



BIRMINGHAM CITY COUNCIL

Councillor Philip Parkin

**Chairman – Leisure, Sport and Culture
Overview and Scrutiny Committee**

The Council House

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Birmingham Music Network

29 July 2011

Dear Sir/Madam,

Destination Birmingham: Birmingham, A Music City

The Leisure, Sport and Culture Overview and Scrutiny Committee is undertaking a review of the role of popular music in improving perceptions of Birmingham. One of the drivers for this work is the recent report from UK Music on music tourism and its value to local economies (Destination Music¹).

The Committee is keen to understand how Birmingham, and in particular the City Council, can better support the city's music heritage and current industry to attract visitors to the city and improve quality of life for residents.

We intend to explore how to take forward work already completed, in particular around how those involved in creating, promoting music are brought together in Birmingham and what could and should the City Council be doing to support this.

In particular, we would be interested in your views on the following questions:

- Are there groups/partnerships in place to facilitate the promotion of music in Birmingham?
- Is there a role for a large annual event in Birmingham to bring people together?
- How can we better promote the Birmingham music industry both nationally and internationally?
- How is music currently promoted in the city and are there ways in which this could be improved? How can the City Council support live music in the city?
- How easy is it to work with Birmingham City Council, and what should the Council be doing to support the industry?

Your input would be invaluable in assisting us to draw informed and appropriate conclusions.

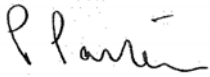
¹ <http://www.ukmusic.org/news/post/147-music-tourists-contribute-at-least-864m-a-year-to-the-uk-economy>

I would be grateful if you could send any written response to Baseema Begum (Research Officer, Scrutiny Office, baseema.begum@birmingham.gov.uk). Alternatively, if you wish to speak to Baseema or her colleague Emma Williamson (0121 303 1668), they would be happy to discuss the questions with you.

All responses will be shared with the Committee who may wish to follow up with a request for further information or to speak to you in person.

Please find enclosed a leaflet explaining a bit more about Overview and Scrutiny at Birmingham City Council. If you have any queries or would like to discuss this further please do not hesitate to contact Baseema or Emma.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. Parkin', written in a cursive style.

Councillor Philip Parkin
Chairman, Leisure, Sport and Culture
Overview and Scrutiny Committee