

WMCA Cultural Leadership Board Meeting 6 Minutes

Date	Monday 22 February 2021
Time	14:00 – 16:00
Location	Virtual Teams Meeting
Organisers	Martin Sutherland, Chair of Cultural Leadership Board Adam Hawksbee, Head of Policy and Programme Development Salla Virman, Policy Lead (CLB), secondment/Arts Council England Rachel Fearn, Support Officer
Attendees	Nikki Bi (Civic Square) Raidene Carter (Birmingham 2022 Commonwealth Games) Pamela Cole-Hudson (Gazebo) Indi Deol (DES blitz) Parminder Dosanjh (Creative Black Country) Doreen Foster (Warwick Arts Centre) Ian Francis (Flatpack Film Festival) Adrian Jackson (Wolverhampton Grand Theatre) Jerrel Jackson (Creative Academies Network) Cheryl Jones (Grand Union) Ayub Khan (Cultural Services & Libraries Warwickshire County Council) Andrew Lovett (Black Country Living Museum) Timothy Maycock (Birmingham Hippodrome) Julia Negus (Theatre Absolute) Karen Newman (Birmingham Open Media) Gina Patel (Young Combined Authority) Aftab Rahman (Legacy WM) Simeon Shtebunaev (Birmingham Architectural Association) Ammo Talwar (PUNCH Records)
Apologies	Val Birchall, WMCA Cultural Officers Group Chair Catherine Mallyon, (Royal Shakespeare Company), CLB Vice-Chair Laura Nyahuye (Maokwo)
Guests or observers	David Furnage, Vice-Chair, Cultural Officers Group – Observer & Item 5 Jonothan Neelands, Evaluation lead for Coventry City of Culture - Item 6

#	Item	Action
1	Welcome & apologies Apologies were noted.	

	<p>Chair welcomed new members including:</p> <ul style="list-style-type: none"> • Gina Patel • Ayub Khan • Laura Nyahuye • Nikki Bi 	
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. Remaining actions:</p> <ul style="list-style-type: none"> • Adam to continue to keep CLB updated on any equality related developments at WMCA • Salla to organise arts & health meeting • Salla to keep members up to date on discussions around heritage 	<p>Action: Adam and Salla to follow up</p>
4	<p>WMCA updates</p> <p>Adam Hawksbee provided an update on key items:</p> <ul style="list-style-type: none"> • Recruitment – Salla Virman has been appointed as the Senior Policy Officer for Culture at WMCA • Local and Mayoral Election – happening on 6 May 2021. Pre-election sensitivity period starts 22 March 2021 and during this time there will be restrictions on WMCA activity. While CLB members can naturally state their own views/opinions as individuals, there will also be limitations on what the CLB can and cannot do. Adam is happy to answer any questions about the rules. A Cultural Hustings event is currently in discussion and will be run by the Royal Shakespeare Company and Culture Central. CLB members can get involved in the event but it cannot be run by CLB due to the WMCA link • WMCA Board – positive support from the board on the Cultural paper and regional priorities, which will now provide a framework on how we work together • Government’s Budget – happening on 3 March 2021. Not expecting a lot of announcements around new spending or around Culture • Young Combined Authority – published Vision for the Future of the Region document. There are currently 2 portfolio leads at YCA for Culture and Major Events 	<p>Action: Adam keep CLB up to date on the budget around Culture.</p>

	<ul style="list-style-type: none"> • Cultural Strategy – Planning to create a formal working group for strategy development led by WMCA Cultural Officers Group <p>Julia Goldsworthy noted:</p> <ul style="list-style-type: none"> • Mayoral election – WMCA has a mayoral protocol with mayoral candidates during the pre-election period. Looking at mayoral delivery plan process and mayoral manifestos • Government’s Budget – not expecting anything specific for Culture but focusing on the Levelling-Up Fund, although CA role in the process is still not known • Through influencing, WMCA can support the development of cultural investment priorities for the region, linking with wider goals • Comment was raised around how progress/figures can be seen within the Cultural sector. Julia suggested sharing WMCA’s end of year review to identify progress within the Cultural sector 	<p>Action: Adam to keep CLB up to date on any changes/refresh to priorities for Culture under new Mayor.</p> <p>Action: Julia to share end of year review with CLB</p>
<p>5</p>	<p>WMCA Cultural Officers Group update</p> <p>David Furnage provided an updated on key points:</p> <ul style="list-style-type: none"> • Given that the WMCA Board approved the strategic priorities for culture, the next steps will involve developing focused actions around these. This work will be led by COG which will closely involve CLB in this process. The initial plans include creating matrix to map the four areas and actions on impacts and costs • As a reminder, the strategic priorities were: <ol style="list-style-type: none"> a) Support cultural sector recovery and growth post Covid-19 b) Increase participation and to make sure the benefits of cultural participation are highlighted c) Focus on placemaking to harness the potential of culture to play a key role in transforming to the region d) Promote the West Midlands as the best place to work and live <p>COG will continue to update CLB with refined list for input and suggestions.</p>	<p>Action: COG to update CLB</p>

<p>6</p>	<p>Coventry City of Culture evaluation and legacy</p> <p>Jonothan presented Coventry City of Culture evaluation and legacy. Key points included:</p> <ul style="list-style-type: none"> • Target of 80% of residents will participate at least three times in a city of culture 2021 event. • Joint Cultural Needs Assessment (JCNA) supports arts and cultural organisations in planning and delivering of cultural outcomes. Specifically looking at the health care system including the quality of community, prospects and environment. • JCNA’s plan is to bring key stakeholders and communities together to define the areas vision and targets. Then they plan to set out place outcomes to lead towards the vision. • Theory of Change is moving to Story of Change to focus on outputs and outcomes. • Jonothan showed the board the PBI based digital tool that can be used to look across Coventry at different indicators e.g. demographics, cultural data, income <p>Feedback from the board included:</p> <ul style="list-style-type: none"> • Comment raised around how engagement and legacy are being measured. Jonothan noted that they are measured through JCNA and setting realistic targets. Digital engagement will be measured. • Changing visitor’s perception on Coventry will be part of the evaluation and legacy. • Comment mentioned around perceived lack of diversity within staffing and the board at Coventry City of Culture. Chair discussed how they have recently recruited 7 more members to the board and how his team is diverse. Jonothan also noted that they look at quarterly progress reports in detail at the demographic of who they employ and engage with. • Comment raised on how Covid-19 will affect Coventry City of Culture as no data had been provided on it. Jonothan mentioned about the Theory of Change how outcomes should be the same but the story of how to get there will change. Chair mentioned challenges around visitor numbers particularly visitors on over-night stays. 	<p>Action: Salla to share presentation & links with board members</p>
<p>7</p>	<p>Working Group updates</p> <p><i>Workstream 3: Leadership, entrepreneurship & engagement</i></p>	

	<p><i>'More than a Moment' action plan update (papers shared in advance)</i></p> <p>Ian Francis and Jerrel Jackson provided an update on progress so far:</p> <ul style="list-style-type: none"> • The group has reviewed the plans and suggested some actions the board can take to ensure principles are embedded in relation to its own governance • This included reviewing the language, as well as focus on listening • Also discussed Equality, Diversity & Inclusion (EDI) work and focusing on how WMCA are working towards EDI. Adam noted that WMCA have an internal group leading on EDI work and if CLB want to nominate a person to be a part of it they can. WMCA's EDI work is split into two areas including priorities and policies. <p>It was agreed that CLB members should all be champions and that diversity should stay on the agenda, so members are accountable. Chair happy to endorse this. There was a question if there should be an advocate to go to the meetings and feedback to the group the work involved. Adam noted he is happy to have further conversations around this.</p> <p>Potential partnerships with academic institutions around learning resources was also suggested.</p> <p>The board agreed the initiatives actions are going in the right direction. Working group will focus on the detail of the actions and feedback to CLB at the next meeting.</p>	<p>Action: Salla to organise next meetings</p>
<p>8</p>	<p>Governance items</p> <p><i>Term of membership</i></p> <p>The board approved the extension of the term of membership. The board agreed that it should also ensure that succession planning is started early on and new members could be supported through a 'buddy system'.</p> <p>The board decided to discuss Vice Chair extension and appointment at the next meeting and discuss the role, as well as review terminology.</p>	<p>Action: Salla update Term of membership and implement buddying</p> <p>Action: Discuss Vice Chair extension at next meeting.</p>

