
**PRESENTATION BRIEFING: *‘INFORMING A MUSIC STRATEGY FOR CARDIFF
REPORT: MUSIC ECOSYSTEM STUDY AND STRATEGIC RECOMMENDATIONS’***

Purpose of the Report

1. To set the context for Members ahead of a presentation briefing at Committee on the results of the work undertaken by Sound Diplomacy, which will be used to inform a Music Strategy for Cardiff.

Scope of Scrutiny

2. To consider the findings of the work undertaken by Sound Diplomacy, consultants whom the Council employed to investigate the music ecosystem of Cardiff and make strategic recommendations to inform the development of a Music Strategy for Cardiff.
3. This briefing will outline the next steps in developing a Music Strategy, which Members have previously indicated they wish to scrutinize prior to decision.

Structure of the meeting

4. Members will hear from Councillor Russell Goodway (Cabinet Member – Investment and Development), Neil Hanratty (Director of Economic Development) Jonathan Day (Operational Manager- Economic Policy) and Ruth Cayford (Creative Industries and Culture Manager). There will be a presentation taking Members through:
 - the findings from Sound Diplomacy’s consultation exercises;
 - the key themes identified by their work; and
 - the proposed impacts in terms of direct and indirect economic impacts, events, brands and cultural impact.

5. The presentation will be followed by Members questions. Members will then be able to decide what comments, observations or recommendations they wish to pass on to the Cabinet for their consideration.

Background

6. In 2017, the Save Womanby Street Campaign successfully halted proposed re-development on Womanby Street that could have curtailed live music events taking place in long-established venues. This campaign highlighted the role of music as one of Cardiff's strongest creative industries and focused attention on the need for the Council and partners to work together to protect and enhance the infrastructure required to enable music to flourish in Cardiff.
7. In December 2017, the Leader, Councillor Huw Thomas, officially announced the development of a music strategy, at a special launch event at City Hall. He committed the Council to working with Sound Diplomacy, global leaders of the Music Cities movement with experience of assisting other local authorities in developing music strategies. This would commence with an audit of the music ecosystem in Cardiff. A copy of the Leader's speech is available at:

<https://www.creativecardiff.org.uk/creative-cardiff-news/creativity-at-heart-our-economic-strategy-councillor-huw-thomas-launches-music>

8. Following the above, the Council's Corporate Plan 2019-2022 contains the following commitment under the Wellbeing Objective – A Capital City that works for Wales:
 - Develop a sustainable events portfolio, which builds on Cardiff's event hosting credentials. This will include the development of a 'signature event' and establishing Cardiff as a Music City over the next five years.

Way Forward

9. Councillor Russell Goodway (Cabinet Member – Investment and Development) will be invited to make a statement. Neil Hanratty (Director of Economic Development), Jonathan Day (Operational Manager- Economic Policy) and Ruth Cayford (Creative Industries and Culture Manager) will attend to give a presentation and answer Members' questions.

Legal Implications

10. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

11. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations

for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to:

- i) Consider the information in this report and the information presented at the meeting;
- ii) Determine whether they would like to make any comments, observations or recommendations to the Cabinet on this matter; and
- iii) Decide the way forward for any future scrutiny of the issues discussed.

DAVINA FIORE

Director of Governance & Legal Services

3 April 2019