

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 To agree a detailed focus for policy development and review in 2007/08.
- 1.2 The Review Committee can use its skills and expertise to stimulate community engagement, raise public awareness and provide and add to the evidence base.
- 1.3 The review into music development has clear links to the Councils Strategic Priorities in particular 'creating a prosperous city', 'developing an attractive and accessible city' and 'extending cultural opportunities.' The review also has links to Corporate Priorities on improving partnership working to deliver 'One City.'

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. The key driver for the review is the progress of Sunderland towards recognition as a Music City. A five year draft strategy for music is currently being finalised and will be presented to the Review Committee. The music strategy identifies the need to undertake research into current venues for the performance, practice and development of music in Sunderland and the potential for new venues and music performing spaces.
- 2.2 The Committee can use its skills and expertise to stimulate community engagement and add to the evidence base. Culture and Leisure issues are an important aspect of the Corporate Improvement Plan with an aim that the development of arts is within a broad social, cultural and economic context.
- 2.3 Members are asked to give thought to a particular focus to which questions can be applied. Information can include:
 - **Mapping what we have ...** in terms of current provision, venues and providers. Are all current venues used to their full potential?

- **What is the potential ...** is there a requirement for new venues and performing spaces in Sunderland. Are all music genres adequately catered for in Sunderland? Is there need for more venues and should these be small, medium or large venues? Are there enough rehearsal rooms? What part can local communities, businesses and current infrastructures play?
- **Meeting the demand ...** is there a demand for specialist venues to cater for specific target groups and/or audiences. Are venues, rehearsal rooms and productions adequately advertised? Do they reach the intended market? Is there potential for specialist music venues in Sunderland?

3. Review Process

3.1 Scrutiny reviews will carry out a number of stages in undertaking and completing a review. The stages broadly are:

Stage 1 Scope	The initial stage of the review identifies the background, issues, potential outcomes and timetable for the review.
Stage 2 Investigate	The Committee gathers evidence using a variety of tools and techniques and arranges visits where appropriate.
Stage 3 Analyse	The key trends and issues are highlighted from the evidence gathered by the Committee.
Stage 4 Clarify	The Committee discusses and identifies the principal messages of the review from the work undertaken.
Stage 5 Recommend	The Committee formulates and agrees realistic recommendations.
Stage 6 Report	Draft and final reports are prepared based on the evidence, findings and recommendations.
Stage 7 Monitor	The Committee monitors recommendations on a regularly agreed basis.

3.2 As part of the review process it is important that evidence is obtained from key witnesses and stakeholders. Work can be commenced to assist this process in terms of:

- Key witnesses to hear
- Engagement with voluntary and statutory organisations
- Engagement with general public
- General publicity
- Visits (as necessary) to deliver effective scrutiny.

3.3 The scoping of the review is still at the preliminary stages but may be able to draw on existing research that has been undertaken into this area.

- 3.4 The evidence for the review can be obtained using a variety of techniques that could include, though not exhaustive, the following;
- Surveys/Questionnaires
 - Site Visits
 - Stakeholder meetings
 - Desktop Research
 - Workshops
 - Focus Groups.
- 3.5 The Review Committee are asked to consider the preferred approach to the evidence gathering process and from this a more detailed scope will be prepared.

4. Possible area for study

- 4.1 The draft music strategy recommends the undertaking of in-depth research into current music venues and an analysis of audience potential for new venues in Sunderland. This may well provide an excellent opportunity for the Review Committee to assist in the development of the music strategy and Sunderland in working towards recognition as a Music City.

5. Supporting Information

- 5.1 Whilst detailed information will be provided throughout the review process some background information is provided to help Members in their selection.

National Context:

- One in Five people over five years old plays a musical instrument according to the Music Industries Association.
- A recent study by Mintel indicates that, in 2007, the UK live music market was worth over £700 million in ticket sales alone.
- There is an increasing belief in the power of music to contribute to whole school development and community regeneration.
- Cities across the USA and UK have gained recognition as Music Cities due to a combination of active venues, festivals, education, community and music development strategies.
- Music Cities in Britain include London, Liverpool, Manchester, Edinburgh and Leeds.
- Music Cities have common characteristics including a range of dedicated venues for music including rehearsal rooms for music development, opportunities for music development and a range of diverse musical genres.
- A recent survey by Baker Associates for Mendip Council revealed that the Glastonbury Festival impacts on the worldwide economy to more than £73million.

Local Context:

- The underground music scene in Sunderland has seen such bands as The Futureheads, Field Music and The Golden Virgins gain national recognition.

- Sunderland also plays host to the Sunderland Big Band competition and attracts participants from the North-West, Yorkshire and the North-East.
- 'The City Sings' is a choral development programme which holds an annual schools choral competition in the Empire Theatre.
- Sunderland Symphony Orchestra gave its first performance in February 2000 and regularly plays at Holy Trinity in the East End and Sunderland Minster.

5.2 The review will be conducted within the budget of the Committee.

6. Conclusion

6.1 The Review Committee has chosen to review a topic that, whilst timely and with scope for detailed public engagement, would benefit from further scoping. There is a developing strategy for music in Sunderland and this will also help in scoping the review.

7. Recommendation

7.1 The Review Committee is recommended to agree a focus for their 2007/08 policy development review.

7.2 The Review Committee is recommended to give further consideration to witnesses and the evidence gathering approach to be adopted to allow further scoping of the review topic.

8. Next Steps

8.1 A further report will be presented to the Review Committee with terms of reference, remit of the review, methods and witnesses to be used and a timetable for the review process.

Background Papers

- Survey of Live Music in England and Wales in 2007 – Mintel
- Arts Council England 2004
- Glastonbury Festivals – Baker Associates

R C Rayner,
City Solicitor

Contact Officer: Nigel Cummings (0191 553 1006)
nigel.cummings@sunderland.gov.uk