



Subject:	Galway 2020 Music Collaboration Project
Date:	5th June, 2019
Reporting Officer:	John Greer, Director of Economic Development
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Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report/Summary of Main Issues
1.1	The purpose of this report is to update Members on discussions with Galway 2020 on delivering an international music collaboration project, as part of its European Capital of Culture programme.
2.0	Recommendation
2.1	The Committee is requested to note the contents of this report and approve an investment of £100,000 over two financial years in this project, subject to fundraising targets being reached.

3.0	Main Report
	<p data-bbox="272 192 448 226"><u>Background</u></p> <p data-bbox="165 241 1433 349">3.1 In June 2018, the Committee granted permission for officers to develop options for a collaboration with Galway 2020, as part of Galway holding the European Capital of Culture designation in that year.</p> <p data-bbox="165 394 1433 741">3.2 The background to this proposal is the work undertaken as part of Belfast’s bid to become European Capital of Culture. This work revealed the opportunity for Belfast to increase local engagement in culture as well as maximising the role of culture in supporting Belfast as a global city through:</p> <ul data-bbox="320 551 858 741" style="list-style-type: none"> - Increasing cohesion and permeability - Building identity and confidence - Attracting investment and visitors - Retaining talent <p data-bbox="165 792 1433 1025">3.3 In March 2019, the City Growth and Regeneration Committee approved the draft ten-year cultural strategy, <i>A City Imagining</i>, to go out to public consultation. This document proposes 16 key strategic priorities across 4 thematic areas. Following completion of the public consultation, a revised strategy will be presented to this Committee in August 2019 for consideration.</p> <p data-bbox="165 1084 1433 1518">3.4 A number of the proposed strategic priorities across all the themes will be supported by this international collaboration project with Galway 2020, including:</p> <ul data-bbox="320 1182 1433 1518" style="list-style-type: none"> - Protecting and promoting cultural heritage in all its dimensions, both tangible and intangible including the plurality of the city’s cultural narratives - Supporting high quality cultural events that are accessible, diverse and inclusive - Investing in a stronger and more sustainable cultural sector by supporting artists and producers to work beyond boundaries - Strengthening our city, regional and international cultural networks - Growing our sustainable cultural tourism product <p data-bbox="165 1576 1433 1957">3.5 In addition to the 16 priorities, the draft strategy also presents four major strategic projects over the ten year period including:</p> <ul data-bbox="320 1675 1433 1957" style="list-style-type: none"> - A new approach to events and festivals in the city - Plans for a year-long programme of cultural activity provisionally proposed for 2023 - A bid for UNESCO City of Music designation in 2021 - A new visitor attraction, including the Belfast Story, as part of the Belfast Region City Deal

3.6	<p>The success of all of these projects is dependent of the ability of the city to develop international cultural links and deliver projects of quality and scale. There is also a specific focus on music building on our existing strengths as a city and following extensive research and the decision by Council to pursue the UNESCO designation for music.</p>
3.7	<p><u>Key Issues</u></p> <p><u>Proposed project</u></p> <p>Following detailed discussions with the Galway 2020 team, a proposal has emerged that focuses on exploring the music links and heritage between the two cities and North America through our existing Sister Cities programme with Nashville and Boston.</p>
3.8	<p>The project would have three keys strands:</p> <ul style="list-style-type: none"> – a series of specially commissioned concerts to be performed in Belfast, Galway, Nashville and Boston – a touring exhibition potentially in partnership with Country Music and Folk Music Hall of Fame – an artist exchange programme and showcase to support emerging artists
3.9	<p>At the core of the project will be a series of signature concerts and related ancillary engagement programmes which trace the journey of Irish and Scots-Irish people to North America and, in particular, the impact of their music on American culture. Featuring leading musicians from both sides of the Atlantic, this will be a specially curated project with concerts in Galway, Belfast and participating US cities.</p>
3.10	<p>Through the various waves of emigration to America, local cultural heritage has had a profound and lasting influence on American music in particular. The mix of Irish and Scottish music introduced American musicians to new forms of music and storytelling styles. However, this was not an entirely one sided relationship as the adoption of African American instruments such as the banjo into traditional Celtic music illustrates.</p>
3.11	<p>A new repertoire developed from these immigrant experiences; railroad songs, work songs, songs of love, comic songs and songs of home. Many variations of these songs entered the mainstream of American folk song and are still a key influence on what we now call Americana music, incorporating elements of country, roots, rock, folk and bluegrass.</p>

3.12	<p>The proposal would be to celebrate these cultural connections through a concert format that will feature several group and individual performances linked by a specially commissioned script.</p>
	<p><u>Outputs</u></p>
3.13	<p>The proposed outputs of the projects are as follows:</p> <ul style="list-style-type: none"> - 4 concerts - A curated touring exhibition including content from all 4 cities - Artist-in-residence/ showcase opportunities to support local artists - Exchange programmes to facilitate and promote research and collaborative opportunities - Merchandising such as CD, DVD etc - US/UK/Irish/European broadcasting opportunities including documentary and concert performances - Radio concert format
	<p><u>Outcomes</u></p>
3.14	<ul style="list-style-type: none"> - Local civic engagement focussing on the music dimension of the Belfast Story with resulting exhibition contributing to the development of the new visitor attraction - Increased international profile including return on investment through media coverage - Support for UNESCO bid including number of international partnerships - Direct economic impact through bed nights and visitor spend - Support and showcasing of local emerging talent
	<p><u>Timescale</u></p>
3.15	<ul style="list-style-type: none"> - July - September 2019: funding commitments confirmed - September - October 2019: confirmation of lead artists and activation of commissions - 2019/2020: concept development including commissioning of script, research into repertoire options, artist residencies - Summer 2020: rehearsals and footage for any documentary - October/ November 2020: concerts in Galway and Belfast as well as touring exhibition - Nashville/ Boston performances and broadcasts to be scheduled for autumn 2020

3.16	<p><u>Next Steps</u></p> <p>The next steps will be to secure remaining funding, agree broadcasting partners and announce lead artists.</p>
3.17	<p><u>Financial and Resource Implications</u></p> <p>The total project costs are currently estimated at £400,000 with an investment sought from Belfast of up to £100,000 over two financial years. The Council contribution will be match funded by Galway 2020. Earned income is estimated at £80,000 with the remaining £120,000 to be secured from project and tourism partners. Should fundraising exceed current targets, then the investment from the lead cities will be reduced accordingly. The project will be funded from existing departmental budgets for ongoing cultural programme development.</p>
3.18	<p><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>A music implementation plan is being developed as part of the cultural strategy and will include this project. These plans will be subject to an equality screening and rural needs assessment.</p>
4.0	Documents Attached
4.1	None