



GLASGOW CITY OF MUSIC
A UNESCO CREATIVE CITY

2011-2012 REPORT



a UNESCO Creative City

WHAT IS GLASGOW CITY OF MUSIC?

Glasgow UNESCO City of Music (GUCoM) turns membership of UNESCO's Creative Cities Network and the title of UNESCO City of Music into tangible benefits for music in Glasgow.

A leading partner, working with like-minded organizations and individuals across the city, the country and the world to champion Glasgow's music.

The best source of information about Glasgow's music: online, we offer the most comprehensive and regularly updated listings of Glasgow's 130+ events each week and hold the most comprehensive and current directory of Glasgow music.

A creator of opportunities: whether it is making it possible for young pianists to hear Alfred Brendel

talk about musical interpretation, arranging an artistic exchange to another CCN City, or linking artists and platforms across the city.

A connector and networker, putting people in touch, finding the connections, creating opportunities to work together.

A platform for Glasgow music – not just one band, one sector or genre. The title belongs to all Glasgow's music. Music City Radio, our online radio station plays Glasgow music 24/7: an international platform – and any Glasgow musician may upload their music.

Great Value! Of its entire cash income, GUCoM spends less than 17% on administration: everything else goes on delivering for music.

SOMETHING TO SHOUT ABOUT

Over 116,000 page views by visitors from 122 different countries on the website www.glasgowcityofmusic.com.

Over 8000 Glasgow songs available on MUSIC CITY RADIO (Over 100 new tracks are added per month)

Over 462,000 post views on the facebook page

Fan base of over 1,329 people (growing daily) from 19 different countries

More than 2500 people attended 86 lyrics-inspired events across Glasgow and Edinburgh as part of Let's Get Lyrical. Bespoke website received over 134,000 page views and 30,000 visits during February 2011 alone.

The first ever directory of music in Glasgow completed and ready to go live in May 2012.

12 partners came together to create UNESCO Family Days including BBC SSO, RSNO, the SCO, Children's Classic Concerts, NYCOS, Glasgow Life, Music Lab, Music at the Brewhouse, Craig Armstrong, Jim Buchanan, Hear Glasgow!, Edinburgh University. 2,500 attended to experience 7 newly commissioned projects and installations.

Major international figures, Alfred Brendel and Geoff Ellis gave their time to inspire young performers at our INSPIRING ENCOUNTERS.

The first Glasgow Commission begins: one of the world's leading sound artists, Bill Fontana will transform the Finnieston Crane into a musical instrument in Spring 2013.

WHO RUNS IT?

DIRECTION

Svend Brown, Director

Katie Duffy, Project Manager

Hannah McCloy, Administrator

GUCoM is a registered charity and a limited company.

Glasgow UNESCO City of Music is registered in Scotland No SC353890 with its registered office at 20 Trongate, Glasgow G1 5ES.

Glasgow UNESCO City of Music is a company limited by guarantee and is registered as a charity (No SC040222) with the Office of the Scottish Charity Regulator.

BOARD OF TRUSTEES

Colin McClatchie, Chair (to March 2012)

Peter Lawson, Chair (from March 2012)

Archie Hunter

Bridget McConnell

John Wallace

Raymond Williamson

Clr Robert Winter

Lord Provost of Glasgow



ALBA | CHRUTHACHAIL



WHO SUPPORTS IT?

The work of Glasgow UNESCO City of Music is supported by grants from The City of Glasgow and Creative Scotland. It is grateful for in-kind support by Glasgow Life including financial management, marketing, access to venues and production, databases, joint working and inclusion in planning and strategic thinking of Glasgow's long term arts provision. It raises funds to meet its project budgets from a variety of sources, including Trusts and Foundations, private donations and ticket sales.

CONSULTATIVE GROUP

GUCoM invited major figures from across the music world in Glasgow to meet twice per year to review the organisation's activities, comment and offer guidance to GUCoM and to help create further opportunities for development and partnership. We are especially proud and delighted that such an eclectic mix of senior figures has agreed to commit to this group: we believe it is a forum unique in Scotland.

Tam Coyle	Scottish Music Industry Association
Mick Elliott	Royal Scottish National Orchestra
Geoff Ellis	DF Concerts
Stewart Henderson	Scottish Music Industry Association
Donald MacLeod	CPL Entertainment Group
Roy McEwan	Scottish Chamber Orchestra
Jill Miller	Glasgow Life
Helen Munro	BBC Scotland
Emma Pollock	Chemikal Underground
Alex Reedijk	Scottish Opera
Gavin Reid	BBC Scottish Symphony Orchestra
Neil Robertson	Glasgow Education Services
Jill Rodger	Glasgow International Jazz Festival
Donald Shaw	Celtic Connections
Bill Sweeney	University of Glasgow
Julie Tait	Culture Sparks
Scott Taylor	Glasgow City Marketing Bureau
Stuart Thomas	Scottish Music Industry Association
John Wallace	Royal Conservatoire of Scotland
Mutley	SWG3

WHAT DOES IT DO?

GUCOM'S AIMS ARE -

ICONIC - the title is an accolade which we share and promote on behalf of Glasgow as a highly visible symbol of the excellence, excitement and pride the city takes in its music, past and present.

KNOWLEDGEABLE - we build detailed knowledge of Glasgow's music to become the primary trusted source of information and advice to all interested parties

ACCESSIBLE - we seize every opportunity to increase participation and access to music in Glasgow

SUPPORTIVE - we assist those active in Glasgow's music through partnership, championing, knowledge and advice

REPRESENTATIVE - we are deeply embedded in the community of Glasgow's music and become ever more representative of the music community

PROMOTIONAL - we seize every chance to promote Glasgow music past and present, prioritising events, actions and projects with the power to inspire and celebrate Glasgow's music

UNIQUE - we work with organisations active in Glasgow's music to avoid duplication of effort

These aims influence everything we do: the day-do-day activities that matter so much and the special projects that offer richness and diversity.

CORE ACTIVITIES

INFORMATION INFORMATION INFORMATION

We gather it, check it, analyse and make it available.

In 2011/12 we partnered the Scottish Music Centre to create a comprehensive 'directory' of Glasgow music running to some 2,500 records - all individually checked for currency and accuracy. Before we did it, there was no single, authoritative, reliable, current and accessible point of information and knowledge about Glasgow music. Now there is. Very few cities have it, and by May 2012 it will be available in easily searchable form on our website, and people can add their own details to it via the website.

Keeping data 'clean' is the hardest, most labour intensive thing to achieve, but we commit to updating and checking our databases annually. This process drives many aspects

of our work: we learn more about Glasgow's music through it, so it influences our strategic thinking and allows us to clarify future priorities as well as opportunities to exploit the data in online applications, analysis, promotional messaging and much more.

Anyone can benefit from this information and reach us by phone, in person, by mail/email or online via the website and facebook pages. The office handles an average of around 30 enquiries per week from individuals and organizations, ranging from media enquiries to general enquiries. Response time for such enquiries is less than 3 days.

Satisfied customers in 2011 included...

**AEG LIVE · ALLIANCE FRANÇAIS · ARIKA · BEARSDEN CHOIR · BLACKFRIARS · BREL · BRITANNIA
PANOPTICON · CAFÉ COSSACHOK · CCA · CITY OF GLASGOW CHORUS · COMMON WHEEL · CREATIVE
INDUSTRIES PROJECT COLOMBIA · DERRY CITY OF CULTURE 2013 · DF CONCERTS · ELBA STUDIOS
· ELECTRIC VOICE THEATRE · FENYO MUSIC MAKERS · GAELIC ARTS DEVELOPMENT · GI FESTIVAL ·
GLASGOW ARTS & HEALTH NETWORK · GLASGOW CHAMBER CHOIR · GLASGOW CHAMBER ORCHESTRA
· GLASGOW FILM THEATRE · GLASGOW GOSPEL CHOIR · GLASGOW HERALD · GLASGOW LIFE · GLASGOW
MUSIC AND FILM FESTIVAL · GLASGOW ROYAL CONCERT HALLS · GLASGOW UNIVERSITY · GLASGOW
WEST END COMMUNITY CHOIR · GLASGOW YOUNG SCOT · GRAFITI ENTERTAINMENT NEW ZEALAND ·
GREEN DOOR STUDIO · HAZY RECOLLECTIONS · HEAR GLASGOW! · HEBRIDES ENSEMBLE · HERIOT WATT
· INNER EAR · IRON-OXIDE · ISLAND RECORDS · LATITUDE SYMPHONY · LES SIRENES FEMALE CHAMBER
CHOIR · MERCHANT CITY FESTIVAL · MUSIC & WELLBEING CONFERENCE · MUSIC FOR YOUTH · NATIONAL
PIPING CENTRE · NEW HORIZON MEDIA · NEW RHYTHMS FOR GLASGOW · NICE N SLEAZY'S · NO MEAN
CITY FESTIVAL · NYCOS · NYOS · O2 ACADEMY GROUP (AMG) · ORAN MOR · PLATFORM · RAF BAND ·
ROYAL CONSERVATOIRE OF SCOTLAND · RSNO · SCOTTISH MUSIC CENTRE · SCOTTISH MUSIC INDUSTRY
ASSOCIATION · SCOTTISH OPERA · SCOTTISH WRITING CENTRE · SIKORSKI POLISH CLUB · SOUND LAB
· THE ARCHES · TOMMY SMITH YOUTH JAZZ ORCHESTRA · TURKISH MUSICIAN - ILHAN BARUTCU ·
UNIVERSITY OF STRATHCLYDE · UP NEXT STUDIO · VOX POPULUS · WEST END FESTIVAL ·**

NETWORKS & PARTNERSHIPS

GUCoM takes a leading entrepreneurial approach to networks and partnerships locally, nationally and internationally.

HOW WE WORK IN GLASGOW

Through working with City agencies and offices, GUCoM raises the profile of music in civic and citywide initiatives.

Through its consultative group GUCoM is in touch with Glasgow's music world at the most senior levels in all kinds of music.

Hear Glasgow! plugs GUCoM into Glasgow's Youth Music networks of deeply committed musical champions, professional and amateur, young and old.

Specific events and projects help GUCoM nurture networks with strong meaning and purpose: like UNESCO Family Days partnering organisations that create work for young people and families.

HOW WE WORK NATIONALLY

The musical capital of Scotland, Glasgow has more musicians, performances, venues, students... more of all things musical than any other city in Scotland. As such GUCoM plays a national as well as a local role.

The facebook page and website serve music and musicians throughout the nation.

Many of our networks link us to organizations and individuals based outside of Glasgow, and we also participate in networks in other parts of Scotland.

With sister UNESCO City Edinburgh, GUCoM creates opportunities for joint promotion, commissioning and project development. The single largest example to date is Let's Get Lyrical (see page 16)

HOW WE WORK INTERNATIONALLY

The Creative Cities Network (CCN) has 30 members across the world. It creates opportunities to share practice and information, and to drive new initiatives to create opportunities for artists. With sister UNESCO City Edinburgh, GUCoM works within the CCN, UNESCO UK and UNESCO Scotland to influence thinking and planning.

The UNESCO sub-network of music cities currently includes Bologna, Gent, Seville and Glasgow and our first non-European city: Bogota in Colombia. We undertake projects like artist exchanges, knowledge sharing, student exchanges. Though it is early days, under discussion are online projects using open data; residencies and co-commissions.

GUCoM's primary work with the UNESCO network is focused on positioning Glasgow well to influence the networks as a whole and in building good links with those countries that also belong to the Commonwealth and in putting the usefulness of the network to advantage in our plans for 2014.

In addition to the CCN, GUCoM also works with Glasgow City Council's International Office and connects with the city's twin cities, and other networks such as EURO CITIES, and Si Tous Les Ports du Monde of which Glasgow is a member.

PROMOTION

WEBSITE

RECENT ACTIVITY

Glasgow UNESCO City of Music launched version 1 of its website in November 2010 and to date there have been over 116,000 page views by visitors from 122 different countries. What they see is...

FULL CURRENT LISTINGS

All you can find in The List plus all the events Glasgow musicians upload directly onto our website. This rarely falls below 130 events per week and is regularly much higher. Links to venues and box offices make getting to the gig all the easier.

www.glasgowcityofmusic.com

MUSIC CITY RADIO

Playing Glasgow music 24/7, the radio player has over 8,000 songs available. In addition to bespoke playlists and event related promotions, any Glasgow musician can upload their own tracks to this station. Over 100 new tracks are added per month, vetted and then aired in various playlists as appropriate. The listenership stands at approx. 3,000 people. Featured to date have been Record Labels including: Chemikal Underground, Soma, Numbers, LuckyMe, Buzz, Electric Honey, El Rancho, Solardisco...Organisations including NYOS, RSNO, NYCoS, Glasgow Music Studios, GlasgowMusic.co.uk, EntertainUs, Stow College, Radio Magnetic, Your Sound, King Tuts, DF Concerts...Glasgow festivals that have featured Glasgow bands, including West End Festival, Let's Get Lyrical, Stag and Dagger, Glasgow Jazz Festival, SxSW showcase

DIRECTORY

Since the website was launched in November 2010 version 1 of our directory has supplied information on 5627 Events, 300 Music Venues, 40 Choirs, 18 Recording Studios and 66 Music Organisations. It's interactive: people can upload their own details, which are checked and shared.

V2 goes online later this year – the first fully current and comprehensive directory of Glasgow music.

NEWS

Updated regularly, we have it covered.

SOCIAL MEDIA

Over 462,000 post views on the Facebook page Fan base of over 1,500 people (growing daily) – that gives us a potential audience of nearly half a million people.

Fans hail from 19 different countries and split 50:50 male:female. over 1,700 followers on Twitter.

CROSS-CUTTING PROMOTION

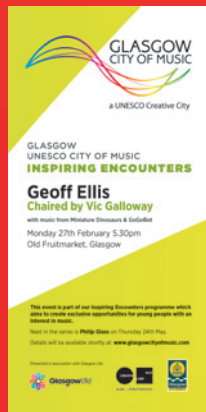
The title of **City of Music** belongs to all musicians in the city, so our own spending on promotions is mostly about reminding the city of what brilliant music it has and giving it every reason to be proud of it.

In 2011 we took our first step – an eye-grabbing, citywide poster campaign celebrating the fact that:

“EACH JANUARY PEOPLE SPEND MORE THAN £1M ON CONCERT TICKETS IN GLASGOW”

During the campaign we saw significant peaks in traffic on facebook and the website, and an increase in phone and email traffic. We are currently in development on Mark II.

HOW WE LOOK



“seeing how successful you can become from working in the industry at the ground level and working your way up is important and very “inspiring” for someone who is working hard to grow a business...” Grant McWhirter, YRock attendee at Geoff Ellis



“Alfred Brendel’s talk was one of the inspirational events of the year for me...”
Attendee at Alfred Brendel.



SPECIAL PROJECTS

GUCoM undertakes special projects to fulfil the aims of its strategic objectives. This gives us another way of investing in Glasgow music and keeps us connected with musicians across the board. These projects are diverse and result from partnerships, networks, and opportunities offered to GUCoM. They include ambitious commissioning and promotional and developmental projects

LET'S GET LYRICAL (Initiated February 2011, ongoing)

Scotland has a City of Literature and a City of Music – so we joined forces to create a celebration of song lyrics across both cities.

86 lyrics-inspired events across Glasgow and Edinburgh *[Target: 20 events]*

69 partner organisations
[Target: 30 Partners]

Attendance exceeded 2500 *[Target: 2000]*

Bespoke website received over 134,000 page views and 30,000 visits during February 2011 alone *[Target: 16,000]*

70 pieces of audio produced: Total number of audio downloads: 2553. Social media campaign followed by 1500 people *[Target: 1000]*.

More than 150 lyrical story contributions from members of the public and a further 69 celebrity entries *[Target: 100]*

Let's Get Lyrical has so much potential to develop further. The website is still live and attracts a healthy number of visitors. <http://letsgetlyrical.com/>. A sequel for 2013 is under discussion. The idea is also proving attractive to other UNESCO Cities who will stage their own version over the next two years.

UNESCO FAMILY MUSIC DAYS (Initiated September 2011, ongoing)

Scotland is a world leader when it comes to creating new musical work for young and family audiences. People don't shout about it enough so we created a showcase for it – we offered partners free access to Glasgow Life venues, free production support, marketing and PR. Most events were free. The idea is to thrill audiences, raise profile, build press interest and make the case for more investment.

The first UNESCO Family Days took place on 24/25 September 2011.

12 partners including BBC SSO, RSNO, the SCO, Children's Classic Concerts, NYCoS, Glasgow Life, Music Lab, Music at the Brewhouse, Craig Armstrong, Jim Buchanan, Hear Glasgow!, Edinburgh University presented work including 7 newly commissioned projects and installations.

Intentionally targeted at the widest age group (toddler – 21) it attracted exceptionally high attendance in the region of 2,500 *[Target: 1,000]*

GUCoM is currently developing plans for a second Family Day in September 2012 on the theme of Oceans. In addition to the partners listed it is in discussion with the Glasgow Science Centre and BBC Worldwide.

GUCoM's long term plan is to build support for this work within Glasgow and Scotland and gradually increase the number of such events per year. Through this vehicle it hopes to co-commission excellent, high profile and innovative musical work for young audiences. Subsequently it will use the Creative Cities Network to expand its work in this area internationally through partner festivals/organizations among the sister cities. To date there is interest from Gent, Bologna, Reykjavik and Dublin.

INSPIRING ENCOUNTERS

Our Inspiring Encounters series gives young people access to inspiring figures in the music world through Q&A sessions. In 2011/12 these will include Philip Glass, Alfred Brendel and Geoff Ellis; Steve Reich has agreed to one in March 2013. These sessions are free to young musicians, advertised and promoted mostly through social media.

November 2011: Legendary pianist, **Sir Alfred Brendel** spoke about his interpretation, methods and techniques to an audience of around 450 including more than 50 young performers from the RCS.

February 2012: **Geoff Ellis**, CEO of DF Concerts spoke about his career in music in an event timed to link with the launch of T in the Park 2012. 300 tickets went for this event, which also showcased two excellent young Glasgow bands, Miniature Dinosaurs and GoBoBot.

May 2012: **Philip Glass**: one of the most famous musicians in the world talks about his varied career in experimental, film, commercial and classical music to inspire young composers and performers.

May 2012: In partnership with EMS's Chamber Music conference, **David Harrington**, leader of Kronos Quartet, discusses the ways in which he has reshaped our understanding of what it means to be a string quartet.

GLASGOW COMMISSIONS *(Initiated September 2011, ongoing)*

GUCoM has an important responsibility to tell the world about Glasgow and its musical heritage. It achieves this primarily through its website, research and networking activities.

Taking a lateral view, it has also embarked on a project to bring major international artists to the city to create work that is inextricably linked to the city. It then asks those artists to engage with musicians in the city during the creative process and find ways to share experience, inspiration and knowledge. Once the work is created it will carry the Glasgow name wherever it goes.

The first Glasgow Commission is underway – with support from Creative Scotland and AECOM – and will see Bill Fontana create music out of one of the iconic structures in the city: the Finnieston Crane. He will also work with young sound artists in Glasgow to inspire them to create parallel work.

MUSIC IMPOSSIBLE *(Initiated September 2011, ongoing)*

Interactive, accessible, fun and musical! Developed with Edinburgh University's music technology course students, it takes inspiration from Tom Cruise's blockbuster films. It looks like a high tech laser beam security system: laser beams criss-cross a path. When you break a beam, you start making music: each beam is linked to bank of sounds. These can be tailored to any purpose – from hip-hop samples to comedy sound effects. Accessible to all ages, levels of mobility and experience with music.

MI has complete Stage 1 and it was test-driven by around 1000 people at Glasgow's City Halls in September.

We are now in Stage 2 – to refine the tool in response to audience feedback and also to make it affordable, portable and easy to install in any community centre, nursery or day-care centre.

GUCoM's long term plan is to demonstrate that this tool will offer an attractive and entertaining means for people of any age or musical ability to create their own performances. It can equally well be treated as a game or a sophisticated musical instrument – it also has obvious possibilities or development in a dance context.

HISTORY OF MUSIC IN GLASGOW *(Initiated January 2012, ongoing)*

SUMMARY: The story of music in Glasgow is fragmentary and dispersed: there is no single history of it, and although there are some good individual books and websites that reflect on it, the rich heritage remains largely obscure.

GUCoM has a responsibility to tell this story and make it heard. We intend to use the full range of our resources to achieve this: Discussion is underway with Kate Molleson to write a first volume, a personal and accessible history of music in the city, linked to specific buildings, individuals and events.

Complementing this book idea, discussion is underway with Nordoff Robbins to create a sequence of oral history / reminiscence / engagement

project around their Blue Plaques project. In the first stages this will celebrate landmarks in Glasgow's rock and roll history through blue plaques on buildings. We will work with them to diversify the interest group. We will also launch a series of reminiscence projects online and in Glasgow to bring together the stories and memories people have of the venues and the musicians that played there. This will be linked to interviews with the musicians themselves and actual footage to create a genuinely popular story of music in Glasgow.

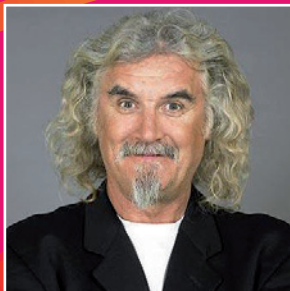
Material from these projects will then be assessed with a view to creating a Blue Plaque walking tour as part of a GUCoM App.

AMBASSADORS *(Initiated 2009, ongoing)*

GUCoM's Ambassador project exists to acknowledge musical excellence in Glasgow. There are currently four ambassadors working across classical, film, rock and traditional music (Stéphane Denève, Craig Armstrong, Billy Connolly and Alex Kapranos); two new ambassadors will be announced in Spring 2012.

The role of the Ambassadors varies depending on the interests, strengths and ambitions of the individual. We ask them to be spokes-people on occasion and work with them on projects in with GUCoM's strategic objectives.

In September 2011, GUCoM commissioned a new work from Craig Armstrong for Music and Video, which he performed live in the Old Fruitmarket. Armstrong's global reputation in film music, and his commitment to working with young composers in Glasgow, makes him a valuable and charismatic figure to inspire young musicians in the City.



Above: Billy Connolly, below: Alex Kapranos



INTO THE FUTURE

GUCOM'S work grows incrementally and the core of what we do is ongoing promotion, research, partnership and advocacy. It may be hard to see but it makes a deep and valuable impact. In 2013 we plan for growth in all of these areas, further development of the website and preliminary development of an App for Glasgow's music. Special projects include:

UNESCO FAMILY FUN DAYS:

Music activities for family audiences at Glasgow Royal Concert Hall. The theme is oceans. The date is 22 September 2012 from 10:30 am

HEADING TOWARDS THE

COMMONWEALTH GAMES: we'll be working with partners of many kinds to put music centre stage at the cultural celebrations in 2014

INSPIRING ENCOUNTER:

STEVE REICH. There is no bigger name in contemporary music. Now, at 75 Reich may be a grand old man, but he is certainly not slowing down or losing any of inspiring edge. The date is 10 March 2013

GLASGOW COMMISSION:

after nearly two years of planning development and production, we will unveil the first Glasgow Commission by Bill Fontana inspired by the Finnieston Crane and the city's industrial heritage. Spring 2013.

