

## WMCA Cultural Leadership Board Meeting 13 MINUTES

<b>Date</b>	Tuesday 15 <sup>th</sup> November 2022
<b>Time</b>	13:00 – 15:00
<b>Location</b>	Stratford Library, Henley Street, Stratford upon Avon, CV37 6PZ Hybrid meeting
<b>Organisers</b>	Salla Virman, Senior Policy Officer, Culture, WMCA Lauren Rawlins, Project and Marketing Officer, Culture, WMCA
<b>Attendees</b>	Carol King – CLB Deputy Chair Nikki Bi Indi Deol Jerrel Jackson Ayub Khan Ammo Talwar Pamela Cole-Hudson Karen Newman Parminder Dosanjh Cheryl Jones
<b>Apologies</b>	Raidene Carter Adrian Jackson Julia Negus Aftab Rahman Doreen Foster Timothy Maycock Laura Nyahuye Simeon Shtebunaev
<b>Guests or Observers</b>	Melissa Brown, WMCA Head of Policy & Public Affairs Carla Shepherd, WMCA Strategic Communications Manager – Stakeholders & Events

#	Item	Actions
1	<b>Welcome &amp; apologies</b> <ul style="list-style-type: none"> <li>• The Deputy Chair introduced Melissa Brown and Carla Shepherd to board members</li> </ul>	
2	<b>Declarations of interest</b> <ul style="list-style-type: none"> <li>• There were no declarations of interest</li> </ul>	
3	<b>Approval of the minutes of the previous meeting</b>	

	<ul style="list-style-type: none"> <li>Minutes from the previous meeting were approved</li> </ul>	
4	<p><b>WMCA updates &amp; CLB Governance items</b></p> <ul style="list-style-type: none"> <li>Negotiations are continuing with the Government on the WMCA devolution deal, which includes a £15m ask for culture. It is now likely that negotiations will extend into early 2023.</li> <li>As part of the culture devolution deal, negotiations are also taking place for a more formal partnership to be established between WMCA and relevant Arms' Length Bodies (ALBs) such as Arts Council England. WMCA is asking the Cultural Leadership Board to provide their input to ensure that the terms of the partnership will provide the best possible outcome for the cultural sector in the WMCA area.</li> <li>The WMCA is having separate negotiations with the Government and the other Commonwealth Games partners on legacy funding through to the games underspend, including a potential fund for culture. Again, CLB are asked to advice on the development of the proposal. Board members also raised the need to ensure alignment with Culture Central activity.</li> <li>Board discussed CLB budget allocation for 2023-24 which will be confirmed in January 2023. It was agreed that:             <ul style="list-style-type: none"> <li>A new item would be added to communications and PR to ensure impacts of the work and the opportunities could be better shared, item to be added to board agendas</li> <li>This would also include the announcement of the new Chair in 2023 after the recruitment process is completed</li> </ul> </li> <li>On communications, it was agreed that Carla would develop a communications plan for CLB by 31 January 2023</li> <li>CLB Chair recruitment update: Following a tender process, Green Park has been contracted to manage the CLB Chair recruitment process. Once the adverts are out, CLB members are encouraged to share this with their contacts. The tender process has finished, and first kick-off meeting has been held with Green Park, who won the tender to run the recruitment process. When the advert is out it needs to be shared widely.</li> <li>CLB Away Day now likely be in March 2023, as new Chair should be in place by end of February 2023.</li> <li>WMCA is together with eight other Combined Authorities a partner in the <a href="#">Redesigning Freelancing</a> project by Creative UK. This is aiming to develop a national framework to address</li> </ul>	<p><b>Action:</b> CLB advice WMCA on ALB partnership</p> <p><b>Action:</b> Chair to re-circulate current CLB Theory of Change</p> <p><b>Action:</b> CLB advice WMCA on CWG legacy funding</p> <p><b>Action:</b> WMCA to liaise with Culture Central once funding secured</p> <p><b>Action:</b> WMCA to add comms to future agendas</p> <p><b>Action:</b> C Shepherd to create comms plan by 31 Jan 2023</p> <p><b>Action:</b> Members to promote Chair opportunity</p> <p><b>Action:</b> CLB members to complete &amp; share</p>

	<p>systemic issues for creative and cultural sector freelancers. CLB members are encouraged to complete the survey and share with their networks to ensure insight from West Midlands.</p>	<p>Redesigning Freelance survey with their networks</p>
5	<p><b>WMCA Cultural Officers Group update</b></p> <ul style="list-style-type: none"> <li>S Virman provided a verbal update on the meeting on 20 September 2022 which included presentations and from the Heritage Trust Network and Birmingham 2022 Commonwealth Games cultural team. West Midlands Growth Company also provided an update on the tourism programme for the Games, which had e.g. resulted in 1.6m visits to Visit Birmingham website in 2022, an increase of 175% on last year.</li> </ul>	
6	<p><b>Host presentation: Libraries &amp; cultural sector</b></p> <ul style="list-style-type: none"> <li>A Khan provided an overview of libraries as cultural facilities. Key points to note were that there are around 300 libraries in the West Midlands and that culture &amp; creativity are one of the four universal library offers in addition to health &amp; wellbeing; information &amp; digital; and reading. Libraries have now for the first time also entered the NPO portfolio, with Warwickshire Libraries being one of these new library NPO's. Libraries are the most used cultural facility in the UK and also provide one of the few places where people can still access books, business support, digital support and IT equipment of free.</li> </ul>	
7	<p><b>Working Group updates</b></p> <ul style="list-style-type: none"> <li><b>The 'More than a Moment' working group</b> is currently finalising a small pilot mentoring programme for people from disadvantaged communities to gain skills to join cultural sector boards. Board members were also asked to suggest topics for future board training on EDI.</li> <li><b>Cultural Infrastructure Working Group</b> successfully delivered a cultural infrastructure roundtable on 26 September with a follow up session planned for 7 December. A further piece of work has been commissioned with ARUP to develop evidence for the economic case for culture within commercial development, as well as consider how culture currently links with the planning system. These will inform the next steps of the work.</li> </ul>	<p><b>Action:</b> CLB members suggest EDI training topics</p>

	<ul style="list-style-type: none"> <li>• <b>Skills/Black Country Talent Working Group</b> held a successful event on 7 October 2022 and the group will discuss next steps on 17 November 2022. A recording of the event will be shared in due course and the group is potentially looking to do another small-scale event before end of March 2023.</li> <li>• <b>Freelancer Working Group</b> has finalised its Theory of Change model and will focus two key areas, including increasing the evidence base on the key role of freelancers within creative economy, as well as improving equity and reducing exploitation for freelancers. The next steps will involve: <ul style="list-style-type: none"> <li>○ Quick mapping piece of freelancer support offer in the West Midlands to identify potential gaps</li> <li>○ Developing a WMCA definition for ‘freelancer’</li> <li>○ Recruit new members to the working group</li> <li>○ Develop an intervention around care for freelancers</li> <li>○ Develop West Midlands Creative sector freelancer award</li> </ul> </li> <li>• <b>Cultural Prospectus Working Group</b> has not met but WMCA has met with GBSLEP to discuss changes to content. The work is on-going and hopefully finalised before the end of the year.</li> <li>• On <b>WMCA Social economy work</b>, K Newman met with WMCA’s Senior Policy Adviser for Public Services &amp; Inclusive Growth, Claire Spencer, to ensure the Cultural &amp; Creative Social Enterprise Programme is included into the devolution deal ask. Claire has now left the WMCA, and recruitment is taking place.</li> <li>• <b>Black Country Cultural Investment Group</b> has not met as focus is now on supporting Cultural Development Fund applications</li> <li>• There were no updates from <b>WMCA Digital Inclusion Coalition</b></li> <li>• There were no updates from <b>WMCA Town Centres Taskforce</b></li> <li>• There were no updates from <b>regional Compacts+ group</b></li> </ul>	<p><b>Action:</b> K Newman to meet with new WMCA social economy lead once appointed</p>
8	<p><b>Reflection and board ‘self-check’ to ensure EDI has been considered in relation to decisions/actions by the board</b></p>	
9	<p><b>AOB, dates of the next meeting and forward plan</b></p>	

	<ul style="list-style-type: none"> <li>• It was agreed that board would use the previously planned away day on 12 December 2022 to run a shorter board discussion session at BCLM, as well as some social time. Whilst the appointment of the new Chair will provide new direction for the board together with the Theory of Change, it was felt that a separate session would be valuable. It would also provide an opportunity to discuss streamlining some of the work and review the number of working groups. WMCA to organise.</li> <li>• J Jackson made the board aware that he is also feeding into national conversations around cultural education through joint roundtables with ACE, Paul Hamlyn Foundation and Esmee Fairbairn Foundation.</li> </ul>	<p><b>Action:</b> WMCA to organise session on 12 December 2022</p>
10	<b>Meeting close</b>	