



Subject:	City of Music
Date:	7 March 2018
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Eimear Henry, Cultural Regeneration Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to update Members on planned music related activity throughout 2018 and 2019 and to consider the potential to deliver a complementary programme under the banner of 'City of Music'.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">– Note the contents of this report and approve the proposed 'City of Music' programme of activity and budget allocation.
3.0	Main report

<p>3.1</p> <p>3.2</p> <p>3.3</p> <p>3.4</p> <p>3.5</p>	<p><u>Background</u></p> <p>Members will be aware that the bid to become European Capital of Culture is still under dispute. However, the intention was to build a more strategic programme of unique activity of international stand-out from now until 2023. One of the aspirations under the ECoC proposals was also to apply for a UNESCO City of Music designation. This is still an aspiration whether or not European Capital of Culture is open to us.</p> <p>The accompanying report on the Events and Festivals strategy also recommends that more focus is given to signature and major events and festivals, with a particular focus on our unique selling points.</p> <p>Members will also be aware that significant music related activity is due to take place throughout 2018 and early 2019. The investment made to date includes ongoing support for homegrown activity as well as funding for one-off events that have identified Belfast as a preferred prime location. This includes:</p> <ul style="list-style-type: none"> – BBC Music Events (BBC Big Music Weekend, Radio 2 Folk Awards & Proms) – Gradam Ceoil – Other Voices – Féile an Phobail – EastSide Arts Festival – UK Pipe Band Championships – Belfast Tattoo <p>The rationale for this support is to help strengthen the profile of the City as a culturally vibrant destination, thus aligning to the Belfast Agenda. In addition, the recent development of a bid for European Capital of Culture highlighted the potential economic and social impact of investing in cultural and audience development. This is further supported by a wider programme of work as outlined in the Cultural Framework and Action</p> <p>Plan: Delivery Plan 2018/19.</p> <p>Music is recognised as a distinctive element of Belfast’s cultural profile with audience research indicating high levels of engagement locally as well as strong links with Belfast’s international profile.</p>
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3.6	<p>It is therefore proposed that in order to ensure the maximum impact and accessibility of the activities planned that a wraparound programme is developed and delivered. This programme will have three key strands:</p> <ul style="list-style-type: none"> – Communications campaign – Support for local infrastructure and artists – Long term development and capacity building
3.7	<p><u>Communications campaign</u></p> <p>This campaign will align to the City’s place positioning approach ensuring high levels of local and international visibility. Currently the planned activity amounts to a series of standalone events however there is a significant opportunity to increase impact by branding these events ‘City of Music’, building on Belfast’s cultural reputation. This campaign would showcase flagship elements of the overall programme as well as providing support and exposure to hundreds of local partners and will be delivered in partnership with Visit Belfast.</p> <ul style="list-style-type: none"> – Positioning of Belfast as a music city – Marketing in key international markets – Cross promotion and exchange with Sister Cities – Dedicated activity to ensure local engagement and participation including residents, day trippers and businesses – Clustering of events into key seasons including promotion of shoulder months in the annual visitor calendar <p><u>Support for local infrastructure and artists</u></p> <p><i>Open call</i></p>
3.8	<p>In addition to the one-off programme support already agreed, there is an opportunity to further strengthen the local offer and support artists by enhancing existing activity. An open call will be facilitated to allow local organisations to outline how their proposals fit with agreed criteria to include audience development and profile.</p>
3.9	<p>Activity taking place across Council departments will also be brought together to support collaboration and promotion.</p>
3.10	<p>In addition, the ‘City of Music’ programme will provide a platform to ensure that the major events that have been funded connect and support local infrastructure with opportunities for collaboration and outreach.</p>

3.11	<p><i>Summertime animation</i></p> <p>A specially curated programme of pop-up music events will also take place over the summer season to animate public space. This will be a seasonal intervention to drive footfall, increase vibrancy of public space and improve connectivity across the city. This will also be an opportunity to showcase local talent.</p>
3.12	<p><i>Mix the city</i></p> <p>Mix the city is an existing international initiative that has been successfully delivered in a number of cities such as Moscow, Istanbul, Mumbai and Hamburg. It is an award winning interactive musical experience connecting music, cities, creativity and people.</p>
3.13	<p>This is based on an online platform targeting young people and community involvement that creates an opportunity to mix tracks of local musicians with locally generated video content of the city. Participants become DJs as they produce their own personal 'mix' of the city. As well as local engagement, users from anywhere in the world can create their music video of Belfast. There will be further opportunities to present this digital content internationally.</p>
3.14	<p>Mix the City has reached an audience of 1,500,000 users in 208 countries and been featured on numerous innovative and important media outlets.</p>
3.15	<p><i>Belfast's music story</i></p> <p>Working with local partners a special exhibition will be commissioned to visually tell the story of music in the city. The creative process to develop this exhibition will involve engagement with community groups and local schools. The exhibition would use the city as a gallery with images presented on vacant sites and hoardings across the city. Cities such as Dundee have successfully taken a similar approach as part of regeneration initiatives and major capital developments showcasing their status as a city of design.</p>
3.16	<p><u>Long term development and capacity building</u></p> <p>In recognition of Belfast's rich music heritage and to strengthen long term cultural development it is proposed that we explore the option to apply for UNESCO designation. The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity.</p>

3.17	<p>To become a member of the UNESCO Creative Cities Network, candidate cities must submit a detailed application clearly demonstrating their willingness, commitment and capacity to contribute towards the objectives of the Network. The Network covers 7 creative fields, which can be chosen by the cities according to their preference for a specific creative industry sector to which they devote their talent and energy. Those 7 creative fields from which a city can apply for UNESCO status are: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.</p>												
3.18	<p>Following an initial scoping exercise and assessment against the criteria as well as support from the sector, it is proposed that music is the most appropriate designation for Belfast at this stage. This will involve up to a 5-year development process culminating in an official application to be led by the Local Authority in partnership with the music sector and other stakeholders.</p>												
3.19	<p>Joining the network is a longstanding commitment which must involve a participative process and a forward-looking approach. Cities must develop and present a realistic action plan including specific projects, initiatives or policies to be executed in order to implement the objectives of the Network. As with cities such as Liverpool, who have already achieved UNESCO City of Music designation, work towards and after the designation will focus cultural policy and activity in relation to music in Belfast, delivering a more joined-up and visible music offer whilst increasing opportunities for production and civic engagement in music across the city on a permanent basis. It is proposed that further scoping is carried out with a detailed plan taken back to Committee in due course.</p>												
3.20	<p><u>Financial & Resource Implications</u></p> <p>The total budget for the programme in £200,000</p> <p>The breakdown of this budget is as follows:</p> <table data-bbox="272 1563 1428 1854"> <tr> <td data-bbox="272 1563 1141 1592">Communications activity and marketing</td> <td data-bbox="1141 1563 1428 1592">£30,000</td> </tr> <tr> <td data-bbox="272 1615 1141 1644">Enhanced programming for existing activity</td> <td data-bbox="1141 1615 1428 1644">£55,000</td> </tr> <tr> <td data-bbox="272 1666 1141 1695">Summertime animation</td> <td data-bbox="1141 1666 1428 1695">£60,000</td> </tr> <tr> <td data-bbox="272 1718 1141 1747">Mix the city</td> <td data-bbox="1141 1718 1428 1747">£20,000</td> </tr> <tr> <td data-bbox="272 1769 1141 1798">Belfast Music Story</td> <td data-bbox="1141 1769 1428 1798">£25,000</td> </tr> <tr> <td data-bbox="272 1821 1141 1850">UNESCO development</td> <td data-bbox="1141 1821 1428 1850">£10,000</td> </tr> </table> <p>This can be paid for out of the budget set aside for the European Capital of Culture, as it</p>	Communications activity and marketing	£30,000	Enhanced programming for existing activity	£55,000	Summertime animation	£60,000	Mix the city	£20,000	Belfast Music Story	£25,000	UNESCO development	£10,000
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3.21	<p>was anticipated that the programme would be built from 2018 on.</p> <p><u>Equality or Good Relations Implications</u></p> <p>Equality and Good Relations implications will be taken into consideration as part of any open call, funding agreements or project development, to ensure the overall accessibility of the programme.</p>
4.0	Appendices – Documents Attached
	None