007	Ku Klub, Soho	Ku Group	Wednesday	200
2006 to 2009	Mind The Gap, London		Monday	200
2007 to 2009	Legends, Brighton		Monday, Friday	250
2009 to 2024	Club and Bar Revenge, Brighton		Tuesday, Friday, Saturday	700
2011 to 2012	The Verve, Covent Garden	Novus Leisure	Thursday	250
2014 to 2016	OhSo Social Beach Club, Brighton		Friday, Saturday	300
2015 to 2015	Bloc Private Members Club, Brighton		Saturday	100
2015 to 2017	Bar 7, Crawley		Saturday	200
2015 to 2018	The Edge, Southampton		Saturday	400
2017 to 2017	Exhibit B, Balham	Exhibit Bars Ltd	Thursday	150
2019 to 2020	Freedom, Soho	Soho Bars	Saturday	200
2020 to 2024	OhSo Social Beach Club, Brighton		Saturday	300
2021 to 2022	The Act, Notting Hill		Thursday, Saturday	120
2022 to 2022	The Curzon, Brighton		Saturday	150
2024 to 2025	The 1 Bar, Liverpool Street		Wednesday, Thursday, Saturday	200
2025 to 2026	All Bar One, Central London	Mitchells & Butlers	Saturday	200
2025	The London Hotel, Southampton		Friday, Saturday	300
2026	The Edge, Southampton		Saturday	400

Venues (List)

Complete list of venues and events played:

Revenge (Brighton); Legends (Brighton); Charles Street (Brighton); Proud Cabaret (Brighton); Envy (Brighton); Pryzm (Brighton); Club V2 (Brighton); Stanmer House (Brighton); Colour Run (Brighton); Manchester Pride Main Stage (Manchester); Cruz 101 (Manchester); Essential (Manchester); Area (Vauxhall); Underground Bar (Holborn); The Verve (Covent Garden); Tongue & Groove (Brixton); The Place (Cambridge); Bloom (Manchester); AXM (Manchester); AXM (Glasgow); Dragon Bar (Dublin); Kiki (Gran Canaria); Ku Klub (Soho); Potion (Fitzrovia); Ghetto (Soho); Golden Lion (Bexleyheath); Jetlag (Fitzrovia); IOW Pride Official Afterparty (Ryde); Thirst (Soho); Freedom (Soho); The Act (Notting Hill); Hampshire Boulevard (Portsmouth); Apres Ski (Brighton); NG1 (Nottingham); Trading Post (Brighton); Billy Rox (East Grinstead); Martines (East Grinstead); The Fountain (Crawley); Diva (Crawley); Bar 7 (Crawley); The Granby (Reading); Brighton Pride Main Stage (Brighton); Queen Charlotte (Rochester); Brighton Pride We Love 90s Stage (Brighton); OhSo Social Beach Club (Brighton); The Edge (Southampton); Psychosocial (Brighton); The Dorset (Brighton); Two Brewers (Clapham); The Edge (Soho); The Yard (Soho); Creation Pop Room (Brighton); LoProfile (Soho); Coalition (Brighton); Vodka Revolution (Brighton); Snoozebox (Queen Elizabeth Olympic Park); All Bar One (Waterloo, London); All Bar One (Holborn Kingsway, London); The London Hotel (Southampton); DYMK (Bournemouth); The 1 Bar (Liverpool Street, London); Union (Vauxhall); King And Queen (Brighton); The Mayflower Village (Southampton); The Roof Gardens (Kensington High Street, London); Spotted Horse (Putney, London); Horizon (Brighton); London Met SU (Aldgate East, London); Rush (Soho, London); Doctor Brightons (Brighton); Bloc (Brighton); Diva (Bournemouth); The Brougham (Angel, London); Rupert Street (Soho, London); Telscombe Tavern (Brighton);

Large scale events

Beyond his regular club work, Alex has performed on the main stage and in the dance tent at Brighton Pride and the dance arena and main stage at Manchester Pride (to a crowd of 5000). He supported Sonique at We Love 90s in Brighton's Preston Park and DJ'd on The Colour Run tour. His hosting experience also includes acting as emcee on stages at Soho Pride, Brighton & Hove Pride and Manchester Pride.

International guest experience

Alongside extensive work across England, Alex has played guest DJ spots in Spain, Ireland, Scotland and Northern Ireland. International appearances include Kiki in Gran Canaria and Dragon Bar in Dublin.

Other credentials

Broadcast experience

Alex has spent much of his professional career working in live broadcast and production, with a broadcasting career spanning fifteen years across Gaydar Radio, Juice Brighton and Gaydio, as well as working in production at Global's Capital Brighton. He's comfortable hosting, providing announcements and microphone work and brings slick, professional production values to events he works on.

LGBTQ+ credentials

More than a decade broadcasting for GaydarRadio and Gaydio sits alongside Alex's extensive LGBTQ+ club and Pride appearances, giving him substantial first-hand experience of LGBTQ+ nightlife, music and events.

That experience extends into corporate Pride work, including recent staff Pride events for Intrepid Travel and Amazon UK, and is particularly relevant to Pride celebrations, LGBTQ+ weddings, corporate Pride events and nightlife bookings.

Mash-ups, remixes and edits

Alex also produces his own mash-ups, remixes and DJ edits, which accumulated more than one million streams on SoundCloud.

Corporate and brand events

Alex's recent corporate clients include Amazon, British Airways and PGL. He is equally comfortable working directly with a private client or as one part of a wider event production, adapting to supplied sound, lighting, bands, schedules, handovers and event-team requirements where needed.

Weddings, birthdays and private parties

Private events allow Alex's open-format experience to make the music personal to the people celebrating. Favourite songs, artists, must-plays, avoids and tracks with particular memories can all feed into the planning.

The client does not need to build the whole playlist themselves. Alex learns what matters to them before the event, then uses live judgement to turn those ingredients into a party.

Karaoke, hosting & microphone work

Alex also hosts karaoke and can combine karaoke with DJ entertainment. His experience includes regular karaoke work, microphone-led events and live hosting.

Further hosting experience includes work with Sussex County Cricket Club and Brighton & Hove Albion, alongside introducing live acts and providing continuity between performances.

Sound, lighting & production

Alex can provide a complete DJ, sound and lighting setup when required, or work with production supplied by a venue, band, client or event company. Supplied sound systems are scaled to suit the venue and anticipated crowd.

Lighting is modular too, ranging from a small setup for intimate events to a club-style rig for large parties and functions.

Compliance and policies

Alex carries £10 million Public Liability Insurance, is DBS checked, and uses risk-assessed, insured and maintained equipment compliant with UK regulations.

A printed risk assessment is available prior to any booking on request and for more complex events, a comprehensive RAMS can be developed as part of the pre-event planning.

You can [view and download core business policies](#), including relevant Health & Safety policy and insurance details online.

View or print business policies: thatbakerface.co.uk/policies