
MUSIC STRATEGY: UPDATE

Purpose of the Report

1. This report provides Members with a brief overview of this issue. Members will receive a presentation at this meeting providing an update on what has been delivered to date and what is being brought forward for delivery.

Background

2. In April 2019, Cabinet noted the report by Sound Diplomacy, which analysed Cardiff's music ecosystem and provided strategic recommendations, and resolved a further report by brought to Cabinet to set out a response to this report and to establish a Music Board. In October 2019, Cabinet approved the establishment of Cardiff Music Board and approved the development of a new signature event for Cardiff in the form of an internationally relevant music festival.

Previous Scrutiny

3. This Committee undertook policy development scrutiny of work to develop a Music Strategy by receiving a presentation briefing on the Sound Diplomacy report, at their meeting on 9 April 2019. In the resultant Chair's letter,¹ Members highlighted:
 - *'Members share the 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 are pleased that the proposed scope of strategy is broad, not limited to live music or a particular genre but encompassing all genres and*

¹ Letter from Councillor Howells, Chair of ECSC, to Councillor Bradbury, Cabinet Member Culture & Leisure, dated 11 April 2019

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.

- *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.'*

4. At their Committee meeting in October 2019, Members carried out pre-decision scrutiny of a report to Cabinet on the proposed response to the Sound Diplomacy report, proposals to establish a Music Board and the way forward for a Music Strategy for Cardiff. In the resultant Chair's letter², Members were:

- Pleased to see progress shaped by partnership working
- Pleased that the call for Music Board members took place in an open and transparent manner
- Pleased to hear the offer to bring the Music Board route map and plan of action to Committee and committed to making time in their work programme to enable this
- Supportive of the need for collective creative thinking to maximise impact from available resources and in-kind contributions
- Aware that the report has been shared with Regulatory Services who will be looking at licencing and approaches to noise nuisance
- Complimentary of the excellent work of officers and partners in developing the Music Strategy, which will bring benefits to Cardiff and the region, both economic and in terms of increasing well-being.

5. At their Committee meeting 3 December 2020, Members scrutinised the impact of the coronavirus pandemic on the music sector in Cardiff and the recovery process from this. Members heard from Guto Brychan (Chief Executive, Clwb

² Letter from Councillor Howells, Chair of ECSC, to Councillor Bradbury, Cabinet Member Culture & Leisure, dated 4 October 2019

Ifor Bach, member of Cardiff Music Board and member of Covid Support Board, Welsh Government), Nick Saunders (Founder & Director, Depot, music industry promoter, Director of Shangri-La Events, and member of Cardiff Music Board), as well as Councillor Peter Bradbury (Cabinet Member, Culture & Leisure, and member of Cardiff Music Board), Councillor Huw Thomas (Leader & Chair, Cardiff Music Board) and senior officers.

6. In the resultant Chair's letter³, Members:

- Noted it is essential conversations be held with Welsh Government to agree a roadmap for the restart of live music events in Wales and urged the Leader to lobby for speedy dialogue on this
- Noted Cardiff Music Board could assist by undertaking a health check of venues and freelancers to ascertain support required to remain viable, putting in place a 6-month plan on how to move forward, and consider Sound Diplomacy's 9-point plan for music city resilience
- Noted a Music Officer would be appointed in early 2021
- Agreed it is important Cardiff markets itself as safely welcoming events
- Noted the sector would welcome a UK Government-backed insurance scheme, to moderate the risk in organising events
- Stated they shared the belief that music is central to Cardiff, providing vital economic, social, and cultural benefits and being an art in its own right.

7. The Leader responded to the above, in a letter dated 8 February 2021, with the following points:

- He had written to the Minister to request a strategy is established with the sector that recognises both the public health challenges but also the need for a plan that venues can work towards. He also raised the need to lobby UK Government for a UK Government-backed insurance scheme

³ Letter from Councillor Howells, Chair of ECSC, to Councillor Thomas, Leader, dated 8 December 2020

- The Cardiff Music Board and the wider Recovery Strategy for the city would address the specific points raised regarding the health check, the six-month plan, and the consideration of Sound Diplomacy's 9-point plan
- The Senedd's Culture, Welsh Language and Communications committee had recently published a 'Live Music in Wales' report that makes recommendations on how the Government can support the sector going forward.

Issues

8. The presentation, attached at **Appendix A** – marked '*to follow*' - will take Members through what has been delivered to date regarding the Music Strategy and what is planned to be brought forward for delivery, including a report to Cabinet in the winter.

Scope of Scrutiny

9. This briefing enables the Committee to be made aware of progress in implementing the Music Strategy and provides Members with the opportunity to input their views into the way forward.

Way Forward

10. At the meeting Councillor Peter Bradbury (Cabinet Member – Culture & Leisure), Neil Hanratty (Director, Economic Development), and Jon Day (Operational Manager, Economic Policy) will be in attendance to make a presentation and answer any questions Members may wish to ask.
11. Members may wish to review the information presented at the meeting and determine whether there are any comments, observations, or recommendations which they would like to pass on to the Cabinet Member and senior officers.

Legal Implications

12. 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 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

13. 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 will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to review the information provided at the meeting and provide any comments, observations, or recommendations to the Cabinet Member and senior officers.

DAVINA FIORE
Director of Governance and Legal Services

10 November 2021