

Mr Peter Hall
Clerk
Committee for Culture, Arts and Leisure
Room 344
Parliament Buildings
Stormont
BELFAST
BT43XX

16 April 2014

Dear Peter

Committee Inquiry into Inclusion in the Arts and Working Class Communities

I refer to your letter of 10th March setting out the details of the research being carried out on behalf of the Culture, Arts and Leisure Committee and inviting the Department of Enterprise, Trade and Investment to make a contribution.

The Department's input focuses on one specific aspect of the research, that of identifying examples of good practice in accessibility and outreach work, which include collaborations with Invest NI to increase participation in music and the arts and to encourage social and economic development. In particular the examples promote access to culture, arts and leisure by encouraging participation in and access to the local music industry.

The input is attached at Annex A to this letter.

Yours sincerely

David McCune
DETI Assembly Liaison Officer

Invest NI's Music Business Support Programme

The three year Generator NI programme will deliver development support to artists, managers, record labels, and music publishers to assist in developing skills, new markets, networks and competencies. . There are 4 key areas which the programme prioritises:

- a. Seminars & Events – A programme of events and seminars that aims to address the pertinent topics in the music industry promoting networking and industry development. Seminars and events are regional and city based, using local facilities. An example is the Nerve Centre Cinema in L/Derry;
- b. Market Development - The programme will be supporting the showcasing of Northern Irish artists and businesses.
- c. Mentoring - Generator NI has developed a comprehensive multi-tier mentoring strand that will seek to work with all areas of the Northern Irish music industry. General and industry specific clinics will be hosted in Belfast and the programme will also visit regional towns delivering advice and know-how to local artists and businesses through Generator NI Output events; and,
- d. Talent Development - The Generator NI Talent Development Programme will support the development of an identified group of exceptional artists, bands, producers and performers each year.

Oh Yeah Centre – Belfast (North)

The Oh Yeah Music Centre is a resource for musicians and also a nurturing environment for music entrepreneurs. The building (15,000 square feet) houses rehearsal rooms, a venue space, a songwriting room, a music exhibition and a café area. Oh Yeah runs a series of outreach projects and is has recently launched the third series of a mentoring programme called 'Scratch My Progress', sponsored by Invest NI and the Arts Council for Northern Ireland.

Scratch My Progress is a pioneering talent development and mentoring scheme for musicians, guiding them through the essentials of PR, promotion, musical technique, vocal and stage skills, performance, event management, finances, legal issues and the value of IP. It has been successful on many levels with a positive buy in from the music community and a high standard of submissions to join the programme. The support of Citybeat and Radio Ulster has been helpful in broadening the reach of the project to local communities and expanding the public's understanding of the programme parameters. The local and international music industry has been highly supportive with artists such as Gary Lightbody offering advice and support.