

MUSIC STRATEGY UPDATE

CULTURE AND LEISURE (COUNCILLOR PETER BRADBURY)

AGENDA ITEM: 5

Reason for this Report

1. To update Cabinet on progress on the development of the music ecosystem for Cardiff.
2. To update Cabinet on proposals for trialling a set of voluntary guidelines for buskers in the city to both support busking and respect the needs of residents and businesses.

Background

3. In April 2019 a *Music Ecosystem Study* report was presented to Cabinet to consider the *Sound Diplomacy Music City Report - Informing a Music Strategy for Cardiff: Music Ecosystem Study and Strategic Recommendations*.
4. The report noted the Sound Diplomacy report and committed to the establishment of a Music Board that would oversee the implementation of the recommendations of the report. Subsequently a further report was presented to Cabinet in October 2019 that established the Music Board, appointed Board Members, and established the terms of reference as 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; and
 - Support developers and communities to protect existing music spaces and develop new music venues and workspaces.
5. The October 2019 report also delegated authority to the Director of Economic Development to work with partners to develop proposals for a signature music event for the city that would both support the

development of the sector, as well as establish a new annual event in the calendar to attract staying visitors to Cardiff.

6. This report provides an update on the work of the Music Board as well as other activities that support the development of Cardiff as a 'Music City'

Issues

Cardiff Music Board

7. The Cardiff Music Board met for the first time in Dec 2019. This board was recruited through an open selection process and appointed 22 members from Cardiff's Music and public service sector to the board. Chaired by the Leader of Cardiff Council, Cllr Huw Thomas supported by the Cabinet Member for Culture and Sport, Cllr Peter Bradbury, board members were chosen to reflect the diversity of the sector and stakeholders in Cardiff. Expertise includes planning policy experts, grassroots venue owners, independent event producers, music educationalists, journalists, promoters, music industry experts, musicians, public service broadcaster DJ, Musicians Union and Public Service workers including South Wales Police. Since December 2019, the Cardiff Music Board has met 8 times, with a ninth meeting scheduled in January.

Pandemic Support

8. The Cardiff Music Board continued to meet throughout the pandemic, to deliver important work to support the music sector in Cardiff throughout this time, including assisting the development and promotion of Covid-support grants provided to the sector. This included the distribution of £4.2m of support to the city's freelance community, a significant proportion of who were either musicians or part of the music industry supply chain.

Replacement LDP

9. The Cardiff Music Board are working with the Cardiff Council Planning Department to form a working group to directly engage with the Replacement Local Development Plan consultation. The aim is to explore opportunities for sustaining music and culture related infrastructure in Cardiff through the planning policy framework. The Head of Planning and Cabinet Member for Strategic Planning and Transport are personally committed to directly and regularly engaging with the Cardiff Music Board as the LDP progresses.

Planning Application Considerations

10. The Cardiff Music Board are also working closely with the Planning Department and members are sent planning applications on a weekly basis to provide sight and enable consideration of any development applications that might have an impact on existing music venues in the city.

11. In some cases, a response will be provided by the Music Board to the city's Planning Authority. This has led in one case to further restrictions being imposed on a planning application in order to ensure the future of a nearby venue.

Live Music Enquiry for Wales

12. Following engagement with the Music Board, the Leader of the Council presented to the Senedd Welsh Language and Communications Committee on a Live Music Enquiry for Wales, including responding to the consultation on behalf of the Cardiff Music Board. The enquiry subsequently supported the establishment of similar vehicles across Wales noting "Cardiff Council's establishment of a music board, and the degree of ambition it has demonstrated in this area is to be welcomed."

Parking and access issues

13. The Music Board also acts as a convenor for practical issues, this has included sub-groups established to develop optimal parking arrangements for venues, whilst also reflecting the practical issues of dealing with traffic and safety in city centres.

Live and Unlocked

14. To support Cardiff's grassroots music venues recover when the sector was permitted to reopen, Cardiff Council organised four nights of live music in Cardiff Castle, curated by Cardiff's grassroots music venues. This took place over the August bank holiday weekend, as part of a plan developed with Cardiff Music Board, to support live music and put culture at the heart of the city's recovery from Covid-19. Three acts performed each night, and independent venues Clwb Ifor Bach, Porters, Fuel, and The Moon curated the music, sold the tickets, and paid the musicians involved, providing much needed support for an industry that has been hit hard by the pandemic restrictions. In total circa 3,000 people attended the event over the four days. The project was also supported by the Welsh Government's Transforming Towns Business Fund, that supports towns and city centres in their pandemic recoveries.

Delivering a Music Hub in Cardiff City Centre

15. The Old Library and Norwegian Church Cabinet Report considered at the 18 November Cabinet meeting approved the transfer of use of the Old Library building via long lease to the Royal Welsh College of Music & Drama. The intention of the agreement was to facilitate the introduction of performance, academic, exhibition and rehearsal spaces into the city centre.
16. In the report it was outlined that the College aims to make "RWCMD at Old Library" a focal point for the performing arts in the city centre, and that it aims to bring the space to life with music, drama and a range of live performance as a magnet for local people and to draw people in, as

a space for the public to enjoy immersive experiences and a diverse range of talents. This will also include performances in the public realm in the immediate vicinity to the building, providing daytime music and animation in the Hayes sensitive to and in keeping with the surrounding area. This was all aimed at supporting the delivery of the city's Music Strategy.

Norwegian Church

17. At the same 18 November Cabinet meeting plans were also approved to transfer the lease of the Norwegian Church to a new charitable body, The Norwegian Church Cardiff Bay. As part of its business plan, the new charity expressly outlined the need to link with the city's Music Strategy. To that end the venue will continue to be used for music events, and an active promotion of the church as a live music venue will be taken forward.

Indoor Arena

18. The Cardiff Music Board are engaged and support the development of the new Indoor Arena, which remains an integral part of the city's ability to host and attract the world's biggest artists. Live Nation, Oak Vale Group and Robertson's have presented and engaged with the Cardiff Music Board and Officers as part of their pre-planning consultation on the development of the new 15,000 capacity arena. The Cardiff Music Board will continue to work on developing projects and activity with Live Nation that will support the wider music ecology in Cardiff.

Visioning for Womanby St

19. Work is taking place to ensure that Womanby St is recognised as one of the city's primary music destinations. Cardiff Council are undertaking a visioning exercise to look at how we can enhance Womanby St, to support the grassroots music venues and sustain the cultural offer on the street and in the Castle Quarter district.
20. This work includes supporting the redevelopment of Clwb Ifor Bach, who have undertaken a feasibility study to explore the expansion of their existing venue into an 800 capacity, fully accessible music venue. Subsequently Clwb Ifor Bach are now working with renowned architects Nissen Richards to develop a planning application for the redevelopment and hope to move into their fundraising phase in the new year.
21. In order to facilitate the development, Cardiff Council has agreed to enter an 18-month option to take on the long-leasehold of an adjoining property. This will allow time for the completion of the business plan for the development by Clwb Ifor Bach. Once all necessary funding is in place, the intention is to enter into a back-to-back lease for 125 years for use as a live music venue and nightclub.

Cardiff Signature Event Development

22. Cardiff Council is at the design stage of developing an annual major international music festival for the Capital of Wales. Working closely with Welsh Government colleagues to develop and deliver this major annual event. The plan is to launch the first festival in Autumn 2023, working with partners to grow the festival in line with music infrastructure developments in the city, such as the delivery of the 15,000 capacity Atlantic Wharf arena.

Other Events

23. Cardiff continues to work to attract music related immersive projects to present in the city. In spring next year Cardiff will host a significant Festival UK* 2022 sonic installation. Dreamachine is a powerful new kind of collective experience exploring the limitless potential of the human mind, inspired by artist Brion Gysin's pioneering 1959 invention. The installation is created by Collective Act in collaboration with Turner Prize-winning artists Assemble, Grammy- and Mercury-nominated composer Jon Hopkins, leading technologists, and a team of pioneering scientists and philosophers from the University of Glasgow and University of Sussex.

Busking Guidelines

24. Sound Diplomacy's Music Ecosystem Study and Strategic Recommendations report that underpins the city's approach to music recommended that Cardiff seeks to 'create a voluntary busking guidance for Cardiff that reflects residents, businesses and musicians needs. The intention is that the Council supports busking within the city centre by encouraging behaviour that respects the needs of all stakeholders, including both the performers and the users and residents in the city centre.
25. Subsequently research was undertaken of best practice with regard to developing a busking policy. This included reviewing the policies of other councils considered best practice, including Bath, Birmingham, Bristol, Camden, Liverpool, Oxford and Westminster.
26. An initial set of voluntary guidelines was developed in consultation with the Musicians Union, FOR Cardiff, Keep Streets Live and the city's City Centre Management team. Once this set of guidelines was established further engagement took place with members of the city's busking community.
27. Following this, a set of guidelines has been established that seeks to support busking by establishing a set of principles to ensure that the needs of all stakeholders, including both the performers and the users and residents in the city centre, are considered in supporting on-street performance. These guidelines are attached as Appendix 1.

28. These guidelines will be used as a means of communication with performers and city centre stakeholders and is not a means of enforcement. The guidance acknowledges that there can be some issues relating to busking that apply to a small number of performers and typically relate to volume, location, repetitive performances or obstruction. These guidelines aim to reduce the potential for conflict and to support a culture of community, compromise, consideration for others and negotiation.
29. These guidelines are intended to be used as part of a trial, and further engagement will take place over forthcoming months with city centre stakeholders, including buskers, businesses and residents, to test and consider their effectiveness.
30. Any enforcement issues would remain subject to current powers and legislation. Should the further engagement with city centre users raise the need for changes in the powers and policies these will need to be considered in due course.

Reason for Recommendations

31. To update Cabinet on progress on the development of the music ecosystem for Cardiff.
32. To update Cabinet on proposals for trialling a set of voluntary guidelines for buskers in the city to both support busking and respect the needs of residents and businesses.

Financial Implications

33. The recommendations in the report have no direct financial implications. The monitoring and enforcement of the busking guidelines will need to be managed from within existing City Centre Management Resources. The report highlights various projects and proposals taking place which will be met from existing budgets or schemes already approved by the Council as part of existing governance processes where financial implications will have been already considered. Where new projects are proposed to be taken forward which have unfunded financial implications, these will need to be considered for external funding or along with other priorities as part of the development of the budget framework.

Legal Implications

34. The report provides Members with an update on various initiatives being progressed in accordance with the approved Music Strategy and previous Cabinet decisions, referred to in the report. Legal advice on specific projects will continue to be provided, upon request, as projects are progressed.
35. As noted in the body of the report, the Busking Guidelines will not be legally enforceable, but may give rise to a legitimate expectation that

they will be taken into account by the Council when considering the exercise of its statutory powers.

36. In considering this matter, the Council must have regard to its public sector equality 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. The Council also has a statutory duty to have due regard to the need to reduce inequalities of outcome resulting from socio-economic disadvantage ('the Socio-Economic Duty' imposed under section 1 of the Equality Act 2010). In considering this, the Council must take into account the statutory guidance issued by the Welsh Ministers and must be able to demonstrate how it has discharged its duty.
37. The Council must also be mindful of the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards and consider the impact of its proposals upon the Welsh language.
38. The Well-being of Future Generations (Wales) Act 2015 requires the Council to consider how its proposals will contribute towards meeting its well being objectives (set out in the Corporate Plan). Members must also be satisfied that the proposals comply with the sustainable development principle, which requires that the needs of the present are met without compromising the ability of future generations to meet their own needs.

Property Implications

39. There are a number of property transactions around the Music Strategy which requires strategic estate input and support.
40. The Old Library has been subject to a full marketing campaign and the recommendation was sanctioned by Cabinet in November 2021 and Estate will support the transaction to handover of the building in the new year.
41. Negotiations to acquire additional land for the expansion of Clwb Ifor Bach have been ongoing and agreement has been reached on the best way forward to support Clwb Ifor Bach on a commercial basis.

HR Implications

42. The recommendations in the report have no direct human resources implications

RECOMMENDATIONS

Cabinet is recommended to note the update on the development of the music ecosystem for Cardiff and the proposed trial for the voluntary guidelines for buskers in the city centre.

Director of Economic Development	Neil Hanratty Director of Economic Development
	10 December 2021

The following appendix is attached:

Appendix 1: Draft Busking Guidelines