

Greater London Council

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Arts and Recreation Committee
ETHNIC ARTS SUB-COMMITTEE

Report (.12.85) by Director
of Recreation and the Arts

Item	
	E/AR
Application for Grant towards running costs ETHNIC ARTS BLACK MUSIC ASSOCIATION Prog. ref. A.23	

RECOMMENDATIONS -

That a grant of £12,525 be made to the Black Music Association for the 1985/86 financial year to enable them develop a framework of policies for the enhancement of Black Music in London, comprising -

- (a) a grant of up to £10,280 to cover their net operating costs for the period 1 December 1985 to 31 March 1986;
- (b) a grant of up to £2,256 for the purchase of office equipment and furniture.

Subject to -

Standard grant conditions 1, 2, 5(i) 10-11, 13, 19, 20 (within 3 months), 21-30 38 (5 years), and 49.

2nd Draft

RA/REU/JS/1623

1.

331/W/RA/313744/BC.2

- 1a. Name of organisation: Black Music Association
- b. Status of organisation: Voluntary
- 2 Previous grant: E.M.U. - £4,955 to organise a conference/seminar on 14/7/85 - 1985/86
- 3a. Activity for which support is sought: Running costs
- b. Amount applied for: £15,793
- c. Venue: The Shaw Theatre
- d. Date: 1985/86
- e. No. of performances: 5
- f. Borough of Venue: Camden
- 4 Budget estimates

a Summary

Grants from other sources

(i) Estimated expenditure	£14,625	ACGB	-
(ii) Estimated self-generated income	£ 2,100	GLAA	-
(iii) Estimated deficit before subsidy	£12,525	BC	-
(iv) Net deficit before GLC grant	£12,525	Other	-
		Total	NONE

- b. Assumed attendance nos. 2,900 (see main report for breakdown)
- c. Estimated GLC subsidy per seat
- (i) based on grant applied for: £5.44
- (ii) based on grant suggested/recommended: £3.70
- d. Self-generated income as % of total expenditure: 14%
- e. Seat prices: £2.00 per head for workshops
£3.00 per head for performance

- 5 Legal powers: Section 145(1) a, d of the Local Government Act 1972
Section 59 L.C.C. General Powers Act 1947

6 Statement of artistic policy

- (a) To provide a forum for the exchange of ideas and views of members and campaign for the removal of all injustices and hardships faced by Black Musicians.
- (b) Provide, advise and assist in the production, marketing, distribution and ownership of the music product.
- (c) Carry out research and provide a source of accurate information on all aspects of the music business.
- (d) Arrange for the education and training of members in the music industry skills and related professional qualifications.

7. Background

The Black Music Association was launched at a conference at the Shaw Theatre in July 1985. This was in response to the difficulties and hardships faced by Black Musicians in London. It is an association to represent the interests of individuals, groups and organisations working within the Black music industry in London.

Black music is a dynamic, creative, potentially and highly profitable sector of London's cultural scene. It provides a powerful impetus to popular music and yet it remains marginalised and impoverished by a combination of historical, attitudinal, institutional and commercial sectors.

Black music in the past has been starved of access to media, promotions and has lacked the power to challenge the leading mainstream companies for a part of that market or into making concessions so that Black musicians could have equal access and opportunities at all levels in the music industry both locally and overseas.

It is the intention of the black Music Association to provide the necessary resources, support, encouragement and inspiration to enable Black musicians to compete on equal terms for that share of the music market which has for so long been denied them.

The artistic programme for the 1985/86 financial year will include:-

- (a) The mounting of one workshop per month for the period December 1985 to March 1986.

The purpose of the workshops will be to teach beginners in the music industry playing of the various musical instruments. The workshops will be headed by four experienced musicians and participants with thus have the opportunity to learn from these tutors.

It is estimated that 75 participants will attend each workshop. The four workshops will thus affect a total of 300 people.

The workshops will be held at the Shaw Theatre.

- (b) The Black Music Association as part of their publicity and fund-raising activities will mount one major performance in January/1986.

Various artists involved in Black music will be invited to participate. This will sell the talents inherent in the members of the Association to all Londoners.

It is estimated that 500 people will attend this performance to be held in the Shaw Theatre.

- (c) The Association will also hold bi-monthly meetings between December/1986 and March 1987. All members of the Association will be expected to attend. A conference will also be held in February/1986 at which members, the general public and all those who are committed to the development of the Black music industry in London will be invited to attend. It is estimated that the monthly meetings will attract a total of 400 people made up of 100 people per month and an estimated 500 people will be expected to attend the conference in February 1986.

No fees will be charged for the meetings and conference in order to attract as many people as possible to these functions initially and further it is not normal practise to charge fees for meetings and conferences.

(d) Advisory Service

The BMA will also set up a counselling and advisory system to provide surgeries for legal, financial, management, production, marketing and promotion problems.

It is envisaged that the 200 members of BMA will benefit from these services.

(e) Newsletter/Directory

It is proposed to release a monthly newsletter to keep the membership informed of developments within the music industry and within the Association's programme of activities.

A directory of the Black music business is also envisaged. The necessary research and preparations towards this have already started and the actual work will start when grant aid is approved. It is estimated that at least 1,000 people from the general public and music practitioners will be contacted in this way.

In order to carry out the outlined programme of work the BMA will appoint an Administrator. Among his/her duties he/she will be responsible for -

- the day to day running of the Association's office -
- assisting in developing and maintaining membership file
- dealing with correspondence
- overall co-ordination of financial, legal, marketing and any advice
- initiating the monthly newsletter and directory, etc.

8. Previous Application

The Ethnic Minorities Unit (EMU) of the Council on 4 July 1985 approved financial assistance to the Black Music Association towards the expenditure on the conference/seminar organised by the Association on 14 July 1985.

This conference set the ball rolling for the formulation of policies for the Black Music Association.

9. This Application

The application is for the sum of £15,783 comprising £12,580 for running costs and £3,203 for the purchase of office furniture and equipment for the 1985/86 financial year.

I have examined the items included in the application jointly with the applicant and made some adjustments and omitted some items which I consider to be unnecessary.

The revised figures are therefore as follows:-

	£
(i) Operating costs	12,380
(ii) Less self generated income -	
(a) Workshops	600
(b) Performance	1,500
Net Operating Costs	10,280
(iii) Office furniture & equipment	2,245
TOTAL	<u>12,525</u>

10. Officer's Comments

The office equipment and furniture for which grant-aid is required consists of a typewriter, photocopier, filing cabinet, chairs and tables to set up the office. I have examined the costs involved in the purchase of each item and consider each to be reasonable and necessary.

I have examined the Association's artistic programme as summarised in Paragraph 7 and consider it to be a kind consistent with the aims and objectives of the committee. I am further satisfied that all the workers engaged by BMA are competent enough to carry out its programme of work.

The founding members of the organisation are experts who have been in the music business for a number of years and I have every reason to believe that these experienced and committed people will see to the success of the aims and objectives of the Association as stated.

There is a need for the office equipment and furniture. These will help the association set up an office and thus will be able to render valuable and more efficient service to its members and the general public with a good back-up.

To be able to continue with its work programme for the 1986/87 financial year, the Association has already made approaches to the Gulbenkian Foundation, a number of Governmental organisations and the London Borough of Camden. Apart from these sources, the organisation is going to use the expertise of its members to step up its fund-raising activities to increase its self-generated income for the 1986/87 financial year.

Further, the members of the Association are prepared to work on a voluntary basis if they are unsuccessful to obtain funding to meet their operating and other costs for the 1986/87 financial year.

The full-time Administrator, apart from running the office of the Association, will act as the central co-ordinator of the activities of the Association.

Four tutors who have a wide field experience in music will be appointed to run the workshops at a fee of £30 per tutor.

There is a definite need for the expenditure of £1,500 in the budget for marketing/publicity. This is because emphasis in the initial stages will be a recruitment campaign to attract new members and at the same time consolidating the relationship between the Association and its membership. This will involve a lot of liaison work with the media and all bodies who have the black music industry at heart. The sort of publicity work involved in this process justifies this amount in the budget.

The Association is now operating from a private residence which is quite suitable for their activities and will move into rented premises to use as office when grant-aid is approved. The total attendance for the Association's activities is 2,800. This is made up of 300 attendances to the workshops, 500 to the performance, 400 for the bi-monthly meetings, 500 for the annual conference, 200 for the Advisory service and 1,000 people in their directory.

The subsidy per user has therefore been calculated on the following basis:

£10,280, the amount of grant recommended divided by the number of would be users of 2,900. This works out to be £3.54. The user per head on the capital equipment annualised over a period of 5 years is £0.15. The total subsidy per head is therefore £3.70.

This to me represents good value for money for Londoners especially in terms of what the Association seeks to achieve in the long run.

The level of staffing as proposed will be commensurate with its initial workload.

The salary level is in accordance with GLC guidelines. The rent level is also similar to what the Council pays for other similar premises.

Taking into consideration the constraints placed on the committee's resources I am recommending a grant of £12,525 to the Black Music Association for the 1985/86 financial year. This is made up of £10,280 net operating costs and £2,245 for office furniture and equipment. The breakdown is attached as Appendix A.

I have examined the items in the budget for operating and office costs and consider each and every item to be both reasonable and necessary for an organisation of this nature.

The self generated income as given is £2,100.

11. Financial Considerations

The amount of grant recommended in this report can be met if further funds are made to the Ethnic Arts Sub-Committee.

The grant recommended is to enable the Association to have an Administrative set up and also to be able to purchase the service office equipment and furniture.

It is considered that the Association's self-generated income is reasonable given in comparison with organisations of a similar nature and the ability of consumers to pay, especially the youth and unemployed.

The Association has made all reasonable efforts to gain funding from other sources.

The London Borough of Camden also made a grant of £3,500 towards expenditure on the Conference/Seminar held on 14 July 1985 by the Black Music Association.

12. Benefit to Londoners

The activities of Black Music Association are geared towards publicising Black music in London. It will create awareness and will thus seek to sell Black music and musicians London-wide. Londoners will appreciate the variety of music forms in London.

13. Considerations relating to Women

The Association is taking every step to ensure equal representation of women in its management committee.

14. Considerations relating to People with Disabilities

The Association will actively encourage people with disabilities to participate in its programme.

The Association as much as possible will use venues with adequate access and conveniences to enable these people to take part in these activities.

15. Ethnic Minority Considerations

The Association's aim is to promote the practise and appreciation of Black music in London with the view to taking this form of music into the mainstream London music industry.

The membership of the Association reflects this as the majority of them are from the ethnic minorities in London.

16. Implications for Gay Men and Lesbians

The members of the Association abhor discrimination of all kind. It will thus encourage all manner of people including the above group to partake in its activities.

17. Conclusion

It is being recommended that a grant of £12,525 made up of £10,280 for net operating costs for the period December 1985 to 31 March 1986 and £2,245 for office equipment and furniture be made to Black Music Association to enable it to carry out its artistic programme for the 1985/86 financial year.

OPERATING COSTSA. Expenditure

(i)	Salaries	£
	1 x Full-time Administrator (Scale 6)	3,000
(ii)	Administration:	
	Post	500
	Telephone	400
	Professional Fees	200
	Bank Charges	100
	Fund-raising costs	400
	Marketing and Publicity	1,500
(iii)	Overheads:	
	Rent	1,000
	Rates	700
	Heating/Lighting	50
	Building Maintenance/Repairs	100
	Insurance	150
	Transport	400
	Equipment hire for performance	1,200
	Artists fees	
	4 Workshops:	
	4 Artists for workshop at £30 per workshop	480
	Performances:	
	4 Artists at £250 per artist	1,000
	Venue for performance	600
	Workshop materials	600
	TOTAL	<u>12,380</u>

Breakdown of Expenditure on Office Equipment and Furniture

	£
3 Desks	150
7 Office Chairs	260
Filing Cabinet	85
1 Electric Typewriter	600
1 Photocopier	1,000
3 Office Tables	150
TOTAL	<u>2,245</u>

B. Income

	£
Income from workshops (2.00 per head x 300)	600
Income from performance (£3.00 per head x 500)	<u>1,500</u>
TOTAL	<u>2,100</u>

Operating costs	12,380
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Less Income	<u>2,100</u>
DEFICIT	<u>10,280</u>

Net Operating Cost	10,280
Expenditure on Office Equipment & Furniture	<u>2,245</u>
TOTAL GRANT	<u>12,525</u>