

My Ref: T: Scrutiny/Correspondence/Cllr NH

Date: 11 April 2019

Councillor Peter Bradbury
Cabinet Member, Culture & Leisure
Cardiff Council
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CF10 4UW



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Dear Councillor Bradbury,

Economy & Culture and Environmental Scrutiny Committee: 9 April 2019

Thank you for attending Committee, along with Neil Hanratty, Jonathan Day and Ruth Cayford, to present a briefing on the results of the work undertaken by Sound Diplomacy.

Members share your view that a Music Strategy for Cardiff will lead to a number of creative and economic benefits for residents, visitors, businesses and those working in Cardiff, as well as across the region.

Members therefore welcome Sound Diplomacy's work, viewing it as a paving report to inform the development of a Music Strategy for Cardiff. We were pleased to hear the range of engagement with stakeholders and that this has helped to surface issues that need addressing to enable Cardiff to achieve the aims of being '*a global leader in the Music Cities movement*' and to embrace '*Music Urbanism as a tool for regeneration, investment and development*'. We were interested to hear the broad themes identified by Sound Diplomacy in their strategic recommendations. Given the level of engagement with stakeholders and the need to maintain this engagement and momentum to enable Cardiff to move forward as a Music City, Members **recommend** that all stakeholders who contributed via Sound Diplomacy engagement events be given the opportunity to comment on the strategic recommendations.

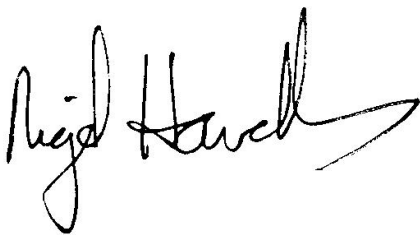
Members are pleased that the proposed scope of strategy is broad, not limited to live music or a particular genre but encompassing all genres and the music ecosystem across the city. A particular concern of committee members is to ensure that music is accessible and inclusive for all young people, not only in terms of being musicians but also in terms of developing pupils' awareness and skills sets so they can benefit from the range of skilled roles that exist across the music economy.

Thank you for explaining that the report to Cabinet on 18 April 2019 will ask Cabinet to note the contents of the Sound Diplomacy report and seek agreement for a further report to Cabinet to establish a partnership Music Board, which will develop a detailed response to the strategic recommendations contained in Sound Diplomacy's report. The membership of the partnership Music Board will be critical to the success of work in this area and Members were pleased to hear that you intend membership to be broad and inclusive, with a number of sub-groups to provide focus on particular aspects. At the meeting, we asked about the resources available to support the Music Board and note the response that existing resources will be sufficient to provide secretariat support.

Members thank you for confirming your wish to bring the proposed Music Strategy for scrutiny; during our 'way forward' Members highlighted that they wish to add value to the development of the Music Strategy and be involved as this progresses, as well as carrying out pre-decision scrutiny of the proposed Strategy. I will be grateful if you could ensure that officers liaise with Scrutiny Service to enable policy development scrutiny to take place at a suitable time.

This letter requires a response, as it contains a recommendation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nigel Howells', with a stylized flourish at the end.

COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
Neil Hanratty Jonathan Day Ruth Cayford
Cabinet Support Office