



**Report to:** Strategic Policy and Resources Committee

**Subject:** Use of City Hall and Grounds for The Big Music Project

**Date:** 19 June 2014

**Reporting Officer:** John McGrillen, Director of Development, ext 3470

**Contact Officers:** Brian Johnston, Manager of Tourism Culture Heritage and Arts, ext, 3586

<b>1</b>	<b>Relevant Background Information</b>
1.1	<p><u>Background</u></p> <p>A request has been received from The BIG Music Project (BMP) which is funded by the Big Lottery Fund for use of the City Hall and part of the City Hall grounds for an event on Saturday 18 October 2014.</p>
1.2	<p>The BMP proposes to organize a one day event at City Hall that will attract over 2,000 young people through music artist performances. This event will promote opportunities for young people to engage with the music industry, sign up to a music competition and explore a Work Opportunities Programme. It will include concerts, workshops, exhibitions, inspirational speakers and a trade fair.</p>
1.3	<p><u>The BIG Music Project</u></p> <p>The Big Lottery Fund is charged with bringing improvements to communities and the lives of people most in need. The fund receives 40% of the net proceeds of the National Lottery. The BIG Music Project is an initiative led by the UK's biggest music and entertainment brands and major youth sector players, to deliver societal change and transform the lives of young people in some of the most deprived areas across Northern Ireland, England, Scotland and Wales.</p>
1.4	<p>The BMP aims to deliver a major youth engagement project for the Big Lottery Fund and will utilise brands, including the BRIT Awards, to reach more than 4 million young people throughout the UK, offering training programmes, national music events and a competition powered by Next BRIT Thing.</p>
1.5	<p>The BMP will work with a number of key players in the music industry, including the British Recorded Music Industry (BPI) who owns the iconic BRITs brand, Global Radio and Northern Ireland Youth Action, to connect with young people and their love of music. For a brief description of Northern Ireland Youth Action</p>

	and for further detail on The Big Music Project see appendix I.
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<b>2</b>	<b>Key Issues</b>
2.1	<p>While the proposed event is not a Belfast City Council funded or supported one, the project would offer a number of important benefits for the city. Most notably;</p> <ul style="list-style-type: none"> <li>- It will bring together disadvantaged 14-24 year-olds from Belfast and across the region to improve community cohesion.</li> <li>- Assist to transform the lives of young people in some of the most deprived areas across Belfast and Northern Ireland.</li> <li>- Increase confidence and collaboration skills, and building links across communities</li> <li>- deliver community-based learning programmes that use music as the 'hook' to promote opportunities, employability and citizenship to disadvantaged 14-24 year-olds</li> <li>- develop routes into employment in highly desirable industries while also enabling young people to develop transferable skills towards employment in any industry.</li> <li>- Showcase Belfast as a vibrant and multi-faceted city</li> <li>- Help the local economy by sourcing all equipment &amp; resources from local businesses.</li> <li>- Generate significant local and national media coverage;</li> <li>- Portray the council in a positive light and at no cost to the rate-payer.</li> <li>- Furthermore, the Cultural Framework for Belfast, Integrated Strategic Framework for Belfast Tourism and Creative Industries Strategies all prioritise music.</li> </ul>
2.2	<p>The BMP organizers have asked for the use of the following City Hall facilities – The Great Hall, Banqueting Hall, Reception Hall and Rotunda and the Front Lawns. In addition they would also seek permission to use (if available) the Conor and Lavery Rooms, G51 and G54, the Council Chamber and the use of webcam live feed to stream a music debate.</p>
2.3	<p>In addition, the organisers have requested use of the Big Screen on the front lawn – this request can be discussed directly with the City Events Manager.</p>
2.4	<p>The usual necessary assurances will be required of the organisers, most notably:-</p> <ul style="list-style-type: none"> <li>- that an appropriate level of indemnity in respect of loss, damage or personal injury will be provided for the Council;</li> <li>- that the impact on the normal operation of the grounds will be minimal;</li> <li>- that all incidental costs associated with the event, including but not limited to, stewarding, security, staging, first aid, welfare, technical, and cleaning will be borne by the organisers; and</li> <li>- that the lawns will be kept intact so far as possible, and any damage made good where necessary.</li> <li>- All technical and production costs associated with the event, webcam and Big Screen will be borne by the organisers</li> </ul>

<b>3</b>	<b>Resource Implications</b>
3.1	<u>Financial</u> There are no direct costs for the council associated with this request. There will be the normal operational costs incurred for hosting functions at City Hall.
3.2	<u>Human Resources</u> No additional resources are required, as any additional security and stewarding staff would be the responsibility of the organisers.
3.3	<u>Asset and other implications</u> There are no significant implications for the integrity of the Council's assets.

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

<b>5</b>	<b>Recommendations</b>
5.1	It is recommended that Members; <ul style="list-style-type: none"> <li>- Approve use of the City Hall facilities for the Big Music Project on Saturday 18 October 2014, at no cost to the Council.</li> </ul>

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

<b>7</b>	<b>Key to Abbreviations</b>
BMP – The Big Music Project BLF – The Big Lottery Fund	

<b>8</b>	<b>Documents Attached</b>
Appendix 1 - Northern Ireland Youth Action & The Big Music Project details	

### **The BIG Music Project**

The BIG Music Project will deliver a major youth engagement project for the Big Lottery Fund. The project will utilise powerful brands, including the BRIT Awards and Capital Radio, to reach more than 4 million young people, offering training programmes, national music events and a competition powered by Next BRIT Thing.

### **Background**

The Big Lottery Fund (BLF) is charged with bringing improvements to communities and the lives of people most in need. The fund receives 40% of the net proceeds of the National Lottery.

It has recognised that young people are faced with a set of circumstances that make it especially hard for a significant minority of them to progress in life. With current levels of unemployment among 16-24 year-olds at 21.1% compared with the national average of 7.7%, access to work is clearly an issue. It is compounded by limited training opportunities and for some, personal issues that place them at the margins of society.

After a pilot project and commissioned research, the BLF concluded there is scope for music to play a major positive role in engaging with young people and established a fund to take this work forward.

### **Why Music**

Young people have a unique relationship with music. They talk about music, they share experiences, many are truly creative and for an enormous number, the chance to connect more closely with music is hugely appealing. The opportunity to work within the industry is a dream that many aspire to, but few believe they will ever attain.

The BIG Music Project is a unique initiative led by the UK's biggest music and entertainment brands and major youth sector players to deliver societal change and transform the lives of young people in some of the most deprived areas across England, Scotland, Wales and Northern Ireland.

### **The Consortium**

The BIG Music Consortium will use the full weight of the music industry, the power of the iconic BRITs brand, the reach of Global Radio and their Capital brand and the unparalleled grass-roots engagement networks of UK Youth to connect with millions of young people around the UK through their love of music.

### **BPI**

The BPI is the representative voice of the UK recorded music business. BPI members account for approximately 85% of all recorded music sold in the UK. The BPI organises the annual BRIT Awards show, the Classical BRIT Awards show, the Next BRIT Thing. Proceeds from the BRIT shows go to the BRIT Trust, The Charitable arm of the BPI that has donated almost £20m to other charitable causes.

### **UKYouth**

Has been enabling young people from all backgrounds to realise their potential for over 100 years. Coordinates the biggest youth club network in the country – over 7000 in England, Wales Scotland and Northern Ireland – reaching some 790,000

young people. Develops and promotes innovative non-formal learning programmes for and with young people. Accredited by a range of highly respected organisations and sit on nationally educational frameworks.

### **Youth Action Northern Ireland**

Youth Action Northern Ireland is a regional voluntary youth organisation whose aim is to make a significant difference to the lives of young people and communities throughout Northern Ireland, by recruiting and involving young people in non formal educational programmes to maximise skills, qualifications and potential.

### **Global Charities**

Global Charities engages with the listeners of Global Radio's seven commercial radio brands, to make a difference in local communities. It has a proven expertise in charitable project management and the support of 22 professional staff. It has provided over £30m through more than 15,000 grants to projects, raising funds through listener appeals, corporate partnerships and special events.

The strategic consortium will draw on the expertise of some of the UK's most renowned charities, leading educational institutions, community-based youth engagement organisations and major music and media businesses. These include The BRIT School, UK Music, The British Music Experience, Abbey Road Studios, Myplace, Rathbone, The Eden Project, The Lennon Bus, Viacom, and Bucks New University.

This project has been co-created in consultation with young people, who will remain integral to its governance throughout.