

POLICY DEVELOPMENT & REVIEW 2008/09: SCOPE

LINK TO WORK PROGRAMME: POLICY DEVELOPMENT & REVIEW

Report of the City Solicitor

STRATEGIC PRIORITIES: SP1: Creating a prosperous city, SP2: Extending cultural opportunities, SP7: Developing an attractive and accessible city

CORPORATE PRIORITIES: CIO4: Improving partnership working to deliver ‘One City.’

1. Purpose of Report

- 1.1 The purpose of this report is to seek agreement from members in relation to the final terms of reference for this year’s Policy Review ‘A Place to Play – A Review of Music Venues in Sunderland.’

2. Background

- 2.1 At its meeting on 17th June, 2008 following discussions regarding the work programme the Committee consider the possibility of a study into arts development and particularly that of music development. An initial scoping document providing options for detailed focus was presented to the committee on 15th July 2008 and a review of music venues was agreed as the focus. This report adds structure to the review and further focuses the subject area to the investigation of music venues and rehearsal spaces for all types of music performance within Sunderland.

3. Title of the Review

- 3.1 The proposed title of the review is ‘A Place to Play – A Review of Music Venues in Sunderland’.

4. Objectives of the Review

- 4.1 To build a picture of current performance venues in Sunderland for all types of music rehearsal and performance and add to the Council’s evidence base in this area.
- 4.2 To determine the audience potential for additional performance spaces including specialist music venues in and around the city.
- 4.3 To identify the major barriers to music performance and rehearsal.
- 4.4 To add evidence and research to the Sunderland Music Strategy and help Sunderland work towards recognition as a Music City.

5. Consultation for the Review

5.1 Research activities over the coming months will be co-ordinated by this Committee's Review Co-ordinator in consultation with the relevant directorate staff. To assist in this, a small working party will meet on a regular basis outside of the Committee to bring forward relevant ideas and ensure all relevant issues are considered and brought to Members' attention. Every effort will be made to involve Members in the research. Although alternative opportunities may present themselves during the review, data collection techniques may include a combination of the following:

- Desktop research
- Use of secondary research e.g. surveys
- Evidence presented by key stakeholders
- Evidence from members of the public at meetings or focus groups
- Interviews
- Site visits

5.2 The review will gather evidence from a variety of sources. The main evidence will come from information provided by council officers and external partners likely to include, though not exhaustive, the following:

- Council Officers
- Local Music Performers
- Sunderland Music Forum
- Music Promoters
- Venue Managers
- Music Audiences

6. Scope of the Review

6.1 The review will consider, as part of the review process, the following issues related to music venues and rehearsal spaces:

- What are the current provisions in relation to venues and rehearsal rooms?
- Who are the providers?
- Are all venues used to their full potential?
- Is there a potential for new venues and performing spaces?
- Are all music genres catered for?
- What is a specialist music venue?
- Is there audience potential for specialist music venues?
- What part can or do local communities, businesses and infrastructures play?
- Are venues, rooms and events adequately advertised and do they reach the intended market?
- What are the experiences of audiences, performers and promoters of current Sunderland venues?
- What barriers exist to music performance and practice in Sunderland?
- What is happening elsewhere and what is working?

7. Timescales

- 7.1 Much of the evidence for this review will be gathered and presented to the committee throughout the year. A draft final report is expected in March 09, in preparation for a final report to be presented to the April 09 Committee for agreement.

8. Recommendations

- 8.1 That the committee agrees the title of the review as A Place to Play – A Review of Music Venues in Sunderland.
- 8.2 That Members of the Culture and Leisure Review Committee discuss and agree the outline aims and objectives for the review.
- 8.3 That Members also give consideration to witnesses to be used for consultation and evidence gathering purposes during the review.

Background Papers

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