

**A Place to Play Policy Review Recommendations - Progress April to December 2009**

RAG Key		Current Performance
★	Green - Recommendation achieved	1 Recommendation (5%)
●	Amber - On schedule to achieve recommendation	13 Recommendation (65%)
▲	Red - Not on schedule to achieve recommendation	6 Recommendation (30%)

Ref	Description	Owner	Delivery Timescale	RAG	Progress
PRR01	To identify potential sites for poster points in and around the city and also to identify the resources to purchase poster point.	Channing, Zoe	31/05/2010	●	Various sites have been explored in the city centre further research around the sites needs to be done. Grant application to the Arts Council in Spring 2010 to be submitted.
PRR02	To undertake research into best practice with regard to the management and maintenance of poster sites	Channing, Zoe	28/02/2010	★	Research has been undertaken comparing models in a range of town centres across the country. Completed.
PRR03	To explore the development of a promoter's network for Sunderland including other forms of entertainment like dance and theatre.	Channing, Zoe	31/05/2010	●	The Arts & Creative Development team are currently exploring the development of a Promoters Network and this will also be the subject of a grant application to the Arts Council in Spring 2010.
PRR04	To identify existing and emerging promoters and look to develop support mechanisms within the city for promoters	Channing, Zoe	30/04/2010	●	The Arts & Creative Development Team are seeking support from Generator – the regional music agency with regard to supporting existing and emerging promoters. A Training Day is to take place at Arts Centre Washington in the New Year.
PRR05	To continue to ensure that music plays a prominent part in festivals and flagship events and that relationships with the local music scene are further enhanced.	Channing, Zoe	not set	●	Discussions are underway with regard to the involvement of music across festivals and events for 2010-11. Ongoing.

Ref	Description	Owner	Delivery Timescale	RAG	Progress
PRR06	To support the development of music with both young people, adults and professionals through the development of Arts Centre Washington as a music venue.	Channing, Zoe	not set	●	Arts Centre Washington continues to be develop new initiatives in music for young people. Community Music Space. Received final confirmation from DCMS about securing funding for Arts Centre Washington to become one of ten Community Music Spaces in the country. Music programme developed and enhanced throughout 2009 and continues into 2010. Discussions taking place with the Diversity & Inclusion Manager to identify opportunities for music projects with young people to address anti-social behaviour
PRR07	To hold discussions with youth development groups to consider the issues around transport for young people to access music events within the city centre.	Channing, Zoe	31/12/2010	▲	This issue will be picked up as part of the review of the music strategy.
PRR08	To identify and develop a Sunderland directory of rehearsal and performance spaces for performers, promoters and audiences.	Channing, Zoe	31/03/2010	▲	Funding has still to be identified for the development and production of the Directory.
PRR09	To explore the notion of a centralised ticket sale facility for the city.	Channing, Zoe	30/06/2010	●	Currently the Tourist Information centre in Fawcett Street can provide this facility to any organisation for a small fee. Funding is currently being sought to develop a computerised Box Office at Arts Centre Washington which would enable tickets to be bought over the internet as well as over the phone
PRR10	To raise awareness of the current marketing avenues available to promote music events and to explore a variety of different methods including the use of new technology.	Channing, Zoe	not set	●	Organisations have been sign posted to advertise their events on the sunderlandevents.com website. A number of groups are also using Facebook and Myspace to promote their activity.
PRR11	To raise awareness of existing venues through the development, production and distribution of a Sunderland Music Directory.	Channing, Zoe	30/04/2010	▲	Funding has yet to be identified for the development and production of the Directory.
PRR12	To continue to explore opportunities for a small to medium sized venue within the current regeneration of the city centre	Burnham, Charlotte	30/06/2010	●	Discussions are ongoing with a number of interested parties regarding refurbishment of existing building and the potential for new build

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PRR13	To raise the profile of the diverse range of music venues currently available in and around Sunderland that already cater for a variety of music genres.	Channing, Zoe	30/06/2010	●	Venues are encouraged to promote their activity through the sunderlandevents.com website
PRR14	To develop a venue network for the city that provides support and assists venues in supporting themselves.	Channing, Zoe	30/06/2010	▲	This issue will be picked up in the autumn.
PRR15	To highlight and signpost Springwell Village Hall as a model of good practice as a local community venue.	Channing, Zoe	30/06/2010	▲	This issue will be picked up in the autumn between the Arts & Creative Development Team and Oxclose and District Young People's Project as part of the Music Strategy Review.
PRR16	To support the refurbishment of Holy Trinity by the Churches Conservation Trust through partnership working that realises the potential of the venue as a hub of creative activity.	Channing, Zoe	not set	●	The Arts & Creative Development Team and other officers of the City Council are supporting the development of the venue as a centre for Creative Activity.
PRR17	To continue to offer advice, support and information to the University Big Band.	Channing, Zoe	not set	●	The Arts & Creative Development Team are supporting the University's application to the Arts Council for funding towards the 2010 festival.
PRR18	To identify resources within the City Council to address issues identified throughout the review report that will develop the infrastructure required for music to grow and develop in Sunderland in line with the overarching music strategy for Sunderland.	Channing, Zoe	28/02/2010	▲	Funding needs to be addressed as part of the Music Strategy review
PRR19	To look at the creation of a music development group, that includes the key music stakeholders within the city, to ensure a coordinated and joined up approach to the development and implementation of the recommendations of this review and the wider music strategy delivery plan.	Channing, Zoe	28/02/2010	●	A review of the strategy action plan has been completed and a new steering group has been proposed. First meeting to take place in May 2010.
PRR20	To devise a delivery plan including key actions, milestones and costings to monitor progress on the review report and its recommendations, that will sit within the wider delivery plan for music development in Sunderland	Channing, Zoe	30/04/2010	●	This is currently underway and will be reported as part of the wider review of the music strategy