

COVID HAS NEGATIVELY IMPACTED MUSIC...

Live music, festivals and other spaces and places have been closed for months

37% of musicians in the UK (as an example) say they will leave the sector

85% drop in live music revenues worldwide

Up-to \$10bn lost in sponsorships, according to World Economic Forum

Venues were the first to close and will be the last to reopen

Growth in paid music streaming subscribers has flatlined

...AND THE NIGHT TIME ECONOMY

10,000 pubs &
bars in the UK
closed
permanently in
2020

This is a 175% rise
in net closures,
compared to 2019

Oxford
Economics
predicts a loss of
406,000 jobs in
UK alone

2.7m jobs at risk
in the US in the
creative and
NTE sectors

NTE businesses
can be objected
to before they
open

Prevalence of
freelancers and
sole traders
means many
workers lack any
support

INVESTING IN MUSIC & NTE CAN SPEED UP RECOVERY

5.4% increase in
music copyright
revenues in Q1 &
2 2020

Music
consumption
grew by 8.2% in
2020

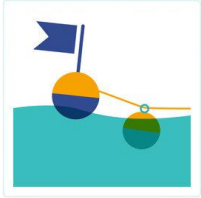
Over **100 cities**
around the world
have developed
music and NTE
strategies since
2016

For every
£1 INVESTED
in music, **£4 IS**
GENERATED

The value of the
music sector is
still set to double,
despite COVID
according to
Goldman Sachs

75+ cities in the
world have Night
Mayors, Managers
& Advisors

THE NINE POINT PLAN:



1. Put artists to work: incentivise creation from crisis



2. Convert creativity into community investment vehicles



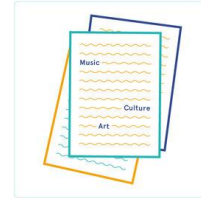
3. Create a city music registry



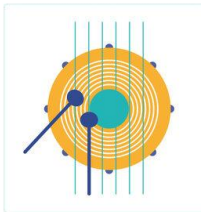
4. Start a cultural infrastructure plan



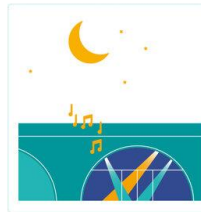
5. Create emergency preparedness plans (venue, event, city-wide)



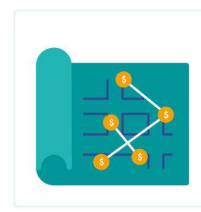
6. Ensure music, arts and culture language is included in policy frameworks



7. Commit to genre agnosticism



8. Plan and develop a night time economy policy



9. Set-up city-wide artist compensation policies, music liaison services & fair play schemes

A FAILURE TO PLAN IS A PLAN TO FAIL

Cities need to
map their music
& NTE
ecosystems

Music must be
involved in master
planning

All cities and places
should have Night
Time Mayors

If we invest in
music, we
should be fair to
ALL Genres.

Everywhere can
be a stage

We must
understand the
economic, social
and cultural value
of music in cities