

# Liverpool City Region Music Board

## TERMS OF REFERENCE

This Terms of Reference defines the roles and responsibilities of the Liverpool City Region Music Board ('the LCR Music Board'); its governance structure and overview of the business, mission, strategic priorities and the competencies, skills and experience represented by the membership.

### 1. Background of the LCR Music Board

One of the key recommendations of the report, *Developing a Liverpool City of Music Strategy*, launched in March 2018, was the establishment of a Liverpool City Region Music Board.

This was intended to give Liverpool's music businesses and communities a stronger voice in local and regional decision making.

The role of the Liverpool City Region Board will be to set strategy and advise and scrutinise quality and coordination of interventions by public sector and institutional actors.

### 2. Mission

As set out in previous consultation documents, its mission will be,

***'To champion Liverpool's music scene, protect and build upon Liverpool's unique music heritage, increase engagement in music of all of Liverpool City Region's diverse communities, and promote Liverpool's status as a UNESCO World City of Music.'***

### 3. Strategic Priorities

*Developing a Liverpool City of Music Strategy* report identified five immediate key objectives for the LCR Music Board to consider as part of its initial remit. The Board may decide to develop and/or change these priorities following further discussion and consultation with the sector. The current objectives are:

- a) To oversee the development and implementation of a sector-led strategy, backed by all local government and economic development agencies and non-departmental public bodies, to underpin, preserve and sustain growth in live music and other core music sector activities, and invest in building music infrastructure.
- b) To work with local authorities across the city region to introduce the Agent of Change principle to ensure that music venues are not put at risk by residential development.
- c) To support the growth and development of a sustainable music tourism offer across the city region, encompassing Liverpool's unique music heritage and the vibrancy of the live music scene across the city region, from grassroots music venues to large concerts and festivals.
- d) To facilitate music and education sectors to come together with a plan to increase engagement in music and investment in and development of talent from all communities across the city region.

e) To support and coordinate the city's engagement with Apple Corps to secure agreement on the use of Beatles-related IP rights in order to acknowledge, define and develop the contribution it has made to the city over six decades, to optimise revenue generation from the visitor economy (including export, in the form of international exhibitions), and contribute to the development of music education, more effectively to preserve the legacy of the Beatles for future generations.

#### 4. Membership

The members of the LCR Music Board will collectively, have the necessary personal attributes, influence and proven leadership ability and competencies required to:

- Add value and provide support to the Combined Authority and other authorities in establishing strategy and reviewing risks and opportunities for investment;
- Effectively monitor the performance of projects to enhance the music sector;
- Account for the performance of the LCR Music Board.

The list of key competencies - core skills, knowledge and experience - for the LCR Music Board has been agreed to reflect the following broad areas:

- i) **International and Music Tourism** – national and international business and leisure visitors in music or related cultural field.
- ii) **Commercial** – including some or all of: grassroots venues, record labels, music publishing, physical and online distribution, artist management, music agency, tour promotion, venue management, festival management, music production services, manufacturing and sales of musical instruments and music technology (including demonstrable knowledge and experience of developments in any of: technology for live performance, immersive content and other payment/distribution systems, such as crypto-currencies and blockchain.)
- iii) **Strategic Planning** – partnerships that influence and support music sustainability and development.
- iv) **Education and Community**
- v) **Talent Pathways** –including children, young people and emerging musicians and music industry practitioners with a focus on career pathways.
- vi) **Funding and Fundraising** – public funding bodies, charities, trusts and private sector funders.
- vii) **Communication and PR**
- viii) **Music History and Heritage** –history and heritage of the music industry in the City and City Region and experience of celebrating history and heritage in a contemporary way for existing and new audiences.
- ix) **Equality and Diversity** –diverse approach to development and engagement of communities and artists in ways that ensure equality of opportunity.

## x) **SME Music sector**

Additional members may be appointed at any time by the Chair in consultation with the Board and as agreed with the Metro Mayor.

The LCR Music Board is a Music sector led Board. Although it can't represent the whole of the sector within its constituency it will aim to engage more widely with the rest of the sector and will ensure that opportunities occur to facilitate conversations with the wider sector at regular intervals.

Membership of the LCR Music Board and any sub groups set by members will aim to reflect the cultural, ethnic and socio-economic makeup of the population including people from minority populations and excluded groups based on the particular skill sets required.

### **5. Membership requirements**

- **Time Commitment**

Members are required to attend LCR Music Board meetings every month for the initial 3 – 4 months and then approximately every 2 months.

Where members are unable to attend an LCR Music Board meeting, replacement representatives are not accepted without prior approval of the Chair.

- **Quorate**

The minimum number of Board members to be quorum when important decisions are to be voted on is 10 for the current membership (18). If the membership of the voting Board members increases to 20, quorate will be amended to 12. Observers are not included as part of quorum.

- **Responsibilities**

The LCR Music Board will determine and shape its own programme of work, subject to compliance with the Terms of Reference and agreement with the LCR CA Metro Mayor and Liverpool City Council Mayor.

Members will also be asked to lead or be an active member of sub-working groups or panels with others from the wider sector, as needed to deal with specific issues.

Members are expected to advocate and be champions for the work of the LCR Music Board within their individual and wider Music sector within the LCR.

Members may be invited by the Chair to undertake the following activities on behalf of the LCR Music Board:

- Give public speeches
- Take part in panel discussions /seminars / consultation events
- Write or contribute to press articles
- Give media / press interviews
- Provide quotes for media activity

The LCR Music Board does not have a political affiliation and will not propose recommendations related to political affiliation.

- **Confidentiality**

All Board members, including Observers and guests should not discuss or share the contents of LCR Music Board meetings with their constituents. Chatham House Rule to apply.

An abridged version of the minutes of the LCR Music Board meetings will be made available online to facilitate external communications.

## **6. Elected Officials and Public Servants**

Barring exceptional circumstances, elected officials and public servants will not normally be appointed to the LCR Music Board, although they may be invited to sit as an observer to provide specialist and technical advice to the board.

If an elected official or public servant is appointed as an observer to the LCR Music Board, their services are provided within the scope of his/her elected post or employment and he/she shall receive no further remuneration.

## **7. Administration of Board meetings**

Meetings of the LCR Music Board will be held as outlined previously and will take place in accessible locations across the Liverpool City Region as agreed in advance.

The agenda for each meeting will be set in advance by the Chair – members will be encouraged to provide suggestions for items for subsequent agendas.

The Secretariat will distribute the previous meetings minutes, agenda and any further papers / documentation in advance of the meeting. Meeting minutes and agendas will be published online.

The Secretariat for the LCR Music Board will be provided by the LCR CA / LCC.

## **8. Term of Appointment**

The LCR Music Board will comprise 18 members, including the Chair and are appointed for an initial term of two-years. Members have the option to stand for further two-years to ensure continuity, but cannot stand for a third consecutive term without a break of one year. The term of appointment may change at the Mayor of the Combined Authority's pleasure.

Membership may be terminated in the event that a member is unable to regularly attend meetings of the LCR Music Board or breaches these Terms of Reference.

Any member may resign by giving written notification to the LCR Music Board secretariat.

## **9. Conflict of interest**

Members of the LCR Music Board are appointed in a personal capacity, not as representatives of their employer or any other organisation.

LCR Music Board membership should register and declare any conflicts of interest as a standing agenda item at the outset of each LCR Music Board meeting. If the agenda includes discussion or recommendations of investment that may present a conflict of interest with their employment or membership of another organisation, board members should declare this in advance. The Chair should then decide if the member should be asked to remove themselves from such discussion.

## **10. Compensation**

Members of the Music Board volunteer their time and expertise to sit on the board. They will not be reimbursed for expenses, except in exceptional circumstances as agreed in advance with the Mayor of the Combined Authority/ Liverpool City Council Mayor.

Any works commissioned by the LCR Music Board will be managed by the Secretariat and commissioned in line with the LCR CA procurement policy.

No member shall obtain any employment or other rights to remuneration and /or expenses in relation to membership or participation, outside of being commissioned through the LCR CA's procurement procedure.

## **11. Limitation of authority**

The LCR Music Board is an advisory Board to the LCR CA (Metro Mayor) and Liverpool City Council Mayor. It is not an executive body and therefore does not have the authority to spend or allocate funding on behalf or make decisions on behalf of the LCR CA / LCC.

## **12. Declarations**

On joining the LCR Music Board, all members must submit a declaration of personal interests, in accordance with the LCR CA policies and including a declaration that they understand and will abide by the Nolan Principles of Standards in Public Life.