

# LIVERPOOL CITY REGION MUSIC BOARD



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION



**LIVERPOOL**  
MUSIC CITY

STRATEGIC INVESTMENT FUND

# LIVERPOOL CITY REGION MUSIC BOARD

- Established in December 2018
- The LCR Music Board was charged with both creating and overseeing a strategy to grow the sector and its economic and social impact on the City Region and is one of the first such Boards created in the UK
- 22 Board Members from across the sector
- Sub -groups – wider sector involvement
- [www.lcrmusicboard.co.uk](http://www.lcrmusicboard.co.uk)

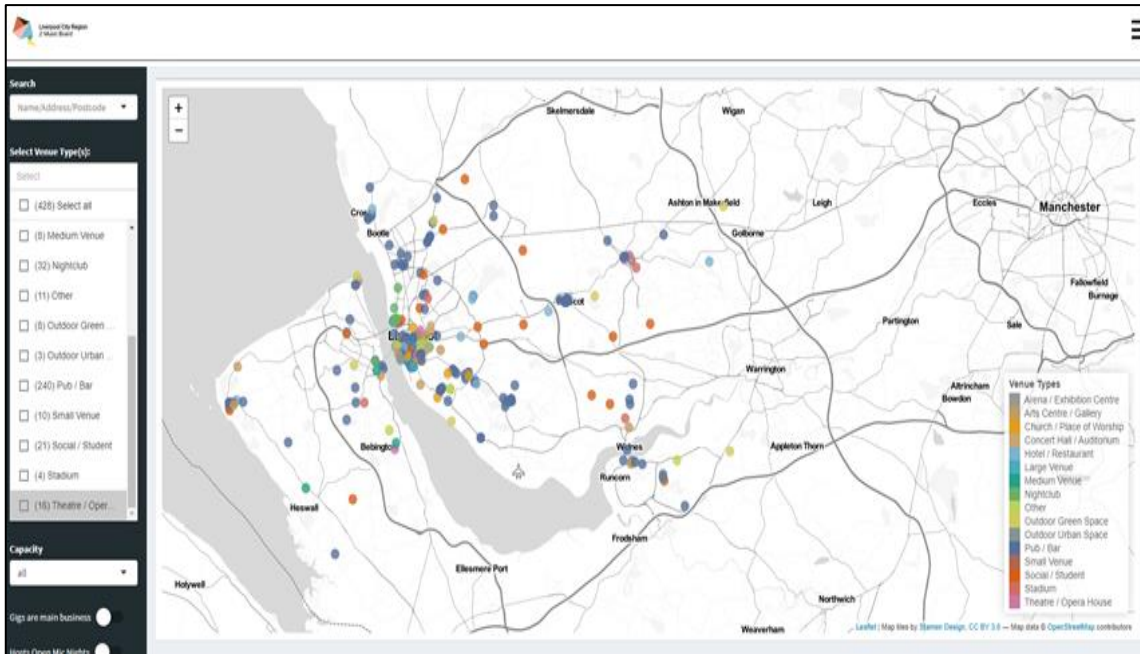
# PRIORITIES

- To ensure the long-term development and growth of the LCR music industry, including continued support for recovery from the impacts of the Covid-19 pandemic
- To support the growth and development of a sustainable music tourism offer across the city region
- To facilitate music and education sectors to come together with a plan to increase engagement in music and investment in and development of talent from all communities across the city region
- To ensure a sustainable and strong network of venues and to work with local authorities across the city region to introduce and implement the Agent of Change principle

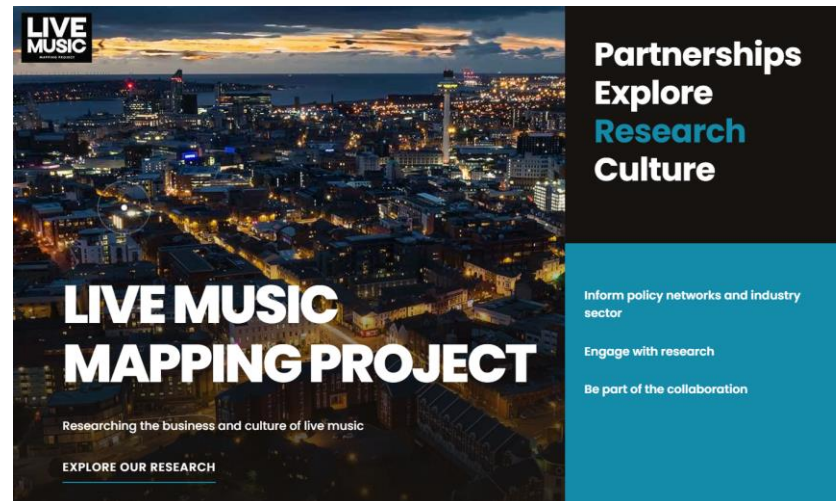
# LCR Music Board Achievements to date

- ▶ LCR Music Industry Development Pilot £2m
- ▶ LCR Music Industry Support fund (Covid response)
- ▶ [lcrmusicboard.co.uk](http://lcrmusicboard.co.uk) - industry focused information, advice and news
- ▶ LCR Venues Mapping digital interactive platform
- ▶ Night Buses campaign and reinstatement
- ▶ Black Music Action Group Manifesto and Remap Report
- ▶ Industry Events, Borough Roadshows and campaign support

# Filtering for Data and Proof of Concepts



- ▶ 68 Dedicated Music Venues
- ▶ 38 Open Mic Nights
- ▶ Majority of venues are 3-500 cap
- ▶ 62% pubs and bars
- ▶ No 5000 cap venue
- ▶ 21 alternative live music spaces
- ▶ Only public ledger of capacity
- ▶ 3.5 X Newcastle and 2 X Birmingham

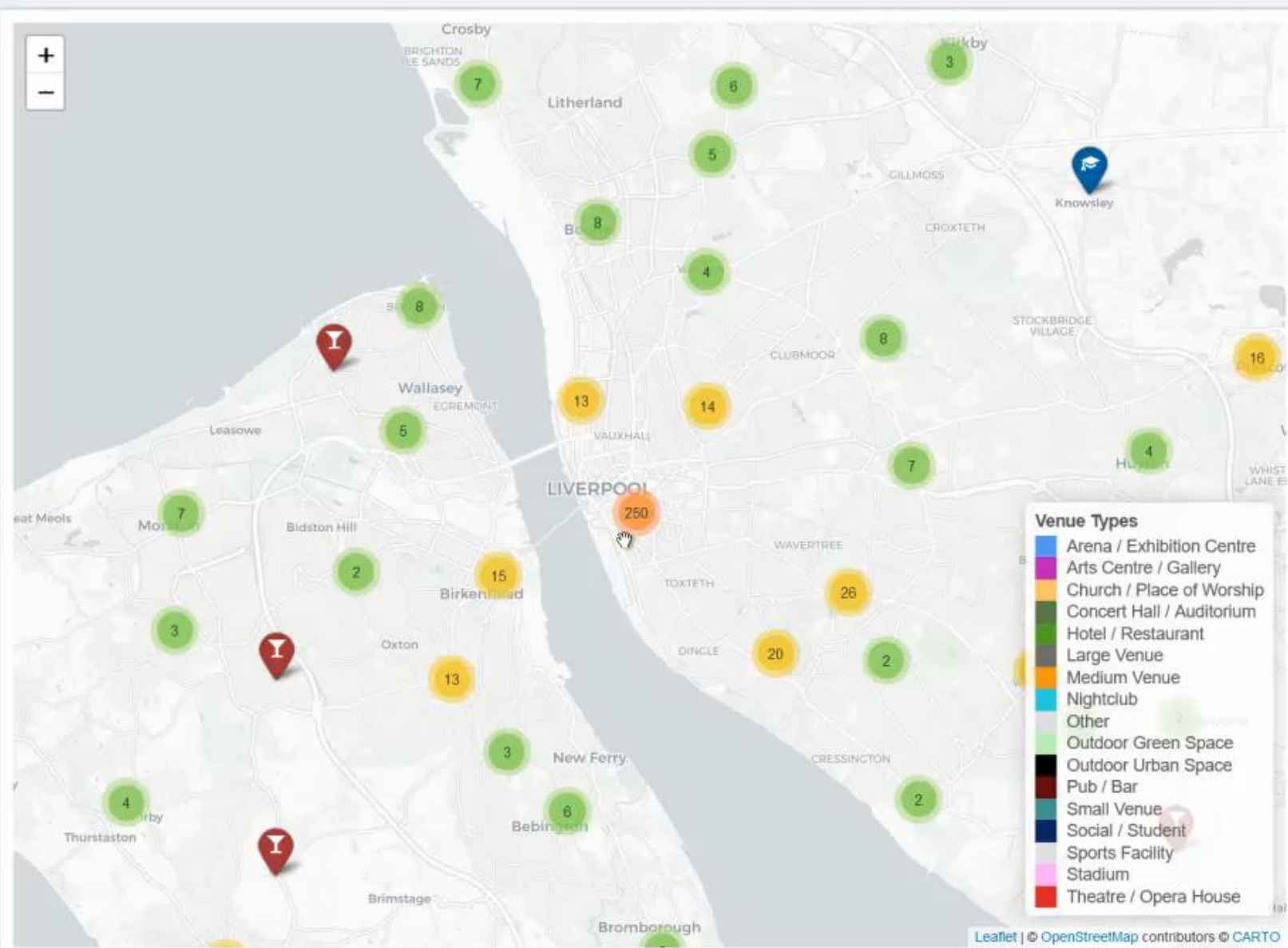


<https://livemusicresearch.org/>

# Music Venue Map

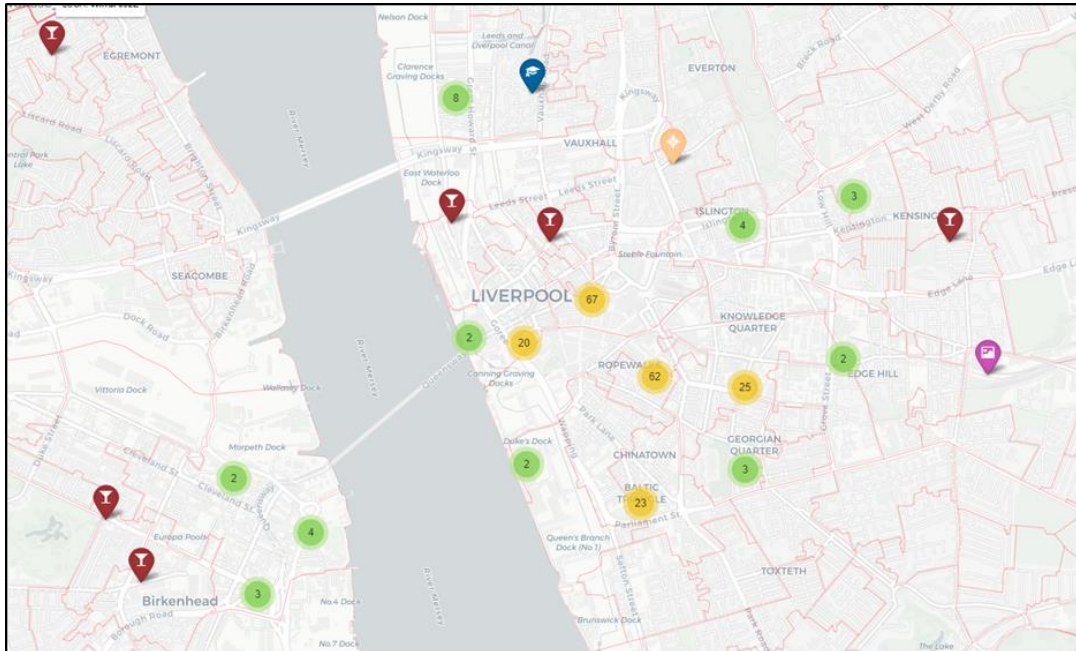


- Filters <
- Layers <
- Heritage <
- Visualization <
- Venue Map**
- Venue Directory
- About this map

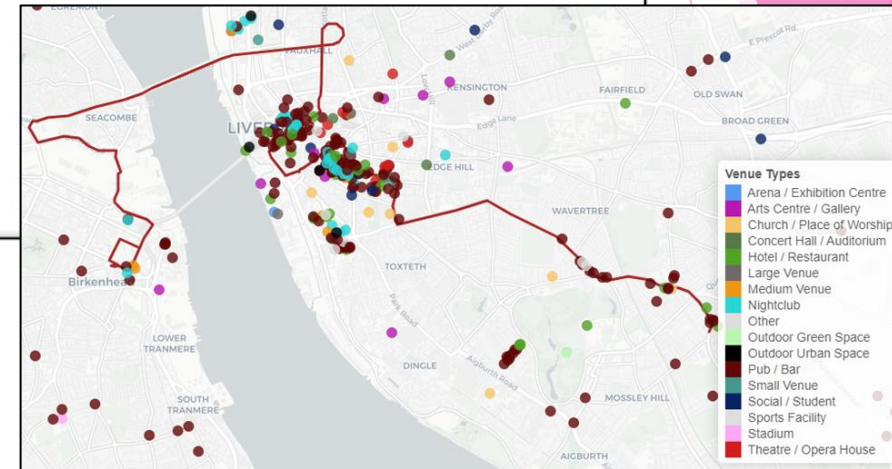


# Policy and Advocacy

121 venues affected by the City Council's Proposed Changes to Parking Meters

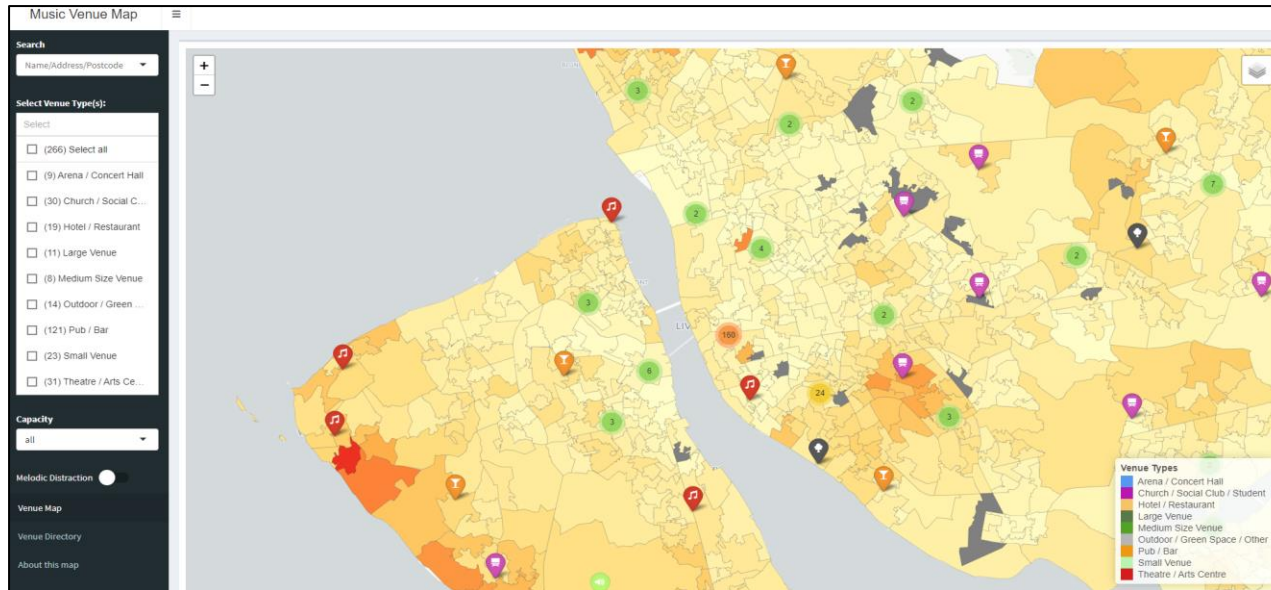


Liverpool Live Music Venues Map (Business Intelligence View)



- ▶ Of the **230** live music venues in Liverpool City Centre, **115** music venues - with a combined capacity of **60,563** - are licensed to operate beyond 23:59 at weekends.
- ▶ These venues alone will collectively employ between 500 and 1000 staff on weekend night operation

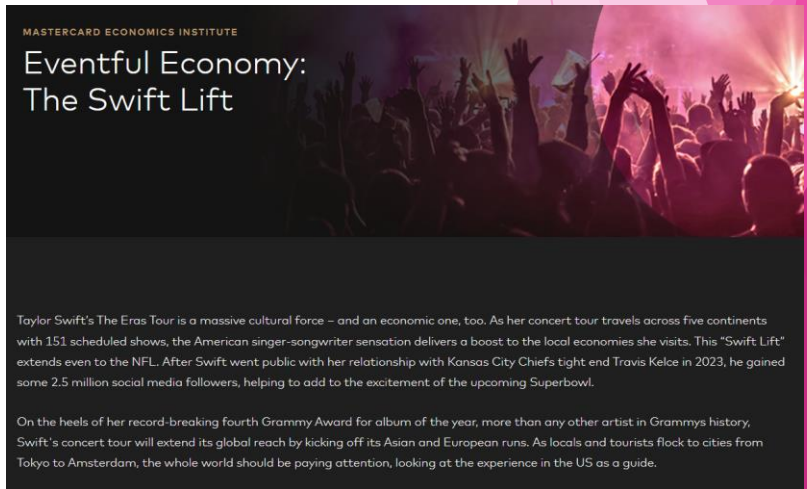
# Economics, Development and Future Proofing



Venue	Address	Town/City	Postcode	Venue Type	Capacity
24 Kitchen Street	24 Kitchen Street	Liverpool	L10AN	Medium Venue	400
Cavern Club	10 Mathew Street	Liverpool	L26RE	Medium Venue	250/170
District	61 Jordan Street	Liverpool	L10BE	Medium Venue	300
EBGBS	Basement 80-92 Seel Street	Liverpool	L14BH	Small Venue	300
Futureland	75 Argyle Street	Birkenhead	CH416AB	Medium Venue	300
Hangar 34	34 Greenland Street	Liverpool	L10BS	Nightclub	800
Kazimier Stockroom	32 Seel Street	Liverpool	L14BE	Small Venue	100
Arts Bar Hope Street	22 Hope Street	Liverpool	L19BY	Pub / Bar	
Meraki	3 Dickson Street	Liverpool	L37EB	Nightclub	300
Phase One	40 Seel Street	Liverpool	L14BE	Other	200/80

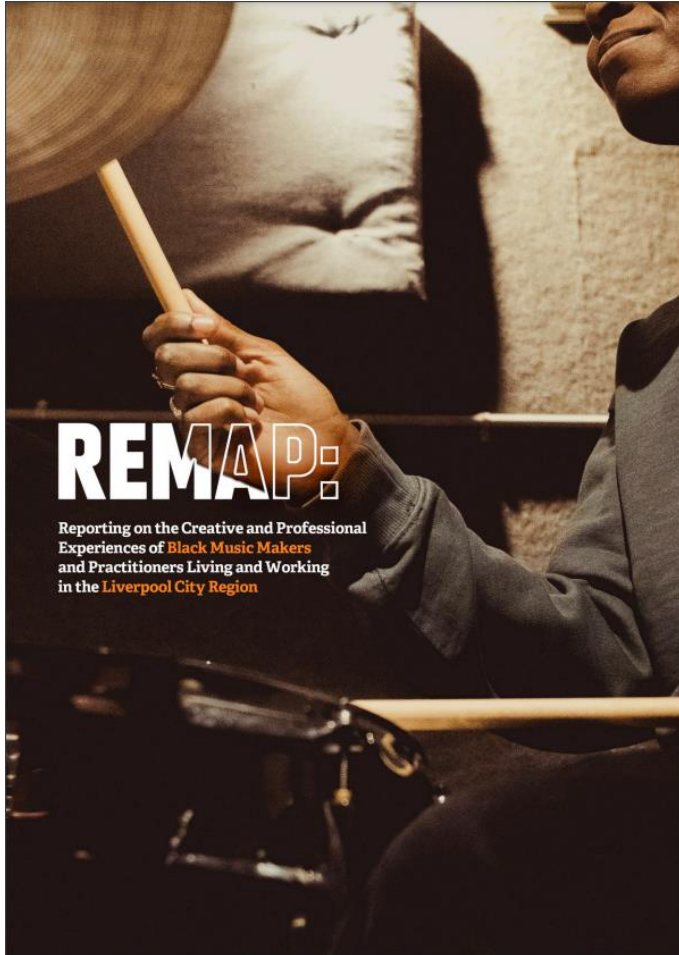
Showing 1 to 10 of 13 entries

- ▶ Economic Methodology we can Apply to the Entire Sector (Studios already underway)
- ▶ Look Back to Look Forward
- ▶ Measure the impact of policy and investment initiatives
- ▶ Strengthen of advocacy position and attractiveness to inward investors
- ▶ Open to suggestions





# Related Research - Top Down Meets Ground Up



- ▶ Main Findings
- ▶ 1. Broadly consistent with the UK wide data, racism and other forms of discrimination are common and consistent across the Liverpool City Region music sector.
- ▶ 2. There is a small but significant number of highly experienced Black music practitioners who have developed sustainable music industry careers living and working in Liverpool.
- ▶ 3. The opportunities for Black musicians to perform and develop as performers within the Liverpool City Region is currently highly dependent on the continued operation of a few critical venues and events.
- ▶ 4. A considerable amount of largely informal mentoring already takes place within the Liverpool City Region's Black music communities, but this places responsibilities upon mentors who do not necessarily have the time or training to fulfil the requirements of the role.
- ▶ 5. The research indicates that structural racism is most evident within Liverpool City Region music sector workplaces, across the live sector, and on social media.



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