

**CABINET RESPONSE TO THE REPORT OF THE ECONOMY & CULTURE SCRUTINY COMMITTEE ENTITLED 'SOUND DIPLOMACY MUSIC CITY REPORT. INFORMING A MUSIC STRATEGY FOR CARDIFF. MUSIC ECOSYSTEM STUDY AND STRATEGIC RECOMMENDATIONS'**

**Please note that all actions are subject to not presenting any legal/policy issues'**

***Recommendation 1***

**Governance and Leadership**

**Music Office**

Work pragmatically with all stakeholders to unlock the potential of Cardiff's music ecosystem.

Actions:

- 1.1 Appoint a Music Officer.
- 1.2 Build and maintain a business directory of the local music ecosystem.
- 1.3 Develop a platform to communicate between music event organisers, local residents and visitors.

**RESPONSE:**

***Action 1.1: The Council, through the establishment of the Cardiff Music Board will seek to identify resources to enable the appointment of a Music Officer. Meanwhile administrative and secretarial support will be provided by the Council to the Music Board.***

***Action 1.2: The Council will build upon the data collected by Sound Diplomacy and seek to provide an online database that includes music venues, performance spaces and other key infrastructure.***

***Action 1.3: The Council will work with the Cardiff Music Board to explore ways of improving the communication relating to music events in the city and local residents.***

***Recommendation 2***

**Governance and Leadership**

**Music Board**

Empower music stakeholders to represent and champion Cardiff as a music-friendly city recognising quality and diversity on a local, national and international level.

Actions:

- 2.1 Establish a Cardiff Music Board.
- 2.2 Create a Cardiff Music Board Professional Organisations Sub-group.
- 2.3 Create a Cardiff Music Board Venues Sub-group.
- 2.4 Strengthen and further develop inter-city collaborations.

## RESPONSE:

***Action 2.1: The Council has committed to establishing a Music Board.***

***Action 2.2, 2.3: With regard to the professional organisations sub-group and venues sub-group this will be considered once the Cardiff Music Board is in operation. Whilst there is benefit from the establishment of these boards, this also needs to be balanced with any time and resource requirements from the sector, and critically whether the roles of both sub-groups can be considered as an Agenda item for the main Board itself.***

***Action 2.4: The Council will strengthen and develop inter-city collaborations through the Music Board.***

### ***Recommendation 3***

#### **Governance and Leadership**

#### **Music-Friendly Licensing & Policies**

Review existing licensing arrangements to promote a 'music-friendly' city.

Actions:

- 3.1 Streamline permits and licences required for music activity.
- 3.2 Reassess security requirements for venues and events.
- 3.3 Improve access to live music events for under-age audiences.
- 3.4 Introduce Musician Loading zones for venues in the city centre.
- 3.5 Create a voluntary busking guidance for Cardiff that reflects residents, businesses and musicians needs.

## RESPONSE:

***Action 3.1 to 3.3: The Council will work with the Music Board to undertake a review of the permits and licenses processes required for music activity with the view of exploring the implementation a more streamlined service that also reflects the statutory requirements of such a service.***

***Action 3.4: The Council's Highways team and City Centre Management will undertake a review of the suitability of introducing Musician Loading zones in consultation with the Music Board.***

***Action 3.5: The Council will work with FOR Cardiff, the city's Business Improvement District to establish new voluntary busking guidance for Cardiff that reflects residents, businesses and musicians needs.***

**Recommendation 4**  
**Governance and Leadership**  
**Grants and Funding**

Economically support diversity in the city's music ecosystem.

Actions:

- 4.1 Enable a collaboration framework for funding partnerships.
- 4.2 Communicate all existing funding opportunities for the Cardiff music sector in a clear, accessible channel.
- 4.3: Support music venues, event producers and organisations to improve their company conditions by signposting to helpful organisations.

**RESPONSE:**

***Action 4.1: The Council will explore proposals for establishing a Cultural City Compact - a strategic partnership bringing together the Council, business, education, cultural and community leaders, to co-design and deliver a vision for culture in the city. The Compact will set out business plans to deliver measurable progress against local priorities. The establishment of any Compact however will be subject to a further Cabinet report.***

***Action 4.2, 4.3: The Council will work with partners to explore the potential to establish a database of funding and support organisations for the sector and will disseminate through the Music Board.***

**Recommendation 5**  
**Spaces and Places**

**Allocate spaces for musicians and industry professionals**

Increase affordable music spaces and places available for artists and music professionals in Cardiff.

Actions:

- 5.1 Develop a Community Music Hub.
- 5.2 Provide a framework to facilitate temporary leases and one-off permissions for local music and cultural organisations in non-traditional spaces.

**RESPONSE:**

***Action 5.1: The Council will review current community facilities to assess the best model for a Community Music Hub.***

***Action 5.2: The Council will work with the Music Board to explore means of supporting and promoting temporary leases for local music and cultural organisations in non-traditional spaces.***

## **Recommendation 6**

### **Planning, Transport, Placemaking**

Maximise existing planning tools in Cardiff to promote a 'music friendly' city.

Actions:

6.1 Consistently implement Planning Policy Wales 10 and apply the 'Agent of Change' principle in Cardiff.

6.2 To highlight the Castle quarters unique position within Cardiff's music scene, liaise with departments that are working on a Place Making strategy, developing a collaborative approach.

6.3 Engage with the local music sector in the new Cardiff Arena development.

6.4 Work with partners to support improved evening and night time public transport accessibility.

#### **RESPONSE:**

***Action 6.1: The Council agrees to consistently implement Planning Policy Wales 10 and apply the 'Agent of Change' principle in Cardiff.***

***Action 6.2: The Council will work with the landowners and private businesses in the Capital Quarter, including Womanby Street to promote the area as a focal point for the city's cultural scene.***

***Action 6.3: The Council will engage the Music Board in supporting the development of the Arena and establish a partnership with the operator to support and promote the sector.***

***Action 6.4: The Music Board will engage with public transport providers, including Transport for Wales and Cardiff Bus, to consider actions to improve evening and night time public transport accessibility.***

## **Recommendation 7**

### **Education**

#### **Access to music education in all levels and ages**

Build partnerships to enable a collaborative provision of music education in Cardiff.

Actions:

7.1 Create a Map of Musical Opportunities and the relevant pathways to inform participants on how best to plan their musical journey.

7.2 Develop a vision for a Universal Music Education Offer for all young people in Cardiff.

7.3 Introduce music workshops aimed at primary and secondary students.

#### **RESPONSE:**

***Action 7.1: The Council will review the potential routes to develop a 'Map of***

***Musical Opportunities' to support young people in their musical journeys.***

***Action 7.2: The Council will bring together key stakeholders in Cardiff to consider interventions required to develop a universal music education offer.***

***Action 7.3: The Council will work with the Music Board and partners to identify resource to seek to establish music workshops aimed at primary and secondary students.***

## **Recommendation 8**

### **Artist Development**

#### **Provide artist development opportunities for local artists**

Champion access to artist development opportunities in Cardiff regardless of age, skills level and genres of work.

Actions:

8.1 Create a 'Fair Play' charter of ethics and certificate for venues.

8.2 Create a platform for performance development.

8.3 Create a cross-genre international artist showcase and signature event.

#### **RESPONSE:**

***Action 8.1: The Council will work with the Musicians Union and partners to consider the development of a 'Fair Play' charter of ethics and certificate for venues in the city centre.***

***Action 8.2: The Council will work with the Cardiff Music Board to explore options to develop a platform for performance development.***

***Action 8.3: The Council will work with the Welsh Government and partners to establish an international artist showcase and signature event.***

## **Recommendation 9**

### **Professional Development**

#### **Provide professional development opportunities for the local sector**

Support industry professionals to develop their career, network and skills in Cardiff.

Actions:

9.1 Organise music business workshops and conferences in partnership with UK organisations and professionals.

9.2 Assess the creation of a Cardiff music business incubation programme.

#### **RESPONSE**

***Action 9.1: The Council will work with the Music Board to organise and attract***

***music business workshops and conferences in partnership with UK and international organisations and professionals.***

***Action 9.2: The Council will assist the Music Board in developing proposals to support the music industry in Cardiff.***

***Recommendation 10  
Audience Engagement***

Expand music activities in Cardiff.

Actions:

10.1 Advocate for increased daytime and community music programming, including audience development plan.

10.2 Create a gig listing platform online that is inclusive and representative of the wider music offer in Cardiff.

10.3 Re-establishing St David's Hall as a world class concert hall.

**RESPONSE:**

***Action 10.1: The Council will work with the Music Board to support the development of increased daytime and community music programming.***

***Action 10.2: The Council will work with partners through public platforms and Visit Cardiff to scope a gig and event listing platform that is inclusive and representative of the wider music offer in Cardiff; working with partners to ensure audience development for music events in the city.***

***Action 10.3: The Council will work with partners to explore the potential to lever additional investment in St David's Hall..***

***Recommendation 11  
Music Marketing  
Music City brand building***

Bring music stakeholders together to build the Cardiff Music City brand.

Actions:

11.1 Define the roles of Visit Cardiff, the Music Office and other stakeholders in the promotion of the city through music.

11.2 Ally strategically with international platforms and tastemakers to promote Cardiff's alternative and underground scenes.

**RESPONSE:**

***Action 11.1: The Council will work in partnership with the Cardiff Music Board; Visit Cardiff; business organisations such as FOR Cardiff; relevant tourism organisations, including the hotel sector; and city tourism ambassadors to host a series of initial roundtables to align goals, discuss expectations and***

*see how collaborations can be taken further.*

***Action 11.2: The Council will look to increase Cardiff's music promotion channels through strategic alliances between the Music Board, local promoters, organisations, cultural institutions and existing platforms.***

## **Recommendation 12**

### **Music Marketing**

#### **Music Tourism Activities**

Develop a brand and create a Cardiff 'Music City' tourism and marketing strategy to align with existing strategies and plans.

Actions:

12.1 Create a Cardiff 'Music City' communication plan with event organisers, local residents and visitors.

12.2 Create opportunities to promote Cardiff as a music city in order to increase music tourist's visitors.

12.3 Create a music heritage tour.

12.4 Explore potential bids to host, develop and facilitate music industry events.

12.5 Explore a partnership with Bristol's Colston Hall.

## **RESPONSE**

***Action 12.1: The Council will develop a communication strategy in consultation with industry stakeholders and the hotel sector, including music listing information and event calendars.***

***Action 12.2: The Council aims to work with the sector and business to integrate music 'made in Wales' within the public realm where appropriate, including a busking strategy and aural installations.***

***Action 12.3: The Council aims to work with sector and museums look to celebrate Cardiff's music heritage tour. Exploring activity to coincide with live music event and cultural events.***

***Action 12.4: The Music Board will lead on a bid to host at least one high-profile UK/international music industry event and one UK/international celebration of the grassroots sector.***

***Action 12.5: The Council will explore a potential strategy to attract more audiences to Cardiff from the South West of the UK. To help build audiences in St David's Hall, the Wales Millennium Centre and other venues, liaising with Bristol's cultural sector.***

