

MINUTES

London Music Board

Thursday 3 November 2016, 3.30 – 5.30pm

Islington Town Hall, Upper St, N1 2UD

Attendees

- Paul Broadhurst, Head of Music, Greater London Authority (Co-Chair)
- Mark Davyd, CEO, Music Venues Trust (Co-Chair)
- Tom van Berckel, Night Time Industries Association
- Alex Bruford, CEO, ATC Live
- Julie Chappell, Chief Digital Officer, London and Partners
- Gideon Feldman, Senior Project Manager, Attitude is Everything
- Niall Forde, Licensing Manager, Islington Council
- Auro Foxcroft, CEO, Village Underground
- Stuart Galbraith, CEO, Kilimanjaro Live
- 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
- Ella Skye, Musician's Union Representative
- Claire Southwick MD, Primitive Management
- Helen Sprott, Head of Music, Arts Council
- Louise Thomas, MD, Break Communications

London Music Board secretariat

- Dr. Shain Shapiro, London Music Board Secretariat
- Brandy Lawrence, Sound Diplomacy

Observers

- Pooja Agrawal, GLA Regeneration
- Dr. Adam Behr, Live Music Exchange
- Steve Hignell, Nordicity
- Bhavna Kerai, GLA Environment Team
- Wilf Langridge, GLA Culture
- Alex Mann, Musicians Union
- Chelsea Rixson, Brighton Music Board
- Cllr. Asima Shaikh, London Borough of Islington
- Michael Turkington, Little Concert
- Erica Walker GLA Environment Team

Apologies

- Sybil Bell, Independent Venue Week
- Cllr Clare Coghill, Cabinet Member for High Streets, Borough of Waltham Forest
- Nick Keynes, Partner, Tileyard
- Alan Miller, Night Time Industries Association
- Justine Simons, Deputy Mayor for Culture and Creative Industries (Chair)
- Dave Webster, Musicians Union

ACTIONS:

- **ACTION:** Circulate info-sheet from Village Underground on noise levels
- **ACTION:** Circulate the link to the new grassroots venues map
- **ACTION:** Circulate the research on listings data for grassroots music venues
- **ACTION:** Create a short summary of the Music Venues Rescue Plan for borough licensing teams.
- **ACTION:** Launch an update on the Rescue Plan during Independent Venues Week.
- **ACTION:** UK Music to look into creating a progress report on the Live Music Act.
- **ACTION:** Talk to Islington Council about trialling musicians' parking scheme with the Musicians' Union.

1. Welcome and update

- 1.1 Actions from the previous meeting were addressed. Soundscaping research, the music city plan, economic impact analysis, business rates and parking proposals will also be covered later in the meeting.
- 1.2 A working group with promoters was held. Minutes were distributed to the Board.
- 1.3 Minutes from the last meeting are approved by the board.

2. Night Czar

- 2.1 Nine people were interviewed out of 200 applicants from various industries. The Czar will be announced tomorrow and the chair of the Night Time Commission will be announced in the coming weeks.
- 2.2 The Czar will require more than 2.5 days per week, so the term of the Night Time Commission is going to be extended and a new chair will be appointed.

3. Work Programme

- 3.1 Mark Davyd from the Music Venue Trust presented his work, commissioned by the Mayor of London. The work mapped grassroots music venues in London.

4. Business Rates

- 4.1 New business rates valuation kicks in in April 2017, but levels of increase are unclear. Boroughs report increases of 65% in central London and 40% in Islington. Small business groups are lobbying for a 5-year staged increase.
- 4.3 Currently, the government keeps 50% of the rates, GLA keeps 30%, and local authorities keep 20%.
- 4.4 Music Venue Trust are looking at whether some venues can become charities or CICs based on their cultural output. This can reduce their business rates bill and their potentially their VAT bill. Venues also have commercial activity such as the bar, which complicates things slightly.

5. Parking

- 5.1 Musicians' Union conducted research on artists' parking at venues.
- 5.2 42% of surveyed members received a fine and 52% of those received more than one. Westminster, Camden and City of London give out the most. Fines range from £30-200 per fine and over half of appeals are rejected. Fines can be the same as the artist's gig fee.
- 5.3 A dashboard parking card for musicians was suggested. Another suggestion is to create artists' loading zones.
- 5.4 It was noted that authorities may be reluctant as the creation of special bays is an extra cost and will impact other bay users. Concern was expressed that the scheme may not be prioritized. Boroughs also receive income from parking fines.
- 5.5 Long-term parking was not included in this study.

6. Listings

- 6.1 Chelsea Rixson presented her research on listings sites, commissioned by the GLA.
- 6.2 50% of listings sites had external purchasing links, and 50% of social media pages hadn't been updated in over a year. Major London guides like Timeout do not include grassroots venues, and 6% of websites are genre specific.
- 6.3 Press Association was mentioned by many as a middleman to push listings to other coverage sources. Some venues said they don't have the time to do listings.
- 6.4 The researchers recommend the creation of a new website but question how data will be collected, maintained and promoted. A secondary recommendation is to invest in an existing site, which focuses on grassroots venues and is maintained.

7. Updating Rescue Plan

- 7.1 Technical standards on capacity have changed from .3 to .45 in venues, which lowers the amount of people that can be within a square metre. There is lobbying to reverse this and the board will be kept updated.
- 7.2 An update to the Rescue Plan for local authorities was suggested; 2-3 pages, focus on what's happened since the plan was published. The London Licensing Forum may help facilitate its distribution.
- 7.3 Music Venue Trust expressed desire to do the same with the Live Music Act 2012, with Tom Kiehl of UK Music.

8. Music City Vision

- 8.1 The draft London Music City Vision outlines the actions London is taking to ensure it retains its status as the world's leading music city.
- 8.2 Brighton considered doing the same with a forward-looking plan on events spaces, music creation and education and a new plan for heritage.

- 8.3 It was noted that the draft vision does not contain enough information on large gigs, music theatre or nightclubs. Objective five can express stronger means of procuring future business.
- 8.4 Youth-oriented activities should be focused on separately from apprenticeships. Also make sure informal music spaces such as hotels, care homes and music therapy centres are covered by the vision.
- 8.5 The vision needs to mention the fragmentation of the industry and the objective to coordinate better across the industry.
- 8.6 Members expressed frustration at the work placement and apprenticeship scheme. Companies can't afford to hire long-term apprentices but they are not allowed to work for free, unless it is part of a university course. This prevents many from getting a foot in the door. It was noted that the Creative Academy is working with UK Music to get funding for apprenticeships.

9. London Music Month

- 9.1 London Music Month was proposed for June 2018.
- 9.2 If agreed, there will be activities throughout the year leading to the month, promoting anniversaries and London festivals, with a marketing campaign around music. There is an idea to hold ten houses, one for each partner city. Local authorities need to be given their own time slots so they are not competing. A week per region of London was suggested.
- 9.3 It was suggested to work with local promoters to release artists from exclusivity agreements in order to perform special gigs during music month.
- 9.5 The project needs a delivery group. Current partners include London and Partners.

10. Live Music Census

- 10.1 Adam Behr from the University of Newcastle introduced the Live Music Census. It is an initiative of the Live Music Exchange, combining the universities of Newcastle, Edinburgh, and Glasgow.
- 10.2 They consult with UK Music, MU and MVT, running three snapshot censuses in Glasgow, Newcastle and Oxford in March 2017. They are running focus groups in the coming months and seek input on the data needed and how it can be used.

11. Conclusion

11.1 The next meeting in December is postponed.

11.2 The London Music Awards – a fundraiser for the Mayor’s Music Fund – are postponed.

11.3 The next meeting is 8 February 2017.