

MINUTES

London Music Board

Wednesday 24 May, 10am-11.30am

UK Music, 49 Whitehall, SW1A 2BX

Attendees:

- Amy Lamé, Night Czar, Mayor of London (Chair)
- Paul Broadhurst, Head of Night Time Economy and Music, Greater London Authority
- Alex Bruford, CEO, ATC Live
- Niall Forde, Licensing Officer, Islington Council
- Stuart Galbraith, CEO, Kilimanjaro
- Jack Hopkins, CEO, Night Time Industries Association
- Julia Jones, CEO, Found in Music
- Tom Kiehl, Director of Government Relations, UK Music
- Chrissy Kinsella, CEO, Mayor's Music Fund
- Jo Laverty, London Regional Organiser, Musicians' Union
- Nadine Persaud, Red Light Management
- Ben Reed, Head of Brand, First Base
- Claire Southwick, MD, Primitive Management
- David Stowe, London Representative, Music Mark
- Louise Thomas, MD, Break Communications

Guests:

- Jacob Adams, Campaigns and Research Manager, Attitude is Everything
- Nick Baxter, Senior Account Director, Freuds
- Paul Bonham, Relationship Manager, Arts Council England
- Ed Bayes, Culture at Risk Officer, Greater London Authority
- James Benenson, Co-founder, Urban Needs Collective
- Joanna Darwin, Head of Digital Content Marketing, London and Partners
- Mark Davyd, CEO, Music Venue Trust
- Sian Evans, Global Operations Manager, Sound Diplomacy
- Pauline Forster, Owner, The George Tavern
- Fiona Harvey, Education & Youth Ensembles Consultant, Association of British Orchestras
- Jake Jackman, The George Tavern
- Kate Jones, Programme Director, Busk in London
- Andy Lenthall, General Manager, Production Services Association
- Alex Mann, Live Performance Official, Musicians' Union
- Tim Spires, Senior Policy Officer - Cultural Education & Music, Greater London Authority

Secretariat:

- Shain Shapiro, CEO, Sound Diplomacy
- Rollo Maschietto, Project Manager, Sound Diplomacy

Apologies:

- Suzanne Bull, CEO, Attitude is Everything
- Guy Chambers, Songwriter
- Julie Chappell, Chief Digital Officer, London and Partners
- Cllr Clare Coghill, Leader, LB Waltham Forest
- Auro Foxcroft, CEO, Village Underground
- Harvey Goldsmith, CEO, Harvey Goldsmith Promotions
- Steve Hignell, Senior Manager, Nordicity
- Ritu Khurana, DJ & Promotor
- Dominic Mohan, CEO , The Outside Organisation
- Phil Nelson, Head of Music, BIMM
- Andrew Parsons, MD, Ticketmaster
- Trudi Penman, Licensing Manager, London Borough of Havering
- Danny Rampling, DJ
- Cllr Asima Shaikh, Cabinet Member for Economic Growth, LB Islington
- Huey Walker, Portfolio Manager, Music, Arts Council England
- Claire Whitaker, Director, Serious
- Beverley Whitrick, Strategic Director, Music Venue Trust

ACTIONS

- **Resend report on business rates**

1. Welcome and Introductions

- 1.1 Amy Lamé welcomed everyone to the meeting. She also made reference to the recent events in Manchester and invited the Board to raise any questions they have or issues they were experiencing as result at the end of the meeting.
- 1.2 Amy attended Tallinn Music Week, which featured some amazing and diverse talent that can provide some inspiration for London Music Month.
- 1.3 A new exhibition called Night Time is the Right Time will open in June at The Building Centre. Amy was on the judging panel for the entries, where three of the finalists' designs used music and light. Potential to be an installation during London Music Month.
- 1.4 Amy also attended a fundraising lunch for the Mayor's Music Fund (update from Chrissy Kinsella below).

2. Approve minutes of the last meeting

- 2.1 The actions from the last meeting were reviewed. Several actions were on hold due to being in pre-election period, but work on them is still progressing. Updates will be provided at the next meeting.

2.2 Mark Davyd noted an error in item 4.6. PRS fees have not yet changed and an announcement is due on 1 September. The correction will be made in the minutes.

2.3 The minutes were approved.

3. General Updates

3.1 Chrissy Kinsella provided an update on the Mayor's Music Fund lunch.

3.2 The Music Fund is an independent charity, based at City Hall, and the Mayor is patron. It works with borough music services to identify and provide scholarships to children from low income families who can't afford instrumental tuition. It also funds collaboration projects between professional arts organisations and young people.

3.3 150 guests attended a fundraising lunch, which was held at The May Fair Hotel on 15 June. The Mayor gave a speech showing his support for the work of the Music Fund and highlighted the success of the creative industries to London. A scholar and his mum also spoke about their experience of the scholarship which kept them going through difficult times.

3.4 The event raised pledges of £70,000 for the Music Fund.

3.5 Amy updated the Board that discussions around London Music Month were progressing and a decision was due very soon.

4. Busk in London

4.1 Julia Jones and Kate Jones gave a presentation on the Busk in London programme.

4.2 The programme has been running for three years and was set-up to help busking thrive in the capital. Busking is often taken for granted, however it provides an important talent progression route for hundreds of musicians.

4.3 Busking is legal on public land, is growing in popularity, but is at risk from licensing, over-regulation and unresolved disputes between local residents and business.

4.4 Busk in London created a website and a Buskers' Code to provide clear information and advice.

4.5 Busk in London curates a number of performance schemes, especially for private landowners. These either allow acts to collect money in the traditional way or are paid engagements. 7,000+ hours of music has been programmed in the past year, generating £70k in direct earnings to buskers.

4.6 The Mayor's Gigs competition is for 11-25 year olds and is now in its ninth year. It allows young musicians to play in places they wouldn't normally be able in a safe, supported and mentored environment. Gigs is a talent development platform and has supported over 1,000 musicians. Entries to the 2017 competition are now open.

- 4.6 International Busking Day is 22 July 2017. In 2016, took place in 100 locations across six continents, generating 22 million social media impressions using the hashtag.
- 4.7 Celebrity ambassadors champion Busk in London and its work. We are looking for new artists to come forward and be a busking ambassador.
- 4.8 A question was raised about the number and demographic of buskers. There are currently no stats available but a survey of performers and popular busking locations is being investigated, in order to better protect and promote busking.
- 4.9 The meeting divided into groups to discuss ideas around four topics; Gigs recruitment; International Busking Day activations; talent development opportunities; and PR, comms and Ambassadors.
- 4.10 Top themes that came out of groups:
- Strengthen relationship between busking community and music industry
 - More storytelling narratives to promote and raise profile of busking
 - Getting more brand association/involvement
 - Connect more with young people to encourage busking

5. Culture at Risk

- 5.1 Ed Bayes gave a presentation explaining his work as the new Culture at Risk Officer at City Hall.
- 5.2 His role stems from the work to protect grassroots music venues, but also focuses on protecting other cultural assets, such as galleries, artist workspaces and busking locations.
- 5.3 He was appointed in March and has worked on around 50 cases. He works closely with external organisations, such as local authorities, CAMRA and Music Venue Trust.
- 5.4 Three main areas of risk are around planning, licensing and commercial issues such as rents. The Mayor can intervene on planning applications that meet certain criteria. He has no power over licensing but can play an important role supporting local authorities, police and businesses. The Mayor has also called for greater powers to be devolved to him on business rates, which currently pose a big risk to cultural businesses.
- 5.5 Pauline Forster from The George Tavern shared her experiences. Developments have threatened her venue and she has been through a ten year process with Tower Hamlets council, including judicial reviews and appeal hearings. Spoke of the challenges of raising funds for lawyers, sound reports, etc, and is worried the venue will end up being at the heart of a residential area, threatening its existence.
- 5.6 Ed's Culture at Risk role is about sharing best and worst practice to educate and make sure risks are mitigated at the start of the planning and licensing processes.

5.7 Ed would welcome conversations with members of the board and can be contact at ed.bayes@london.gov.uk.

5.8 Jack Hopkins highlighted that NTIA offers insurance to its members to minimise risk of closure during licensing and other business interruptions. Approx cost of £700 for a venue with £1.2m turnover. Covers business stoppage and interruption.

6. Business Rates

6.1 Shane Shapiro gave an update on business rates following the publishing of the report in April.

6.2 Grassroots music venues will see rates increase by an average of 26% across London. Rate changes vary from borough to borough. RBKC is seeing the biggest increase, although some boroughs are seeing rates going down.

6.3 21 venues are identified as being at high risk, which could lead to closure or ending their music offer.

6.4 DCLG is listening and previously proposed a roundtable. We are pushing for this to be organised immediately after the general election.

6.5 The Board asked about broadening the research to include rehearsal spaces, clubs and studios. Anecdotal evidence on this can be easily sought.

7. AOB

7.1 Next meeting will be on 5 July and a diary invite will be sent. Diary invites will also be sent for all meetings across the year shortly.