

**Department for Culture Media and Sport (DCMS)
Music Exports Group
At UKTI 23 October 2007**

Attendees

Chair

Doug D'Arcy - Songlines

Guests

Crispin Parry, London Underground
Doug D'Arcy – Songlines
Gary McClarnon - MMF
Atholl Swainston-Harrison –IAMA
John Cumming – Serious
Joe Paice – Jazz Services
Joshua Meggitt – PRSF
Matt Glover – BPI
Iain Bennett – North West Development Agency
Alison Wenhan – AIM
Max Bloom – Concept
Peter Filleul – Association of Professional Recording Services
Ben Jones – Musicians Union
Nicci Butchart – MCPS/PRS

Government Representatives

Paul Aisey – DCMS
Miranda Lam – DCMS
Andy Thomas – DCMS
Matt Mee – DCMS
Phil Patterson – UKTI
Gillian Baker – UKTI
Philippa McEvoy - UKTI
Emma Hill – London UKTI

Apologies

Cathy Graham – British Council
Neil Berry – LDA
Alan Searle, South East RDA
Mark Pemberton - Association of British Orchestras
Peter Jenner – Sincere Management
Ameena McConnell – Creative Fruits

1. Creative Industries Marketing Strategy

Gillian Baker outlined the UKTI's Creative Industries Marketing Strategy which aims actively to promote the UK Creative Industries and to reposition the UK on the global stage over the next 5 years, coinciding with the run up to the 2012 Olympic Games. The strategy aims to promote the UK overseas as well as to help provide a more joined up approach and consistent messages across Government partners.

The Strategy board, chaired by John Sorrell, includes representatives from cultural and creative industries, regions, and across relevant Government Departments. The first meeting of the Board, which include both from the BPI and Doug D'Arcy, was held on 24 September. **The Chair** said that unfortunately he had had to send his apologies, but hoped to make future meetings.

To inform the Strategy the following three workshops are being held:

Developing Overarching Messages - 20 November

Cluster/added value i. Process - 21 November
ii. Product - 22 November

Finance Strategy - 26 November

Invitations to these workshops will be sent out in the coming weeks and they will be facilitated by the consultancy firm CIRCUS. **The Chair** said he will be attending the Developing Overarching Messages workshop and suggested members put forward names of marketing people who might attend the workshops. It was agreed that although the Product Workshop would be the most relevant for the music industry, there would also be some interest in the process workshop.

It was agreed that MEG would act as an agent for the Strategy and to ensure the right industry partners were involved at key stages.

The Chair said there still needed to be more clarity on the roles of the Marketing Board and Creative Export Group (CEG). **Secretariat** explained that this should become clearer following the CEG on 8/11.

It was agreed that it would be crucial to have buy in from partners like Arts Council, British Council and the RDAs who should see the benefit of having a cohesive message.

Action: Members to let Chair know of suitable marketing people to attend workshops.

Action: Doug D'Arcy to attend the overarching messages workshop.

Action: Members to meet before Christmas to discuss messaging.

2. United States

i. Strategy Group

The Chair said that the group had not met recently and needed to be re-launched. **Crispin Parry** said he could not give the time needed to be an effective Chair but was keen to remain on the Group.

Members then discussed the possible make up of the new group and a possible Chair. It was recommended that the group should be chaired by an experienced international director,

possibly someone from Beggars Banquet. The following names from MEG were agreed as members: Phil Patterson, Gary Mclarnan, Crispin Parry, Neil Berry (LDA), Alison Donald (publisher).

It was agreed that to make the group successful, they needed to have clear objectives as to how they could make an impact. As a starting point they would revisit the US Strategy document and try and pick out some quick wins, such as building on the success of the Starbucks initiative (see below).

It was agreed that the group needed to focus on more than just the recording side of the industry such as live music and synchronisation.

Action: Chair to arrange first meeting.

ii. Starbucks

Phil Patterson reported that the retro compilation album was launched in June in Starbuck stores. The launch of another album in March/April was experiencing some difficulty with clearing tracks but should be in stores soon. It was agreed that the US Strategy group should look for similar opportunities in the States.

iii. Synchronisation

The group discussed the success of the synchronisation event in Los Angeles. It was agreed that it was crucial to look at avenues such as synchronisation as a way of entering the US market and not just relying on record sales. It was suggested that publishers should be encouraged to attend US Strategy meetings.

3. British Music Abroad Scheme

Joshua Meggit provided the group with an update of the British Music Abroad Scheme, which offers financial support to emerging UK acts that have been selected for key overseas showcase opportunities.

ACE had originally funded the scheme with matched funding from UKTI. This had been a first year pilot and PRSF were looking for more partners to build on the success, for example at the RDAs. There had been a good response to the showcases to date.

Joshua explained how bands could apply to take part in the scheme and also how they were keen to ensure the fullest range of genres were included in the list of applicable showcase events.

South by South West was one of the main events the scheme supported and he gave some examples of bands that could not have attended without the support.

4. Regional Work

Emma Hill, the first designated music advisor for UKTI, gave an overview of the role of an International Trade Advisor. One of their roles was to give advice under the Passport to Export scheme, mentoring businesses that are new to exporting, and helping them to maximise their opportunities.

Iain Bennett said that RDAs were currently assessing the impact of the BERR's "**Initial response to the consultation on simplifying business support to accompany the pre-budget report**" which lists the business products funded by HMG.

Iain also informed the group that the RDAs have a network meeting every six weeks and

encouraged MEG to feed any issues through that network. It was agreed that the LDA, as lead RDA for the creative industries should have a co-ordination role feeding back and forth between RDA.

Action: Chair to nominate a representative to go to the next RDA network meeting

Action: Chair to meet Neil Berry to discuss how best to make links between MEG and RDAs.

5. India and China – new opportunities

Phil Patterson updated the group on the latest projects to help UK artists break into the Chinese and Indian markets.

It was agreed that the best way for acts to break into the Chinese market was through live music. He said that there was clearly a demand for UK acts and with festivals such as the Beijing Pop festival attracting large crowds, live music was a much more viable option for UK artists and labels than licensing.

He said that relationships with China were continuing to grow with a number of Chinese delegates attending MIDEM and London Calling. These links needed to be used and strengthened. There is also a strong link through programmes such as the Cultural Olympiad and Capital of Culture. Members also thought it was important that Visit Britain were active in these territories.

Members agreed with Phil's summary that India was similar to China in that the live music scene is the best avenue in for UK artists. With there being 35 colleges in Delhi alone, the opportunity to put on performances in front of 400-500 people is vast he said.

There was also mention of a project called 'Creative Capital - World Cities'. This helps the UK's Creative Industries to identify and harness business opportunities in India and China. The project is led by Tayyeb Shah, Business Development Manager, at King's College London.

The Chair also thought there needed to be more clarity on how ACE focused on their international work, especially in India and China.

Action: Chair to meet Tayyeb Shah on behalf of the MEG

Action: Secretariat to provide Chair with name of ACE's International Director

6. The yearly progress report and year ahead

The Chair said that he would be preparing a document which would incorporate the following themes and would need feedback from the MEG.

- i. The progress of the MEG
- ii. How the MEG could be more productive
- iii. Clarity and agreement within MEG on what the group can accomplish

Action: Chair to draft MEG progress report and forward look

Action: Secretariat to provide MEG with questionnaire to inform Chair's report



8. AOB

There was concern from members about the suspension of the TAP Scheme.