

APPENDIX D - Music Report Action Plan

Category	Description	Action Taken	Action Planned	Target completion date	Responsible officer
1 Finances	Plymouth's Grassroots Music Venues are in a fragile and perilous economic position. We recommend that Plymouth City Council considers providing temporary relief to the local Business Rates paid by these venues, with the purpose of creating a period in which they can stabilise their economic position, restructure, and engage fully with the opportunities within this report. Other levies that fall within the control of Plymouth City Council should be reviewed for their impact on the immediate viability of the local circuit.	31 music businesses have been engaged with to date comprising of 18 music venue businesses, 3 large scale venues and 9 additional spaces. These businesses have been directly spoken to and involved in the surveying and research for the Music Venue Trust report on grass roots music venues. Additional support and signposting has been given to those businesses who indicated problems and need for support via PCC Economic Development Team, Business Improvement District and Plymouth Culture.	Liaise with the Music Venue Trust nationally to proactively implement the business rate relief announced nationally for grassroots music venues	April 2020	PCC - Economic Development team
2 Planning	In consideration of the direct causes of local venue closures, Plymouth should revise its Local Planning Policy to adopt Agent of Change to prevent additional losses. Where such loss is an inevitable consequence of desirable regeneration, Plymouth should adopt a Local Redevelopment Policy that commits Developers to appropriate investment in the local music eco-system under a Section 106 commitment. Where development has any potential to impinge upon the working operation of a venue, Plymouth should adopt Deed of Easement as a standard protection within new developments within the vicinity of a venue.	The Supplementary Planning Document (SPD) issued for consultation in November 2019 and scheduled for adoption in June 2020, makes specific reference to the National Planning Policy Framework 2019 and the adoption of the Agents of Change principles when considering development proposals that impact live music venues.	Each development to be assessed on a case by case basis but the principles of Agent of Change to be applied in each instance.	June 2020	PCC - Planning Department
3 Networking	Encourage the development of the Grassroots Music Alliance to create a fully representative network that includes all venues and the wider music sector. The alliance will have a remit to: I. Gather robust venue/industry data on an ongoing basis II. Engage with national initiatives, such as Attitude is Everything, Good Night Out, Musicians' Union and Safe Gigs for Women, to establish a best practice manual for Grassroots Music Venues III. Work with Plymouth Culture, Plymouth Your Space and Vacancy Atlas project with Inter(change) to identify opportunities within the city for additional music venues and music programming IV. Act as a representative for the music sector, through the appointment of a nominated person, to provide a point of contact for Plymouth Culture in the development of the Music City agenda.	Initial meeting held between Plymouth Culture, PCC events and Grassroots Music Alliance representative to explore partnership opportunities.	Meeting scheduled with Plymouth Culture and Grassroots Music Alliance to discuss sector needs, representation and priority setting	March 2020	Plymouth Culture & PCC - Marketing
4 Funding	Plymouth City Council and Plymouth Culture to appoint internal staff resources to enable and support venues and the music sector to make applications for funding to national grant agencies, releasing funding into the city.	Plymouth Culture has been in communication with Arts Council England (ACE) to discuss hosting an information day relating to the Grass Roots Live Music Fund for music venues in Devon and Cornwall.	Plymouth Culture to host ACE event and progress individual conversations with music venues in Plymouth to shape funding applications.	March 2021 (funding deadline)	Plymouth Culture & PCC - Mike Page

5 Policy and Presentation	Review Plymouth City Council policies, marketing and image so that the contribution of music venues is recognised and represented in all documents, media and marketing.	<p>Music businesses will be supported to access the Visit Plymouth website where events can be uploaded free of charge and marketed via the city marketing website and social channels. The presence for music on the Visit Plymouth website and digital activity will be developed and enhanced to give greater visibility of the variety of music events taking place throughout the city. The current Music, Gigs and Concerts what's on page will be refreshed in line with music industry feedback: https://www.visitplymouth.co.uk/whats-on/events/music-and-dance</p> <p>The revised Visitor Plan has already identified Music (night time economy) as a star project and will be progressing work in this area with relevant partners.</p>	The development of a refreshed 10 year Culture Strategy for Plymouth is underway and the music sector will be invited to engage in the consultation process in order to site music as an important and necessary component to creating a culturally vibrant city.	Sept 2020	Plymouth Culture Destination Plymouth PCC Marketing
6 Local Initiatives	<p>Grassroots Music Alliance Plymouth to bring forward specific proposals that identify opportunities to promote live music and remove obstacles to live music performance. During the compilation of this report the following specific proposals were brought to our attention and should be considered by GMAP:</p> <ol style="list-style-type: none"> i. Creation of a Musicians' Parking Permit to be held by venues so that parking fines are avoided and load ins are manageable ii. A review of local Licensing restrictions to ensure that there is clarity, equity and fairness in the Licensing System iii. A concerted annual campaign to engage with new University students that highlights the City's live music offer iv. Access to key marketing opportunities at key locations throughout the city v. Review of Busking rules within the City. 		Grassroots Music Alliance Plymouth to be officially formed and to set feedback process for suggestions to Plymouth Culture and PCC	Sept 2021	Grassroots Music Alliance supported by Plymouth Culture and PCC
7 Research	Undertake a study with partners in other Devon and Cornwall towns and cities on South West touring to understand what a functioning touring circuit might look like. The aim should be to re-establish that touring network so that artist touring to and from Plymouth is an economically viable option - to improve Plymouth's ability to attract and host touring artists, the City must address the geo-economic obstacles that prevent artists choosing the City and make it a viable option for artists to undertake such tours. (see also Recommendation 12)		Plymouth Culture and Music Venue Trust to host Regional partner meeting to explore touring possibilities	June 2020	Plymouth Culture
8 Cultural Strategy	Ensure that the development of the culture strategy acknowledges the role of music in developing the image and reputation of the city as a cultural destination by engaging stakeholders from the music community in its development.	Plymouth Culture has already made contact with the Grassroots Music Alliance Plymouth to discuss collaboration and support.	Representatives of the Grassroots Music Alliance Plymouth and the wider music sector will be invited to contribute to the development of the culture strategy	Sept 2020	Plymouth Culture
9 Facilities and Services	A review of the supporting facilities, services and marketing tools available to artists which would encourage the re-establishment of Plymouth as a touring destination; suitable and affordable accommodation, local backline and tech services, accessible marketing platforms.		To be taken forward under the Visitor Plan investigations and plans into Music as a star project, looking at ways in which touring artists and promoters can be supported/encouraged to visit and book Plymouth on a tour roster. Similar to support provided for business tourism and conferencing.		Destination Plymouth PCC Marketing

10 Industry Event	The establishment of a Plymouth-based music industry conference and event in 2021 aimed specifically at the South West as a touring circuit: A 'South West by South West'. The aim of this event would be to engage with the local, regional and national music industry, and to highlight the South West's musicians and music opportunities.	Early conversations have begun with Sound City and the possibility of hosting an industry conference	Progress Sound City conversation with sector representatives, PCC and Music Venue Trust	2021	Plymouth Culture PCC events
11 Public Event	An annual Music Amnesty for unused instruments equipment in the city; items donated to be offered on a free loan basis to students as part of the welcome pack when they arrive in the city, cementing the concept that Plymouth is a destination that wants you to engage with music.		Student union organisations to be contacted and offer to be developed as part of the city welcome	Sept 2020	PCC - music education hub
12 Regional Initiatives	Based on work at Recommendation 7, the City to work with South West partners to create a South West Tours promoter organisation and identify funding that would support national and international artists to undertake tours of the South West.	Early conversation initiated with Cornwall contacts to explore collaboration options	Plymouth Culture and Grassroots Music Alliance to host regional partner meeting to explore possibilities	Dec 2020	Plymouth Culture
13 A new venue	Working with the Grassroots Music Alliance Plymouth, test the viability of a mid-size and academy size venue through a feasibility study to include: 1. Identifying suitable venue options within existing disused buildings; 2. Understanding the audience demand and the need to initiate an appropriate audience development programme; 3. Mapping the existing ladder of provision to understand complementarity; 4. Connecting the music ambitions with the wider cultural strategy for the city to maximise opportunities and encourage cross art form collaborations.	Initial conversations have been held with the Reel Cinema and Urban Splash to explore options for music space within mixed-use developments. . Funding through the O2 academy programme has been explored as a possible route to securing a music venue.	Venue plans to be connected to the Culture Strategy to align strategic ambitions and resources. Feasibility study and wider sector strategy to be commissioned to identify two music venues; one 500 capacity one 1500 capacity. Reinvigorate the conversations with O2 academy Build and promote an extended live music events programme, including alternative and outdoor locations, to build new audiences for live music	Sept 2020	Plymouth Culture PCC - Economic Development Team