

**Department for Culture Media and Sport (DCMS)
Music Exports Group
At UKTI 1 March 2007**

Attendees

Chair

Doug D'Arcy - Songlines

Guests

Matt Glover - BPI

Steve Redmond – BPI

Nici Butchart - MCPS-PRS

John Cumming - Serious

Janine Irons MBE - Dune Music

Kathy Dyson - Jazz Services

Paulette Long - Westbury Music

Crispin Parry - London Underground

Philip Butterworth - Arts Council England

Michael Clewley - Visit Britain

Ameena McConnell – Creative Fruits (Urban Music Sub Group)

Iain Bennett - NorthWest RDA

Government Representatives:

Andrew Thomas - DCMS

Marianne Siponmaa - DCMS

Gillian Baker – UK Trade and Investment (UKTI)

Philippa McEvoy - UKTI

Phil Patterson - UKTI Export Promoter

Martin Bond - DTI

Emma Hill - UKTI

Apologies

Alison Wenham – Association of Independent Music

Horace Trubridge- Musicians Union

Peter Jenner - Sincere Management

Graham Lambdon - Entertainment UK

Dominic McGonigal - Phonographic Performance Ltd

Geoff Muncey – Fabric

Leah Zakss – British Council (BC)

Henry Little – Arts Council England (ACE)

Cathy Graham – British Council (BC)

Christine Losecaat – Industry Adviser, UKTI/DCMS

Chris Garcia - South West RDA

Alan Searle - South East RDA

Lynn Morgan - East of England Development Agency

Kienda Hoji – University of Westminster

Mark Adamson - One NorthEast
Stuart M McFarlane - Yorkshire Forward
Wendy Wyatt - London Development Agency
Karen Buse - Mechanical Copyright Protection Society/Performing Rights Society
Peter Filleul - Association of Professional Recording Services
Sarah Garside - MCPS – PRS- Alliance
Susi O'Neill - Advantage West Midlands
Paul Aley - Department for Culture, Media and Sport

AGENDA

1. Introductions and new attendees

The meeting began with an introductory round up and a brief summary on the work of MEG by the Chair, who welcomed the new attendees.

2. Visit Britain

The Chair welcomed Michael Clewley from Visit Britain (VB). Michael gave an overview of VB's work and explained about their initiatives which might be of interest to MEG. VB had identified music as an important trigger for tourism and had recently developed a global campaign, 'England Rocks', which is a map of top destinations with rock and pop history and heritage. The map will be launched in March at South by Southwest in Austin, Texas. This is the first of many initiatives lined up to promote the map (since launched).

The Chair asked whether VB had conducted research into people's perceptions of the UK, but Michael said that apart from research done in 1998 for a previous rock and pop campaign there was nothing more recent. This was something that VB was looking into. The Chair said the lack of research on the economic impact of the music industry was also a concern for members of the MEG and this would be flagged up within DCMS's Creative Economy Programme.

It was agreed that there were a lot of natural synergies between MEG and VB and scope for new partnerships to be created. VB was already working with the BPI and British Music Week on 'England Rocks' and were keen to build on their relationships with other parts of the industry.

Michael was also encouraged to consider working closely alongside the British Council, especially in Japan where the demand for British products was very high.

Michael agreed to attend future MEGs and members welcomed his interest and enthusiasm for working with the music industry.

Action

Secretariat to provide VB with contacts of the MEG members and vice versa (since done).

3. Jazz Sector

The Chair explained that MEG was trying to broaden its representation. Following the recent Urban Music Sub Group meeting the representatives from the jazz sector had been invited to this meeting so that MEG could gain a better understanding of their export priorities, and to identify where industry and Government could help.

John Cumming gave an initial overview of the sector. He then gave an example of talent exchange within Europe through the European Jazz Network, and mentioned the types of support the sector gets in other European countries. All those from the jazz sector felt that the same level of support was not available in UK.

Kathy Dyson spoke about the 'French Jazz in New York' event in which the French Government had invested.

The Group heard that the co-ordination of the jazz sector was informal. Jazz Services were considered to be the main body but they did not amount to a forum.

It was felt that the jazz sector needed to be part of the 'bigger picture' and needed to break away from ghettoisation.

It was agreed that the sector should have representation at future MEG meetings. The Chair suggested the group might also hold a sub group meeting.

This led on to the Chair suggesting that the Urban Music Sub Group should meet again or agree ideas via e mail about what MEG could do to improve the sector's profile. He also suggested the group feeds into the CEP, especially the diversity strand.

Ameena said that an email had gone out to members asking whether there was a need for a second meeting and a dialogue was on- going between the key members.

Action

Jazz sector to hold a sub group meeting and then rotate attendance at MEG.

4. Priority territories and events for both established and developing markets

The Chair explained that there were both established and emerging markets and both needed a different approach.

Steve Redmond said that the BPI did not think it was worth investing resources into China and India at this stage, until a robust IP legislative framework had been developed.

The Chair said that it was important that MEG developed evidence of its export promotions and gathered examples of success stories.

The Group broadly agreed the following countries as their priority markets:

Developed: US, Japan, major trade shows in Europe.

Emerging: China, India

Martin Bond then outlined UKTI's plans to develop an international marketing strategy for the creative industries. It would cover five years and integrate trade development and inward investment. This work would also be fed in to the Creative Economy Programme green paper. UKTI would be consulting widely with industry people, including MEG, and was keen to receive views on what should be the priority sectors and country markets for Government support - to guide UKTI's future plans. Co-ordination with other agencies would also be a feature. Martin offered to send a summary of the strategy plan to members. Nici Butchard of the MCPS-PRS also mentioned that her organisation had a music industry economist and that she would ask them to feed into the CEP.

Iain Bennett also mentioned that the NWDA was building evidence on the impact RDA international support would have on both artists and the region. His RDA was working on providing evidence to support a possible 'seed fund' for live performance and exploring the technicalities of using RDA funds for this purpose.

Action

Martin Bond to provide members with details of the UKTI strategy mapping exercise.

Nici Butchard to ask MCPS-PRS economist to feed into the CEP.

5. US Strategy

Crispin said the US Strategy Group had now met twice to discuss the plan for a strategy. It had identified ten different themes within the strategy and Crispin agreed to circulate them to the MEG members. The Chair also invited anyone else around the table who might be interested in joining the Group to approach Crispin and make necessary arrangements.

Action: Crispin to provide Secretariat with list of the identified strategy themes for wider circulation.

6. IP/CEG template

There was a brief discussion about the purpose of the template. Gillian Baker explained that the form was designed to provide Ministers with briefing on IP issues when they go abroad. It was agreed that Steve Redmond would be liaising with PPL, BMR and BPI to complete the template for each priority territory.

Action: Steve Redmond to provide templates for the Secretariat.

7. Submission to Creative Economy Programme

Chair said that the Creative Export Group would be submitting a paper to the CEP.

The Chair also mentioned the recent LDA roundtable discussion on their investment fund. He said the LDA would be coming forward with ideas in near future.

8. MEG communication strategy

The Chair said MEG still needed to raise its profile with the broader industry, and thought it was worth re-emphasizing what MEG was all about. He said its main purposes were: communications/networking; facilitating co-ordination across industry and Govt; providing an opportunity for Govt and industry to agree on strategies: a Forum for sharing information; and finding consensus about what works

There were concerns from members that if MEG increased its focus with the media organisations represented on MEG would lose some of their profile, for example through press articles, where their funding had to led to the story eg SxSW.

It was agreed that if organisations were running press stories they would mention the involvement of MEG where appropriate.

Members agreed that even though their organisations and membership had different remits this shouldn't prevent them from working together.

MEG communication strategy will be continued to be discussed in the future meetings.

9. AOB

The Group discussed the need for a list of priority events. Crispin was mapping this out already but would want to evaluate it later on with the members. Some of the events mentioned were Midem, South by South West, Sonar and Womex. The Chair said that this could be an agenda item at the next MEG meeting.

Action:

To set 'priority events' as an agenda item for the next meeting.

Andy Thomas mentioned the Music Summit which was to be held on 19th March to inform CEP discussions.

Andy Thomas agreed to invite Ben Lane from the PRS Foundation to the next meeting to give an update on the ACE/PRS/UKTI showcase support scheme.