

UCCN REPORT 2019

UNESCO CITY OF MUSIC LIVERPOOL

1. Executive Summary

Thanks to The Beatles Liverpool and music are synonymous. But the city has a rich and diverse music history that reaches back to the 18th century, and the city's development as one of the world's great ports. Liverpool's links with the Americas, Africa & Asia created a melting pot of cultural and ethnic traditions that shaped a unique character. The port brought a cultural wealth evident in our grand concert halls and large number of music pubs and clubs, societies and associations. It is also evident in the array of festivals that take place in the City and in the diversity of artistic output – from Merseybeat in the 1960s, to the emergence of Eric's and the influential post punk scene of the 1970s and 80s. This diversity can also be seen in the Royal Liverpool Philharmonic Orchestra which is the UK's oldest continuing professional symphony orchestra which marked its 175th anniversary in 2015; in the global EDM brand 'Cream' which started as a 'super club' in the City in the 1990s; and in the recognition of the city as 'World Capital of Pop' by the Guinness Book of Records.

Our UNESCO bid in 2015 emphasised the strength, variety and depth of the music community in Liverpool and this has continued to develop in the four years since. We have a great and varied festival programme including the likes of LIMF, Sound City, Liverpool International Festival of Psychedelia, Africa Oye, Liverpool Music Week, Positive Vibrations Reggae Festival, Baltic Weekender, Future Yard, Milapfest and many more. Liverpool Football Club have now entered the live music market attracting bigger names to the city, and the success of Liverpool as a festival city has succeeded in attracting other festivals here such as Fusion and Let's Rock.

We have a very strong music business base with companies like Sentric, Ditto, and Ad Lib, a small number of hugely influential record labels, and a grass roots venue ecology that has grown since we wrote the 2015 bid. Electronic music is still important in the city with club brands like Cream, Chibuku, Circus, and DJs such as Yousef and CampelPhat all representing the city on national and international platforms. The RLPO remains as one of the most respected orchestras in Europe and amateur music of all types continues to grow.

Music tourism is still a strong point with the Beatles legacy growing year on year, and new attractions such as the British Music Experience (the UK's only national museum of rock and pop) and the Beatles Magical History Museum adding to what was already an incredibly strong offer.

The Music Education Hubs in Liverpool and across the city region continue to do their excellent educational work and talent development programmes (such as LIMF Academy and Mersey Rail Sound Station) have flourished in recent years.

The last two years have seen major step forwards with the delivery of a music strategy for the city, the creation of the Head of UNESCO City of Music post and the development of Music Board to take forward the music strategy. The development of

the strategy and the creation of the music board have involved sector wide consultation which has been really positive in ensuring that sector priorities are the focus for future activity. This wider sector consultation will continue on an ongoing basis.

THE UNESCO status has also provided Liverpool with the impetus to host major events such as the Music Tourism Convention while also taking up opportunities to speak at international music events to share our experiences and to learn from others.

Our plans for the next four years are clearly set out in our strategy and we are positive about getting additional resources to support the action plan that has come out of this strategy. This plan is based on an inclusive model ensuring that everybody has the opportunity to be involved in music: as a participant, a consumer, in education, through training, as a producer, or through ensuring that people have the right skills to take up employment in the sector. Talent development will be a priority as will ensuring that music education is better linked to the music industry. We will look to support our music sector base, both existing businesses and new ones, and look to attract those from outside the city to move here as we develop the city as a recognised music industry cluster.

Over the next four years we will look to work more on an international basis with cities from within the UNESCO network and those still outside it. We are always happy to share our experiences, share examples of good practice, and continue to learn from other cities as we have done since achieving the UNESCO designation.

2. General Information

Name of City: Liverpool

Country: United Kingdom

Creative Field of Designation: Music

Date of designation: December 2015

Date of submission of current report: December 2019

Entity responsible for the report: Culture Liverpool, Liverpool City Council

Previous Reports submitted: None, this is Liverpool's first report

Focal point of contact: Kevin McManus, Head of UNESCO City of Music, Culture Liverpool, Liverpool City Council.

3. Contribution to the programme's global management

3.1 Number of UCCN annual meetings attended in the last four years

Ostersund 2016

Enghien-les-Bains 2017

Krakowice 2018

3.2 Hosting of a UCCN annual meeting and dates

Not yet but Liverpool is keen to do this at some point in near future and conversations have taken place at a senior level around when would be the best time/suitable venues. Conversations have been had with cities that have hosted it

previously to learn from them and also to get a clearer picture of logistical issues/likely costs to the city.

3.3 Hosting of a working and co-ordination meeting addressed to one or more specific UCCN creative field representatives

June 2016 Meeting with Focal point from Hannover in Liverpool

August 2016 with delegates from Hannover and Katowice at the Fuschbau festival in Hannover

Summer 2016 met with other UNESCO Creative Cities at a meeting hosted by UNESCO office in London

September 2016 Hosted delegation from Hannover in Liverpool

October 2016 with delegates from Katowice, Hannover and other UNESCO music cities at conference in Katowice

Winter 2016 – With Bradford City of Film focal point to discuss potential project combining music and film

February 2017 Meeting with Sandra Wall, focal point for Norrkoping, in Liverpool when Norrkoping was considering bid to become a UNESCO City of Music

May 2017 With delegates from Hannover for Liverpool Sound City Conference and Festival

Winter 2017 – Meeting with delegate from Kumamoto – a Japanese city considering bidding for UNESCO status

October 2018 Liverpool Hosted a World Cities Day conference and facilitated a video contribution from the Mayor of Liverpool

October 2018 Met numerous delegates from Hannover over a weekend and also met with their Culture Office to advise on their European Capital of Culture bid. Also had meetings with Mayor/Chief Executive Officer of city of Hannover and Lord Mayor of Liverpool

November 2018 Welcomed delegation from Hannover who were in Liverpool for the War Requiem performance, a collaboration between the orchestras of Hannover and Liverpool.

May 2019 Welcomed large number of delegates from Hannover to Liverpool for Sound City. An exercise in learning, sharing lessons and establishing potential links/collaborations. Arranged meetings for Hannover delegation with a wide range of stakeholders from Liverpool music community.

September 2019 Met with Focal point and other delegates from Norrkoping at event in Norrkoping.

October 2019 Met with delegates from Valencia who are considering bidding for UNESCO Creative City status

November 2019 Met with cultural visitors from Ulyanovsk and arranged meetings with them with representatives from the Liverpool music community. Earlier this year musicians from Liverpool travelled to Ulyanovsk to perform but also to share good practice with local musicians and to encourage musicians from the area to play in the UK. They are now facilitating a connection to Kazan, a neighbouring city, which has recently become a UNESCO City of Music.

3.4 Hosting of an international conference or meeting with a large participation of members of the network

February 2017 Hosted Music Tourism Convention with a large number of international delegates with a number from UNESCO cities or prospective UNESCO cities.

October 2018 Impacts 18 International Symposium. Cities of Culture 30 Years On: Who Has the Edge. Developed by Culture Liverpool and hosted in Liverpool

September 2019 Hosted Music Tourism Convention with a large number of international delegates including some from existing UNESCO cities and those considering applying for the designation.

September 2019 met with delegates from Cologne to look at what lessons we could learn from each other in terms of good practice in areas such as music tourism.

November 2019 Worked with Memphis to formally acknowledge the link between two great music cities. A plaque to this effect was unveiled in Liverpool and another one will be unveiled next year in Memphis.

3.5 Financial and/or in-kind support provided to the UNESCO secretariat

Not aware of any direct financial support however Liverpool has done a great deal of work in raising awareness of the UCCN Network and SDDG's.

Liverpool's Mayor Joe Anderson contributed a video message that was played at the beginning of World Cities day events in Liverpool and Paris in October 2018.

3.6 Membership of Steering Group

We have taken part in music cluster activity but have not been a cluster co-ordinator or deputy although we would be open to this.

3.7 Participation in the evaluation of applications

Yes we have done this whenever we have been requested to by our colleagues in the Music Cluster

I evaluated two applications this year (Call for Applications)(2019) and three on the previous Call for Applications.

4. Major initiatives implemented at the local level to achieve the objectives of the UCCN

Policy

In 2017 Liverpool City Council commissioned a Music Strategy. A major driver for this was the recognition that we needed to do more around the UNESCO designation. The strategy was delivered with the support of a local music sector Advisory Board.

The strategy was delivered in February 2018 and was entitled 'Developing a Liverpool City of Music Strategy'. This led directly to the creation of the Head of UNESCO City of Music post, based in Culture Liverpool, which was advertised in summer 2018 and was given to Kevin McManus in autumn of that year. This was essentially the creation of a City Music Office and the first time Liverpool had a strategic lead for music in the city and a written music strategy. Following on from this a second recommendation from this piece of work was taken up with the development of a Music Board which was formed in December 2018.

The UNESCO role holder working with the Music Board had responsibility for delivering a sector led music strategy and tackling issues which include:

- i) Facilitating the music industry and education sectors coming together with a plan to increase engagement in music and support the development of talent from across the whole of the Liverpool City Region
- ii) Ensuring that Liverpool is able to develop a sustainable music cluster.

This work has been further developed into a more refined strategy and action plan which was accepted by the Liverpool City Region Combined Authority Board in December 2019 and forms the basis for a bid for £2m to deliver against this action plan over the next two years.

The strategy and action plan in line with the manifesto of both the Liverpool City Mayor and the City Region Mayor are totally inclusive. Everyone should have access to music education/talent development/skills training that may equip them for a role in the music sector no matter what part of society they come from or what their gender is. The strategy fits well with such sustainable development goals as Quality Education, Gender Equality, Reduced Inequalities, Decent Work and Economic Growth, and industry, Innovation and Infrastructure. A part of the plan refers to the more effective use of the UNESCO designation.

The Music Board is a good example of an effective public/private/civic partnership.

All this policy work demonstrates how we have used the designation to:

- integrate culture and creativity into local development strategies and plans
- improve access to and participation in cultural life
- Strengthen the creative economy
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All this shows the impact of the UNESCO designation for Liverpool

Copies of 'Developing a Liverpool City of Music Strategy' and 'Liverpool City Region Music Board – Strategy and Action Plan' are attached in the Annexes.

LIMF Academy

LIMF Academy was set up to run alongside the Liverpool International Music Festival and is a talent development programme for young musicians/producers aged 16-25.

It is a completely inclusive programme with many of those going through the programme coming from marginalised groups. There is a 50:50 split between genders.

For those selected for the 12 month academy programme they receive over 100 hours of dedicated support and the following opportunities:

- Performance opportunities at Liverpool International Music Festival and other regular showcases
- Monthly masterclass sessions with industry leaders on topics such as marketing, promotion, performance, distribution, media training, funding opportunities and much more
- Mentoring

- A bursary to help with their careers

On top of this, for three of the most exceptional artists and bands from the cohort, we offer a 12 month Elite Talent Development Programme, which includes:

- Additional Financial investment in their career
- A live session for BBC Introducing
- Creation of professional press assets – photographs, biogs and EPKs
- Monthly masterclass sessions with industry leaders on topics such as marketing, promotion, performance, distribution, media training, funding opportunities and much more
- * Networking opportunities with key industry London
- 12 months of intensive mentoring by an industry professional
- Showcase opportunities to key press and industry in both Liverpool and London plus much more

The programme has had incredibly positive outcomes:

A number of the musicians have gone on to have full time careers in music as a direct result and are building international profiles through their recordings and live work (eg Xam Volo and Pizzagirl).

They have had the opportunity to perform at a major festival at LIMF as well as other showcase opportunities and many of them have been able to take advantage of opportunities to perform internationally because of the UNESCO network.

This programme hits key objectives such as:

- Improving access to and participation in cultural life
- Strengthening the creative economy
- Broadening opportunities for creators.

<http://www.limfacademy.com/>

In Harmony

In Harmony Liverpool is a project developed by and managed by the Royal Liverpool Philharmonic Orchestra which uses orchestral music making to improve the life chances of children [1] by increasing confidence, wellbeing, skills and resilience, enhanced by opportunities to travel, learn, perform and collaborate with professional musicians, international artists and other young people. In Harmony Liverpool's vision is a healthier, higher achieving future for North Liverpool.

In Harmony is targeted at children with the greatest need and fewest resources – over 40% of In Harmony children are classed as living in poverty.

Every child learns an instrument and creates orchestral music throughout their time at primary school, and over 1500 children and young people aged 0-18 are learning music every week, free of charge. By the end of primary school, In Harmony young musicians have typically taken part in over 140 orchestra rehearsals and 25 performances, with most children playing their instrument at ABRSM Grade 2 standard or higher.

50% of children continue with In Harmony into secondary school, and 20 have gone on to perform in Liverpool Philharmonic Youth Orchestra, Liverpool Philharmonic Youth Academy Orchestra, the National Youth Orchestra's *Inspire* programme, National Children's Orchestra and Sistema Europe Youth Orchestra.

<https://www.liverpoolphil.com/about-us/in-harmony-liverpool/>

5 Major initiatives implemented through inter-city and international co-operation to achieve the objectives of the UCCP

War requiem Project with Royal Liverpool Philharmonic Orchestra and NDR Radiophilharmonie Hannover November 2018

This was a collaboration between RLPO in Liverpool and the NDR Radio Orchestra in Hannover. The Conductor was Andrew Manze who is the Music Director of the NDR and Principal Guest Conductor at the RLPO.

The collaboration came about through a wish to jointly commemorate the end of the First World War with a project that promoted mutual understanding and peace.

In November 2018 musicians from both orchestras came together with choirs from both cities for a joint performance of Britten's War Requiem. There were performances in both cities over two weekends. Both cities also held civic receptions for the visiting musicians and delegates in their respective town halls and there is a clear desire to maintain ongoing cooperation between the two orchestras and the two cities more broadly.

<https://www.liverpoolphil.com/news/press-releases/details/liverpool-philharmonic-commemorates-the-100th-anniversary-of-the-end-of-world-war-one>

UNESCO Music City Stage at LIMF Festival

The Liverpool International Music Festival (LIMF) is a council backed and managed event which takes place over a weekend in a city park and attracts over 50,000 people.

It makes high quality music available to a local audience who otherwise would be unlikely to afford to attend an event featuring these artists. The event was completely free of charge for the first few years and now has a nominal cost of £5 to bring in revenue that ensures the Council can continue to do it. The whole event therefore serves to increase access to cultural life and music for all Liverpool residents.

We also use the event to provide an important platform for young Liverpool artists who otherwise would not have the opportunity to perform at such a big event and thereby broaden the opportunities available for creators.

One of the stages is named the UNESCO City of Music stage raising awareness of our designation. This year we looked to do a collaboration with Hannover as they have proved to be particularly good partners for us, providing a number of opportunities for young Liverpool musicians to perform there. We wanted to facilitate a genuine collaboration between musicians from the two cities rather than just providing an opportunity for musicians to perform here. Both options have merits but we thought a collaboration leads to something deeper and potentially longer lasting.

So working with the UNESCO Focal Point in Hannover we arranged for two Liverpool musicians to work with two Hannover musicians. The two Liverpool musicians travelled to Hannover first and worked on developing some new music with their Hannover counterparts. Dialogue and work continued between the two sets of musicians after this before the Hannover musicians came to Liverpool for some final work.

They then performed the set together at the UNESCO City of Music stage at the LIMF Festival in July 2019. This was a real success and given the quality of the work it was decided that there should be a legacy from the project and this came in the form of the 'Love Language' EP which was released digitally in November 2019.

<https://citiesofmusic.net/liverpool-x-hanover-love-language-ep/>

Music Tourism Conventions and Impacts¹⁸

i) We worked with the Sound Diplomacy organisation and Visit Britain to bring the international Music Tourism Convention to Liverpool in 2017 and 2019. The costs for staging this event in Liverpool were covered by Liverpool City Council and Visit Britain.

We started conversations on this with Sound Diplomacy not long after we achieved the UNESCO designation. We wanted to do something which raised awareness of Liverpool as a UNESCO City of Music and promote this to an international and national audience. We held the very first one of these events in Liverpool in February 2017. We wanted to use this as a vehicle not only to showcase Liverpool as a music city but also to share good practice and disseminate research and analysis on how cities can promote themselves as music destinations and how they benefit from this.

We also used this as an opportunity to arrange meetings with other music cities and prospective UNESCO Cities of Music. A number of useful relationships have resulted directly from these events. They also led directly to invitations to speak at other events around the world which allowed us share our experiences as a UNESCO City and to share good practice that we have developed.

Visit Britain have also learned from the Conventions and we are now working with them to look at how to use music as a key driver of tourism to the UK.

<https://www.musictourismconvention.com/>

ii) Impact18 is a longitudinal research programme dedicated to capturing the long-term effects of hosting the European Capital of Culture title on the city of Liverpool which held this title in 2008.

In 2018 we held a three day symposium with an international audience and speakers with the aim of understanding what it takes for a city to benefit from culture-led regeneration.

Again this fits clearly with the objectives of the UCCP in fostering the understanding of the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this field. There is a clear output to this in the research and reports that have been published and disseminated.

<http://iccliverpool.ac.uk/impacts18/>

<https://iccliverpool.ac.uk/?blog=impacts-18-legacies-of-liverpool-as-european-capital-of-culture-10-years-on>

Exchanges and Collaborations

We have been involved in a number of successful exchanges and collaborations over the last four years, some with other members of the network and others from outside of it but they have approached us because of our UNESCO designation.

Liverpool musicians have enjoyed opportunities to perform in Hamamatsu, Katowice, and Hannover amongst others.

Hannover in particular have been great partners with Liverpool musicians offering opportunities for a choir from Liverpool to perform at a Choral Festival, and young musicians from our LIMF Academy programme have taken part in their band Mash Up programme and Artist In Residence scheme. A Liverpool based female DJ was invited to take part in a visual arts/music programme with other DJs from Hannover.

Liverpool based Orchestra del Arte have arranged for a number of exchanges. This small, amateur orchestra have arranged for soloists from Liverpool to play in Bologna, and Hannover and they have also welcomed soloists from those cities to perform with them in Liverpool.

Outside of the UNESCO network in 2019 we were able to use our UNESCO status to send three pop groups to Russia to spend over a week in Ulyanovsk where not only did they get to perform themselves but they also collaborated with local musicians and gave advice on how to get to perform in the UK.

Also this year we were invited to send four of our local musicians, who all came through the LIMF Academy, to spend a 10 day residency in Falmaco in Portugal which gave them an opportunity to work together and also to perform for an international audience for the first time in their careers.

<http://www.dellarte.co.uk/>

<https://www.bidolito.co.uk/feature-intersection-of-music/>

<https://citiesofmusic.net/liverpool-x-hanover-love-language-ep/>

Routes Jukebox

A film that emerged from the LIMF Festival that touches on the international influence of music on shaping Liverpool's music sounds. There was also a special one off live performance of the Routes Jukebox gig.

'Routes Jukebox: The Documentary', tells the story of the ever-evolving Liverpool music scene since the 1940s and its influences and connection with other music cities such as New York, Detroit, Nashville and Kingston. From the influx of Gaelic sounds and rhythms that came to the city with the mass Irish migration to the importing of Rock N Roll records from the United States via the historic Cunard line to the rise of Merseybeat, Punk and House Music, 'Routes Jukebox' touches on the various social and cultural factors that led to the creation of such an prolific and enduring music scene. Additionally, the documentary touches on the stories of the oft-forgotten links between Liverpool music and Motown and Reggae.

<https://vimeo.com/151257235>

https://www.youtube.com/watch?v=oehwisZ_8Ks

6 Proposed Action Plan for the forthcoming mid-term period of four years

Annex 2 sets out a more detailed Action Plan set out by the Music Office and the Music Board. This is very much in line with our initial bid to become a UNESCO City of Music but evidences that we have moved forward over the last four years and have a clear vision for the next period.

In addition to this there is also another clear strand of action (which is funded separately) around marketing Liverpool as a City of Music.

In brief we will be focusing on an inclusive programme reaching all parts of society in Liverpool and the surrounding area with key areas of activity in:

- Talent development programmes available to all.
- Supporting music education and the development of links between education and the music industry
- Support for the local music industry to ensure sustainable growth including initiatives around developing local music networks
- We will continue to consult regularly with the wider music sector so we can ensure that we are delivering what is needed by the sector.
- We will continue to promote good practice from Liverpool and to learn from others both by hosting international events here but also by attending events in other cities around the world. We will also continue to support other cities informally when requested as has often happened over the last 4 years.
- We will aim to continue meaningful opportunities for exchanges and collaborations with other UNESCO music cities for the benefit of both Liverpool musicians and those from other cities.

6.1 Maximum of three main initiatives aimed at achieving the objectives of the programme locally

- i) To facilitate music and education sectors to come together with a plan to increase engagement in music and investment in and development of talent from all communities across the city region.

Objectives - Opportunity for all young people to have a chance to learn to play an instrument and the delivery of improved and expanded talent development platforms accessible to all young people.

Beneficiaries – All young people irrespective of gender, race or socio-economic group.

Outcomes – More young people benefitting from learning to play an instrument and the pathways that this opens up to them. This fits alongside the improved and expanded talent development platforms then open to them.

Stakeholders - Public sector, education sector, community hubs, music education and training deliverers, music industry deliverers on the talent development platforms.

We aim to establish Liverpool as a city in which every child has a chance to learn an instrument (across a diverse range of instruments from orchestral to electronic) We will invest in music growth from individuals and communities in lower socio-economic areas, and across our diverse population.

etc. We will establish a scheme to make better and more coordinated use of existing and often underused resources in schools and other community spaces – equipment, studios etc., across the city, with a coordinated approach to managing them, providing training in their use, and generating effective use of them.

Alongside this we will build and expand on the existing successful talent development models such as LIMF Academy, Mersey Rail Sound Stage thus providing effective platforms in a way that is fully inclusive and increases individuals chance of building careers in the music industry. We will establish effective employment resources – providing careers guidance, company placements

- ii) Establishment of a Music Office

Objective – Creation of a Music Office to co-ordinate all music activity and act as a single point of contact for all music related enquiries.

Beneficiaries – The whole of the music sector from education, through to the amateur music sector, professional musicians, music businesses and the wider music infrastructure.

Stakeholders – public sector and all parts of the wider music community in the city region

Outcomes- Improved music sector with effective networks and clear pathways for those needing support.

Key tasks include:

Create a central hub of information for use of all the sector as well as the provision of up to date mapping of sector resources (businesses, music education provision, studios, venues and other facilities).

Create an open source information hub for venues and promoters to share resources, guidance information etc.

Establish networking structures across the sector including for leaders of key music businesses, for music educators, and for those involved in music tourism and heritage.

The Music Office would also be responsible for the effective promotion of Liverpool internationally as a music city.

iii) Good Business Festival

In October 2020 Culture Liverpool will be delivering the first Good Business Festival and it is hoped that this will go on to become a regular event in the city attracting national and international delegates.

This event comes at a pivotal time in the evolution of a new business climate where social and environmental impact are a vital measure of success and where values and purpose now powerfully drive profit.

This festival shows Liverpool taking on a lead role as part of a global movement that believes in the power of business to effect positive change whilst generating higher returns and ensuring longevity.

The Good Business Festival will be operating alongside the Liverpool Biennial which is the UK's largest festival of contemporary art. In addition to this we will also be looking to build a further cultural element around the festival in an element called Northern Stars. This will be a celebration of Liverpool's strength in music as well and film but also provide an opportunity for international involvement.

In the spirit of the festival it has already been announced that Massive Attack will perform their first ever super low carbon emission show at a pre-festival launch in Liverpool in summer 2020.

6.2 Maximum of three initiatives aimed at achieving the objectives of the programme on an international level

International Platform In Liverpool

Objective – Encourage venues to wherever possible programme artists from other UNESCO music cities. Hopefully this will also lead to reciprocal arrangements for Liverpool based artists where appropriate.

Stakeholders – Private sector - Venue owners/promoters, musicians from other UNESCO cities.

Public Sector - Liverpool City Council, Focal Points in other UNESCO Cities

Outcomes – Opportunities for musicians from other UNESCO cities to perform in a supportive environment and gain access to new audiences.

Liverpool has a really strong grassroots venues scene at the moment and many of them are willing to take risks with programming. A number of these venues would look positively on the opportunity to provide an opportunity for artists from other cities and would also be able to assist in helping artists get gigs in other UK cities too so that it would be more economically viable. There are also opportunities to build on obvious links between say the Jazz Club Hannover and Parrjazz in Liverpool.

Festival Exchange

Objective – Encourage opportunities for exchanges and collaborations using festivals.

Stakeholders – Festival managers/promoters, musicians, UNESCO cities

Outcomes – Building on some work already undertaken look at options to bring musicians from other music cities to perform at Liverpool based festivals such as Liverpool International Music Festival, Africa Oye, Sound City, Liverpool Music Week etc while also looking at platforms for Liverpool musicians to perform at international festivals.

Where possible we would look to develop collaborative approaches such as we did at LIMF in 2019 with musicians having the opportunity to work with musicians from other cities.

Liverpool has real strengths in African/Caribbean/Latin music and we should really use these to extend our UNESCO reach beyond Europe.

The British Council have just announced FestivalConnect2020 which is an option we will be exploring. It is an initiative that seeks to facilitate connections and

exchanges between the UK and Sub-Saharan Africa and is particularly looking at partnerships between festivals.

6.3 Estimated Annual budget for implementing the proposed action plan

At a very basic level we are looking at an annual budget of £150,000. This covers the salary and on costs, travel, and expenses of the UNESCO City of Music post holder as well as web presence, marketing etc

But if you broaden this to cover the city's expenditure on music related activity under the UNESCO banner then this is in the region of a further £1.5 -£2 million and includes funding for the likes of the Royal Liverpool Philharmonic Orchestra, Liverpool International Music Festival (LIMF), Africa Oye festival etc

This is a remarkable figure given the financial pressure that Liverpool City Council is operating under. Other UK cities have made significant cuts to their cultural budgets as a result of the public spending cuts we have endured for the last decade.

We have just applied for an additional £1m a year for the next two years to take forward the Liverpool City Region Music Strategy and Action Plan and there is an amount within this allocation for developing and marketing the Liverpool City of Music brand as well as delivering against talent development and music education.

It would be fair to say that Liverpool will have as a minimum an average annual budget of £1.5m over the next four years dedicated to UNESCO related activity.

6.4 Plan for communication and awareness

As mentioned previously in this document as part of our Music Strategy and Action Plan there is a clear objective (and dedicated budget) for promoting Liverpool as UNESCO City of Music. This will be much more of a dedicated campaign than anything we have done previously and will have the aim of marketing Liverpool internationally as a Music City but also encouraging local music organisations to take ownership of the designation themselves.

This strategy builds on the work that we have started over the last couple of years through initiatives such as paying to host the Music Tourism Convention here twice and through taking up speaking opportunities at key international music events. Both of these allow us to present Liverpool to key international audiences and influencers as a UNESCO City of Music.

Other actions we will take include:

Providing regular content for the www.citiesofmusic.net website

Improving our own online offer promoting Liverpool as a UNESCO City of Music. Our web presence at the moment as a City of Music sits on the Culture Liverpool site but as part of the action plan discussed above we will have our own dedicated online presence which we will use to communicate with the music sector locally but also to promote ourselves nationally and internationally.

Although most of the communication and promotion will be digital we are also planning to produce some physical materials (promotional leaflets/posters etc) which will be shared with music organisations and which can be taken with us when speaking at appropriate national/international events.

ANNEX 1

Music

Liverpool's music economy is increasing in scale and significance each year. The latest figures show the following:

The core music sector generates over £100m in turnover each year and employs over 2300 people. The city's festivals and live music offer contributes almost £50m of this. The Royal Liverpool Philharmonic Orchestra is the biggest employer with a directly employed team of 250 and an additional 350 freelancers.

I am involved in discussions with other agencies in the UK looking at the measurement of the music sector and its impact. We are looking to develop a standard methodology for measurement for the sector and how we define the different parts of the sector. I would be happy to share this work as it develops with the wider network.

The Beatles legacy/music tourism contributes another £100m a year and is growing year on year.

The latest figures (2017) for the broader Visitor Economy across the City Region states that the Visitor Economy is worth over £4.5bn and supports over 53,000 jobs.

Culture

Liverpool City Council spends £12m a year on culture which includes a grants programme to cultural organisations of over £2m a year.

We have data from this most recent grants programme which showed the following: Cultural organisations generated £41m of GVA and employed over 650 people. Their total income was over £35m

There will also be significant GVA generated from events delivered by the Liverpool City Council department Culture Liverpool. These events include Liverpool International Music Festival (attendance of over 50,000 in 2019), Chinese New Year, River Festival, Liverpool Football Club Champions League Parade (attended by over 750,000 people).

Creative and Digital Industries

The creative sector is a designated priority/growth sector for Liverpool and the wider Liverpool City Region.

Over 4000 businesses create 22,000 jobs and generate over £1.8bn of GVA

ANNEX 2

Action Plan for the Forthcoming mid-term period of 4 years

LIVERPOOL CITY REGION MUSIC BOARD – STRATEGY AND ACTION PLAN

PRIORITIES

- 1 To ensure the long term development and growth Of the Liverpool City Region music industry**
 - 2 To support the growth and development of a sustainable music tourism offer across the city region**
 - 3 To facilitate music and education sectors to come together with a plan to increase engagement in music and investment in and development of talent from all communities across the city region.**
 - 4 To ensure a sustainable and strong network of venues and to work with local authorities across the city region to introduce the Agent of Change principle**
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1 To ensure the long term development and growth Of the Liverpool City Region music industry

1. Create a hub, virtual or physical to help the sector network, gain information and contacts, provide useful resources etc. (mindful of need to reach across the City Region)
2. Establish effective employment resources – providing careers guidance, company placements etc.
3. Establish a strong data ongoing set providing a full picture of the sector in the City Region and its economic value, trends, etc.
4. Strengthen the Councils' Combined authority and City Region's commitment to promoting and supporting the sector as a priority sector for the city's economy

2 To support the growth and development of a sustainable music tourism offer across the city region

5. Establish a central website and hub promoting music in the city; what's on, etc.
6. Encourage a strategy around The Beatles based not only on heritage but also what they stood for – innovation, experiment, forward looking – to promote and grow the current music offer
7. Secure a strategy with the City's tourism and marketing agencies to market Liverpool as a World Music City
8. Establish a clear view, policy and plan for how to use the UNESCO status
9. Establish the role of the Councils as enablers rather than direct producers and curators of festivals as part of the City's visitor offer

3 To facilitate music and education sectors to come together with a plan to increase engagement in music and investment in and development of talent from all communities across the city region.

10. Establish Liverpool as a city in which every child has a chance to learn an instrument (across a diverse range of instruments from orchestral to electronic)
11. Invest in music growth from individuals and communities in lower socio-economic areas, and across our diverse population, including support for business development, facilities and access to investment funds
12. Establish effective employment resources – providing careers guidance, company placements etc.
13. Establish a scheme to make better and more coordinated use of existing and often underused resources in schools and other community spaces – equipment, studios etc., across the city, with a coordinated approach to managing them, providing training in their use, and generating effective use of them

4 To ensure a sustainable and strong network of venues and to work with local authorities across the city region to introduce the Agent of Change principle

14. Create an open source information hub for venues and promoters to share resources, guidance information etc.
15. Work with Councils for a positive and cheap approach to road closures and other infrastructure help to stimulate greater and better festival activity

16. Work with Merseytravel, City Region Mayor and other transport providers on need to develop better late night transport to support use of venues both in city centre and elsewhere across the city region
17. Promotion the active adoption by all planning authorities of Agent of Change
18. Encourage financial and other support models that enable venues to own their buildings rather than rent and be at risk to landlords wishing change of use

IMMEDIATE ACTIONS

ACTION	WHO	WHEN	OUTPUTS	
<p>1 Secure funding through Strategic Investment Funds to tackle priorities identified by the LCR Music Board.</p> <p>These priorities are:</p> <ul style="list-style-type: none"> a) To ensure the long term development and growth of the LCR music industry. b) To support the growth and development of a sustainable music tourism offer across the city region. c) To facilitate music and educations sectors to come together with a plan to increase engagement in music and investment in the development of talent of all communities across the city region d) To ensure a sustainable and strong network of venues and to work with local authorities across the city region to introduce the Agent of Change principle 	<p>K McManus lead on securing SIF funding.</p> <p>Music Office, Music Board, and partners to deliver against the agreed priorities supported by the SIF as set out below.</p>	<p>SIF bid submitted last quarter 2019 with aim of funding agreement in place by end of first quarter 2020.</p>	<p>SIF bid successful in securing funds to deliver against identified priorities.</p> <p>Key output of bid to be sector growth and the international recognition of the LCR as music industry hub. This will be reflected by increases in GVA, employment, investment and inward investment into the LCR.</p>	

<p>2 Establish website as central source of information and open source information hub for venues and promoters</p>	<p>Music Office with support of LCR Music Board</p>	<p>Completed by end of 2nd quarter 2020</p>	<p>Website established and being used. Site recognised as 'go to' resource by sector.</p>	
<p>3 Secure agreement for a funded independent Liverpool City Region Music Office to provide the following</p> <ul style="list-style-type: none"> a. Create central hub of information b. Up to date mapping and information on the sector including <ul style="list-style-type: none"> i. Businesses ii. Music education provision iii. Facilities – studios, venues etc. c. Sector support and training 	<p>K McManus responsible for bid delivery/securing of funding agreement.</p> <p>a) and b) Music Office</p> <p>c. Music Office working with delivery partners</p>	<p>Music Office will begin operating immediately on signing of funding agreement. It will be fully operational within three months of this with two f/t staff and delivering against priorities as set out.</p>	<p>Office up and running and acting as single point of contact for the sector.</p> <p>One job secured, and one new job created.</p> <p>b) Up to date and accurate sector intelligence informing ongoing delivery, future priorities and the mapping of sector growth.</p>	

<p>d)Single point of contact for external companies looking to invest in or engage music industry in the city region</p> <p>e) Promotion of Liverpool to the national and international music industry as a music city</p> <p>f) delivery of the strategy</p> <p>g) Establish risk investment fund for sector development</p>	<p>d. Music Office</p> <p>e. Music Office/Music Board and Marketing Liverpool (across LCR)</p> <p>f</p> <p>f)Music Office/Board</p> <p>g)Music Office/Board</p>			
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<p>h) Establish networking structures for the sector</p> <ul style="list-style-type: none"> a. Quarterly meeting for leaders of key industry organisations b. networking for music educators in the LCR to share good practice and develop collaborations c. Build relationships and clarification of roles with Beatles Legacy Group and Beatles industry Group plus other related stakeholders d. Meet with Marketing Liverpool to discuss strategy to market 	<p>Music Office with support of LCR Music Board</p>	<p>All networks and sector relationships should be operational by the end of Quarter 2 of 2020 at the latest.</p>	<p>l]a)Industry Leaders network established. b)Music educators network established.</p>	

<p>Liverpool as a world music city</p>			<p>d)Clearly defined strategy and action plan on how to market Liverpool as a world music city with identified budgets, resources and understanding of organisational responsibilities in delivery. Establish clear strategy and plan on how to use the UNESCO City of Music strategy.</p>	
<p>5 Advocate for the robust adoption of the Agent of Change principle across the whole of the city region</p>	<p>S Lovell/K McManus</p>	<p>By end of Quarter 2 2020</p>	<p>A shared approach across all the LCR Local Authorities to the protection of venues by a rigorous but fair adoption of the Agent of</p>	

			Change principle.	
<p>6.Engage local authorities in discussion on</p> <p>e. Endorsement of the Strategic Plan</p> <p>f. Supporting locally generated festivals and events through waiver of road closure and infrastructure costs</p> <p>g. The role of Local authorities as enabler and supporter</p>	Music Office with support of Music Board and CA.	Begin immediately and ensure open dialogue is maintained on an ongoing basis.	Music sector strategic plan endorsed by all local authorities and use this to leverage further appropriate support to the benefit of the sector.	.

LONGER TERM AIMS

Over the next 4 years we will also be developing a longer term plan to deal with a number of key aims. In 12 months we will have a clear action plan and timeframe as to how we will deal with agreed priorities including:

Ensuring that every child in the LCR has a chance to learn an instrument

Establishing effective careers support for the music sector

Identifying community hubs across the LCR to provide local support for talent development