

# MAYOR OF LONDON

## MEETING - LONDON MUSIC BOARD - MEETING 2

**DATE: 17 JUNE 2016**

**TIME: 1PM - 3PM**

**PLACE: CITY HALL, LONDON**

### ATTENDANCE:

1. Justine Simons OBE, Head of Culture, Greater London Authority (Chair)
2. Mark Davyd, CEO, Music Venue Trust
3. Cllr. Clare Coghill, Cabinet Member of High Streets, Waltham Forest
4. Louise Thomas, Director, Break Communications
5. Ben Reed, Head of Brand, Silvertown Partnership / First Base
6. Tom Kiehl, UK Music, UK Music
7. Stuart Galbraith, CEO, Kilimanjaro Live
8. Julie Chappell, Chief Digital Officer, London and Partners
9. Graham Griffiths, Head of Finance & Operations, Attitude is Everything
10. Auro Foxcroft, CEO, Village Underground
11. Huey Walker, Head of Music, Arts Council England
12. Alan Miller, Chairman, Night Time Industries Association
13. Clementine Burel, Agent, ATC Live
14. Paul Broadhurst, Head of Music, Greater London Authority (Policy Director)
15. Dr. Shain Shapiro, Managing Director, Sound Diplomacy (Secretariat)

### APOLOGIES:

- Alex Bruford, CEO, ATC Live
- Jo Dipple, CEO, UK Music
- Nick Keynes, Tileyard
- Claire Southwick, MD, Primitive Management
- Claire Whitaker, MD, Serious
- Helen Spratt, Arts Council England
- Trudi Penman, Head of Licensing, London Borough of Havering
- Dave Webster, Musicians Union
- Phil Nelson, Head of Music Business, British & Irish Institute of Modern Music
- Ella Skye, Representative, Musician's Union

### OBSERVERS:

- Tom van Berckel, NTIA
- Steve Hignell, Nordicity
- Eleanor Morgan, Passing Clouds
- Nicky Bull, Serious

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## 1. Welcome / Update from the Mayor's Office

1.1 The Chair communicated that culture is a manifesto priority.

1.2 London continues to face a shortage of creative and cultural spaces. For example, we have lost 30% of studios and 35% of grassroots music venues (GMV).

1.3 A number of new initiatives are being developed, including:

- Creative Enterprise Zones
- A Cultural Infrastructure Plan
- London Borough of Culture
  - Similar to Capital of Culture programs, but for a London borough
- Love London Campaign to engage London residents
- Night Czar / Vision of London as a 24 Hour City

1.4 There will be an appointment of a Night Czar and Deputy Mayor for Culture in due course. The Friday and Saturday Night Tube will launch on 19 August with the Central and Victoria lines. Jubilee, Northern and Piccadilly lines will follow later in the year.

1.5. The Chair recognises the work of the London Music Board in further developing and understanding what is needed now and in the future, so London is a place where music can thrive.

## 2. Approval of Last Minutes

2.1 The work program of the Board has been defined and agreed upon, to focus on:

- Business Rates
- Infrastructure Mapping
- Music Tourism Campaign

2.2 It was agreed that work on licensing is carried out by the Night Time Commission.

2.3 London Plan update: Mayor's Team is starting to work on the next London Plan which will take several years to consult on and implement.

- Supplementary Planning Guidance (SPG) will be created on music and culture in planning.
- An SPG is a quicker process and can pave the way for changes to the London Plan.
- **ACTION: The Board to input into the creation of this SPG**

2.4 Work Program:

- A Music Tourism working group has taken place. Minutes were presented.
- The London Music Board webpage on [www.london.gov.uk](http://www.london.gov.uk) will be online soon.

## 3. Update - Night Time Commission

3.1 The Chair presented an update of the Night Time Commission, which was attended by Nick Bowes, Mayor's Director of Policy.

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3.2 The London Music Board's views will be fed into the work of the Night Time Commission via the GLA and the joint members: Justine Simons, Auro Foxcroft, Alan Miller, Shain Shapiro and Paul Broadhurst.

- UK Music provided a brief update on the House of Lords Licensing Act Review which is hearing evidence over the coming months.
- Research program discussed, to include:
  - Licensing
  - Crime
  - Alcohol
  - Economic & social impact
- A Vision for London as a 24-hour city will be published later in the year
- This will incorporate a Night Time Economy 'Best Practice Guide'
- It will outline the benefits and value of the night time economy (NTE) for London as well as addressing the challenges
- Members noted that the Commission is moving forward very well and a new tone is being set
- They recognise the need for all boroughs to be involved
- Westminster Council has offered its support to the Music Venues Trust and to the licensing review and creation of the NTE Best Practice Guide

## 4. Presentation of Mayor's Music City Plan

4.1 Many cities are writing comprehensive music strategies. For example, Toronto, Nashville and Berlin are forging ahead. London is getting left behind.

4.2 London needs a comprehensive strategy that includes a new vision for music in London, a review of whether London's policy landscape is music friendly, plus the current GLA music team programs which focus on grassroots talent development:

- Music venues and the proposed new concert hall
- Busking / protection of public realm as performance space
- Education and training of musicians and music industry workers
- Music tourism

4.3 The group discussed how to pull this together into a cohesive plan to make the largest impact:

- The plan must communicate London's needs and not replicate other cities
- It must be as 'loud' as possible and make the largest impact, or it will be lost
- It must advocate for participatory actions, similar to the Olympics and prove its longevity, so London is defined as a global music city
- It must be bold, inspire, generate energy, uplift
- Advocate for venues in outer boroughs and be a strategy for all 33 boroughs
- There is a lot to learn from the gaming sector which is drawing huge, growing live audiences
- Broadband capacity in London is not good enough and urgently needs addressing

**4.5 ACTION: Secretariat to compose a draft Music City paper and send it to the Board for comments**

**4.6 ACTION: First Base to send data / reports about the gaming model used at Silvertown Partnership / Millennium Mills.**

## 5.0 London Music Awards Update

5.1 The event was previously at The Roundhouse and is being moved to City Hall.

- Monday 14 November in the evening

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- It is likely to include a pre-event private fundraising dinner with the Mayor
- Sponsorship opportunities: a) private fundraising dinner b) awards c) title sponsor for the event
- It will bring together all sectors of the industry to celebrate achievements and look forward
- Great opportunity to secure sector-wide support for the Music City Plan
- **ACTION: GLA would welcome assistance from members with invite list, content, promotion and securing sponsors**

## 6.0 Research and Work Program

### 6.1 Consultants have been appointed after the tendering process:

- Mapping - Music Venue Trust
- Business Rates - Nordicity

### 6.2 Mapping:

- The consultant will produce two maps one consumer facing to promote venues, one for the London Music Board, GLA, boroughs, developers and music industry to inform their planning.
- **ACTION: The secretariat will produce a list of what they propose to map and send to the Board for approval. The group suggested mapping the following:**
  - Threatened venues, existing venues, previously closed venues, development sites with potential for new venues,
  - Number of days a week the venue puts on music
  - Where venues are in clusters (on their own they may not meet the threshold of being a grassroots venue, but together they do)
  - Pubs that have music 1-2 days per week
  - 'Under threat' venues (term needs defining)
  - Audience demographic / diversity
  - Accessibility (disability access)
  - Genre
  - Whether the venue is flexible / multi-use
  - Subsidy
  - Availability of nearby affordable parking / loading spaces
  - Queer venues, nightclubs, busking pitches / public realm performance spaces (map already exists at [www.BuskinLondon.com](http://www.BuskinLondon.com)),

### 6.4 Business Rates

- Consultant, Nordicity, introduced to the Board
- Focus will be an economic impact analysis of two venues: One central London one outer
- **ACTION: Secretariat to introduce consultant to venues**

### 6.5 Legislation Update:

- Future planning and licensing bills presented by Tom Kiehl, UK Music.
- Planning Bill:
  - A new Housing and Neighbourhoods bill is being introduced shortly. It will have implications on venues. It is an opportunity for the music industry to lobby for further protections on venues next to new developments, by putting Music Venue Trust as statutory consultees

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- We would like to introduce a law that requires any planning application involving a music venue to be referred to a statutory consultee (e.g. the Music Venue Trust) for comment. This has happened with theatres since the 1970s
- The London Music Board will meet the Theatres Trust
- UK Music to send information when available

## 6.6 House of Lords Licensing Act Review

- House of Lords Committee has been set up to review the licensing act
  - Night Time Commission and UK Music will propose to provide oral evidence
  - London Music Board to comment through the Night Time Commission
  - **ACTION: London Music Board reps to join Night Time Commission working group on local authorities and licensing**

## 7.0 Music Tourism:

- Music tourism is a key work item for the London Music Board
- London and Partners are interested in partnering to create a [music.london](http://music.london) website

## 7.1 Discussion of music tourism options:

### 7.2 Music.London web address

- London Music Board staged a working group at London and Partners on 9 June 2016
- Points to consider:
  - Is music.London consumer focused or business focused?
  - Hosting London Music Ambassadors program on the site
  - Putting venues map on the site along with map of other items of musical interest (heritage, busking pitches etc)
  - Potential partners include ticketing, listings companies
  - It is important to understand the ecosystem
  - **ACTION: Secretariat to look at what similar initiatives exist, so the London Music Board does not initiate something already existing**
  - **ACTION: London and Partners, Kilimanjaro and Secretariat to develop a more finessed document outlining options for music.london**
  - **ACTION: GLA to develop an initial music tourism campaign plan for the group**

### 7.3 Wish You Were Here - UK Music Document

- UK Music have published 'Wish You Were Here' the 2016 report on music tourism's value to UK
- The London section of the report shows:
  - London is UK's largest music tourism region
  - Music tourism is growing. It contributed £1bn to London's economy in 2015
  - Decrease in music tourists attending festivals in London. In 2014 there were 341,000 London festival attenders, in 2015 there were only 163,000. Noted that this could be due to some exceptional concerts (e.g. Rolling Stones) in 2014
  - Music tourism supports 7,500 jobs in London

### 7.4 London Music Ambassadors

- Following the positive meeting last week, London and Partners is looking at including music ambassadors in its 'London Areas' program.

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- The Board agreed that it was a good idea to engage ambassadors from more boroughs
- London and Partners explained further campaigns, including an app provisionally called 'Layers of London' based around mapping
  - Curate a own map of London, with the things you love
  - Include music venues and busking in this map
  - L&P are partnering with GLA on London Areas: Camden, Brixton, Hoxton, Shoreditch integrating these venues in editorial sections
  - **ACTION: L&P / GLA to talk to Timeout about including music venue in their 'Love London' awards**

## 8.0 Music Venues

### 8.1 Dice Bar in Croydon

- There have been a series of experiences with the police regarding their music policy and the required 696 form
- Some grime and dub acts are not being booked because of this
- Police have concerns with anti-social behaviour and crime
- London Music Board, through the Night Time Commission, are investigating this
- There are misunderstandings about the role of form 696 and potential racial and ethnic profiling of venues that stage certain types of music
- **ACTION: Stage further networking and information events for venue owners as well as promoters with the Police, to build relationships. GLA will talk to Met and City police**

### 8.2 Passing Clouds and The Silver Bullet

- Both venues are under threat, due to the freehold or leasehold being sold and the new owner applying for a different use
- It was noted that the bricks and mortar value of the premises have far exceeded the turnover the venues that operate in them, this pose a threat to all venues
- **ACTION: Work with London Borough of Waltham Forest on a framework to safeguard venues further in planning conditions through Lea Bridge Development**
  - London Borough of Islington also expressed interest
- Both venues are in close communication with the London Music Board

## AOB

### 9.0 Performing Rights Society (PRS) Live Tariff Review

- London Music Board expressed worry that an increase in tariff will impact grassroots music venues. The tariff is 3% and the live sector is worried this will increase
- It was remarked the proposed tariff will most likely go to tribunal
- **ACTION: London Music Board Chair to write to PRS inviting them to future Board meeting**