

## **Appendix 1 – 2023-2024 Music Strategy Initiatives**

<b>Theme</b>	<b>Priority No.</b>	<b>Description</b>	<b>Approach</b>	<b>Timeline</b>	<b>Budget</b>
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	2.6	Identify and financially support the recruitment of a partner to deliver a programme to develop the production skills of women, female-identifying and non-binary music creators in a safe and trusted studio environment.	Programme specification developed by Culture team and delivered with external experts	November 2023 to March 2024	£15,000
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	2.7	Consult the live sector to encourage the implementation of Access Riders to ensure the needs of disabled musicians and performers are understood and met.	Partnership with key organisations including Musicians Union and University of Atypical to encourage sector usage of Access Riders.	November 2023 to March 2024	£6,000
<b>Theme 1</b> <i>Placing Artists at the Heart</i>	1.8  2.8	Alongside any financial assistance granted to creators, provide recipients with the opportunity to undertake a health and wellbeing one-to-one session with trained medical experts.  Co-design with sectoral stakeholders and fund a programme of practical wellbeing events and initiatives to ensure the physical and mental health of music creators is safeguarded and protected throughout the year. This should include a mechanism for reporting and dealing with inappropriate behaviour.	Partnership with key organisations such as British Association For Performing Arts Medicine (BAPAM), Mental Health England / Tonic Rider and Help Musicians NI	September 2023 to June 2024	£15,000
<b>Theme 2</b> <i>Nurture the Sector</i>	6.4	Allocate funding to support the attendance and representation of Belfast	Rolling Micro-Grants scheme, ensuring this includes Ireland/UK conferences and	October 2023 to October 2024	£40,000

	3.2	<p>music individuals at international conferences</p> <p>Identify flagship events and opportunities nationally and internationally that will enable creators to connect and collaborate with their peers. This includes, but is not limited to, residences, exchanges and showcasing opportunities. Provide creators with advice and support to maximise the new opportunities created</p>	is cross-referenced with existing funded opportunities.		
<b>Theme 2</b> <i>Nurture the Sector</i>	6.5	Pilot the creation of a UNESCO Music Business Ambassador (MBA) – a recurring two-year role to guide City Council in identifying the needs of workers in music and the opportunities for personal development and growth	<p>Recruitment of MBA role to support the following priorities:</p> <p>: 5.3 : Identify, select and allocate funding for a three-year period to support the development, delivery and promotion of a set of core music business flagship events</p> <p>6.3 : Create more opportunities for cultural leaders and business owners to learn from and share best practice with international counterparts</p> <p>7.1 : Develop a music business accelerator programme to grow micro-businesses into small businesses and beyond</p> <p>7.4 : Develop a Sponsorship Toolkit to help music organisations attract private funding and educate leaders on pitching best practice. Create opportunities for</p>	September 2023 to Sept 2024	£30,000

			third sector and private sector matching and meet-ups 7.6 : Develop an export strategy to support the promotion of music businesses alongside the promotion of musical talent		
<b>Theme 2</b> <i>Nurture the Sector</i>	8.1	Allocate funding to increase the number of paid internships and apprenticeships in music businesses	Partnerships internally with BCC skills teams and externally with Creative & Cultural Skills NI	October 23 to March 24	£45,000
<b>Theme 3</b> <i>Igniting the Live Experience</i>	9.4	Engage with the Music Venue Trust and the Music Venues Alliance to gain a greater understanding of the issues facing the survival of grassroots music venues in Belfast and the ways in which these challenges can be addressed.	Partner with the Music Venue Trust to directly engage with the Music Venue Alliance and other grassroots music venue stakeholders in Belfast. Gain insights from partnered events regarding challenges to better inform Council	September 2023 to March 2024	£3000
<b>Theme 3</b> <i>Igniting the Live Experience</i>	12.2	Aligning with UNESCO ambitions, provide a practical “Go Green” toolkit with tangible recommendations and measures for implementation	Partner with experts in this area, such as Music Declares Emergency, Julie’s Bicycle and Native Events. Delivered by building on similar toolkits in other areas whilst promoting the use through a series of events and information sessions.	September 2023 to March 2024	£6,000
<b>Theme 4</b> Unifying Power of UNESCO	UNESCO City of Music Commitments	Work internationally with the UNESCO Cities Network to deliver shared music, skills and learning opportunities.	Support active participation in UNESCO cultural networks including but not limited to partnership with UCoM city London, Ontario and Hannover, Germany and UNESCO conference.	September 2023 to August 2024	£10,000