



**Liverpool City Region Music Board
Black Lives Matter Manifesto**

Background

The Liverpool City Region Music Board (LCR Music Board) is a panel of experts and influential figures from the world of music, established by the Liverpool City Region Combined Authority with a mission to; champion Liverpool's music scene, protect and build upon Liverpool's unique music heritage, increase engagement in music of all of Liverpool's multi-cultural communities and proactively promote Liverpool's status as a UNESCO world city of music.

The Music Board members have a wealth of experience of working across every area of the music industry. They include musicians, DJs, venue owners, artist managers, publishers, production companies and suppliers, festival promoters, and individuals working in education and training. LCR Music Board members represent the breadth of the sector and act as ambassadors for music in the city region, nationally and internationally.

The LCR Music Board believes that music is for everyone and works with the local music community and national industry bodies to ensure equal access to music provision and music careers for everyone in the Liverpool City Region.



Why has LCR Music Board developed this Black Lives Matter Manifesto?

While the Board acknowledges that the Liverpool City Region music sector has taken action in recent years to address diversity and inclusion, impactful change has not happened within the infrastructures of the music sector as a whole.

The Board believes that music organisations can make a sustainable difference by identifying, supporting and developing long term partnerships with Black music creatives and industry professionals¹.

In order to acknowledge, support and incorporate Black individuals and Black-led businesses and organisations that work within the music industry, this needs to be addressed and supported at all levels of staffing structures and decision-making processes. Without true understanding and/or support, the systemic exclusion of Black people within decision making roles will continue and no sustainable change can happen.

There remains much to do and the rate of change needs to reflect the Board's commitment to understanding and proactively implementing steps that promote inclusion and parity for Black music creatives and industry professionals.

The Board believes that a successful music ecosystem should be driven by the people who create and develop music and that the sector as a whole must be completely inclusive.

Fundamentally everyone has a right to music, to be able to participate in, create music, and pursue and sustain careers in the music industry. Audiences, artists, businesses, education, and infrastructure must be truly representative of the people of the Liverpool City Region in all its diversity.

If Liverpool is to be an authentic city of music then it needs to reflect the multi-culturalism and more specifically the contribution that Black people and Black music has made and continues to make; and the corresponding wealth of music, culture and business that results from this. The Board believes that this is also essential to being a UNESCO City of Music in the 21st Century.

How will the manifesto be implemented?

The Board will proactively work with local individuals and music communities, commercial and non-profit organisations locally and nationally, industry trade bodies, local government, the voluntary sector, specialist advisory and funding bodies, and educational institutions, to ensure that this manifesto remains a central part of all the Music Board's activity. Where relevant, the Board will also develop international links and partnerships with other countries in order to build new models of good practice

The approach is underpinned and endorsed by the Liverpool City Region Combined Authority Declaration of Intent for Race Equality, and more specifically in relation to the LCR Combined Authority's Civic Leadership role, ambitions and actions.

¹ **Music creators / creatives** – are artists, songwriters, composers and producers who are involved in the creative process and may be working in any genre. **Industry professionals** – are professionals working in any sector of the music industry. This includes employees and entrepreneurs, freelancers and self-employed professionals.

ACTIONS

- 1 LCR Music Board will increase the cultural mix of Board membership and sub-groups, with a commitment to a minimum of 30% Black members. This may require proactively inviting specific individuals to apply. Progress on this will be reported on by the Board quarterly.

Who: LCR Music Board

When: By the end of the 2021 recruitment phase - **ACCOMPLISHED**

- 2 A Black Lives Matter (BLM) sub-group will be established within the LCR Music Board, which will drive current and future recommendation, action and accountability on Black inclusion and investment. Additionally, the sub-group will exist in an advocacy capacity for Black individuals and organisations working within the LCR music industry.

Sub-group members will have specialist experience in the relevant issues and areas. The sub-group will report back to the Board quarterly.

Who: LCR Music Board

When: BLM sub-group in place by end of May 2021 - **ACCOMPLISHED**

- 3 LCR Music Board will no longer use “urban” as a generic term to describe music of Black origin. Instead each genre will be referred to specifically. The LCR Music Board will also stop using the acronym BAME. The Board will update this in all reports and communications. Board members will commit to support those who wish to use the term “Black music²”.

Who: LCR Music Board

When: With immediate effect

- 4 The LCR Music Board will recognise (and support and encourage others to recognise) the historic importance of Black people and Black music in the city’s heritage. The music narrative of the city should reflect this. An example could be to ensure that there is physical recognition of the importance of black music (e.g. a statue).

Who: LCR Music Board led by BLM sub-group

When: Targets and dates to be agreed by the end of summer 2021.

² Black music is music created, produced, or inspired by black people, people of African descent, including African music traditions and African popular music as well as the music genres of the African diaspora.

- 5 The LCR Music Board will work with organisations such as Marketing Liverpool to ensure that the city's Black music scene is fairly represented in all marketing materials that sell the city as a music tourism destination. The Tourism and Heritage sub-group will discuss the best possible practice and strategies to make this happen effectively.

Who: The BLM Music sub-group in collaboration with the Tourism and Heritage sub-group.

When: Process to begin from June 2021

- 6 LCR Music Board will support a research project by University of Liverpool, which focuses on the challenges and needs of Black music creatives and industry professionals, as well as those specialising in Black music based in the Liverpool City Region. The research project will generate key recommendations that will be used to inform action that will be driven into policy and practice by LCR Music Board and specifically the aforementioned BLM sub-group.

Who: LCR Music Board and BLM sub-group

When: Commencing October 2021

The actions below (7-12) will progress as a result of the University of Liverpool (UoL) and LCR Music Board research (outlined in action 6), from which a baseline will be set against targets for regular review and progress monitoring.

- 7 The LCR Music Board strategy and action plan will be reviewed and targets around Black inclusion will be explicitly written into outputs and outcomes.

Who: Liverpool City Council Music Officer will review and deliver a proposal for the LCR Music Board to consider

When: From October/November 2021

- 8 Adequate investment will be sourced and used to provide resources and support for emerging Black professionals in performance and non-performance roles, using the finding of the University of Liverpool research and reporting.

LCR Music Board may ring-fence some of the approved LCR Combined Authority Strategic Investment Funding (SIF), while also encouraging support and investment leading music organisations in the Liverpool City Region.

Who: LCR Music Board

When: From October/November 2021

- 9 LCR Music Board will initiate and implement an infrastructure that will develop, support and sustain Black music creatives, Black industry professionals and Black-led music businesses in the Liverpool City Region. This will be guided by BLM sub-group and the UoL research.

Who: LCR Music Board

When: By the end of 2022

- 10 LCR Music Board members will lead by example; embedding strategies and good practice in their own organisations that proactively support the inclusion of Black artistic programming and repertoire and targeted marketing to attract more Black people (employees, audiences, professionals).

Where applicable the Board will share and promote all funding and support opportunities that can further enable these routes to progression.

Who: LCR Music Board

When: From October/November 2021

- 11 LCR Music Board will share its BLM targets and baseline in order to inspire and encourage all music organisations to adhere to the same/similar standards; working towards increasing Black inclusion at decision making levels throughout the sector's infrastructure.

Who: LCR Music Board

When: From October/November 2021

- 12 LCR Music Board will encourage all existing talent development and training programmes to address Black inclusion targets; to better enable and support further progression of young Black within the industry at all levels of development / employment.

Where LCR Combined Authority funding is involved, a commitment to following a pre-determined procedure will be a contracted condition of funding.

Who: LCR Music Board

When: By the end of 2022

