

**Name of meeting: Cabinet**

**Date: 2 June 2020**

**Title of report: Kirklees Music Ambition including: Year of Music 2023 and Music Investment**

**Purpose of report:**

This report will seek to gain approval for:

- on-going investment into key music festivals and the Kirklees Concert Season
- the approach and ambition for Year of Music.

<b>Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?</b>	Yes  This will impact on more than two wards as it is about adopting a place-based approach across Kirklees to develop and sustain music in the district.
<b>Key Decision - Is it in the <u>Council's Forward Plan (key decisions and private reports)?</u></b>	Yes
<b>The Decision - Is it eligible for call in by Scrutiny?</b>	Yes
<b>Date signed off by <u>Strategic Director</u> &amp; name</b>  <b>Is it also signed off by the Service Director for Finance?</b>  <b>Is it also signed off by the Service Director for Legal Governance and Commissioning?</b>	Karl Battersby – 19 May 2020  Eamonn Croston - 21 May 2020  Julie Muscroft – 22 May 2020
<b>Cabinet member <u>portfolio</u></b>	Cllr Walker – Culture and Environment

**Electoral wards affected:** All

**Ward councillors consulted:** None

**Public or private:** Public

**Has GDPR been considered?** Yes

## 1. Summary

1.1 The Council currently has a Music Policy, approved in February 2018, which expands on the 'world class music' priority set out in the Culture Kirklees vision also approved by Cabinet in October 2016. Culture Kirklees laid out the outcomes and future direction for the Creative Development Team and Museum and Galleries.

1.2 The vision for music, as highlighted in the music policy, states:

*Kirklees is a district of world class music that stands proud on its rich and diverse musical heritage. Music is the beat of our heart, the sound of our communities and it is the pulse of our towns and villages.*

*Kirklees is a place where everyone can hear world class music through our festivals and programming; where children and young people have access to world class musical experiences and education; and where the next generation of musicians and music professionals can build and sustain a high-quality career, with access to the very best industry advice, career opportunities and performance routes.*

1.3 The Council has committed to the delivery of a Year of Music in 2023 to complement Leeds' Year of Culture.

1.4 The Council currently strategically invests in 3 key festivals – Cleckheaton Folk Festival; hcmf// - Huddersfield Contemporary Music Festival; and Marsden Jazz Festival - to deliver a diverse music festival offer and contribute to the Council's 7 shared outcomes.

1.5 The Council is currently in a partnership to deliver the Kirklees Concert Season with Opera North. This partnership is now in its 17<sup>th</sup> Year.

1.6 The Cabinet is asked to approve investment into music with the focus on our longest continually running festivals and the partnership with Opera North to deliver the Kirklees Concert Season, for three years with option to extend until 2024, taking us beyond the 2023 Year of Music and to ensure we can ensure legacy.

1.7 The Cabinet is asked to approve the approach to a Year of Music. It is anticipated that the Year of Music will be funded through existing budget streams.

1.8 The Cabinet is made aware a further paper will be presented with greater detail on the programme for Year of Music 2023.

### 2.1 Information required to take a decision: Investment in music festivals

2.1.1 Kirklees Council has invested in various music festivals through previous grant schemes and commissions. The previous Community Grants Scheme was cut in 2016.

2.1.2 Investment into three festivals continued through an approved plan attached to the Music Policy. These festivals are Cleckheaton Folk Festival, Marsden Jazz Festival and Huddersfield Contemporary Music Festival. This funding has acted as seed core funding to enable these festivals to lever additional money from national and international funders, partners and agencies. This investment also provides a 'vote of confidence' in the festivals as they build their corporate sponsorship and business relationships.

- 2.1.3 The investment (awarded as a grant) from the Creative Development budget breaks down as follows: Cleckheaton Folk Festival £5k; Jazz Festival £5k; and Huddersfield Contemporary Music Festival £30k.
- 2.1.4 In 2018, the £40,000 investment in these festivals levered an additional £1,197,020 of funding and earned income – approximately £30 generated per £1 of council investment.
- 2.1.5 Further to this, the 2018 economic impact of these festivals was reviewed. The report concluded that combined, the festivals have an economic impact of £2.2m to Kirklees (Appendix 1).
- 2.1.6 Investing in the festivals for three years with an option to extend for a further two, taking us up to 2024 provides security for them to build towards 2023 and ensures that the festivals are able to thrive beyond this year. It assures other funders and investors that the council is committed to working with the festivals thus increasing their confidence and interest in the music offer in the district. It further allows us to properly evaluate 2023 and confirm a programme of festivals in 2024.
- 2.1.7 Currently the funding is only agreed on an annual basis due to the budget setting process. The current approach means that the Council's financial system requires an annual agreement to be agreed between the Council and the organisation and then for the Council to approve this. The process can take several months and cause business disruption to the festivals and Concert Season impacting on the confirmation of funding from other funding bids as well as on business management and continuity. This impacts the Council in its delivery of its own programme, the Kirklees Concert Season, delivered in partnership with Opera North, and leads to direct risk to our own reputation and organisation.
- 2.1.8 It will be made clear in any investment agreement, that the Council's budget is set on an annual basis, and although we would support our commitment as much as possible, we are not in a position to guarantee funding until 2022, or 2024 with the extension of two years.
- 2.1.9 The investment agreement would also be clear on criteria and measures of success to ensure the best value and reach to meet with Council objectives, ambitions of Year of Music and to ensure we can adapt to changing circumstances.
- 2.1.10 In 2020, COVID 19 has impacted directly live music and live performance, due to the implications of social distancing. Depending on where the festival sits within the calendar has impacted their ability to respond, with Cleckheaton Folk Festival early on, ability to develop other strategies have been limited. However, the festivals and the Kirklees Concert Season which run later in the year are looking at online content and other strategies for delivery.
- 2.1.11 It is important to recognise that the creative sector is one of the first to respond with innovation and we need to embrace and support this in the district. We see now music in an online sphere, through gaming – gigs in Minecraft and in Fortnite, through social media, online gigs and streaming, we see 'take overs' and launches in new and innovative ways. We see online collaborations and music making and the need ever more for music and creativity for health and wellbeing - online choirs, music education online, which in turn has increased access. Global streaming itself has gone up by 12% in the COVID pandemic alone. New strategies are required for the festivals to survive in the current climate and also how we embrace these new areas and cultural areas for

experience. This also extends much broader into the Year of Music approach. See below.

2.1.12 By investing in music and with the focus on our longest continually running festivals and the Kirklees Concert Season also confirms our commitment to music and supports any bid to Arts Council England for other funding towards a Year of Music 2023.

2.1.13 Music contributes to the 7 Kirklees outcomes and:

- Economic development
- Social/cultural regeneration
- Cultural vibrancy
- A strong tourism base – locally, regionally, nationally and internationally
- Cultural and community provision
- Local priorities which seek to encourage vibrant sustainable communities that are active, lively and inclusive.

2.1.14 Approval in principle is sought to develop a three-year agreement with the option of extending for two years until 2024 (subject to confirmation annually through the budget process and is awarded as a grant):

- Cleckheaton Folk Festival at £5k per year
- Huddersfield Contemporary Music Festival at £30k per year
- Marsden Jazz Festival at £5k per year.

2.1.15 The Cabinet is made aware that this investment will be included within a paper to be presented at a later date, this report will explain the Year of Music programme with detail of further approaches and requests for investment.

## **2.2 Information required to take a decision: Investment in the Kirklees Concert Season**

2.2.1 Kirklees has seen Classical concerts and programmes in Huddersfield Town Hall since it first opened in 1881 with a three-day music festival, as well as at Dewsbury Town Hall. The current partnership investment has been developed with Opera North. Through delivering the programme together, it ensures Kirklees residents benefit directly and retain access to world leading classical programmes that otherwise would be unaffordable by the Council and would result in residents having to travel to access such a programme.

2.2.2 The current investment of £60k is the result of the transformation of the Creative Development Team's approach and prioritisation around the Council investment. The Kirklees Concert Season has moved beyond these historic savings to creating a proactive and sustainable delivery model. Therefore, the partnership working with Opera North is even more paramount to sustain the Kirklees Concert Season for residents of the district.

2.2.3 For the £60k investment, the Council is able to ensure it can deliver at least 6 classical orchestral concerts, 6 chamber concerts at Dewsbury Town Hall and on average, 12 organ concerts. It can effectively market the programme to local, regional and national press and deliver engagement programmes such as Sing Up! Choirs. It is also worth noting that through Opera North and their donors' programme, Kirklees has received £60K donation towards a school programme in the north of the district.

- 2.2.4 Approval in principle is sought to maintain this investment (in FPR is awarded as a grant) of £60k per year with Opera North to deliver the Kirklees Concert Season for three years with the option of extending until 2024. This would an agreement would be confirmed each year through the annual budget process.
- 2.2.5 See appendix 2 for further information on the approach, partnership and evaluation of the Kirklees Concert Season.
- 2.2.6 COVID 19 impacted both the end of the 2019/2020 season with the final concerts being cancelled, to the pre-season previous scheduled for May. However, like the festivals, we are looking to best practice on delivery of live classical music in safe and socially distanced ways, exploring online content and even reviewing the when the season should start is all part of our working partnership and how we keep music alive through these times. For example, Opera North has already produced a number of online music films that have been shared with Kirklees Concert Season audiences as well as via our other Council social media channels. We continue to assess and develop new approaches to the delivery and maintaining the music offer through the lock down and as and when this eases.
- 2.2.7 As per the Music festival investment, The Cabinet is made aware that this investment will be included within a paper to be presented at a later date, this report will explain the Year of Music programme with detail of further approaches and requests for investment.

### **2.3 Information required to take a decision: Approach to a Year of Music 2023**

- 2.3.1 The approach taken to deliver a Year of Music is one that has already been piloted through the first WOVEN textiles festival and that is: 'instigated by the Council but owned by everyone'. This is about adopting and implementing a place-based approach to cultural development. This approach ensures that music which takes place across all the towns and villages of Kirklees is recognised and celebrated. By adopting this approach, Kirklees is doing something truly unique. It sets us apart from all other places.
- 2.3.2 In addition, as the Year of Music complements Leeds ambition to have a year of cultural celebrations in 2023, we recognise that we will be in strong competition for funding with our local authority partners in the region. This will assist in levering down additional funds from external agencies, trusts & funding bodies such as Arts Council England.
- 2.3.4 We also know that Kirklees does not have the infrastructure of other places. For example, we simply do not have the flat large green space to attract any major festival to the area. However, a place-based approach is about using a Year of Music as a catalyst to strengthen the community, increase resilience in the sector and develop opportunities for music to contribute in a more meaningful way to agendas such as health and wellbeing and community cohesion.
- 2.3.5 A number of steps have been taken already to galvanise the music sector and encourage joint working and partnership across sectors. For example, the ambition to deliver a Year of Music has been adopted by the Music Development Group, a group consisting of music organisations – voluntary and community sector groups and commercial organisations plus education institutes - working in partnership with the Council. The organisations represented include health, education, night time economy, tourism and are festivals, a venue, the University, the music education hub and a health and wellbeing charity.

2.3.6 As described in points 2.1.11 and 2.2.6, music has been impacted by COVID, yet we remain confident in working together to maintain our music offer. This continuous improvement and development shall continue beyond COVID and we shall embed the digital offer as a mainstay within the Year of Music to reach new audiences and meet with new established cultural behaviours and expectations. This will also help Year of Music to reach a regional, national and international audience, firmly placing Kirklees on the map as a place that lives music.

2.3.6 In addition to this, a number of sub-groups have been established to coalesce like-minded organisations to consider opportunities for programming, business and skills development, joint promotion and to share best practice and tackle issues.

2.3.7 These sub groups are:

- Music Classical Group
- Music Festivals Group
- Music Venues Group
- Rerezent – a group looking at music inclusivity
- Music Education Hub – already in existence but has adopted the lead for Year of Music for Children and Young People

2.3.8 Further to this, the first Business Rates Pool bid pilot secured £299,000 to deliver a number of programmes and initiatives. It has delivered:

- An alternative marketing campaign to support Marsden Jazz Festival to grow audiences through Air BnB and other approaches. This was to tackle the lack of overnight accommodation in the village to accommodate artists and audiences.
- The appointment of 3 part time roles to support the development of a Year of Music. These posts work on education, health, community and developing the mechanisms, processes and structures to measure success, evaluate impact and facilitate the groups and emerging networks. The funding for the posts comes to an end in early autumn 2020.
- To run a series of projects to increase opportunities for emerging musicians in both the Yorkshire Sound Women's Network and Huddersfield Contemporary Music Festival.
- To deliver a programme to place musicians in communities, to break down barriers to engagement. Roots to Inspire involved 4 artists and a number of different community groups. To watch the outcome of the project please go to: <https://www.youtube.com/watch?v=vl69A8pIGQA>
- To deliver an online project to uncover and celebrate the diversity of musical genres of Huddersfield, to support cultural cohesion and understanding of cultural differences. This pilot project will be expanded across the district for a Year of Music, working with independent oral historian Mandy Samra. Town Sounds is available at [www.townsounds.co.uk](http://www.townsounds.co.uk).
- To develop a brand to act as a unifying identity for all music groups, genres and communities. The brand, developed in consultation with the sector, has resulted in the creation of a website. This website, [www.musicinkirklees.co.uk](http://www.musicinkirklees.co.uk) acts as a

one stop shop for all things music in Kirklees and sign posts to the various festivals, venues, groups and so on.

- 2.3.9 The learning from the Business Rates Pool bid demonstrates how the Council's contribution maximises opportunities through doing only what the Council can do and to work in partnership with the sector to achieve our shared ambition and to deliver a Year of Music in 2023. Establishing a match fund to lever national funds for the Year of Music would enable us to continue on this trajectory and ensure sustainability is rooted within communities.
- 2.3.10 As an active partner to the music sector, the Council has acted as facilitator, co-ordinator and enabler of ideas, relationships and projects.
- 2.3.11 It is important to recognise the value the sector brings to the table and how, in terms of the wider community, the Council must not 'own' the agenda but play its role in empowering the music sector through understanding how the Council has the capacity to be both an enabler to music delivery, development and ambition.
- 2.3.12 Music is impacted by or impacts on various council services, e.g. Environmental Health, Parks and Green Spaces, Community Cohesion, Town Centres, Libraries and Town Halls, Children's and Adult Services and Public Health. The Year of Music agenda should not and cannot lie solely within the Culture and Tourism service, even if the central co-ordination sits within the Creative Development Team.
- 2.3.13 Therefore, for the Year of Music to be successful, it will require a full 'Team Kirklees' approach.
- 2.3.14 It is worth noting that as a result of taking this approach, even in the early stages, Kirklees has gained a reputation as a leading authority on music development. As a result of this, Kath Davies, Strategic Lead for Cultural Development, has been asked (and funded externally) to present the Kirklees case study on music at conferences within the UK and the USA, Sweden and Colombia thus raising the profile of the district and the Council.
- 2.3.15 The Cabinet is request to approve the approach taken to deliver Year of Music 2023, and is made aware that a paper will be presented at a later date, this report will explain the Year of Music programme with detail of further approaches and requests for investment.

## **2.4 Added value of Year of Music and music investment: application to UNESCO Creative City Status 2021.**

- 2.4.1 Kirklees is in a strong position and will put itself forward in the next round of applications to the UNESCO Creative City programme in 2021. The requirements for the bid are to demonstrate:
- Political leadership
  - Ambition
  - Heritage
  - Sector buy in to the agenda
  - Investment
  - Commitment to Music.
- 2.4.2 There is no cost to the bid itself, however, there are expectations if you are successful, and these are:

- To participate in the network – this may be national meetings and may include an international conference. Due to COVID, we expect there to be online capabilities.
  - To have a dedicated person within the authority or district who is responsible for reporting to and liaising with the wider network and UNESCO
  - To maintain investment in music
- 2.4.3 The investment in music can be achieved through the festivals and Kirklees Concert Season but also through the Town Halls, any music programme delivered across the authority such as Play it Loud! in the Libraries and the Sound Space investment.
- 2.4.4 Through recent attendance and speaking at conferences (the Music Tourism Convention, Liverpool and the Music Cities Forum, Norrkoping, Sweden), we have two contacts to share experiences and best practice with us about their UNESCO bidding process and what it means for their respective places:
- Kevin McManus, Head of UNESCO City of Music, Culture Liverpool
  - Sandra Wall, UNESCO Music Co-ordinator, Norrkoping
- 2.4.5 Should we be successful, we would find out late 2022, giving us an added boost to help maintain momentum to deliver the Year of Music in 2023.
- 2.4.6 The status will also be of benefit in attracting investment and partners to the Sound Space, a key strategic ambition for Huddersfield, the Year of Music and our overall Music Policy and ambition.

### **3 Implications for the Council**

#### **3.1 Working with People**

The whole programme is being led by and shaped by the people and communities whose activity and creative output have sustained the musical heritage and story of Kirklees across all the villages and towns. From participants and leaders of choirs, brass bands, to those individuals who run festivals and venues. We are continually taking the structure, form and shape of Year of Music from individuals, residents and communities and continue to expand this to ensure by the time the final programme is organised, every genre, community and resident will have supported, be aware of and understand how they can get involved. This can be from active engagement to simply attending a gig or festival programmed especially for the Year of Music.

#### **3.2 Working with Partners**

To date the project has worked with lots of various partners from within the Music Development Group to all the subgroups. These partners are from cultural, commercial, charity, VCS and the education sector.

Our partners will continue to grow and expand as we build the programme for Year of Music. The whole programme, although instigated by the Council, needs to be owned by everyone to maintain continued development and activity beyond 2023. Through partners we can support system change through the use of music.



### **3.3 Place Based Working**

The whole approach of music and music development is based on the heritage of the district. Our distinctive rich and diverse musical story touches all communities. Kirklees is a district with a range and depth of music from brass bands, folk, sound systems and reggae, bhangra, rock and pop, choral, classical and contemporary – and everything in between. Our music infrastructure, festivals and programming covers the whole district, with localised activity borne out of community commitment and action.

Music, like textiles, makes sense and is understood by all, because its roots go deep and wide and it has entry points and contributes to health, education, economy, cohesion and community based tourism.

### **3.4 Climate Change and Air Quality**

Through developing and strengthening the existing music offer, we provide a year round diverse programme of activity that means residents do not have to travel far to experience such events, artists/performers or to engage in specific activity such as training programmes or choirs. This is the basis for our community based tourism approach, developing the tourist within Kirklees and supporting a greater use of public transport to the main festivals for regional and national audiences.

In addition to this, we are beginning to think and explore a concept whereby we can develop programmes to offset the carbon footprint of international touring artists in the first instance. This is a significant task and we are in the early stages of this.

Further to this, we are working through our festivals and venues music sub groups to consider how we can improve the offer and reduce the impact on the environment of music, such as removing single use plastic at festival food catering stalls.

### **3.5 Improving outcomes for children**

Working with all partners, led by the Music Education Hub with support from Evoke, the Local Cultural Education Partnership, we will use music as a tool to raise the aspirations of children and young people across Kirklees. For example, through schools' programmes and curriculum packs to engage young people in the musical heritage of the district. All festivals and venues will have a children's and young person's offer; this can include engagement programmes to 'under age' gigs.

We will also work with C&K careers to ensure that information about the whole A-Z of careers that are available in music is made available to young people. Music is a major industry and the workforce is diverse and far reaching.

We will also encourage young people to engage with music and learn music making in all forms. It is proven that young people who engage with learning an instrument or music making (such as dj etc) boost their attainment levels.

### **3.6 Other (e.g. Legal/Financial or Human Resources)**

The approach will clearly lay out the approach for the Council and reinforce our role as a partner to enable, facilitate and lever investment into the district.

As the Year of Music programme develops, there may be specific directorate decisions on investment, however, these will be only made if delivering directly the outcomes for the Council.

The Financial Procedure Rule (FPR) 2.13 permits service director to approve grants subject to Corporate Procedure Rules/FPRs. FPR 20.8 says service directors can issue grants in accordance with a scheme of grants approved by cabinet. Therefore, the final partnership investment agreement will be made as grants in line with the approval of this report, and the investment laid out within it.

Legal powers for the grants will be s 1 Localism Act 2011 (general power of competence) or section 145 Local Govt Act 1972.

## 4 Consultees and their opinions

4.1 The music sector is behind the Year of Music concept and are already beginning to plan for activity, from booking Johns Smith Stadium, to the Grand Northern Ukulele Festival securing funding from Arts Council England to support their ambitions, to Townsounds being used as a pilot for a bigger ambition to the National Lottery Heritage Foundation.

4.2 There have been a number of public engagement sessions:

- Music Mapping & Consultation – Fiona Harvey
- Music Ecosystem Survey (infrastructure focussed) – Sound Diplomacy

Both available here: <https://www.kirklees.gov.uk/beta/arts-help-and-advice/pdf/music-policy-with-reports.pdf>

- Year of Music, Huddersfield Town Hall (June 2019) and Dewsbury Town Hall (July 2019) See appendix 3 for report.
- Growing Places – phase 1 - a creative engagement project within Queensgate Building to encourage open conversations (see appendix 4 for further information).
- Growing Places – phase 2 - this engagement has focussed on the concept of the Sound Space, however, the engagement has brought up valuable insights into the wider music ecology and Year of Music ecosystem thinking. This work is currently ongoing and will come to a close in March 2020.
- Huddersfield Place Standard – comments in the Play & Recreation section highlighted the need for '*a large music venue*', and in the Social interaction section '*Music venue would be great.*' Plans are to create a new Sound Space for Huddersfield, however, without the ecosystem around it being strong and resilient, the building itself will struggle.

4.4 The MUSiK brand was created in consultation with the sector and will act as a brand to galvanise the sector and raise the profile of all music genres and activity. This will be supported by the social media channels managed by the Council in addition to their ongoing management of the Creative Kirklees website, newsletter and social media.

4.5 Stakeholder engagement is ongoing, through the Music Development Group, the various sub groups and bi-annual music events that bring the community together. In 2018/19 consultation with the sector focussed around the Year of Music and what it could be, and the public engagement around the Sound Space. This year, we have an open space event planned for the summer, with the aim of engaging organisations in the Year of Music agenda to support

them in thinking what they can do and take account of. These are in addition to training programmes or more specific and targeted activity that has come out of the need from the sector to support skills development in line with Year of Music and strengthening the music economy.

4.6 An EIA will be produced on the Year of Music programme and will be inherent in any funding agreement.

## **5 Next steps and timelines**

To develop a full delivery plan for 2023, with engagement, marketing and funding strategies.

## **6 Officer recommendations and reasons**

Members are requested to:

- Approve the in principle three-year investment into Cleckheaton Folk Festival - £5k, Huddersfield Contemporary Music Festival - £30k, Marsden Jazz Festival - £5k and Opera North - £60k, for the reasons set out in the report at a total cost of £100k each year for three years, with the possible extension of a further two and note that it will be subject to confirmation annually through the budget process and review of agreement objectives and meeting targets and as described in the report at 2.1.8-2.1.9 .
- Approve the approach to the Year of Music 2023 in principle (including the UNESCO bid) and note that further details on programme and funding strategy will be brought back at a later date.

## **7 Cabinet Portfolio Holder's recommendations**

Councillor Walker supports the ambitions laid out in the paper to bring the investment together with a Year of Music approach.

## **8 Contact officer**

Kath Davies, Strategic Lead for Cultural Development – [kath.davies@kirklees.gov.uk](mailto:kath.davies@kirklees.gov.uk)

## **9 Background Papers and History of Decisions**

None

## **10 Strategic Director responsible**

Karl Battersby – Strategic Director for Economy and Infrastructure – [karl.battersby@kirklees.gov.uk](mailto:karl.battersby@kirklees.gov.uk)