

## WMCA Cultural Leadership Board (CLB) Meeting 9 Minutes

<b>Date</b>	Friday 26 <sup>th</sup> November 2021
<b>Time</b>	14:00 – 16:00
<b>Location</b>	WMCA, Room 106 or Virtual Teams Meeting
<b>Organisers</b>	Martin Sutherland, Chair of Cultural Leadership Board Adam Hawksbee, Head of Policy and Programme Development, WMCA Salla Virman, Senior Policy Officer - Culture, WMCA Rachel Fearn, Support Officer, WMCA Bethany Haskins, National Management Trainee, WMCA
<b>Attendees</b>	Carol King - CLB Deputy Chair Indi Deol Doreen Foster Jerrel Jackson Ayub Khan Julia Negus Simeon Shtebunaev Aftab Rahman Pamela Cole-Hudson Ammo Talwar Karen Newman Ian Francis
<b>Apologies</b>	Adrian Jackson Nikki Bi Raidene Carter Cheryl Jones Andrew Lovett Timothy Maycock Parminder Dosanjh Laura Nyahuye
<b>Guests or Observers</b>	N/A

#	Item	Action
1	<b>Welcome &amp; apologies</b> Apologies were noted.	
2	<b>Declarations of interest</b> <ul style="list-style-type: none"> <li>• Pamela Cole-Hudson – Community Renewal Fund</li> </ul>	

<p><b>3</b></p>	<p><b>Approval of the minutes of the previous meeting</b> The minutes of the previous meeting were approved with the following outstanding actions:</p> <ul style="list-style-type: none"> <li>• Still waiting on developments on the Race Equalities Taskforce</li> <li>• WMCA corporate strategy to be shared when available</li> <li>• Meeting with Violence Reduction Unit is still being confirmed</li> <li>• Salla to update the Terms of Reference and share with CLB</li> </ul>	<p><b>Action:</b> Salla to share the WMCA Corporate Strategy and updated ToR</p>
<p><b>4</b></p>	<p><b>WMCA updates &amp; comms</b></p> <ul style="list-style-type: none"> <li>• Laura Shoaf now appointed as permanent Chief Executive</li> <li>• Positive meeting with WMCA SLT on culture</li> <li>• WMCA Board agreed culture is included as a core objective within WMCA corporate strategy, with some increased resources for delivery</li> <li>• The Mayor will be meeting Arts Council England soon to discuss Black Country Cultural Investment Proposal</li> <li>• Adam is leaving the WMCA at the end of December to take on a post of Deputy Director at Onward think tank. Waiting on succession arrangements and in the meanwhile Salla will be reporting directly to Laura Shoaf</li> </ul>	
<p><b>5</b></p>	<p><b>WMCA Cultural Officers Group (COG) update</b> Salla provided an update from COG:</p> <ul style="list-style-type: none"> <li>• COG review has been completed and some of the key changes are: <ul style="list-style-type: none"> <li>➤ WMCA now chairing meetings</li> <li>➤ West Midlands Growth Company (WMGC) invited to attend as permanent member to link up with tourism</li> <li>➤ COG to increase collaboration with CLB through working group activity – joint working already started with Cultural Prospectus group</li> <li>➤ COG looking to develop relationships with non-culture sector stakeholder to increase awareness of the role of the sector within these contexts (e.g. innovation)</li> </ul> </li> <li>• The Chair of CLB will continue to attend COG meetings to provide updates</li> </ul>	

	<ul style="list-style-type: none"> <li>• COG had presentation from WMGC on the Business &amp; Tourism Investment Programme and a summary of the BBC Apprenticeship Hub activities</li> <li>• Next COG meeting will have a special focus on Commonwealth Games activities</li> </ul>	<p><b>Action:</b> Salla to keep CLB updated on the BBC Apprenticeship Hub</p>
<p><b>6</b></p>	<p><b>Working Group updates</b></p> <p><i>'More than a Moment' (MtaM) update and feedback from WMCA EDI conversation – Jerrel Jackson</i></p> <ul style="list-style-type: none"> <li>• Moving ideas and actions forward by updating the MTAM Action Plan</li> <li>• Developed a CLB Jargon Buster which will be a live document</li> <li>• Developed the Equality, Diversity &amp; Inclusion Learning Resource document</li> <li>• Developing an anti-racism statement in conversation with WMCA, as well as looking into a wider EDI statement &amp; actions</li> <li>• All above documents to be added to CLB webpage</li> <li>• More board members are encouraged to join the working group</li> </ul> <p>Key feedback from members was to include considerations around equality/equity; making anti-racism statement less 'academic'; check wordings and use 'mixed ethnic groups' instead of 'minorities'. Jerrel thanked board members for suggestions and final feedback to be received by 3 December</p> <p><i>Cultural &amp; Creative Social Enterprise programme – Karen Newman</i></p> <ul style="list-style-type: none"> <li>• GirlDreamer progressing well and near to completion of the programme</li> <li>• Kiondo is half-way through delivery but still on track to finish by end of January, although there have been some challenges in finding a 5<sup>th</sup> micro organisation after the initial organisation dropped out</li> <li>• Evaluation for the programme proceeding as planned</li> </ul>	<p><b>Action:</b> Members to provide feedback on Jargon Buster and Action Plan by Fri 3<sup>rd</sup> Dec</p> <p><b>Action:</b> Beth to update documents based on CLB comments</p> <p><b>Action:</b> Members to contact Salla &amp; Jerrel to join the group</p>



	<p>heritage infrastructure – as well as promoting the role of culture within high streets and other built environment</p> <ul style="list-style-type: none"> <li>• Next steps will include discussions with WMCA Housing &amp; Regeneration Team, as well as finalising outputs and timelines</li> </ul> <p><i>Skills Working Group – Indi Deol</i></p> <ul style="list-style-type: none"> <li>• First meeting included a presentation from WMCA on skills funding and current activities</li> <li>• The group will develop an action plan and a theory of change model to identify how to best support skills development in the cultural sector. This could include e.g. developing bootcamps and identifying specific skills gaps</li> </ul> <p><i>Freelance Task &amp; Finish Group – Salla Virman on behalf of Cheryl</i></p> <ul style="list-style-type: none"> <li>• Considered actions that could be taken in response to research recommendations and other information available nationally on challenges facing freelancers</li> <li>• Scoping for external members and then developing short-term actions which also feed into the work of the skills group</li> </ul> <p>The group would welcome any information board members may have about previous or current research on freelancers, or programmes and activities that are happening in the region with a focus on freelancers</p> <p><i>Cultural Prospectus Working Group – Julia Negus</i></p> <ul style="list-style-type: none"> <li>• Cultural Prospectus still planned for March 2022 and the aim is to produce a series of documents and other content</li> <li>• Group have identified target groups and key messages that will be used as the audiences for these materials</li> <li>• Next steps will involve finalising the target groups &amp; key messages, outputs and developing a tender document for the work</li> </ul>	<p><b>Action:</b> Members to email Salla any information on freelancers</p>
7	<p><b>Next Steps from Away Day</b></p> <p><b><i>Towards and Action Plan</i></b></p>	

	<ul style="list-style-type: none"> <li>• Following the away day, there is commitment to develop a clear action plan and a theory of change to support this.</li> <li>• The role of the Deputy Chair will be to specifically support working group activities, while the Chair will focus on wider stakeholder management</li> </ul> <p>It was noted the any action plans – or documents shared with the board – should be accessible. Any policy related updates should also be presented in a summarised and clear format and where possible, the CLB should also influence external parties producing these documents to make this easier to understand and digest. It may be possible to invest some resource towards this.</p> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• The Chair and Deputy-Chair will meet with WMCA Head of Communications soon to discuss specific needs for CLB to raise the profile of the board and the role of culture in ensuring include growth for the region</li> <li>• An annual communications plan will also be created and the communications working group should be convened after the meeting with WMCA</li> </ul> <p>It was agreed that raising the profile of the board was important and the board should also develop its online and social media presence. The board already has a hashtag #WMCulturalBoard and members are encouraged to use it</p>	<p><b>Action:</b> Carol to contact chairs of working groups</p>
8	<p><b>EDI reflection and board ‘self-check’</b></p> <p>It was noted that:</p> <ul style="list-style-type: none"> <li>• Accessibility of documentation needs to be considered</li> <li>• Need to question who we are talking about when considering EDI (a set community/age/class). There’s a need to be more specific</li> <li>• When discussing funders and programmes, we need to provide context to ensure that everyone understands what we’re talking about</li> <li>• Documentation – how can we approach more accessible formats because we are word heavy (big texts/executive summaries/video formats)</li> </ul>	

<b>9</b>	<b>AOB, dates of the next meeting and forward plan</b>  Next Cultural Leadership Board Meeting – Tuesday 8 <sup>th</sup> February 2022	
<b>10</b>	<b>Meeting close</b>	