

## **Appendix 1 – 2024-2025 Music Strategy Initiatives**

<b>Theme</b>	<b>Priority No.</b>	<b>Description</b>	<b>Approach</b>	<b>Timeline</b>	<b>Budget</b>
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	1.4	Gradam Ceoil bursary scheme (multi year commitment)	Partnership with Duncairn Arts Centre. Including 3 bursaries for emerging musicians	February 2025	£15,000
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	1.4	Micro bursaries programme, available to individual musicians, to assist with costs incurred within their artform.	Following a successful pilot round with 18 musicians supported, continue to partner with the Cathedral Quarter Arts Festival to provide grants for local music creators.	October 2024 to April 2025	£20,000
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	1.7 4.1	Support and enhance initiatives which provide instruments for local communities across Belfast to ensure individuals, regardless of age, sex or background, have the opportunity to learn or engage with music	Partnership with the Ulster Orchestra to identify former Crescendo pupils from Years 8 and 9 (as of Sept 24) who wish to avail of a free bursary scheme providing tuition and instruments which the school and/or pupils cannot access otherwise. Support for approximately 36 pupils who would not have the means to own an instrument or have tuition beyond primary education.	September 2024 to April 2025	£20,000
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	1.8	Co-design with sectoral stakeholders and fund a programme of practical wellbeing events and initiatives to ensure the physical and mental health of music creators is safeguarded and protected throughout the year.	Partnership with key organisations such as Tonic Rider and Help Musicians NI	August 2024 to August 2025	£15,000

	2.8				
<b>Theme 2</b> <i>Nurture the Sector</i>	2.5 3.3 5.3	NI Music Prize & Sound of Belfast	Event celebrating the very best of new, established and emerging Northern Irish music. Additional support to include enhanced support for musicians and increased marketing elements.	November 2024	£45,000
<b>Theme 2</b> <i>Nurture the Sector</i>	2.1	Music Connections Website – a one-stop-shop online Music Directory to promote and connect all facets of the music business and those working in it	Continuation of the Music Connections website and online directory and support service for musicians.	February 2025 to February 2026	£30,000
<b>Theme 2</b> <i>Nurture the Sector</i>	2.1 14.1	Continuation of Belfast Music Social Channels and platforms	Delivered via procurement exercise in September 2024	September 2024 to September 2025	£15,000
<b>Theme 2</b> <i>Nurture the Sector</i>	2.3 6.1	Invest in the delivery of a specially designed mentoring programme for individuals working in music, including continued professional development for senior or experienced individuals working in music	Delivery of the second stage of the Music Industry Mentoring Programme	December 2024	£30,000
<b>Theme 2</b> <i>Nurture the Sector</i>	2.4 2.5	Output Belfast	Direct partnership with Score Draw Music. Output is Ireland’s biggest one-day music conference and live music showcase. Delivered as a key event within the City of Music programme, the conference features a full programme of panels, workshops and conferences, followed by an evening showcase of live music for free to the public. Additional resource to enhance the showcase programme to coincide	November 2024	£38,000

			with 10 <sup>th</sup> anniversary of Sound of Belfast.		
<b>Theme 2</b> <i>Nurture the Sector</i>	2.4 2.5	City of Music Industry Sessions	Continued programming of free and accessible educational events around an array of topics within the music industry. A space to allow local music creators and entrepreneurs to network together.	September 2024 to June 2025	£10,000
<b>Theme 2</b> <i>Nurture the Sector</i>	5.4	Allocate programming funding to support organisations who seek to develop and promote diverse and under-represented genres	Continue to support projects that develop and promote diverse and under-represented genres where gaps are identified.	September 2024 to June 2025	£15,000
<b>Theme 2</b> <i>Nurture the Sector</i>	1.1 5.2 5.4	Allocate programming funding to support organisations who seek to provide opportunities for disabled musicians in performance spaces across Belfast	A partnership with University of Atypical that will support the charity in launching a fund for the d/Deaf, disabled and neurodiverse community within music to run accessible music events.	October 2024 - March 2025	£30,000
<b>Theme 2</b> <i>Nurture the Sector</i>	6.2 8.2	Professional development programme for music educators, education hubs, and talent development, community music and youth organisations, putting the focus on music careers.	A partnership with Pathways into Music Foundation to support an inspired and educated next generation; more informed teachers and careers advisors.	September 2024 to March 2025	£20,000
<b>Theme 2</b> <i>Nurture the Sector</i>	6.2	Undertake a skills audit of the sector, identifying the gaps and working with stakeholders to deliver upskilling programmes and initiatives	A partnership with First Music Contact and the Oh Yeah Music Centre to support the delivery of the FMC Regional Development Plan in Northern Ireland. FMC's aim is to conduct an analysis of musicians' needs. The regional development strategy takes place in the context of a talent development pipeline of support to grow the careers of musicians and	September 2024 to March 2025	£3000

			music industry professionals on the Island of Ireland.		
<b>Theme 3</b> <i>Igniting the Live Experience</i>	9.1 9.3 9.4 9.5	Music Venue Trust	Partnership with the Music Venue Trust to gain a greater understanding of the issues facing the survival of grassroots music venues in Belfast and the ways in which these challenges can be addressed.	November 2024 to March 2026	£20,000
<b>Theme 3</b> <i>Igniting the Live Experience</i>	10.1	A safer night-time environment for those working in or attending music events across the city	Support Equity NI's 'Safe Home' campaign through a series of events with local venues with the inclusion of the Musicians' Union and relevant stakeholders in night-time safety. Support the creation of video and print assets that will further increase knowledge and uptake of the campaign across the city.	September 2024 onwards	£10,000
<b>Theme 3</b> <i>Igniting the Live Experience</i>	12.2	Aligning with UNESCO ambitions, provide a practical "Go Green" toolkit with tangible recommendations and measures for implementation	Support of launch event and webinar to launch the toolkit with Nerve Centre and NI Science Festival.	September 2023 to March 2024	£5000
<b>Theme 4</b> <i>Unlock the unifying Power of UNESCO</i>	14.3	Provide a comprehensive social media and communications toolkit to the sector to help them proactively promote Belfast music on their owned channels	Commission Fiona McAuley, Snr Director of Digital Marketing UK & CEU and social media expert, to create a social media and communications toolkit that will be hosted on the Music Connections website and made available to our sector, thereby increasing the artists and entrepreneurs in our local sector's skillsets.	September 2023 to March 2024	£3000

<b>Theme 4</b> <i>Unlock the unifying Power of UNESCO</i>	16.1	Music as a key asset for the outward promotion of NI	Collate Belfast music-focused imagery and videos that can be utilised when promoting Belfast on a global platform, such as during UNESCO City of Music forums.	Ongoing	£15,000
<b>Theme 4</b> <i>Unlock the unifying Power of UNESCO</i>	UNESCO City of Music Commitments	Work internationally with the UNESCO Cities Network to deliver shared music, skills and learning opportunities.	Support active participation in UNESCO cultural networks with reciprocal benefits between the cities including but not limited to partnership with UCoM city Kansas (US) Hannover (Germany) Daegu (South Korea).  Includes BCC representation on UNESCO Music subnetwork meetings and UNESCO Celebration Day hosted by the Belfast International Arts Festival.	September 2023 to August 2024	£30,000
<b>Governance</b>	Governance recommendation 1 + 3	Belfast Region Music Board	Support for the continuation of the Belfast Region Music Board, prioritising governance training with Arts & Business.	April 24 to March 25	£3000