



<b>Subject:</b>	Draft Music Strategy
<b>Date:</b>	9 March 2022
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Eimear Henry, Senior Manager, Culture & Tourism

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

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	The purpose of this report is to set out: <ul style="list-style-type: none"><li>- Provide Members will an update following successful designation as a UNESCO City of Music including the proposed music strategy for Belfast incorporating strategic themes, priorities, leadership and governance models and recommended actions.</li></ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	It is recommended that Members: <ul style="list-style-type: none"><li>- Note the content of this report and approve the <i>draft</i> music strategy included at Appendix 1 to commence a 12-week public consultation in April 2022.</li><li>- Agree to receive a presentation of final strategy for consideration following the completion of the consultation.</li></ul>



3.3

### **Research & Analysis of music sector**

Council recognised the need to reinforce the strategic ambitions around music development in this city, and to complete the necessary requirements for the UNESCO designation robust strategic and analytical work of the music sector in Belfast, and its contribution to the wider region, was required. Sound Diplomacy were contracted to complete this body of analytical work throughout 2020. (<https://www.sounddiplomacy.com/belfast>). Supporting the music ecosystem in this manner requires significant research and analysis to better understand music's role in the city's economic landscape, planning, tourism, licensing, regeneration and other areas. It will also identify the specific needs of the local music sector, in the immediate recovery post-Covid 19 as well as the long-term requirements for the sector to grow and develop as a Music City nationally and internationally.

Sound Diplomacy's body of work included stakeholder engagement, policy & strategic assessment, context and recommendations and a full economic impact report for the music sector as a whole. This work fed directly into this strategic plan for music, assessing immediate priorities and evidencing the economic value of the music industry in Belfast as well as its impact on tourism, the night-time economy and the cultural infrastructure of the city.

Statistics gathered through this economic appraisal of music in Belfast include:

- In 2019, the Belfast music ecosystem delivered a total economic impact of 3,131 jobs – representing 2.05% of the city's employment.
- The direct employment generated in 2019 (1,781 jobs) represented 1.16% of the workforce in Belfast, which is a bigger contribution than other sectors such as Construction of Buildings (1,300 employees) and Advertising Market Research (458).

3.4

### **Development of Belfast Music Strategy**

The Fourth Pillar, Morgan Young Consulting and Score Draw Music worked with Council to develop Sound Diplomacy's research into a roadmap for music and the associated strategic recommendations. We acknowledge that there is much work to be done in order to develop a stronger and more sustainable music ecosystem which is both anchored and adaptable to change.

Our vision is to wholly support musicians and those working in music with the development of their talent and ideas, whilst embedding music and access to it in all parts of the City. This aim is underpinned by a set of core values which will inform our actions and commitments – belonging, collaboration, fairness, inclusion and respect.

3.5

### **Engagement with the sector and the city**

Engagement with the city, its people the music sector has been core to the development of this music strategy. Following the co-design and collaborative ethos of the cultural strategy

– *A City Imagining* – Council has carried out robust consultation and partnership building through continued work with the City of Music Steering group since 2019 as well as targeted engagement via the work of Sound Diplomacy and Fourth Pillar in researching and developing the strategic recommendations for the music strategy.

This has included:

- 27 City of Music Steering Group meetings with 20 members representing various genres & city stakeholders such as Tourism NI, BBC, British Council and Arts Council NI.
- An online survey on music (both for audiences and sector workers) 1500+ responses
- 45 one to one meetings with music and city stakeholders representing a variety of expertise
- 6 round table workshops about music recovery for artists and music sector workers

3.6

### **Music Strategy – strategic themes and priorities**

We want to reshape music in Belfast, so it is characterised by quality, sustainable projects, and accompanied by long-term strategic investment. This strategy constitutes a response to the challenges, concerns and, indeed, opportunities that exist and is intended to take a foundational approach – one which will deliver the fundamental needs of individuals working in or engaging with music and one which has identified the shortfalls in the local music ecosystem and sought to eliminate them. In our approach, we have chosen to put musicians, performers and music creators first for, without them, Belfast would be a culturally and economically poorer place.

Mirroring the *A City Imagining* cultural strategy the music strategy has 4 strategic themes, each having 4 strategic priorities. There are a number of actions and recommendations given for each priority catering to many areas of need across the music sector.

**Theme 1: Place artists at the heart** - Recognising the value of creators

**Theme 2: Nurture the sector** - Strengthening the structures to support those who guide and invest in creators

**Theme 3: Ignite the live experience** - Liberating the live music sector as a major catalyst for cultural and economic growth

**Theme 4: Unlock the unifying power of UNESCO** - Sharing the gift of music with the people of Belfast

The music strategy also puts forward recommendations for the following areas:

- **Leading the Way – The Belfast Music Governance Model** including recommendations on a dedicated music officer/office working on strategic delivery

<p>3.7</p>	<ul style="list-style-type: none"> <li>- <b>Take Back the City – The Belfast Music Leadership Model</b> including the recruitment of a new Belfast Music Board to oversee the strategic delivery</li> <li>- <b>Friends of Belfast Music – Partners and Allies</b> including developing partnerships with Arts Council NI, Tourism NI and BBC to deliver on shared ambitions</li> <li>- <b>Something to Sing About – Belfast Music Branding and Communications Strategy</b> including promotion of our UNESCO City of Music status locally and internationally</li> </ul> <p><b>Next Steps</b></p> <p>Council proposes to take the music strategy out to public consultation from April 2022, taking back recommendations and feedback in August in order to implement the strategy from September 2022.</p> <ul style="list-style-type: none"> <li>- April 2022: music strategy public consultation</li> <li>- August 2022: revisions from consultation approved</li> <li>- Sept 2022: strategy signed off and goes live</li> <li>- Sept 2022: recruitment of Belfast Region Board</li> <li>- Oct 2022: delivery of comms strategy – website, social media, newsletters</li> <li>- 2022 onwards: delivery of recommendations and actions</li> </ul>
<p>3.8</p>	<p><b><u>Financial and Resource Implications</u></b></p> <p>There are currently no financial implications attached to this report. Phase 1 delivery has been agreed as part of approvals for UNESCO City of Music. The additional resources required have been considered and agreed as part of the structural review for Economic Development.</p>
<p>3.9</p>	<p><b><u>Equality &amp; Good Relations Implications</u></b></p> <p>This music strategy is part of the overarching cultural strategy for Belfast that has been subject to EQIA. An equality screening has been completed and mitigating actions will be considered as part of the public consultation.</p>
<p>4.0</p>	<p><b>Appendices – Documents Attached</b></p>
	<p>Appendix 1 – Our City, Our Music: Music Matters: A Roadmap for Belfast</p>