

29 05 19

Delegated Decision Report - UPDATE

Report for: Peter O'Brien, AD Regeneration

Item number: N/A

Title: Haringey Music Study: Ecosystem Audit, Gap Analysis, Vision Statement and Strategy Pathway: Request for Waiver of Contract Standing Order CSO 8.03 (request for quotes procedure); and Contract Award to Sound Diplomacy.

Report authorised by : n/a

Lead Officer: Pippa Gueterbock, Regeneration Manager

Ward(s) affected: Noel Park, Woodside, Seven Sisters, Tottenham Green

**Report for Key/
Non Key Decision:** Non Key

1. Describe the issue under consideration

Approval is being sought in this report for the Assistant Director of Regeneration, to waive CSO 8.02 (request for quotes procedure) and award the contract for the provision of policy advisory services related to strategic economic growth through music, to Sound Diplomacy, for a contract of up to £49,999.

An audit is required of Haringey's music-related industries, to understand the potential role and impact the sector can have on the local economy.

2. Cabinet Member Introduction

n/a

3. Recommendations

That the Assistant Director for Regeneration approves:

- (i) A waiver, under CSO 10.01.1(b) and 10.01.2(d)(ii), of the requirement under CSO 8.03 to undertake the request for 3 quotes procedure in order to make the contract award proposed in paragraph (ii) below;
- (ii) The award, in accordance with CSO 9.07.1(c), to Sound Diplomacy of a contract for policy advisory services relating to achieving strategic growth through music for the maximum sum of £49,999.

4. Reasons for decision

The Economic Development Strategy (EDS) will be considered by Cabinet in December. The Council is developing proposals to gather evidence for key data gaps identified, including the potential role of music in economic growth in Haringey.

Sound Diplomacy has been identified to review the potential for the music industry to support growth in Haringey, and to establish whether there is opportunity for the Council to intervene in ways that can deliver the most benefit for local people. This will include analysis of the growth trajectory of the music industry and the regional employment landscape, the skill sets required to work in music/sound sectors and the barriers to local people gaining employment in the industry and scoping existing provision.

Sound Diplomacy has significant relevant expertise in the area, as the leader of the Music Cities movement, which sees culture built into the urban environment through policy. A global expert in developing long term and sustainable music strategies, it has advised the GLA and other London Boroughs on the value of music in cities, places and urban development; identified growth areas, engaged stakeholders and communities and produced strategies to unlock the benefits of a strong music economy.

Sound Diplomacy has very recently completed a similar study for Croydon Council, and therefore has the resource, infrastructure and recent experience to get the project moving without a lengthy implementation stage. It has also previously worked in Haringey, having been commissioned by Red Bull to look at where in London there was a budding music scene and where it should have its next presence. Its study identified Tottenham, which has led to investment from Red Bull in creative events in the area. It therefore has existing data on the borough's music-related industries from a few years ago to refresh, and knowledge of the borough.

Investigations into the market have identified Sound Diplomacy as the only supplier available with the requisite expertise to carry out the assignment in the timescale and within available budget.

Other suppliers identified were niche in their approaches and therefore not appropriate for this study. These include:

- Association of Independent Music, which despite doing mapping work, focusses only on the independent music industry.
- Sound Connections, which focusses on young people
- The Music Venue Trust, focussing on venues
- UK Music, which as a lobbying umbrella organisation representing the music industry, will have an agenda that may impact the study findings.

5. Alternative options considered

In order to ensure best value, the following alternative has been considered:

Obtaining three quotations

Consideration was given to subjecting the requirement for the advisory services to competition in line with the Council's policy of obtaining competitive quotations for contracts of this value. The conclusion reached is that this approach would incur unnecessary delays and costs to the Council, as Sound Diplomacy is the only supplier with the requisite expertise to produce this study within the timeframe and budget.

6. Background information

Economic Development Strategy

The Council is developing an Economic Development Strategy, to support the delivery of the Economy priority of the Borough Plan. This needs to provide a clear statement and evidence base which enables employment space and jobs to be protected.

The EDS will have a clear focus on creating a balanced portfolio of job opportunities and setting out the skills and training offer in the borough which will support residents to gain basic and higher-level skills to access the job markets in Haringey and London, with a focus on key sub-sectors of the population and age groups, as well as local economic trends. The first stage of the EDS development sets out to identify key data gaps and create proposals to fill these gaps; one of which is the role of music in the area's economic growth.

Wood Green Economy and Employment Space Study

Findings from the Wood Green Economy and Employment Space Study (GVA, KCA and 00), will inform the EDS. According to the EESS, a key strength of the Wood Green industry is its music industry businesses. There are several music recording studios used by well-known artists and a concentration of music businesses in the supply chain (music PR, sound technology, recording studio furniture and technology). Many stakeholders interviewed reported the importance of Wood Green in London's music scene. These businesses can command high rent, e.g. a music PR business based in Blue How Yard is one of the highest rent levels in Wood Green.

Retaining and enhancing facilities that provide an inclusive, accessible and inspiring cultural offer appropriate to Wood Green's diverse creative and residential community will act as an animator to the cultural quarter area. Wood Green has a vibrant music production scene, and therefore, a cultural anchor could be tied into a music related offer.

Creative Tottenham Action Plan

The Creative Tottenham Action Plan was developed to articulate the wider socio-economic benefits of Tottenham's bid to become one of London's first Creative Enterprise Zones. Awarded this designation in December 2018, Tottenham is keen to capitalise on the evidence based research by Regeneris (2017) which indicated an emergent music sub sector specifically located in the South Tottenham Employment Area with a view to exploring the potential of this sector to support further growth, employment and leisure opportunities for local residents.

7. Proposal

Sound Diplomacy proposal

A targeted study is required to review the potential for the music industry to support growth in the local area, and to establish whether there is both appetite and opportunity for the Council to intervene in ways that can extract the most benefit for local people. This is thought to be undertaken in 2 phases of work. The first of which will include scoping existing provision, analysis of the growth trajectory of the music industry and the regional employment landscape, the skill sets required to work in music/sound sectors and the barriers to local people gaining employment in the industry.

Upon completion of the first phase, a critical review of the findings will determine implementation and scope of the second phase. The second phase will articulate a vision and strategy pathway for how music might be placed at the heart of wider Council regeneration strategies, maximising value for all of Haringey's communities. This may consider use of Council assets.

The table below outlines Sound Diplomacy's proposal milestones, methodology and outputs:

Phase 1 - Music Ecosystem Audit and Gap Analysis		
	Description	Outputs
Music Audit	Top-line ecosystem audit based on a full review of all existing research of the music infrastructure primarily focused in Wood Green and Tottenham. Additional exploration of nascent music activity across Haringey such as that in Stroud Green, Manor House, Muswell Hill and Crouch End. Audit to include mapping, stakeholder lists, licensing and regulation reviews.	<p>Available music mapping</p> <ul style="list-style-type: none"> All existing research and assessment of the local music and performance arts ecology. <p>This might include:</p> <ul style="list-style-type: none"> Music venues, rehearsal spaces, recording studios, community spaces, etc. Location, type of content, number of concerts, etc. Licensing & Regulatory review Highlight recurring themes and stresses on the platforms for talent and skills development.
Gap Analysis	<p>Identify specific operational requirements and delivery pathways including; permanent & meanwhile facilities, educational and community focused programmes, wellbeing and live performance events.</p> <p>Identify potential opportunities for collaboration and long-term partnerships, and also recognise characteristics of the 'ecosystem' that require attention and thus provide compelling commercial opportunities.</p>	<ul style="list-style-type: none"> A report with links to a Google Map Stakeholder engagement list spreadsheet. Review of skills requirements and skills gaps, as well as review of existing training provision.
Phase 2 – Music Vision Statement and Strategy Pathway		
	Description	Outputs
Music Vision	Provide a music vision statement, outlining prospective opportunities.	<p>Outline the specific community and business focused engagements Haringey should pursue and how targeted interventions with the music community will benefit the borough, via:</p> <ul style="list-style-type: none"> Prospective programming partners & tendencies Increased vibrancy Increased brand value Community partners and cohesion
Strategy Pathway	In line with audit, review and gap analysis findings, deliver a comprehensive, localised music vision outlining the specific community and business focussed engagements Haringey could pursue and how targeted	<p>Prospective activations / work to follow will include:</p> <ul style="list-style-type: none"> Redeveloping / re-engaging with cultural infrastructure Engaging with developers for joint venture opportunities Developing an evening and night-

	interventions with the music community will benefit the borough.	time economy strategy <ul style="list-style-type: none"> • Creating an Evening Board or Music Board for the borough.
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8. Contribution to strategic outcomes

The study contributes directly to the Economy priority, as it is seeking to form evidence for the developing Economic Growth Strategy, which outlines how the Economy priority will be delivered.

9. Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

Finance

The total cost of the Haringey Music Study will be up to a maximum total value of £49,999, consisting of Phase One £35,000 and Phase Two up to £14,999.

- £20,000 from the Wood Green Regeneration revenue budget V70000
- £20,000 from the Creative Enterprise Zone budget V30030
- Up to £9,999 from V30001

Procurement

n/a

Legal

n/a

Equality

n/a

10. Use of Appendices

n/a

11. Local Government (Access to Information) Act 1985

n/a

Important Additional Guidance on Accessibility

- Documents must be available for Councillor Hearn at the **same time** as for all other Councillors
- The council's primary typeface, Helvetica, should be used for all reports and accompanying documents, size 12 preferred (Arial font is also acceptable)
- Text should be as plain as possible with no boxes around it, Microsoft Word is preferred, not PDF, and no abbreviations (such as Cllr.) and try to keep symbols to minimal use
- Roman numerals are not suitable for a person using a screen reader so please use normal paragraph numbering/ lettering and bullet points where necessary
- Reports should be written without images, however, where images are used, report authors must provide a text alternative in all cases (a short paragraph explaining what the graphs, table, pictures etc are showing). Detailed examples can be provided by contacting Natalie.layton@haringey.gov.uk
- Appendices
 - All of the above applies for appendices and report authors should avoid including lengthy PDF documents as part of the report
 - In some cases an executive summary could be more appropriate if Councillor Hearn is on the committee
- Presentations – if Powerpoints are to be used then a Word version must be submitted in advance of the meeting (and at the same time it is made available to all other members)
- The Democratic Services Team will not accept reports which are not in an accessible format.
- In the rare event that a documents is not in a fully accessible format the report author must submit, by the same report deadline, an accessible version for Councillor Hearn (if she is on the relevant committee)
- Plain text documents should be saved with document names including "DATE TITLE COUNCILLOR HEARN PLAIN TEXT"

Categories of Exemption

Exempt information means information falling within the following categories:

Part 1

1. Information relating to any individual.
2. Information which is likely to reveal the identity of an individual.
3. Information relating to the financial or business affairs of any particular person (including the authority holding that information)
4. Information relating to any consultations or negotiations or contemplated consultations or negotiations in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or holders under, the authority.
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
6. Information which reveals that the authority proposes – (a) to give under any enactment a notice under or by virtue of which requirements are imposed upon a person; or (b) to make an order or direction under any enactment.
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.

Part 2

Qualifications to the above exempt information:

- (a) Information falling within paragraph 3 above is not exempt information under that paragraph if it is required under – (a) the Companies Act 1985 (b) the Friendly Societies Act 1974 (c) The Friendly Societies Act 1992 (d) The Industrial and Provident Societies Acts 1965 – 1978 (e) the Building Societies Act 1986 (f) The Charities Act 1993.
- (b) Information is not exempt information if it relates to proposed development for which the local planning authority may grant itself planning permission pursuant to regulation 3 of the Town and Country Planning General Regulations 1992.
- (c) Information which – (i) falls within any of paragraphs 1-7 above; and (ii) is not prevented from being exempt under (a) or (b) above is exempt information if and so long as, in the opinion of the Monitoring Officer, in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.