

# Greater London Authority

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Richard Metcalfe  
Consolidated Developments  
26 Soho Square  
London

**Date:** 19 January 2016

Dear Richard,

As as the Greater London Authority's (GLA) lead on music and a member of the Mayor's Music Venues Taskforce I am writing in support of your proposal to create two new live music venues in the Denmark Street area.

As set out in the Rescue Plan for Grassroots Music Venues (Mayor's Music Venues Taskforce, October 2015), London needs new music venues. Annual spend by music tourists in London stands at £663m, an increase of £100m between 2013 and 2015. Despite this increased demand, one-third of London's grassroots music venues have closed, leaving a large shortfall in capacity for live music events.

The Mayor's Music Venues Taskforce have called for developers, local authorities, the GLA and the music industry to address this shortfall by protecting and improving existing venues, creating new venues and creating Music Zones - clusters of music related activity.

The proposals for St Giles, including an increase in capacity of the already approved underground venue, plus the addition of a basement performance space to the former 12 Bar venue, are a major step towards the creation of an important central London 'Music Zone'.

The small grassroots venue in the expanded '12 Bar' is where talent would start out. This venue would be the heart of the street, keeping it at the cutting edge of new music whilst recognising the street's heritage and adding to its kudos. The venue would compliment the existing music retail activity in the street. During the daytime exhibitions, a cafe and signposting to other music activities could support the business model.

The advice I have received from venue managers and promoters is that the larger venue underneath the new development would need to operate at around 2000 capacity in order to achieve a viable business model and meet the anticipated demand. As a replacement venue for the much loved Astoria, this has the potential to be jewel in the crown of London's live music scene.

We are keen to support cultural uses within the area which do not primarily involve drinking. It is clear from the research carried out by the Mayor's Music Venues Taskforce that live music events are part of London's core cultural offer and do not support a drinking culture in the way they did 20 years ago. In fact the average spend per head at a live music event in the Village Underground in Hackney is just over £6.

Yours

A handwritten signature in blue ink, appearing to read 'Paul Broadhurst', with a long horizontal flourish extending to the right.

**Paul Broadhurst**  
Senior Cultural Strategy Officer - Music