

WMCA Cultural Leadership Board Meeting 7 Minutes

Date	Tuesday 25 May 2021
Time	14:00 – 16:00
Location	Virtual Teams Meeting
Attendees	<p>Martin Sutherland, Chair of Cultural Leadership Board</p> <p>Nikki Bi (Civic Square)</p> <p>Pamela Cole-Hudson (Gazebo)</p> <p>Indi Deol (DESIblitz)</p> <p>Doreen Foster (Warwick Arts Centre)</p> <p>Jerrel Jackson (Creative Academies Network)</p> <p>Cheryl Jones (Grand Union)</p> <p>Ayub Khan (Cultural Services & Libraries Warwickshire County Council)</p> <p>Andrew Lovett (Black Country Living Museum)</p> <p>Timothy Maycock (Birmingham Hippodrome)</p> <p>Julia Negus (Theatre Absolute)</p> <p>Karen Newman (Birmingham Open Media)</p> <p>Laura Nyahuye (Maokwo)</p> <p>Gina Patel (Young Combined Authority)</p> <p>Aftab Rahman (Legacy WM)</p> <p>Simeon Shtebunaev (Birmingham Architectural Association)</p> <p>Ammo Talwar (PUNCH Records)</p> <p>Adam Hawksbee, Head of Programme & Policy Development, WMCA</p> <p>Salla Virman, Senior Policy Officer, Culture, WMCA</p> <p>Rachel Fearn, Support Officer</p>
Apologies	<p>Val Birchall, WMCA Cultural Officers Group Chair</p> <p>Catherine Mallyon, (Royal Shakespeare Company), CLB Vice-Chair</p> <p>Ian Francis (Flatpack Film Festival)</p> <p>Raidene Carter (Birmingham 2022 Commonwealth Games)</p> <p>Parminder Dosanjh (Creative Black Country)</p> <p>Adrian Jackson (Wolverhampton Grand Theatre)</p>
Guests or observers	<p>David Furmage, Vice-Chair, Cultural Officers Group (observer & Item 5)</p> <p>Tim Fanning, Director, Hatch (Item 6)</p> <p>Katy Raines, Co-founder, Indigo (Item 6)</p> <p>Tonia Davison, Analyst, Commonwealth Games Delivery Unit, DCMS – (observer item 6)</p> <p>Nicola Jones, Communications Executive, WMCA (observer item 6)</p>

#	Item	Action
1	<p>Welcome & apologies</p> <p>Apologies were noted.</p>	
2	<p>Declarations of interest</p> <p>None</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>WMCA updates & comms</p> <p>Andy Street re-elected as the Mayor of West Midlands and his manifesto has specific items relating to culture including:</p> <ul style="list-style-type: none"> • Making the most of major events such as CWG and Coventry City of Culture • Advocating for a cultural investment deal for the West Midlands with the Government • Increase cultural investment in Black Country • Heritage focus • ‘Sector to lead itself’ principle <p>The board wanted to know how CLB can influence the Mayor’s definition of heritage and get involved in work around this. Adam noted that the Mayor has plans to set up an internal working group to plan the broader scope. There is also the possibility of a broader steering group that could potentially include CLB members. WMCA team to explore further and keep board up to date.</p> <p>A comment was raised around how diversity within cultural sector leadership could be improved and championed, with a specific focus on succession planning. Adam noted that the Mayor is passionate about diversity on boards and therefore likely to welcome a conversation around this, linking with the Leadership Commission work and a potential Equalities Taskforce. Chair requested if the Board could ask for the opportunity rather than be invited into</p>	<p>Action: WMCA team to discuss CLB’s involvement with the Mayor.</p> <p>Action: Adam to discuss CLB’s involvement with the Mayor.</p>

	<p>discussions. Adam to explore further. It was noted that for example, the Cultural and Creative Social Enterprise Development Programme is a good example of how leadership and diversity can be supported within the cultural sector.</p> <p>Given the strong focus on heritage, the board discussed if a position statement about contested heritage should be developed. Adam noted if CLB wish to put forward any statement then WMCA could facilitate the process.</p> <p>More broadly, WMCA currently working on a three-year corporate strategy which will link to regional priorities and wider opportunities including levelling up – which has now replaced a focus on devolution within central government.</p> <ul style="list-style-type: none"> • The CLB’s role within the corporate strategy process will be in the development of milestones in outlining future aspirations and the role that WMCA should play within arts and culture • Spending Review expected September/October – with potential to pitch cultural projects specifically for Black Country • While WMCA cannot comment on the current status and process for the Community Renewal Fund (CRF), a shortlist will be submitted on 18 June to MHCLG and will be shared with the board • Adam to keep the board up to date on the Shared Prosperity Fund <p>On communications:</p> <ul style="list-style-type: none"> • West Midlands cultural research to be now launched on 17 June 2021 • Salla currently working on wider comms and advocacy plan for cultural policy work and CLB <p>It was recognised that there was a need to highlight CLB activity to date and the existing working group should pick up some of this work.</p>	<p>Action: Adam to share shortlist for CRF bids with the board</p> <p>Action: Adam to keep the board up to date on the Shared Prosperity Fund</p>
5	<p>Updates on Creative Industries LIS recovery work and WMCA Cultural Officers Group</p>	

	<p>David Furnage provided an outline of the Creative Industries Sector Plan recovery work currently being planned and implemented through a cross-regional advisory group. It was noted that the future of the Local Industrial Strategy was not certain, and it is likely that it will morph into the Government’s ‘Plan for Growth’.</p> <p>In terms of the Cultural Officers Group:</p> <ul style="list-style-type: none"> • COG is proposing that the regional cultural strategy should include 10-year vision, with the initial 2-year delivery plan focusing on Covid-recovery and major events, followed by a 3-year post-Covid plan • Strategy based on four agreed WMCA objectives for culture: development, participation, placemaking and promotion. The strategy should have a clear focus on regional opportunities and impact. • The strategy development process will be led by a joint working group by COG and CLB, supported by external consultants. The process would also require consultation with communities, the cultural sector and other key stakeholders • Deadline for development of the outline strategy and the first 2-year delivery plan is 31 March 2022 <p>It was noted that CLB working group currently leading on the research work could provide CLB representation for strategy work pending the working group review.</p> <p>The board highlighted the importance of linking the strategy to the needs of communities and having diversity as a key focus area. It should also be action focused and help to leverage investment to the region.</p> <p>WMCA is currently working on finalising the process outline and starting to work on the tender for this work. WMCA will be contributing funding towards this work but is also in discussions with other stakeholders about resources.</p>	
6	<p>Working Group updates</p> <p><i>Cultural & Creative Social Enterprise programme</i></p> <ul style="list-style-type: none"> • The two grants been awarded to GirlDreamer and Kiondo as host organisations, who will later on be 	

	<p>supporting 5 micro-organisations within their communities</p> <ul style="list-style-type: none"> • Some learning was shared with the board relating to the grant process and assessment of applications, and how to improve on this going forward particularly around supporting neurodiverse applicants and ensuring selection panels are truly representative. This feedback will be used to inform any future processes. <p>Black Country working group</p> <ul style="list-style-type: none"> • The latest meeting took place on 18 May • The group is making progress in creating a wider investment proposal for the area with the next steps involving a smaller focus group supported by consultant <p>'More than a Moment' action plan</p> <ul style="list-style-type: none"> • The group met on 11 May and are working towards finalising the action plan with both Jerrel and Ian engaging with wider conversations with WMCA, Young Combined Authority and West Midlands Cultural Response Unit More than a Moment group • Having discussions to focus and decide on what the group need to do and what the key messages are. <p>Further comments were raised on diversity more widely, with a call out to the board on how:</p> <ul style="list-style-type: none"> • Black leaders in the West Midlands could be safeguarded better specifically around the Black Lives Matter movement and other pressures. This is particularly important for vulnerable individuals. • How CLB can take a radical role to promote diversity more widely and contribute resources, including financial support • How to ensure working groups are truly representative not just the sector, but their communities and the real issues they are facing • There was a clear call for public institutions, including WMCA, to be matching words with actions – including greater funding to tackle these issues and support Black and ethnic minority community leaders. <p>It was agreed that a separate session should be set up to discuss these aspects in more detail and any action that needs to be taken, as well as consider how CLB members could be better safeguarded.</p>	<p>Action: WMCA team to schedule a separate meeting</p>
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<p>7</p>	<p>Governance items</p> <p>Review of working groups & membership Salla to set up separate 1:1 meeting's with board members to discuss working groups and confirm membership. The final membership of the groups to be shared.</p> <p>Terms of Reference & Governance Salla has updated the terms of reference, including the specific changes on the term of membership. If board members have any issues or concerns around this, please email Salla.</p> <p>Chair updated the board that Catherine Mallyon has stepped down from her role as Deputy Chair. Chair thanked Catherine for her contributions. Those interested in taking on this role going forward should contact Salla and Adam for a conversation to find out more and to record their interest. If there are no volunteers from the existing membership, then the Chair and Mayor may consider a direct appointment – which will be discussed with existing CLB members before a final decision is made.</p> <p>The diversity audit will be available on the WMCA website. All members of the board were encouraged to complete the audit to ensure a 100% response rate in line with our More than a Moment action plan.</p> <p>Board self-assessment The board agreed to complete board self-assessment process during the summer.</p>	<p>Action: WMCA to set up 1:1 meetings</p> <p>Action: Members to contact Salla on any of the governance items</p> <p>Action: Members who have not filled in the Diversity Audit to do so.</p> <p>Action: WMCA to implement self-assessment</p>
<p>8</p>	<p>Presentation West Midlands Cultural Research and cultural infrastructure map</p> <p>Hatch who provided a summary of key findings from the Economic Research and Cultural Infrastructure Map noting that a separate piece of work on cluster analysis for North Birmingham, Digbeth, Leamington Spa and Dudley is still being completed. Salla to demonstrate the digital cultural infrastructure map as part of the one to one sessions with board members, and share slides from presentation. Salla is also happy to answer any specific questions on the research or the map.</p> <p>Presentation West Midlands Audience Research</p>	<p>Action: Salla to share slides with the board.</p> <p>Action: Doreen to send her question to Salla.</p>

	<p>Indigo provided a summary of key findings from the Audience Research as well as demonstrated the new place profiler tool that will hopefully help organisations to rethink how they think about and engage with their audiences. Katy also emphasised the importance of language and terminology in this context in how ‘cultural’ activity is defined and considered. Salla to share presentation slides with the Board.</p>	<p>Action: Salla to share slides with the Board</p>
9	<p>EDI reflection and board ‘self-check’</p> <p>Jerrel noted the importance of getting everyone’s input in creating better ways of working to address More than a Moment and the wider EDI reflection.</p>	
10	<p>AOB, dates of the next meeting and forward plan</p> <p>Due to Catherine’s departure, a CLB representative would be needed for the next Cultural Officers Group meeting, please contact Salla if you are able to attend.</p> <p>Aftab encouraged CLB members to engage with the Legacy West Midlands Photography Exhibition in Birmingham’s Centenary Square, marking 50 years of Bangladesh’s independence.</p> <p>Ammo noted that a new sector-led West Midlands Music and Night-Time Economy Board has been set up and will be announced in June.</p> <p>Next Cultural Leadership Board Meeting – Monday 16 August 2021</p>	
11	<p>Meeting close</p>	