

CABINET MEETING: 10 OCTOBER 2019

MUSIC STRATEGY UPDATE

CULTURE & LEISURE (COUNCILLOR PETER BRADBURY)

AGENDA ITEM: 5

Appendix 5 of this report is not for publication as it contains exempt information of the description contained in paragraphs 14 and 21 of Schedule 12A of the Local Government Act 1972.

Reason for this Report

1. To obtain Cabinet authority to establish a new Music Board for the city in response to the recommendation outlined in the Sound Diplomacy report.

Background

2. Capital Ambition recognises the city's "cultural offer is an area of competitive advantage and its 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 used to transform the city. Subsequently, the city's Economic Strategy, approved by Cabinet in April 2019, identified the creative industries as a key part of the city's industrial strategy.
3. In developing the city's economic strategy, music was identified as a strength and opportunity within the 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.
4. To that end the Economic Strategy identified '*Delivering a Music Strategy for Cardiff*' as a key priority. To progress this work, Sound Diplomacy - a global leader of the Music Cities movement – were appointed to analyse Cardiff's music ecosystem to inform the development of a Music Strategy for the city.

5. The Cardiff Music Ecosystem Study (attached as Appendix 1), produced by Sound Diplomacy, was presented to the Cabinet Meeting on 18 April 2019 where it was resolved that the contents of the report be noted, and that a future report be brought to Cabinet to:
 - Provide a detailed response to the Music Ecosystem Study and Strategic Recommendations; and
 - Establish a Music Board, taking into consideration the recommendations of the Sound Diplomacy Music Strategy Report and including detail of the governance arrangements and the Board's Terms of Reference.
6. This report outlines that response, and in particular seeks approval for the Terms of Reference for the Music Board and to approve the proposed appointments to the Board.

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

7. The Cardiff Music Ecosystem Study, attached as Appendix 1, analysed Cardiff's music ecosystem to identify the most effective way to use music to promote the city. 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;
 - Licensing & Police;
 - Spaces and Places;
 - Planning;
 - Transport;
 - Education;
 - Employment & Skills;
 - Tourism & Branding.
8. The April 2019 Cabinet Report noted that the Council intends to develop a Music Strategy Work Programme to progress the recommendations of the Sound Diplomacy Report. It is considered that, should it be established, the proposed Music Board would be the most appropriate delivery body for overseeing the implementation of the Report recommendations.

Establishing a Music Board

9. The Sound Diplomacy report noted that "there's no existing network or forum through which music venues or music professional organisations meet in Cardiff (or in Wales). The take-home from the Cardiff Music Roundtables, and work done by Independent Venue Week in Wales, demonstrated how valuable facilitated opportunities were for these venues to meet to discuss their work, trends, issues and ideas."

10. The report proposed that governance should be established to address these issues that will:
 - Create a leading representative body formed by a wide range of people with proven leadership ability and influence within the music ecosystem;
 - Provide an advisory board to help establish, promote and maintain the city as a music friendly city;
 - Connect with other cities to share best practice, and for information and talent exchange;
 - Advocate for the sustainability of the music sector in the city, including the affordability of living and working spaces;
 - Support the development of music activity in the city;
 - Collaborate with South Wales Police and the Public Service Board to maintain a safe music ecosystem;
 - Lobby the Welsh Government to increase support for the music sector.
11. Subsequently the Sound Diplomacy report recommended the establishment of the Music Board to act “as a platform that enables better communication between a city’s governing body and its music ecosystem”.
12. A draft Terms of Reference for the Board, developed in conjunction with Sound Diplomacy, has been established that is attached as Appendix 3.
13. The draft Terms of Reference notes the mission of the Cardiff Music Board as being “to champion Cardiff’s music scene, protect and promote music at grassroots level and provide a platform for increased communication and collaboration across the sector”.
14. The draft Terms of Reference notes the objectives of the Board as being to:
 - Promote the development of and champion Cardiff’s music scene;
 - Lobby for investment in Cardiff’s music scene;
 - Promote fairness, access and diversity in Cardiff’s music scene and champion diversity initiatives;
 - Support a partnership approach to the development of Cardiff’s music scene;
 - Explore ways to increase the resilience and sustainability of grassroots music sector and venues;
 - Support developers and communities to protect existing music spaces and develop new music venues and workspaces.
15. The administration and secretariat function of the Board will be provided by Cardiff Council. Membership of the Board is voluntary. Members cannot claim expenses and are not paid to attend board meetings, provide advice and comment, represent the board or undertake any other activity related to the work of the Board. The costs associated with administering the Board will be met from within existing Council Economic Development resources.

16. The Music Board will act in a purely advisory manner, with the aim of both influencing public sector intervention and support, but also with the aim of aligning private sector investment. It should be noted therefore that the Board is not an executive body, and does not have the authority to:
 - Expend money on behalf of Cardiff Council;
 - Commit or influence Cardiff Council to any arrangement;
 - Consider any matter outside its specific Terms of Reference;
 - Direct Cardiff Council staff in the performance of their duties and shall not seek to do so;
 - Or purport or represent Cardiff Council in any communication with the public or media.
17. The Board will, however, be responsible for developing the Cardiff Music Strategy, which will include:
 - A strategy and subsequent programme of activities that deliver the objectives of the Board;
 - Identifying resources for delivering the strategy;
 - Promoting the sector;
 - Lobbying for investment in the sector.
18. To establish the Board an open invitation for Board Members was issued in August 2019 seeking applications. The advertisement and the criteria for appointing Board Members is attached as Appendix 4.
19. Following the advertisement 50 applications were received and assessed by Cardiff Council officials and Sound Diplomacy. The proposed composition is established as Confidential Appendix 5. Should the Cabinet approve the Terms of Reference and proposed composition of the Board successful candidates will be notified.

Response to the Recommendations of the Sound Diplomacy Music Strategy Report

20. As noted in paragraph 5, at the Cabinet Meeting of 18 April 2019 it was resolved that a future report be brought to Cabinet to provide a detailed response to the Music Ecosystem Study and Strategic Recommendations.
21. This report outlines the Council's initial response to the recommendations, which is attached as Appendix 2. It should be noted that some elements of consideration will be deferred for consideration by the Music Board, should its establishment be approved. This will allow for a wider consideration by the sector of the recommendations, and to enable the delivery of the Music Strategy as outlined in paragraph 18 above.

Signature Event

22. The Sound Diplomacy study recommended the creation of a cross-genre international artist showcase and signature event. In particular, it notes:

“An artist showcase event is a great opportunity to market Cardiff as a city filled with talent, whilst providing artists a platform with which to build international recognition.”

23. It has for some time been considered that establishing a regular home-grown event would be a major addition to Cardiff’s event portfolio. Subsequently the Council has been working with Welsh Government and private sector partners to develop proposals for a new signature event. It is intended that the event would take the form of an internationally relevant music festival, as well as providing an opportunity to develop the sector within Cardiff through show-casing and industry events. The proposed key objectives of such an event would be to:

- Provide a two-week period to host a range of music events;
- Establish a regular event that attracts international audiences;
- Establish a respected event for industry;
- Establish an event that showcases new talent, and promotes Cardiff and Wales as a leading destination for music tourism;
- Provides a legacy for the music industry in Cardiff and Wales;
- Supports contemporary performance including light and sonic installation;
- Promotes the use of the city as a festival and conference destination in its own right;
- Build a 5-year plan to expand the festival
- Brings the city, region and nation together to promote culture in Cardiff and Wales on the world stage.

24. A report will be presented to Cabinet later in 2019 outlining the detail of the proposed event and associated budgetary implications.

Scrutiny Consideration

25. The Economy and Culture Scrutiny Committee considered this issue on 3 October 2019. The letter from the Chair is attached at Appendix 6.

Reason for Recommendations

26. To approve the next steps in establishing the Music Board and establishing a Music Strategy for Cardiff.

Financial Implications

27. The Cabinet Report sets out the Terms of Reference of the Cardiff Music Board and the Cabinet response to the Sound Diplomacy Report. Contained within the Sound Diplomacy Report is a recommendation to appoint a Music Officer and if this is progressed then the funding source will need to be established as there is currently no budget allocation for

this purpose. All other recommendations prior to be implemented will need to identify if any additional resource is required as there is no budgetary allocation currently set aside. Each recommendation needs to consider both the direct cost of implementation as well as the cost impact it may have on any other services.

Legal Implications

28. Legal Services are instructed that the client service area, in drafting the proposed Actions, have given careful consideration to the legal framework and policies that govern the Council functions and roles referred to (such as planning and licensing), and that the Actions can be achieved within legal constraints.
29. It is important to highlight, prior to implementing the various Actions as set out in the proposed response to the report, the appropriate advice is sought to ensure the Council complies with any applicable procedure. By way of example only, any proposed Traffic Regulation Orders must follow due statutory process prior to being implemented and becoming enforceable.
30. The Report recommends Members to approve the Terms of Reference for the Cardiff Music Board. Legal Services are instructed that the Music Board is not a decision making body but is a forum which aims to enable better communication between the Council and its music ecosystem. Accordingly, the Terms of Reference do not provide for decision making, rather their purpose is to clarify the role and responsibilities of the Board, its membership, its Terms of Reference generally and how the same will be resourced funded.
31. The decision about these recommendations has to be made in the context of the Council's public sector equality duties. The Council also has to satisfy its public sector duties under the Equality Act 2010 (including specific Welsh public sector duties). Pursuant to these legal duties, Councils must in making decisions 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. If the recommendations in the report are accepted and when any alternative options are considered, the Council will have to consider further the equalities implication and an Equality Impact Assessment may need to be completed.
32. 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.

33. 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 2018-21: <http://cmsprd.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Corporate-Plan/Documents/Corporate%20Plan%202018-21.pdf>
34. The well-being duty also requires the Council to act in accordance with '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 comprising 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; and
 - Involve people from all sections of the community in the decisions which affect them.
35. 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>
36. The Council has to be mindful of the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards when making any policy decisions and consider the impact upon the Welsh language, the report and Equality Impact Assessment deals with all these obligations. The Council has to consider the Well-being of Future Generations (Wales) Act 2015 and how this strategy may improve the social, economic, environmental and cultural well-being of Wales.

RECOMMENDATIONS

Cabinet is recommended to:

- (1) Approve the response to the Sound Diplomacy Report attached as Appendix 2.
- (2) Approve the Terms of Reference for the Cardiff Music Board attached as Appendix 3.
- (3) Approve the appointments of the Cardiff Music Board and instruct the Director of Economic Development to appoint the individuals named in Confidential Appendix 5.

- (4) Delegate authority to the Director of Economic Development, in consultation with the Leader of the Council, the Cabinet Member for Culture and Leisure, the Monitoring Officer and Section 151 officer to work with partners to develop detailed proposals for the signature event as outlined in paragraph 22 of this report and to bring an update to a future Cabinet meeting.

SENIOR RESPONSIBLE OFFICER	Neil Hanratty Director of Economic Development
	4 October 2019

The following appendices are attached:

- Appendix 1: Sound Diplomacy Music Strategy Report: Music Ecosystem Study and Strategic Recommendations
- Appendix 2: Cardiff Council Response to Sound Diplomacy Report
- Appendix 3: Cardiff Music Board Terms of Reference
- Appendix 4: Cardiff Music Board Member Advertisement
- Appendix 5: Proposed Music Board Member Appointments Confidential
- Appendix 6: Letter from Chair of Scrutiny