

CABINET MEETING: 18 APRIL 2019

MUSIC ECOSYSTEM STUDY

CULTURE AND LEISURE (COUNCILLOR PETER BRADBURY)

AGENDA ITEM: 2

Reason for this Report

1. To allow Cabinet to consider the Sound Diplomacy *Music City Report - Informing a Music Strategy for Cardiff: Music Ecosystem Study and Strategic Recommendations*; agree to develop options for a Music Board for Cardiff as well as developing a Music Strategy Work Programme.

Background

2. Capital Ambition sets out the intention for Cardiff to make the most of its cultural assets. It recognises the city's "*cultural offer is an area of competitive advantage and it's cultural and leisure infrastructure is recognised by its citizens as amongst the best in Europe*". This approach recognises and builds on the success of the past two decades where culture and sport have been inventively use to transform the city.
3. The Welsh capital is also firmly established as one of the UK's creative powerhouses, with one of the largest creative sectors outside London. Within Cardiff, the creative economy sector generates over £1bn of GVA for the city's economy each year and employs around 15,000 people, around a third of the sector in Wales. It is therefore appropriate that creativity remains at the heart of Cardiff's regeneration agenda.
4. In terms of its music output, Cardiff is also a leading UK city. Its small and medium sized festivals are internationally renowned, with world-class facilities, a leading orchestra and a number of artists, management companies and promoters. This is in the context of the UK's long standing position as one of the largest music markets in the world, behind only the US, Japan and Germany in 2017. In 2016, music contributed around £4.4 billion to the UK and supported over 142,000 jobs.
5. The UK's live music sector grew by 14% in 2016, and its job market grew 13% during the same period, whilst 30.9 million people attended live shows - 27 million of whom were at concerts and 3.8 million at festivals. The live sector made up a quarter of the total music industry GVA and

20% of the total employment force. Music tourism sustained 47,445 full time jobs whilst music tourism in Wales generated a £115 million spend on concerts and festivals.

6. Cardiff is clearly well positioned to succeed, with an excellent cultural infrastructure and the talent to support a world-class cultural and creative sector. Cardiff is responsible for approximately 30% of the production and 41% of the jobs generated by the core of the Welsh music sector. It generated an output of £153 million, and added £104 million value (GVA) to the local economy in 2016. To make the most of Cardiff's potential, however, there is a need to assess, review, measure and analyse the strengths and deficiencies of Cardiff's cultural assets and infrastructure.
7. To progress this work, Sound Diplomacy - a global leader of the Music Cities movement - have analysed Cardiff's music ecosystem in its entirety in order to identify the most effective strategies for development. The research covers the economy, infrastructure, tourism, education and the built environment. It also seeks to establish the factors which make Cardiff a culturally robust city it is and to set out how to maximise its role as a Music City.

Sound Diplomacy Music City Report - Informing a Music Strategy for Cardiff: Music Ecosystem Study and Strategic Recommendations

8. As one of the fastest-growing cities in the UK, Cardiff has an opportunity to establish itself as a leader in the Music Cities movement, a standard of urban development that champions and promotes music as a tool for growth.
9. Sound Diplomacy make clear that Cardiff already has a thriving music ecosystem, offering live music opportunities that range from local pubs and community venues to national concert halls and major stadiums. Sound Diplomacy also recognise that music is an important component of city's identity and history. While this is still true today, the Sound Diplomacy report makes clear that the music industry would benefit from being aligned with a wider approach to city development. This is important in ensuring that music can continue to support the city's economy, but also in ensuring that the city works to support and champion its musicians and music professionals.
10. The Sound Diplomacy Report therefore analysed Cardiff's music ecosystem to identify the most effective way to use music to promote the city and ensure that the city supports musicians and music professionals. This research considered a series of issues that have the potential to support the local music industry, generate economic impact and improve the quality of life of those who live in, visit or choose to study in the city. These include:
 - **Governance and Leadership:** Strengthening the engagement between the music industry and policy makers

- **Licensing & Police:** Consider if any improvements can be made to the approach to licensing to ensure all relevant parties involved and due regard had to cultural value as well as prioritising safety
- **Spaces and Places:** Supporting musicians with accessible, affordable and adequate facilities to rehearse, record and perform in
- **Planning:** Ensuring music and culture are treated as a core priority, alongside other land uses, in regeneration policies
- **Transport** — Taking the needs of artists, creative businesses and those accessing the arts are taken into account when shaping transport policy
- **Education:** Promoting music education and ensuring it is treated with the same priorities as other subjects since music education, at the earliest age, supports cognitive development, promotes socialisation and engages young minds in ways other subjects do not.
- **Employment & Skills:** Connecting the music industry with the development, growth and success of the city.
- **Tourism & Branding** — Ensuring music is taken seriously as a tool for encouraging tourism given that a thriving music and culture scene is often a priority to attracting investment, jobs and skills.

Approach, Methodology and Engagement

11. The development of the Report included a series of roundtables, interviews and industry surveys to provide a primary source of evidence and opinions of people working in or alongside the music industry. These findings were cross-referenced against national data and adopted policy, and also considered in an international context through comparisons with cities similar in size and structure to Cardiff.
12. The economic impact of Cardiff's music industry was measured using existing research by the UK Office for National Statistics (ONS) and PRS for Music as well as a survey conducted by Sound Diplomacy. Music industry subsectors were chosen using the UK Standard Classification of Economic Activities 2007 (SIC 2007). These official statistics formed the basis of the direct economic impact figures. Employment figures were determined using the Business Register and Employment Survey (NOMIS) 2016, while incomes were derived from the Annual Survey of Hours and Earning (ASHE) 2016. Indirect and induced economic impacts were found through the input-output matrix and its multipliers, cross-referenced against statistics by the ONS and Cardiff University.

Next Steps: Music Board and Work Programme

13. One of the key recommendations of the Report is the establishment of a Music Board, to empower music stakeholders to represent and champion Cardiff as a music-friendly city on the local, national and international level. The report also makes a series of recommendations about the remit and composition of the Board. As a consequence, Cabinet is recommended to approve work to develop options for a Music Board. This will include a proposed terms of reference and resourcing options which will be brought to a future Cabinet meeting for consideration.
14. It is further proposed that the Council develop a Music Strategy Work Programme to progress the recommendations of the Sound Diplomacy Report, which will also be brought to Cabinet for consideration. Should a Music Board be established, this could potentially represent the most appropriate delivery body for overseeing the implementation of the Report recommendations.

Scrutiny Consideration

15. The Economy & Culture Scrutiny Committee considered this item on 9 April 2019. Their comments are set out in the letter from the Chair attached at Appendix 2.

Reasons for Recommendations

16. To enable Cabinet to move forward with proposals for establishing Cardiff as a Music City

Legal Implications

17. Sound Diplomacy Music City Report - Informing a Music Strategy for Cardiff: Music Ecosystem Study and Strategic Recommendations ('the Music Report'), is submitted to members for the purpose of noting. The recommendations providing that a future report will be submitted to Cabinet to provide a detailed response to the Music Report. The Music Report touches on a number of council functions and roles (planning, licensing, education, transport). Accordingly, when considering the recommendations set out in the Music Report, careful consideration should be given, amongst other matters, to the legal framework and policies that govern the Council functions and roles referred to (such as planning and licensing), to consider if the recommendations can be achieved within legal constraints, if desired. This would include identifying what may be regarded as material considerations, when considering such functions. The Music Report also refers to the involvement of different parties in various decision-making processes. To this end, regard will need to be had to the Council's Constitution and how and by whom decisions can be made (whether required by law or as chosen by the Council).

18. One of the recommendations referred to relates to the establishment of a Music Board. In considering this matter regard will need to be had as to the proposed role and responsibilities of the board, its membership, its terms of reference generally and how the same will be resourced /funded .
19. Whilst in the present report the decision is to note the Music Report, the future proposed report on this subject will need to address both well - being and Equality issues , including considering the requirements to carry out Equality Impact Assessments

Well Being of Future Generations (Wales) Act 2015

20. The Well-Being of Future Generations (Wales) Act 2015 ('the Act') places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language, and is globally responsible. In discharging its duties under the Act, the Council has set and published well-being objectives designed to maximise its contribution to achieving the national well-being goals. The well-being objectives are set out in Cardiff's Corporate Plan: When exercising its functions, the Council is required to take all reasonable steps to meet its well-being objectives. This means that the decision makers should consider how the proposed decision will contribute towards meeting the well-being objectives and must be satisfied that all reasonable steps have been taken to meet those objectives.
21. The well-being duty also requires the Council to act in accordance with a 'sustainable development principle'. This principle requires the Council to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. Put simply, this means that Council decision makers must take account of the impact of their decisions on people living their lives in Wales in the future. In doing so, the Council must:
 - Look to the long term
 - Focus on prevention by understanding the root causes of problems
 - Deliver an integrated approach to achieving the 7 national well-being goals
 - Work in collaboration with others to find shared sustainable solutions
 - Involve people from all sections of the community in the decisions which affect them
22. The decision maker must be satisfied that the proposed decision accords with the principles above; and due regard must be given to the Statutory Guidance issued by the Welsh Ministers, which is accessible using the link below:
<http://gov.wales/topics/people-and-communities/people/future-generations-act/statutory-guidance/?lang=en> .

Equality Duty

23. The Council has to satisfy its public sector duties under the Equalities Act 2010 (including specific Welsh public sector duties) – the Public Sector Equality Duties (PSED). These duties require the Council to have due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of ‘protected characteristics’. The ‘Protected characteristics’ are:

- Age
- Gender reassignment
- Sex
- Race – including ethnic or national origin, colour or nationality
- Disability Pregnancy and maternity
- Marriage and civil partnership
- Sexual orientation
- Religion or belief – including lack of belief.

Financial Implications

24. The report contains a set of priority actions and recommendations for consideration by Cabinet which will be followed by a further report providing a detailed response to the recommendations. The future report will consider the budgetary / cost impact of any decisions arising from the recommendations. The costs associated in preparing a response and any other ancillary matters will be contained within the directorate budgetary allocation for 2019/20.

RECOMMENDATIONS

Cabinet is recommended to:

1. Note the contents of the Sound Diplomacy Music Strategy Report: Music Ecosystem Study and Strategic Recommendations (attached Appendix 1)
2. Agree that a future report be brought to Cabinet to
 - i. Provide a detailed response to the Music Ecosystem Study and Strategic Recommendations (attached Appendix 1).
 - ii. Establish a Music Board, taking into consideration the recommendations of the Sound Diplomacy Music Strategy Report (attached Appendix 1) and including detail of the governance arrangements and the Board’s Terms of Reference.

SENIOR RESPONSIBLE OFFICER	NEIL HANRATTY Director Economic Development
	12 April 2019

The following Appendices are attached:

Appendix 1: Sound Diplomacy Music Strategy Report: Music Ecosystem Study
and Strategic Recommendations

Appendix 2: Letter from Chair of Economy & Culture Scrutiny Committee