

WMCA Cultural Leadership Board Meeting 5 Minutes

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| Date | Friday 27 November 2020 |
| Time | 14:00 – 16:00 |
| Location | Virtual meeting |
| 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) Parminder Dosanjh (Creative Black Country) 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) Timothy Maycock (Birmingham Hippodrome) Julia Negus (Theatre Absolute) Karen Newman (Birmingham Open Media) Aftab Rahman (Legacy WM) Simeon Shtebunaev (Birmingham Architectural Association) Ammo Talwar (PUNCH Records) |
| Apologies | Catherine Mallyon, (Royal Shakespeare Company), CLB Vice-Chair Adrian Jackson (Wolverhampton Grand Theatre) |
| Guests or observers | Andy Street, Mayor of the West Midlands – Item 8 Val Birchall, WMCA Cultural Officers Group – Observer & Item 7 Phil Batty, Head of Ceremonies & Baton Relay, Birmingham Organising Committee for the 2022 Commonwealth Games Ltd – Item 9 Helen Kershaw, Head of WMCA Commonwealth Games Delivery, WMCA – Observer Item 9 |

| # | Item | Action |
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| 1 | Welcome & apologies Apologies were noted. | |

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| 2 | <p>Declarations of interest</p> <p>Raidene Carter declared an interest in relation to Item 9.</p> | |
| 3 | <p>Approval of the minutes of the previous meeting</p> <p>The minutes of the previous meeting were approved as accurate. 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 organise events group meeting | <p>Action: Adam and Salla to action</p> |
| 4 | <p>Update on ‘More than a Moment’ implementation plan</p> <p>It was agreed that a separate working group should meet to discuss the plan in more detail. Jerrell, Karen and Ian expressed an interest in taking part in this work, other members to email Salla if they would like to join.</p> <p>A few general comments were made:</p> <ul style="list-style-type: none"> • As a regional body representing the cultural sector, CLB should make its actions visible and speak up • It was recognised that the pledge is a response to injustice, and a focused call for action in relation to black creatives. Given that the pledge has a specific focus, it is about positive action and not intended to be a separatist agenda. It was therefore recognised that even though there was support for the pledge, this was not to undermine other issues around diversity and inclusion. • The definition for ‘black’ was seemed problematic in part, particularly around mixed heritage, although the members were happy to adopt the definition used at the pledge for now to ensure the focus was on taking action. | <p>Action: Salla to set up working group Action: Members to email Salla if want to join</p> |
| 5 | <p>Approval of new board members (recommendation paper)</p> <p>The board approved the recommendation for new board members. The new board members are:</p> <ul style="list-style-type: none"> • Gina Patel • Ayub Khan • Laura Nyahuye | |

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| | <ul style="list-style-type: none"> • Nikki Bi <p>Given that the first term of current members will end 31 May 2021, potential actions around this should be added to the agenda of the next meeting.</p> | <p>Action: Salla to add review of membership term to next agenda</p> |
| 6 | <p>Working Group updates (shared in advance)</p> <p><i>Workstream 3: Leadership, entrepreneurship & engagement</i></p> <p>Karen Newman as Chair provided noted:</p> <ul style="list-style-type: none"> • There were some more recent developments that could help to launch the Cultural & Creative Social Enterprise Programme and hopefully this could happen before end of December. <p><i>Workstream 1: CA Economic & Social ambitions</i></p> <p>It was noted that the final reports for both the audience development piece as well as the economic piece were estimated to be completed by March 2021.</p> | |
| 7 | <p>WMCA Cultural Officers Group update</p> <p>Val Birchall presented draft strategic priorities for culture that were developed by COG. These priorities would act as the long-term goals and also feed into resourcing conversations within the WMCA through Portfolio Holder for Culture & Digital. CLB were asked to provide feedback on the main four priorities. Key feedback included:</p> <ul style="list-style-type: none"> • Overall agreement on the four key priorities • Comments raised on being mindful the how these would be actually implemented and resourced. Adam noted that the responsibility would lie across the different WMCA policy areas and workstreams and that case for resources was being made. • Important to remember the scale of businesses to ensure that also smaller organisations would benefit | |

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| | <ul style="list-style-type: none"> • Further detail on how cultural organisations themselves could work towards supporting and resourcing priorities • Importance of placemaking was recognised as a key priority • Green recovery and sustainability should be further highlighted in the priorities <p>Adam also noted that the Mayor of West Midlands has had conversations with Arts Council England around lack of investment to Black Country. A separate group with Black Country representation would be convened to discuss this further.</p> | <p>Action: Salla to share feedback with COG</p> <p>Action: Salla to coordinate Black Country meeting</p> |
| 8 | <p>Discussion with Mayor of the West Midlands, Andy Street</p> <p>Chair welcomed the Mayor to the meeting who then highlighted some key points around the cultural agenda:</p> <ul style="list-style-type: none"> • The Mayor expressed his thanks to the sector for continuing to deliver valuable services even with restrictions set by Covid-19 • CLB was also thanked for their contribution and support for the work of West Midlands Cultural Response Unit • Imbalance between investment in some parts of the region, particularly Black Country. The Mayor referenced his recent conversations with Arts Council England to address this and welcomed the help of CLB in feeding into these conversations as the sector representative advisory body • Importance of major events in providing opportunities for the cultural sector to grow and benefit from legacy impacts • Importance of ensuring that ‘levelling up’ and further Government support will also benefit the cultural sector • Key projects already happening in the region, particularly in the screen and content sector that help to develop the wider cultural infrastructure in the region. Further work on the UKStudios is still needed. • Overall, ensuring that the cultural sector can play a key role across many different agendas, given its ability to contribute some of the key economic and social agendas. | |

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| | <p>The Mayor also answered questions from CLB members:</p> <ul style="list-style-type: none"> • In relation to opportunities around the Levelling Up Fund announced in the Spending Review, there is not yet enough detail to determine what the opportunities might be for the cultural sector. The Mayor is however keen to ensure that WMCA can steer the direction of these funds. • In terms of planning & housing, there are no plans for WMCA to advocate for formal planning powers due to potential lack of political support and possible issues with implementation. In terms on the Planning White Paper consultation, there are some concerns around changes to Section 106 as well as lack of acknowledgement of infrastructure development beyond housing. These issues were also highlighted in the official WMCA submission. • In terms of Town Plans, it was recognised that these are more local initiatives and therefore it was difficult to have a joint strategy for cultural developments within these. Often the plans are also indirectly linked to the cultural sector. However, the WMCA is encouraging the inclusion of cultural infrastructure and initiatives where this is relevant to the plans. • In relation to Commonwealth Games, the Mayor noted that the cultural programme provided a key opportunity to connect with local communities to ensure everyone was able to take part and engage with the Games. • In response to the question about digital poverty, digital inclusion and skills development, the Mayor noted that this was an important area of work and some initiatives were already taking place. • The Mayor also expressed his support for heritage initiatives, particularly where this was linked to built infrastructure. It was recognised that further work may be needed in this area particularly around heritage at risk. Adam and Salla to scope how this work could be progressed, as well as link up with key stakeholders. <p>The Chair thanked the Mayor for attending the meeting. The Mayor expressed his commitment to using CLB as the key advisory body for any future initiatives relating to</p> | <p>Action: Adam & Salla to consider actions around heritage</p> |
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| | <p>culture and the WMCA and would welcome another conversation in the future.</p> | |
| <p>9</p> | <p>Birmingham 2022 Commonwealth Games & Festival UK 2022 – cultural legacy</p> <p>Martin Green OBE had to unfortunately give his apologies for the meeting and therefore Phil Batty (Head of Ceremonies & Baton Relay) presented the item together with Raidene Carter, who had declared an interest and was representing the Games organisation for this item. The slides/presentation will be shared with the CLB. Some key points included:</p> <ul style="list-style-type: none"> • The plans for the cultural programme are progressing as planned and the group is working towards securing the funding required for the cultural programme. Amongst other funding partnerships to be announced, Birmingham City Council has confirmed £2m for a CWG festival grants programme for creative community-based projects, which will be launched spring 2021. • The R&D projects for Festival UK 2022 had now also been announced and the focus of the festival will be on openness, originality and optimism • It was noted that the organisation for Festival UK 2022 was separate from the Games organisation • The CWG team are still scoping activity and having discussions with sector representatives. The main focus of the activity will be on the 3 WMCA LEP areas, although some of the sporting and cultural activities will take place outside this boundary. • Digital, international and sector development activities (e.g. leadership development programmes) were also key parts of delivery • Raidene shared the Theory of Change model for the Games and links had been made between Coventry City of Culture – Martin to follow up specifically on evaluation. Artistic programming links between Coventry City of Culture and Birmingham 2022 are more challenging to make due to the different timelines, but the teams are in good dialogue about the crossover time period. | |

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| | <ul style="list-style-type: none"> • Some concerns were raised about the issues around representation within the main CWG organising committee (OC), lack of opportunities for diverse applicants to apply for senior roles within the OC, as well as the allocation of funding and opportunities for smaller sector organisations. Phil noted that the team were working with various different sector organisations and a new Inclusion Officer would be starting soon. This should help the Games to improve on diversity and representation across the organisation and the cultural programme, including workforce. Raidene noted that as of yet no CWG culture funds had been allocated as their own fundraising plans are only just being confirmed, but commissions would not just be offered to 'larger/regularly organisations'. • A question was asked about the levels of digital participation. Raidene clarified that the 10% target figure referenced in the presentation related to international audiences, and that the targets for local and national audiences would also include online/digital participation. • The legacy plans also include the cultural team supporting the development of a 10-year cultural strategy for the region. A question was asked about the role of CLB in this process and how different legacy plans and evaluation work (i.e. Coventry 2021 and the Cultural Officer's Group plans) could be brought together. The chair noted that a separate meeting could be set up to discuss this further, which was welcomed by Phil and Raidene. <p>The Chair thanked Phil and Raidene for the presentation.</p> | <p>Action: Salla to coordinate meeting to discuss legacy plans</p> |
| <p>10</p> | <p>AOB</p> <p>Some members asked for more information about the Theory of Change model.</p> | <p>Action: Salla to circulate more information</p> |
| <p>11</p> | <p>Dates of the next board meetings:</p> <ul style="list-style-type: none"> • Not date has been set yet, Salla to circulate a poll for dates for next year's meetings | <p>Action: Salla to circulate options for dates</p> |

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| 12 | Meeting close | |
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