

WMCA Cultural Leadership Board Meeting 8 Minutes

Date	Monday 16 August 2021
Time	14:00 – 16:00
Location	Virtual Teams Meeting
Organisers	Adam Hawksbee, Head of Policy and Programme Development, WMCA Salla Virman, Senior Policy Officer - Culture, WMCA Rachel Fearn, Support Officer, WMCA
Attendees	Nikki Bi (Civic Square) Raidene Carter (Birmingham 2022 Commonwealth Games) Indi Deol (DESIblitz) Doreen Foster (Warwick Arts Centre) 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) Gina Patel (Young Combined Authority) Martin Sutherland, Chair of Cultural Leadership Board
Apologies	Val Birchall, WMCA Cultural Officers Group Chair Simeon Shtebunaev (Birmingham Architectural Association) Aftab Rahman (Legacy WM) Parminder Dosanjh (Creative Black Country) Pamela Cole-Hudson (Gazebo) Ammo Talwar (PUNCH Records) Karen Newman (Birmingham Open Media) Laura Nyahuye (Maokwo) Ian Francis (Flatpack Film Festival)
Guests or Observers	David Furnage, Vice-Chair, Cultural Officers Group (observer & Item 5)

#	Item	Action
1	Welcome & apologies Apologies were noted.	

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 the following outstanding action:</p> <ul style="list-style-type: none"> • Board members to email Salla their Self-Assessment forms. <p>WMCA is establishing a Race Equalities Taskforce and it has been confirmed it can have representation from CLB. Salla to share details once available.</p>	<p>Action: Board members to email Salla their Self-Assessment forms</p> <p>Action: Salla to share nomination details with CLB</p>
4	<p>WMCA updates & comms</p> <p>Adam provided an update from WMCA, the key points included:</p> <ul style="list-style-type: none"> • Director of Strategy at WMCA Julia Goldsworthy is leaving the WMCA. The organisation is currently going through a Business Transformation process and succession arrangements will be considered as part of this. In the meanwhile, Adam will be reporting directly to Interim CEO Laura Shoaf. • Currently developing Corporate Strategy for the next three years. Adam to share slides on this and welcomes any comments/feedback from the Board. • No formal announcement yet for the process or timeline for the Comprehensive Spending Review (CSR). WMCA in discussions with individual departments on key asks and priorities. Likely to have limited new funds. • Levelling-Up White Paper likely to be published in October. Currently being structured under four categories including: Growth & Enterprise, Human Capital, Pride in Place and Devolution. Main focus is on regional differences in productivity and growth, with the cultural sector included within this. • We have had some conversations with Government departments and there may be a need to develop something quickly for submissions mid-September. CLB may therefore be contacted for ideas and contributions and this is likely to be a tight turnaround. Focus areas 	<p>Action: Adam to share slides to CLB.</p>

	<p>could be e.g. financial innovation, capital developments, place-based approaches like Cultural Action Zones.</p> <p>Salla provided an update on the research project:</p> <ul style="list-style-type: none"> • West Midlands Cultural Sector Research Project was launched on 21 July 2021. • Ongoing comms and social media going out for the research. • The website page has had over 900 visits in just a few weeks with lots of positive interest • First sector sharing session happened at the end of July and there are plans for future sessions in September or October. • We will continue to develop the map with new datasets going forward. <p>Feedback from the group included:</p> <ul style="list-style-type: none"> • It was noted that some Local Authorities are already looking at levelling up opportunities that would include cultural projects • Questions were asked if the cultural infrastructure map could be open source. Salla noted that based on the learning from Greater London Authority, this would still require some monitoring. However, people can currently contact the WMCA to ask them to be added to the map or to amend the data so the process is quite easy and we have not received high numbers of requests. 	
5	<p>WMCA Cultural Officers Group update</p> <p>David Furmage provided an update from COG, the main points included:</p> <ul style="list-style-type: none"> • Following discussions with the WMCA, it is now proposed that COG and CLB should work together to develop a high-level ‘Cultural Prospectus’ for the region instead of a 10-year regional cultural strategy. The prospectus would focus on 3-5 key opportunities regionally (e.g. what ‘levelling up’ could mean for cultural perspective; culture & placemaking including Town Centres; developing an agreed pipeline of priority projects.) and a regional positioning statement. 	

	<ul style="list-style-type: none"> • The prospectus should align with other strategic documents such as the Local Authority cultural strategies, the work of Cultural Compacts and the legacy of major events. It should also consider data and evidence from the WM Research as well as other research particularly around of Covid impact. • The prospectus could inform asks to the Government and the aim is to still have the prospectus in place by March 2022. There is also still potential to use external consultants to support the work • On other COG updates, the last COG meeting included presentations from the National Lottery Heritage Fund and Create Central. For the latter, the updates were particularly around the partnerships with BBC and some specific work had been initiated to consider the role of the cultural sector • It was noted that the Chair of COG Val Birchall was leaving Coventry City Council and she would therefore not continue as the Chair. The WMCA were having discussions with COG members on arrangements going forward. The next COG meeting will be 15 October. <p>CLB members were supportive of the Cultural Prospectus approach. It was however noted that the working group should ensure it would link with the WMGC work around tourism.</p>	
6	<p>Working Group updates</p> <p><i>‘More than a Moment’ update and feedback from WMCA EDI conversation – Jerrel Jackson</i></p> <p>Key updates:</p> <ul style="list-style-type: none"> • Working group last met in July and was focusing on the action plan items • Jerrel attended the More than a Moment meeting organised by Culture Central and is waiting on some further information to guide our future work. Overall, CLB was moving in the right direction. • Jerrel met with Mike Lewis (WMCA Senior Policy Officer) and Anna Sirmoglou (WMCA Equalities & Diversity Manager) to better understand wider WMCA approach 	

	<p>and how inform them about the EDI work the CLB is undertaking. This was a useful conversation.</p> <p><i>Cultural & Creative Social Enterprise programme – Salla Virman on behalf of Pamela Cole-Hudson</i></p> <p>Key updates:</p> <ul style="list-style-type: none"> • The programme is progressing well overall • Delivery has been extended until the end of January 2022 for Kiondo so now expecting the programme to come to an end in February 2022 <p><i>Black Country Cultural Investment working group – Salla Virman on behalf of Parminder Dosanjh</i></p> <p>Key updates:</p> <ul style="list-style-type: none"> • The stakeholder group has been meeting regularly and a consultant was hired to bring together ideas • Two workshops were held in July with the invitations extended beyond COG and CLB to ensure wider engagement. • A first draft of the proposal has been produced and there will be a further consultation in September before further work will be done on scoping specific investment ideas and the detail. <p><i>Tourism Recovery Plan feedback – Andrew Lovett</i></p> <p>Andrew and Indi attend a briefing session with the West Midlands Growth Company to go through the draft Tourism Recovery Plan. It was agreed that further feedback would be sought from the CLB. Andrew therefore invited comments from CLB which will then be fed back to WMGC.</p> <p>Key feedback included:</p> <ul style="list-style-type: none"> • Overall, cultural sector opportunities not sufficiently included in the proposals – there is a real opportunity to create more excitement about the region • Consider how the region’s cultural heritage could be better used in branding the region (e.g. internationally significant music heritage, visual arts, dance). These could be a great way to develop ‘hero themes’ • Ensuring diversity & inclusion are considered when e.g. highlighting contributions of different people • Ensuring we make the most of our heritage assets 	
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	<ul style="list-style-type: none"> • Ensure that looking at the sector more widely beyond the major events, as well as giving opportunities to smaller organisations as well to showcase their offer • Ensure the recent WM cultural sector research will inform the strategy – particularly around demographics and cultural participation data & recommendations • Ensure night-time economy is considered, as well as link up culture and heritage • Focus on ‘experiences’ and create different narratives for different customer segments. Sussex Modern is a great example of pointing tourists to smaller organisations and places of interest for tourists to visit – but fitting with a coherent narrative. • Go ‘beyond Shakespeare’ to consider what our strengths are and how to change the dial to include a varied cultural offer. • Better links with the tourism & cultural sector – potentially some information sessions to ensure tourism sector better understands the cultural sector – particularly considering the major role culture plays in our visitor economy. Tourism sector should also keep the cultural sector better informed of opportunities and developments • Ensure digital marketing is considered across the piece with interesting creative content – and ensuring especially young people are targeted in relevant channels and are offered interesting experiences that link both with the heritage – but still have a contemporary edge (e.g. Peakay Blinders) • Ensure cultural offer is included in international promotion opportunities such as Dubai Expo <p>Salla to collated feedback and share with WMGC.</p>	<p>Action: Board members to send further feedback to Salla & Andrew</p>
7	<p>Governance items</p> <p><i>Final working group membership</i> Salla outlined the new working group memberships. The meetings will be set up regularly from September.</p> <p>Salla scoping interest from CLB members to attend a conversation WM Violence Reduction Unit to discuss role of arts & cultural activity in violence reduction. Those interested to contact Salla.</p>	<p>Action: Members to email Salla if changes to working groups.</p> <p>Action: Contact Salla if interested in VRU meeting.</p>

	<p>Chair appointment The Mayor has extended Martin Sutherlands direct appointment as the CLB Chair for another 12 months. Salla to update Terms of Reference and circulate to the Board.</p> <p>Deputy Chair appointment Currently planning for a formal external recruitment for the Deputy Chair position. Salla to create a job description and circulate with the board. Salla to work out process/interview panel and to share more details once available. It was suggested that YCA should also be considered as part of recruitment.</p> <p>Away Day update Board members to fill in the CLB Away Day Doodle Poll to scope a date. The Away Day will be hybrid to allow people to join virtually and in person. More information and details will be provided closer to the time. Currently planning the agenda, Board members to email Salla any ideas.</p>	<p>Action: Salla to update Terms of Reference</p> <p>Action: Salla to share Deputy Chair job description and details on process</p> <p>Action: Salla to flag recruitment to YCA</p> <p>Action: Members to complete Doodle Poll for CLB Away Day</p> <p>Action: Members to email Salla for agenda ideas</p>
8	<p>EDI reflection and board ‘self-check’</p> <p>Jerrel note that the CLB Inclusion & Diversity session in July was helpful in starting honest and transparent conversations about EDI.</p>	
9	<p>AOB, dates of the next meeting and forward plan</p> <p>Next week, invites will be sent out for the launch of different cultural programmes for the Commonwealth Games. Raidene to share information once available.</p> <p>Future meetings, Salla to look into the possibility of having time for the board to discuss arts & culture, what is happening in their organisations and any upcoming events/activities.</p> <p>DESiblitiz Literature Festival taking place 18 September</p> <p>Next Cultural Leadership Board Meeting – Friday 26 November 2021.</p>	<p>Action: Raidene to share CWG opportunities</p> <p>Action: Salla to review agendas</p>
10	<p>Meeting close</p>	