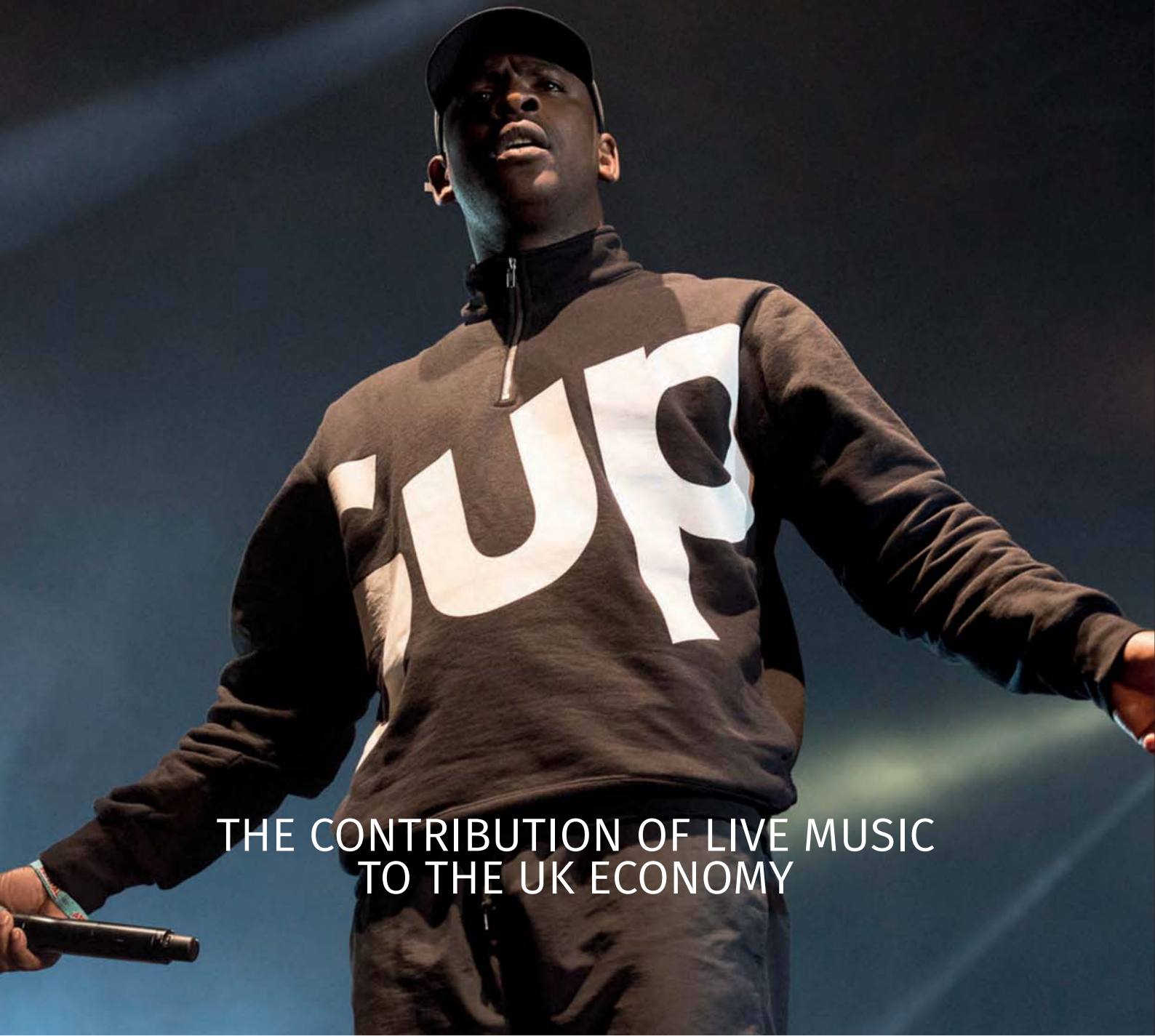




WISH YOU WERE HERE

2016



THE CONTRIBUTION OF LIVE MUSIC
TO THE UK ECONOMY



ANDY HEATH

Chairman of UK Music

The British live music industry entertained nearly 30 million music fans last year. From 2014 there was a 16% increase in overseas music tourism to the UK. The outstanding concert halls and venues in London played to over 3 million people generating just under £1bn in revenue. This country has become the go-to destination for music tourism. While I don't think anyone in my industry can be surprised by the draw of our music, putting facts around the live music economy is incredibly important. UK Music's Measuring Music report showed that 60% of music revenue is generated from exports. The link between export strength and our ability to attract tourists is undoubtable. Maybe only football has a similar international draw offering a UK-based experience with your team, your players, in a stadium or field.

British music lands our country at the front of the world stage. There aren't that many things we do better than anyone else, but music is one. When you have a natural advantage, the right thing to do is to build on it. Government says it recognises that music is one of the UK's strongest hands. However it doesn't always produce policy to strengthen that hand. Right now, leaving creative subjects out of the new baccalaureate is plain wrong. Technical ability and creativity are the yin-and-yang powers that have made this country great. Leaving creativity to only those that can afford it is completely self-serving in the long run.

The future of British music is dependent on emerging talent, both in performance and business. Securing our future depends on the creation of optimum policy conditions to support young people become musicians, songwriters, creative technicians and one of the 39,034 jobs in this report.

One in six albums sold on planet earth last year was a British album. This is phenomenal but I don't want to leave a legacy, I want to leave a future. This report must focus policy makers on creating the right conditions for the future of an industry that astounds, entertains and attracts the world.

Wish You Were Here is created on behalf of UK Music and its members to highlight the contribution of live music and music tourism to the UK economy.

2016 is the third edition of the report, which was first published in 2013.

UK Music is the umbrella organisation which represents the collective interests of the UK's commercial music industry - from artists, musicians, songwriters and composers, to record labels, music managers, music publishers, studio producers, music licensing organisations and the live

music industry. The members of UK Music are: AIM, BASCA, BPI, FAC, MMF, MPA, MPG, MU, PPL, PRS for Music and the Live Music Group

The Live Music Group is made up of members of the Association of Independent Festivals (AIF), Association of Festival Organisers (AFO), Concert Promoters Association (CPA), Agents Association (AAGB), International Live Music Conference (ILMC), National Arenas Association (NAA), Production Services Association (PSA) and Music Venue Trust.



ACKNOWLEDGEMENTS

Throughout this project we have received support from a wide range of individuals and organisations that have provided datasets essential to this analysis. These include:

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- Arts & Festivals Management,
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- BBC Music
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- Live Nation
- Music Venue Trust
- National Arenas Association
- PRS for Music
- Sage Gateshead
- See Tickets
- Symphony Hall, Birmingham
- Theatre Royal Concert Hall, Nottingham
- Ticket Factory
- Ticketmaster
- We Got Tickets

We are grateful to all venues, festivals and other businesses featured as case studies in this report for sharing information and pictures. Additional thanks to all of our membership organisations for their support and help with this report.

The analysis was carried out by Oxford Economics and a methodological statement is to be found on the UK Music website. The project is managed by Jonathan Todd, Chief Economist at BOP Consulting, on behalf of UK Music.

In addition, we are grateful to Professor Martin Cloonan of the University of Glasgow and Professor Simon Frith of the University of Edinburgh who kindly peer reviewed the methodology deployed by Oxford Economics.

For all media enquiries contact:

James Murtagh-Hopkins
Director of Communications, UK Music
james.murtagh-hopkins@ukmusic.org
0203 713 8452

For all policy enquires contact:

Tom Kiehl
Director of Government & Public Affairs, UK Music
tom.kiehl@ukmusic.org
0203 713 8454

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Beatriz Ribeiro at UK Music

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UK Music
4th Floor
49 Whitehall
London SW1A 2BX

T: 0203 713 8444

Twitter: @UK_Music
Email: info@ukmusic.org
Website: www.ukmusic.org



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UK LIVE MUSIC 2015 IN NUMBERS

27.7 MILLION

Total live music audience in the UK in 2015

24 MILLION

Total concert attendance in 2015

3.7 MILLION

Total festival attendance in 2015

17.3 MILLION

Total local residents attended music events in their area in the UK in 2015



MUSIC TOURISM IN NUMBERS 2015

£3.7 BILLION

Total direct and indirect spend generated by music tourism in the UK

10.4 MILLION

Number of music tourists in the UK in 2015

38%

Proportion of live music audiences that are music tourists

767,000

Number of overseas music tourists visiting the UK

16%

Increase in number of overseas music tourists visiting the UK between 2014-2015
(*in venues above +1500 capacity)

39,034

Number of full time jobs sustained by music tourism

£852

Average spend by overseas music tourists whilst in the UK in 2015

13%

Increase in spend by overseas music tourists between 2014-2015
(*in venues above +1500 capacity)

£549 MILLION

Total box office spend on tickets by music tourists in 2015

£38 MILLION

Total box office spend on tickets by overseas music tourists in 2015

3.2 MILLION

Music tourists attended live music events in London in 2015

£2.3 BILLION

Amount spent directly by music tourists

FOREWORD

Last year I was very pleased to launch UK Music's "Wish You Were Here" report into music tourism. We celebrated the great success our live music concerts and festivals have in attracting people from overseas to come to the UK. We also welcomed the significant spend we generate ourselves when travelling across the country for gigs and events, significantly driving local economies.



Department
for Culture
Media & Sport

JOHN WHITTINGDALE MP

Secretary of State for Culture,
Media and Sport

It is great to see that a year on, music tourism has continued to grow from strength to strength. Tourist spend has increased by seven per cent in 2015 to £3.7bn. This is a fantastic achievement and a great testament to both our live music industry and the musical talent that it supports. This is no surprise given British artists account for just over one in seven albums purchased by fans around the globe.

Aside from Wish You Were Here's headline figures, it's encouraging to see that the UK is home to the three biggest selling arenas in the world. Almost four million tickets were sold at the London O2 Arena, Manchester Arena and SSE Hydro, Glasgow alone.

As a huge fan of music I've had the pleasure of seeing Deep Purple, Judas Priest and Coldplay recently and I'm looking forward to Glastonbury and the one-off gig by Ritchie Blackmore's Rainbow. With the festival season upon us, and with many big gigs and tours from Adele, the Stone Roses, and Justin Bieber (not forgetting AC/DC!), I have every confidence that next year's music tourism report will be impressive again.

John Whittingdale MP
Secretary of State for Culture, Media
and Sport



PAUL LATHAM

Chief Operating Officer, Live
Nation, UK & Ireland;
Chairman, Creative & Cultural
Skills;
Chairman, UK Live Music Group

This report is my chance to shout about how staggeringly successful live music is in this country. Last year over 27.7 million music fans attended British gigs and festivals. That's nearly one half of the population of the UK attending a live music event.

Trips by foreign music tourists increased by 16 per cent last year. Not only that, but while here, overseas tourists spend on average over £1,000 per festival trip. One thousand pounds per trip! That is a phenomenal amount and the highest spend we have recorded in any year.

The UK clearly excels when it comes to live music. Music tourists and overseas music tourists spend money all over the UK. In 2015 they generated £3.7bn in direct and indirect spend. This international love of music drives revenues and jobs out to every region of the country.

The main reason we publish this report is that Government, national and especially local, doesn't always take our economic worth as seriously as it should. Yes, we are an exciting, if sometimes frivolous, business but while being so we deliver huge amounts of national and international tourists to our events, who spend in our towns and cities where they are hosted.

Music tourism is an activity that policy makers have only recently started to recognise. It is incredibly important to show Whitehall some statistics and give them the figures for the actual value live music has in every part of the UK. The tourism generated by music supports over 39,000 full time jobs.

With so many smaller venues closing in cities all over the UK, it is important to add the activity of the grassroots

venues into the overall picture. Policy makers need to see the impact all types of live music have on our local and national economies. When planning decisions are being made that could affect a live music venue, the economics of what is being threatened must be properly understood.

When you add grassroots music venues into the mix, which we did for the first time in this report, you find an additional 5.6 million music tourists who generate 10% of the total £3.7bn spend. These grassroots music venues do more than support new talent, new bands and provide fun nights out. They are critical to the culture and well-being of any local community.

The music industry's ecosystem is dependent on every part being successful. If planning and licensing law allows grassroots venues fail, there is a knock on effect up the ladder which hits the health of the whole music industry. Likewise over-zealous enforcement of rating assessments, exaggerated and unnecessary policing costs, local night-time entertainment taxes et al threaten that delicate ecosystem.

As the statistics show in this report we can be very proud of our contribution to both the culture and finances of the UK but we must always be vigilant to unintended consequences of legislation that threaten our very existence. With all due respect to my good friends in Deacon Blue, When The World Knows Your Name, if you are a Fellow Hoodlum, or one of The Hipsters, don't be Homesick our tours and festivals will be coming to Your Town....it's all about Dignity.

INTRODUCTION



JO DIPPLE

Chief Executive of UK Music

Wish You Were Here studies the economic impact of live music and music tourism in the UK. Taking vast quantities of raw ticketing data, this report breaks down live music activity in cities, in regions and across the whole country. This is an extraordinary feat. Before UK Music began this work, there was no UK-wide live music or music tourism data available. This year, we collected data for activity for festivals and concerts with a capacity of over 1,500, and, for the first time, the data on activity in grassroots venues, those with a capacity of under 1,500.

Half a decade's worth of raw data paints a compelling picture for live music in the UK over an historic period. We began data collection in a period of economic recession, continued through an Olympic year in 2012 with new legislation on statute, and worked into this period where the economy is stronger but still fragile.

On Rocktober 1st 2012, the Live Music Act came into force. This new Act brilliantly removed the Local Authority requirement for venues with an alcohol licence to purchase an additional licence for hosting a performance of live music for small venues. The combination of the Olympics, the Live Music Act and the slight improvement in the UK's economic fortunes suited live music.

The appetite for live music has continued to grow. Last year overseas music tourism increased by 16%, whilst British music events were attended by a staggering 27.7 million people in 2015.

What this report shows, unequivocally, is the economic value of live music to communities, cities and regions.

We know music is a shared cultural experience. Wish You Were Here puts hard facts around that experience as well as showing the numbers of tourists it attracts.

Putting down hard facts is important. Music challenges society. The music industry's relationship, therefore, with those who run society has been a mixed bag. Music is a powerful agent for societal change. Incumbent policy makers are by instinct cautious of the "threat" posed by popular music yet frantic to be associated with it as a way to engage with "ordinary" people, or voters. What this report aims to do is to tell policy makers about the economic value our brilliant live music creates. They need to know the economic impact of music when they think of making it difficult for a small venue to operate. They need to understand the economics of the sector to properly react the next time a young artist or music business applies for funding.

It is one of UK Music's principal tasks to collect data and provide research on the economic value and health of the music industry in the United Kingdom. We produce two annual reports, Wish You Were Here and Measuring Music. With flaws in our national accounts, flaws acknowledged by Government and the EU Commission, our reports give the music sector a credible language to use in policy and legislative conversations.

Wish You Were Here provides evidence of jobs, of revenue, tourism and trade. Wish You Were Here offers solid proof of the value of music. Please use this report. Use it over and over again when making the case for music policy in every part of the UK.

Lastly, I'd like to acknowledge the collective permissions granted UK Music by our membership. These permissions allow us to undertake this work. UK Music is eternally grateful for the trust placed in us to crunch treasured commercial data. To say we are only as good as the efforts of our collective needs to be a refrain.

Thank you to everyone who has helped us, in this year and in every previous year. Thank you to the UK Live Music Group and Paul Latham at Live Nation. Thank you to the 5,000 small and grassroots venues who filled in the questionnaire for us. I hope we do justice to the trust you've placed in us and that this report gives us all new tools to help preserve, secure and improve this country's amazing music scene.

Jo Dipple, June 2016.

To find out more about UK Music's work across pan-industry areas including Government policy, education and skills, apprenticeships, economic and sector research, equality and diversity, copyright protection, the threat to live music venues from redevelopment and career paths into music go to: www.ukmusic.org



GRASSROOTS MUSIC VENUES 2015

Under 1500 capacity

Wish You Were Here is key to understanding all of the important elements of the complex ecosystem that make Britain's live music industry the envy of the world. By adding data on Grassroots music venues and collaborating with the Music Venue Trust we are now able to create a complete picture of the commercial, cultural, social and economic value of live music and music tourism to local communities throughout the UK. Further to this we can also now help put a value of these valuable talent incubation hubs, where many of our successful artists hone their craft at a local level in order to help protect them from redevelopment threats and other issues affecting the sector.

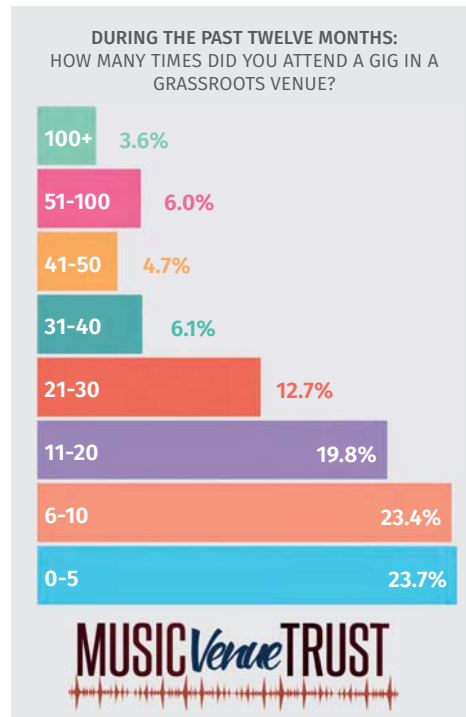
Last year more than 5.6 million visits were made to the UK's vast network of grass roots and small venues, of which 1.46 million visits were made by music tourists (including 135,000 from abroad) generating a total spend in excess of £231 million. From this we are also able to determine that grassroots music venues play a significant social role within their local areas, with more than 4 million locals attending live music events regularly in small venues within their neighbourhoods. We can also determine from the data gathered that music fans that attend gigs in these grassroots venues have a voracious appetite for live music and a high percentage attend shows regularly, which not only helps build an active local music scene but also supports local talent, enterprise and businesses.

For many artists too, a performance at the Half Moon in Putney, Moles in Bath, Fibbers in York or the Sanctuary Rock Bar in Burnley may be the first

step towards headlining the festivals of tomorrow and to building an audience that will help them stand out from the crowd.

Music Venue Trust will publish further research into the scale and impact of the Grassroots Music venue sector later this year to coincide with Venues Day 2016, to be held at London's historic Roundhouse venue on 18th October.

UK Music is the headline sponsor of Venues Day 2016. For more information go to: www.musicvenuetrust.com



GRASSROOTS MUSIC VENUES BY NUMBERS 2015

5.6 MILLION

Total audience visits to UK small music venues in 2015

£231 MILLION

Total spend generated by music tourists visiting small venues in the UK in 2015

1.46 MILLION

Tourist visits to UK small venues in 2015

135,000

Visits to UK small music venues from overseas music tourists in 2015



MARK DAVID
Chief Executive of Music Venue Trust

"We are delighted that the strong partnership between UK Music and Music Venue Trust has, for the first time, enabled Grassroots Music Venues to have their important contribution to the UK's music economy recognised and acknowledged within this year's Wish You Were Here report. Alongside their essential social and cultural role in their local communities, GMVS are a vital part of the economic pipeline that has made the UK music industry a world leader."

MUSIC TOURISM IN NATIONS & REGIONS

DAVID BOWIE MURAL
WE RESPECTFULLY ASK THAT
WRITTEN MESSAGES & DEDICATIONS
BE KEPT TO THE AREA BORDERING
DAVID'S FACE, IN ORDER THAT
THIS WONDERFUL PAINTING CAN
BE ENJOYED BY EVERYONE FOR
YEARS TO COME.
THANK YOU
MORLEY'S DEPARTMENT STORE.

RIP DAVID
I WILL NEVER
FORGET YOU
LOVE
DANIELA VERONA
ITALY





EAST OF ENGLAND



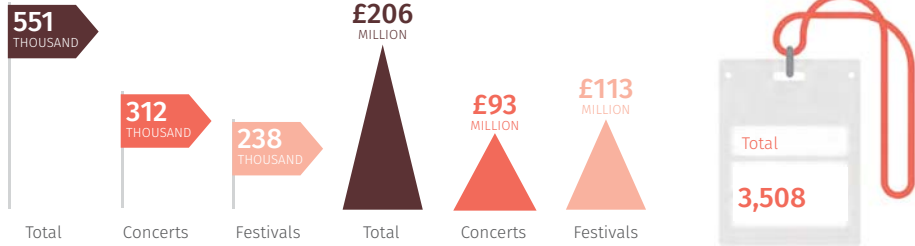
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE EAST OF ENGLAND

Total
£316 MILLION

NUMBER OF MUSIC TOURISTS IN THE EAST OF ENGLAND

AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE EAST OF ENGLAND

NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE EAST OF ENGLAND



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE EAST OF ENGLAND

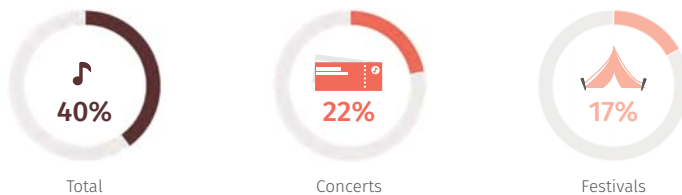


Photo credit | Norwich Waterfront | © Waterfront 2015

EAST OF ENGLAND

The East of England boasts several cities and towns that helped boost overall music tourism in the region to the tune of £316 million in 2015. Cambridge, Norwich, Southend on Sea, Harlow, Bedford and Chelmsford just a few of the cities and towns that helped attract more than 551,000 music tourists last year whilst sustaining over 3,500+ jobs.

Established music festivals like Latitude in Henham Park, Suffolk and V festival at Hylands Park, near Chelmsford in Essex, both set deep into the idyllic British countryside and the Cambridge Folk Festival bring huge audiences, revenue, jobs and top-level global music talent to the region.

NORWICH

Situated in the midst of East Anglia with a large student population, Norwich is an epicentre of musical culture and live activity within the East of England with in excess of 191,000 total audience visits to live music events in 2015. Music tourists make up 60,000 of that overall figure, generating £22 million pounds of total spend whilst visiting the city and helping to sustain 238 jobs.

Venues like the Waterfront, University of East Anglia (UEA), Open, Arts Centre and the Brickmakers offer music fans excellent opportunities to experience both local and mainstream music talent, whilst Norwich Sound+Vision, a music conference that takes place annually in October is East Anglia's answer to SXSW.

In 2015, BBC Radio 1 chose Norwich's Earlham Park as the venue for their annual Big Weekend festival which saw the likes of Snoop Dogg, Muse, Taylor Swift, Florence and The Machine, Rita Ora and The Foo Fighters perform within the city and broadcast around the globe.



Photo credit | Snoop Dogg- Earlham Park, Norwich | © BBC - Nick Pickles

NORWICH LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN NORWICH FROM MUSIC TOURISM

£22 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN NORWICH



191,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN NORWICH



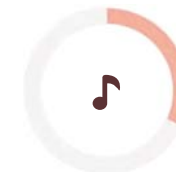
60,000

TOTAL FULL TIME EMPLOYMENT IN NORWICH IN 2015 FROM MUSIC TOURISM



238

PROPORTION OF LIVE MUSIC AUDIENCE IN NORWICH IN 2015 THAT WERE MUSIC TOURISTS



32%



EAST MIDLANDS



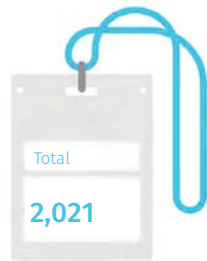
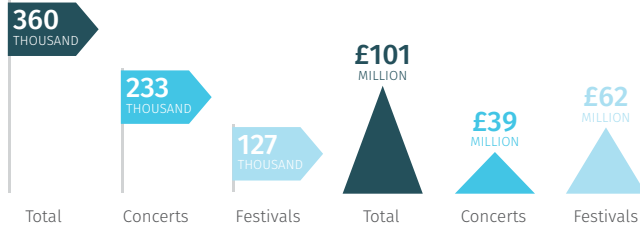
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE EAST MIDLANDS

Total
£162 MILLION

NUMBER OF MUSIC TOURISTS IN THE EAST MIDLANDS

AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE EAST MIDLANDS

NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE EAST MIDLANDS



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE EAST MIDLANDS

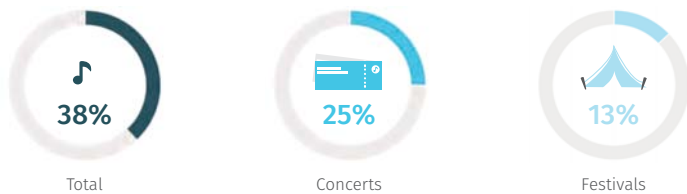


Photo credit | Mainstage at Download Festival 2015, Donington Park | © Richard Johnson 2015

EAST MIDLANDS

The East Midlands region generated £162 million from music tourism visits in 2015. This came from a total of 360,000 visitors which helped support 2021 jobs in the local area in cities and towns like Derby, Leicester and Northampton.

The East Midlands leg of the Dot to Dot festival and local venues like the Rescue Rooms and Rock City in Nottingham and Bloodstock in Derbyshire are other examples of local music infrastructure that attract visitors from beyond their borders.

Throughout the region there are many examples of venues and festivals that attract significant numbers of music tourists into the area. For the past 13 years the annual Download Festival at Donington Park has attracted rock and metal music fans from around the globe and drawn some of the world's biggest artists to headline including Metallica, AC/DC and Muse amongst others.

LEICESTER

The recent success of Leicester City in the Premier League has shone a light onto the city, but for music fans the city has been a vibrant destination for concerts for many years.

A bustling student city with two universities, it boasts a healthy network of venues that attract both up and coming and mainstream talent including The Cookie, De Montford Hall, The Shed, O2 Academy Leicester, Magic Teapot, Y Theatre, Soundhouse and Firebug to name a few.

Music events in Leicester were attended by 107,000 in 2015, attracting 32,000 music tourists into the city and generating £9 million towards the city economy. These tourists visits help sustain 107 jobs in the area.

The childhood home of Engelbert Humperdink, Leicester has produced an array of chart topping musicians over the years including Mark Morrison, Cornershop and X Factor winner Sam Bailey.

It is local rock band Kasabian however that are most connected to the cities musical heart. Their recent celebration shows at their beloved Leicester City's King Power stadium saw them perform to in excess of 50,000 fans, which next year's Wish You Were Here report will feel the benefit from.



Photo credit | Kasabian - King Power Stadium, Leicester | © Tom Clazie Flynn
www.tomclazieflynn.com

LEICESTER LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN LEICESTER FROM MUSIC TOURISM

£9 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN LEICESTER



107,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN LEICESTER



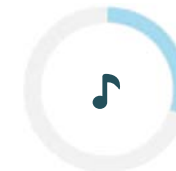
32,000

TOTAL FULL TIME EMPLOYMENT IN LEICESTER IN 2015 FROM MUSIC TOURISM



107

PROPORTION OF LIVE MUSIC AUDIENCE IN LEICESTER IN 2015 THAT WERE MUSIC TOURISTS



30%



LONDON

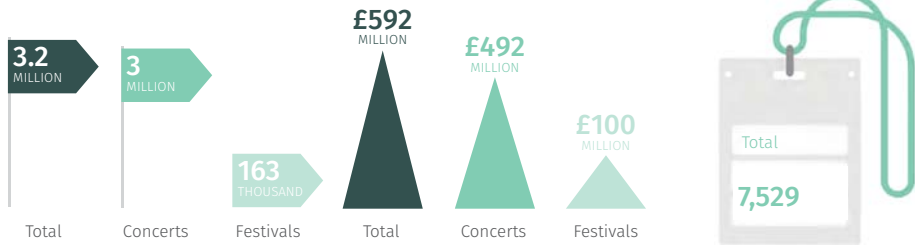
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN LONDON

Total
£967 MILLION

NUMBER OF MUSIC TOURISTS IN LONDON

AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN LONDON

NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN LONDON



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN LONDON

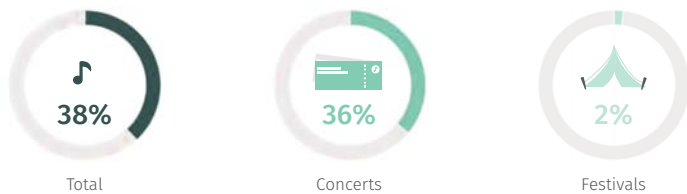


Photo credit | London O2 Arena | © The O2

LONDON

2015 saw a staggering 3.2 million music tourists pass through London's many music events, generating just shy of £1 billion pounds towards the capital's economy whilst supporting over 7,500+ jobs. A veritable candy store for anyone that loves music, London offers an incredible variety of grassroots venues, arenas, stadiums and festivals. There is something for everyone that suits every genre, scene or movement, whatever your musical persuasion.

Music venues are located in and around every London borough and this vibrant live ecosystem is essential for our new and young artists to develop into the global chart toppers of tomorrow. Whether it is Adele from Tottenham, Dizzee Rascal from Bow or George Michael from Barnet.

There are new and inventive festivals popping up across the capital each and every year like Field Day and Citadel in Victoria Park, On Blackheath,

British Summertime in Hyde Park and Wireless in Finsbury Park. On top of this we have concert venues of every shape and size, from The Royal Albert Hall to Wembley Stadium, Oval Space – a converted gas works in Bethnal Green, KOKO in Camden or the legendary 100 club on Oxford Street.

2015 saw an increase in overall attendance of music events to 8.4 million, with 5.2 million of them local London residents, further proof that music is an important social, economic and cultural cornerstone throughout the city.

With the arrival of the 24-hour tube in 2016 and further initiatives from City Hall in discussion to help stimulate growth and opportunities for the night time economy, London will continue to be an example of best-practice to the wider music world and will continue to offer something special to the 400,000 plus music tourists that arrive here with a thirst for live entertainment.

BRIXTON

Brixton, in the South London borough of Lambeth is an area intertwined with music and cultural significance. Not only the birthplace of Britain's most beloved musical son David Bowie, who spent his early years living at 40 Stansfield Road but an inspiration, touch paper and cultural melting pot that has inspired and ignited generations of musicians and fans alike. From the instantly recognisable bassline of The Clash's 'Guns of Brixton', to Eddy Grant's hit 'Electric Avenue' - Brixton has helped inspire a cultural narrative for its residents and visitors alike that keeps them coming back.

Live music can be found everywhere throughout the borough. From the Windmill pub to JAMM via Hootenanny or the Electric (and countless more like them). There is something for everyone every night of the week. Last year more than 427,000 people attended concerts and festivals throughout Brixton, including the much beloved Splash, cancelled in 2016 but which will hopefully return in 2017. This included more than 125,000 music tourists coming specifically into the area for music, generating in excess of £20 million into the local economy.

The centre piece of Brixton's live scene remains the O₂ Academy Brixton, a beautiful Grade II listed building and 5,000 capacity venue that is both internationally renowned. For more than thirty years, it has regularly attracted some of the world's most influential and important artists to perform and soak up its authenticity and electricity including The Clash, Amy Winehouse, Madonna, Blur, Florence and The Machine, Lady Gaga and thousands more like them.

As long as London has a pulse, there will always be music on the streets of Brixton.



BRIXTON LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN BRIXTON FROM MUSIC TOURISM

£20 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN BRIXTON



427,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN BRIXTON



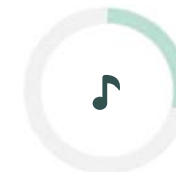
125,000

TOTAL FULL TIME EMPLOYMENT IN BRIXTON IN 2015 FROM MUSIC TOURISM



148

PROPORTION OF LIVE MUSIC AUDIENCE IN BRIXTON IN 2015 THAT WERE MUSIC TOURISTS



29%



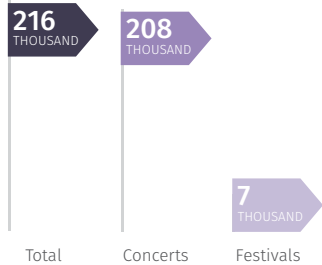
NORTH EAST



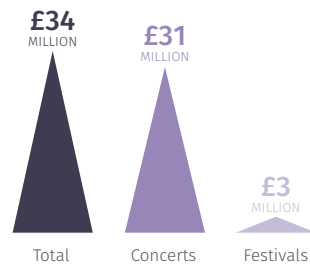
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE NORTH EAST

Total
£51 MILLION

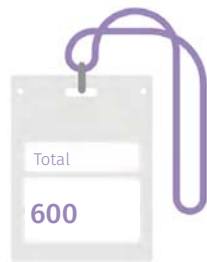
NUMBER OF MUSIC TOURISTS IN THE NORTH EAST



AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE NORTH EAST



NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE NORTH EAST



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE NORTH EAST

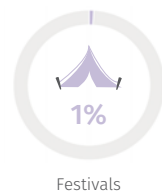
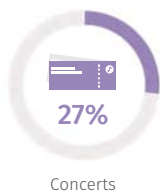
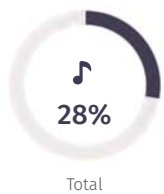


Photo credit | The Sage Gateshead - Newcastle | © Mark Savage

NORTH EAST

The North East region generated £51 million from music tourism visits in 2015. This came from a total of 216,000 visitors which helped support 600 jobs in the local area. Cities and towns attracting within the area include Newcastle upon Tyne, Middlesbrough and Sunderland.

The area is also renowned for producing local musical talent including Bryan Ferry, Cheryl, Nadine Shah, Maximo Park, The Futureheads, Mark Knopfler and Neil Tennant of the Pet Shop Boys, thanks in part to the incredible access locals have to live music of every variety.

As featured in Wish You Were Here 2015, The Sage in Gateshead continues to programme an award winning mix of music whilst offering music making sessions for more than a million residents across the North East since opening in 2014.

Throughout the region there are many examples of local music infrastructure attracting music tourists into the area. From the Sage's annual SummerTyne Americana festival to the picturesque setting of the Mouth of The Tyne festival at Tynemouth Priory and Castle, Down to the Woods in Sedgefield, County Durham, Northumberland Live and the South Tyneside Summer festival in South Shields. There are a wealth of venues too of every shape and size meaning live music is never far away.

NEWCASTLE

In 2015, Newcastle welcomed 153,000 music tourists to the city. These fans were drawn to a city with a thriving nightlife where music takes a centre stage. In the Metro Radio Arena, the city has a thriving venue that regularly attracts some of the world's most popular artists.

The Sage, situated just across the Tyne in Gateshead continues to programme unique events like SummerTyne Americana festival which attracts fans of the genre from all over the world.

Elsewhere in the city the Times Square Weekender offers locals a festival in the heart of the city whilst venues like Think Tank?, O2 Academy, Digital and the Cluny offer real choice to the both local music fans and tourists alike. Last year 521,000 attended events in the city whilst music tourism generated £35 million to the local economy.



Photo credit | Above & Beyond at Sage, Gateshead | © Mark Savage

NEWCASTLE LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN NEWCASTLE FROM MUSIC TOURISM

£35 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN NEWCASTLE



521,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN NEWCASTLE



153,000

TOTAL FULL TIME EMPLOYMENT IN NEWCASTLE IN 2015 FROM MUSIC TOURISM



414

PROPORTION OF LIVE MUSIC AUDIENCE IN NEWCASTLE IN 2015 THAT WERE MUSIC TOURISTS



29%





NORTH WEST



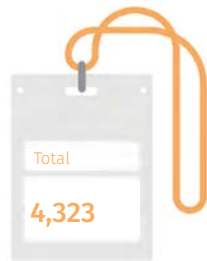
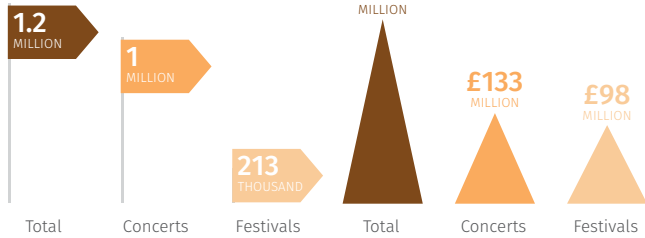
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE NORTH WEST

Total
£375 MILLION

NUMBER OF MUSIC TOURISTS IN THE NORTH WEST

AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE NORTH WEST

NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE NORTH WEST



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE NORTH WEST

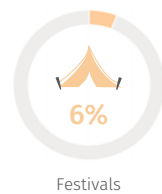
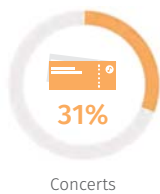
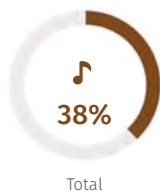


Photo credit | Circa Waves - Liverpool Sound City | © Andy Hughes

NORTH WEST

Music tourism in the North West brought 1.2 million visitors to the region in 2015, generating £375 million in revenue and supporting 4,323 jobs. Blackpool, Liverpool and Manchester were amongst the cities and towns attracting people from far and wide into the region.

Music Festival and the Bi-Annual Manchester International festival. The rich musical history of the North West is itself a draw that inspires fans from all over the world to come and drink the music elixir from the source.

Throughout the region there are many examples of venues and festivals that attract music tourists including Liverpool International Music Festival, Sound City, Liverpool Psych Fest, Parklife, Blackpool

MANCHESTER

In 2015, an audience of a staggering 1.9 million attended music events in Manchester, testament to the depth and importance of music to the cultural make-up of the city. Of that audience 697,000 were music tourists, generating £140 million for the local city economy and sustaining 1,583 jobs.

Within the city, venues like Band on the Wall, Deaf Institute, Soup Kitchen, O₂ Academy and the Manchester Arena, itself the second most ticketed music arena in the world in 2015, after the O₂ Arena, helped draw fans from all over the world.

2015 saw the welcome return of the Bi-annual Manchester International Music festival, which through its innovative and original music programming saw bespoke shows and events from the likes of FKA Twigs, Bjork, Fourtet, Arca and Damon Albarn. It attracted thousands of visitors to celebrate music across the city and it will return in 2017.

Hometown heroes Take That performed eight consecutive sold-out shows to over 125,000 fans at the Manchester Arena.



MANCHESTER LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN MANCHESTER FROM MUSIC TOURISM

£140 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN MANCHESTER



1.9 MILLION

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN MANCHESTER



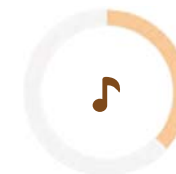
697,000

TOTAL FULL TIME EMPLOYMENT IN MANCHESTER IN 2015 FROM MUSIC TOURISM



1,583

PROPORTION OF LIVE MUSIC AUDIENCE IN MANCHESTER IN 2015 THAT WERE MUSIC TOURISTS



36%



NORTHERN IRELAND



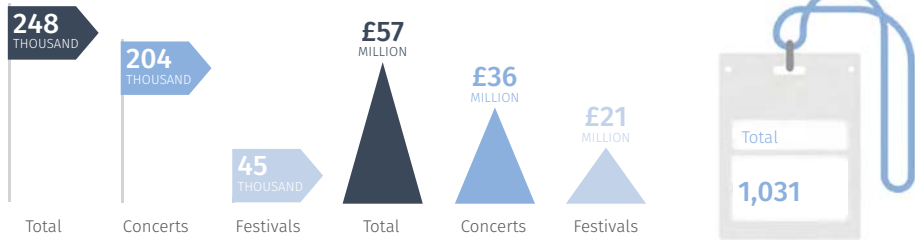
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN NORTHERN IRELAND

Total
£84 MILLION

NUMBER OF MUSIC TOURISTS IN NORTHERN IRELAND

AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN NORTHERN IRELAND

NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN NORTHERN IRELAND



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN NORTHERN IRELAND

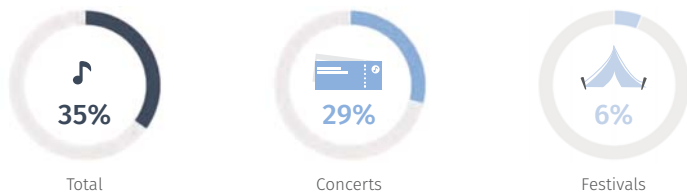


Photo credit | Belfast Waterfront | © TODD Architects

NORTHERN IRELAND

Northern Ireland generated £84 million from music tourism visits in 2015. This came from a total of 248,000 visitors who helped support 1,031 jobs in the local area. Live music can be found throughout the whole of Northern Ireland in Belfast, Bangor, Ballymena, Derry (2013's City of Culture) and many other towns in between.

Folk Park to rock music in the Sperrin Mountains, traditional music in the beautiful forest park at Castlewellan to the best international and local pop music at Belsonic in the centre of Belfast.

Throughout the region there are many examples of venues and festivals that attract music tourists into the area. From bluegrass in the Ulster American

BELFAST

Belfast has long been celebrated for the depth of its musical output and in 2015 was visited by 237,000 music tourists, who generated £62 million to the local economy and supported 782 jobs. Music is important to Belfast locals with over 650,000 attending concerts in 2015.

One of its finest musical attractions is the Oh Yeah Music Centre, a project founded to give young musicians and artists a place where they can share ideas and kick-start their music careers. It also offers a chance to be supported and promoted by professional musicians of Northern Ireland's music-scene.

Other venues in the city like the Waterfront, Mandela Hall, SSE Arena, The Limelight and Ulster Hall regularly promote local and international artists in the city. The Belsonic festival has been curating an annual run of 5,000 capacity shows in Custom House Square since 2008.



Photo credit: Belsonic Festival, Belfast | © Luke Joyce

BELFAST LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN BELFAST FROM MUSIC TOURISM

£62 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN BELFAST



680,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN BELFAST



237,000

TOTAL FULL TIME EMPLOYMENT IN BELFAST IN 2015 FROM MUSIC TOURISM



782

PROPORTION OF LIVE MUSIC AUDIENCE IN BELFAST IN 2015 THAT WERE MUSIC TOURISTS



35%



SCOTLAND

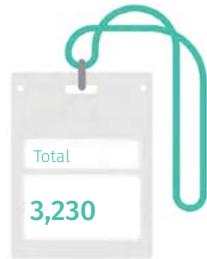
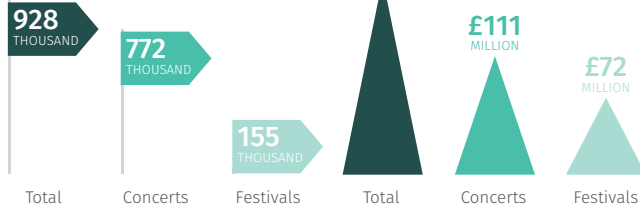
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN SCOTLAND

Total
£295 MILLION

NUMBER OF MUSIC TOURISTS IN SCOTLAND

AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN SCOTLAND

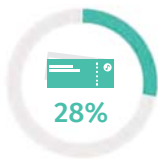
NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN SCOTLAND



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN SCOTLAND



Total



Concerts



Festivals



Photo credit | T in The Park | © T in The Park

SCOTLAND

Last year Scotland generated £295 million from music tourism visits. This came from a total of 928,000 visitors who helped support 3,230 jobs locally. Whether it is as one of 85,000 revellers at T-In The Park, windswept at the Shetland Folk Festival or bouncing up and down at the legendary Barrowlands, Scotland's vibrant music scene has something for everyone.

Throughout the region there are many examples of venues and festivals that help to attract music tourists into the area. From the Belledrum Tartan Heart and Wickerman festivals to The Liquid Room and Cabaret Voltaire in Edinburgh. Music continues to be integral to Scotland's cultural identity and the country is very happy to share it with visitors from all over the globe.

GLASGOW

A city with music at its very heart, live music events were attended by more than 1.4 million fans in Glasgow during 2015. Glasgow offers a vast selection of venues and arenas including the SSE Hydro, Barrowland Ballroom, King Tuts Wah Wah Hut, Nice N Sleazy, ABC, Mono and the Sub Club which all host a multitude of live events throughout the year.

Glasgow's live music scene has inspired and given birth to many of Scotland's most iconic musicians. Simple Minds, Franz Ferdinand, Belle & Sebastian, Lulu, CHVRCHES, Primal Scream, Mogwai and The Jesus & Marychain all of whom have cut their teeth in its grassroots venues.

Last year Glasgow and its hallowed venues were visited by 449,000 music tourists, generating £105 million for the local economy and supporting 1,141 jobs.



GLASGOW LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN GLASGOW FROM MUSIC TOURISM

£105 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN GLASGOW

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN GLASGOW

TOTAL FULL TIME EMPLOYMENT IN GLASGOW IN 2015 FROM MUSIC TOURISM



1.4 MILLION

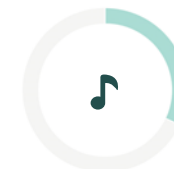


449,000



1,141

PROPORTION OF LIVE MUSIC AUDIENCE IN GLASGOW IN 2015 THAT WERE MUSIC TOURISTS



32%



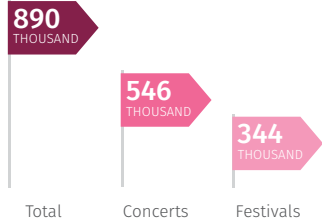
SOUTH EAST



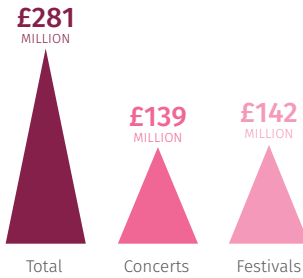
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE SOUTH EAST

Total
£455 MILLION

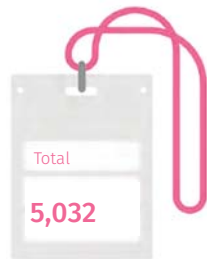
NUMBER OF MUSIC TOURISTS IN THE SOUTH EAST



AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE SOUTH EAST



NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE SOUTH EAST



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE SOUTH EAST

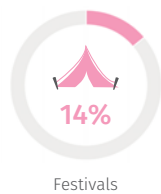
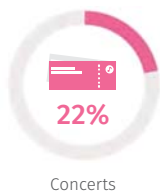
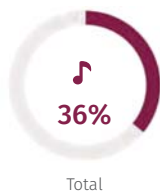


Photo credit | Bestival 2015, Isle of Wight | © Carolina Faruolo 2015

SOUTH EAST

The South East region generated £455 million from music tourism visits in 2015. This came from a total of 890,000 tourists which helped support 5,032 jobs in the local area. Cities and towns attracting visitors within the area include Brighton, Oxford, Reading, Portsmouth, Southampton, Milton Keynes and the Isle of Wight, which during summer months becomes a hotbed of festival activity.

Highly anticipated annual events like the annual Isle of Wight Festival, Towersey, Bestival and Wilderness each offer a distinctive experience for visitors to the areas that not only benefits local tourism but adds to the cultural and musical heritage of the area.

Throughout the region there are many examples of live music venues and festivals that are helping to attract music tourists into the area.

BRIGHTON

Brighton is a city long associated with music. Home to the original British & Irish Modern Music institution (BIMM), it attracts students, musicians and creators alike to settle on the South coast and make music. Each May, it plays host to The Great Escape festival, where the entire UK music industry decamps to the sea-side for a weekend of live concerts, panel discussions and interactive workshops that draws visitors and experts from all over the world.

Amongst the winding streets and lanes you will find a wide array of music venues including The Dome, Concorde 2, Patterns, The Hope & Ruin and Komedia. During the summer months Brighton and the surrounding area are also home to an array of eclectic music festivals including Wildlife, Together The People and the nearby Love Supreme Jazz Festival.

UK Music is working with closely with BIMM on a research project into Brighton's music ecosystem to identify and map the DNA of this valuable and influential music city, which will be published later this year.



Photo credit | Declan McKenna - VEVO at The Great Escape | © WMA

BRIGHTON LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN BRIGHTON FROM MUSIC TOURISM

£45 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN BRIGHTON



398,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN BRIGHTON



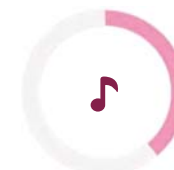
154,000

TOTAL FULL TIME EMPLOYMENT IN BRIGHTON IN 2015 FROM MUSIC TOURISM



481

PROPORTION OF LIVE MUSIC AUDIENCE IN BRIGHTON IN 2015 THAT WERE MUSIC TOURISTS



39%

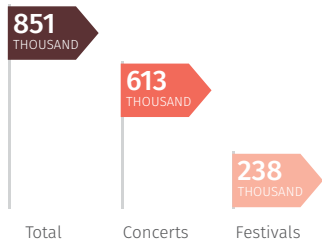
SOUTH WEST



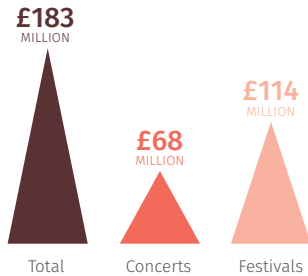
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE SOUTH WEST

Total
£295 MILLION

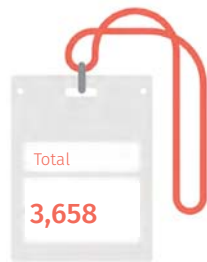
NUMBER OF MUSIC TOURISTS IN THE SOUTH WEST



AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE SOUTH WEST



NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE SOUTH WEST



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE SOUTH WEST

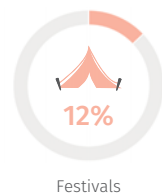
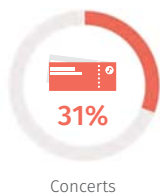
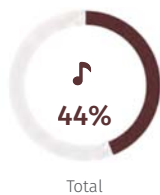


Photo credit | Jess Glynné at Powderham Castle, Exeter | © BBC - Steve Barney

SOUTH WEST

The South West region generated £295 million from music tourism visits in 2015. This came from a total of 851,000 visitors which helped support 3,658 jobs in the local area. Cities and towns attracting within the area include Bournemouth, Bath, Exeter and Bristol.

Considered by some to be the festival epicentre of the UK, the South West boasts an array of world class events throughout the region including Glastonbury, Camp Bestival, Larmer Tree, Dot To Dot, Boardmasters, End of The Road and many more. The cultural, social and economic impact of Glastonbury to the area is huge and acknowledged, but all of these events provide a significant boost to local tourism and economies.

Throughout the region there are many examples of venues and festivals that attract music tourists into the area from the BIC in Bournemouth to the much loved Fleece in Bristol, currently under threat for redevelopment nearby.

In 2015, UK Music with Buckinghamshire New University through the Music Academic Partnership published the Bristol Live Music Census, new research that revealed that live music is very much a part of the culture of the city. Music fans of all ages, both in and outside the city attend concerts regularly as part of their weekly routine – nearly a quarter of audiences on the night of the census travelled more than 10 miles to Bristol to enjoy the live music on offer. Nearly a third of audiences on the night were over the age of 40 and 41% said they attend at least three gigs per month.

This culture of participation, community and engagement acts as a stimulus for both economic and cultural activity that is sustained through the generations.

EXETER

Exeter is a popular student town located in Devon in the South West of England. Last year it hosted 49,000 attendees at live music events. Music tourists accounted for 14,000 of that number, generating £6 million for the local area and supporting 64 jobs in the city. Local venues like the Cavern Club, Corn Exchange, Phoenix, Lemon Grove and Old Firehouse regularly play host to a variety of music talent and there are several music festivals in the local area including Let's Rock.

This year, BBC Radio 1 chose Exeter's Powderham Castle as the venue for its annual One Big Weekend event, in what was billed as a homecoming for its headliners, as Coldplay frontman Chris Martin grew up just 500 metres from the site. Other musical alumni associated with the city include Radiohead frontman Thom Yorke, who attended university in Exeter and Portishead singer Beth Gibbons.



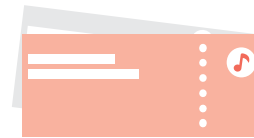
Photo credit | Coldplay at Powderham Castle, Exeter | © BBC - Steve Barney

EXETER LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN EXETER FROM MUSIC TOURISM

£6 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN EXETER



49,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN EXETER



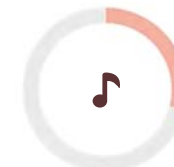
14,000

TOTAL FULL TIME EMPLOYMENT IN EXETER IN 2015 FROM MUSIC TOURISM



64

PROPORTION OF LIVE MUSIC AUDIENCE IN EXETER IN 2015 THAT WERE MUSIC TOURISTS



29%



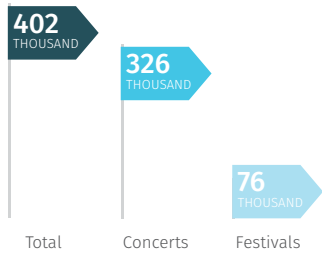
WALES



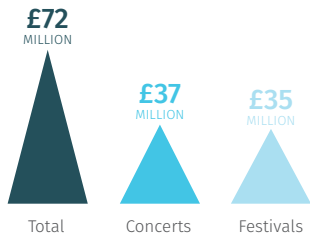
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN WALES

Total
£113 MILLION

NUMBER OF MUSIC TOURISTS IN WALES



AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN WALES



NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN WALES



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN WALES

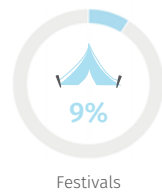
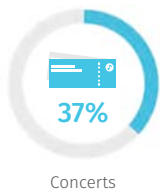
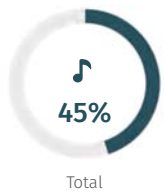


Photo credit | © Clwb Ifor Bach 2015

WALES

In 2015 music tourism generated £113 million for the local Welsh economy. This came from a total of 402,000 visitors which helped support 1,595 jobs in the local area.

Throughout the region there are many examples of venues and festivals that are attracting music tourists into the area. Cardiff, Swansea, Newport, Aberystwyth and many other towns and cities throughout the nation all offer regular opportunities to see local live music first hand, whilst attracting mainstream artists to its many venues and arenas.

By offering up carefully curated experiences, amazing entertainment and beautiful scenery music festivals in Wales have found a unique way to attract new visitors to some of Wales' most idyllic spots, from Green Man and Brecon Jazz in the Brecon Beacons to Festival No.6 in Portmeirion.

CARDIFF

Last year more than 293,000 music tourists visited the city, helping to generate £52 million for the local economy and helping to sustain 741 jobs in the city. Music can be heard filling venues of all shapes and sizes including Clwb Ifor Bach, The Motorpoint Arena and occasionally even its Principality Stadium.

The depth and diversity of music within the city is personified best by the Sŵn, a local festival in the middle of Cardiff's city centre started by John Rostron and Huw Stephens, which will celebrate its 10th Anniversary later this year. The festival boasts a long lineage of booking artists before they explode into the stratosphere with The Vaccines, Disclosure, Drenge and Alt-J amongst the artists that have performed.

In 2013 it won Best Small Festival at the NME Awards and has proven over the last decade that its main attraction isn't ever one headline act, but rather large and extraordinary pool of talented artists, promoters and venues brimming with excitement and ideas.

Not just for local residents, Cardiff's many music venues help support its music scene that has helped produce some of Wales' most successful talent including Dame Shirley Bassey, Cerys Matthews, Charlotte Church, Super Furry Animals and many more.



Photo credit | Estrons -SWN Festival | © Joseph Singh

CARDIFF LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN CARDIFF FROM MUSIC TOURISM

£52 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN CARDIFF



617,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN CARDIFF



293,000

TOTAL FULL TIME EMPLOYMENT IN CARDIFF IN 2015 FROM MUSIC TOURISM



741

PROPORTION OF LIVE MUSIC AUDIENCE IN CARDIFF IN 2015 THAT WERE MUSIC TOURISTS



48%



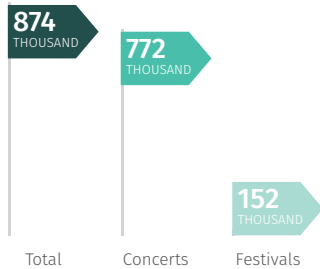
WEST MIDLANDS



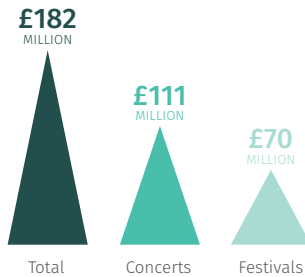
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN THE WEST MIDLANDS

Total
£271 MILLION

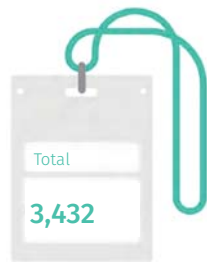
NUMBER OF MUSIC TOURISTS IN THE WEST MIDLANDS



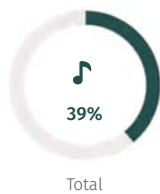
AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN THE WEST MIDLANDS



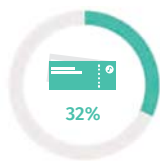
NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN THE WEST MIDLANDS



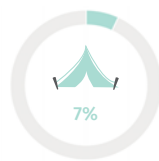
PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN THE WEST MIDLANDS



Total



Concerts



Festivals



Photo credit | Adele at Genting Arena, Birmingham | © Claire Considine

WEST MIDLANDS

The West Midlands region generated £271 million from music tourism visits in 2015. This came from a total of 874,000 visitors which helped support 3,432 jobs in the local area. Cities and towns helping to attract music tourists within the West Midlands include Birmingham, Wolverhampton, Stoke and Warwick.

Throughout the region there are many examples of venues and festivals that attract music tourists into the area. Weston Park in Staffordshire has been home to one site for the V festival since 1999,

whilst the Warwick Folk festival and Mostly Jazz in Birmingham bring specialist fans with their curated line-ups.

With Birmingham the second most populated city in the UK with over 1.1 million inhabitants, there is a wealth of music activity across all different genres. Venues like Glee Club, O2 Academy venues & Institute Birmingham and the 15,000 capacity Genting Arena all offer up programmes of both cutting edge and world class music for every audience.

COVENTRY

Famed as the birth-place of 2-Tone and the sound that spawned bands like The Specials and The Selecter, Coventry has long been a city with live music at its heart. It has a healthy mix of live music venues that reflects the musical diversity of the local music community.

These include The Tin Music & Arts, which includes a rehearsal space for young local talent supported by the UK Music rehearsal room scheme, The Empire, The Arches and many more.

New ownership and management of the Ricoh Stadium complex has seen the welcome return of some of the world's biggest artists to Coventry in 2016 after a three year hiatus, with stadium and arena shows from the likes of Rihanna, The Weeknd, Catfish And The Bottlemen and Bruce Springsteen following the recent MTV Crashes Coventry event in filling the stadium with music fans.

From the global chart-topping desi-pop of Panjabi MC through to the agit-indie rock of The Enemy...all of which and more can be found at the Coventry Music Museum, which documents the city's impressive musical history.

2015 saw £28 million in revenue generated by the 38,000 music tourists that attended concerts in the area, almost half of the total live music attendance itself and which supported 348 jobs locally. This looks set to increase more world-class artists being drawn into the area and adds further fuel to Coventry's forthcoming bid for City of Culture in 2021.



COVENTRY LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN COVENTRY FROM MUSIC TOURISM

£28 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN COVENTRY



78,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN COVENTRY



38,000

TOTAL FULL TIME EMPLOYMENT IN COVENTRY IN 2015 FROM MUSIC TOURISM



348

PROPORTION OF LIVE MUSIC AUDIENCE IN COVENTRY IN 2015 THAT WERE MUSIC TOURISTS



49%



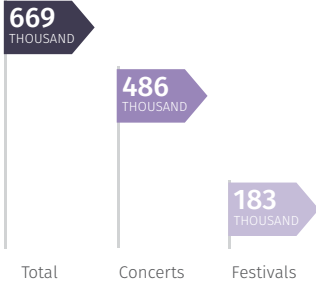
YORKSHIRE & THE HUMBER



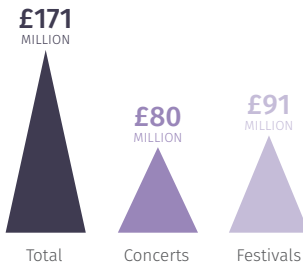
TOTAL DIRECT AND INDIRECT SPEND GENERATED BY MUSIC TOURISM IN YORKSHIRE & THE HUMBER

Total
£262 MILLION

NUMBER OF MUSIC TOURISTS IN YORKSHIRE & THE HUMBER



AMOUNT SPENT DIRECTLY BY MUSIC TOURISTS IN YORKSHIRE & THE HUMBER



NUMBER OF FULL TIME JOBS SUSTAINED BY MUSIC TOURISM IN YORKSHIRE & THE HUMBER



PROPORTION OF LIVE MUSIC AUDIENCES THAT ARE MUSIC TOURISTS IN YORKSHIRE & THE HUMBER

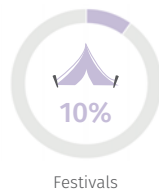
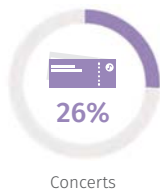
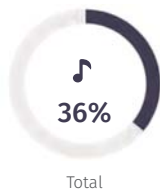


Photo credit | Bring Me The Horizon - Leeds Festival 2015 | © Tom Martin

YORKSHIRE & THE HUMBER

Whilst cities like Leeds and Sheffield are perhaps considered amongst the most fertile breeding grounds within British music culture for musical talent breaking through, the whole Yorkshire and The Humber region has music running through to its very core.

Cities and towns like Hull, the City of Culture in 2017, Bradford and York have all contributed to the growth and depth of the sector as well as acting as testing grounds for new talent to break through. In 2015 there were 669,000 music tourists that visited the area, generating £262 million and supporting over 3,000 jobs.

Throughout the region there are many examples of venues and festivals that are helping to attract music tourists into the area, from the Leadmill and Arena in Sheffield, The Leeds Festival, Tramlines, Selby Town Hall, The Beverley Folk Festival and the inaugural Scarborough Fair, due to debut later this Summer music permeates... And who could forget Whitby Goth Festival, the annual pilgrimage of the pale to this tranquil seaside town for music and pier-side activity on the North Yorkshire coast.

These festivals and venues not only bring money and tourists into the region, but also help entertain the local communities where music plays such an important role.

HULL

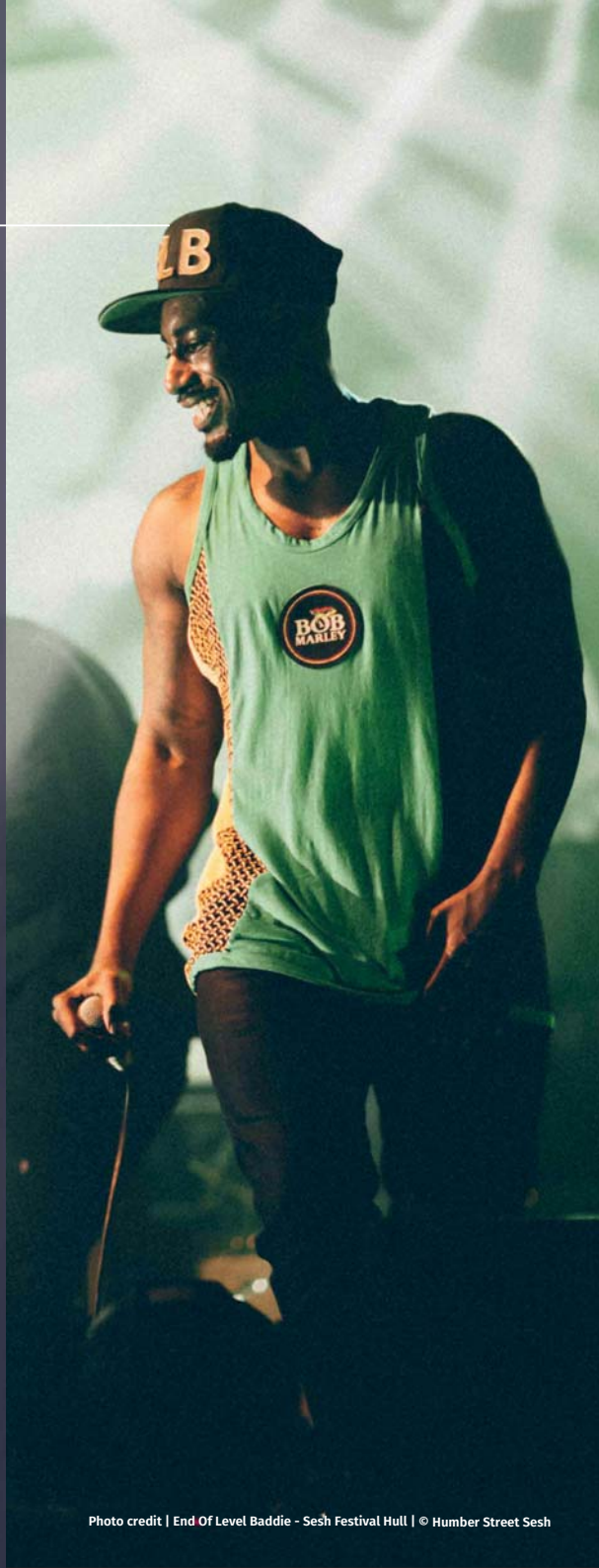
CITY OF CULTURE 2017

Tucked away at the top of the Humber estuary, off the North Sea coast is Hull - City of Culture for 2017 and one rich with both maritime and musical history. Hull not only stakes its claim in the history books as the birthplace of Bowie's beloved Spiders From Mars, the band that helped earn Ziggy Stardust his place in rock mythology, but as a breeding ground for British indie, alternative and electronic pioneers including Everything But The Girl, Lene Lovich, Throbbing Gristle, The Housemartins to name a few.

Live music has also continued to flourish locally thanks in part to venues and promoters like the Paul Jackson at the new Adelphi, a venue where the good, the great and the legendary have played intimate shows over the past thirty years including The Stone Roses, Oasis and Pulp. Also helping shape a bright future for local music in Hull is Mark Page, promoter behind The Sesh, a weekly night at the Polar Bear and Humber Street Sesh, a festival of local music, now in its fifth year that attracts 32,000 local music fans to watch 180 bands, across 12 stages in Hull's Marina each August.

In 2015, music tourism attracted 68,000 music fans into the local area, generating £12 million for the city and its local economy. The demand for music is continuing to grow with almost 200,000 people attending concerts and festivals in Hull last year. The celebrations in 2017 will continue to shine a spotlight on Hull and its musical heritage, with a special programme of events to be announced later this year that looks set to bring future waves of music tourists into the area, whilst hopefully laying the foundations for a continued musical legacy for Hull long into the future.

www.hull2017.co.uk

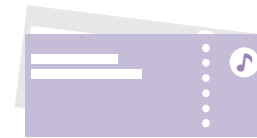


HULL LIVE MUSIC BY NUMBERS 2015

TOTAL DIRECT & INDIRECT SPEND GENERATED IN 2015 IN HULL FROM MUSIC TOURISM

£12 MILLION

TOTAL LIVE MUSIC ATTENDANCE IN 2015 IN HULL



198,000

TOTAL NUMBER OF MUSIC TOURISTS IN 2015 IN HULL



68,000

TOTAL FULL TIME EMPLOYMENT IN HULL IN 2015 FROM MUSIC TOURISM



145

PROPORTION OF LIVE MUSIC AUDIENCE IN HULL IN 2015 THAT WERE MUSIC TOURISTS



34%

MUSIC TOURISM





Photo credit | Abbey Road Studios | © Abbey Road 2016

CASE STUDY ABBEY ROAD STUDIOS

Considered by many to be the most famous and culturally significant recording studio in the world, Abbey Road has been attracting an estimated 300,000+ music fans a year to its home in North London for decades.

Whether to follow in the footsteps of the Fab four by recreating the legendary Beatles 'Abbey Road' album sleeve on the crossing outside or to add their initials to the graffiti wall outside, the studio has become a premium destination for music lovers and tourists to make a pilgrimage to.

For many years, the gate was as far as fans could get as Abbey Road Studios remains the worlds most in-demand and sought after recording facility. Last year Abbey Road partnered with Google to launch Inside Abbey Road - a unique and award-winning interactive digital experience that finally allowed fans to tour the studio virtually using Google Map

technology. With over 2 million views in its first year, Inside Abbey Road proved the appetite for the studio is bigger than ever. Google recently launched a new app for use with its 3D cardboard headsets that brings Inside Abbey Road into VR.

In 2015 as part of significant redevelopment and expansion Abbey Road opened an institute to help educate the next generation of studio engineers, producers and pioneers alongside its first retail outlet to sate the needs of its many visitors from around the world.

The evolution of this British music institution and brand will help build its legacy for many generations to come.

www.abbeyroad.com

<https://insideabbeyroad.withgoogle.com>

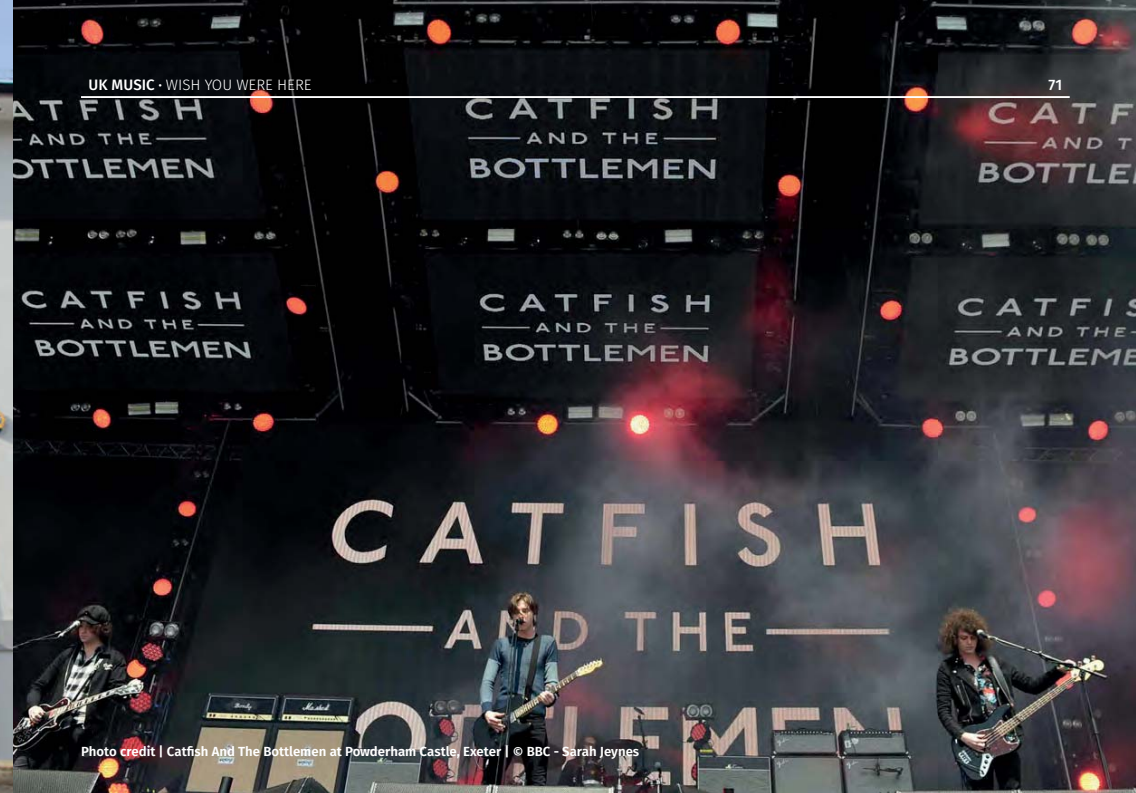


Photo credit | Catfish And The Bottlemen at Powderham Castle, Exeter | © BBC - Sarah Jaynes

CASE STUDY BBC INTRODUCING

BBC Introducing was created in 2007 to support unsigned, undiscovered and under the radar musicians throughout the nations and regions. Bringing together all of the BBC's supporters of unsigned music together under one brand, BBC Introducing nurtures and gives great exposure to the freshest artists in the UK. Artists uploading music to the portal can be played across a family of 36 interconnected local and national BBC Radio shows, broadcast throughout the UK every week. These shows feed directly into Radio 1, 1Xtra, Radio 2, 6 Music, Radio 3 and the Asian Network.

Since its inception more than 160,000 artists have uploaded 600,000+ tracks to the BBC Introducing website and every year 120 artists perform on the BBC Introducing festival stages. Over 50 artists that started out on BBC Introducing have signed major record label deals and 9 have achieved number one albums in the UK. Florence and the Machine, George Ezra, Jake Bugg, Jack Garratt, Bombay Bicycle Club,

Catfish and the Bottlemen, Slaves, Royal Blood, Izzy Bizu and James Bay have all benefited from this strand of the BBC's work in helping launch their careers. The Introducing Alumni have achieved numerous Grammy nominations, Mercury Prizes, Ivor Novellos and Brit Awards.

Every summer, you'll find the BBC Introducing stage at major events and festivals like Glastonbury, Reading & Leeds, T in the Park and Radio 1's Big Weekend, giving international music fans a chance to witness the next wave of British talent first-hand.

Find out more about BBC Introducing in your area:

<http://www.bbc.co.uk/programmes/p010j8y5>

MUSIC IS

GREAT

BRITAIN



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