

**SWYDDFA'R ARWEINYDD  
OFFICE OF THE LEADER**



**Neuadd y Sir**  
Caerdydd,  
CF10 4UW  
Ffôn: (029) 2087 2088  
[www.caerdydd.gov.uk](http://www.caerdydd.gov.uk)  
**County Hall**  
Cardiff,  
CF10 4UW  
Tel: (029) 2087 2087  
[www.cardiff.gov.uk](http://www.cardiff.gov.uk)

Fy Nghyf / My Ref: CM45118

Dyddiad / Date: 27 January 2021

Bethan Sayed MS and Helen Mary Jones MS  
Culture, Welsh Language and Communications Committee  
Welsh Parliament  
Cardiff Bay  
CF99 1SN

Email: [SeneddCWLC@senedd.wales](mailto:SeneddCWLC@senedd.wales)

Annwyl / Dear Chairs,

This letter is on behalf of the Cardiff Music Board of which I Chair, in response to the Turn Up the Volume - an Inquiry to Live Music Industry report that was published by the Senedd Culture, Welsh Language and Communications committee in December 2020.

I would like to thank you and the committee for undertaking this important inquiry and inviting me to present to the committee and to take part in the wider consultation.

We very much welcome the findings in the report, especially given the challenges that the music sector faces. The Music Board have discussed the report and its recommendations, and there are a number of issues they would like to raise.

In particular, the report does suffer from a lack of consultation with our diverse populations, in particular women, BAME and disabled groups, and it is disappointing that the views these populations are not adequately reflected in the report. The report shows little engagement with musicians, as it primarily focuses on infrastructure, and there is insufficient engagement with professionals and creatives in the sector. The consideration of the impact of Brexit on performers and venues is also noticeable omission given the substantial impact on the sector in Wales.

On the whole we welcome the recommendations in the report, although the large number of recommendations means that some critical issues could be overlooked. The report would therefore benefit from a more focussed and deliverable set of recommendations that recognise the resources partners can leverage. Officers in Cardiff are happy to work with their colleagues in Creative Wales as they consider the recommendations.

**GWEITHIO DROS GAERDYDD, GWEITHIO DROSOCH CHI**

Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg neu'n ddwyieithog. Byddwn yn cyfathrebu â chi yn ôl eich dewis, dim ond i chi roi gwybod i ni pa un sydd well gennych. Ni fydd gohebu yn Gymraeg yn arwain at oedi.

**WORKING FOR CARDIFF, WORKING FOR YOU**

The Council welcomes correspondence in Welsh, English or bilingually. We will ensure that we communicate with you in the language of your choice, as long as you let us know which you prefer. Corresponding in Welsh will not lead to delay.



We look forward to working with Creative Wales colleagues to support the ambitions for the live music industry in Wales, particularly given Cardiff's role as the Capital and delivering our aspirations as a music city and supporting a thriving Industry and live events sector.

Yn gywir,  
Yours sincerely,

A handwritten signature in black ink, appearing to read 'Huw Thomas', written in a cursive style.

**CYNGHORYDD / COUNCILLOR HUW THOMAS**  
**ARWEINYDD / LEADER**  
**CYNGOR CAERDYDD / CARDIFF COUNCIL**

Councillor Huw Thomas

Leader of Cardiff Council and Chair of Cardiff Music Board

08 March 2021

Annwyl Huw,

Thank you for your letter on behalf of the Cardiff Music Board responding to the Committee's report: 'Turn up the volume: an inquiry into the live music industry'. The Committee noted your correspondence at its meeting on 25 February and agreed that I should write to you regarding some of the points raised.

It is important to note that this is the first time that a committee of the Senedd has sought to explore issues relating to the live music industry in Wales. The Committee set out to understand this important sector through an extensive programme of evidence-gathering and engagement which took place over an 18 month period.

The Committee's approach to evidence-gathering included both formal and informal methods encompassing a written consultation, oral evidence sessions, face-to-face stakeholder events, online engagement, and outreach work at an industry event. The Committee were grateful to receive your contribution during oral evidence together with Cardiff Council officials during our stakeholder event in the Tramshed. I would like to assure you the approach to evidence-gathering was designed with the aim of providing as many people the opportunity to contribute as possible in mind.

The Committee is dedicated to continuous improvement and while we acknowledge that more can always be done to hear from diverse and harder to reach audiences we cannot accept that stakeholders, professionals and the public were not provided with many opportunities to shape the Committee's work. We recognise that you will have considerable experience in this area, therefore should you have any specific ideas regarding how the Committee could better engage with diverse audiences in future then we would welcome these. I would also like to suggest that officials supporting the Committee meet with your officials to discuss this and capture any lessons for the future.



**Senedd Cymru**

Bae Caerdydd, Caerdydd, CF99 1SN

✉ [SeneddDGCh@senedd.cymru](mailto:SeneddDGCh@senedd.cymru)

☎ 0300 200 6565

**Welsh Parliament**

Cardiff Bay, Cardiff, CF99 1SN

✉ [SeneddCWLC@senedd.wales](mailto:SeneddCWLC@senedd.wales)

☎ 0300 200 6565

Turning to the recommendations in the report – the large number of recommendations reflect the considerable volume of evidence received during the inquiry. Whilst we note your concerns regarding the risk of some issues being overlooked, ultimately all recommendations should carry equal weight. Furthermore, it will be incumbent on us all to hold the Welsh Government to account for performance regarding implementation of these recommendations.

Looking ahead, we are now approaching Dissolution and the Senedd elections scheduled for May. I would like to again place on record the Committee's thanks to you for your willingness to engage with our work and hope that this continues with our successor in the Sixth Senedd.

Yours sincerely,

A handwritten signature in cursive script that reads "Bethan Sayed".

Bethan Sayed MS

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.

