

WMCA Cultural Leadership Board Meeting 3 Minutes

Date	Thursday 23 July 2020
Time	14:00 – 16:00
Location	Virtual meeting using Zoom
Organisers	Martin Sutherland, Chair of Cultural Leadership Board Julia Goldsworthy, Director of Strategy, WMCA Adam Hawksbee, Head of Policy and Programme Development Salla Virman, Cultural Policy Lead, secondment/Arts Council England Keziah Watson, Graduate - Strategy
Attendees	Pamela Cole-Hudson (Gazebo) Indi Deol (DESIblitz) Doreen Foster (Warwick Arts Centre) Ian Francis (Flatpack Film Festival) Jerrel Jackson (Creative Academies Network) Cheryl Jones (Grand Union) Andrew Lovett (Black Country Living Museum) Timothy Maycock (Birmingham Hippodrome) Julia Negus (Theatre Absolute) Karen Newman (Birmingham Open Media) Aftab Rahman (Legacy WM) Simeon Shtebunaev (Birmingham Architectural Association) Ammo Talwar (PUNCH Records)
Apologies	Raidene Carter (Birmingham 2022 Commonwealth Games) Adrian Jackson (Wolverhampton Grand Theatre) Ellen McAdam (Birmingham Museums Trust) Parminder Dosanjh (Creative Black Country) Catherine Mallyon, (Royal Shakespeare Company), CLB Vice-Chair Christine McNaught (FWT A Centre for Women)
Guests or observers	Val Birchall, WMCA Culture & Tourism Advisory Group Chair (observer & item 7)

#	Item	Action
1	Welcome & apologies Apologies were noted.	

	<p>The Chair opened the meeting by acknowledging the importance of the Black Lives Matter movement, and the role of the CLB in advocating and actioning initiatives which will bring change to the cultural sector. Board members were invited to discuss further.</p> <p>Key points raised:</p> <ul style="list-style-type: none"> - Real action instead of further research, slogans, commissions, programmes or discussions - Sector collaboration and consistency is key to ensure there is real change particularly in leadership of cultural organisations - Radical change needed in cultural organisation boards to ensure all voices are heard and the benefits of different cultural experiences are maximised - Holding Arts Council England accountable both for its own workforce, as well as the organisations it funds - AT highlighted his recent work in challenging Commonwealth Games on the lack of diversity in their leadership as well as ways they are approaching e.g. procurement and community engagement - Real opportunities needed particularly for young activists to be heard and supported without tokenism - Some doubts were also raised whether anything will change - Improved recruitment processes for cultural organisations as well as LAs and WMCA are required <p>Chair concluded that the CLB should focus on development of further actions to be discussed at the next meeting.</p>	<p>Action: AH to share WMCA response plans</p>
2	<p>Declarations of interest</p> <p>No additional interests declared</p>	
3	<p>Approval of the minutes of the previous meeting</p> <p>The minutes of the previous meeting were approved with no outstanding actions</p>	

4	<p>Discussion on changes to board membership, recruitment of new members and updated skills audit</p> <p>Changes to the board membership were noted, including a resignation from Rashid Bhayat and addition of Raidene Carter from the Commonwealth Games team as strategic key partner. Chair noted that while the board would adhere to the agreed Terms of Reference, some discretion was given to non-attendance due to Covid-19 epidemic, particularly where board members were communicating issues with the Chair.</p> <p>The Board agreed to the removal of Stephen Snoddy as a board member due to non-attendance and lack of communications with the Chair or WMCA as per agreed Terms of Reference.</p> <p>A summary of the updated skills audit was provided. It was noted that there were some gaps particularly around libraries, literature & media art in terms of art form representation, as well as freelancers, alternative investment models, tourism, early years, social prescribing and sport.</p> <p>The board agreed that steps should be taken to fill gaps identified, with strong emphasis on representation from protected characteristics. To ensure transparency, this should be an open call, with current board members also promoting the opportunity through their networks. WMCA were asked to present a plan for recruitment at the next board meeting.</p> <p>In the meanwhile, those interested in being on the selection panel should contact the WMCA team.</p> <p>It was also agreed that the website should provide better information about the role and current membership of the board, as this would help with recruitment of new members. Photographs and short bios should be therefore added.</p>	<p>Action: MS to write Mr Snoddy about the board's decision</p> <p>Action: AH and SV to develop plan for recruitment for next meeting</p> <p>Action: Members for selection panel to contact SV by 6/8/2020</p> <p>Action: All members to send headshots and short bio to SV by 31/7/2020</p>
5	<p>Working Group updates:</p> <p><i>Workstream 1: CA Economic & Social ambitions</i></p> <p>Due to Ellen McAdam stepping down as Chair of the working group, Ammo Talwar presented the item as the new Chair. There are currently two main workstreams:</p> <ol style="list-style-type: none"> 1. Reviewing and commenting on the WMCA 'Cultural Catalyst' business case as part of the wider 'Recharge the West 	



	<p>Midlands' submission to Government and potentially subsequent spending review asks. Key feedback on proposal:</p> <ul style="list-style-type: none"> • Further discussion needed whether capital is the best way to use any funding and how this can be redefined, although overall supportive of a place-based approach and capital projects that are ready to go • Ensure considerations for supply and value chain are included • Ensuring investment enables tangible benefits to be gained from regional major events • How investment would link with skills, including digital skills and addressing data poverty • Alignment and filling gaps relating to the £1.57bn Government investment (detail TBC) which could be included to spending review, particularly as the former is more focused on short-term survival rather than long-term resilience building • The idea of Cultural Action Zones was supported by the working group <p>The board were keen that digital skills and digital access was included as part of the cultural ask</p> <p>2. WMCA cultural sector data mapping & evidence base development where following board comments were received:</p> <ul style="list-style-type: none"> • Suggestion to see if it is possible to map number of start-ups and new businesses as part of the economic impact piece • WG1 would need to ensure that the resulting data and evidence are accessible and ensure there are clear accountabilities in relation to data and the project • It was recognised that there may be issues in consistency of data already held in the region across different stakeholder. Any data sources to be flagged to SV. • AT thanked Ellen McAdam for providing the initial idea and impetus for this work <p>Overall, the board were supportive of the proposal.</p> <p>Workstream 2: Funding & Resilience</p> <p>Tim Maycock as the Chair provided an update:</p> <ul style="list-style-type: none"> • Sam Hope from Wolverhampton Cultural Compact and as lead of the CRU Compacts+ network now joined as external member 	<p>Action: AH to ensure views are fed into spending review conversations through formal channels.</p> <p>Action: SV to organise meeting with WG1 and David Furnage developing the cultural ask</p> <p>Action: SV to ensure suggestions incorporated to proposal where possible.</p> <p>Action: Members to send data sources to SV by 31/7/2020</p>
--	--	--



	<ul style="list-style-type: none"> • Plans for information session on alternative finance models with Arts Council England to guide future workplans • Next meeting to be scheduled and to include discussion on the role of CLB in relation to the Government investment and some concerns around lack of understanding of local circumstances in relation to distribution of funds <p>The Chair encouraged board members to join the working group sessions.</p> <p>Workstream 3: Leadership, entrepreneurship & engagement</p> <p>Karen Newman as Chair provided an update:</p> <ul style="list-style-type: none"> • Keeping with the vision & mission of the CLB and the impact of Covid-19 to the sector, the group has been working on a proposal to support small and diverse creative social enterprises. This was shared in advance of the meeting and KN highlighted key features of the proposal • There is also strong alignment with the wider Social Enterprise workstream within the WMCA <p>Overall, the board was very supportive of the proposal. It was noted that access to the project should be kept as open and transparent as possible. Board members were invited to provide intelligence relating to evaluation of project.</p> <p>Event Group</p> <p>SV provided a brief update:</p> <ul style="list-style-type: none"> • Group met 1 April with plans to develop a press release and digital launch for the board, as well as an actual event of conference further in the future • Covid-19 impacted initial plans and the group will need to reassess approach <p>AL noted that the group could still develop plans around Mayoral election hustings relating to the cultural sector.</p>	<p>Action: Members wanting to join to contact TM and SV</p> <p>Action: Further feedback on proposal or evaluation to be sent to SV by 31/7/2020</p> <p>Action: AH and KN to have conversation with relevant portfolio holders</p> <p>Action: SV to schedule next meeting and look into hustings</p>
6	<p>WMCA update</p> <p>AH covered CLB Forward Plan, future support function for CLB, economic recovery package and spending review.</p> <p>AH to ensure relevant groups are invited to conversations around spending review. It was recommended Working Group 1 (CA ambitions) would schedule a meeting for mid-August to provide further information around the cultural ask, with a further</p>	<p>Action: AH to inform groups on relevant meetings and opportunities to input</p> <p>Action: AT to coordinate WG1 one</p>

	<p>meeting in early September to comment of the draft spending review proposal.</p> <p>AH is currently working on ensuring there will be further support function for CLB following the end of SV's secondment.</p> <p>SV noted potential for CLB and CTAG to also advice planning around Commonwealth Games legacy and impact planning from WMCA perspective and will provide further information as soon as possible.</p>	<p>meetings as suggested</p> <p>Action: SV to coordinate conversations for CWG/WMCA</p>
7	<p>CTAG introduction & update</p> <p>Val Birchall as the new CTAG Chair provided and update from LA and LEP scoping discussion on 22/7/2020. This meeting was held to provide an opportunity for LAs and LEPs to talk about the function for CTAG particularly given impact of Covid epidemic.</p> <p>VB outlined that:</p> <ul style="list-style-type: none"> • LAs and LEPs recognised the need to review role of CTAG in the current context, as well as its governance and links with other WMCA boards and reporting • Main focus to be developed around a clear and shared priorities for interventions where a cross-regional approach is most effective and beneficial • Developing a 10-20 year investment plan and work programme • Ensuring links with the West Midlands Growth Company and the Tourism, Trade and Investment package being developed <p>CLB is currently linked with CTAG through MS, who is representing CLB.</p> <p>MS noted that a link between CLB and the West Midlands Growth Company should also be established. AH suggested a representative to be invited to present to CLB and the next board meeting with a focus on the Tourism and Travel Investment programme.</p>	<p>Action: SV to invite Becky Frall to next CLB meeting</p>
8	<p>Communications update:</p> <p>CLB was referenced in the press release from WMCA endorsing the West Midlands Cultural Response Unit. The website has also been updated with February board minutes. Further updates to be made as agreed earlier.</p>	<p>Action: SV to update website</p>

9	<p>AOB</p> <p>Keziah Watson (seconded to WM CRU) provided an update on WM CRU activities, including communications, advocacy and signposting sector organisations for further support and resources.</p> <p>AL raised question about plans for Festival of Britain. Further information should be sought to understand potential opportunities in the West Midlands.</p> <p>AH provided a quick update from the meeting with the Working Group Chairs and Ed Cox from the WMCA. AH to send a note from potential actions from this meeting.</p> <p>The board discussed the concept of Cultural Action Zones with the GBSLEP already developing these. Wolverhampton City Council have also taken this approach as part of their regeneration plans. KN noted Southside BID's interest in becoming an Action Zone in Birmingham.</p>	<p>Action: AL to seek further information</p> <p>Action: AH to send notes & actions from Ed Cox meeting</p>
10	<p>Dates of the next board meetings:</p> <ul style="list-style-type: none"> • Next meeting 24 September 2020 • Members encouraged to complete Doodle Poll for November board meeting date 	<p>Action: Members to complete Doodle Poll for November meeting</p>
11	<p>Meeting close</p>	