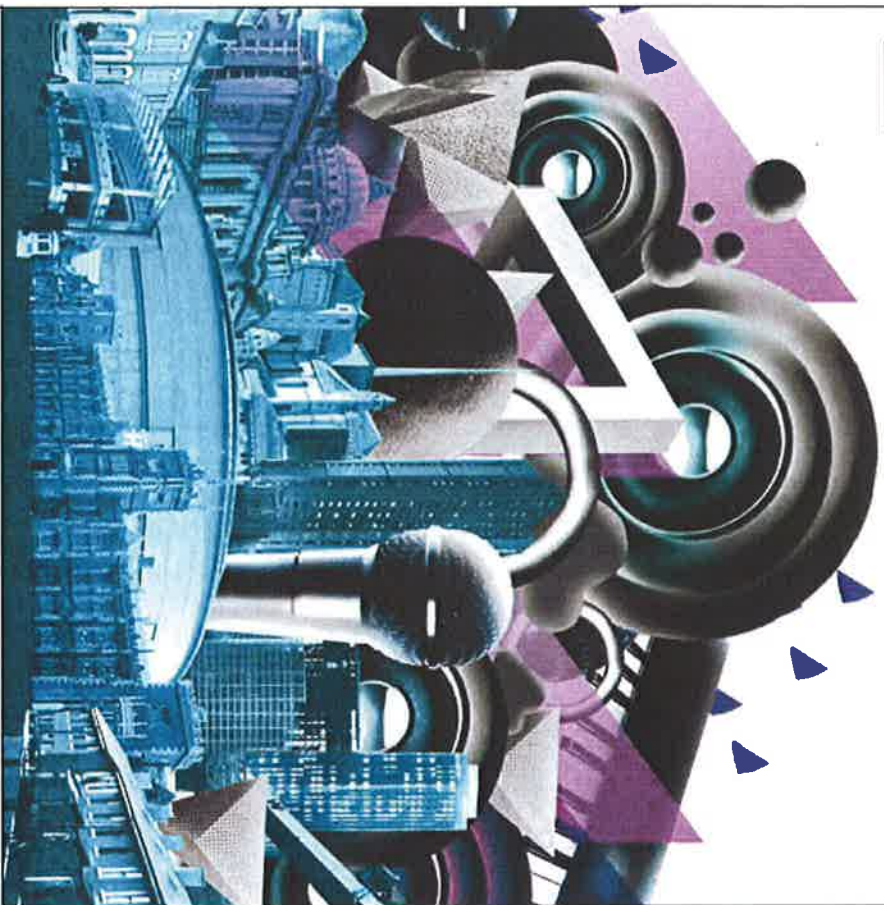


Belfast



Belfast Music Week report

www.belfastcity.gov.uk



Feedback

“The scene at the moment is incredible. There’s gigs every night; great bands like Two Door Cinema Club, And So I Watch You From Afar and Lafaro; great labels; and great places to rehearse – the Oh Yeah Centre is flourishing.... When the spotlight is thrown on Belfast, people see just how robust and vibrant the scene is at the moment. Long may it last”. Gary Lightbody, The Times September 17, 2010

“A week to celebrate our future rock stars...It’s the home of some of the most iconic names in rock. But next week Belfast will be turning the spotlight onto the next generation of musicians who could follow in the footsteps of Van Morrison, Snow Patrol and Stiff Little Fingers”. Belfast Telegraph September 10, 2010

“An atmosphere thick with the optimism of a Belfast eagerly breaking free from its past and looking to focus its unique energy into something positive...it’s clear that it’s a music city up there with the best of them.... Belfast has been silently churning out musicians for the past 50 years and the city’s finally found the voice to start shouting about it.” Sabotage Times September 2010

Belfast

**WE INVITE YOU TO
ROLL WITH IT....**

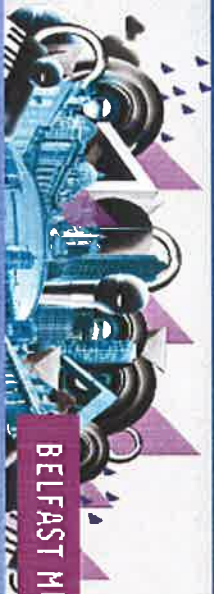


Belfast has created a world first in music tourism, the Belfast Music iPhone app.

WWW.BELFASTMUSIC.ORG



Belfast



100 EVENTS IN 8 DAYS – YOU CHOOSE THE LINE-UP...
WWW.BELFASTMUSIC.ORG

BELFAST MUSIC WEEK 12-19 SEPTEMBER

gotBelfast.com



- **Belfast Music Week Key Outputs**
- 63,320 people attended over 100 live music events in 8 days (12-19 September 2010) in over 50 venues across Belfast.
- Belfast Music Week and MTV Presents Mark Ronson generated income of £1,185,000 for Belfast
- Positive (Northern Ireland) media coverage equated to £244,618 in advertising spend generated through local communications activity.

TOTAL ESTIMATED SPEND ASSOCIATED WITH EVENT



	Total	Belfast	Rest of NI	Out of State
Estimated Attendees	63,320	38,828	22,998	1,493
Total Estimated Spend				
Accommodation	£39,201.65	£0.00	£0.00	£39,201.65
Eating out	£205,047.67	£89,688.38	£95,945.14	£19,414.15
Shopping	£110,464.73	£18,739.24	£91,725.49	£0.00
Entertainment	£671,513.00	£472,272.14	£184,073.56	£15,167.31
Transport	£159,453.00	£67,591.24	£74,501.02	£17,360.73
Gross Economic Impact	£1,185,680.05	£648,290.99	£446,245.21	£91,143.84

• Using these averages of spend per person within each market sector we can calculate that the total gross economic impact of the event was over £1,185,000.



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your festival**

discoverireland.com

Tourism Ireland Campaign

- Music has provided a platform to deliver a strong Belfast message to a wide audience. The number of potential consumers that have been exposed to the Belfast message are as follows:
- Radio: 9.1 million audience.
- Email newsletters: 1.3 million contacts.
- 725 Radiotorials on 41 radio stations: 47 million audience.
- Twitter Campaigns, Facebook Competitions
- Online Advertising: 31,300 clicks.
- Spotify: 3 million closed user group.

- Online Travel agents: all market leaders had a Belfast city focus ebookers, expedia, hotels.com.
- Offline trade activity / partnerships: various.
- Discoverireland.com Belfast Music You choose the line-up 25,650 unique visits to date
- 127 articles inc Observer, Times, Daily Telegraph, Independent, NME and Sunday Times Travel magazine

Hotels.com:

- Room nights increased by 41% compared to the same time before the campaign (10); and increased by 13% compared to the same time last year (09).
- Passengers increased by 43% compared to the same time before the campaign (10); and increased by 24% compared to the same time last year (09).

- 25,500 visits to the Belfast campaign page on discoverireland.com. There have also been 63,000 visits to the Northern Ireland page since August 1st 2010.
- Feedback from Festivals – audiences increased from 12% - 33%
- **Publicity: EAV of £1,555,960.**

Belfast 'I hope the peace holds — we have so much to offer to the world'

During the Troubles bands were quick to quit Belfast for gigs, promotion and a future. Today the scene is booming, says Gary Lightbody of Snow Patrol



W

hat does music mean to Belfast? I'm going to use the words of Terri Hooley, the godfather of Northern Irish punk: New York had the harem, London had the movers, but Belfast had the reason. Imagine you're a kid in Belfast in the Seventies, every thing's kicking off around you and you hear "Teenage Kicks" by the Undertones. You think, "F—ing hell, there's a life outside the shit that's going on. There are some flecks of hope still."

But, although Belfast had an underground music scene in the late Seventies and Eighties, it never really had a solid, overground scene. It's only in the last ten years of peace that we've had a renaissance.

A lot of hands used to leave Belfast because there was no support network, no real record labels, not that many gigs, or many international hands coming to play. There were obvious reasons why they weren't coming — scarce gigs, the lot of them. Lots of hands moved to London, then Glasgow, which is what Snow Patrol did in 1998.

But with peace and with that first little bit of European prosperity, most of the bands are staying, and the scene at the moment is incredible. There's gigs every night, great bands like Two Door Cinema Club, and I will watch you from America and Europe, great labels, and great places to flourish.

The centre came about because Stuart Balle, the former NME journalist, moved and a few others saw the need for a place for kids to hang out, to form bands, get information, rehearse or record. Belfast never really had anywhere like that. We found an amazing building, a whiskey warehouse in the cathedral quarter. The centre has two rehearsal rooms, put in by the Stranmillis charity, with quotes from Joe Strummer and song lyrics from the Clash on the walls, sort of a really inspiring place to make music. There's also

“
Teenage Kicks is a song that I come back to when I need to get myself energised



agile area, and an exhibition featuring evergreen you can think of that has contributed to Northern Irish music, from Van Morrison to Therapy? to the Wine Comedy. I grew up in Bangor, ten miles outside Belfast, and the first contemporary local band I heard were Ash. I was about 15 at the time and they were about the same age. Although we're friends now, I didn't know them at the time because they were from Downpatrick, but, hearing "Viva and Lord of the Flies" the songs from their first EP, finally there was something that connected me to music that was more tangible than Nirvana or Soundgarden. I thought, "F—ing hell, these guys are 20 miles away from me! They're doing this really well, and this is really something that I can do, too." The most important local band to me, though, were the Undertones. Teenage Kicks is just a song that I keep coming back to, pre-gig or before anything that I need to get myself energised for. It was Terri Hooley who brought the song out on his label Good Vibrations. I also had Rudi and the Cutcasts — the Belfast punk scene grew around him. Terri's a formidable man, an incredible storyteller.

There's much good stuff but if we descend back into violence it will be back to the dark ages

A drunken lunatic and a marvellous soul. There's never a dull moment. I'm involved in making a movie, *Good Vibrations*, about his life, directed by Lisa Harros. Sa and Glenn Leyburn, who made *Cherrybomb*. There's stories, they sound like things from a movie — they're too good not to be made into one. Against the backdrop of Belfast in the darkest hours, there's a person with so much light and energy and life. It's going to be a hell of a movie.

Terr runs a weekly musical hour of Belfast, which takes in everything from Van Morrison's two-up-two-down in Hyndford Street to the studio where the Undertones recorded *Teenage Kicks*. I've been on many over the years. It's essential for a city that's growing its own cultural past not to forget the people who gave it chance of having a cultural future.

and it's a future that's looking increasingly bright. There are so many new bands. The sound of Belfast has been punk for so long, but it's just branched out into whole new period of great pop, great rock, great hip-hop violence, but what's encouraging is the reaction to it. Nobody seems to be doing anything knee-jerk, all the politicians from both sides generally say the right things. They're condemning it, saying, "Let's not let it slip into what's gone on before."

People now are more used to peace than they are to violence. They want this peace to hold. This is the longest period so far sustained virtual peace we've had for a long time and I don't think anybody wants to go back there again. There's much good stuff at the moment but if we descend back into violence it's going to be hard to keep up. There's going to be no late-night clubs, no kids rehearsing to all hours, meeting other kids to form bands. It's going to be back to the dark ages.

So hope the peace holds — we have so much to offer culturally to the world. Last month we had the Belfast festival, last week was the Open House festival, this week is Belfast Music Week, continuing in a huge free M1 TV concert on Sunday, and in October we have the two-week-long Belfast Festival at Queen's. Maybe during this time, some bands who are in the shadows will get a record deal, and a little bit of love, that'll bring them out to a wider audience. When the spotlight is thrown on Belfast, people see just how robust and vibrant the scene is at the moment. Long may it last.

Former information on music in Belfast, visit discoverbelfast.com or youthbelfast.com, and for more on music tours in the city, see belfastmusic.com. The Belfast Festival at Queen's runs from October 15-30 (belfastfestival.com)



Gary's Belfast oldies

Gary's Belfast newbies

Van Morrison
"He's a key figure in my musical upbringing. Songs like *Into the Mystic* really turned me on. He has an incredible voice, his early stuff for me probably where I find the most joy."

Therapy?
"The biggest local band when I was growing up — they toured the world to us, they were as big as you could get."

Ash
"Finally there was something that connected me to music that was more tangible than say Nirvana or Soundgarden or any of those bands I was listening to at the time."

John D'Arcy & the Great Bunch of Lads
"A great name for a backing band! John D'Arcy is a great songwriter but he's out at the Oh Yeah! Centre but he's a great songwriter and they band together at the centre and they rehearse and do gigs there. Throughout his progression as a writer and performer, the Centre has been vital."

From Afar
"They are moody and brooding and the songs are dense and dark and terrifying sometimes. They make an awful noise — like a jet engine taking off at times, but there's beauty, too."

And So I Watch You
"They're incredible, a kick-ass hard rock band with great tunes and loads and loads of choruses."

The Lonely Nights
"An amazing band with an uplifting gospel feel. I'm not religious at all but religion itself never really does."

Two Door Cinema Club
"They're due for great things, doing lots of European festivals, selling lots of records."

Cashier No 9
"They'll be a big, big band — they've just finished their second album, which David Holmes is producing."

Robyn G. Shiels
"I've someone I'm very fond of, he gets something you don't expect in Belfast."

Let's install five John the singer for a web chat at midday the-times.co.uk/music