

Music Strategy Update



Background

- Sound Diplomacy 'Music City' Report published 2019
 - Cabinet approved to establish a Music Board and respond to the recommendations
 - Scrutiny request to be updated on progress
 - Music Board established October 2019
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SOUND
DIPLOMACY



CARDIFF

MUSIC ECOSYSTEM STUDY AND STRATEGIC RECOMMENDATIONS

Executive Summary

Update – Music Board

- Since December 2019, the Cardiff Music Board has met 8 times, with a 9th meeting scheduled this December
- Taken an active role in responding to planning issues
- Board provided with details on any applications that *could* impact on the sector
- Response to Senedd Welsh Language and Communications committee on a Live Music Enquiry for Wales
- Parking and access issues
- Provided specific support in shaping pandemic support
- Engagement of development of RLDP
- Establishing Live Music Safety Forum

Update – Music Board – Pandemic Response

- Informed discussions between Council and WG on pandemic restrictions and support
- Supported an increase in the allocation of funding for freelancers in the city – a sizable number related to music sector
- 353 Freelancer grants provided
- Worked with the sector in accessing Discretionary and NNDR linked grants
- Promoted the uptake of ERF support from WG

Live and Unlocked

- **Aim to support venues impacted by lockdown**
- **Provided the castle for city's grassroots venues – all income went to artists and venues**
- **COVID compliant summer events**
- **Circa 3,000 attended over 4 nights**





Old Library

- Decision made to support the Music Strategy
- Will provide complimentary venue in city centre – city centre Music Hub

Norwegian Church

- Charity response cites Music Strategy
- Supports rationale for asset transfer





Arena

- Working with Music Board to embed in city's music ecosystem
- Regular presentations to Board
- Engagement with community around improving impact
- Support from operator for grassroots music

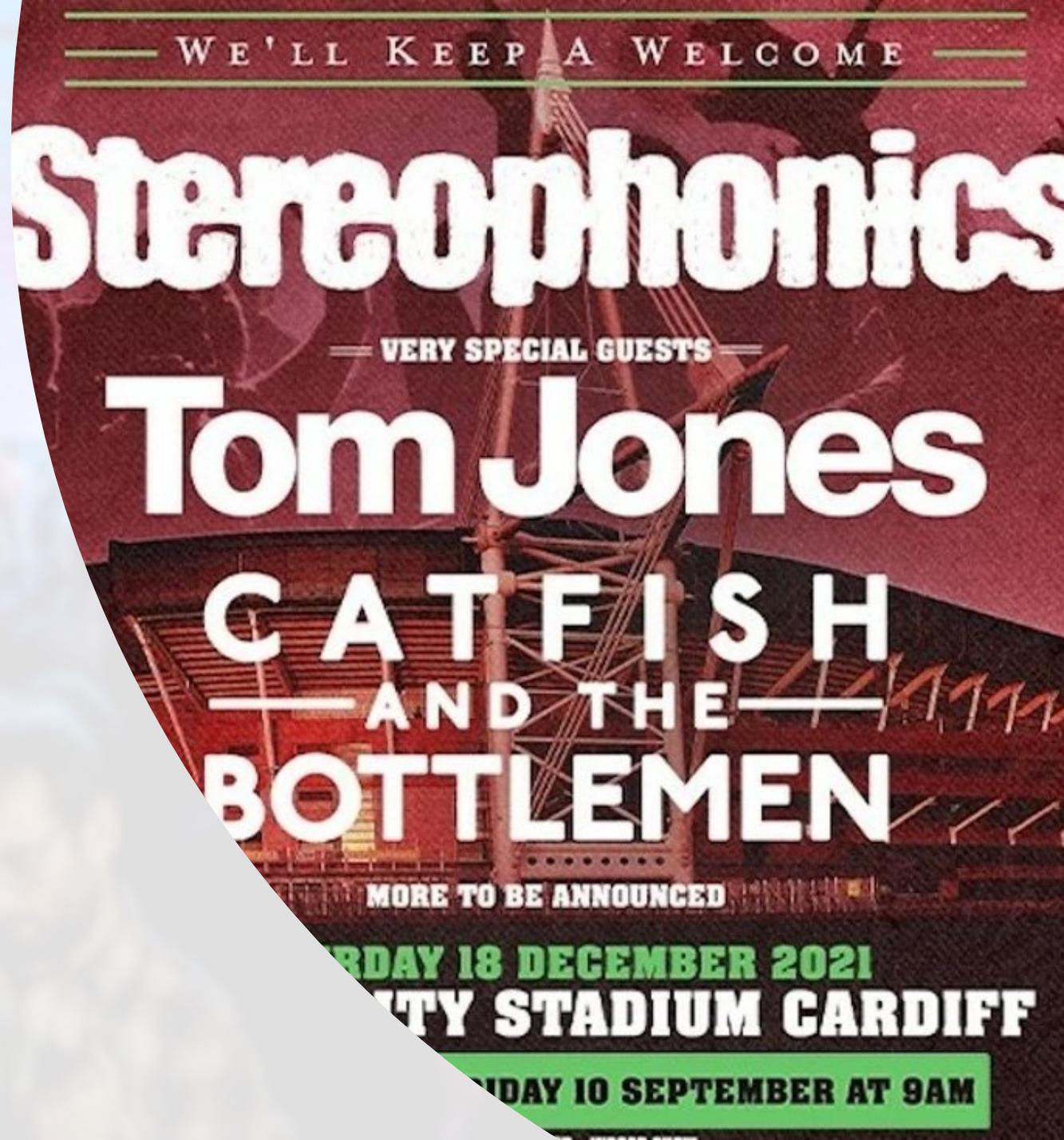
Womanby Street

- Working with venues
- Reviewing layout
- Supporting Clwb Ifor Bach redevelopment



Events

- Design stage of Signature Event
- Other major music events with the potential to confirm shortly
- Strong 2021/22 pipeline
- Festival UK 2022



Busking Strategy

- Developing voluntary guidance as a pilot
- 10am to 7pm
- Maximum 90 mins!
- Limits on volume – 20m rule
- Limits on repetition
- Backing tracks – limit on volume
- Communication NOT enforcement
- Pilot – review with buskers, residents and business