

Brand new coach on The Voice UK 2021

Published Mon 12 Oct 2020



[Entertainment](#)

Brand new coach on The Voice UK 2021

ITV today announced a brand new Coach will join The Voice UK for Series 10, which will air on the channel in 2021.

Award-winning global star Anne-Marie will take her seat in the most iconic chairs on television. Anne-Marie has become one of Britain's most-loved and successful stars since the release of her 2018 debut album, *Speak Your Mind*, which saw her become the biggest-selling debut artist of that year. Following a slew of track drops this year – most recently, her Rudimental and Tion Wayne collaboration 'Come Over' – the 9 x BRIT Award nominee is currently working on her second studio album.

Anne-Marie said: "I am SO excited to join Sir Tom, will.i.am and Olly as the new coach on The Voice UK. I can't wait to work with incredible undiscovered talent! Wahoooooooo!"

Anne-Marie will join Sir Tom Jones, will.i.am and Olly Murs in the search to find the next singing sensation, with the lucky winner securing a recording contract with Universal's label UMOD. Emma Willis returns to host the show.

Sir Tom Jones said: "I am really looking forward to working with Anne-Marie for the upcoming series of The Voice UK. Anne-Marie will bring an injection of fresh energy and ideas which is fantastic. I'm excited and anticipating a fun and challenging new Series 10!"

will.i.am said: "I'm really excited about this new season and welcoming Anne-Marie as our newest Coach on The Voice UK. With her songwriting, singing and performance skills, plus her tell-it-like-it-is approach, this makes her the perfect mix-it-up addition to this season."

Olly Murs said: "I'm so happy that Anne-Marie is joining us on the new season of The Voice UK. She was my guest mentor in 2019 and the advice and help she gave to my contestants that day was invaluable. I'm a huge champion of her. I can't wait to hear about her own journey and I'm sure she will be a fantastic Coach. She is one of the biggest female artists in the industry right now, so it's great to have her join the team and also help bring the Essex ratio up! We are taking over!"

Katie Rawcliffe, Head of Entertainment Commissioning, ITV said: "We're delighted to be welcoming one of the UK's most popular new music stars, Anne-Marie, into the ITV family and to The Voice UK. Anne-Marie's personality shines through on screen and I think she'll be a great addition as a Coach on this family favourite show."

Series 10 will return to ITV next year with 12 episodes featuring The Blind auditions, The Battles, Semi Finals and Final. Series 10 of The Voice UK will see a new format introduced to the show - 'The Block'. During the Blind auditions, the four Coaches will each have the opportunity to stop a fellow Coach from adding a singer to his or her team. Each Coach will get only one chance to use their 'Block' in the hope of trying to secure the best team possible - and weaken the chances of the other Coaches - let the battle commence!

The Voice UK is an ITV Studios production of a Talpa format.

[end]

Press Contacts

sarah.stevens@itv.com

Picture Contacts

james.hilder@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>