



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Music Tourism
<b>Date:</b>	21 August 2012
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officers:</b>	Shirley McCay, Head of Economic Initiatives, ext 3459

<b>1</b>	<b>Relevant Background Information</b>
1.1	Members will be aware that at a meeting of the Development Committee in March 2012, approval was given for the sum of £60,000 to deliver Belfast Music Week 2012. This is in order to capitalize on what has been achieved and to ensure a legacy from the MTV EMA Awards.
1.2	Belfast Music Week 2011, which has since received the 'Best Event' at the NI Tourism Awards, had an economic impact of £1.86 million for Belfast and included over 170 live performances in 45 venues across the city. It was attended by over 33,500 people, 73% of whom would not have come to Belfast that day had the events not been staged, with 100% saying they would recommend attending Belfast Music Week events (please see Appendix 1 from this month's City Events Update for details of outputs).
1.3	The Integrated Strategic Framework for Belfast Tourism (2010-2015) identifies high profile events as a development opportunity that will allow the city to continue to build a strong reputation as a vibrant location with unique and exciting experiences that encourage new and repeat tourism visits. The strategy's new product development highlights that music tourism should be developed, packaged and promoted as an authentic experience to ensure that Belfast has a competitive edge.
1.4	The aims of Belfast Music Week 2012 are: <ul style="list-style-type: none"><li>- To increase the profile of Belfast as an exciting weekend break destination to actively travelling young adults across UK, ROI and Europe and maximise the economic return from music tourism.</li></ul>

	<ul style="list-style-type: none"> <li>- To showcase and strengthen Belfast's position on the world stage as a primary destination for music, entertainment and culture.</li> <li>- To increase the number of musicians doing business internationally.</li> <li>- To promote and enhance a confident, positive, exciting image of Belfast through delivering world-class events.</li> <li>- To bring together all sectors of the community from Belfast and across the region whilst improving community cohesion.</li> </ul>
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<b>2</b>	<b>Key Issues</b>
2.1	<p>Belfast City Council has since been working in partnership with Tourism Ireland, NITB, DCAL, Invest NI, commercial sponsors and the music sector to leverage further funding for Belfast Music Week and a programme of events will be launched in September. Tourism Ireland and NITB are committed to developing the music offering and tourism access to music both live music and additional music products. To this end, they will seek to work with Belfast City Council to maximize the tourism opportunities and to work with the industry to ensure they are visitor ready. Belfast Music Week is in line with the NITB brand in delivering an event that is 'uniquely NI' and promotes the best of indigenous music.</p>
2.2	<p>Approval is sought for the following opportunities which have arisen, which would be delivered within the budget already approved by Committee and require no additional resources.</p>
2.3	<p>1. <u>External Showcase of Belfast Music Week in partnership with Tourism Ireland</u></p> <p>UK Music Industry research shows that music tourists contribute at least £864m a year to the UK economy and they spend a quarter more in the UK than the average overseas visitor. This is key to developing the youth market, especially in terms of Europe and easily reaching an international market with an event of international stand out appeal. From these findings UK Music has issued a list of recommendations with the immediate goal of increasing the number of overseas music tourists.</p> <p>Belfast City Council received an offer in 2011 from Gibson Guitars London to host a music industry and media showcase for Belfast Music Week in order to preview to the visitor market, generate coverage and encourage export. Council were unable to avail of the offer due to timescales. It included use of a free, fully equipped venue in central London and assistance with music media and music industry contacts, in order to support Belfast's local music sector and give access to managers, agents and publishers. Tourism Ireland has prioritised music as a key product in order to reach their target demographic and will be working in partnership with NITB and Council in relation to a UK campaign for Belfast Music Week. They are keen to avail of this opportunity and will ensure assistance with inviting media and utilising it as a launch of Belfast Music Week to the GB market. Approval is sought from Members to cover the cost of flights and accommodation of three bands, a publicist and one officer to manage the event. To ensure transparency of selection, an expression of interest will be widely circulated, assessed by a panel, and the final selection will be made by Gibson Guitars.</p>

2.4	<p>2. <u>Development of Music Tourism Products / Good Vibrations</u>  Members will be aware that our music tourism products - Belfast Music Exhibition in Oh Yeah Music Centre, our Belfast Music iPhone app, Belfast Music Tour and belfastmusic.org website – have received international acclaim as best practice and received the NI Tourism Award in 2010 for ‘Best New Product.’ Following the success and popularity with visitors of the erection of plaque at the former Maritime Hotel Rhythm and Blues Club (where Van Morrison and Them started their careers), which was approved by Members in October in 2009, approval is sought to continue to avail of the high interest in the Belfast’s musical heritage.</p>
2.5	<p>2.5 Members may be aware that the feature film ‘Good Vibrations’ which premiered in the Ulster Hall in May and has since received the Best Irish Feature Film Award, has secured an Irish and UK cinema distribution deal and will be released at the end of 2012. The film, funded by Snow Patrol and soundtracked by David Holmes, documents how Terri Hooley opened up a music shop and began a record label (both called Good Vibrations) in the 1970s. Hooley was famous for discovering The Undertones and recording their classic song Teenage Kicks. Nurturing punk and new wave bands such as Rudi, Protex and The Moondogs, and put Belfast on the international music map. The film draws from almost entirely Belfast talent: its directors Lisa Barros D’Sa and Glenn Leyburn, the scriptwriters are Glen Patterson and Colin Carberry, and Hooley himself is played by local actor Richard Dormer.</p>
2.6	<p>2.6 Council have been approached by the music sector to mark this chapter in Belfast’s musical heritage and to capitalise on the international interest which the film will receive after distribution, by erecting a plaque on the site of the former Harp Bar on Hill Street and to include it on the Belfast Music Tour and iPhone app.</p>
2.7	<p>3. <u>Update in relation to Commercial and Publicly Funded Music Events</u>  Members will be aware that the terms and conditions set out in our funding guidelines state that commercial events will not be supported by Belfast City Council. Our funding is for culture and arts activity delivered by non-profit organisations however in some instances non-profit festivals which are eligible for our funding, programme music events. There have been recent concerns from the music sector in relation to this issue. Advice has been taken from Legal Services and Council is taking steps to introduce further robust clauses into its funding to ensure greater clarity. These will be presented to Committee in September with the new draft Cultural Framework. Council are also investigating methods and policies in order to have a better working relationship between the Commercial and Public sector music providers. This will be raised in the context of the Festivals Forum and we will look to have a new Best Practice model in relation to commercial and public clients and ensure that this is adhered to. Council will continue to work with both in order to raise the visibility and development of music in Belfast.</p>
2.8	<p>4. <u>An Integrated Music Action Plan for Belfast</u>  Members will be aware that the Integrated Tourism Framework, draft Cultural Framework, the Events Strategy and Creative Industries Strategies all prioritise music. Externally, organisations including Invest NI, ACNI, NITB have recently completed new three year music plans. Work is now underway to provide an integrated plan for Belfast to ensure clarity both internally and externally and a further report be brought to Committee in the Autumn.</p>

<b>3</b>	<b>Resource Implications</b>
3.1	<p><u>Finance</u></p> <p>Approval was given by Members in March 2012 for £60,000 to deliver Belfast Music Week and the above would be provided for within this budget.</p>
3.2	<p>This includes:</p> <ol style="list-style-type: none"> <li>1. Support for an external showcase in partnership with Tourism Ireland at a cost of no more than £5,600.</li> <li>2. Erection of a plaque to mark 'Good Vibrations' at a cost of £600</li> </ol>

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no Equality and Good Relations Considerations attached to this report.

<b>5</b>	<b>Recommendations</b>
5.1	<p>It is recommended that Members;</p> <ol style="list-style-type: none"> <li>1. Note the contents of this report</li> <li>2. Consider approval of: <ol style="list-style-type: none"> <li>a. An external showcase in partnership with Tourism Ireland</li> <li>b. Erection of a plaque to mark Good Vibrations</li> </ol> </li> </ol>

<b>6</b>	<b>Decision Tracking</b>
There is no Decision Tracking attached to this report.	

<b>7</b>	<b>Key to Abbreviations</b>
<p>NITB – Northern Ireland Tourist Board  ACNI – Arts Council of Northern Ireland  DETI – Department for Enterprise, Trade and Investment  DCAL – Department of Culture, Arts and Leisure  BVCB – Belfast Visitor and Convention Bureau</p>	