

Bristol
Music
Foundation
presents

Music South West 2010

24th Nov | Hamilton House, Bristol
25th Nov | Watershed, Bristol

www.msw2010.com

A Report

BMf | Bristol
Music
Foundation



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The BMF connects musicians and the music business with the wider music industry giving them opportunities to learn from the best, enhance their skills and boost their profiles.

Photography by:
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Introduction

The second Music South West convention was held in Bristol at Hamilton House on 24th and the Watershed on 25th November 2010. Following on from the sold out first event in 2009, Music South West 2010 again brought together regional, national and international delegates and speakers.

At Music South West 2009 we invited several of the speakers and organisations that were present to join us in looking at existing opportunities for musicians and music businesses in the South West and ways to work together to improve them. At the event in 2010 we were joined by many of those same speakers and organisations and reported back on how those discussions had gone over the previous year and the proposal to create a new regional organization for music that would build on the work to date of the Bristol Music Foundation. We launched a new website for South West music, and brought back the Bristol Fringe which showcased some 50 artists over two nights across Bristol.



We were joined by both new and returning delegates, the event was a great success, and strong support was given by delegates and speakers alike for the new website and organization and to plan ahead for Music South West 2011.

"A personal thanks from me for all of your sterling hard work and dedication to our cause. I really appreciate what you're doing." **Simon Sleath (delegate)**

"I really enjoyed the Chris Morrison Q&A, it was brilliant."
Cecile Communale (French Bureau Export)



Music South West Aims

The core aim of Music South West is to provide an annual convention for music practitioners in the South West region to meet and discuss current topics and key issues and hear from leading figures from the regional, national and international music industry and education and public sectors.

Within that the Bristol Music Foundation aims through Music South West to:

- Provide a platform to connect and showcase year round activity in music in the region
- Create an annual focus in the year for the sub-regional music forums and the South West Music Forum
- Provide a platform to discuss and debate current activity in music with national partners
- Provide a platform to educate and inform
- Forge partnerships with national organisations for the benefit of practitioners in the SW
- Showcase the best emerging artists across all genres from the South West and national partner businesses
- Continue a bursary scheme to make Music South West accessible to all
- Encourage collaborative work and diversity in the arts across the region
- Link to national and international partner events
- Provide greater input into national government, education and music industry policy and initiatives

The Bristol Music Foundation (BMF) is run by music industry professionals in Bristol and supports the development of music businesses and musicians in Bristol and the South West of England. The BMF is dedicated to encouraging partnerships and networks in the region to provide a joined-up approach to activity, the sharing of ideas and knowledge, and improving national and international links towards raising the profitability and international profile of the music industry in the South West.



Music SW Attendees

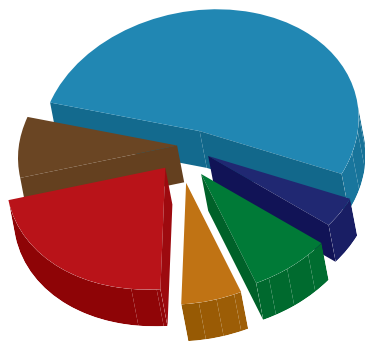
Who was there?

In total 210 people attended Music South West 2010 over two days.

Delegates can be categorised as follows:

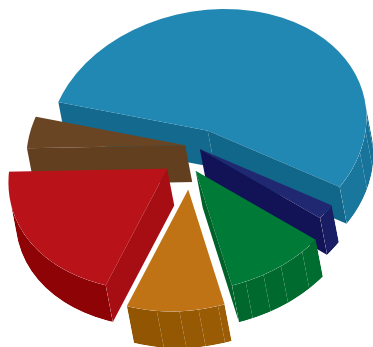
Day 1 Hamilton House

- Music business 52%
- Other business 4%
- Educator / College 8%
- Student 6%
- Musician 22%
- Public sector / Local authority 8%



Day 2 Watershed

- Music business 54%
- Other business 2%
- Educator / college 10%
- Student 10%
- Musician 20%
- Public sector / Local authority 4%



"I would like to thank you and all of the BMF for all your hard work in organising MSW this year. My students and I thoroughly enjoyed the two days. It was a real eye opener for them."

Simon Prentice (Bridgwater College)

"Thank you so much for all your hard work in organising the event. It was definitely worthwhile."

Sarah Woodward (delegate)

"It was a really nice event, I really enjoyed it and it was super useful to discover the Bristol music scene."

Cecile Communal (French Bureau Export)

"Cracking stuff." **Leon Alexander (HDM/MIE)**

"Just wanted to say a huge 'Thank you!!' for Music South West." **Jane Taylor**

"I really enjoyed Chris Morrison's talk." **Joe Schiavon (Gloucester Guildhall)**



Day 1 : Hamilton House (Audiences & Networks)

coexist

Day 1 of **Music South West** was presented in association with **CoExist** and **CoExist Music** and held at Hamilton House. **Hamilton House** at the heart of Stokes Croft in Bristol is home to Coexist, where art, music, enterprise and innovation cluster as a community rising to the challenges of today and tomorrow. CoExist Music is a true network within Hamilton House where musicians and music businesses connect, collaborate, create, perform, trade, and develop opportunities together. With a regular performance space in the Canteen cafe bar, CoExist Music is planning to develop rehearsal, recording and office spaces. CoExist at Hamilton House is an inspiring collective that is already having real impact across the region.

Speakers on the day

Jamie Pike (CoExist)
Sam & Henry (CoExist Music)
Jane Taylor (musician/songwriter)
Crispin Parry (British Underground)
Howard Monk (The Local)
Francois Jolivet (Les 4 Ecluses, France)
Shain Shapiro (Canadian Blast)
Chiz Williams (Qu Junktions)
Matt Booth (BMF)
Chris Morrison (CMO)
Remi Harris (UK Music)
Leon Alexander (HDM / MIE)
Gerard Cantwell (D Style)
Sadia Akhta (Ujima Radio / BMF Urban)
Jack Kingslake (Hi Road)

The Sessions

- Welcome to Music South West
- **Raising DIY Finance case study** (Jane Taylor)
- **Networks**
CoExist & CoExist Music
- **Audiences**
Touring Home & Overseas
- **Chris Morrison** – in conversation
- **Networks**
BMF Urban and UK Music

"Loved the Teenage Rampage presentation and documentation." **Annie Menter (WOMAD Foundation)**

"Really enjoyed Music South West."
Elwynne Green (Power Amp)

"Stunning two days. Enjoyed immensely."
Stephen Barnes (Upshot)

"The talks were really interesting."
Anika (musician / songwriter / Fringe performer)

"Thanks a lot for everything over the course of Teenage Rampage. I really appreciate all the help everyone has given me, and am sad it's all over!"
Aidan Simpson (musician / songwriter / Teenage Rampage)



Day 2 : Watershed (Audiences & Networks)

WATERSHED

Day 2 of **Music South West 2010** continued the theme of developing Audiences and Networks and focused on opportunities to access markets for musicians, digital, finance and media.

Speakers on the Day

Geoff Barrow (Invada)
Chris Goss (Hospital)
John Empson (Emperor / Eden Sessions)
Jen Long (BBC Introducing)
Conal Dodds (Metropolis Music)
Adam Saunders (X Ray Touring)
Mark Meharry (Music Glue)
Seth Jackson (PIAS UK)
Matt Brown (Stay Loose)
Charlie Ashcroft (Amazing Radio)
Chris Jenkins (Musicosity)
Mark Leaver (Mark Leaver Consulting)
Matt Desmier (South West Screen/iNet)
Jim Mawdsley (Generator)
Phil Butterworth (Arts Council)
Mark Cotton (Big Lottery SW)
Francesca Canty (Culture Team, London 2012 Organising Committee)
Tom Bywater (Power Amp)

Jan Ayres (Bristol Folk Festival)
Jim Moray (musician / songwriter / producer)
Vaughan Pearce (Show of Hands)
Phil Bassindale (Bristol Morris)
Charles Hazlewood (musician / conductor)
William Goodchild (musician / composer / orchestrator)
Steve Satterthwaite (HDM)
Stephen Barnes (Upshot / Upside Down movie)
Craig Pruess (composer / producer)
Ben Barker (BBC Blast)
Teenage Rampage artists and partners

The Sessions

- **Finding Audiences**
Being Heard
- **Building Audiences**
Audiences Online
- **Knowing Audiences**
Music, Media & Performance
- **Finance Funding & Investment**
- **Presentation**
Creative Industries iNet
- **Presentation**
Bristol Folk Festival
- **Demo Panel**
- **Teenage Rampage**





Networking

The BMF now has over 400 members based in Bristol and across the South West.

Networking opportunities were provided at Music South West throughout the day at regular breaks, long lunches, facilitated speed networking sessions, and at evening dinners at Canteen on Stokes Croft on Day 1, and at Harbourside No 1 on Day 2.

The Music to Market survey run by the BMF asked questions on key priorities for music practitioners. 90% of those that took the survey identified networking as the key priority to help develop their own work.

"Great atmosphere. Lots of useful connections"
Annie Menter (WOMAD Foundation)

"Great networking opportunities throughout the day"
Simon Prentice (Bridgwater College)

"It helps so much to put names to faces and sometimes down here in Devon you can feel really detached from the industry so it was nice to meet people without having to drag up to London."
Sarah Woodward (delegate)

"The BMF is really passionate about getting people connected and building relationships and working together. I was inspired."
Jane Taylor



Live Music - Bristol Fringe

Music South West 2010 saw the return of the Bristol Fringe.

Gathering artists from across the South West and from the membership of the BMF, the Bristol Fringe showcased the pick of artists from the South West across Bristol over both nights plus national and international guests.

The Fringe took place in **14 venues** across Bristol over both nights.

Partners for the Fringe included **Canadian Blast, Bristol Folk Festival, Norwich Sound & Vision**, and **Higher Rhythm Yorkshire** and this saw artists based in the South West connecting and performing with national and international artists.

Performers at the Fringe included:

Beth Rowley, This is The Kit, Kid Carpet, Poppy & Friends, Rebecca Mayes, The Fauns, Zeus (Canadian Blast), Mohawk Lodge (Canadian Blast), Howlin Lord, Bristol Morris, Anika, The Pines (US), John E Vistic, Jane Taylor, Jim Moray, The Carrivick Sisters, The Orkid, Nonesuch Morris, Kid Carpet, TRF, Empror, the Naturals, Beach House, Ruarri Joseph, Napoleon In Rags, and Kill It Kid. And many more.

"Lots of good connections, thanks for continuing to create opportunities."

Rebecca Mayes

"A great night. Thank you!"

Richard Crowe (Creative Programmer SW, London 2012)

"Great line-up."

Ian Rogers (Orange Box, Yeovil)

"Thanks for inviting me to play! Was great fun." **Beth Rowley**

"Thanks for that. Great night."

Seth Jackson (PIAS UK)

"Much appreciated!" **John E Vistic**

**LIVE
FRINGE**

**Music
South
West** : 07



Sponsors

Thank you to our sponsors:

Music Industry Education
 PRS for Music Foundation
 GWE Business West
 UK Trade & Investment
 South West Screen and the Creative
 Industries iNet
 European Regional Development Fund
 The Big Issue

Thank you to our partners:

CoExist
 Watershed
 Harbourside No 1
 Bristol Folk Festival
 UK Music
 Canadian Blast and CIMA
 Norwich Sound & Vision
 Strawberry Fields
 Dorset Music Forum
 London 2012
 Higher Rhythm
 Invada
 Music Development Association
 BBC Bristol Introducing
 BBC Blast
 Fresh Flix
 Musicians Union
 BIMM, Bristol
 Youth Music
 Devon Music Service
 Federation of Music Services SW

"Thank you very much for your invitation and the welcome to Music South West 2010."

Francois Jolivet (Les 4 Ecluses)

"Just wanted to thank you for yesterday. I appreciate you including me in Music Southwest."

Shain Shapiro (Canadian Blast)



Outcomes

Existing partnerships were strengthened and new ones were formed at Music South West.

Outcomes from the event included:

- The launch of the new Music South West website for South West music
- The attendance of partners from European venues and the move towards assessing and establishing touring routes and partnerships in Northern Europe
- The presentation of CoExist and CoExist Music to delegates which introduced the organisation and its building to regional, national and international individuals, businesses, and organisations
- The launch of BMF Urban
- The further development of the new Music South West organisation for South West music through the presence of members of the working group
- The attendance of new regional, national and international partners and businesses at the event
- The hosting of a meeting of the Music Development Association with UK partners
- The further growth of the regional music network
- The approval by delegates of the development of Music South West as a regional organisation for music
- The preview of the final Teenage Rampage Summer Tour 2010 film
- The return of the Bristol Fringe which showcased and connected artists from across the region
- The physical networking of some of the 420 BMF members and the move into the regional network of Music South West members via the new Music South West website

"An excellent day! Thank you."

Simon Prentice (Bridgwater College)

"I had an absolutely excellent two days at the MSW 2010. I was so impressed with the diversity of events, the quality of the panels - the way they were hosted, and inspired by overwhelming optimism throughout. The evening events were excellent too."

Rob (Thing Show)

"Many thanks for a great event, I found it very useful and motivational."

**Sarah Joy (musician/songwriter/
Fringe performer)**

"Many thanks for organising a great day, we really enjoyed it. Smashing to get out of the venue and check out what other people are up to and meet other people working within the industry. As well as meeting new people, we also had time to chat with contacts that we're already developing relationships with."

**Gabriella Rabbitts (Electric Palace,
Bridport)**

"It was such a good day and evening, thanks for giving me the opportunity to be apart of it."

Rebecca Iveson (volunteer)

"I absolutely loved working on the Rampage project."

Gary Thomas (BBC Blast)

"I have really enjoyed working with you on Music South West."

Eva Martino (volunteer)

"The BMF Director has participated in the Leadership Development Network organised by UK Music, on the basis that we consider his role key to national music development. Indeed, they are named in our strategy for regional development of skills and education and we will continue to work with them in this way."

Feargal Sharkey (CEO, UK Music)



Next Steps

Strategy

At Music South West 2009 we launched a strategy that would build on discussions held at the event and at consultancy meetings in the region during that year. The strategy followed a period of work in the region by the BMF to encourage the development of music forums, or hubs, in cities and counties across the South West and responded to active forums in Bristol, Dorset, Somerset, Swindon, Gloucestershire, Plymouth, Exeter, and Cornwall, which are connected via the South West Music Forum (SWMF).

The strategy was the next phase of ongoing BMF work to encourage partnerships and networks in the region to provide a joined-up approach to activity, the sharing of ideas and knowledge, and to raise the profitability and international profile of the music industry in the South West.

We committed to creating three working groups to support the strategy. One as a local authority group, one as a group within the SWMF, and the third as an industry working group.

We committed to publishing the strategy as a working document, which we did in March 2010.

We also committed to keeping the Music To Market survey open for a continued period of time which we did and to date 200 musicians and music businesses have taken the survey.

The result of the work on the strategy is the creation of a new regional organisation for South West music that will be led by a strategy board consisting of members of the original industry working group. We have now registered this as Music South West Limited.

The strategy board will meet twice a year, one meeting being at the now annual Music South West event.

A regional partnership has now been formed to support the local running of the organisation and delivery of projects and programmes.

This partnership is between the BMF, Exeter Phoenix, and Superact!

Further consultation has led to discussions with local organisations as stakeholder members in the region to become directors on a regional policy board.

Music South West will continue the work to date of the BMF. The BMF will focus more on activity in and around Bristol.

The Aim of the partners is:

To create a representative organisation for music in the South West that will provide genuine access to the commercial music industry backed by a network of industry professionals led by a central board.

The vision of Music South West is the creation and promotion of a thriving, inclusive and sustainable environment for making, performing and experiencing music in the South West of England.

The Objectives are:

- To support the growth of a mature music industry in the South West.
- To provide performance, business and career development opportunities for music practitioners of all ages where none currently exists.
- To provide an environment in which music practitioners can gain the tools to build audiences.
- To support new music, talent, and innovation that will make a contribution to the output and profile of music and the arts in the region.
- To encourage the establishment of a connected music industry in the South West and the retention of talent in the region.
- To encourage and promote diversity in the arts.
- To ensure the maintenance of national and international industry links and the direct involvement in regional and national policy to ensure inward investment and the raising of the profile and profitability of music in the South West of England.



Next Steps

Website

At Music South West 2009 we announced the creation of a new website with European Union funding via GWE Business West and UK Trade & Investment .

The website was launched at Music South West 2010. It will act both as an online platform for the music community in the South West providing member profile facilities for all music practitioners at all levels working in the region, and as a consumer facing source of new music in the region that will contribute to the building of audiences for musicians and music businesses. The site allows the creation of groups, networks and private member's areas which will support partner activity in the region.

The website will contain toolkits for members on all aspects of the music industry, and on regional music support programmes such as international funding and trade missions, CPD and using digital networks. The toolkits will link directly to training courses and events. The website will have a region-wide focus, be steered by the Music South West organisation, and be promoted to a national and international market place via new and existing partnerships and direct marketing. Advanced online analytics, retail opportunities, and support on the building of audiences will be made available to all members.

Visit: <http://musicsouthwest.musicosity.com>

Music South West 2011

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www.msw2010.com

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