



LIVERPOOL CITY REGION MUSIC BOARD

# AI Principles

*A Human-First Framework for the Liverpool City Region*

---

## Purpose and Posture

This document sets out a principles-based framework for the responsible use of Artificial Intelligence (AI) in music across the Liverpool City Region.

It is not a regulatory policy, nor an enforcement mechanism. Instead, it articulates shared values and expectations to guide behaviour, inform partnerships and funding decisions, and support advocacy at local and national level.

## Vision Statement

Liverpool's global reputation is built on the originality, authenticity, diversity and talent of its people. As AI technologies increasingly shape how music is created, distributed, and monetised, the Liverpool Music Board supports their use as tools that enhance human creativity, not as substitutes for it. Our ambition is to ensure that AI develops in ways that respect creators, strengthen the local music ecosystem, and protect the long-term cultural and economic value of human-made music.

## Core Principles

The Liverpool Music Board aligns with the three core principles articulated by the Council of Music Makers (CMM): **consent, control, and compensation**. These principles form the foundation of this framework.

### ■ 1. Consent

Creators should give **explicit, informed, and opt-in consent** before their recordings, compositions, or performances are used in AI training, licensing, or related activity. Consent should be meaningful rather than implied.

The Board encourages **all stakeholders** not to treat legacy agreements as providing implicit consent for AI use. Where AI use is proposed, this should be addressed through clear, dedicated AI provisions. The Board does not support the unlicensed scraping, mining, or ingestion of musical works for AI purposes.

## ■ 2. Control

Creators should retain **meaningful control** over how their recordings, compositions, performances, voice, image, and their artistic identity are used, represented, or replicated through AI systems.

Where AI-generated material makes use of a creator's name, image, voice, recognisable likeness, or other recognisable aspects of their artistic identity, this should take place only with the creator's clear understanding and approval. The Board does not support the unauthorised creation or deployment of AI-generated content that imitates or impersonates a creator's identity without their knowledge and agreement.

### ■ 2.1 Attribution and Transparency

Where AI systems are used in the creation or generation of music, the Board supports **clear and accurate attribution** of human creative contribution wherever practicable. This includes recognising songwriters, performers, producers, and other creators whose work has materially informed or been incorporated into AI-assisted outputs.

The Board supports protecting creator integrity and credit in AI contexts, including ensuring that human contribution is not erased or misrepresented through AI training or AI-generated outputs.

The Board supports greater transparency, where practicable, about datasets used to train models that generate or emulate music.

## ■ 3. Compensation

Creators should receive **fair and transparent compensation**, including **downstream value**, from AI-related activity that makes use of, derives value from, or is materially informed by their work.

As AI business models and licensing structures continue to develop, the Board supports approaches that ensure creators participate equitably in any resulting economic value. This may include a range of mechanisms, provided arrangements are clearly communicated and fairly applied.

The Board is mindful of the potential impact of AI on session musicians, early-career creators, and others whose livelihoods depend on creative labour, and will continue to monitor how AI adoption affects creative work within the Liverpool City Region.

## Liverpool City Region Focus

In line with these principles, the Liverpool Music Board will:

- Advocate for **human-centred AI practices** in local and national policy discussions.
- Encourage transparency and best practice among labels, managers, venues, and technology partners.
- Support education and awareness for creators so they can make informed choices about AI.
- Explore, where appropriate, how public funding and partnerships can reflect these principles.

## Commitments and Engagement

The Board invites engagement with these principles across the Liverpool City Region:

- **Creators** are encouraged to ask questions about AI usage, consent, attribution, and compensation in proposed agreements, and to share concerns as this framework evolves
- **Labels and managers** are encouraged to be transparent with artists about AI-related discussions and agreements.
- **Venues and promoters** are encouraged to prioritise human performance and clear audience disclosure, and to be open about the use of AI-assisted technologies in live contexts.
- **Public bodies and funders** are encouraged to consider ethical, human-centred AI principles when supporting music activity.

## Review and Evolution

This framework will be revisited following significant changes in UK copyright law, industry practice, or technological capability, or at the discretion of the Liverpool Music Board.