

ANNUAL REPORT 2022

**Protecting, securing & improving
Grassroots Music Venues across the UK**

**Leading the national & international
movement for sustainability of the sector**

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1

A WORD FROM OUR CHAIRS & CEO

2022 was a challenging year for the Grassroots Music Venue (GMV) sector as it focused efforts on trying to bounce back from the pandemic years. Music Venue Trust (MVT) worked with government, the media, and with wider stakeholders across the music sector on a wide range of issues facing GMVs. While continuing to address the complexities of the post-Covid era, we were able to provide essential core advice and support services. We offered planning, licensing, noise, acoustics, and legal advice to GMVs across the UK, directly responding to planning applications and engaging local authorities with key issues facing the sector.

We engaged with UK, Welsh, and Scottish governments about a range of issues, including the energy crisis, business rates, VAT on ticketing, investment programmes, planning reform, and opportunities to enhance the community of venues across the UK. We supported an emerging sector of regional live music organisations, inputting into initiatives in London, Manchester, Sheffield, Liverpool, and York, and created our own National Steering Groups in Wales and Scotland.

The underlying threat to the health of the sector remains the issue of ownership. In 2022, MVT directly addressed this challenge with the launch of Own Our Venues, a bold programme to acquire the freehold ownership of premises, place them into a benevolent and protected ownership model, and offer them back to venue operators under sustainable and protected leaseholds.

The sector remains significantly under-funded in comparison to other areas of culture. MVT has worked with public funding agencies, trusts, foundations, and philanthropic individuals and organisations to increase the total level of financial support being made available to the sector.

We created and launched our Pipeline Investment Fund programme, delivering grants to venues to support improvements to building infrastructure; sound and lighting equipment; and enabling venues to invest in training and skills.

Team MVT has taken a lead role across a range of policies and initiatives that are important to our members and to the communities they serve. We are fully engaged with an emerging network of music organisations dedicated to producing information and guidance that supports the push towards carbon neutrality; taking direct action to improve equality, diversity, and inclusion; and meeting the challenge of access. MVT also supported artist representative organisations as they launched specific initiatives on merch sales, Brexit touring challenges, mental health support, and the cost-of-living crisis.

In what continues to be a difficult environment for our sector, we are extremely grateful to all our partners, funders, donors, sponsors, and corporate supporters. Their generosity has enabled us to create a robust organisation that has been able to achieve real positive change for the GMV sector in 2022. We would also like to thank our patrons, who have been a powerful and effective voice in support of our work.

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SUMMARY OF AREAS OF ACTIVITY/PURPOSE

Music Venue Trust is a UK registered charity¹ which acts to protect, secure, and improve the UK's grassroots music venue circuit. The established and accepted definition of a GMV, developed by MVT, can be found in Appendix 1 (page 32).

Created in January 2014, MVT aims to secure the long-term future of iconic GMVs such as Hull Adelphi, Exeter Cavern, Southampton Joiners, The 100 Club, Band on the Wall, King Tut's, Clwb Ifor Bach, and Tunbridge Wells Forum. These venues play a crucial role in the development of British music, nurturing local talent, and providing a platform for artists to build their careers and develop their music and performance skills.

MVT works to gain recognition of the essential role these venues fulfil, not only for artist development but also for the cultural and music industries, the economy, and local communities. The charity provides advice to the government, the cultural sector, and the music industry on issues impacting GMVs and is the nominated representative that speaks on behalf of the Music Venues Alliance (MVA), an association of venues from across the UK.

Through the Emergency Response Service, MVT provides MVA member venues with access to free legal and expert advice on licensing, planning, development, and noise and tenancy issues.

MVT's long-term aim is to acquire the freeholds of as many of these venues as possible. To this end, Own Our Venues was launched in June 2022 and is the first step in a long-term campaign to take control of these freeholds and bring them under a protected status of benevolent ownership.

The team's work is supported by a board of trustees, made up of professionals who are passionate about GMVs and their social, cultural, and economic value. The trustees voluntarily oversee the work of Team MVT, holding a legal responsibility for the charity's conduct and fulfilment of its mission.

¹ Music Venue Trust is a charity registered with the Charity Commission of England and Wales: **Charity Number 1159846**
Music Venue Trust (Scotland) is a charity registered with the Office of the Scottish Charity Regulator: **Charity Number SC052001**

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KEY ACHIEVEMENTS FROM 2022

MVT's WORK IN NUMBERS

Worked with

960 → 335

MVA members

members subscribed
to the new MVA
model in its first
nine months

£107,698

awarded directly to
venues (via the Pipeline
Investment Fund)

Raised over

£1MILLION

for Own Our Venues

Handled

118

Emergency
Response Service
crisis cases

Created live projects with brand partners
to enable gigs across the UK:

spent

£3,374,150



helping over

650 ARTISTS



tour

825 GIGS



across

660 VENUES



across

4 NATIONS

THE CHARITY

- Developed a sustainable team structure for the next phase of MVT's work – appointed nine new team members
- Successfully registered as a charity in Scotland, in addition to MVT's charity status in England and Wales
- Launched a membership subscription model so Music Venues Alliance members can support the core work of the Venue Support Team
- Launched Music Venue Properties (MVP), a sister organisation to MVT, to work towards securing the long-term future of GMVs across the UK
- Launched the Pipeline Investment Fund to offer small grants directly to GMVs for small capital projects or staff development and training.

MVT's TEAM

- 15** Staff
(11.6 FTE)
- 13** Consultants
- 30** Gurus
- 10** Trustees

MVT's PATRONS

- 63** Artist
- 8** Broadcaster
- 16** Industry
- 4** Political

KEY SECTOR STATISTICS



960
GMVS



21,903,360
TOTAL AUDIENCE VISITS



176,640
EVENTS



565,248
PERFORMANCES



1,627,200
INDIVIDUAL ARTIST
PERFORMANCES



30,720
PEOPLE EMPLOYED



£500,320,320
TOTAL VALUE OF
THE SECTOR



0.2%
PROFIT MARGIN



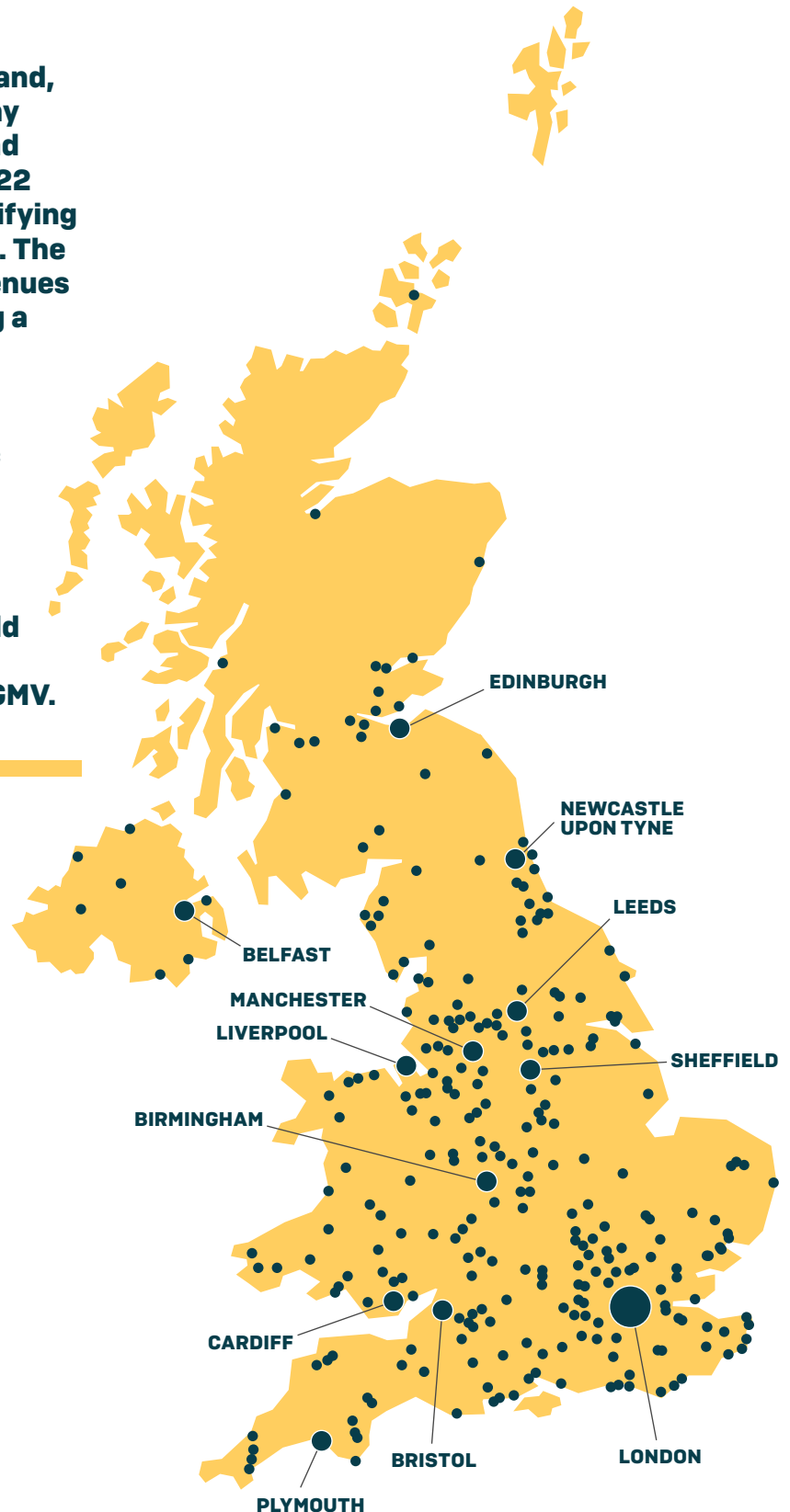
£79,194,432
TOTAL GMV SUBSIDY
TO LIVE MUSIC

4

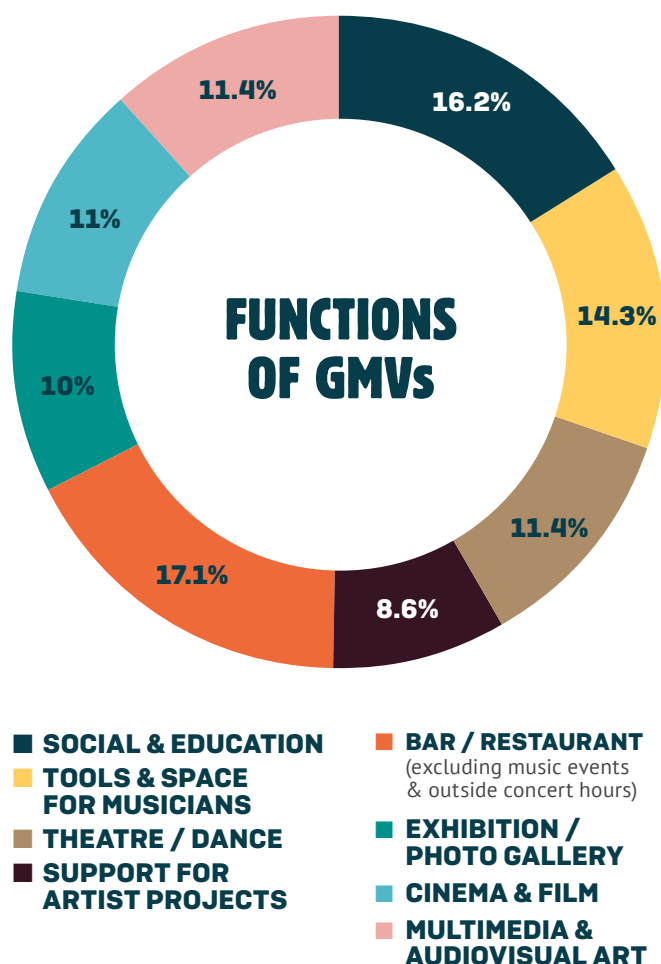
THE GMV SECTOR

The UK GMV sector counts over 950 venues spread across England, Scotland, Wales, and Northern Ireland. For many years there were thought to be around 500-600 GMVs across the UK. 2020-22 has seen a surge in venues self-identifying as GMVs and applying to join the MVA. The picture is ever developing as some venues change the way they operate, making a definitive number hard to pinpoint.

The data presented in this report was collected by surveying the Music Venues Alliance and was found to be statistically significant. The GMV sector is incredibly wide-ranging in almost every imaginable aspect, meaning that average numbers should be interpreted as useful illustrations but not representative of any single GMV.



THE SCENE



The majority of GMVs are set up as private companies. However, in recent years, there's been a significant increase of venues setting up as non-profit organisations (predominantly Community Interest Companies) with 25% of GMVs now registered as such. The other 75% are set up as various for-profit entities, with 56% of them being limited companies (Ltd).

The UK GMV sector is characterised by a low percentage of ownership with an estimated 89% of venues having a landlord to pay rent to. The average rent these tenants pay is just over £3,000 per calendar month.

While GMVs' primary focus is live music, they often perform other functions in their community, too. The most common additional functions being social and education (cultural projects, community work, courses). GMVs also regularly provide tools and space for musicians (rehearsal studios, recording studios), show theatre/dance, and multimedia/audio-visual art.

THE EVENTS

In 2022, the average venue capacity was 308, of which 40% was utilised per event. This is 11 percentage points down from 2019 when the average percentage capacity was 51%. This translates into 124 attendees per event in 2022.

On average, each venue presented 184 events this year, which translates into 22,784 audience visits. A decrease in events was observed across the sector with an average weekly number of 3.5 events per week, down from 4.2 in 2019. Of those 3.5 events, 2.5 were live music and 1.97 were ticketed live music shows. This is down 16.7% from 2019 when GMVs put on an average of 218 events per year.

These 184 events saw an estimated average of 1,695 musicians play at a venue in 2022. Of those musicians, 9.6% were international. The average featured artist(s) fee paid per night was £428.66. An estimated 67% of these artists were cis men, 28% cis women, and 5% transgender or non-binary.

GMV AUDIENCE VISITS IN 2022

21,903,360

TOTAL NUMBER OF EVENTS IN 2022

176,640

TOTAL LIVE MUSIC TICKETED SHOWS IN 2022

98,342

BEHIND THE SCENES

In 2022, GMVs employed approximately 20 PAYE staff. This was equal to nine full-time equivalent (FTE) PAYE employees and 12 paid contractors. A stark increase in the number of employees on PAYE in 2022 was observed and a decrease in paid freelance contractors since 2019. The FTE of PAYE employees, however, stayed the same. Likely this can be attributed as a practical response to the government's Covid-19 furlough scheme, which only allowed employees to be remunerated via their employer if they were on PAYE.

The annual salary of an average GMV operator was £20,400. They worked an average of 66 hours per week, equating to £6.43 per hour – below the national minimum wage for over 18s. While GMVs are mostly run by paid employees, volunteers also represent an important part of the workforce with eight volunteers on average helping out per venue (3.89 FTE).

TOTAL PEOPLE EMPLOYED BY THE SECTOR

30,720



INCOME & EXPENDITURE

The rising inflation trend observed in the UK was reflected in the average ticket price charged in 2022. Tickets rose to £10.90, up 24% from £8.74 in 2019. This 24.7% is the largest increase in ticket price in the GMV sector in over 25 years. This is higher than the 17% CPI inflation over this period but lower than the inflation rate on petrol, which stood at 32% over this period².

Additional spend per head at live music events was also up, with attendees spending £11.72 on average on food and drink, as opposed to £8.98 in 2019, an increase of 30%.

The average total turnover of a GMV in 2022 was £521,167, with 67% of that amount coming from food and drink and 33% from ticket sales. This number is substantially up from 2019, having increased by 30%. However, the average total GMV expenditure was up even more at 40% or £519,870. Of that number, 31% or £160,563 was spent on staff costs, with £221,709 in total spent by the average venue on making their live music provision a reality. This includes a yearly £5,075 for PPL PRS.

In terms of building costs, GMVs who owned their building paid an average of £1,927 per month on their mortgage, equivalent to 4.45% of their total expenditure. GMVs who rented their building paid an average of £3,029 per month, equivalent to 7% of their total expenditure.

Over 60% of venues made a substantial investment into their venue in 2022, with the most popular improvement being sound equipment.

Put together, these numbers illustrate an average nominal yearly profit of £1,297. That amounts to a 0.2% profit margin. However, when looking purely at a venue's live music activity, the live music expenditure and ticket sales, the average GMV makes a loss of 37%. This loss is corrected by F&B sales.

This low profit margin and the loss-making nature of GMVs live music activities illustrate two important GMV characteristics. Firstly, GMVs invest a considerable amount, an average of £82,494 per year, into the development of live music, expecting no return on their investment. Secondly, GMVs are in precarious financial positions.

**£ TOTAL CONTRIBUTION
TO THE ECONOMY**

£500,320,320

**£ TOTAL SECTOR
EXPENDITURE**

£499,075,200

PROFIT MARGIN

0.2%

**TOTAL SPEND ON LIVE
MUSIC TICKETS IN 2022**

£133,646,208

**TOTAL SECTOR EXPENDITURE
ON LIVE MUSIC IN 2022**

£212,840,640

**TOTAL GMV SUBSIDY
TO LIVE MUSIC**

£79,194,432

² Petrol price has a significant impact on touring costs

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THE MEMBERSHIP

Founded in January 2015, the Music Venues Alliance (MVA) is an association of UK GMVs. The Alliance enables MVT to work on the behalf of these venues and talk to the government, the cultural sector, and the music industry about the challenges they face.

Membership applications are assessed using MVT's definition of a GMV (see appendix 1). In areas where there are no GMVs, Grassroots Music Arts Spaces (GMAS)³, and Grassroots Music Pubs (GMP)⁴ might fulfil the role of a GMV.

The MVA membership was a free-to-join Alliance from 2015 to 2021. In 2022, it became self-funded by way of a subscription membership model, which offers membership benefits. A bursary scheme was made available for those venues that could not afford a membership fee.

In 2022, the membership grew to 960 members. This is an increase of 4.1% from 2021 and a 41.2% increase from before the Covid-19 crisis. In 2022, 34.9% of these Alliance members paid into the self-sustaining nature of the membership. 795 of these GMVs were in England, 84 in Scotland, 55 in Wales, 24 in Northern Ireland, and 2 in the Isle of Man and Channel Islands.

MVA members receive regular information from MVT and have access to resources, events, and offers throughout the year. Their first line of contact is the Venue Support Team, managed by the Venue Support Manager. During 2022, MVT appointed two dedicated MVT Coordinators for England. In early 2023, the Team will be completed with the addition of an MVT Scotland Coordinator and an MVT Wales Coordinator. In the interim, the coordinators for England have been the frontline contacts for venues across the UK, but MVT is committed to enhancing the team to ensure that specific Scottish and Welsh issues can be addressed on an ongoing basis in 2023. In April 2022, MVT appointed steering groups of venue operators in Scotland and Wales. Monthly meetings with MVT's management ensure knowledge of challenges across the UK, and steering group members will continue to advise MVT once the Scottish and Welsh coordinators have been appointed. There are also plans to form a Northern Ireland Steering Group in early 2023.

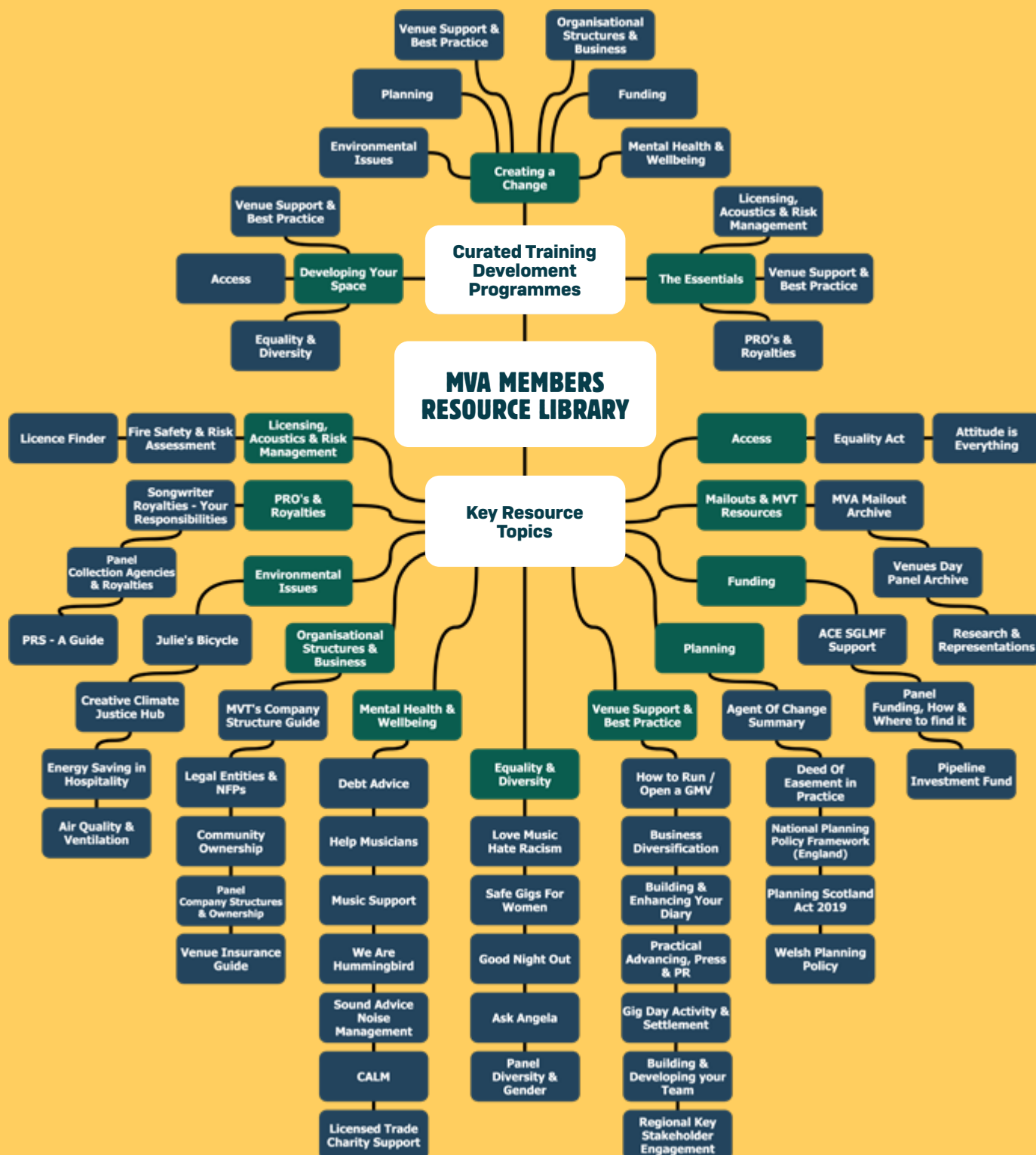
Coordinators provide day-to-day, hands-on contact, and advice for venue operators. They coordinate venue support and triage venues in crisis through MVT's Emergency Response Service, calling in bespoke professional advice where necessary from MVT's voluntary experts (MVT Gurus). Their on-the-ground knowledge is fed into MVT strategies such as Live Projects, partnership programming opportunities, and Music Venue Properties.

MVA members are also able to apply for the Pipeline Investment Fund (see section 6.3) in a speedier manner than non-members and have the opportunity to participate in MVT's Live Projects (see section 6.5).

³ See Appendix [3] for more information

⁴ See Appendix [2] for more information

MVA MEMBERS RESOURCE LIBRARY



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ACTIVITIES & ACHIEVEMENTS

6.1

VENUE SUPPORT SERVICES

EMERGENCY RESPONSE SERVICE

Music Venue Trust's Emergency Response Service was established in 2017. Its purpose is to stop venues closing down as a result of issues that can be prevented. MVT accomplishes this by providing emergency advice to venues from our team of MVT Gurus, the Venue Support Manager, and MVT Coordinators. MVT Gurus also provide in-person support to venues at sessions during our annual networking event Venues Day (which takes place in October).

In 2022, the Emergency Response Service offered specialist advice to 118 venues. Compared to 2021, this is a 187% increase in cases. Venues in the Emergency Response Service receive one-on-one advice tailored to their individual cases, which can be on-going throughout the year.

The support that venues receive from the Service is broad. This includes advice on business models, operational support, licensing, planning, legal support, health & safety guidance, and more.

THE EMERGENCY RESPONSE SERVICE KEY TRENDS IN 2022 WERE:



Threats to venues from redevelopment



Threats to venues from noise complaints/licence issues



Threats to venues from rising energy costs



Threats to venues from disputes with landlords

VENUE **CASE STUDIES**

MERAKI **LIVERPOOL**

Meraki is a GMAS located in Liverpool's northern docks. The venue programmes a diverse range of genres, from post-punk through to dance, hip-hop, and spoken word. In April 2022, Meraki became the focal point of a community campaign to protect the venue. They were made aware of a planning application that had been submitted to redevelop the nearby bonded warehouse and turn it into residential flats. The application, if granted planning permission, would place the future of the venue at risk of excessive-noise complaints by new residents. By taking proactive action and using MVT's Emergency Response Service, the venue was able to get specialist planning support and mount a campaign to object to the planning application. In November 2022, the planning application was refused permission in large part due to objections from the venue, Music Venue Trust, and Liverpool music fans.

"From late February, we first became aware of the development next door to us from an article published in the local paper, *The Echo*. It was at a pre-planning stage for that building, we are obviously next door to it and were completely unaware. It was only that a friend showed me the article, and that was when we read about it and first got in touch with MVT and Kevin McManus at the Liverpool City Region Music Board. We started the public campaign, asking the public and any punters of the venue who had taken an interest in the venue on a national level to show the campaign some public support on social media or any other outlets they had. And also submit a response directly to the developer."

Tom Hearn & George Griffin
Venue Operators

THE DOROTHY PAX **SHEFFIELD**

The Dorothy Pax is a GMV in Sheffield's Victoria Quay that specialises in roots and Americana music. MVT's Emergency Response Service supported the venue when it found itself in dispute with its landlord. Initially, the venue had been refused a lease renewal. However, through engagement and mediation, the venue operators were able to come to an agreement with their landlord, which allowed them to remain in the venue.

"With the guidance and help of MVT, we organised support letters that went in from several national bodies including CAMRA, MPs, and local councillors. We had the MVT Emergency Response team and the backing of all MVA members, too. We've all got each other's backs, and we're all part of a great community. All this activity resulted in the chance to meet and see if we could negotiate. We came back from that meeting with a three-month grace period, giving us a period to prove that we were a good little venue."

Richard Henderson
Managing Director

THE WEDGEWOOD ROOMS **PORTSMOUTH**

The Wedgewood Rooms is a GMV in Portsmouth that celebrated its 30th birthday this year. Due to the energy crisis, the venue saw its energy bills rise significantly on the open energy market. As an organisation, the venue recently became a community interest company (CIC). By becoming a CIC and engaging with Music Venue Trust, The Wedgewood Rooms was supported to apply to the Crown Commercial Service (CCS). The CCS is the biggest public procurement agency in the UK. By becoming part of the CCS, the venue was able to take proactive steps to get a competitive rate for its energy.

"I have a trading company and a CIC, so I registered with the CCS, and I got accepted with that. It's interesting as they've done all this automatically, rather than leave me on what would have been British Gas's variable tariff, which was the only place I had to go. The CCS has moved me to EDF automatically, and I just got an email through about what my new rates will be in April, and that's coming in at 28p per kWh."

Geoff Priestley
General Manager

PLANNING

Whilst MVT is not a statutory consultee for planning, the charity does engage with local and national governments on their respective planning reforms. The focus in doing this is to ensure GMVs are able to continue to function as a space where live music takes place.

In 2022, MVT responded to 13 planning applications, one listed-building consultation, and two appeal cases.

In 2022, MVT advocated for increased protections for GMVs within new draft planning policy. For example, MVT engaged directly with Scottish Government by submitting representation to their fourth National Planning Framework consultation.

On behalf of our MVA members, MVT submitted objections to planning applications that threatened the long-term viability of GMVs across the UK. In 2022, the trend of planning applications submitted for development of residential apartments near or adjacent to established GMVs continued.

Of the 13 objections submitted, the majority of planning applications were refused.



TRAINING

Building on previous years, MVT hosted multiple skills training sessions for GMV operators in 2022. This was in response to a rise in the number of venues in the Emergency Response Service who required advice on their business and operational models.

These skills sessions were developed in partnership with the Greater London Authority and focused on:

- Building partnerships with key local government stakeholders for GMVs
- Air quality and improved ventilation in GMVs
- Legal entities, not-for-profit structures for GMVs
- The community ownership model and how it can be applied to GMVs

MVT expanded on these sessions to create a series of skills workshops at Venues Day 2022. These sessions focused on:

- Skills Hub Workshop 1:
Building & Enhancing Your Diary Part 1
- Skills Hub Workshop 2:
Building & Enhancing Your Diary Part 2
- Skills Hub Workshop 3:
Practical Advancing, Press & PR
- Skills Hub Workshop 4:
On The Day Activity

Training is an area of work that MVT is planning on developing in 2023, as the charity is best placed to understand the skill needs of the sector. Feedback from MVA members has shown that there is an appetite for bespoke training sessions, as no current training providers offer this sort of content.

CULTURAL FUNDING

The majority of trust and foundation fundraising work that happens at MVT is supporting venues in making funding applications. MVT's Fundraising Consultant and our Team support venues with guidance notes, webinars, and reviews. In 2022, as well as raising awareness of what cultural funding was available for the GMV sector, MVT gave expert advice, provided feedback on applications, and supported venues to make strong applications to funders.

Sessions were run to support venues to apply to the following funding bodies in the UK:

- Arts Council England (ACE)
- Arts Council Northern Ireland
- Creative Wales
- Arts Council of Wales
- Creative Scotland
- Historic England

MVT supported 34 venues with applications to the second round of the Emergency Resource Support fund (early 2022) from ACE. The total raised from this fund was £2.6 million. The Fundraising Team also reviewed 20 ACE Supporting Grassroots Live Music applications and put in place support calls with venues planning to apply to ACE National Portfolio Organisations (NPO) for 2023-2026. Three additional MVA members were successful in gaining NPO status in 2023, bringing the total number of GMVs with NPO status to seven. The team ran weekly support calls with venues planning to apply to the Community Ownership Fund and support calls for venues applying to Historic England Everyday Heritage Grants, both of which are funds from ACE.



INVESTMENT CASE STUDIES

EXCHANGE, BRISTOL ACCESSIBILITY

In 2022, Exchange became the first UK GMV to be awarded Attitude is Everything's Gold Standard on their accessibility charter. This was a significant milestone for the sector. Much of the investment was made in structural change, through formalising policy improvements and staff training. The works included the integration of a remote bar service to the accessible viewing area and bettering website readability. Among the physical structural improvements was an accessible toilet, which meant rebuilding the stage area and moving a fire exit to retain the venue's capacity. Funding for the entire infrastructure improvements cost around £60,000 and was funded through a mix of public grant funding (Arts Council England), Community Share raising, and private contributions.

THE HORN, ST ALBANS GENERAL REFURBISHMENT

The Horn in St Albans was funded to the tune of £17,500 in November by Arts Council England through the Supporting Grassroots Live Music Fund (SGLMF), to replace and upgrade the venue's 20-year-old PA system. This grant will improve the venue's artist provision and the audience's venue experience.

The venue applied to the SGLMF because they couldn't afford the substantial investment themselves. The venue reports that the support from MVT during the Cultural Recovery Fund (2020) increased their awareness of available public funding and improved their grant-writing skills.

CLWB Y BONT, PONTYPRIDD GENERAL REFURBISHMENT

In November 2022, Clwb Y Bont completed an 11-month-long renovation project, which saw them transform the venue ahead of their upcoming 40th anniversary celebrations in April 2023. Clwb Y Bont is entirely volunteer run and has been under cooperative ownership since 1983. The renovations were partly funded through Welsh Government's Community Facilities Programme at £165,000, with the venue contributing the rest and the final total spend in the region of £250,000.

The primary aim of the renovations was to open up the first floor of the building and improve access. This was such major structural work that the venue wanted to ensure the opportunity was taken to make the venue more energy and sound efficient. Walls were insulated, windows replaced, and with each intervention structural engineers found further necessary work to be done to completely replace rotting lintels and joists.

The venue added a dedicated accessible toilet, a new and larger area for the ladies' toilets, and all lighting, wiring, and drainage that was modified was brought up to current building standard regulations. Their 160-year-old venue was future-proofed, and a brand-new space within the venue was opened to serve as a community meeting and training space, film screening, and exhibition area.



MVT worked across all layers of government – local, regional, and national – to inform decision makers about the challenges and opportunities presented by the GMV sector. The team actively engaged the music industry in MVT's work through working groups, committees, and presentations. MVT created key press and media moments throughout the year to highlight our work.

MVT was involved with the following briefing, evidence, and consultation government sessions:

- Call For Evidence: The Future of the UK's Creative Workforce
- DCMS: Call For Evidence: Cultural Placemaking and Building Back Better
- Business Rates Review Submission
- Wales: Call For Evidence: Impact of Increased Cost – Committee Culture, Communications, Welsh Language, Sport, and International Relations Committee
- BEIS Energy Rates Relief Scheme Review Submission
- Call For Evidence: The Future of the UK's Creative Workforce
- Scotland: National Planning Policy Framework 4 Consultation Submission
- DCMS: Impact of the Omicron Variant and Plan B Guidelines on the Creative and Cultural Sector
- Additional Restrictions Grants: Responses to Government and Local Councils
- Presentations to APPG Music (England), CPG on Music (Scotland), Music Stakeholder Group (Wales)

MVT engaged with the following key stakeholders in 2022, ensuring GMVs are central to the music industry ecosystem:

- Founding member of LIVE (Live music Industry Venues & Entertainment)
- Venues Working Group (LIVE)
- Green Working Group (LIVE)
- Workforce Working Group (LIVE)
- Liverpool Music Board
- Greater Manchester Music Commission
- Sheffield Music Board
- Bristol Music Board
- Maintaining international relationships through Networking Activity (see page 26)

Numerous national press campaigns were undertaken by MVT, with campaigns such as GoLocal, HacktheVAT, Own Our Venues, Revive Live, and the Pipeline Investment Fund amongst the most successful.

MVT campaigned directly to the public using its social media platforms. When challenges arose, MVT responded with information, advice, and guidance for MVA members. MVT also cultivated more opportunities to secure venues and keep them informed about initiatives that secure their future. Investment from partners was sought, and MVT engaged with initiatives to improve the artist and audience live music experience.

CONNECTING WITH THE MUSIC COMMUNITY

REACH



**FACEBOOK REACH
OVER 2 MILLION**



**TWITTER IMPRESSIONS
OVER 4 MILLION**

GROWTH



37,861 > 72%



21,392 > 7%



18,317 > 18%



396 > 39,500%



373 > 5%



809 > 176%

RECOGNITION & REPRESENTATION

MVT's profile has grown significantly since 2020, within the music and creative industries, with governments, and with the public.

PRESS

Working with PR consultants, MVT continued to develop work with national, regional, and music industry press. Key publicity campaigns included:

LIVE PROJECTS – 211 pieces of press coverage reaching an estimated 6.9 million people

OWN OUR VENUES – 168 pieces of press coverage reaching an estimated 3.8 million people

PIPELINE INVESTMENT FUND – 36 pieces of coverage reaching an estimated 944,000 people

MUSIC INDUSTRY AWARD PARTNERSHIPS

In 2022, MVT was increasingly approached by award organisers who wished to become the charity's partner. These included:

NME AWARDS – official charity partner. Patrons, The Nova Twins, presented the Best New Act (UK) on MVT's behalf, won by Berwyn

MUSIC WEEK AWARDS – name partner for the Spirit Of The Scene award, created to emphasise that there is no best GMV, but we should celebrate those who typify the scene. Won by Hull Adelphi

KERRANG! AWARDS – name partners for the Best Live Act award, won by Twenty One Pilots

SOUND MUSIC AWARDS – invited to present the Music Venue of the Year award to The Jacaranda Club, Liverpool.

MUSIC INDUSTRY AWARDS

LIVE AWARDS – MVT & The National Lottery won the Best Brand Partnership category for The National Lottery's Revive Live project.

VENUESNOW IMPACT: INTERNATIONAL UK/EUROS

HONOUREES – MVT's COO was named as one of ten European live industry executives who moved business forward

IQ MAGAZINE'S NEW BOSSES – MVT's Venue Support Manager was named as one of 20 of the most promising 30-and-under in the international live music business

ILMC ARTHUR AWARDS – MVT's COO was nominated for the Industry Champion (Unsung Hero) award and MVT's Venue Support Manager for the Young Executive (Tomorrow's New Boss) award.

At Venues Day 2018, MVT invited UK music industry and key stakeholders in the grassroots circuit to unite behind a statement of intent to support a Pipeline Investment Fund to tackle the full range of challenges causing music venue closures. This included investment into modern and sustainable sound, lighting, and general building improvements to permanently reduce venue costs and increase profitability for GMVs. The fund was designed to provide a targeted opportunity for individuals, companies, and organisations across the music industry to get involved and provide direct and meaningful financial assistance.

In 2022, MVT chose to kickstart the fund, investing the ticket income from a variety of live music events either promoted or coordinated by MVT's Live Projects Team alongside a number of specific donations.

The application process was opened for applications on 18 October at Venues Day 2022, allowing for small-scale grant applications (up to £5,000) from UK-based GMVs to support two areas of work:

- Small-scale capital applications, including lights, sound, access, ventilation, and minor building alterations.
- Staff development & training, including diversifying your workforce, succession planning, skills development, and strengthening local community ties.

The application process was designed to be both rigorous and diligent whilst at the same time being quick and effective in providing funds to eligible venues, in line with MVT's charitable goals. The average application was assessed and awarded in 19 working days.

In 2022, a total of £107,181 was awarded to 26 venues, with a further 25 applications, totalling just over 84,000, still in the assessment stage.

ALEXANDER'S LIVE, CHESTER AWARDED £4,691.29 FOR NEW LIGHTING EQUIPMENT

"We often find many high-profile bands won't come to play shows here as we can't fulfil their lighting requirements, and we also often get feedback from customers that our events would be so much better if our lighting was up to scratch. We are still recovering from the effects of Covid and lockdowns, as well as the impact of the energy and cost-of-living crisis, so funds are very tight at the moment. Receiving the grant from Music Venue Trust's Pipeline Investment Fund has meant we are able to make these improvements. We are looking forward to being able to book more big-name acts, as well as creating a better atmosphere and more value for money for the customers. We are extremely grateful for this fund, as we could not see a way of completing the works for a very long time without it."

Jamie Northrop,
Venue Director

CHATS PALACE, LONDON AWARDED £1,627.20 FOR TWO MONITORS & TWO DI BOXES

"We had some problems with our monitors and knew that we could not provide the quality of sound that the artists and audience deserved. However, having come through the pandemic, we were then faced with rising costs and also the impact of the cost of living that our customers are feeling, and we just did not have the spare funds to replace the monitors. As a result, we lost our entire autumn music programming, which was devastating. Receiving the grant has been a huge morale boost for the whole team – we have been able to buy new monitors and are now busy booking artists for the new year."

Paula Van Hagen,
Venue Director

BACKSTAGE AT THE GREEN, KINROSS, SCOTLAND AWARDED £4,050.00 FOR A NEW SOUND DESK

"We had an old analogue desk that was no longer working properly and needed to replace it. However, due to the rise in energy costs and the cost-of-living increase, we have noticed a reduction in attendance on numerous gigs, so we have had to protect our cash flow and couldn't proceed with a new mixing desk. Being awarded the grant by Music Venue Trust has enabled us to improve the front-of-house sound and demonstrate our commitment to live music in Kinross and Scotland. It also helps college students who are familiar with digital desks but not analogue, gain valuable experience in a live music setting when shadowing our sound crew."

David Mundell,
Director of Mundell Music



6.4 OWN OUR VENUES

6 ACTIVITIES & ACHIEVEMENTS

In the 2014 *Understanding Small Venues* report, MVT's CEO, Mark Davyd, wrote, "We have a long-term plan to protect the live music network, which includes, where necessary, taking into charitable ownership freehold properties so they can be removed from commercial pressures and leased back to passionate music professionals to continue their operation." This long-term vision was reflected in the name Music Venue Trust, which was chosen because the charity aspired to be the National Trust of the grassroots music sector.

Freehold ownership was identified early on as a core strategic aim of the charity as the issue of who owns the buildings where live music happens underlies almost every challenge that GMVs have faced during the last 20 years. This includes gentrification, noise complaints, under investment, poor economic models, and an inability to plan for the future.

At Venues Day 2021, MVT announced Own Our Venues, with the intention of raising £3.5 million to buy the freeholds of nine pilot GMVs and rent them back to the current operators at a reduced rate whilst also making contributions towards their repairs and insurance. In May 2022, Music Venue Properties (MVP) – a Charitable Community Benefit Society set up by MVT – launched a community share offer to raise this £3.5 million.

OVER
£1 MILLION
RAISED

"Own Our Venues is a campaign I'm really passionate about getting behind. Small, independent venues are so, so important to the music community, and I've played some of my favourite gigs of my career in these rooms. We've got to do all we can to protect these beautiful venues that we've all come to love, for years to come"

ED SHEERAN

The share offer allows music fans and ethical investors to purchase community shares and become members of the Society. Community shares are withdrawable shares that cannot be sold, traded, or transferred between members, unlike shares in a typical company. All members are entitled to one vote – regardless of how many shares they hold. Members can be paid interest on their shares if the board believes it would be sensible to do so and can also withdraw their shareholding, along with any interest accrued, again subject to the approval of the board.

On 23 May 2022, MVT launched its community share offer with an announcement from The Glad Cafe on *BBC Breakfast*. The share offer subsequently received coverage from ITV, *NME*, *Rolling Stone*, *The Independent*, *The Evening Standard*, and STV. Most community share offers start off with their big investors on the board and spend weeks warming up their community before seeking press attention to market their campaign. In the case of MVP, MVT sought to capitalise on the press attention that the share offer had received to bring bigger investors from the music industry and government agencies to the negotiating table.

In 2022, over £1 million was raised from 350 investors. Contributions have come from well-known individuals and organisations such as Ed Sheeran, Sony, Steve Lamacq, Arts Council England, Help Musicians, Andy Burnham, Amazon, Frank Turner, Warner Music, AEG Presents, Phonographic Performance Limited (PPL), and many more. Equally importantly, they have come from members of the public, our music community.

The community share offer will be continuing into 2023.

MVT is committed to supporting MVA members to do what they do best: putting on live music. The Live Projects team unlocks much-needed investment directly into the GMV sector with its partnerships while making sure that brand and grant money that comes into the sector has a direct impact on the viability, sustainability, and resilience of GMVs.

In 2022, MVT's Live Projects supported GMVs using brand partnerships in two ways. Firstly, to take on the financial risk of touring for developing artists, so venues didn't have to, supporting both artists and venues to put on shows that otherwise wouldn't have happened. And secondly, coordinating and enabling underplays of well-known artists in small-capacity venues, building positive PR and further promoting trust.

Live Project partnerships also have a strong focus on taking shows to venues not often targeted by agents and promoters, showcasing unique venues off the beaten track across the UK.

MVT's Live Projects are an example of how the collaborative and engaged nature of the GMV network enables Music Venue Trust to make real positive change for the whole grassroots sector.

REVIVE LIVE IN PARTNERSHIP WITH THE NATIONAL LOTTERY

MVT's award-winning Revive Live partnership with The National Lottery began as the entertainment and hospitality sector emerged from the government's Covid-19 restrictions in July 2021. Since then, it has completed three successful campaigns.

For Revive Live 1 (July to September 2021), funds were spent underwriting artists' fees and paying venue costs to help enable live music to get back up and running after the government enforced Covid-19 closures. The initial project was assessed to be so successful that two further campaigns were commissioned in January 2022 and the summer of 2022, two traditionally quiet periods for GMVs.

Revive Live 2 & 3 saw venues being paid an accurate hire fee that reflected their full costs whilst continuing the practice of underwriting artist fees. MVT handled the ticketing for these events, the proceeds of which have enabled the introduction of the new Pipeline Investment Fund. This fund makes grants available to GMVs across the UK, creating a circle of investment from which every MVA member has the opportunity to benefit.

MVT SHOWCASES

The development of MVT's Live Projects team has also allowed MVT to have a meaningful presence at various industry events, such as The Great Escape, Wide Days, FOCUS Wales, the International Live Music Conference, and the International Festival Forum. MVT organised showcases of grassroots artists while raising the profile of GMVs across the UK. MVT's presence at these events aims to raise the GMV sector profile and make everyone aware of how integral they are to the wider live music ecosystem.

MOVE TO THE MUSIC IN PARTNERSHIP WITH FREE NOW

FREE NOW was the 2022 Mercury Music Prize sponsor, and as part of their partnership with the Mercury Prize, the brand was committed to working with and supporting GMVs as well as emerging talent by way of their partnership with MVT.

Move to the Music began in June 2022 and will continue into June 2023, targeting venues in London, Manchester, and Edinburgh, key cities FREE NOW operates in.

Over the three campaigns Revive Live has:

- Invested over **£3 million** into the grassroots sector; supporting artists, venues, and crew
- Enabled over **700 shows** in over **500 venues**
- Underwritten the fees of over **170 headline acts** with more than **200 supporting acts**

The campaign with FREE NOW in 2022 has so far:

- Invested over **£102,018** in supporting artists, venues, and crew
- Enabled over **35 shows** in over **30 venues**

6.6 NETWORKING ACTIVITY

6 ACTIVITIES & ACHIEVEMENTS

A key goal in creating MVT was to improve information sharing about GMVs and increase interaction between the people who run the nation's venues and their relevant stakeholders. Opportunities to talk about the GMV sector are vital, with music industry colleagues, other parts of the cultural sector, all layers of government, suppliers, academics, artists, and music fans. At the heart of MVT's work remains a commitment to enabling venues to talk with venues. There is a wealth of knowledge in the GMV sector and peer-to-peer information sharing remains a powerful tool, which MVT enables through meetings and online groups. The annual focus for this is MVT's national networking event Venues Day.

VENUES DAY 2022

The 8th edition of Venues Day was held on Tuesday, 18 October in Hackney Church (formerly known as St John-at-Hackney), London. With circa 600 delegates attending, the focus of the day was on building and developing networks. Conference-style activity was offered at the beginning and end of the day only, with the rest of the programme filled with a range of facilitated networking activities and skills sessions. Opportunities were created for meetings between venue reps and agents, promoters, funders, MVT Gurus, suppliers, and non-profit organisations who work in the sector.

Post-event evaluation showed a 95% participant satisfaction level of good or excellent and numerous comments about the value of feeling part of a movement/community. MVT's commitment to providing Venues Day as the largest gathering of people from the GMV sector in the world will continue in 2023, as will the offer of free tickets for MVA members and travel bursaries to enable venue reps to travel to London. For many, this is their one opportunity a year to meet people in person that they otherwise only communicate with via email or phone.



TEAM MVT OUT & ABOUT

MVT's main office is in London, but the team is spread across England and will have permanent members of staff in Scotland and Wales in 2023. As a UK charity, attending key events across the country is important. In 2022, members of the team attended and partnered with the following key music industry events:

- **International Live Music Conference (ILMC)**, London – MVT showcase – 27 April
- **FOCUS Wales**, Wrexham – MVT showcase – 5 May
- **The Great Escape**, Brighton – MVT drinks, brunch & showcases – 11–13 May
- **Wide Days**, Edinburgh – MVT reception & showcase – 19 May
- **International Festival Forum (IFF)**, London – MVT showcase – 29 September

Senior team members presented MVT's work on panels and presentations at:

- **M4Music**, Zurich (Switzerland)
- **Westminster Forum**, London
- **EEnlarge Europe** (for Hungary, Serbia, Slovenia, Romania – online)
- **Co-op Congress**, Birmingham
- **NIVA (National Independent Venues Association) Conference**, Cleveland (USA)
- **Stadt NachAcht**, Dortmund (Germany)
- **Live at Heart South East Conference**, Kalmar (Sweden)
- **Un-Convention**, Manchester
- **HP Symposium on Music Education**, London
- **Music Policy Forum**, Washington DC (USA)

VENUE VISITS

Team MVT regularly visits GMVs across the UK, and their meetings, drop-ins, and gigs are logged. MVT's CEO spent a week in February 2022 touring 31 venues in the north of England, seeing 33 artists and seven shows. MVT's Venue Support Manager embarked on a programme of venue meetings, sitting down with operators to talk over their current concerns. In November, she went out on the road, visiting 33 venues in the north of England and the Midlands. A further two team members utilised a trip to Belfast for the Northern Ireland Music Prize to catch up with eight venues.

Across the year, MVT team members set foot in 181 of our member venues, from Aberdeen to Exeter.



7

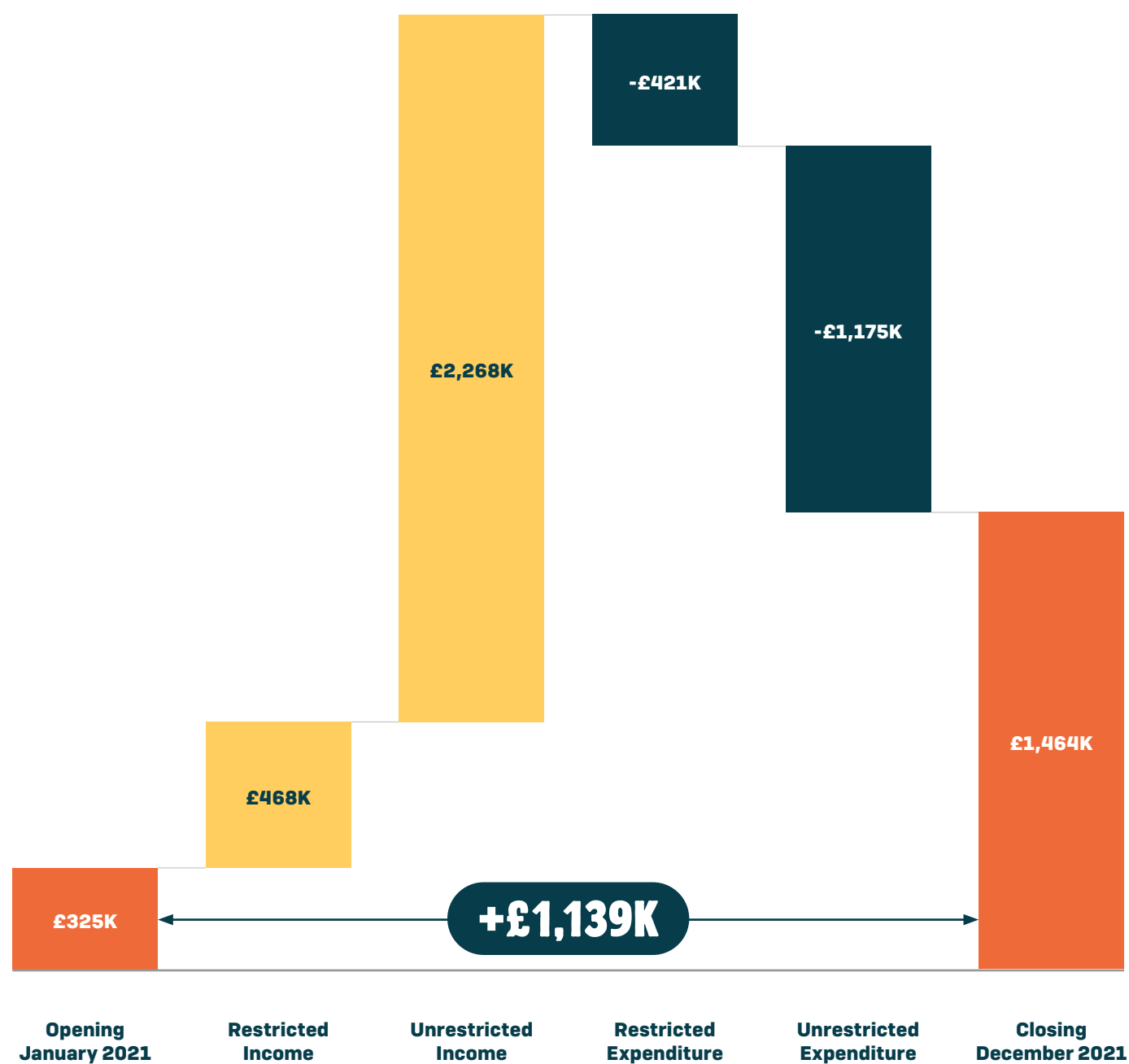
FINANCIAL
REVIEW 2021

- Income for MVT for FY 2021 was £2,735,218, which is £1,000,630 higher than the previous financial year
- Total resources expended in the 2021 FY were £176,858 higher than the year prior but is reflective of the increased level of charitable activities
- Closing balances for FY 2021 were up by £1,139,328 or 351%



	Unrestricted funds 2021	Restricted funds 2021	Total 2021	Unrestricted funds 2020	Restricted funds 2020	Total 2020
Income from	£	£	£	£	£	£
Charitable activities	2,667,718	467,500	2,735,218	997,657	736,931	1,734,588
Expenditure on						
Charitable activities	1,134,954	344,991	1,479,945	454,881	162,123	617,004
Grants / bursaries	40,345	75,600	115,954	285,768	516,260	802,028
Total resourced expended	1,175,299	420,951	1,595,890	740,649	678,383	1,419,032
Net income for the year / net movement in funds	1,092,419	46,909	1,139,328	257,008	58,548	315,556
Opening fund balances at 01 January FY	266,123	58,548	324,671	9,115	-	9,115
Closing balance at 31 December FY	1,358,542	105,457	1,463,999	266,123	58,548	324,671

SUMMARY OF REVENUE & EXPENSE CATEGORISATION





THANK YOU

Music Venue Trust's work would not be possible without the generosity of many people. The charity is grateful for every donation made, every sponsored activity organised, every article written, and each share on social media that helps raise awareness of the GMV sector and the work that MVT does to protect, secure, and improve them. The following groups deserve a special mention (listed alphabetically). With thanks also to those who wish to remain anonymous.

SIGNIFICANT CONTRIBUTIONS TO OWN OUR VENUES

Own Our Venues was designed as a community share offer but the following generously made contributions to the project:

Amazon Music
Ed Sheeran
Frank Turner
Help Musicians
Jim Marshall Charitable Trust
PPL
Sony Music UK & Ireland
Warner Music

FINANCIAL SUPPORT

MAJOR SUPPORTERS – PROJECT FUNDING

FREE NOW
Greater London Authority
Hearby
The National Lottery
Ticketmaster
Vatom
Vuse

SIGNIFICANT DONATIONS IN 2022 (MVT)

A&R Awards
Black Rabbit Productions
Bleed From Within
Bruce Fisher
David Clarke
Biffy Clyro
Foo Fighters
Gigantic
Howard Rickards
Kusuma Trust
Nambucca
Pam Greenfield
Rega Research Ltd

REGULAR DONORS

Ether Tickets
Fightback Lager
Fred Perry
Gigtix
Manchester Academy
Orchard Live
Strings & Things Ltd
The O2
TicketPort

MUSIC VENUES ALLIANCE MEMBERS

To the 335 venues who made the transition to the paid membership model in 2022.

MVT PATRONS

As powerful advocates for the value of GMVs, MVT patrons support and promote the charity's work.

ARTIST PATRONS

Adwaith, Andy Dunlop (Travis), Be Charlotte, Benin City, Bernard Butler, Billy Bragg, Bob Vylan, Bradley Zero, Bright Light Bright Light, Catherine Anne Davies (The Anchoress), Charlotte Hatherley, Daniel Avery, David Gedge (The Wedding Present), Ed Harcourt, Elbow, Ellie Rowsell (Wolf Alice), Enter Shikari, Ferris & Sylvester, Fickle Friends, Frank Carter & The Rattlesnakes, Frank Turner, Glass Animals, HAAi, Holding Absence, Honeyblood, James and the Cold Gun, James Bay, Jeremy Pritchard (Everything Everything), Joe Talbot (IDLES), John Robb (The Membranes, Louder Than War), Kapil Seshasayee, Kathryn Williams, Kawala, Kerri Watt, KT Tunstall, Lady Nade, Luke La Volpe, Madness, Michele Stodart, Moxie, Mr. Scruff, Muncie Girls, Neil Hannon (The Divine Comedy), NIMMO, Nova Twins, Oh Wonder, Paul McCartney, Public Service Broadcasting, Ren Harvieu, REWS, Rhoda Dakar, Roachford, Sam Duckworth (Get Cape. Wear Cape. Fly), Savages, ShaoDow, Skindred, Soft Play (previously known as Slaves), Sound of the Sirens, Steven Wilson, The Jellyman's Daughter, The Pearl Harts, The Wombats, Tim Burgess.

BROADCASTER PATRONS

Abbie McCarthy (BBC Introducing Kent), Bethan Elfyn (BBC Radio Wales), Eddy Temple-Morris (Virgin Radio), Gemma Bradley (BBC Radio 1), Phil Taggart (BBC Radio Ulster), Sarah Gosling (Radio X), Steve Lamacq (BBC Radio 6Music), Vic Galloway (BBC Radio Scotland/6Music).

INDUSTRY PATRONS

Ace Trump (Siren Artist Management Inc.), Alex Bruford (ATC Live), Angus Baskerville (Pure Represents), Barry Dickens (ITB), Bengi Ünsal (Institute of Contemporary Art), Emma Davis (One Fiinix), Geoff Meall (Paradigm), George Akins (DHP Family), Jane Beese (Manchester International Festival), Jason Iley MBE (Sony Music), Natasha Gregory (Mother Artists), Paul Buck (Paradigm), Ross Warnock (United Talent), Scott Thomas (X-ray Touring), Steve Zapp (ITB), Tre Stead (Tour Manager).

POLITICAL PATRONS

Amelia Womack (Deputy Leader of Green Party), Kerry McCarthy (Labour MP), Lord Tim Clement-Jones CBE (Lib Dem Peer), Nigel Adams (Conservative MP).

TRUSTEES

Team MVT is guided by a voluntary board of trustees:

Bonita McKinney (Co-chair), Chris Prosser, Jason Dormon, Jeremy Pritchard, Lohan Presencer, Phyllis Belezos (Co-chair), Sarah Clover, Sarah Thirtle, Scott Taylforth (Treasurer), Simon Hilton.

GURUS

MVT's Emergency Response Service is grateful for the pro bono support of experts who offer their services as gurus on key subjects:

Adam Pearson (Energy), Alistair Duncan (Tax), Ben Dymock (Acoustics), Charlotte O'Mara (Music & Entertainment Law), Chris Hoskin (Legal), Craig Page (Architect), Dan Ailion (Landlord & Tenant/Real Estate Law), Dan Potter (Energy), David Butler (Insolvency), David Campbell (Employment/HR), Ed Jolleys (Food/Beverage), Ella van der Klugt (Planning), Jon Fox (Planning & Noise), Joshua Finesilver (Risk Assessment/Health & Safety/Licensing), Kris Mitra (Town Planning), Laura Marsden (Music & Entertainment Law), Lee Peters (Insurance), Louise Aikman (PRS/Dispute Resolution), Martin Friend (Planning), Matt Barnwell (Operations & Profitability), Matthew Dawson (Energy), Niall Forde (Licensing), Nick Wright (Business Rates), Nicolas McBride (Licensing/Property), Peter Conisbee (Energy), Peter Lapthorn (Business Advice), Peter Singfield (Planning/Legal), Richard Vivian (Acoustics), Sean Keenan (Entertainment Law), Simon Ricketts (Planning Law), Stephen Kempner (Legal), Steve Trigg (Finance), Steven Swift (Insurance), Stuart Langer (Planning), Tim Taylor (Planning/Legal), Toby Lewis (Acoustics).

GRASSROOTS MUSIC VENUE (GMV) DEFINITION

This definition is the one contained in the Mayor of London's Music Venues Rescue Plan (October 2015) and agreed at Venues Day in October 2015 by leading figures from within the music industry and from government.

The definition is being used by Arts Council England and the Department for Digital, Culture, Media and Sport in discussions surrounding the future of music venues. It is based upon extensive audits and surveys of UK music venues and is comparable to the EU-wide definition of similar music venues implemented by Live DMA in more than a dozen European countries.

The definition of Grassroots Music Venues contained on this page comprises the only widely accepted measures and parameters for describing dedicated music venues, and its creation in 2015 was welcomed by the Culture Minister Ed Vaizey and the head of the BPI Geoff Taylor. We are not aware of any other definition of this sector.

DEFINING GMVS – CULTURAL & SOCIAL ROLE

We define the cultural and social importance of a GMV by testing its reputation, role, and activity against six criteria:

- 1. Elephant test.** Musicians and audiences in the town/ borough/city think that it is a GMV.
- 2. Focus on cultural activity as its main purpose and its outcomes.** The venue's raison d'être is the music it programmes.
- 3. It is a music business run by music experts.** An organisational focus on music. Other ancillary services (alcohol, food, merchandise) subsidiary or dependent upon music activity.
- 4. It takes risks with its cultural programme and that risk taking is the ignition system of the engine that is the UK music industry.** Programmes artists that deserve audiences with no expectation of direct financial reward; as a result of this loss-making activity, significant economic returns become available to the UK music industry.
- 5. A beacon of music and key generator of night-time economic activity.** The presence of a GMV (or GMVs) provides a central beacon of music activity that inspires towns/boroughs/cities to be musical, and the absence of one causes a dearth of music activity. By programming and reputation, GMVs attract audiences who add significant value to other aspects of the night-time economy (restaurants, pubs, bars, clubs, transport).
- 6. Plays nicely with others.** Occupies an important role within its local community and is open to further networking.

A GMV displays some or all of these characteristics, dependent upon factors such as location, economic climate, and seasonal variations.

DEFINING GMVS – ECONOMIC ACTIVITY

We use capacity, activity, employment, and financial return to seek to categorise GMVs in three bands:

SMALL GMV:

- less than 350 capacity
- over 144 live music events per year, providing opportunities for more than 180 micro-businesses (bands)
- entry-level musicians, some limited activity in established acts
- 3 to 10 direct FTE jobs (programming, lighting, sound, bar, security etc)
- significant number of unpaid roles/volunteers
- high running-cost-to-capacity ratio
- little if any profit potential

MEDIUM GMV:

- 351 to 650 capacity
- over 96 live music events per year, providing opportunities for more than 144 micro-businesses (bands)
- mix of new and established acts
- 5 to 15 direct FTE jobs (programming, lighting, sound, bar, security etc)
- some unpaid roles/volunteers
- medium to high running-cost-to-capacity ratio
- propensity to programme non-live music (such as club nights) to support live music programme
- limited potential for profit

LARGE GMV:

- 651-plus capacity
- over 72 live music events per year, providing opportunities for more than 108 micro-businesses (bands)
- programme of mainly established acts
- 10 to 20 direct FTE jobs (programming, lighting, sound, bar, security etc)
- internships and apprenticeships
- may be profitable dependent upon external factors (location, additional uses, ownership)

These bands and activities are flexible. Final definition of a GMV within these bands should include variable factors such as location, economic climate, competition, or programming.

DEFINING GMVS – AMENITIES & INFRASTRUCTURE

1. **Has a fixed or temporary stage or as a minimum an area defined as a stage and exhibits at least one other structural hallmark conducive to live music, such as:** Defined audience space, sound booth, ticket hatch, soundproofing, room adapted to enhance acoustics, stage-facing or elevated seating, dressing room, photo pit, external poster frames for advertising gigs, overnight band accommodation.
2. **Possesses a mixing desk, PA system, and at least one other piece of equipment to facilitate live music, such as:** Stage monitors, lighting rig, drum kit, backline, stage microphones, stage box & snake, spare instruments, instrument consumables, signal processors, recording rig, smoke machine.
3. **Employs or otherwise utilises at least two of the following (they may be the same person):** Sound engineer, booker, promoter, cashier, stage manager, security personnel.
4. **Applies a cover charge to some live music performances and incorporates promotion within its activities, such as:** Publishes printed or electronic gig listings; issues printed tickets; utilises on-line ticketing; produces displays and distributes posters; advertises gigs involving original music via local media.

GRASSROOTS MUSIC PUB (GMP) DEFINITION

The purpose of the definition of a GMP is to identify other spaces that also contribute to the cultural offer of live music in our towns and cities but which may lack the full facilities or cultural programming of a GMV.

Identifying pubs that host grassroots live music is important to the work of MVT as these spaces make a significant contribution to the talent pipeline, honing musicians' skills, providing employment, and, in many locations, delivering access to live music in the absence of, or in addition to, a specifically designated GMV.

DEFINING GMP – CULTURAL & SOCIAL ROLE

MVT defines a GMP by testing its reputation, role, and activity against the following six criteria:

- 1. Elephant test.** Musicians and audiences in the town/ borough/city believe that the pub plays an important role in the local grassroots music scene.
- 2. Live music reputation.** A GMP promotes itself as a live music location.
- 3. Identified live music champion.** A GMP has an identified member of staff (or local volunteer) with responsibility for its diary of events who books, promotes, and supports live music.
- 4. Strong live music programme that supports new talent.** A GMP offers multiple opportunities to experience a range of live music, including at least 24 events per year at which artists performing music they have written themselves are showcased – the nurturing of talent being an essential function of the grassroots live music scene.
- 5. Dedicated live music space.** A GMP offers a dedicated space for musicians to perform in and supporting services and facilities that enable them to perform.
- 6. Plays nicely with others.** Occupies an important role within its local community and is open to further networking.

A GMP displays some or all of these characteristics, dependent upon factors such as location, economic climate, and seasonal variations.

GRASSROOTS MUSIC & ARTS SPACE (GMAS) DEFINITION

The purpose of the definition of a GMAS is to identify other spaces that also contribute to the cultural offer of live music in our towns and cities but which may lack the music-focused cultural programming of a GMV.

Identifying multi-use arts spaces that host grassroots live music is important to the work of MVT as these spaces make a significant contribution to the talent pipeline, honing musicians' skills, providing employment, and, in many locations, delivering access to live music in the absence of, or in addition to, a specifically designated GMV.

DEFINING GMAS – CULTURAL & SOCIAL ROLE

We define the cultural and social importance of a GMAS by testing its reputation, role, and activity against six criteria:

- 1. Elephant test.** Musicians and audiences in the town/ borough/city believe that the space plays an important role in the local grassroots music scene.
- 2. Music is a consistently featured element within a vibrant cultural programme.** A GMAS has a broad programme of cultural activity including elements such as theatre, dance, exhibitions, and comedy, which includes a substantial and consistent element of live music.
- 3. Identified live music champion.** A GMAS has one or more identified members of staff with responsibility for its diary of events who, within that role, are designated as the person who books, promotes, and supports live music.
- 4. Strong live music programme that supports new talent.** A GMAS offers multiple opportunities to experience a range of live music, including at least 36 events per year at which artists performing music they have written themselves are showcased. A GMAS programmes artists that deserve audiences with no expectation of direct financial reward; as a result of this loss-making activity, significant economic returns become available to the UK music industry.
- 5. A beacon of music and key generator of night-time economic activity.** The presence of a GMAS provides a beacon of music activity that contributes to the musicality of towns/boroughs/cities. By programming and reputation, GMASs attract audiences who add significant value to other aspects of the night-time economy (restaurants, pubs, bars, clubs, transport).
- 6. Plays nicely with others.** Occupies an important role within its local community and is open to further networking.

A GMAS displays some or all of these characteristics, dependent upon factors such as location, economic climate, and seasonal variations.

ANNUAL REPORT 2022

Music Venue Trust is a UK registered charity which acts to protect, secure, and improve the UK's grassroots music venue circuit.

musicvenuetrust.com

0203 9308279

info@musicvenuetrust.com (general enquiries)

Music Venue Trust
Studio 215
Mare Street Studios
203-213 Mare Street
London E8 3LY

The Core Team is supported by a range of consultants and our trustees.
Visit musicvenuetrust.com/team/ for details

Music Venue Trust is a charity registered with the Charity Commission of England and Wales, registration number: **1159846**

Music Venue Trust (Scotland) is a charity registered with the Office of the Scottish Charity Regulator, charity number: **SC052001**



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