

Name of meeting: Cabinet
Date: 16th March 2021
Title of report: Year of Music 2023

Purpose of report: To approve the investment in the development of Year of Music, delivered with communities and supporting the recovery from Covid-19

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| 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? | Yes |
| Key Decision - Is it in the <u>Council's Forward Plan (key decisions and private reports)</u>? | Key Decision – Yes Private Report/Private Appendix – No |
| The Decision - Is it eligible for call in by Scrutiny? | Yes |
| Date signed off by <u>Strategic Director</u> & name Is it also signed off by the Service Director for Finance? Is it also signed off by the Service Director for Legal Governance and Commissioning? | Colin Parr, Strategic Director, Environment & Climate Change 08.03.21 Eamonn Croston, Service Director, Finance – 05.03.2021 Julie Muscroft, Service Director, Legal, Governance and Commissioning – 03.03.2021 |
| Cabinet member portfolio | Cllr Paul Davies |

Electoral wards affected: All

Ward councillors consulted: None

Public or private: Public

Has GDPR been considered? Yes

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1. Summary

- 1.1 The ambition is to deliver a Year of Music 2023 programme that is embedded in: communities; children, young people & families; education (school to higher education); health and wellbeing; and the economy (including music industry).
- 1.2 This is a place-based programme built on our cultural identity and heritage. It differentiates itself with other cultural programmes, as this is about creating the conditions for music to fulfil its position and support the shared outcomes for Kirklees.
- 1.3 Year of Music has an additional role in supporting the economic and cultural recovery from COVID-19. The global pandemic has hit our communities and the music sector hard and 2023 provides an opportunity to mark the recovery from the challenges it has brought. The yearlong initiative will be a vehicle to support organisations and communities to heal, recover and build back better. Year of Music 2023 will provide a celebratory year to bring everyone together, shine a light on communities, activity and opportunities and move to a positive ambitious district looking to the future.
- 1.4 This year's support of £239,687 ensures the sector is invested in and supported to be able to deliver a year of music, whilst also going on a transformation process to ensure the sector is more resilient and viable for the future. Without this investment, the engagement and development of the Blueprint programmes becomes much more difficult especially with regard to the Cultural Heart development. We will be less able to attract music events and activity to the town park and support community engagement for the capital investment in music via the Queensgate Events space. It will reduce our ability to secure the UNESCO status of a Creative Place for Music, for which we will bid in 2021 – a bid which is about acquiring a designation based on our history and approach; it is not a bid for resource.
- 1.5 The report also requests the underwriting of costs for 2022/23 and 2023/24 in case the funding, sponsorship and sales targets are not reached. There are plans to make several funding applications once a team is in place.

2. Information required to take a decision

Background:

- 2.1 In recognising the scale of Year of Music (YoM) 2023, it should be recognised that our current capacity limits the development and delivery of this year long initiative. Without additional capacity and resource, we cannot achieve our ambitions to ensure that our initiative can be differentiated from our neighbours, especially Leeds 2023.
- 2.2 This report is to consider the proposed way forward following the Cabinet approval of the approach to deliver Year of Music on 2nd June 2020. The published decision is referred to below:

“That approval be given to the approach to the Year of Music 2023 in principle, including the UNESCO bid, and that further details on the programme and funding strategy be submitted at a later date.”
- 2.3 Further work has been done to explore what a place-based approach truly looks like and how this may impact what the final programme might look like and to consider how this will be achieved. This also follows years of consultation and engagement dating back to 2014. The Year of Music also acts as a district wide engagement programme to support the cultural led regeneration in the Blueprints, specifically Huddersfield, with the ambition to

build a new events space to act as the physical embodiment and legacy to the 2023 programme.

- 2.4 In addition to the setting up of structures, processes and systems, new projects have been piloted, such as: linking Kirklees with the USA for a young person's song writing project; wellbeing choirs for staff; public pianos (pre-COVID); and support to music venues during the pandemic.
- 2.5 Up until now, the early development work for YoM has been funded through the Business Rates Pool including three part-time posts. One of these posts has now ended and the other two are due to end in spring 2021. There is no further resource in place to continue planning and delivery of the programme including the post year evaluation in 2024. YoM is additional to the core work of the Creative Development Team and other Council services, external partners and community groups and so needs additional funding and staffing to deliver it.
- 2.6 Some aspects of YoM are already funded as part of the Creative Development budget and work programme (the three-year commissions for music festivals and the partnership with Opera North have already been approved by Cabinet). These are:

| | 2021/2022 |
|--|---------------|
| Kirklees Concert Season – partnerships with Opera North to deliver Orchestral and Chamber concerts, marketing and engagement | 60000 |
| Huddersfield Contemporary Music Festival commission | 30000 |
| Marsden Jazz Festival commission | 5000 |
| Cleckheaton Folk Festival commission | 5000 |
| Total | 100000 |

- 2.7 To move forward with the YoM programme, supporting the delivery and COVID recovery, the following is proposed for the next three financial years, with view to extend certain areas through ongoing review and external funding approaches.

£239,687 for 2021/22 is requested funding from the Council's £3m earmarked reserves set aside to support development activity that supports the Council's inclusive investment ambition. It is also requested that a further £354,687 for 2022/23 and £264,687 for 2023/24 are underwritten in case several funding bids are not successful and sponsorship and sales targets in 2023 are not reached. No inflationary increases have been included for salaries. The three year budget is broken down below:

| | 2021/22 | 2022/23 | 2023/24 | Total |
|---|---------|---------|---------|--------|
| 1 x YoM Co-ordinator, Grade 8 FTE with oncosts £25,481 + 24.94% | 31836 | 31836 | 31836 | 95508 |
| 1 x Community Project Officer, Grade 10 FTE with oncosts £31,346 + 25.83% | 39443 | 39443 | 39443 | 118329 |
| 1 x dedicated Marketing and Press Officer, Grade 10 FTE with oncosts £31,346 + 25.83% | 39443 | 39443 | 39443 | 118329 |
| 1 x Artistic Programmer, part-time Grade 12 with oncosts £37,890 + 26.50% | 23965 | 23965 | 23965 | 71895 |
| Commission Hoot Creative Arts to deliver a Health and Wellbeing project | 10000 | 10000 | 10000 | 30000 |
| Huddersfield Carnival | 15000 | 30000 | 10000 | 55000 |

| | | | | |
|---|----------------|---------------|---------------|---------------|
| External contract for Funding/ Commercialisation expertise | 10000 | 10000 | 0 | 20000 |
| Year of Music - match fund pot supporting other funding bids e.g. NLHF Townsounds bid for £120k | 30000 | 20000 | 0 | 50000 |
| Evaluation commission | 10000 | 15000 | 15000 | 40000 |
| KCS - Organ concerts - music programme/broadcast | 20000 | 20000 | 20000 | 60000 |
| Materials, messages, posts, adverts, filming, website hosting - www.musicinkirklees.co.uk | 10000 | 10000 | 10000 | 30000 |
| Kirklees Concert Season – commission to Opera North to support the delivery of the Stadium gig | 0 | 15000 | 15000 | 30000 |
| hcmf// - commission to enhance 2023 festival | 0 | 10000 | 0 | 10000 |
| Marsden Jazz Festival – commission to enhance 2023 festival | 0 | 10000 | 0 | 10000 |
| Cleckheaton Folk Festival – commission to enhance 2023 festival | 0 | 10000 | 0 | 10000 |
| Community YoM Micro Grants Pot - micro grants of £250 - £1000 | 0 | 10000 | 0 | 10000 |
| Project Budget - delivery of commissions/projects | 0 | 50000 | 50000 | 100000 |
| Total | 239,687 | 354687 | 264687 | 859061 |

- 2.8 The Co-ordinator, Community Project Officer and Artistic Programmer posts increase capacity within the Council and the funding for partners will enable greater support and engagement with communities.
- 2.9 It is crucial that the YoM programme is supported by strong marketing strategies and promotional campaigns. The council's Communications Team presently does not have the capacity to support YoM to the level necessary and so additional capacity needs to be resourced. Engagement and community buy in is crucial to achieve a successful Year of Music embedded within our communities and valued by our citizens and so requires a dedicated and specialist communications role. This post will be responsible for capturing stories, maximising the impacts and case studies and ensuring we are strongly differentiated in the region and can compete and contribute to the regional cultural offer. This post idea has come from consultation with the Strategic Head of Communications on the best options. This work will be supported with a budget to implement marketing and communication plans.
- 2.10 The commission for evaluation expertise will establish an evaluation framework with the community and music sector to effectively measure the impact of the YoM. This will help us to understand the impact of the programme as well as taking best case learning forward. This is important, as YoM is about celebrating who we are and what we do, and how music can maintain its supportive role across our 7 shared outcomes.
- 2.11 The funding expertise will bring much needed support for both the Council in developing bids but also to increase the skillset and expertise of the community to raise funds and develop resilient strategies for economic viability and resilience.
- 2.12 The budget to support the Kirklees Concert Season supports the transition to a new delivery model as the Borough Organist, who was funded through ticket sales, has retired. This funding not only ensures we can work with audiences and the community to develop a new approach to these Huddersfield lunchtime concerts but will enable us to continue to develop approaches trialled through COVID. This approach has seen

streaming of concerts to care homes and has encouraged broader reach for the programme delivered in partnership with the Lawrence Batley Theatre and the University of Huddersfield.

- 2.13 The budget for Huddersfield Carnival, is to support the Huddersfield African Caribbean Carnival Trust to move forward on their plans to reinvigorate the event. The new committee has developed new business plans and strategies, which were being implemented prior to Covid. However, this has now all been impacted by Covid which is leading to a delay in their ability to transform the Carnival into an event for the future.
- 2.14 The ask will also establish a match fund budget, to assist organisations to submit bids to trusts and foundations. A contribution from the Local Authority is seen as a positive confirmation of priority for an area and supports the assessment process. This budget is to help lever inward investment into the district, for example we have a bid developed for the extension of the pilot project Townsounds (www.townsounds.co.uk). This heritage project aims to document the music heritage of the district through oral history and sounds of the diverse communities of Kirklees. The bid has been developed by an independent oral historian with a proven track record and is being submitted to National Heritage Lottery Fund for £120k supported by £5k of Council match funding. In addition, it is proposed to create a micro grants scheme to support community groups and volunteer led music groups to develop special events and projects for 2023.
- 2.15 Although at the heart of the Year of Music will be grassroots, community activity, there will also be a series of high-profile commissions and events to attract national media attention and visitors plus provide something special for citizens. Local festivals will be supported to programme something they would usually not be able to afford and it is proposed to deliver a programme of large scale concerts and gigs in parks, town centres and the John Smith Stadium.

3. Implications for the Council

Working with People

The Year of Music programme has been developed through open planning and engagement and with partners, organisations, community, voluntary and education groups and individuals.

We have run open engagement sessions within the Growing Cultures space within Queensgate Market (pre-Covid) and two open sessions in Dewsbury and Huddersfield on what Year of Music is and can be. Ongoing engagement will be delivered through the number of working groups (internal and external); through the establishment of a Music Partnership Board to take strategic overview; and through online planning sessions (during Covid) moving to face to face when able.

Every step of the way, we consider how we enable the culture of others, realise their ideas and how music can be used to support those we work with to achieve success in their ambitions or goals.

In addition to this, we will encourage all partners and festival organisers to acquire the 'We're Good to Go' industry standard for events. This standard reassures audiences that the event adheres to Government and public health guidance, which is especially important considering learning from Covid.

The project initiation document has been developed with contributions from People Services, to ensure we have tested our thinking and are working with people from all backgrounds.

Working with Partners

Since 2019 to September 2020, we have worked directly with 46 music organisations; supported and connected with the music festivals across the district; and we are developing a project with international organisations (US – I'll Fly Away Foundation, Stax Music Academy, Tennessee, Memphis, the University of Arkansas and the Grammy Museum, Mississippi, Memphis).

We are currently auditing all the choirs and community groups in Kirklees to develop the grass roots strand of work.

We have also started to reach out to the non-music specific organisations and festivals to ensure YoM reaches as many people as possible, such as the Huddersfield Literature Festival and linking WOVEN in Kirklees to YoM – especially as our rich and diverse music heritage and offer is as a result of our textile history and industry.

Collaboration is a founding principle of the Year of Music.

Place Based Working

The whole basis of the Creative Development Team's work is in place-based cultural development and the Year of Music is no different. The strategy to develop music as a key theme within our cultural plans has been borne out of the strong musical heritage of the district. It is inherent within our district's DNA and can therefore be used to promote the place and create a sense of identity and belonging. The work builds on the Kirklees Music Policy and the reports on the sector and infrastructure assessment.

Climate Change and Air Quality

Within the Year of Music, once we are clear on capacity, we intend to set up a Green Group for Music, to explore how we can address the music industry impact on the environment. This has begun to happen through the Festivals Group. This work needs to be deepened and strengthened to become more meaningful and impactful.

Further to this, we will work with our partners and festival organisers to encourage engagement with the international ISO 20121 standard for Sustainable Events, in an attempt to move beyond the Green Pledges that have been made by major festivals such as Glastonbury.

Improving outcomes for children

YoM has a children and young people strand. This is being led by the Music Education Hub, a consortia of music organisations and schools. The Music Education Hub is also connected and supported by EVOKE, the Kirklees Local Education Partnership. In addition to this, we have established an internal working group for children and young people across different departments in the Authority.

The Director for Children's Services is engaged and supportive of the YoM initiative and wants to ensure we reach all children, from looked after children, pupil referral units and for activity in and out of mainstream education.

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

This is an ask for £239,687 for 2021/22 so that a team can be established which can plan the programme, raise funding and sponsorship and further develop programmes with the community.

In addition to this, there are other funding opportunities being explored to deliver projects. For example, a successful £100K bid was submitted to the West Yorkshire Combined Authority for Gainshare funding which will be used towards music industry development. £250k has been included in the Dewsbury Town Investment Programme bid to ensure Dewsbury has a strong programme and presence within YoM. A programme strand has also been written into the West Yorkshire Cultural Recovery Plan to enable us to bid for around £1 million from the Devolution and Economic Recovery Funds.

It is important to highlight that at this stage the overall project costs for the Year of Music are not fully known, as the programme is still be developed. However, it will be a shared responsibility with our partners to raise the funds to deliver the content of the Year of Music. Cabinet is requested to note the indicative amounts for years 2022/23 and 2023/24 and agree to underwrite the budgets if funding, sponsorship and sales targets are not met.

Financial impact:

We know that in 2018, the £40,000 investment in the music festivals of hcmf//, Marsden Jazz Festival and Cleckheaton Folk Festival levered an additional £1,197,020 of funding and earned income – approximately £30 generated per £1 of council investment. Further to this, the 2018 economic impact of these festivals was assessed. The report concluded that combined, the festivals have an economic impact of £2.2m to Kirklees. The total impact therefore is £3.4m, which equates to £85 of wider economic impact per £1 of Council investment into these three festivals.

Some of the resources we are requesting would quantify the economic impact of the Year of Music.

This is supported by looking at the [Hull City of Culture](#) evaluation, where we see impressive impacts of a year-long national programme (clearly, this is a national award across all art forms, so we would look to a % of this reach):

- Over 2,800 events, cultural activities, installations and exhibitions took place in 2017, attracting a total audience of 5.3 million.
- Over half of the audiences were from Hull with nearly all residents (over 95%) attending at least one cultural activity during the year. The evaluation evidenced a new confidence in local people, with significant increases (+9%) in residents' willingness to take part in a range of cultural and non-cultural activities, including volunteering and sport.
- The projected value of tourism in 2017 is on track to contribute in excess of £300m to the economy.

Do you need an Integrated Impact Assessment (IIA)?

An integrated impact assessment has been written as part of the project planning and is the guiding principles used to ensure we reach diverse communities and work to develop approaches to tackle inequalities and support the Covid recovery of the sector and of communities.

4. Consultees and their opinions

Our research and evaluation to date highlighted the importance of music:

- 2020 Huddersfield BID – What do you want to see in the town?
 - *Respondents stated live music was important to the town.*
- 2020 Conversations about music and the Sound Space,
 - *There is a huge need and wish to explore, play and listen to music and use it to connect with others.*
- 2019 Kirklees Youth Alliance, [2020 Vision](#):
 - *Young people would like provision in the region to include music making activities and singing.*
- 2019 Kirklees Libraries, [Annual Review 2018-19](#)
 - *Delivering high quality live music events for children and young people at Huddersfield Library, offering access to cultural opportunities.*
- 2019 Music Festivals Economic Impact report, SPIRUL.
 - *£3.4m economic impact of Cleckheaton Folk Festival, hcmf// & Marsden Jazz Festival.*
- 2019 Year of Music Consultation Workshops – Huddersfield and Dewsbury.
 - *A diverse and community place-based approach was essential, plus the need to improve the infrastructure including a new venue.*
- 2019 The Blueprint – a 10-year strategy for the regeneration of Huddersfield.
 - *The investment and creation of a music/ events space (Sound Space) was welcomed and supported.*
- 2019 360 Approach to Music – Interviews with key decision makers and influencers, Sound Diplomacy.
 - *Music was a vehicle to support delivery of various agendas from health, education, community to business.*
- 2019 Growing Cultures, Jean McEwan - to explore ideas for what the future culture of Huddersfield look like.
 - *There was a strong appetite for opportunities to listen, play and see all kinds of music.*
- 2018 Alternative Accommodation Evaluation, Bonner & Hindley – a pilot programme supporting music tourism addressing the lack of Hotel accommodation for visitors to Marsden Jazz Festival and Huddersfield Contemporary Music Festival.
 - *Highlighted potential to increase this to support additional tourism and generate income for the area.*
- 2017 Music Infrastructure Survey, Sound Diplomacy.
 - *Key strengths identified; recommendations made to address infrastructure restrictions to further embrace the music industry in Kirklees.*
- 2017 Kirklees Music Mapping, Fiona Harvey.
 - *Overall picture is of a vibrant music scene in Kirklees with ambition and determination to succeed, grow and prosper.*
- 2015/6 Culture Kirklees consultation.
 - *Music was important, resulting in the ‘World Class Music’ outcome.*

Music focussed groups established to support YoM to date listed (does not include the internal Council working group) in appendix 1.

5. Next steps and timelines

- 5.1 To achieve and deliver YoM 2023, the programme needs to be developed with partners and the community for summer/autumn 2022, in order to be ready to go to design and print for the programme. This gives approximately 18 months to do everything required to run and deliver a successful place-based programme.
- 5.2 We are working at pace with partners to develop this programme, raise the necessary funds and establish the long-term working which leads to a lasting legacy. It is therefore recommended that Cabinet delegates authority to the Service Director Culture and Visitor Economy to support delivery activity and implement the Year of Music programme so that decisions can be made quickly as long as they remain within the budget envelope outlined in this report.
- 5.3 A Music Partnership Board is being established to oversee the delivery of Year of Music. The Cabinet member for Culture and Environment is a member of this Board. Internally, a cross service project team will be established which reports through to a programme board chaired by the Service Director Culture and Visitor Economy.
- 5.3 Details of the developments and programme will be shared through Portfolio Briefings and when the communications post is recruited to, regular newsletters and updates will be prepared for all members and the community.
- 5.4 The investment will allow the project to move to the next stage.

6. Officer recommendations and reasons

- 6.1 Members are requested to approve the allocation of £239,687 in 2021/22 for the development of the Year of Music 2023 programme. This will ensure that work can continue to plan the programme, engage partners and communities and submit funding and sponsorship bids as the relevant skills will have been secured to successfully deliver the programme and ambition.
- 6.2 Members are also requested to approve the underwriting of the budget for 2022/23 of £354,687 and for 2023/24 of £264,287. This is so that the ambitions for the Year of Music can still be achieved even if funding, sponsorship and sales targets are not met due to the uncertain economic environment caused by Covid-19.
- 6.3 Members are requested to approve delegation to the Service Director, Culture and Visitor Economy to support delivery activity and implement the Year of Music programme as outlined in this report and to approve individual projects within the budget envelope. This is so that planning and delivery can happen at pace.
- 6.4 Members should note the timescale in 5.1 as a significant period of time is required to plan for a year long programme of activity which is marketed well to ensure sales targets are achieved.
- 6.5 Members should also note the level of staffing resource required to achieve an ambitious programme like Year of Music if we are to truly collaborate with our partners and the community and deliver a quality programme.
- 6.6 It is recommended that officers report back to Cabinet in September 2022 before the programme is launched publicly with an update about funding and sponsorship and with details about the programme.

6.7 It is also recommended that the request for funding for 2022/23 if funding targets have not been met should be submitted through the 2022 budget process. If further council funding is required in 2023/24 because funding, sponsorship and sales targets have underperformed, officers should submit a request in September 2023.

7. Cabinet Portfolio Holder's recommendations

Portfolio briefing held on February 4th, 2021.

Cllr Davies agreed to the officer recommendations detailed at Section 6 of the report in support of the development of the Year of Music and its role in the Covid recovery. Cllr Davies has agreed to sit on the Music Partnership Board to ensure oversight of the project.

8. Contact officer

Kath Wynne-Hague, Strategic Lead for Cultural Development
Kath.wynne-hague@kirklees.gov.uk
01484 221000 (ext 71216)

9. Background Papers and History of Decisions

The approach to deliver Year of Music was approved by Cabinet on 2nd June 2020. The published decision is referred to below:

“That approval be given to the approach to the Year of Music 2023 in principle, including the UNESCO bid, and that further details on the programme and funding strategy be submitted at a later date.”

10. Service Director responsible

Current vacancy at Service Director Level
Adele Poppleton, Head of Culture & Tourism
Colin Parr, Strategic Director, Environment and Climate Change.

Appendix 1; List of key music organisations engaged with to date

| Groups - Consultation | | | |
|--------------------------------|-------------------|------------------|---|
| Group Name | First Name | Last Name | Organisation |
| Music Development Group | Graham | McKenzie | hcmf//(Huddersfield Contemporary Music Festival) |
| | Rebekah | Smith | Student Union |
| | Thomas | Schmidt | University of Huddersfield |
| | Aaron | Cassidy | Centre for Research in New Music - University of Huddersfield |
| | Richard | Whitelaw | Marsden Jazz Festival |
| | Kathy | Aveyard | Cleckheaton Folk Festival |
| | Aaron | Snowdon | The Parish |
| | Thom | Meredith | Musica Kirklees |
| | Gavin | Clayton | Hoot |
| | Phil | Boughton | Opera North |
| Classical Music Group | Ruth | Holmes | Huddersfield Philharmonic Orchestra |
| | Christopher | Woodhead | Slaithwaite Philharmonic Orchestra |
| | John | Harman | Huddersfield Choral Society |
| | Jeremy | Garside | Huddersfield Choral Society |
| | Phil | Boughton | Opera North |
| | Thomas | Schmidt | University of Huddersfield |
| | Chris | Pulleyn | & Piano |
| Music Venues Group | Sam | Hodgson | Northern Quarter |
| | Peter | Carr | Picturedrome |
| | James | Brown | 15 Union Street |
| | Noah | Burton | Small Seeds |
| | Jake | Burdass | BASSment Studios |
| | Aaron | Snowdon | The Parish |
| | Duncan | Sime | Magic Rock |
| Music Festivals Group | Chas | Ball | Marsden Jazz Festival |
| | Barney | Stevenson | Marsden Jazz Festival |
| | Kathy | Aveyard | Cleckheaton Folk Festival |
| | Deanna | Norman | Cleckheaton Folk Festival |
| | Aaron | Snowdon | Parish Music |
| | Matt | Short | Students Union Music Festivals |
| | Kevin | Peterkin | VIP Entertainment |
| | Sophie | Simpson | Unified Youth |
| | Serena | Johnson | Unified Youth |
| | Graham | McKenzie | hcmf// |
| | Rosie | Hughes | hcmf// |

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|--|----------------------------|---------------|--|----------------------------|
| | Mary | Agnes Krell | Grand Northern Ukulele Festival | |
| | Nikki | Hampson | Shepley Spring Folk Festival | |
| | Paige | Phillip | Huddersfield Carnival | |
| Health and Wellbeing | Paul | Bissell | University of Huddersfield | |
| | Thomas | Schmidt | University of Huddersfield | |
| | Barry | Tolchard | University of Huddersfield | |
| | Emily | Parry-Harries | Kirklees Council | |
| | Deborah | Marsland | Kirklees Council | |
| | Deborah | Munt | Independent | |
| | Rob | Webster | NHS (via his PA) | |
| | Gavin | Clayton | Hoot | |
| | Music Education Hub | Abi | Mitchell | hcmf// |
| | | Jayne | Price | University of Huddersfield |
| Niki | | Matthews | Musica Kirklees | |
| Thom | | Meredith | Musica Kirklees | |
| Judi | | Sims | Musica Kirklees | |
| Tony | | Johnson | Bradford Education Hub | |
| Anne | | Lawton | Woodley School & College (Special School) | |
| Clare | | Thomas | Brockholes C of E School | |
| Evelyne | | Barrow | St Aidans C of E Academy | |
| Helen | | Turnbull | Netherhall Learning Campus | |
| Kevin | | Rivett | Calderdale Music Trust | |
| Stephanie | | Simm | Arts Council England | |
| Andy | | Williams | Independent | |
| RepreZent (diversity) | Milton | Brown | KLTV | |
| | Hardeep | Sahota | Virsa | |
| | Lynda | Hornsby | Dark Horse Theatre | |
| | Supriya | Nagarajan | Manasamitra | |
| | Heidi | Johnson | Yorkshire Sound Women Network (University of Huddersfield) | |
| | Elizabeth | Dobson | Yorkshire Sound Women Network (University of Huddersfield) | |
| | Mandeep (Mandy) | Samra | Town Sounds | |
| | Ryoko | Akama | Artist | |
| Others: Independent Musicians / Groups / Festivals / Venues | Ray | Brown | Mrs Sunderland Festival | |
| | Ann | Tallboys | Mrs Sunderland Festival | |
| | Adam | Stroyan | Vinyl Tap | |
| | Qaisar | Mahmood | Radio Sangam | |