

REPORT

LIVE STYLE EUROPE WORKING GROUP

THE VALUE OF LIVE MUSIC VENUES TO LOCAL AUTHORITIES

08. - 10. NOV 2017
Berlin, Germany

Early November, the **first #LiveStyleEurope working group** took place in Berlin. The group of more than 20 participants focused on the question of **“the value of music venues to local authorities”**.

Following the moderation of Live DMA consultant Dorte Hartmann, the participants tackled the question from different angles and perspectives in order to come up with concrete tools and recommendations.

The **main topics** were resumed under the headlines **“Living together”** and **“Change the story, change the language”**.



Living together

From a **rather urban perspective**, the headline “living together” considers solutions on how to **improve relations with neighbors, authorities and public institutions** and brings the question of the value of music venues to a **social perspective**.

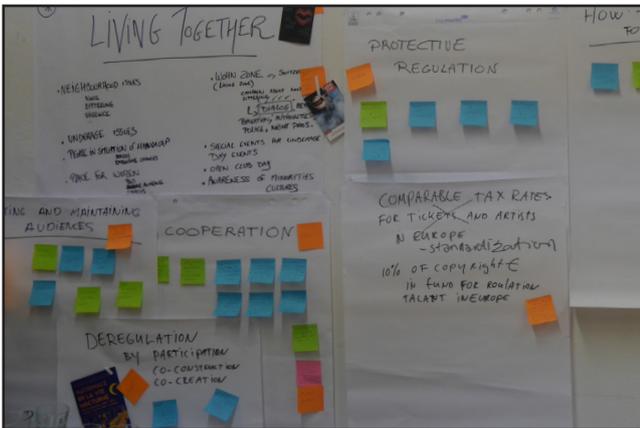
Good initiatives, ideas and propositions to improve the “living together” included:

- Project “Wohnzohne” (Housing area), a campaign about noise + littering seeking dialogue between the population, authorities, police & night pros
- Project “Open Club Day” / day events / special events for underage audience & families
- Educational activities / music school /
- Social projects: venues as education centers for a disadvantaged population, offering tickets for people who can’t afford to pay
- Lobbying: A strong national body as a voice for music venues / partnerships with specific journalists in good publications / working with music loving politicians to represent the venues interest at government level
- Organizing a national nightlife platform
- Protective regulations / positive laws for venues / agent of change

Change the story, change the language

Being proactive and changing the consideration of the live music sector on a local, regional, national and European level by:

- Removing negative words and phrases (“noise/alcohol issues”, “anti-social behavior”) and replacing them with positive words in policy documents
- Research into music venue closure & change the media perspective
- Use positive media support to educate politicians
- Get audience to write to municipality voicing their support
- Setting up a lobby & cooperate with government to change the narrative, then the laws to positive regulations
- Measuring and promoting the concrete (economic) value of music venues (data collection)
- Strengthen networks (local, regional, national)
- Strong communication campaign



On the second day, participants **narrowed down best practices**; they brainstormed ideas and had the opportunity to seek inspiration from panels at Stadt nach Acht.

The third and final day of the working group was probably the most challenging, as the group had to **define the concrete tools and recommendations** they wanted to continue working on during the next couple of months:

- Collecting information about regional support on emerging artists
- Survey on the question of the responsibility of music venues and education
- Development of a collaborative “best practice” online tool to share inspiration and immediately applicable solutions
- Writing the history of the recognition and structurization of music venues in each countries as a lobbying tool.

A second working group to continue the work on the topic will take place in February 2018.