

One Nottingham

Title of Report: Nusic – 3 Year Plan

Date: 30th June 2016

1. Purpose

A partnership has come together in order to sustain and to develop the Nottingham new music offer. Nusic have brokered a three year partnership funding deal which will see the organisation develop until 2020. In order to enable Nusic to access this funding, Nottingham City Council and One Nottingham are requested to jointly provide 50% of the funding package: £26,000pa for 3 years.

The Proposal:

| | £ per annum | £ over 3 years |
|----------------------------|---------------|----------------|
| Nottingham City Council | 10,000 | 30,000 |
| One Nottingham | 16,000 | 48,000 |
| Confetti Media Group | 8,000 | 24,000 |
| DHP | 8,000 | 24,000 |
| Nottingham Music Hub | 5,000 | 15,000 |
| Nottinghamshire Youth Arts | 5,000 | 15,000 |
| Total | 52,000 | 156,000 |

The match funding will be underwritten, by up to £10,000 per annum, for 3 years, by the Hayden Green Institute should any of the private sector (non City Council/One Nottingham) aspects of the deal fail.

Councillor Collins and Mark Del (Nusic) and George Aitkins (DHP) have met to agree the contents of the funding package. The Council is now asked to formally agree to financially support Nusic.

Proposal 2016-2020:

During the coming 3 years the Nusic programme will:

1. Develop and promote the local music scene through simultaneously creating opportunities for young Nottingham musicians, promoting the Nottingham music industry and advocating on behalf of Nottingham's music multi-cultural and multi-genre offer.
2. Lobby and evangelise on behalf of the local music scene to the Arts Council, regional and national media and Government (DCMS in particular), local schools, partners and

business.

3. Manage and develop the Nusic social media platform.
4. Deliver Nusic Workshops – bringing high profile, experienced and well connected national and international figures to take part in local workshops. (To maintain Nusic's track record of attracting the very best).
5. Create new music content – Podcasts and sessions every two weeks. Content to be based around music industry advice (written and recorded). As a feature of this, to create and offer unique opportunities for local musicians in the media, in local venues, Antenna etc.
6. Collaborate with local colleges in order to create unique work experience opportunities.
7. Organise the annual Future Sound of Nottingham competition, providing quality experience and prizes.
8. Support the promotion and development of the Young Creatives Nottingham (including the Young Creative Awards).
9. Organise the annual Schools Tour primarily targeted at Nottingham secondary schools.
10. Deliver specialist surgeries into the music industry and a fortnightly general surgery.
11. Hold an annual music industry network event.
12. Maintain the Opportunity Alert – a twitter based breaking news service to inform musicians of significant opportunities offered across the music performance and broadcasting industries.
13. Enhance the online resource and data base of industry contacts, industry legal services and more.

Structure and status of Nusic:

Nusic is a social enterprise which is in the process of becoming a Community Interest Company; it does not presently have a formal charitable status.

The funding will be agreed and paid on the basis of the activity undertaken (above). There will be a funding agreement in place between Nottingham City Council, Nusic and One Nottingham and regular monitoring of performance will take place against key indicators.

The annual finance for Nusic from all partners will cover:

- Salaries and staff costs - £38,000
- Running costs, events, PR - £14,100

- In kind support will be substantial but at this point cannot be quantified.

2. Recommendations

It is recommended that Nottingham City Council and One Nottingham approve an annual contribution to Nusic of £26,000 per annum for three years (£78,000 in total for 2016-17, 2017-18 and 2018-19).

The ON contribution can be met from the income from the ON SRB business units.

3. Background

Nusic has played a significant role in the development of the Nottingham music industry. Nusic's contribution and benefits to business in Nottingham is not simply around the success and growth of musicians. The benefits can also be evidenced in jobs created in the creative, service, entertainment and production industries in Nottingham and in the reputation of the City.

While not claiming that Nottingham has become a 1960s Liverpool, it is worth noting the economic contribution and potential of the music industry, for instance the Beatles legacy to Liverpool is £82 million per year sustaining around 2,300 jobs (source ITV).

Those economic benefits can be evidenced by a more local example. Since the development and growth of Nusic d2d (DHP) Nottingham's largest music business has doubled its turnover, for example between 2010 and 2014 it has grown from £11.5m to £21.5m per year and is still growing.

Nusic's role has been acknowledged by BBC Six Music, The Guardian and the NME as one of, if not the, key player in catalysing (and now supporting) the current era in the Nottingham music scene, an era hailed on the BBC by music journalist David Nolan as:

"a genuine city wide explosion that's not really happened anywhere in Britain since probably Manchester in the late 80s".

Nusic has a number of high profile supporters who acknowledge the role that it has played in their career, including three of the Nottingham Top 20 chart performers.

Jake Bugg's manager Jason Hart:

"The Nottingham music scene had been present in some form for many years, but somehow it felt disparate and difficult to penetrate until Nusic formed.

Nusic has worked tirelessly, setting up links between new artists and promoters for festival slots, the Future Sound of Nottingham event, the podcasts of regular new music, countless live video performances and interviews allowing new artists their first shot at getting seen and heard plus their support, promotion and attendance at live gigs every day of the week is a truly impressive undertaking. Nusic is a vital asset to the Nottingham scene."

Saint Raymond's promoter Dan Ealam:

"Nusic is a trusted resource that offers the unbiased opportunity to new acts in the city to get their voice heard on a local and national scale. And for the acts it helps establish it amplifies the heat around an act's release in a way that no other city can do so it means that Nottingham artists are known nationally as acts with a real base and means that Nottingham gets investment. Nusic is so important to the music scene of Nottingham because it constantly reminds the city and the world what an incredible scene it has."

Indiana:

"Nusic had a massive part to play in my career at the start... Nusic is where the massive spiral (of events that kick started my career) happened... I have a lot to thank them for."

A former Nusic intern and apprentice, (who is not a musician) provided his own testimony:
"Joining Nusic was the best decision of my life. And I'm confident I'll still be saying that in 20 years' time. Before working with Nusic, my life plan was to move to London as soon as possible. Nusic made me believe in myself and fall in love with Nottingham, which, despite living here my whole life, I'd never felt before."

One of the most important specialist radio DJs in the UK, Chris Moyles' colleague **John Kennedy** stated:

"The work that Nusic does is vital to the development of the Nottingham music scene. They nurture and support new musicians in their endeavours to develop themselves. They help them find out how they can reach out to the wider world, to live gigs, to recording and releasing music and to how they can get their music heard by media and tastemakers."

Nusic also gives them first hand media experience through interviews and sessions that really help build confidence and experience that can go a long way beyond their hometown. And as if that wasn't enough, Nusic is also very good at spreading the word about the Nottingham music scene it helps to build. I have heard and subsequently played on the radio many bands and artists from Nottingham that I first heard about from Nusic."

Performance Information:

Since Nusic's foundation it has:

- Visited 12,749 students under 16 with the Nusic School Tour
- Had 1,905 mainly under 25s attend 14 industry workshops
- Given 2,055 tracks of Notts musicians their first broadcast
- Given 568 Notts musicians their first filmed session
- Given 175 Notts musicians their first telly exposure, in collaboration with Notts TV
- Delivered 225 one day work experience placements
- Delivered 59 internships, and one apprenticeship

Nusic estimates that over 50% of Nottingham artists who have begun to make a living from music have met their professional manager through Nusic

70% have received their first nationwide radio play through Nusic

62% (10 out of 16) Nusic Internships have turned professional in a music related role

A number of interns have provided references from their experiences including the following:

TOM HADFIELD -

“Nusic gave me the best work experience of my life, a placement that introduced me to the bloke who got me an interview for my first full record label job, a placement that introduced me to the band that I then signed to that label, a band who were managed by a manager who I first met through Nusic and who first heard the band himself, through Nusic.”

EMILY ROSE MALONE -

“I spent six months as a writing intern.My role was to write the weekly top three gig guide, interviews, and reviews of events. Being an introverted writer-type of gal, I was a little nervous at first, but Nusic were so welcoming and supportive and it was such a fantastic way to get the insight and writing experience I needed to help with my career goals. I then went on to find an amazing job as a content executive and copywriter at an agency that told me they were impressed with what they’d read. Being a part of the Nusic family is without a doubt something I’d recommend to anyone desperately searching this bleak briefcase-ridden world for a creative career.”

ANDY HAVARD -

“Through my 8 months at Nusic I was given the chance to work with the exceptional individuals who make the Nottinghamshire music scene happen. The connections I madenot only brought me closer to the Notts music scene, but they helped to open up a whole world of media opportunities that secured me my first full-time job right here in Nottingham.”

4. Contact Details

Nigel Cooke
One Nottingham: nigel.cooke@onenottingham.org.uk
0115 8764997