

# MINUTES

## London Music Board

Tuesday 28 March, 3pm - 5pm

London & Partners, 2 More London Riverside, SE1 2RR

### Attendees:

- Amy Lamé, Night Czar, Greater London Authority (Chair)
- Gideon Feldman, Research and Campaigns Manager, Attitude is Everything
- Paul Broadhurst, Head of Music, Greater London Authority
- Alex Bruford, CEO, ATC Live
- Julie Chappell, Chief Digital Officer, London and Partners
- Niall Forde, Licensing Officer, Islington Council
- Auro Foxcroft, CEO, Village Underground
- Jack Hopkins, CEO, Night Time Industries Association
- Tom Kiehl, Director of Government Relations, UK Music
- Phil Nelson, Head of Music, BIMM
- Trudi Penman, Licensing Manager, London Borough of Havering
- Ben Reed, Head of Brand, First Base
- Claire Southwick MD, Primitive Management
- Louise Thomas, MD, Break Communications
- Stuart Galbraith, CEO, Kilimanjaro
- Mark Davyd, CEO, Music Venue Trust
- Dave Webster, National Organiser Live Performance, Musician's Union
- Chrissy Kinsella, CEO, Mayor's Music Fund

### London Music Board Secretariat

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

### Apologies:

- David Stowe, London Representative, Music Mark
- Harvey Goldsmith, CEO, Harvey Goldsmith Promotions
- Claire Whitaker, Director, Serious
- Beverley Whitrick, Strategic Director, Music Venue Trust
- Nick Keynes, MD, Tileyard
- Cllr. Clare Coghill, Leader, London Borough of Waltham Forest
- Alan Miller, Chairman, Night Time Industries Association
- Guy Chambers, Songwriter
- Huey Walker, Portfolio Manager, Music, Arts Council England
- Will Teasdale, Head of Strategic Regeneration, London Borough of Waltham Forest

## Guests:

- Julia Jones, CEO of Found In Music and Director of Busk In London
- Kate Jones, Director, Busk In London
- Danny Rampling, DJ
- Jem Shuttleworth, CEO, The UK Association for Music Education – Music Mark
- Ritu Khurana, DJ & Promoter, Kuch Kuch
- Nadine Persaud, Red Light Management
- Nick Baxter, Senior Account Director, Freud's
- Dominic Mohan, CEO, The Outside Organisation
- Stephen Hignell, Manager, Nordicity
- Stacey Thomas, Managing Director, The Lexington
- Emily Kendrick, Product Manager and Events Lead, XL Recordings
- Andrew Parsons, MD, Ticketmaster
- Cllr. Asima Shaikh, Cabinet Member for Economic Growth, London Borough of Islington
- Milly McGregor, Project Manager, Tileyard
- Mark Inger, Executive Officer, London Borough of Waltham Forest
- Andy Robinson, Project Manager, Found In Music

## ACTIONS

- **ACTION: London Music Board to decide when to make Nordicity research into business rates public.**
- **ACTION: Work with UK Music and the Music Venue Trust on lobbying for a classification change in rateable values for GMVs.**
- **ACTION: Music Venue Trust, in consultation with the London Music Board, to co-write a letter as part of the ongoing consultation around business rates, suggesting GMVs be treated as places of community value.**
- **ACTION: Invite a representative from the Metropolitan police to a future London Music Board meeting to discuss form 696.**
- **ACTION: Assemble a London Music Month delivery group if approval is given by GLA.**
- **ACTION: Work with the Musicians' Union to engage local authorities with Fair Play and musicians' parking initiatives.**

## Schedule

### 1. Welcome and Introductions

- 1.1 The Night Czar attended meetings in Berlin regarding the night time economy and club culture. She is helping put together an agreement of friendship between Berlin and London.

- 1.2 The Women's Night Safety Summit is confirmed for 25 July.
- 1.3 The research and development phase of London Music Month is underway.
- 1.4 The Night Czar is continuing to champion London's nightlife internationally. She is going to Tallinn for the city's music festival, where she will deliver a keynote speech on London's music scene and meet senior government officials.
- 1.5 The Night Czar and the GLA have chaired roundtables with AIM, the Mayor's Music Fund and the Music Managers' Forum.

## **2. Approve minutes of the last meeting**

- 2.1 Matt Hancock wrote to the Mayor's office about Form 696. The Mayor will be replying to his queries and a representative of the Met police will attend a future London Music Board meeting.
- 2.2 Actions were reviewed and minutes were approved.

## **3. Approving the board's terms of reference**

- 3.1 The board was made aware that this meeting was the final opportunity to review the terms of reference. Once approved, new invites will go out to prospective members based on these terms. The Chair aims to promote diversity within the board to reflect London as a whole.
- 3.2 Tom Kiehl notes the importance of making London attractive to businesses and investments as a global city.

## **4. Business rates update**

- 4.1 Steve Hignell presented Nordicity's report on business rates. It included an economic and cost benefit analysis, as well as next steps. No other creative sector has done an in-depth study on the effects of business rates.
- 4.2 Cllr. Shaikh expressed concerns that the classifications of grassroots music venues do not translate to the rates world. It was noted that the research needs to include license fee increases as a result of the rates increase.
- 4.3 Music Venue Trust have an open line with the Department for Culture, Media & Sport and the Department for Communities and Local Government, and mentioned a possible £1000 relief open to pubs that also operate as music venues.
- 4.4 The Board's work on rates must be communicated to national government, with a collective voice and the right timing. It would cost £450K to do separate appeals for each of the 94 GMVs.

- 4.5 Music venues need to be defined in the system as cultural assets. Transitional relief ends 7 April. A direct, indirect and induced cost benefit analysis of the rates' effect on the UK music industry as a whole is needed.
- 4.6 PRS fees have changed. They are now calculated as 4.2% of gross per night, as opposed to a standard rate of £38 per night.

## **5. London Music Month**

- 5.1 Four breakout groups investigated the following topics: Timeline, Content, Concept, Sponsorships and Partnerships.

## **6. London Music Month feedback from: Timeline breakout group**

- 6.1 The timing was discussed to consider partnerships with fashion and art industries (e.g. events around Fashion Week). There should be 5 events across the city leading up to June 2018 that tie in with top line content ideas.
- 6.2 The timeline will depend on sponsors and partners.
- 6.3 Including the May Bank Holiday presents more badging opportunities with existing events.
- 6.4 It was noted that the local borough council elections between March and May 2018 will make it harder to engage with LAs in that period.
- 6.5 May is awards season in many industries and could present music month related opportunities.
- 6.6 There will be in tie-in opportunities with lead-up London Borough of Culture activity throughout 2018.

## **7. London Music Month feedback from: Content breakout group**

- 7.1 Several content suggestions were presented. Instruments can be placed around the city for people to try and there can be an open house series of musicians' homes or blue plaque spaces. An instrument or vinyl amnesty can lead up to the month, with a lending library which will be donated to schools after.
- 7.2 Promoters could offer free last-minute tickets to shows that were not sold out, through the Music Month website.
- 7.3 London Music Month cannot appear elitist, but has to represent a variety of genres and use modern spaces. The long-term benefit of the month must be considered.
- 7.4 Promotion ideas were suggested. Local London radio can do competitions, promotion and support local talent. Online representation is vital to appeal to younger markets.

7.5 It was suggested that people can put on their own events, with the London Music Board providing a toolkit so they are accessible and inclusive.

## **8. London Music Month feedback from: Concept breakout group**

8.1 The concept of the month was discussed. There should be 50% female content, but there is a practical challenge in policing that. What will London Music Month mean to people? A marketing angle needs to be decided.

8.2 Content provided by people can be grouped with the badging and advertising, with reciprocal promotion of the Month at the event. Digital advertising space will need to be negotiated.

8.3 Writers and journalists can publish pieces on London's music history.

8.4 A festival map was suggested, with genres divided by colour. Visually, each borough could be considered a 'field' of a larger festival - the world's largest.

8.5 It was noted that if schools wanted to be integrated in the month boroughs would play an important role.

8.6 An advent calendar of events and festivals was suggested, as was a festival map, with colour coded genres.

## **9. London Music Month feedback from: Sponsorships and Partnerships breakout group**

9.1 It was agreed that the content and marketing plan should be finalized as soon as possible so that detailed sponsorship packages and valuations can be created.

9.2 It is particularly useful to get some confirmation of the level of advertising inventory that TfL would commit to this campaign free of charge. This gives a precise monetary value which helps in the valuation of the packages.

9.3 It was also agreed that due to the scale of London Music Month it would be possible to create a range of partnership opportunities. For example, financial and telecom brands could be interested in a general sponsorship activation across the whole campaign. Whereas other target brands would be specifically interested in precise activations around their target customer base.

9.4 In terms of approaching brands it was agreed that rather than work exclusively with an agency it would be possible to encourage representatives from several agencies to come together into a 'working group' to secure sponsors from their client lists in the fastest possible time. These conversations are already in motion as part of the R&D work.

- 9.5 Several brands were mentioned due to their relevance to music, including AirBnB and Sofar Sounds, Adidas, Converse, Doc Martens, Converse, Vans, Nissan, BMW and many more. The target brand list is huge. Hence why it makes most sense to pull together a working group of sponsorship professionals who can hit as many brands as possible in a short time frame. They will also help with the valuation and creation of the sponsor decks.
- 9.6 It was also mentioned that the British Hospitality Association should be approached due to the extensive accommodation and tourism opportunities that an annual event such as LMM would generate.

## **10. External presentations**

- 10.1 Jem Shuttleworth presented music education hubs on behalf of Music Mark. It is a national organisation representing music services aiming to support membership, connect, find new partners and engage as many as possible about the importance of music education.
- 10.2 Emily Kendrick presented The xx Night + Day project on behalf of XL Recordings. This is the fourth Night + Day and there will be gigs in Lisbon, Berlin and London. The xx curates line-ups and film screenings, engaging local communities and charities, supporting women's empowerment and refugees and offering twelve paid internships to young people. This was a community enterprise as well as a series of gigs, raising over £70,000 for 7 charities.
- 10.3 London Music Month can foster borough relationships by having a local artist partner with a charity.

## **11. Conclusion**

- 11.1 The next meeting will be 24 May.