

MINUTES

London Music Board

Friday 9 September 2016, 2pm-4pm

City Hall, Committee Room 1, SE1 2AA

Attendees

- Justine Simons, Deputy Mayor for Culture and Creative Industries (Chair)
- Helen Sprott, Head of Music, Arts Council
- Tom Kiehl, Director of Government Relations, UK Music
- Gideon Feldman, Senior Project Manager, Attitude is Everything
- Julie Chappell, Chief Digital Officer, London and Partners
- Auro Foxcroft, CEO, Village Underground
- Tom van Berckel, Night Time Industries Association
- Paul Broadhurst, Head of Music, Greater London Authority
- Milly McGregor, Project Manager, Tileyard
- Ella Skye, Musician's Union Representative
- Trudi Penman, Licensing Manager, London Borough of Havering
- Louise Thomas, MD, Break Communications
- Will Church, MD, ATC Live
- Niall Forde, Licensing Manager, Islington Council
- Claire Whitaker, MD, Serious
- Shain Shapiro, London Music Board Secretariat / Sound Diplomacy

Observers

- Sian Evans, Head of Operations, Sound Diplomacy
- Brandy Lawrence, Project Manager, Sound Diplomacy
- Cllr. Asima Shaikh, Cabinet Member, London Borough of Islington
- Huey Walker, Music Relationship Manager, Arts Council England
- Albert Schilcher, VP Talent, MTV / Viacom
- Sybil Bell, MD, Independent Venue Week
- Steve Hignell, Nordicity
- Mike Clewley, Cultural Tourism Officer, GLA
- Andrew Russell, Planning, GLA
- Pooja Agrawal, Regeneration, GLA
- Matt Creamer, Health, GLA
- Chelsea Rixson, Brighton Music Board

Apologies

- Mark Davyd, CEO, Music Venue Trust
- Stuart Galbraith, CEO, Kilimanjaro Live
- Beverley Whitrick, Strategic Director, Music Venue Trust
- Nick Keynes, Founder, Tileyard

- Will Teasdale, Head of Strategic Regen, London Borough of Waltham Forest
- Phil Nelson, Music Industry Ambassador, BIMM
- Alan Miller, Chairman, Night Time Industries Association
- Paul Pacifico, Featured Artists Coalition
- Claire Southwick, CEO, Primitive Management
- Alex Bruford, ATC Live
- Dave Webster, Musicians Union
- Cllr. Clare Coghill, London Borough of Waltham Forest
- Ben Reed, Head of Brand, Silvertown Partnership / First Base

ACTIONS:

- **ACTION:** Send draft of soundscaping onesheet to Board.
- **ACTION:** Islington to write up list of capacity standard issues and provide further information regarding their research.
- **ACTION:** Produce list of potential venue openings in London to track.
- **ACTION:** Produce draft 15-20 bullet points for Music City plan.
- **ACTION:** Outline a 'guide for developers' as part of the best practice guide for the night time economy.
- **ACTION:** Begin work on economic impact analysis and business rates.
- **ACTION:** Stage a second working group with developers and invite both Music Board and Night Time Commission members to participate.
- **ACTION:** Provide further information on Musician Union' parking proposals and take them to relevant stakeholders.
- **ACTION:** Work with Noise Abatement Society and others to distribute acoustic guidelines for developers compliant with European regulations of 'NR20 to Pillow'.
- **ACTION:** Stage working group with promoters.

1. Introduction and update

- 1.1 Supplementary Planning Guidance to support cultural infrastructure further has not yet begun, but is in the planning stage.
- 1.2 The draft for the Music City paper is complete, but other issues have postponed its completion. Target date of completion, December 2017. .
- 1.3 The music celebration event scheduled for 14 October 2016 is postponed until further notice. The aim is to raise funds for the Mayor's Music Fund and celebrate and recognize all people who music happen.
- 1.4 The mapping work in the terms of reference and work program is nearly completed. It will be published in early 2017.

- 1.5 The original music.london website idea to generate tourism and act as a b2b hub is not happening. The GLA is now working with Brighton Institute of Modern Music (BIMM) students to collate existing listings sites. Target completion date: November 2016.
- 1.6 Two working groups with the NTIA, Metropolitan Police, licensing authorities and promoters have discussed licensing amendments and have informed further discussion to begin to look at ways to streamline the licensing process.

2. Manifesto commitments

- 2.1 Culture is one of the top four priorities. The objective is to future-proof London's cultural infrastructure. There are systemic problems in the cultural sector and difficulty in building artistic careers.
- 2.2 The GLA is brainstorming plans for a creative enterprise zone to promote culture in terms of planning, business rates and cultural clustering. This allows creatives to settle more across London, rather than the current trend of artists moving in and creating value and then being priced out.
- 2.3 A plan was proposed to define cultural infrastructure in terms of venues, studios, London's heritage and at-risk areas. This will be embedded into the London Plan.
- 2.4 80% of visitors come to London for culture, but 90% of those are to the top 20 institutions in Central. The objective is to further diversify the places tourists visit.
- 2.5 A proposed #LoveLondon campaign will build on #LondonisOpen.
- 2.6 The venue map is not complete but will be updated continually. There are currently 82 GMV venues active, down 6 from the time of writing the Rescue Plan. 18 new venues are in the planning stages, but not confirmed. GLA will produce a list and track this.
- 2.7 Fabric have announced they will likely appeal the licensing decision. The mayor has expressed disappointment that a negotiation couldn't be found. Date confirmed for 28 November.

3. Music City plan and venue audit

- 3.1 The plan is based around five headings: public realm, regulatory affairs, music education, music tourism and supporting grassroots venues. The document asserts music as a priority to London's heritage and ecosystem. The draft plan, 15-20 bullet points, will be ready to present to the board by the end of October to discuss at the next meeting.
- 3.2 It was noted by Islington that some of the venue data is incorrect. The venue information will be shared with the Board to update and refine.
- 3.3 GLA has commissioned Nordicity to produce an economic impact analysis of grassroots music venues and review potential business rates increases.
- 3.4 A questionnaire was distributed to venues of the variables outlined at the meeting. Of all venues queried, 25% of venues answered all questions. Information was obtained through phone calls and personal visits and is confidential and will be used exclusively for the research.
- 3.6 Music Venue Trust is coordinating the audit. Restaurants with music are included, and nightclubs and art centres with music are being added.

4. Update on Grassroots Music Venue Rescue Plan Recommendations

- 4.1 The London Plan will produce a draft by Summer/Autumn 2017 planning to better define venues and cultural infrastructure and explain and implement agent of change. Priority focus will be on venues and the night time economy. Music is not currently clarified in the cultural vision of planning.
- 4.2 The developer working group discussed technological and architectural soundproofing advancements. The venues are not the direct problem. It is the patrons leaving at night. A presentation from the Noise Abatement Society said people get used to background sounds such as traffic.
- 4.3 The City of London is the first borough to experiment with soundscaping.
- 4.4 GLA Planning cannot enforce that music venues be built in new developments. This needs to be done through persuasion, communication with authorities, working with local councils and developers.

5. Developers

- 5.1 Developers want guidance to incorporate venues and the night time economy at the earliest stages of planning. The GLA will work on such guidance.
- 5.2 Wandsworth has enforced Article 4 on 120 of the 177 pubs in the borough. They use a matrix to identify the pubs calculating heritage, community value and commercial value. Waltham Forest are also interested in doing this and the GLA is investigating recommending this across London.
- 5.3 Article 4 does not specify venues, but it lengthens the chain of planning.

6. Local Authorities and music zones

- 6.1 Developers have approached the Board with interest in creating music zones. Ideas include British Land's Canada Water, Peabody's Thamesmead, the Old Vinyl Factory and Enfield's Meridian Water, among others.
- 6.2 Similar creative enterprise zones cluster film, media law and food companies to support and interact with each other.
- 6.3 Planning will work with local authorities to make this a priority. It is all done locally. The GLA will stage a second working group with developers and invite other stakeholders to discuss this further.

7. Business Rates

- 7.1 Assessment is being carried out in two phases. The first is an economic footprint detailing employment, taxes, fiscal impact and discretion of local authorities. The second is a cost benefit analysis detailing the impact of change on businesses, the creative community, the greater ecosystem and the fiscal impact on local authorities. It will also look at social and cultural impacts.
- 7.2 The work will be finalized in February. Feedback is encouraged.
- 7.3 The scaled increase means business rates will rise 5-10% each year. Those with larger turnover will have higher rates.

8. Licensing, Environmental Health and Policing

- 8.1 Islington is undertaking local venue mapping to increase accessibility, capacity and update licensing conditions. Local police have been supportive. The GLA will distribute the findings.

- 8.2 There is a discrepancy in calculating capacity depending on the venue's license. Fire safety regulations are based on square footage per person and exit strategies. Building regulations have changed and an effective standard needs to be put in place. The standard needs to be in place for 6 months before it is assessed.
- 8.4 Musicians Union is releasing a policy paper on artist parking in loading zones and launching a survey on parking fines. This will be discussed with local authorities and TFL.
- 8.5 Artists and staff cannot find housing. It was suggested a preferred artist housing be placed in the proposed creative enterprise zones.

9. Agent of Change

- 9.1 Licensing and planning need to be further joined up in all local authorities so potential problems can be identified and dealt with at early stages in regards to new venues and music uses.
- 9.2 There is increased training and education of police licensing officers, but more support is needed. The GLA is seeking to streamline these processes and criteria across London.
- 9.3 In terms of noise, 'NR20 at pillow level' is the European Court standard of an acceptable noise level and is not costly to protect against. Further guidance will be useful to planners and venues and the London Music Board will compile and distribute.

10. Target number of music venues.

- 10.1 It was discussed if the music board adopt a target number of venues in London. It was argued that a venue target of 100 is simplistic. Distribution, talent development and economic viability are factors to consider. A number is a good short-term goal, but will need to be more robust in the long-term. It was suggested the goal change to amount of annual performances. Long-term expansion coordinating with population growth is vital.

11. Promoting music in London and London Music Month

- 11.1 It was agreed that May 2018 be the best month. July is split by school holidays and summer festival embargoes. May was suggested to coincide with the Great Escape. Students will also still be in the city.
- 11.2 The month needs to build around existing infrastructure and deliver on policy goals. A working group will be held in October 2016 with promoters for feedback.

12. International Twinning

- 12.1 London will be a global music city by welcoming other global music cities. Informal discussions with other music cities have delivered positive feedback.
- 12.2 Music needs to be embedded into the greater tourism strategy so visitors focus on venues as much as landmarks.
- 12.3 It was suggested programming is linguistically translated according to the partner city to appeal to demographics.

13. Timeline and Deadlines

- 13.1 Next meetings are scheduled for 3 November, 15 December, 8 February, and 28 March. London and Partners, UK Music and Islington Council can host.