

**WMCA Cultural Leadership Board Meeting 2
Minutes**

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| Date | Friday 27 March 2020 |
| Time | 10:00 – 12:00 |
| Location | Virtual meeting using Zoom |
| 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 Keziah Watson, Graduate - Strategy (NGDP) |
| Attendees | Indi Deol (DESIblitz) Doreen Foster (Warwick Arts Centre) Adrian Jackson (Wolverhampton Grand Theatre) 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) Pamela Cole-Hudson (Gazebo) Simeon Shtebunaev (Birmingham Architectural Association) Ammo Talwar (PUNCH Records) Ellen McAdam (Birmingham Museums Trust) |
| Apologies | Rashid Bhayat (Positive Youth Foundation) Stephen Snoddy (The New Art Gallery Walsall) Parminder Dosanjh (Creative Black Country) Ian Francis (Flatpack Film Festival) Catherine Mallyon (Royal Shakespeare Company), CLB Vice Chair Christine McNaught (FWT A Centre for Women) |
| Guests or observers | Symon Easton, WMCA CTAG Group (Observer) |

| # | Item | Action |
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| 1 | Welcome | |
| 2 | Declarations of interest None additional declared | |
| 3 | Approval of the minutes of the previous meeting Edits mentioned | Action: Salla to amend minutes by 01/04 |

PAPER 3 – Board Meeting 23 July 2020

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| 4 | <p>Discussion on board membership representation, diversity monitoring and skills audit</p> <p>A summary of the skills audit and equalities survey was provided. Whilst neither received a 100% response rate, they do give an indication of the Board’s diversity and skills.</p> <p>Libraries, literature, and media were identified as a skills gap, and the lack of female representation on the Board was also raised. Members were keen that those who are not attending meetings without legitimate reasons should be consulted about the best course of action.</p> <p>The Board approved another review of skills and diversity in 6 months.</p> | <p>Action: Board members to make suggestions on additional members to Salla by 17/04.</p> |
| 5 | <p>Confirmation of how the term ‘children’ and ‘young people’ are defined for the purposes of the board activities</p> <p>The Board approved the definition of children as age 0-15 and young people as 16-25. This may be changed to reflect different funding or program needs as necessary.</p> | <p>Action: Salla to add this definition to the Terms of Reference by 01/04</p> |
| 6 | <p>Discussion and approval of final version of terms of reference</p> <p>A summary of changes to the ToR since the last meeting was provided.</p> <p>It was clarified that the CLB have not been tasked with creating a regional cultural strategy.</p> <p>A Doodle Poll will be sent out to ascertain the best date for the November Board meeting.</p> <p>On article 4.9, the Board wanted an explanation of the power of the Chair to remove anyone who was not participating in the Board. Greater clarity was also requested where a legitimate excuse can be provided for non-attendance.</p> | <p>Action: Keziah to create Doodle Poll by 01/04.</p> <p>Action: Salla to incorporate edits by 01/04.</p> |
| 7 | <p>Approval of vision statement</p> <p>The Board agreed that the term “sustainability” encompassed both financial and environmental connotations and goals. There was also a preference for a shorter, impactful vision statement and a longer mission statement to explain how the vision would be delivered.</p> | <p>Action: Vision statement and Mission statement to be finalised by Salla by 01/04.</p> |

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| <p>8</p> | <p>Working Group updates:</p> <p>• Workstream 1: CA Economic & Social ambitions</p> <p>The group met on 25th March. Ellen McAdam was nominated as Chair with Ammo Talwar as deputy, and Jerrel Jackson as observer/assistant. The group initially struggled with the scope provided. Adam gave a summary of the three options that the Board may want to work on: regional events (CWG, City of Culture), place (Towns Fund, Towns Centre Task Force), and environment (#WM2041). However, the Chair requested a more holistic approach. The WMCA will facilitate a workshop to allow members of the working group to better understand the work of the CA so that a holistic approach can be applied.</p> <p>The group recognised the overlapping nature of the work this group might do with other working groups.</p> <p>The working group were keen that more detailed cultural asset mapping is undertaken, particularly in arterial areas and outside city centres.</p> <p>• Workstream 2: Funding & Resilience</p> <p>Timothy put himself forward as Chair or Deputy, on the understanding that Andrew Lovett should be asked to Chair. Timothy gave a summary of the issues identified in the working group meeting, including the importance of supporting freelancers, the limitations of furlough, and gaps in current support for organisations like charities. The group will develop a vision through and after the current work being undertaken during the COVID-19 crisis. Timothy welcomed interest from others who may want to join the group in light of the current circumstances.</p> <p>It was recognised that information gathering is important at this time, and that the experiences and insights of this group and Board allows the CA to produce a “single version of the truth” for the sector. Martin Sutherland provides an important conduit for the CLB into other forums to ensure that the support is accessible to everyone who needs it along the supply chains. Direct grant aid may help mitigate the impact of the seasonality of the cultural sector, as would a single point of access to support available.</p> | <p>Action: all members to provide a summary of their current position to Salla by 30/03.</p> <p>Action: Salla to coordinate with Julia to provide coherent data by 01/04.</p> |
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PAPER 3 – Board Meeting 23 July 2020

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| | <p>A summary of the position of cultural organisations could be co-ordinated between Culture Central and Julia Negus’ studies in Coventry.</p> <ul style="list-style-type: none"> • Workstream 3: Leadership, entrepreneurship & engagement <p>This working group is yet to meet. A date is being organised.</p> <ul style="list-style-type: none"> • Event Group <p>This group is scheduled to meet on April 1st, and may focus on how to support the relaunching of the sector once the crisis has passed.</p> | |
| 9 | <p>CTAG introduction & update</p> <p>Symon introduced the CTAG to the Board, explaining that since it contains heads of culture or relevant officers from across the seven constituent authorities, the three LEPs, and other organisations Create Central and the West Midlands Universities network, it shares many of the same goals as the Board. These overlaps include research into alternative and new funding and investment programmes, regional events, and advocacy. This should be beneficial for the health of the sector in the region.</p> <p>Subsequently, the Board expressed an interest in having a representative from the Commonwealth Games sit on the Board.</p> | <p>Action: Keziah to share CTAG terms of reference with the Board by 01/04.</p> <p>Action: Adam and Salla to lease with Martin Green in organising CWG representation on 31/04.</p> |
| 10 | <p>Communications update:</p> <ul style="list-style-type: none"> • General communications update <p>The general information pack about the Board is now on the WMCA Cultural Leadership Board page.</p> <ul style="list-style-type: none"> • ‘Cultural Maps’ <p>These are included as part of the Board papers. They are only a snapshot of the sector at a moment in time based on the data available and therefore should be treated with caution.</p> <p>The Board expressed gratitude for these documents and made suggestions for improvements including separating libraries and museums as a category and including think tanks.</p> | <p>Action: Salla to continue to update and develop cultural maps before next Board meeting (23rd July).</p> |

PAPER 3 – Board Meeting 23 July 2020

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| 11 | <p>CLB Forward Plan</p> <p>There is scope for the Board to shape the Spending Review as the timeline of it has been changed due to COVID-19.</p> <p>The Board were keen to be visible, given the current circumstances, to show commitment to the cultural sector. Their role as a group of cultural organisations consulted by the WMCA would be vital to supporting the sector.</p> <p>The members decided that a soft launch, explaining the Board, it's purpose, and that it is informing and supporting Mayor Andy Street and the WMCA's response to the cultural sector would be beneficial. The members queried whether it would be useful to have some branding for the Board, but it was decided that priority should be given to the information being presented.</p> <p>Adam explained that there will be a paper on the Board going to SED Board as part of the formal reporting mechanism, although the date of the next SED Board is yet to be confirmed.</p> | <p>Action: Adam to lead communications with Mayors team to ascertain if Andy would be interested by 30/03.</p> <p>Action: Adam, Salla, and Keziah to develop digital launch.</p> |
| 12 | <p>AOB</p> <p>Members should check Slack for information about funding to support cultural organisations and should also post other opportunities on the #general channel.</p> <p>Karen shared the support BOM was providing to freelancers to help them apply for funding and offered to share this.</p> <p>Martin advised that the members to contact their local Growth Hubs to inform them of opportunities and the needs of the sector.</p> | <p>Action: Karen to share recordings or links of workshops.</p> |
| 13 | <p>Dates of the next board meetings:</p> <ul style="list-style-type: none"> • Next meeting details • Locations • Confirm 4th quarter board meeting date | <p>Action: Keziah to correspond with Board members concerning details of following meetings.</p> |
| 14 | <p>Meeting close</p> | |