

# Cultural Leadership Board Information Pack

*Version: March 2022*



Thank you for your interest in the WMCA Cultural Leadership Board (CLB). This document provides some information around the purpose, membership and activities of the CLB.

## **What is the Cultural Leadership Board and what does it do?**

The WMCA Cultural Leadership Board is an **advisory board** that advises and influences the WMCA in developing policy and programmes relating to the cultural sector. The Board consists of 20 members representing different parts of the cultural sector across the WMCA geographical area.

The CLB intends to maximise culture's contribution to quality of life and the delivery of clean and inclusive growth. It advocates for a sustainable, entrepreneurial, diverse and wholly accessible cultural sector.

## **What is the Cultural Leadership Board's Vision & Mission?**

### **Vision statement**

*“The WMCA Cultural Leadership Board (CLB) places culture at the heart of sustainable growth in the region, enhancing quality of life for its diverse communities.”*

### **Mission statement**

*The Board will look for strategic opportunities to test the transformative role of culture across WMCA's policy areas, including transport and housing, skills, digital, the environment, wellbeing and inclusive communities.*

*It is committed to building an innovative and entrepreneurial cultural sector, with leadership that reflects the diversity of our region, and supporting a world-class cultural offer that is accessible to all.”*

## **How did the Cultural Leadership Board come about?**

The CLB was born out of recent calls for new approaches to economic growth that fully acknowledge the impact and value of the culture sector. The value of the creative and tourism industries has been recognised in the formation of representative bodies, Local Industrial Strategies and the West Midlands current Plan for Growth. The CLB was comprised to offer a new, sector-led approach to local government's delivery of cultural objectives.

In 2019 the West Midlands had major cultural events (Coventry City of Culture 2021 and the Birmingham 2022 Commonwealth Games) on the horizon. Such events bring potential investment opportunities and productivity improvements to the region's arts, culture and visitor economies. In response to these opportunities, the development of the CLB provided a regional, convening and coordinating body.

In January 2019 the WMCA approved the concept of the Board, leading to a public call-out for potential members in the late summer of 2019. The WMCA received 73 expressions of interest which were reviewed by panel members from the WMCA and the cultural sector. In 2019 key cultural anchor institutions in the WMCA area were consulted to establish fair art form and institutional representation with Board membership. Later, in 2021, a second recruitment process was held to fulfil identified artform and skills gaps.

## Who is on the board?

The Board Members are selected as individuals; their representation is not linked to the organisations they work for. The current membership of the board is outlined below:

Local Authority	Name	Role	Organisation/Affiliation
Wolverhampton	Pamela Cole-Hudson	CEO/Artistic Director	Gazebo
Wolverhampton	Adrian Jackson	CEO	Grand Theatre
Warwickshire	Carol King	CLB Deputy Chair	Black Country Living Museum
Solihull	Ayub Khan	Head of Libraries, Communities, Museums, Culture and Registration	Warwickshire County Council
Sandwell	Jerrel Jackson		Creative Academies Network
Sandwell	Parminder Dosanjh	Creative Director	Creative Black Country (CPP)
Coventry	Doreen Foster	CEO	Warwick Arts Centre
Coventry	Julia Negus	Producer/Artist	Theatre Absolute
Coventry	Laura Nyahuye	Artist/Founder	Maokwo
Coventry	Martin Sutherland	CEO, CLB Chair	Coventry City of Culture Trust
Birmingham	Nikki Bi	Head of Programming	Civic Square
Birmingham	Raidene Carter	Executive Producer	Birmingham 2022 Commonwealth Games

Birmingham	Indi Deol	Director	DESiblitz
Birmingham	Ian Francis	Director	Flatpack Film Festival
Birmingham	Cheryl Jones	CEO	Grand Union
Birmingham	Timothy Maycock	Finance Director	Birmingham Hippodrome
Birmingham	Karen Newman	Director	Birmingham Open Media
Birmingham	Aftab Rahman	Director	Legacy WM
Birmingham	Simeon Shtebunaev	Committee Member	Birmingham Architectural Association
Birmingham	Ammo Talwar	CEO	PUNCH Records

## What is the West Midlands Combined Authority?

A Combined Authority is a legal body set up using national legislation that enables a group of two or more councils to collaborate and take collective decisions across council boundaries.

The West Midlands Combined Authority (WMCA) was established in 2016 by the seven metropolitan councils in the region (Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton). The WMCA was created to build a strong partnership, based on voluntary collaboration, ready to take on key powers devolved from central Government and enable collective decision making at a regional level.

<b>WMCA in a Nutshell</b>									
<b>7 Constituent Authorities</b>									
Birmingham City Council	Coventry City Council	Dudley Metro Borough Council	Sandwell Metro Borough Council	Solihull Metro Borough Council	Walsall Council	City of Wolverhampton			
<b>10 Non-Constituent Authorities</b>									
Cannock Chase District Council	North Warwickshire Borough Council	Nuneaton & Bedworth Borough Council	Redditch Borough Council	Rugby Borough Council	Shropshire Council	Stratford-on-Avon District Council	Tamworth Borough Council	Telford & Wrekin Council	Warwickshire County Council
<b>3 Local Enterprise Partnerships (LEPs)</b>									
Black Country		Coventry & Warwickshire				Greater Birmingham & Solihull			
<b>4 Observers Organisations</b>									
Herefordshire Council	Marches LEP	West Midlands Fire & Rescue Authority				West Midlands Police & Crime Commissioner			

The WMCA is a politically led organisation and led by its elected Mayor and the leaders of the seven constituent local authorities, who have full voting rights. The leadership also includes the chairs of the Local Enterprise Partnerships (LEPs), which are business-led organisations that help build relationships between businesses and local authorities. Non-constituent authorities, which include the LEPs and ten local councils from across the wider West Midlands area, have reduced voting rights but play a crucial role at board level, helping to inform policy and drive forward the WMCA agenda. Observer organisations,

including other councils, LEPs and bodies awaiting non-constituent membership, also influence the WMCA's work.

The WMCA's current portfolio areas include:

- Deputy Mayor and Finance Portfolio
- Transport
- Housing & Land
- Productivity & Skills
- Economy & Innovation
- Environment & Energy, HS2
- Public Service Reform & Social Economy
- Culture & Digital
- Wellbeing
- Inclusive Communities

Elected members and officers lead on key policy portfolio areas, working in partnership with LEP colleagues.

The key workstreams & strategies for the WMCA can be found [here](#).

To view the WMCA Constitution please click [here](#).

To view the WMCA Assurance Framework, please click [here](#).

### **What is the role of the Cultural Leadership Board?**

The board has an advisory role in the development of high-level strategies, ensuring that the West Midlands' cultural sector is well placed to take advantage of opportunities concerning the development and implementation of WMCA strategies.

This means that the board can provide advice to develop strategies to:

- Improve the cultural provision and inclusive growth of the sector through the West Midlands cultural strategy
- Ensure the whole region benefits from landmark events & opportunities

- Increase cultural engagement with a specific focus on representation, especially young people
- Develop representative cultural sector leadership
- Help the sector to become more entrepreneurial
- Maximise funding opportunities for the sector
- Identify proposals for the Spending Review
- Aid collaborations, networks and cross-sector alignment

The role of the WMCA in relation to the board is an enabling one: supporting the development of cultural leadership in the region and helping to align the suggestions and recommendations of the board with existing programmes and strategies.

### **The CLB's key activity to date**

- Initiating a [comprehensive regional research and mapping study](#) on the cultural sector to provide the evidence base needed for future developments, including a digital cultural infrastructure map. This was done in partnership with Birmingham 2022 Commonwealth Games, Coventry City of Culture, Birmingham City Council, West Midlands Growth Company, Greater Birmingham & Solihull LEP, Culture Central; and the project received funding from Arts Council England and DCMS.
- Initiating the pilot programme to support diverse-led [cultural & creative social enterprises](#)
- Signing up in principle to the ['More than a Moment'](#) initiative and embedding the principle in CLB governance and activities
- Feeding into other WMCA work such as the [Regional Digital Roadmap](#)
- Contributing to the ['Recharge West Midlands'](#) and WMCA Spending Review submission in 2020, as well as responding to Government consultations such as the Planning White Paper in 2020.

### **How is the CLB governed?**

The CLB's governance is outlined in the Terms of Reference. A direct appointment has been made by the WMCA for Martin Sutherland to be the inaugural Chair of the Board. Unlike Trustees and Directors, advisory board members do not have any legal

responsibilities but must adhere to codes of conduct, confidentiality rules and data protection legislation as outlined in the Terms of Reference.

The Board Members are to work together to represent the sector and not the interests of their own organisations, art forms or localities. The Board Members will however use their specific knowledge to inform these wider conversations.

### **Who does the CLB engage with and report to?**

At present the cultural policy area sits within the remit of the WMCA's Economy and Strategy Directorate. This policy team also supports the administration of the Cultural Leadership Board.

As an advisory board, the Cultural Leadership Board reports to the WMCA Portfolio Holder for Digital & Culture. He in turn reports to the WMCA Economic Growth Board (EGB), which then reports back to the main WMCA Board:



The CLB works closely together with other relevant bodies such as the WMCA Culture Officers Group, which has representation from Local Authorities and the Local Enterprise Partnerships (LEP's).

### **How can I find out more?**

Updates on the activities of the CLB will be posted on the WMCA website: [Cultural Leadership Board | West Midlands Combined Authority \(wmca.org.uk\)](https://www.wmca.org.uk/cultural-leadership-board) including any call outs, board documents or events.

If you have any specific questions then please fill in the enquiries box at the website: <https://www.wmca.org.uk/contact-us> with a reference to the Cultural Leadership Board.

Use the following link for information and findings from the **West Midlands Cultural Research Project**: [West Midlands Cultural Sector Research Project | West Midlands Combined Authority \(wmca.org.uk\)](#).

For information on cultural infrastructure and engagement, see our [Cultural Infrastructure Map](#).