

Live Music Forum Meeting
Tuesday 5 October at 2.30 pm at DCMS, 2-4 Cockspur Street, London
Note of Meeting

Attendees

Chair

Feargal Sharkey

Members

Dr Martin Rawlings	British Beer and Pub Association
Alan James	Arts Council England
Mark Ringwood	Modal
Alison Tickell	Community Music
Jim Mawdsley	Generator North East
Adrian Crookes	Performing Right Society (in place of Chris Taylor)
David Francis	Performing Right Society Foundation
John Smith	Musicians' Union
Angela Overington	Department for Education and Skills
Katherine Smith	Local Authorities Co-ordinators of Regulatory Services
Deborah Clarke	Action with Communities in Rural England
Robin Osterley	National Music Council
Natasha Hale	Welsh Music Foundation
Victoria Todd	National Campaign for the Arts
Claire Whitaker	Serious
Pete Jenner	Sincere Management
Andy Parfitt	BBC Radio 1 (Item 2 only)

DCMS

Mark Ferrero	Creative Industries Division, DCMS
Paul Alsey	Music Branch, DCMS
Jason De Bono	Licensing Communication Strategy Team, DCMS
Lucy Blackburn	Licensing Communication Strategy Team, DCMS
Gary Mundy	Analytical Services Division, DCMS (Item 7 Only)
Philippa Staff	Arts Division, DCMS
Kate Pike	Press Office, DCMS
Suzi Daley	Music Branch, DCMS
Stephen Navin	Music Industry Adviser, DCMS
Andy Thomas	Music Branch, DCMS
Hannah Davis	Music Branch, DCMS

Apologies

Chris Taylor	Performing Right Society
Martin Hopewell	Primary Talent International
Stephen Godsall	Local Government Association (Bournemouth)
Keith Crawshaw	Local Government Association (Sheffield)

Agenda Item 1: Minutes of Last Meeting

Agreed.

Update on Item 5 from July' agenda

The Chair updated Forum members on the latest developments on the Music Industries Association's rehearsal space pilots in Swansea and Camberwell. These are both currently on track, with possible venues having been identified in both areas and all partners working together.

Agenda Item 2: Presentation from Andy Parfitt, Controller at BBC Radio 1 on how the BBC can assist in specific areas of the Forum's work

Andy Parfitt, Controller of BBC Radio 1, outlined his experience of live music, Radio 1's support and enthusiasm for the work of the LMF, and its commitment to the development of live music generally. He outlined some of the key live music events broadcast and supported by Radio 1, and the particular importance placed on targeting audiences and identifying trends and tastes within the usually bracketed age groups. He cited the specific example of the research carried out for Radio 1 on the music interests of the 15-25 age group. There followed a discussion on how Radio 1 and the LMF could work together on promoting live music and developing new talent, including the potential for specific projects. The following issues were discussed:

- The possibility of rolling out the joint Radio 1 /Generator project on identifying new and unusual venues in the North East.
- Potential for BBC/Radio 1 involvement in the joint Community Music Youth Music and Creative Partnerships project around new technology .
- BBC support for the idea of Live Music Champions.
- The inclusion of details on the Live Music Forum's work and other live music issues on BBC's One Music website e.g Musicians' Union information on Pay to Play.
- To make further links between Radio1 and grass roots promoters
- The BBC's role in developing new talent

Agenda Item 3: Report back from Sub Group Chairs on progress where applicable

No reports were available from the Sub Groups as members had been concentrating on monitoring the draft licensing policy statements.

Agenda Item 4: Feedback from members on the monitoring of draft licensing policy statements

The Chair said that the proposed letter from him to Chief Executives had been circulated to members. It was agreed that the letter could be issued, subject to any further comments from Mark Du Val. The Chair confirmed that Ken Livingstone had expressed his willingness to assist the Forum with the promotion of live music.

Following some discussion, it was agreed that LAs should be encouraged to monitor the take up of the live music option on each premises application.

Action: **Angela Overington and Stephen Godsall** to report back on developments with the Live Music Champions initiative at the next meeting.

Action: The Sub Group on Licensing Authorities Guidance to look at ways to assist Licensing Authorities to monitor the take-up of the live music opportunities rehearsed in their policy statements.

Agenda Item 5: Feedback from Chair on the 'In the City' music convention

The Chair reported a positive outcome from the debate on the Licensing Act and live music in which he was a panellist.

Agenda Item 6: Future work of the Forum

Members discussed various topics for the future work of the Forum . These included:

- The need to consider how to convey the importance of live music to organisations outside the obvious music sector.
- How live music can be used to promote the four licensing objectives.
- The possibility of a 'Big Music Week' in schools.
- Ways to develop venues, including non-licensed premises, by looking at the scope for rolling out existing projects.
- More partnership working with the BBC.
- Looking at issues around non-rock and pop genres
- Further ways to engage LAs with the live music agenda e.g the introduction of a ' star rating ' or award scheme for which individual LAs might apply.

Action: **Members** to write to **Feargal** with ideas for what should be included in the future work of the Forum.

Agenda Item 7: Research

Pete Jenner asked the Forum to consider the Hub's research proposal on how to communicate the benefits of live music to local authorities and other community stakeholders following the Licensing Act (proposal circulated at meeting). The Forum agreed that the proposal was interesting, and that this type of research might prove useful in the future. However it needed to consider a range of possible research topics before deciding on its priorities. In this context it was agreed that the Forum should focus initially on the outcomes of MORI's research.

The Chair also asked Members to note that: (i) DCMS and the Live Music Forum currently had no funds for research; and (ii) that any proposal funded by DCMS would need to be the subject of a competitive tendering exercise. He emphasized that the individual organisations represented on the Forum were of course free to carry out their own research studies and present the results to the Forum. But such studies should not be carried out in the Forum's name or be represented as endorsed by the Forum.

Gary Mundy reported that the full MORI report would be published on the DCMS's website on Friday 8 October.

Action: **Sub Group (Jim Mawdsley, John Smith, Katherine Smith, Peter Jenner, Alan James, Alison Tickell)** to clarify priorities for research by January meeting.

Agenda Item 7: Any Other Business

Live Music Reception

The Chair reported that there would be a Live Music Reception at Portcullis House on 13 October, and that all members had been sent invitations.

DCMS Licensing Newsletter

The Licensing Team mentioned that a DCMS Licensing Newsletter had been circulated; anyone who had not received this was asked to notify the Secretariat.

Date of Next Meeting

11 January 2.30pm at DCMS