

## **LONDON'S UNESCO CITY OF MUSIC ACTION PLAN 2021-2025**

November 8, 2021, London was recognized as Canada's first UNESCO City of Music and joined the largest cultural network on the planet, the UNESCO Creative Cities Network.

Launched in 2004, the UNESCO Creative Cities Network (UCCN) aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects.

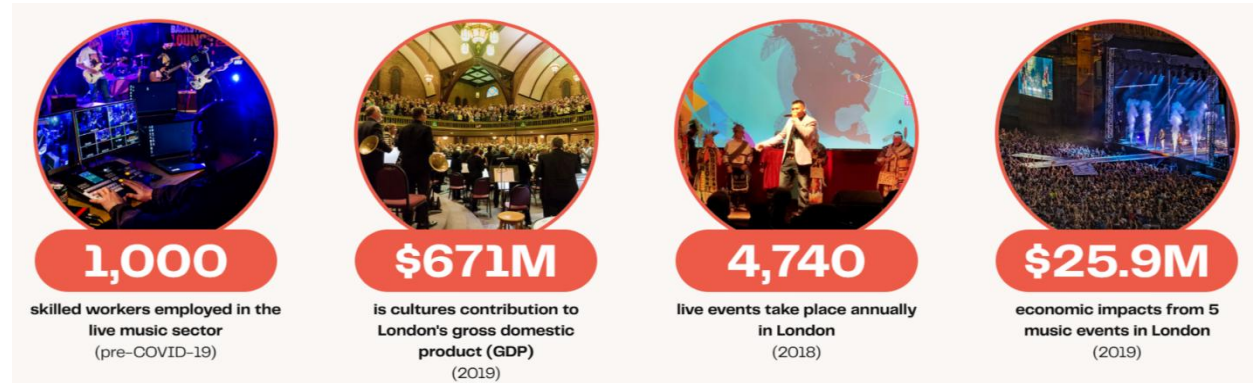
By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. The Network further commits to supporting the United Nations frameworks, particularly the 2030 Agenda for Sustainable Development. The UNESCO Creative Cities Network covers eight creative fields: Architecture, Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music.



As outlined on the map above, there are currently 84 UNESCO Cities of Music.

The UNESCO Creative Cities Network (UCCN) strives to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.

**WHY LONDON?** London has deep roots in the creative field of music and continues working towards improving and growing the sector.



### Hub for Music Education, Production and Engineering

London's distinct advantage is being a music education and production hub with three internationally recognized post-secondary schools. London continues to develop world-renowned, award-winning talent including artists, songwriters, producers and engineers through Western University, Fanshawe College and Ontario Institute of Audio Recording Technology (OIART). London is also recognized for developing talent that goes on to win Oscars, JUNOS, Polaris Prizes and Emmys. Distinguished scholars, composers, administrators, teachers and performers educate London's 1,024 post-secondary music students.

Music education isn't just found at the post-secondary level. Local organizations aim to reduce participation barriers and promote inclusive music education and an inclusive community. Local organizations offer accessible programming to youth through formal music lessons, mentorship opportunities, use of recording facilities, audio engineering programs, music instrument lending libraries, performance opportunities and unique bursary programs to help students achieve academic success. London's music community also recognizes excellence through a dedicated local [music hall of fame](#) and [regional awards show](#).

### Leading Music Event City

London has proven itself on the Canadian stage, hosting large nationally significant events such as the Canadian Country Music Awards in 2016 and 2021 as well as the JUNOS in 2019. London is gaining international attention as a leading Music City with hundreds of

thousands attending festivals, large events, concert and community performances annually. Local partners have also elevated London's name on the international stage through unique programming offerings, collaborative partnerships and artist exchange programs using London as a landing pad for the international music community.

### **Established Music Strategy**

Having an established London Music Strategy provided the foundation needed to pursue the UNESCO City of Music designation. The Strategy was developed through multiple years of consultation with local stakeholders including the 25-member Music Task Force. The London Arts Council, Culture Services and Economic Partnerships supported the Music Task Force in their development of London's Music Strategy and advocated to City Council for its adoption to benefit London's music sector.

Being designated as a UNESCO City of Music pays tribute to the pioneers that helped shape the music community we know today. Joining the UCCN is a renewed commitment to strengthening the London community through collaboration recognizing the important role music and creativity play in defining a city's economic and cultural identity

### **The Ongoing Commitment**

A UNESCO City of Music designation is an ongoing commitment to continue developing and strengthening our music sector. This designation provides London with a unique, one-of-a-kind distinction that no other community in Canada has, and connects us to the world. As an official UNESCO City of Music, London connects and collaborates with the international music community consisting of 84 cities.



### **London's UNESCO City of Music Designation will:**

- Develop a more inclusive, creative and sustainable city that advances UNESCO's 2030 Sustainable Development Goals ([SDGs](#));
- Build strategic partnerships through joint projects;
- Increase regional attractiveness to investors;
- Strengthen policies, strategies and activities while diversifying regional economy;
- Attract skilled creative professionals and students;
- Create a unique city brand to drive tourism and;
- Extend London's reach to international networks and marketplaces.

## **LONDON'S UNESCO CITY OF MUSIC DESIGNATION PLAN 2021-2025**

### **London's UNESCO City of Music Vision**

Develop London into a more robust, culturally diverse and enriched music community.

### **London's UNESCO City of Music Priorities:**

- Assist and support more Cities of Music and Strengthen the UCCN
- Attract and develop international attention
- Create greater inclusivity for businesses and community in the boom of arts and culture
- Nurture homegrown talent

### **Alignment with the City of London Council Strategic Plan 2023 – 2027**

“**Vision:** London is a sustainable city withing a thriving region, committed to culture, innovation and providing a safe, affordable, welcoming and healthy future for today and the next generation.”

There is a strong alignment with the UNESCO City of Music Designation and the City of London's Strategic Plan 2023-2027, specifically the following area of focus and outcomes:

### **Economic Growth, Culture and Prosperity**

- London encourages equitable economic growth and diversification
- London is a destination of choice
- London encourages the growth of local artistic and musical talent
- London's Core Area (Downtown, Midtown, Old East Village) is a vibrant neighbourhood and attractive destination.

### **Objectives of the Plan**

- Create greater inclusivity for BIPOC (Black, Indigenous, People of Colour) businesses and community in the boom of arts and culture
- Nurture homegrown talent
- Attract and develop international talent
- Assist and support more Cities of Music and strengthen the UCCN

The above objectives are realized through the specific focus areas and their respective priority areas. Tracking of these objectives is measured and reported out through a public facing dashboard. This information is built into the four-year report to UNESCO.

## **Focus Areas of London's Plan**

The cities within the Music network, including London, commit to developing both local and international opportunities for their music community. The London UNESCO City of Music Action Plan 6 *Focus Areas* and 19 *Priorities* within those focus areas as outlined below.

### **Focus 1: Music Incubation**

*Goal: Nurture music talent and aid in transitioning students into meaningful music careers.*

Focus Area Priorities include:

- Attract and Retain Music Professionals
- Create Job Experiences and/or Opportunities in the Local Music Sector
- Develop the Music Sector Through Mentoring Opportunities
- Explore Funding Opportunities

### **Focus 2: Inclusive Community**

*Goal: Create inclusive participation and representation in the local music community.*

Focus Area Priorities include:

- Create Favourable Business Conditions for the Music Industry
- Diversify Music Performances
- Provide Accessible Music Information and Research

### **Focus 3: Music & Film**

*Goal: Work collaboratively within the film sector to strengthen the relationship between music and film.*

Focus Area Priorities include:

- Develop Music Video Production
- Explore Music and Film Employment Opportunities
- Facilitate Post-Production in Film and Music
- Increase Music and Film Sector Talent Through the Educational Institutions

### **Focus 4: Music City Exchange**

*Goal: Work with national and international UCCN cities to host artists and industry exchange opportunities.*

Focus Area Priorities include:

- Increase Partnership Opportunities for Artists Showcases
- Increase Partnership Opportunities for Songwriting Exchanges

### **Focus 5: Music Conferences**

*Goal: Attract and host regional, national and international music meetings and conferences.*

Focus Area Priorities include:

- Attract and Promote the Local Music Sector at International Music Meetings, Conferences and Events
- Attract and Promote the Local Music Sector at National Music Meetings, Conferences and Events
- Encourage Live Music City-Wide
- Incorporate Local Music into Existing Events/Conferences

### **Focus 6: Media Arts**

*Goal: Strengthen the UCCN and London's media arts sector through collaborative work with Cities of Media Arts, such as Toronto.*

Focus Area Priorities include:

- Develop New Media Arts Partnerships
- Strengthen London's Media Arts and Music Education

London's progression towards its UNESCO City of Music is tracked and lives online at [www.london.ca](http://www.london.ca), directly linked [here](#).

This community is comprised of world class choirs, festivals and orchestras as well as a number of top-ranked training programs offered through various music organizations and institutes. The City of London, together with its partners, will continue supporting the broader music community while leading the planning and implementation of the UNESCO City of Music Designation Plan connected with the London Music Strategy and London's Cultural Prosperity Plan. The 2021-2025 UNESCO City of Music Action Plan was built upon the foundation of the abovementioned plans and strategies.

London's UNESCO City of Music designation is led by the London Music Office with core team support from Tourism London and the City of London. Additional support and collaboration provided by the London Arts Council, London Economic Development Corporation and London Chamber of Commerce.

The specific initiatives in the UNESCO application have been endorsed by music sector stakeholders including: The London Business of Music Committee, post-secondary schools of music, local community organizations and the London Middlesex Local Immigration Partnership (LMLIP).