

WMCA Cultural Leadership Board Meeting 14 MINUTES

Date	Thursday 23 rd March 2023
Time	13:00 – 15:00
Location	Online
Organisers	Salla Virman, Senior Policy Officer, Culture, WMCA Melissa Brown, WMCA Head of Policy & Public Affairs
Attendees	Carol King – CLB Deputy Chair Nikki Bi Indi Deol Jerrel Jackson Ammo Talwar Pamela Cole-Hudson Parminder Dosanjh Cheryl Jones Julia Negus Doreen Foster Simeon Shtebunaev
Apologies	Ayub Khan Adrian Jackson Aftab Rahman Timothy Maycock Laura Nyahuye
Guests or Observers	Ed Cox, Executive Director - Strategy, Integration and Net Zero, WMCA Christian Sayer, Senior Policy Officer, Night-Time Economy, WMCA

#	Item	Actions
1	Welcome & apologies Apologies were noted	
2	Declarations of interest There were no declarations of interest	
3	Approval of the minutes of the previous meeting Minutes from the previous meeting were approved.	
4	CLB governance items Chair appointment:	

	<ul style="list-style-type: none"> • The Deputy Chair confirmed that following a robust recruitment process, Skinder Hundal MBE was appointed as the new Chair of the WMCA Cultural Leadership Board. • The Deputy Chair thanked everyone for their input into the process and especially A Khan and J Jackson for their time. • WMCA to coordinate session for board members to meet with the Chair • E Cox noted WMCA was also very pleased with the appointment and looking forward to working with Skinder particularly in creating a strong vision for culture & heritage within the West Midlands. <p>Board membership:</p> <ul style="list-style-type: none"> • As few members have had to step down due to work pressures, a membership review should be completed with the new Chair. 	<p>Action: WMCA to set up introduction session with the new Chair</p> <p>Action: Circulate current membership</p>
5	<p>WMCA updates</p> <p>CWG Legacy Fund:</p> <ul style="list-style-type: none"> • WMCA Board approved the £4.1m allocation for Culture. • Next steps will be to take the Business Case through WMCA's Single Assurance Framework (SAF). Feedback from CLB has been taken into account when developing the programme and there will be further opportunities for consultation. • E Cox noted that this also provided a great opportunity to highlight the culture work within WMCA. He also highlighted opportunities to link up with other delivery areas for CWG Legacy Fund and beyond. WMCA to circulate the board paper link outlining these. Link: https://governance.wmca.org.uk/ieListDocuments.aspx?CId=137&MId=554&Ver=4 • It was noted that there was also other delivery taking place beyond WMCA, through allocations to other CWG partners. • CLB members emphasised that any sector facing grant processes should be designed to be as straightforward as possible. <p>Devolution deal:</p> <ul style="list-style-type: none"> • WMCA has secured a Trailblazer devolution deal from the Government and the full text is available online: https://www.wmca.org.uk/what-we-do/trailblazing-devolution-for-the-west-midlands/ • This will include a formal partnership with Arm's Length Bodies (ALBs) such as Arts Council England, National Lottery Heritage 	<p>Action: Share link to board paper with delivery areas</p>

	<p>Fund, Historic England, Sport England, and Visit Britain. Together with the strategic framework for culture & heritage as part of the CWG Legacy Fund deliver, it is hoped this partnership will provide opportunities for better alignment of investment.</p> <p>The deal also includes a specific allocation for capital funding, although the level of funding is still to be confirmed as this is part of a wider £25m allocation. It is likely that this will be in the region of £3-£5m. WMCA is working on developing a delivery plan for this funding.</p> <p>Some additional comments from the board included:</p> <ul style="list-style-type: none"> ➤ The level of influence of the ALB partnership ➤ How reduction of LA funding for culture should also be considered in this context ➤ Opportunities to align with e.g. the wider Smart Cities Region work ➤ Ensure alignment and consultation with Compacts, particularly for CWG Legacy Fund <p>CDF:</p> <ul style="list-style-type: none"> • Walsall Council had been successful with their CDF grant application: https://go.walsall.gov.uk/newsroom/walsall-council-secures-ps37million-towards-its-creative-industries • WMCA will continue working with Sandwell, Wolverhampton and Dudley ahead of the next funding round in 2024. <p>Staffing update:</p> <ul style="list-style-type: none"> • The culture team was currently recruiting for a temporary administrator. • CWG Legacy fund will also include an allocation for increasing the team capacity to deliver the programme through four fixed-term roles. 	
6	<p>WMCA Cultural Officers Group update</p> <p>S Virman provided a verbal update on the meeting on 8 December 2022.</p>	
7	<p>Presentation from WMCA Night-Time Economy team</p> <p>C Sayer provided an update on this new policy area within WMCA. Key points were:</p> <ul style="list-style-type: none"> • New NTE Advisor to be appointed later this week, this is an externally facing voluntary role, with the advisor coming from the NTE sector. 	

	<ul style="list-style-type: none"> • C Sayer to work with the Advisor to create a strategic plan as well as to develop an advisory group. • WMCA's role is to be an enabler for NTE, drive economic growth, safe environment and international reputation. • Further work is also needed to develop a regional evidence base and more detailed data. • The WMCA NTE Advisor and team will work closely with all relevant stakeholders, including the Birmingham NTE Champion and Business Improvement Districts. • Key points from the discussion with CLB members included: <ul style="list-style-type: none"> ➢ Recognition of the overlap with agendas given culture is also part of NTE. ➢ Having a CLB representative on the NTE Advisory Group and other regular engagement/consultation. This could also include further alignment with the WMGC Tourism Board. ➢ CLB members are also encouraged to share information and promote NTE. ➢ It was also noted that NTE Officer was one of the objectives within the CLB Theory of Change ➢ Opportunities to align with e.g. the wider Smart Cities Region work ➢ Further clarity needed on how some of the groups and areas of work linked together – i.e. the wider plan from the Mayor and WMCA. 	
8	<p>Working Group updates</p> <ul style="list-style-type: none"> • The 'More than a Moment' working group: Pilot programme successfully delivered. The programme was oversubscribed which shows high demand. Potential for the programme to be expanded through the CWG Legacy Fund should be explored. J Jackson and N Bi thanked all the CLB members for their time in providing extra mentoring and opportunities for observing board meetings. WMCA and CLB will continue to the support the cohort going forward as well in a less formal way. • Cultural Infrastructure Working Group: Commissioned piece with ARUP is currently finalised, this will include the economic case & a theory of change for inclusion of culture into developments, as well as exploring how culture links with the planning system. Next steps for dissemination of the information are being planned, with potential another event planned for May. 	<p>Action: WMCA to share final evaluation report.</p> <p>Action: WMCA to share final report.</p>

<p>Simeon also noted that there was an opportunity for CLB and the working group to feed into the Government consultation on infrastructure levies and Section106 funding. Any changes could potentially have major impacts to the cultural sector. Link to the consultation which closes 9 June: https://www.gov.uk/government/consultations/technical-consultation-on-the-infrastructure-levy/technical-consultation-on-the-infrastructure-levy</p> <ul style="list-style-type: none"> • Skills/Black Country Talent Working Group: Planning an event on 18 April at Walsall Art Gallery to continue the conversation around skills. This will also inform development of the CWG Legacy Fund activities, as well as develop alignment and opportunities to use the WMCA Skills funding to meet sector gaps. This will be smaller event capped at 30 people. CLB members are encouraged to promote this event to relevant contacts. Link: https://www.eventbrite.co.uk/e/seize-the-moment-part-2-tickets-594106166537 S Virman noted that separate conversations are also taking place with regional theatres of technical skills provision. • Freelancer Working Group: Freelancer support mapping report is being finalised and will be shared with the board members. This will also inform development of CWG Legacy Fund activity and the next steps for the working group. The report shows that there is a good and varied offer of support generally, but there are issues in how people are made aware of this offer. • Cultural Prospectus Working Group: The work has now been completed and the materials can be accessed at: https://www.wmca.org.uk/what-we-do/culture-and-digital/culture/west-midlands-cultural-advocacy-toolkit/ • WMCA Social economy: S Virman to have a conversation about K Newman’s meeting with WMCA’s new Social Economy Lead Charles Rapson. Charles invited to come to the next CLB meeting. • Black Country Cultural Investment Group has not met as focus is now on supporting Cultural Development Fund applications. 	<p>Action: WMCA to share final report. Action: New members to sign up for the group/ promote opportunity.</p> <p>Action: WMCA invite C Rapson to next CLB meeting.</p>
--	--

	<ul style="list-style-type: none"> • WMCA Town Centres Taskforce: D Foster provided a verbal update – potential link with supporting cultural activities within high streets to be explored. Task Force also considering development of a strategic document. • Regional Compacts+ group: Currently finalising some regional priorities. J Jackson noted he is involved in some national work with ACE to look at the role of place-based partnerships such as Compacts, with the WM Compacts+ being looked as a model. Compact+ support also forms part of the IPSO offer for Culture Central. • There were no updates from WMCA Digital Inclusion Coalition 	
9	<p>Communications & advocacy</p> <p>M Brown provided an update on communications & advocacy including:</p> <ul style="list-style-type: none"> • WMCA being committed to ensuring that the Board and Culture activities are being highlighted and shared. • Current priority has been sharing the news about the Chair appointment, as well as the devolution deal. • WMCA wants to ensure we can also do profiles of each board member going forward. • The cultural advocacy kit also provides opportunities to highlight the impacts and importance of culture & heritage. • An opinion piece has been developed with Carol and we will explore the right time to publish this. • The comms plan is being developed and the WMCA will engage with the new Chair on its content before bringing it back to the CLB. • Key points from board members included: <ul style="list-style-type: none"> ➢ Need to highlight the skills event – and also some of the pertinent issues within the sector, including lack of diversity of the workforce. ➢ Need to promote the cultural infrastructure work. ➢ Considerations for different audiences need to be included into the comms plan. ➢ Need to shine a light to the work already completed as well – the board accelerator could be great opportunity to follow up. 	<p>Action: WMCA to work with CLB to draft member profiles to be promoted as part of the new comms plan.</p> <p>Action: WMCA to publish opinion piece as part of the new comms plan.</p> <p>Action: WMCA to engage with the new Chair on the new comms plan and share it with the CLB once ready.</p> <p>Action: WMCA to share themes for comms plan for CLB to input ideas for comms activities into.</p>

	<p>➤ Need to define 3-4 themes per year – board members can also contribute through thought pieces and highlighting their areas of expertise</p>	<p>Action: WMCA to promote skills event. Action: WMCA to promote infra work. Action: Audiences to be defined. Action: WMCA to promote successes.</p>
10	Reflection and board ‘self-check’ to ensure EDI has been considered in relation to decisions/actions by the board	
11	<p>AOB, dates of the next meeting and forward plan</p> <ul style="list-style-type: none"> • The planned June date does not work for the new Chair so WMCA to scope for a new option. • The Board thanked M Brown for her support as her secondment is now coming to an end. 	<p>Action: WMCA to scope June Board meeting date</p>
12	Meeting close	