

Background

Belfast has a unique relationship with music across many genres. It reflects the clang of our industrial past, the ferment of political events and the expressions of youth - both frustrated and hopeful. Belfast has a legacy of showbands, classical music, heavy rock and a pub culture that thrives on traditional music. Belfast is known internationally for having a rich and diverse musical history but it also has a promising future that arises from its recent revival as a genuinely global city.

Music is recognised as a distinctive aspect of Belfast's cultural profile with audience research indicating high levels of engagement locally as well as strong linkages to the city's international profile. Engagement with citizens during and after the European Capital of Culture bid and through initiatives led by partner organisations across the city has indicated that there is considerable support for strengthening the role that music has in helping to make Belfast a culturally vibrant place to live, work and visit. In March 2018 as a result of the coalescence of many conversations which were happening in the city at the same time, Council backed a proposal for the city and its partners to make an application for the endorsement of UNESCO City of Music status.

The UNESCO Creative Cities Network (UCCN - <https://en.unesco.org/creative-cities/home>) aims to strengthen cooperation with and among cities that have recognised creativity as a strategic factor of sustainable development with regard to social, cultural, economic and environmental aspects. Member cities come from diverse regions and work towards a common mission: placing creativity and cultural industries at the core of their urban development plans to make their cities safe, resilient, inclusive and sustainable.

For Belfast, the possibility of a designation is not about a title: it's about using music to drive a new era of collaboration between the city's citizens and its institutions, about exploring how we all make music more relevant to people, and about putting both cultural and economic development at the heart of the city's future.

City of Music Designation – Steering Group Terms of Reference

There must be a place at the table for people who care about music in Belfast and the opportunity that a journey towards a City of Music designation offers. The process for bidding will be regarded as an experiment in partnership building and engagement in order to achieve the far-reaching impact that music can have on the lives of everyone in Belfast. That means it needs people from multiple sectors to be involved: from culture, education, health & wellbeing, hospitality, commercial, voluntary, public, private, business, sport, tourism and more.

In terms of process, a formal application to UNESCO must be submitted by Belfast City Council (the Lord Mayor). However, the application and strategic interventions detailed within will be the result of a participative, co-design partnership between key stakeholders from public, private, community, voluntary and civic actors. The next step in this process is to activate a City of Music Steering Group to be established by autumn 2019.

Vision

Develop, grow and celebrate the city's rich and diverse music story, recognised by UNESCO Creative Cities Network via City of Music designation.

Purpose

To drive strategic development of the music in Belfast by:

- Developing a Belfast City of Music initiative, including an initial strategy and approach to include a pathway towards UNESCO City of Music designation.
- Developing a 4 year strategy and associated implementation plan to support Belfast's objectives at local and international level.
- Securing a UNESCO City of Music designation.

Values

In fulfilling its mission, the Steering Group is committed to the following values:

- Having a shared purpose
- Inclusivity and openness
- Being Supportive
- Being Enthusiastic and proactive

Aims

- **Forward-looking approach:** The cultural heritage and current creative assets of a music city should be the pillars to build a consistent and progressive action plan, which contributes to the sustainable development.
- **Inclusive sustainable development:** UNESCO's Creative Cities foster sustainable urban development building on culture and creativity as a lever to achieve development goals.
- **Long-term commitment:** Cities considering submitting an application must be aware that a designation as UNESCO Creative City implies a continuous and active commitment towards UNESCO's value and mandate.
- **Sustainable action plan, capacities and resources:** developing a proposed music strategy for the city, accompanied by an action plan setting out specific projects and initiatives at the local and international level implemented in the four years following the possible designation.
- **Exchanges and cooperation:** developing international opportunities and partnerships across member cities is critical to the development, strengthening and credibility of the international Network.

Key tasks

- To develop Belfast City of Music as a cross-sectoral, participative initiative focused on making music more relevant for people in Belfast.
 - To develop an initial strategy and pathway towards UNESCO City of Music designation.
 - To attend meetings and actively participate.
 - To represent the group as and when required
 - To be ambassadors and champions for music in this city.
 - Ensuring authenticity and integrity are always at the core of what is being proposed in this process.
 - To gain support from all relevant parties (political, statutory, community, voluntary and private) to support music across the board from individual artists to commercial and cultural organisations.
 - To ensure that work taken forward by the steering group is consistent, coordinated and delivered in a collaborative manner in accordance with the requirements of a UNESCO CCN application process.
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- To develop and sign off the agreed annual action plan and activities in the lead up to the application process for UNESCO CNN Designation.
- To appoint a Chair and relevant sub-committees/ working groups.

Membership

The City of Music Steering group will consist of a representative from Belfast City Council, Arts Council of Northern Ireland, British Council, BBC and Thrive (NI's audience development agency) as well as 12 individuals selected on a cross-sectoral basis via Expression of Interest, which will be assessed and selected by a neutral panel of representatives.

- Applicants must complete their Expression of Interest, setting out how they will contribute to each of Steering Group's aims as specified above. Applicants will be provided with a copy of these terms of reference.
 - Membership of the City of Music Steering Group is open to all individuals committed to the vision and aims of the group (community, public and private enterprises). Membership is to be drawn from all relevant sectors, including but not limited to creators, professionals from the cultural and creative industries, educational bodies, non-governmental organisations and associations, as well as relevant public authorities.
 - Membership is subject to the following criteria:
 - The individual will make a demonstrable contribution to the aims and activities of the Steering Group set out in the terms of reference.
 - Steering Group members are appointed **as an individual and are not representatives of an organisation**: they cannot delegate their membership/ attendance at meetings to another person.
 - Members must adhere to the values of the Steering Group as set out above.
 - Members are expected to play an active part in the work of Steering Group by attending meetings, contributing to discussions and research and taking responsibility for activities and projects which fulfil the aims of Steering Group where they have the appropriate skills and experience.
 - Members who do not fulfil this requirement may have their membership terminated. The Steering Group may take this action if:
 - A member fails to attend three successive meetings without giving apologies
 - A member fails to attend at least three meetings in any 12-month period
 - A member does not contribute actively to the work of the Steering Group over the course of a year
 - Membership and membership criteria will be reviewed in September each year where individuals are offered the opportunity to step down and new members will have the opportunity to be appointed via EOI process with selection by a panel of neutral representatives. Individuals whose membership has been terminated may be eligible to re-apply.
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Membership review

- If the Steering Group are required to make a review of membership due to the aforementioned criteria the process will be as follows:
 - Identify members who are not fulfilling the criteria for membership
 - Inform them that their membership will be terminated with immediate effect, but that they may re-apply in accordance with the membership criteria
 - Consider new applications and make recommendations to the membership.

Meetings

- The CoM Steering Group will meet on a regular basis – regularity and suitable dates/times to be agreed at inaugural meeting on 1st October 2019 (TBC). A suitable process for election of a Chair for the CoM Steering Group and the necessary sub-committee and working groups required will be agreed by members at this first meeting.
 - The CoM Steering Group will be responsible for organising at least 3 City of Music forums per year (with support from BCC) to ensure wider representation, collaboration and engagement across the sector. The CoM Steering group will use the forums to update, inform and include the wider music sector on City of Music developments and action plans.
 - The Steering Group shall apply a consensus approach to its decision making. In the case of a vote being taken, each member will have one vote.
 - Representatives from relevant bodies, such as Belfast City Council, British Council, BBC, Thrive and the Arts Council of Northern Ireland will be invited to attend and contribute at meetings.
 - Belfast City Council will provide secretariat support.
 - Belfast City Council will make a commitment to supporting the process and implementation/ action plans however the CoM Steering Group will seek to secure financial support over and above this from external sources as and when required both in relation to the development of the bid and the financing strategy for the longer term strategy.
 - Belfast City Council will submit the UNESCO City of Music Designation Bid in either 2021 or 2023 subject to final agreement, the CoM Steering Group will be responsible for developing the submission in partnership with Belfast City Council officers.
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