



## Engineering a Music Industry • 3-5 August 2017 • Hull

Dear Partner,

We are excited to announce Hull's first music industry conference 53° North organised by by The **Warren Youth Project** and **Warren Records** delivered in partnership with **Hull City Of Culture 2017**. 53° North is a new music industry conference that will take place on August 3rd and 4th 2017 at **Hull Truck Theatre** and **The Albemarle Music Centre** leading into Hull's grassroots unsigned music festival **Humber Street Sesh** on Saturday 5th. The **Humber Street Sesh** attracts around 30,000 people and has become one of the countries most vibrant and diverse underground music festivals platforming exiting new music from Hull and the UK (see [here](#)).

We will bring together panels of local and national industry to open up discussion around what it means to be part of the music industry in 2017 and offer an opportunity to watch some of the most exciting artists around at the moment. Hull has a rich history of underground DIY music, which has built a thriving community in our city, and now it's time to create links with the rest of the world to empower our artists and music workers to look at how they can build and sustain careers on their own terms. We will be talking about self-promotion, releasing, royalty extraction, artist branding, recording, equality, mental health and much more as well as looking at careers behind the artist. Hull has been developing a thriving underground music scene and we're inviting you to take a look inside.

The event will consist of engaging panels, speed-dating, one-to-one advice, networking, live performances and more. It will be an opportunity for music industry professionals to meet Hull creatives, network within the industry and see one of the countries biggest grassroots music showcase festivals.

If you would like to attend the event as a delegate or feel you can offer anything in partnership, we would love to hear from you. Feel free to contact me on the details below.

We hope to hear from you soon

Stewart Baxter

A handwritten signature in black ink, appearing to read "Stewart Baxter".

**Arts Development Manager**

Warren Records / The Warren Youth Project

E: [stewart@thewarren.org](mailto:stewart@thewarren.org) | T: 01482 218115 | M: 07896688215



**Partners so far include:**

*Warren Records*  
*AOO Studios*  
*HPSS*  
*Hull City Of Culture 2017*  
*PRS Foundation*  
*UK Music*  
*Musicians Union*  
*The Sesh*  
*Independent Venue Week*  
*DMF Digital*  
*Un-Convention*  
*Focus Wales*  
*Help Musicians UK*  
*Humber Street Sesh*  
*Sentric Music Publishing*

**With guests such as:**

Andy Smith – Kendall Calling  
Ellie Giles – Various Artists Mgmt  
Jeff Thompson – Un-convention / Off-Axis  
Dom Kerley – Label Worx  
Sybil Bell – Independent Venue Week  
Ali Hubbard – Tour manager / HSS Production  
Frank Wilkes – DMF Digital / Ayla Records  
Vanessa Reed – PRS Foundation  
Alan Raw – BBC Introducing Presenter  
Katy Noone – BBC Introducing Producer  
Matt Wantsall – Musicians Union  
Dom Smith – Creative Condition  
Naomi Belshaw – PRS Foundation  
Oliver Morris – UK Music

---

## THE VENUES

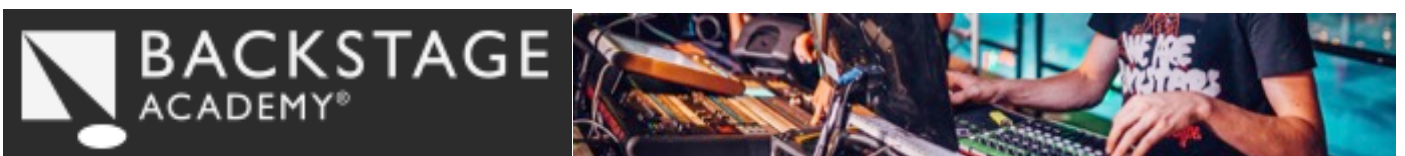
### THE ALBEMARLE – ‘Engineering An Industry’



The Albemarle Music Centre will host the ‘Production Hub’ aspect of the conference. It’s large auditorium will transform into a hive of live music and events companies who will exhibit, demonstrate and engage people in the careers and services behind the artist. Curated by HPSS, this side of the conference will be an opportunity for young people and those interested in a career in the production element of live music to meet some of the UK’s biggest companies and get hands on with some of the latest equipment.

The artists can see how a professional presentation via sound lighting and technical knowledge can improve their performance overall. For those who do not want to be performers we will show aspects of careers that are available to them in the industry - Stage Management, Sound Engineer, Rigger and more. Guests so far include

**There will be audio, lighting and live production interactive demo’s from:**



**BACKSTAGE ACADEMY - <http://www.backstage-academy.co.uk>**

Backstage Academy provides the best possible training for the flourishing live events industry with fantastic industry links and access to production facilities for teaching and learning. Our graduates

have gone on to gain employment with the Jay Z world tour, the Winter Olympics, the Mumford & Sons tour, the Glastonbury site office, Leeds Festival, LS-Live, Alton Towers, Well Pleased Events and Genesis Theatre.

---



**SHURE MASTERCLASS** - <https://www.shure.co.uk/>

In most applications – be it live performance or studio recording – your microphone is the first piece of equipment in the signal chain. Anything that happens from this point forward is affected by your selection and placement at this vital moment – and therefore, a solid understanding of microphone principles is imperative to any professional audio engineer.

Wired Mastered is a half-day seminar aimed at professional audio engineers and production professionals. Attendees will learn the history behind modern microphones, the fundamental science behind them, and how to apply best-practice across a wide range of applications.

---

**PLUS Q&A'S, WORKSHOPS, EXHIBITS AND MORE FROM**



---

## HULL TRUCK THEATRE – ‘Success Is Sustainability’ – Surviving as a DIY musician



Situated next to The Albemarle Hull Truck is a pioneering theatre space with a unique, powerful, contemporary Northern Voice, locally rooted and national in reach, inspiring artists, exciting audiences and supporting communities to reach their greatest potential.

Hull Truck Theatre will host the panel focused conference seating up to 400 people in it's main auditorium alongside music exhibitors, one-to-one advice and live music throughout its two foyer areas.



We will host 2 days of industry panels, Q&A's, one-to-one meets and speed dating where attendees will have an opportunity to listen and interact with some of the industry's key figures in radio, press, management, publishing, production and more. Panels will include and be chaired by such organisations as:



**PRS**  
Foundation



Musicians'  
Union  
**MU**



**CONVENTION**

**DMF**  
DIGITAL



CAN  
YOU  
CIC  
IT?

LOVE  
MUSIC  
HELP  
MUSICIANS<sup>UK</sup>

**LabelWORX**  
DIGITAL LABEL SERVICES

**PLUS LOADS MORE TBC**

---

**PRS FOUNDATION** – PRSF are curating three panels under the umbrella of *'Investment and support for talent development'* Vanessa Reed and Naomi Belshaw will chair these panels:

- **Diversity (Chaired by Vanessa Reed chief exec)** - following on from the great womens music projects we have done and our general want to always encourage diverse curators.
- **Talent development/DIY/making yourself investment ready** - To include PRSF / Momentum rep, maybe local example LIFE, who have all been supported through PRSF.
- **International Showcase** - to include rep of International Showcase Fund (Bhav) Ming City Rockers, British Underground or MU on visas and other considerations.

The foundation will be a key partner in delivering and networking contacts for

---

**Frank Wilkes (DMF Digital / Alya Records) – Success is Sustainability**  
*Bringing together a panel including guests to look at how artists can look at their business and sustain a career – No need to be Adele.*

**Erik Nielsen** is available to speak about his experiences, digital marketing and fan relationships, direct-to-fan and artist-focused business models, as well as share insights about a future of the music industry many overlook. Previous appearances include BBC Radio 5 Live, In The City, The Great Escape, London Connected, London City Showcase, events for the Association of

Independent Music (AIM), the Music Manager's Forum (MMF), Music Ally, Tech Crunch, and the British Council.

---

### **Matt Wanstall (Musicians Union) – Mind Your Own Business**

One MU official present on 3<sup>rd</sup> and 4<sup>th</sup> August in order to:

- Participate in industry panels, moderating if necessary.
- Deliver one to one, drop in, or roundtable advice sessions if applicable.
- Deliver workshop/learning session if the subject area is one we have prepared/is easily prepared.

Generally discussing pretty much any aspect of working as a musician – fees, self-employment, touring, recording, self-release etc.

This would be provided free of charge with the MU covering all costs related to travel and subsistence. MU literature will be available during the course of the event. In relation to an 'in kind' valuation this would be around £600.

In addition they can potentially provide an MU themed panel where they organise and bring in panellists. They would often pay a fee as well as covering costs negotiated in respect of 'reach' (as they have to weigh up the benefits in terms of promoting membership) and additional benefits such as adverts etc.

---

**THREE MINUTE HEROES** - Following our successful TMH Music and Mental Health project we would be keen to run a panel around this subject bringing some interesting speakers and guests who resonate with the topic. We have had discussions with Help Musicians and have links with artists who are open about how its effected them. We can also discuss the topics of education and being creative in the classroom at a young age.

---

## **EXAMPLE SCHEDULE OVER LEAF**

# THURSDAY 3RD AUGUST 2017

INTERACTIVE SESSIONS:

HULL TRUCK THEATRE, FERENSWAY, HULL

53°  
NORTH

## 10:00 BREAKFAST NETWORKING

## 11:00 SUCCESS IS SUSTAINABILITY



Jeff Thompson  
Off-Axis / Un-Convention



Sybil Bell  
Independent  
Venue Week



Mez Green  
Musician  
LIFE



Mez Green  
Musician  
LIFE



Pat Pretorius  
A00 Studio  
The Talks

## 12:00 NETWORKING / CLINIC

## 12:00 SHOWCASE: EMBRS

## 12:30 WOMEN IN MUSIC



Vanessa Reed  
PRS Foundation  
Director



Sybil Bell  
Independent  
Venue Week



Eliza Shaddad  
Artist



Suzanne Bull  
Attitude Is Everything



Claire Courtney  
Earth Agency



## 13:30 NETWORKING / CLINIC

## 13:30 SHOWCASE: CHIEDU ORAKA

## 14:00 MEET THE MANAGERS



Ellie Giles  
Various Artists  
Management



Angus Blue  
Riverman  
Management



Erik Nielsen  
Rocket Management



## 15:00 NETWORKING / CLINIC

## 15:00 SHOWCASE: KATIE SPENCER

## 15:30 FUNDING FORUM



Matt Wantsall  
Musicians  
Union



Naomi Belshaw  
PRS Foundation



## 15:30 SPEED-DATING

### UPSTAIRS FOYER

Your chance to have a one-to-one with 12 industry professionals who work within many aspects of the industry. Do your homework and come prepared!!  
PRE-BOOKED ONLY

## 16:30 NETWORKING / CLINIC

## 16:30 SHOWCASE: JACK CONMAN

## 16:30 KEYNOTE



## JARVIS COCKER

IN CONVERSATION  
JOHN ROB

SOME INFO TBC / SUBJECT TO CHANGE



# BUDGET TO DATE

## 53 DEGREES NORTH MUSIC INDUSTRY CONFERENCE - BUDGET

DESCRIPTION	AMOUNT	IN-KIND
Hull Truck Main Theatre Booking @ £1600 + Vat per day (£1920) Includes: Set up and breakdown of the foyer area/s Hire and use of front of house PA, speakers and mic. Set up and breakdown of the Main Theatre with exclusive use 8.30am – 6pm. Hire of large projector, screen, lectern, mic in Main Theatre. A dedicated technician throughout the event Full front of house staffing (to include three ushers, café bar staff, 1 FOH manager minimum)	3,840.00	
Albemarle Venue Hire Includes: Main performance hall - To be used for 'Production Playground' Breakout rooms for workshops / meets	TBC	1,440.00
HPSS - Sound / Av for Albermarle	1,900.00	2,000.00
Marketing Campaign support - ad's / social media campaign	3,000.00	
Website Build	2,000.00	
Print, banners and merchandising	4,000.00	
Video / Photography and Editing	1,000.00	
Management costs	6,000.00	2,000.00
Small performance Engineer	200.00	
Performer costs	400.00	
Speaker costs - inc Hotel, Travel, food	9,000.00	
Speaker welcome / networking - Thursday night	1,000.00	
Speaker networking breakfast - Saturday morning	1,000.00	
Business Development Consultancy *	6,160.00	
Database Development *		5,000.00
Musicians Union - Panel, Workshop, one-to-one support		1,000.00
UK Music - Panel		500.00
PRS Foundation - Panel & Staff support / costs		1,000.00
Adelphi Showcase Events - Thurs / Fri	500.00	
Polar Bear Showcase Events - Thurs / Fri		500.00
Backstage Academy		5,000.00
UK Rigging		3,000.00
Andy Lenthall - The Production Services Association		2,500.00
	<b>SUB-TOTAL</b>	<b>£40,000.00</b>
	<b>TOTAL</b>	<b>£63,940.00</b>

\* Monies designated for Business Development Consultancy are intended for development of a sustainable model for subsequent 53deg North Conferences. This may be carried out in-house or with the contracted support of a consultant (more likely both).

\* Monies designated for Database development are specifically to explore both audience development and the building of an industry database (musicians, venues, audiences, suppliers etc); it's marketability as a tool for revenue generation to enhance sustainability and the associated technologies required.