

WMCA Cultural Leadership Board Meeting 4 Minutes

Date	Thursday 24 September 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
Attendees	Raidene Carter (Birmingham 2022 Commonwealth Games) 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) Karen Newman (Birmingham Open Media) Aftab Rahman (Legacy WM) Simeon Shtebunaev (Birmingham Architectural Association) Ammo Talwar (PUNCH Records)
Apologies	Parminder Dosanjh (Creative Black Country) Catherine Mallyon, (Royal Shakespeare Company), CLB Vice-Chair Timothy Maycock (Birmingham Hippodrome) Ellen McAdam (Birmingham Museums Trust) Christine McNaught (FWT A Centre for Women) Julia Negus (Theatre Absolute) Adrian Jackson (Wolverhampton Grand Theatre)
Guests or observers	Val Birchall, WMCA CTAG Group (observer & item 7) Rachael Roe, Senior Policy Officer, Cultural Infrastructure & Raja Moussaoui, Policy & Projects Officer Culture at Risk, Greater London Authority (item 8) Becky Frall, West Midlands Growth Company (item 9) Nathan Brine – on behalf of Adrian Jackson (Wolverhampton Grand Theatre)

#	Item	Action
1	<p>Welcome & apologies</p> <p>Apologies were noted.</p> <p>The Chair opened the meeting by requesting further comments on how the board could consider actions in relation Black Lives Matter movement.</p> <p>Key points raised:</p> <ul style="list-style-type: none"> • The radical listening sessions organised by West Midlands Cultural Response Unit were deemed useful and there will be some further actions that the board could also support • Given the remit of the board, Black Lives Matter should be considered in relation to any proposals or advice that the board may develop going forward • Adam to keep the board informed on wider WMCA context • AT raised concerns around the processes for the recruitment and governance of Festival UK 2022 in terms of transparency and promotion of opportunities for people to get involved: https://www.festival2022.uk/about/the-team AT suggested for the Chair to have a conversation with Vikki Heywood on behalf of the board to find out more and to provide a statement from the board. This approach was endorsed by other members. • It was also agreed the board could work with other key events in the region • Individual organisations and leaders also have a key role in enabling change through e.g. recruitment practices and ensuring real change instead of tokenism. Examples were also given on current work with the member's organisations in relation to talent development and a black acceleration fund • RC called for the board to develop further actions <p>Chair concluded that a separate meeting should be organised so that further actions could be discussed. In the meanwhile, individual organisations could work on these</p>	<p>Action: AH to share any further WMCA responses</p> <p>Action: Chair to have conversation with Vikki Heywood before next board meeting</p> <p>Action: SV to organise a meeting</p>

	aspects.. The Slack channel could also be used for board communications.	for WG3 and other interested members
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>Recruitment of board members</p> <p>It was noted that resignations had now been received from Christine McNaught and Ellen McAdam. The Chair had also received a letter from Stephen Snoddy to confirm that he had received the note about him stepping down.</p> <p>Given the recent resignations, the board could now recruit four new members. The board approved the proposed plans for further recruitment, and suggested flexibility to ensure board membership was accessible (e.g. support for freelance members in terms of covering costs where these would create a barrier for participation). Recruitment materials should be amended to reflect this.</p> <p>SV to amend the skills audit to see if changes have had an impact on identified skills gaps, art form or geographical representation. SV to consult board if there are significant changes.</p> <p>Volunteers were requested for the selection panel and AL, ID, DF and CJ volunteered. SV to get in touch to confirm timelines and process.</p>	<p>Action: SV to update materials to include freelance support</p> <p>Action: SV to update skills audit</p> <p>Action: SV to coordinate selection panel activity</p>
5	<p>Working Group updates:</p> <p><i>Workstream 3: Leadership, entrepreneurship & engagement</i></p> <p>Karen Newman as Chair provided an update:</p>	

<ul style="list-style-type: none"> Some members have also contributed to the Comprehensive Spending Review conversations <p>There was also discussion on the role and alignment with Cultural compacts – as alternative finance could also be within their remit. Their development was however in early stages and something that could be picked up later.</p> <p>Workstream 1: CA Economic & Social ambitions</p> <p>Ammo Talwar presented the item as the Chair.</p> <p>The West Midlands cultural sector mapping project was progressing:</p> <ul style="list-style-type: none"> The audience development piece had now been procured by the Birmingham 2022 Commonwealth Games. Work was still ongoing to secure funding and finalise the proposal for the other part looking at economic impact, cultural infrastructure, employment and cultural tourism JJ noted that the working group members had not been kept updated on the most recent developments and SV noted that although the Chair of the working group had been involved in the conversations, communications would be improved to ensure they felt fully engaged. SV to circulate the audience scope and the economic piece <p>Update on meeting with WMCA around Wellbeing workstream</p> <p>PC-H provided an update on recent meeting with Sean Russel, who is the Director of Implementation for wellbeing related workstreams, particularly mental health (Thrive programme).</p> <ul style="list-style-type: none"> The meeting was very positive and further follow up would be needed to determine how CLB could contribute to this work going forward. Key discussion points were around legacy aspect for major events, engagement with young people, the role of the cultural sector in engaging with businesses around mental health, social prescribing and wellbeing within apprenticeships 	<p>Action: SV to share final audience scope</p> <p>Action: SV to share final economic scope when available</p>
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	<ul style="list-style-type: none"> • There are currently limited resources at the WMCA to develop some of this work, but these different areas could still be looked at for future development • A key question for the wider board would be around how further work and discussions would be facilitated. This could involve the development of a new Working Group, or potentially including different aspects to the existing working groups (e.g. WG2/new income models) <p>SV also noted that some areas had existing groups with a focus on this area (e.g. Coventry, Birmingham) and there might also be possibilities to explore how CLB could align with existing activity.</p> <p>The board agreed that a joint meeting should be set up with existing groups and networks to discuss this further. PC-H and KJ expressed an interest in taking part in these sessions on behalf of the board.</p> <p>SS also noted that depending on the outcome of the CSR, some of this work could be relevant to this.</p> <p>Event Group</p> <p>SV provided a brief update:</p> <ul style="list-style-type: none"> • Group has not met since the last meeting but will look to reconvene soon • Focus would be around potential hustings events, as well as any communications related activities stemming from other areas of work. 	<p>Action: SV to schedule a joint meeting with existing working groups prior to next board meeting</p> <p>Action: SV to schedule a meeting prior to next board meeting</p>
6	<p>WMCA update</p> <p>AH provided an update on:</p> <ul style="list-style-type: none"> • Comprehensive Spending Review: The submission has now been approved, thank you everyone who had contributed to the cultural sector proposal. The CLB feedback had been extremely valuable particularly around the inclusion of some ‘softer’ outcomes relating to place and talent development. Given that there was now no autumn budget, it is not clear at this point on 	

	<p>how longer-term spending will be approached. AH to keep the CLB updated on any developments. SV to share final proposal.</p> <ul style="list-style-type: none"> • Meeting with Cllr Harley: The Chairs of both CLB and COG (previously CTAG) had a positive meeting with the portfolio holder. Regular updates will now be provided to Cllr Harley. • WMCA SED Board: The Chair of CLB also provided an update to the WMCA SED board on the activities of the board, which was again useful, and positively received • Future support function: AH confirmed that SV's secondment would be extended until the end of March 2021. Further agenda item will need to be included to a future meeting to discuss support provision after this. • Digital agenda: Input from CLB would also be invited to support the development of a new WMCA Digital Strategy. This will focus on e.g. digital access & inclusion, data design and infrastructure. KJ, PC-H and ID expressed an interest to support this work, SV and AH to coordinate further. • Town centres: CLB were also welcomed to feed into WMCA conversations around town centre developments. This could also form a part of the work of a working group – possibly Working Group 1. • WMCA and Birmingham 2022 Commonwealth Games: Culture is now included in the emerging work around the seven legacy aspects for the WMCA and the Games. The work is still in its early stages but if any board members would be interested in taking part in this work, please contact AH. <p>The board also requested to be better informed on any WMCA cultural sector related developments, including endorsements of statements from the Mayor's office. AH to ensure internal alignment and improved communications.</p>	<p>Action: SV to share final submission</p> <p>Action: AH & SV to coordinate board member input</p> <p>Action: AH to discuss with WG1</p> <p>Action: Board members interested in Games legacy work to contact AH and SV</p>
7	<p>Cultural Officers Group (COG) update</p> <p>Val Birchall as the COG Chair provided an update:</p> <ul style="list-style-type: none"> • The name of the group had been changed from Culture & Tourism Advisory Group to Cultural Officers Group to better reflect the membership and purpose of the group 	

	<ul style="list-style-type: none"> • The next steps would include the development of regional (as opposed to localised) cultural priorities and objectives and to work with key stakeholders to further develop and resource these. CLB would also be a key stakeholder to be consulted. It was important to work together to make the case for culture. • It would also be helpful to have more alignment in the messaging between the sector and Local Authorities/ Local Government Association to e.g. the Government • COG has not had a meeting since July but the next meeting is scheduled for 15 October and feedback to CLB will provided following this <p>The board also raised a question how the Cultural Compacts in the area were linked to this work and if they were actively collaborating. VB concluded that given the development of Compacts was still in early stages and they were potentially still refining their purpose, there had not been high levels of collaboration as of yet.</p>	
8	<p>‘Culture at Risk’ presentation from Greater London Authority</p> <p>Rachael Roe and Raja Moussaoui provided a presentation on the approach of the GLA in supporting the cultural sector in London, as well as a briefing on the ‘Culture at Risk’ workstream.</p> <p>The board members found this presentation extremely useful and interesting. It was agreed that a further session with GLA would be planned to discuss this further. AH to also invite guests from other parts of the WMCA (e.g. planning) as well as relevant sector networks. The board expressed their thanks to the GLA team on their very useful and interesting presentation.</p>	<p>Action: AH and SV to coordinate meeting</p>
9	<p>Trade & Tourism Investment presentation from West Midlands Growth Company</p> <p>Becky Frall provided a presentation on the TTI proposal, including the potential impact of Covid-19.</p>	

	<p>Further contributions were invited from CLB particularly in relation the leisure tourism and business tourism aspects of the project. Feedback from CLB would also be valuable for the current process of developing tender documents as well as developing ways to engage with local providers.</p>	<p>Action: SV to liaise with BF to identify avenue for feedback and engagement</p>
10	<p>AOB</p> <p>SS raised the recent changes to planning processes and would be happy to facilitate a session on how CLB could develop a joint response from the cultural sector perspective. CJ, SS and SV to take this forward. Wider board to be consulted before submission.</p>	<p>Action: AH and SV to coordinate meeting</p>
11	<p>Dates of the next board meetings:</p> <ul style="list-style-type: none"> • Next meeting 27 November 2020 	
12	<p>Meeting close</p>	