

PRESS RELEASE:

Music Venue Trust creates Music Venues Alliance: "Championing the Grassroots"



Music Venue Trust is delighted to formally announce the launch of the **Music Venues Alliance**, an association of venues and organisations that have united behind the work of the Trust to engage with the industry, the cultural sector, and politicians to take actions that protect, secure and improve the UK's music venue network.

Emerging from **Venues Day 2014**, the Music Venues Alliance is the first significant response to the recent ICMP summary report "**Understanding Small Venues**", which painted a picture of a UK live music venue

circuit that is in a perilous and precarious state, facing an uncertain future at real risk despite the passion of the people involved in it.

Members of the Alliance have united behind the work of the Music Venue Trust to enable the Charity to speak up on their behalf, discussing and airing those challenges with live music industry colleagues and the cultural sector, and seeking ways to work together to tackle a range of issues so we not only maintain and preserve this circuit but actively start to improve it.

On behalf of the Music Venues Alliance, Music Venue Trust has already been invited to be part of the **UK Live Music Group** and to play a lead role in the **Mayor of London's Taskforce on Live Music**. The Trust has taken up issues raised at Venues Day with **PRS**, and is working with MPs to identify **tax and investment opportunities that will directly improve the venues** through a series of projects. The Trust will be making a major announcement about the future of the grassroots circuit at the **International Live Music Conference in London on Friday 6 March**, and will follow this with the launch of their **full report on "Understanding Small Venues" in Parliament on Monday 9 March**.

The UK is, quite literally, a music world leader, punching vastly above its weight in terms of the impact our artists and musicians make across the globe. A huge proportion of the music we export, which generates thousands of jobs, develops the artistic careers of our best writers and musicians, and is such an important part of the UK's standing on the international cultural stage, starts in a small venue. This is the grassroots of our industry, the research and development department of our major international music industry partners.

Over 80 venues are already represented within the Alliance, alongside live music agencies, campaign groups, and cultural organisations. Membership is open to any UK venue that wishes to join the campaign, and the Alliance welcomes applications from industry bodies and professional organisations that want to add their voices to support this vital part of the sector. You can contact the Alliance at musicvenuetrust@gmail.com

**About Music Venue Trust:**

Music Venue Trust, founded in 2014, is a registered charity that seeks to preserve, secure and improve the UK's network of small to medium scale, mostly independently run, music venues. We have a long term plan to protect that 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.

Resources:***Report:***

Understanding Small Music Venues: An Interim Findings Report can be read online or downloaded from this link:

<https://www.scribd.com/doc/253772403/Understanding-Small-Music-Venues>

The report is in the public domain, please credit Music Venue Trust/Institute of Contemporary Music Performance

Photos:

Photos from Venues Days 2014 to accompany this press release are available to download from:

<https://www.flickr.com/photos/130561051@N04/sets/>

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