



Belfast City Council

Report to:	Development Committee
Subject:	Belfast Music 2013
Date:	23 April 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	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 product development highlights that music tourism should be developed, packaged and promoted as an authentic experience to ensure that Belfast has a competitive edge.
1.2	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 in order to achieve a legacy from the MTV EMA Awards, give a concentrated focus on the promotion of indigenous musicians, to show Belfast's rich musical heritage, thriving contemporary musical scene and promote and highlight the city's distinctiveness. This included appointment of a Co-ordinator to promote equality of opportunity, good relations to ensure clarity of vision.
1.3	Visit Britain's research shows that 21% of potential visitors are inspired to choose a destination because of the music or bands of that country, and approved a Music Tourism Action Plan in order to celebrate Belfast's rich musical heritage. The Music Sector in Belfast has grown significantly over the past three years and now plays a key role in the overall economic development of the city. With a rise in musicians and bands making headlines in the international marketplace and new and innovative music businesses based in Belfast, BCC is playing a significant role for this industry.

1.4	<p>The aims of Belfast Music Week are:</p> <ul style="list-style-type: none"> - 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. - To showcase and strengthen Belfast's position on the world stage as a primary destination for music, entertainment and culture. - To increase the number of musicians doing business internationally. - To promote and enhance a confident, positive, exciting image of Belfast through delivering world-class events. - To bring together all sectors of the community from Belfast and across the region whilst improving community cohesion.
1.5	<p>Tourism Ireland (TI) and Northern Ireland Tourist Board (NITB) are committed to developing the music offering and tourism access to both live music and additional product development. To this end, they work with Belfast City Council to maximize the tourism industry opportunities and ensure they are visitor ready. Belfast Music Week is in line with Tourism Ireland new target market for Belfast following the recent segmentation exercise 'social energizers' and 'culture seekers', and the NITB brand in delivering an event that is 'uniquely NI' and promotes the best of indigenous music. The event meant that Belfast's local scene could target demographics both internationally and locally that we have not had the opportunity to reach before.</p>

2	Key Issues
2.1	<p><u>Belfast Music Week 2012</u></p> <p>Belfast Music Week (winner of Best Event at the NI Tourism Awards) took place from Sunday 4 to Sunday 11 November 2012 and had a total economic impact of over £2.08 million for the city as compared to £1.86 million in 2011 (Millward Brown Ulster). The celebration of local bands and venues, as well as the wider music industry and community, featured live music performances, workshops, seminars and networking events and gave a chance to see legends and breaking talent, and to appreciate the ongoing success stories and a musical city.</p>
2.2	<p>A summary of the key outputs from 2012 are as follows; (see Appendix I for full details)</p> <ul style="list-style-type: none"> - There were over 250 events (170 in 2011) - 70 venues were used across the city (45 in 2011) - The events were attended by over 41,041 people (33,500 in 2011) - Belfast Music Week PR reached 7.86 million people - Two thirds (67%) would not have visited Belfast that day if the events had not been staged - 99% of attendees said they would recommend attending Belfast Music Week events - The number of people attracted to the Belfast Music Facebook site increased from 1,800 in October 2012 to 14,250 - 77% of the attendees were between 16-34yrs - 99% of attendees intend to revisit the event in the future - Media coverage was 100 % positive and surpassed the achievements of

	<p>BMW 2011</p> <ul style="list-style-type: none"> - The total value of positive local PR alone, ascertained by Northern Ireland Media Monitoring, was £282,801 <p>2.3 Belfast Music Week has enabled NITB and Tourism Ireland to position Belfast's image and perception of the destination and create appeal with a younger audience. Key messaging focuses on why there has never been a better time to go to Belfast and most of all, offering the unique indigenous music proposition which helps to position Belfast as a unique modern short break destination.</p> <p>2.4 <u>Belfast Music Week 2013</u> Approval is now sought to deliver Belfast Music Week 2013 (Mon 11–Sun 17 November). Partners (including TI, NITB, Invest NI, British Council, BVCB) and the music sector desire Belfast Music Week to take place again because;</p> <ul style="list-style-type: none"> - There is nothing equivalent in the city and it fills a product gap ie a festival of completely indigenous music. It is hence easier to promote nationally and internationally as it is distinctive to Belfast. - It encourages the music sector to work in partnership rather than in competition with each other, due to Council taking a neutral co-ordination role. - It increases national and international music media visits to the city. - It showcases and gives local bands a unique opportunity to perform in front of national and international music industry <p>2.5 A neutral co-ordination role is required to ensure Belfast Music Week is open to all live music providers and to ensure clarity of vision, aims and objectives. It will also ensure there are no programme clashes and that the sector work in partnership rather than in competition. Headline events will continue to be profiled to maximise exposure, the venues and hospitality sector will be encouraged to programme live music and representation of genres such as classical, traditional, jazz, folk will continue. Partnerships will be identified and the sourcing of external funding.</p> <p>2.6 <u>External Showcasing of Belfast Music in partnership with Tourism Ireland</u> 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 and key to this is external showcasing.</p> <p>2.7 Belfast City Council has received many offers for music industry and media showcases for Belfast Music in order to preview to the visitor market, generate coverage, encourage export of music businesses, including GB, ROI and Europe. These are currently being considered in the context of the Integrated Music Action Plan for Belfast to ensure clarity both internally and externally and a further report will be brought to Committee in relation to a three year plan.</p> <p>2.8 In advance of this, approval is sought from Members to avail of three immediate opportunities which have arisen for Summer/Autumn 2013. Following investigation, they are thought to be of high priority by the local music sector and are in line with BVCB, NITB, Invest NI and TI plans.</p>
--	--

	<ul style="list-style-type: none"> - London Showcase – in partnership with Gibson Guitars, BVCB and Tourism Ireland - Berlin Music Week – in partnership with Tourism Ireland and the British Council - Seasessions ROI – in partnership with NITB
2.9	<p>Tourism Ireland have confirmed support but recommended early engagement: “Music continues to be a major theme for our promotion of Belfast. Tourism Ireland remains very positive about co-operative marketing proposals for programmes and showcases in our markets. Tourism Ireland will take the lead on many of these and there will be others - perhaps where there is a creative industries sector focus - where Tourism will provide a supporting role. The potential within the music and entertainment industry for positive publicity was effectively tapped by the Belfast Music Week launch in London last year and Tourism Ireland looks forward to supporting similar promotions for the 2013 music week. We would urge early engagement so that it can be integrated with other promotions.”</p>
2.10	<p>Approval is sought to contribute a total of £6,000 of the Belfast Music Week budget in order to raise the profile of Belfast’s live venues, festivals, businesses and artists via showcasing across the year. The budget is to contribute to the cost of flights and accommodation of artists, a publicist (selected via Tourism Ireland liaising with Corporate Communications) and one officer where appropriate. To ensure transparency of selection, an expression of interest will be widely circulated and assessed and scored by a panel of music industry and media.</p>

3	Resource Implications
3.1	<p>Finance £60,000 to deliver Belfast Music Week 2013 and Belfast Music Tourism Product and Showcasing Development which has been provided within the Departmental Budget 2013/14 action plan.</p>

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

5	Recommendations
5.1	<p>It is recommended that Members;</p> <ol style="list-style-type: none"> 1. Note the contents of this report 2. Approve a budget of £60,000 (which has been provided within the Departmental Budget 2013/14 action plan) and the appointment of a Belfast Music Co-ordinator for Belfast Music Week 2013 3. To utilise £6,000 of the £60,000 to support three external showcases in partnership with Tourism Ireland, NITB, British Council (liaising with Corporate Communications and BVCB)

	<ol style="list-style-type: none"> 4. Agree that officers work in partnership with Tourism Ireland, NITB, DCAL, Invest NI, commercial sponsors and the music sector to leverage further funding for Belfast Music Week 5. To support international industry and media, in partnership with relevant agencies, to attend Belfast Music Week 2013 6. In light of the music plan, to agree to host a workshop at City Hall with key individuals and businesses from the Belfast Music Industry to which all Members of the Committee would be invited
--	---

6	Decision Tracking
There is no Decision Tracking attached to this report.	

7	Key to Abbreviations
NITB – Northern Ireland Tourist Board TI – Tourism Ireland Limited PR – Public Relations	

	Documents Attached
Appendix 1 – Belfast Music Week Post-event Report Appendix 2 – Endorsements	

BELFAST MUSIC WEEK 2012 – Post-event Report

Contents:

- 1. Summary**
- 2. Listening to the Sector**
- 3. Headline Events**
- 4. Extra Features To Belfast Music Week**
- 5. The Social Value**
- 6. Music Industry Programming**
- 7. Public Relations**
- 8. Social Media**
- 9. Conclusion**

Summary

November 2012 witnessed the return of Belfast Music Week. It needed to assert itself, to prove that the city had the resources and the interest to sustain an annual show of local talent and industry. The previous two years had delivered exceptional moments and thousands of people had attended. These events had also been scheduled around high profile MTV visits. The EMAs of 2011 had brought along scores of international media and a television audience of 1.2 billion. Many of the visitors had spoken keenly about the city and its cultural energy. So the further success of Belfast Music Week needed to build on this.

Happily, the week prospered and the music prevailed. Participating venues rose from 45 to 70 in 2012. Featured events increased from 170 to 250. The audience figures were also up, from 33,500 to over 40,000. If there was any doubt at all, it became clear that Belfast was indeed a musical city, that it could summon the quality and the goodwill to embed a week of focused programming into the calendar.

The music industry sector of Belfast was an important part of the story. There was a joint showcase, hosted at the Limelight complex on 8 November. Twelve acts, selected by a panel of music industry and media, were watched by over a thousand people and visiting music business professionals. There were industry panels, a networking event and the chance to present artists such as Soak in front of influential ears. The dance community worked together on '25', celebrating a quarter century of electronic music in the city. There were instore performances, music at train and bus stations, a thrilling night in a Victorian Palm House and the chance to listen to classic Northern Ireland albums each lunchtime.

The British Council brought along their digital radio programme, The Selector, theming their weekly show around local talent and sending it off to three million listeners in 33 countries. There was the premiere of a Two Door Cinema Club documentary, 'What We See' and the glorious return of Barry Douglas, who brought his Cameratino project to the Lyric Theatre.

Belfast responded with exhibitions and community events. Genres such as blues, classical and traditional were represented and two new mini-festivals were programmed in the east and west of the city. There was a music bus tour and the unveiling of a plaque at the former site of the punk club, the Harp Bar. The dance act Orbital played their iconic 'Belfast' track at the Ulster Hall and it was rapturously met. From the sublime to the ferocious, Belfast Music Week 2012 surpassed all expectations.

Listening to the Sector

Promoters, labels, managers, venues and the music industry desired Belfast Music Week to take place again because:

- There is nothing equivalent in city and it fills a product gap ie a festival of completely indigenous music. It is hence easier to promote internationally as it is distinctive to Belfast.
- It was the first time the music sector has worked in partnership rather than in competition with each other, due to Council taking a neutral co-ordination role.
- It was the first time national and international music media visited the city (over 20 visits were facilitated by NITB and TIL) for example, Editor of Observer Music Monthly, Music Editor of Sunday Times, NME.
- Knowing that there would be international attention, music promoters had gone the extra mile to deliver events which had not taken place before.
- The showcases not only attracted visitors but gave local bands the opportunity to perform in front of national and international music industry
- Given enough notice, venues, promoters and labels programmed their key events to tie in with music week.
- Many labels programmed their album launches during music week and local bands rescheduled tours.

A series of monthly meetings with the Belfast music industry sector and commercial promoters provided useful feedback from BMW 2011. Some of these suggestions were easily incorporated. The BMW 2012 brochure included more contact details for the smaller events, improving the service to venues and promoters. There were also more resources spent on production, subediting and photo research on the 2012 programme, delivering a more polished product. .

The music sector meetings also threw forward some strong ideas. One of these was a series of listening sessions to classic NI albums. This was successfully incorporated into the programme. Likewise with the suggestion of an electronic night at the Ulster Hall, to celebrate an important part of Belfast's dance music legacy.

The sector was also encouraged to programme special locations and unique events, and pleasingly, there was evidence of this. The sector also favored placing the workshops and the showcase events near the end of the working week, when visitors from the international music industry might be more amenable to visit. This was carried out to positive effect.

Headline Events

In keeping with the previous programmes, there was a 'Pick Of The Day' show and a series of 'Key Events' for each day.

The main events were:

- 4 November – Duke's Joint with Duke Special. Black Box.
- 4 November – Hip hop showcase with Love Music Hate Racism. Love & Death.
- 5 November – Two Door Cinema Club film preview, 'What We See'. QFT.

5 November – Belfast Urban Affinity Festival. Oh Yeah.
5 November – Barry Douglas and Cameratino, Lyric Theatre.
6 November – Inspired: Voices, Music and Choirs. The Spires.
6 November – Make Noise Tour. Oh Yeah.
6 November – Documenta, Drone Pop. The Pavillion.
7 November – Robyn G Shiels and support. The Palm House.
7 November – Soak, Rachel Austin, Connor White. McHugh's.
8 November – Belfast Music Week 2012 Showcase. Limelight Complex.
8 November – Mick Flannery, Desert Hearts and support. The Empire.
9 November – Big Screen showing, Snow Patrol at MTV EMAS, 2011. City Hall.
9 November – The Ulster Orchestra: MacMillan Conducts MacMillan. Ulster Hall.
10 November – 25: Electronic Music In Belfast. Ulster Hall.
11 November – Distortion Project presents Wired And Inspired. The Limelight.

As stipulated in the tender, the programme included many genres of music: rock, traditional, classical, blues, jazz, electronic and more.

Extra Features To Belfast Music Week, 2012

There were some encouraging developments in the 2012 programme. These included:

- A focused showcase event for emerging talent at the Limelight, 8 November. Twelve acts were chosen by the sector and the music media. This was very well attended and gave visiting media the chance to see our best talent in a very positive environment. This was a sector initiative and it meant that programme clashes between competing showcases were minimised.
- Lunchtime listening sessions to classic albums from Northern Ireland at the Black Box Café. Records by the Divine Comedy, The Undertones, The Adventures and Van Morrison. Sponsored by Richer Sounds. Very successful and the Black Box are aiming to continue this event across 2013.
- Instore performances at HMV Records on four consecutive lunchtimes, featuring 7 acts. Head Records also programmed two events.
- The preview of a documentary film about Two Door Cinema Club.
- The unveiling of a plaque on Hill Street, celebrating Terri Hooley, the Harp Bar and punk culture.
- The use of the Palm House as a unique venue for live music.
- Music in east and west Belfast, assisted by the East Belfast Partnership and Fáilte Feirste Thiar. There was interest from the Spectrum Centre on the Shankill Road, but unfortunately this couldn't be arranged in the timeframe.
- Music at Europa Bus Station, in association with Translink.
- A listening party to the Selector radio show in association with the British Council. This online programme focused on Northern Ireland acts, going out to 3 million listeners in 33 countries. Sponsored by the Merchant Hotel and Smirnoff.
- Two music-related exhibitions: '25' at the Ulster Hall and 'Sound In Vision' at Oh Yeah.

The Social Value of Belfast Music Week

- Belfast Urban Affinity Festival, 5 November. A community festival, in association with Belfast City Council, Oh Yeah and various community organisations.
- Love Music Hate Racism event at Love & Death, 4 November.
- Artists with disabilities performed with the Open Arts Choir during Inspired, 6 November.
- Make Noise event, – part of a UK tour, sponsored by the European Recycling Programme. Free admission was granted to anyone attending the 6 November gig with an item of electrical equipment for recycling.
- Arts & Older People – blues night organized by the Over The Hill Collective, 8 November.

Music Industry Programming

Belfast City Council worked with the sector to deliver two days of industry panels – 8 November and 9 November. These took place at the Ulster Hall Group Space and were well received and well attended. The caliber of speakers was high and there was a broad range of specialist expertise. This benefit was also enhanced with a networking event at the Harlem café on the Thursday evening.

The dance music sector also held a series of seminars at the '25' exhibition on 10 November. Armstrong Learning held an open day on 9 November and there was a taster session for a Generator course, Managing A Music Business Enterprise, on 7 November. The BMW brochure also carried information about the SXSW 2013 event.

A bespoke Belfast Music Week CD featured a track from each of the 12 acts that were due to play at the 8 November showcase. This was included in welcome packs for visiting industry and media and was also distributed at the BMW event in London

Belfast Music Week In London

This took place at Gibson Musical Instruments, London on 17 October, in partnership with BVCB and Tourism Ireland. Partisan PR had arranged an impressive turn-out of music media and industry, including many high-ranking music industry guests. There was live music from the Wonder Villains and Katharine Philippa, plus film excerpts from Good Vibrations and the Two Door Cinema Club documentary.

The focus on Belfast Music Week was timely, and confidently expressed. This took place on the same day that the New York Times featured an article about Belfast's music scene. The cumulative impression was that Belfast was a vibrant city with much to offer, and this London event furthered this positive message, as evidenced by the Music Week article.

Public Relations

Once again, media coverage was 100 % positive and surpassed the achievements of BMW 2011. The total value of positive local PR alone, ascertained by NIMMS, was £282,801. The total audience reached by PR was 7.86 million.

Social Media

The social media campaign for Belfast Music Week set out to connect current and potential followers with the weeklong events by engaging them on a daily basis with news and updates on popular Social Media sites including Twitter and Facebook.

The goal of the campaign was to promote Belfast as a thriving musical city and a place that sustains regular nights, festivals with character and a variety of scenes. It was important that the campaign went beyond making some posts with generic content in the hope of getting some 'likes' and set out to engage people to get involved and be part of something special.

Followers were kept up-to-date and engaged by highlighting key events taking place at Belfast Music Week whilst attempting to increase social sharing by encouraging other users to post up content and link their videos and pictures to the page. During Belfast Music Week the hash tag #belfastmusicweek trended on two occasions, Tuesday, 6th November and Saturday 10th November which coincided with two of the biggest shows of the week long events; In-Spired and Orbital and gained over 4000 new followers on twitter.

Conclusion

Belfast Music Week 2012 was successful in many ways. It brought around 40,000 people into the city to see indigenous music. It celebrated Belfast as a musical city and drew attention to its strong legacy. It offered audiences and industry people alike the opportunity to see our blossoming talent in a positive and professional context. It provided a resource to the industry sector. It encouraged the promotion of unusual events and the inventive use of locations. All of this underlined the intent of making Belfast Music Week a valuable fixture in the annual festivals calendar.

The above was well received by the public, by the media, by the venues, the promoters, managers, record labels, the artists and other stakeholders. Certainly the event now has a strong identity, a three year history and an enormous amount of support. There is much to build on.



25th Anniversary of Dance at the Ulster Hall, 10 November 2012

TOURISM IRELAND, April 2013

“Music continues to be a major theme for our promotion of Belfast. Tourism Ireland remains very positive about co-operative marketing proposals for programmes and showcases in our markets. Tourism Ireland will take the lead on many of these and there will be others - perhaps where there is a creative industries sector focus - where Tourism will provide a supporting role.

The potential within the music and entertainment industry for positive publicity was effectively tapped by the Belfast Music Week launch in London last year and Tourism Ireland looks forward to supporting similar promotions for the 2013 music week. We would urge early engagement so that it can be integrated with other promotions.”

New York Times: *“Musical Riches Emerge From the Shadows...the musical variety and energy is mind boggling”*

Gary Lightbody, Snow Patrol: *Belfast has most exciting music scene in the world at the moment. It is the flagship of our next generation...it is Northern Ireland’s future, and it is an incredible future happening right in front of your eyes.”*

Irish Independent: *“At Belfast Music Week I was struck once more by the vibrancy and the breadth of its scene.”*

BBC’s Across the Line: *“In the last five years, the standard of bands has gone through the roof, both in quantity and quality. There seems to be an embarrassment of riches at the moment.”*