

# **MVT**

**Music Venue Trust**

**Aim:**

**To protect, secure and improve  
Grassroots Music Venues**



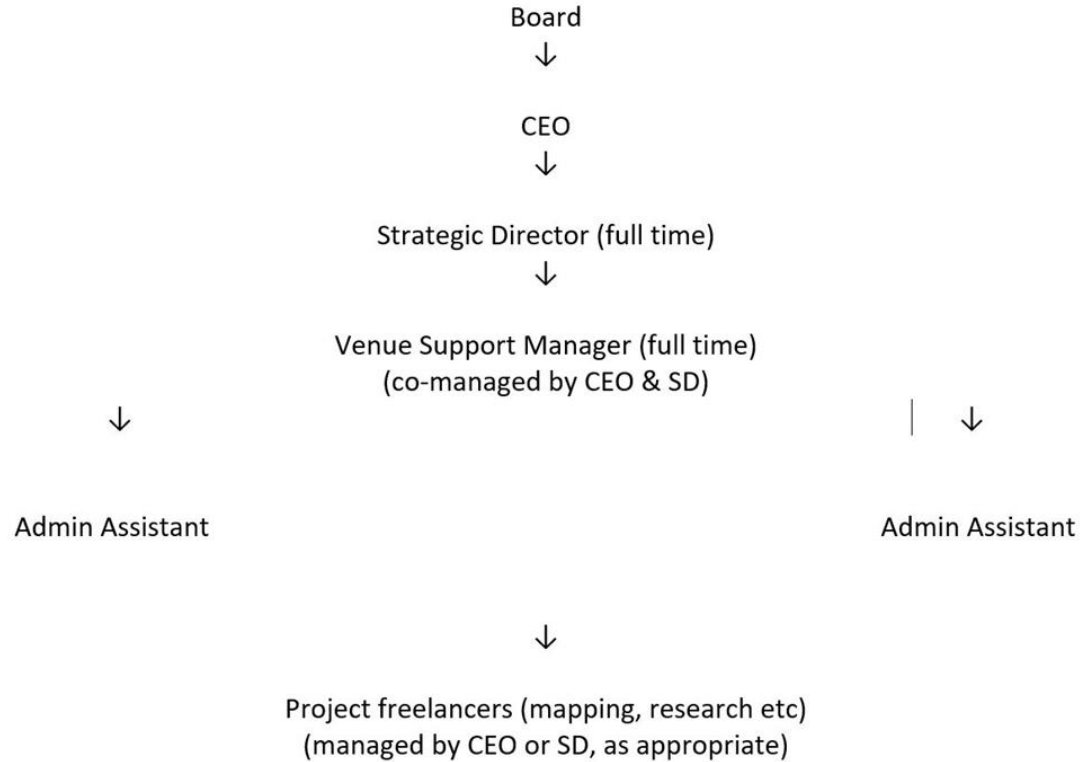
# **MVA**

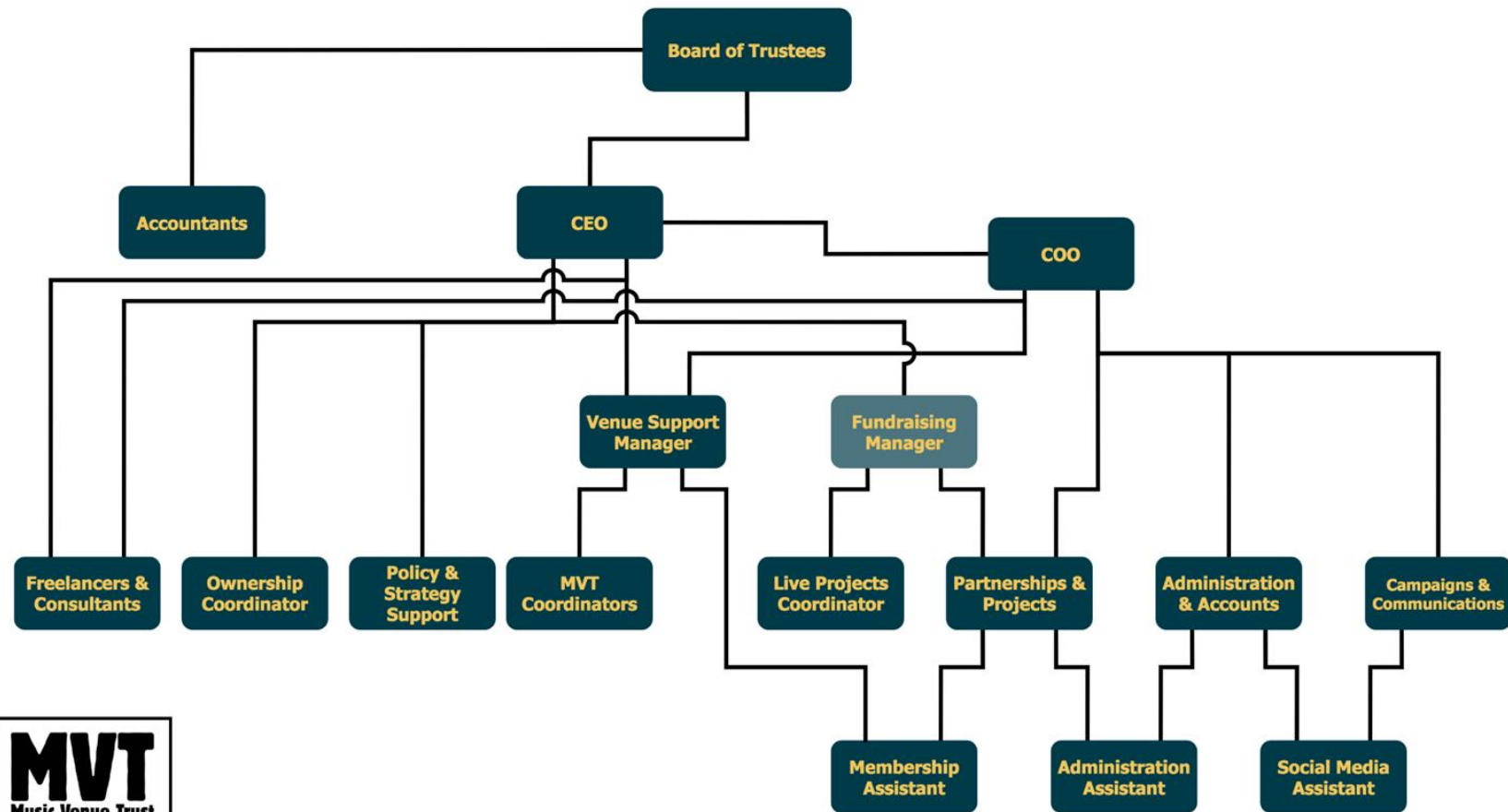
## **Music Venues Alliance**

**A network of more than 900 Grassroots Music Venues  
across the UK that support MVT's work and benefit directly from it**



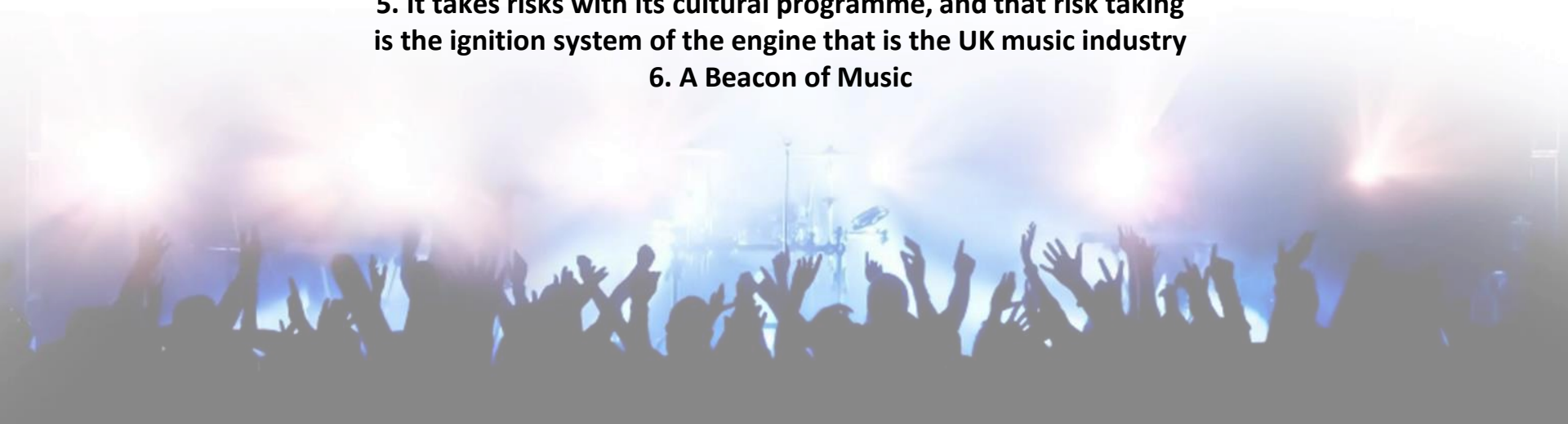
## MUSIC VENUE TRUST ORGANISATIONAL STRUCTURE PRE-COVID





# What is a Grassroots Music Venue (GMV)?

1. The Elephant Test
2. Focus on cultural activity as its main purpose and its outcomes
3. A pattern of relationships and specialised knowledge related to cultural activity, often at the exclusion of other areas of knowledge related to their "business"
4. It has a person or team who actively seek to fill its diary with cultural activity
5. It takes risks with its cultural programme, and that risk taking is the ignition system of the engine that is the UK music industry
6. A Beacon of Music



## **Grassroots Music Pub (GMP)**

Less frequent live music, lesser infrastructure, less original music

## **Grassroots Music and Arts Space (GMAS)**

Frequent live music incorporated into broader programme of culture  
(dance, theatre, comedy, spoken word, film)



# COVID 19



**COVID 19**

**MVT**  
Music Venue Trust

**#SAVEOURVENUES**  
**#REVS**  
**#REVIVELIVE**  
**#OWNOURVENUES**





# MVT CAMPAIGNS



## Welcome to Revive Live

A campaign to ensure that everyone involved in the return of live music is confident that their experience will be safe.  
Thank you for taking part in REVIVE LIVE.

Please note that the training, support and legislation and guidance resources will continue to be updated as each Government reviews it's roadmap to reopening so please review these materials on a regular basis - We suggest you allocate responsibility for this to a designated member of staff.



To gain access to the venue assets & resources to become an official Revive Live venue YOU MUST complete the Revive Live Service Standard Agreement. This agreement is at the end of the first presentation on Legislation, Guidance & Risk.

This will allow access to all the other Revive Live Assets including

- Best Practice Guide & Webinars
- Design and Poster assets
- Access to booking Revive Live shows

### OTHER USEFUL LINKS

- [Introduction to Revive Live Video](#)
- [MVT - Legislation & Guidance](#)
- [HSE Website and Template](#)

CONTACT SUPPORT EMAIL - [revivelive@musicvenuetrust.com](mailto:revivelive@musicvenuetrust.com)

**What's Next?** - Watch "Introduction to Guidance, Legislation & Risk" and sign the Revive Live Service Standard Agreement from the last slide

**Introduction to Legislation, Guidance & Risk - [CLICK HERE](#)**



THE NATIONAL LOTTERY'S

REVIVE LIVE TOUR



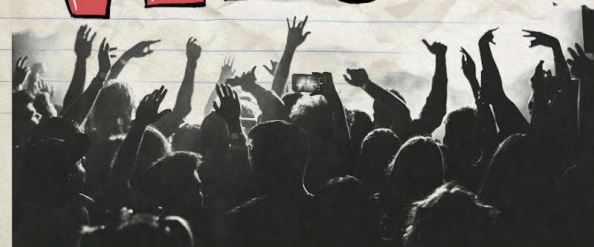
**TOM JONES  
MAHALIA  
JAMES ARTHUR  
RAG'N'BONE MAN  
SAM FENDER  
FONTAINES D.C.  
FRANK TURNER  
& MANY MORE TBA**

**FROM 19TH JULY - MORE DETAILS ANNOUNCED SOON**

[WWW.MUSICVENUETRUST.COM/THE-NATIONAL-LOTTERY-REVIVE-LIVE-TOUR](http://WWW.MUSICVENUETRUST.COM/THE-NATIONAL-LOTTERY-REVIVE-LIVE-TOUR)



**OWN OUR  
VENUES**



# THE NUMBERS

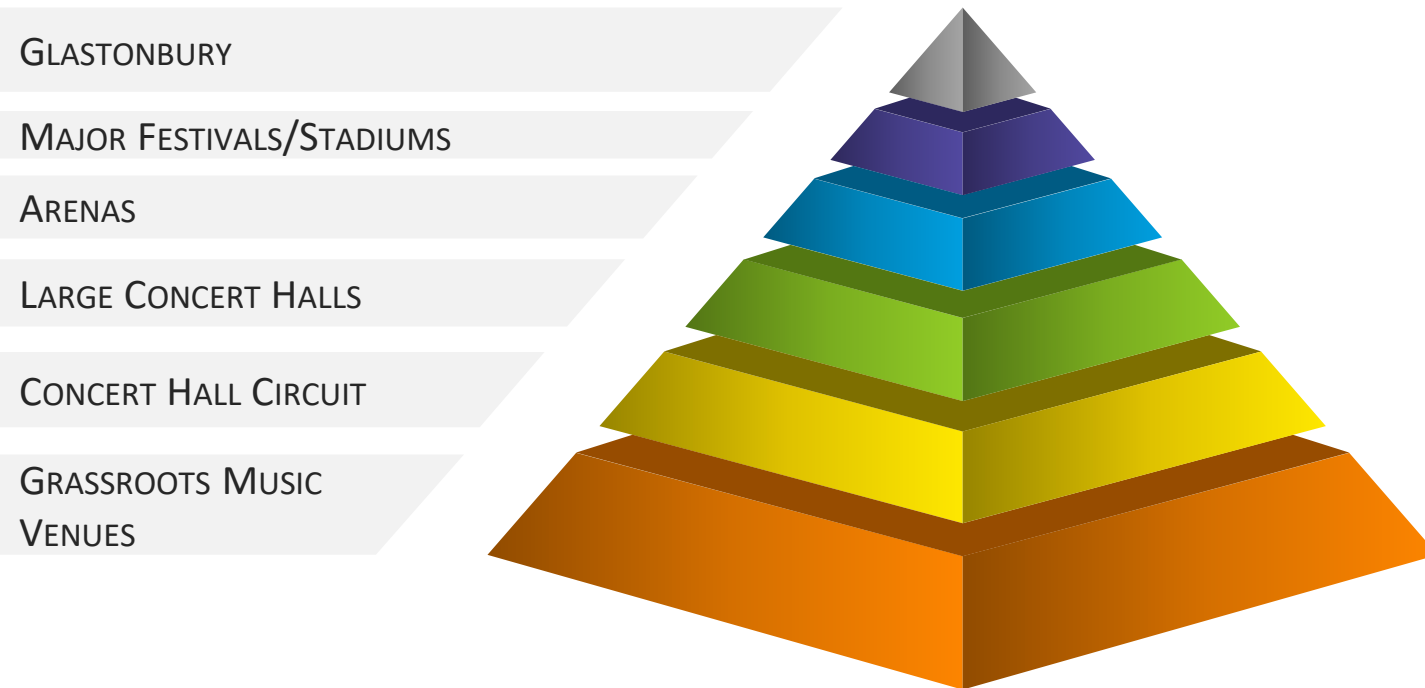
- **#SaveOurVenues** - over £5 million raised from artists, industry and public
- **#ReviveLive** - £1.26 million invested in restarting artist touring
- **Cultural Recovery Funding, England, Scotland and Wales** - over £70 million raised from public funding
- **Retail, Hospitality and Leisure Grants, Restrictions Grants, Additional Restrictions Grants, Localism Grants, Discretionary Grants** - over £65 million raised from government grant schemes
- **More than £140 million raised to mitigate the impacts of Covid and to support the reopening of grassroots music venues**
- **Pre Covid only 3% of venues had received public funding in the last 10 years - that figure is now 71%**



# THE NUMBERS



- **83% of MVA Venue Members faced imminent permanent closure during the crisis**
- **770 MVA Venue Members could have been permanently lost**
- **As at 30 September only 4 MVA member venues have closed their doors to live music on a permanent basis**





# THE GRASSROOTS LIVE MUSIC ECOSYSTEM

**PROFESSIONAL MUSICIANS** (Central Hub)

**MUSIC VENUES** (Central Hub)

**EDUCATION** (Yellow)

- TUTORS / TEACHERS
- STUDENTS / APPRENTICES
- CREATIVE COLLEGES

**CREATIVE SERVICES** (Light Green)

- PHOTOGRAPHERS
- PROMOTION & MERCHANDISE
- VIDEOGRAPHERS
- PRINTERS
- GRAPHIC DESIGNERS

**PROMOTERS** (Green)

- TICKETING COMPANIES
- MARKETING STAFF
- BOX OFFICE & SECURITY STAFF
- BAR STAFF

**MUSIC VENUES** (Green)

- PRODUCTION STAFF & ARTIST REPS
- VENUE MANAGEMENT
- PROPERTY OWNER / LANDLORD
- REFRESHMENT SUPPLIERS

**PROFESSIONAL SERVICES** (Yellow)

- LAWYERS
- ACCOUNTANTS

**INSTRUMENTS & GEAR** (Light Green)

- MANUFACTURING
- RETAIL
- MUSIC CREATION TECHNOLOGY
- REPAIR

**LIVE PRODUCTION CREW** (Yellow)

- BACKLINE & INSTRUMENT HIRE
- BACKLINE & INSTRUMENT TECHNICIANS
- ROAD CREWS
- LIVE SOUND ENGINEERS
- LIGHTING DESIGNERS & ENGINEERS

**STUDIO PRODUCTION** (Red)

- RECORDING STUDIOS
- MIXING & MASTERING ENGINEERS
- PRODUCERS & RECORDING ENGINEERS
- REPLICATION & PRESSING

**REHEARSAL SPACES** (Red)

- ARTIST MANAGEMENT

**BOOKING AGENTS** (Red)

- ARTIST MANAGEMENT

**DISTRIBUTION & MONETISATION** (Orange)

- PUBLISHING
- RADIO & BROADCAST
- VIDEO PLATFORMS & STREAMING

**RECORD LABELS** (Orange)

- LICENSING (PRS/PPL etc.)

**MUSIC  
PORTLAND**  
*independent together*

**MVT**  
Music Venue Trust





# MUSIC VENUE TRUST

FOR VENUES, FOR ARTISTS, AND FOR OUR COMMUNITIES

**ENJOY  
LIVE MUSIC**

**SUPPORT  
YOUR LOCAL SCENE**

petzi.ch