



## Work Outline

# Destination Birmingham: Birmingham, A Music City

## Leisure, Sport and Culture Overview and Scrutiny Committee

Our key question:	What role can and does popular music play in improving perceptions of Birmingham, both in attracting visitors to the city and in enhancing the quality of life of residents? How can this role be strengthened in Birmingham?
1. How is O&S adding value through this work?	<p>In undertaking this Scrutiny Review, the Committee would be supporting the Council in two of its key priorities:</p> <ul style="list-style-type: none"> <li>• Succeeding economically;</li> <li>• Enjoy a high quality of life.</li> </ul> <p>By examining the role music can play in improving perceptions of Birmingham and the City Council's role in facilitating this, the Committee will be supporting the development of the city's cultural identity and sense of place. This in turn will help to ensure that "Birmingham is a city where business can thrive and recruit and retain key staff because it is a place where people want to live and work" and enhance "our reputation and influence as a global city, positioning and profiling Birmingham as a vibrant, cosmopolitan, modern and desirable destination with a strong international, community and sports event programme."<sup>1</sup></p>
2. What needs to be done?	<p>Key lines of enquiry:</p> <ul style="list-style-type: none"> <li>• Heritage: how do we celebrate our musical past? How does this compare to other local authorities?</li> <li>• Current industry: what are Birmingham's strengths and weaknesses; where are the gaps?</li> <li>• Future: what can the City Council do practically to help? How can it most effectively deploy its resources, expertise and position?</li> </ul>
3. What timescale do we propose to do this in?	See below
4. What outcomes are we looking to achieve?	<ul style="list-style-type: none"> <li>• To support the development of a Creative Industries policy and the development of an action plan for the popular music sector by clarifying/strengthening the City Council's objectives;</li> <li>• To gain cross-party agreement on recommendations to advance the role of the City Council in delivering this policy and action plan.</li> </ul>

<sup>1</sup> Annual Report of the Cabinet Member for Leisure, Sport and Culture; December 2010



5. What is the best way to achieve these outcomes and what routes will we use?	Scrutiny Review resulting in recommendations to the Executive to achieve the above outcomes, in a report presented to City Council.
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## Member / Officer Leads

Lead Member:	Cllr Philip Parkin
Lead Officer:	Emma Williamson, Scrutiny Office

## Time Frame for Core Phases of the Review

Meetings and evidence-gathering sessions:	July – October (see below)
Drafting the report: (including meeting of Review Group to discuss draft)	November
Consideration of the draft report by the Committee:	14 <sup>th</sup> December 2011
8-Day rule: Executive Comment:	16 <sup>th</sup> December 2011
Committee agree final report:	11 <sup>th</sup> January 2012
Reporting to the City Council:	7 <sup>th</sup> February 2012



## Provisional evidence-gathering session plan

Proposed evidence gathering sessions and provisional timings are set out below. The project plan will be finalised by the Review Group at their first meeting.

Session	Possible Witnesses	Purpose and key lines of enquiry:
<b>Provisional: 20<sup>th</sup> July 1000</b>	Cllr Ernie Hendricks	<ol style="list-style-type: none"> <li>1. Agree project plan and dates</li> <li>2. Background and outcomes of research to support the growth of the independent music sector in Birmingham.</li> </ol>
<b>w/c 5<sup>th</sup> September</b>	<p>Those involved in promoting and documenting Birmingham's music heritage (through exhibitions, websites, involvement in industry).</p> <p>Those who could be involved in setting up "blue plaque" scheme or similar in Birmingham.</p>	<ol style="list-style-type: none"> <li>3. How can we capitalise on Birmingham's music heritage? <ul style="list-style-type: none"> <li>• How do celebrate our past?</li> <li>• How easy is it to get music exhibitions in mainstream venues</li> <li>• Are there opportunities to use blue plaques (or equivalent), 'musical map of Birmingham', heritage trails, photographs, tv channel/website, heritage centre;</li> <li>• Is there somewhere to collate our archive, music fans to donate collections/memorabilia etc?</li> </ul> </li> </ol>
<b>17<sup>th</sup> – 21<sup>st</sup> Sept</b>	UK Music	<ol style="list-style-type: none"> <li>4. How can Birmingham City Council support the recommendations in UK Music's Destination Music report and replicate outcomes at a local level?</li> </ol>
<b>w/c 3<sup>rd</sup> October</b>	There are a range of groups and organisations that could be contacted for this session.	<ol style="list-style-type: none"> <li>5. How are those involved in creating, promoting music brought together in Birmingham? <ul style="list-style-type: none"> <li>• Are there groups/partnerships in place to facilitate the promotion of music in Birmingham?</li> <li>• Is there a role for a large annual event in Birmingham to bring people together?</li> <li>• How can we better promote Birmingham music industry both nationally and internationally?</li> </ul> </li> </ol>
<b>w/c 17<sup>th</sup> October</b>	Those involved in festivals and venues in the city.	<ol style="list-style-type: none"> <li>6. What role do live music events play in attracting visitors to the city? <ul style="list-style-type: none"> <li>• What is the range and quality of live music venues in Birmingham?</li> <li>• What is the range and quality music festivals in the city?</li> <li>• What is the council's role in supporting these?</li> </ul> </li> </ol>



Session	Possible Witnesses	Purpose and key lines of enquiry:
w/c 31 <sup>st</sup> October	<ul style="list-style-type: none"><li>• Relevant City Council officers</li><li>• Marketing Birmingham</li></ul>	<ol style="list-style-type: none"><li>7. How can the City Council and partners respond to the issues raised in the evidence gathering?<ul style="list-style-type: none"><li>• How can the proposed Creative Industries Strategy support the independent music sector?</li><li>• How can the City Council support live music in the city?</li><li>• How is music currently promoted in the city and are their ways in which this could be improved?</li></ul></li><li>8. Discussion of recommendations and structure of report.</li></ol>
w/c 14 <sup>th</sup> November		<ol style="list-style-type: none"><li>9. Meeting of Review Group to discuss draft report and agree recommendations</li></ol>

## Background Research

Background information will be supplied on the following:

- UK Music's Destination UK report;
- Information on the role popular music plays in other local authorities in improving perceptions and attracting visitors;
- Data on visitor perceptions and the role music plays in these.

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