

WMCA Cultural Leadership Board Meeting 10 Minutes

Date	Tuesday 8 th February 2022
Time	10:00-12:00
Location	Virtual Teams Meeting
Organisers	Salla Virman, Senior Policy Officer - Culture, WMCA Rachel Fearn, Support Officer, WMCA Bethany Haskins, National Management Trainee, WMCA
Attendees	Aftab Rahman Andrew Lovett Ayub Khan Carol King – CLB Deputy Chair Cheryl Jones Doreen Foster Ian Francis Indi Deol Jerrel Jackson Karen Newman Nikki Bi Pamela Cole-Hudson Parminder Dosanjh Simeon Shtebunaev
Apologies	Adrian Jackson Ammo Talwar Julia Negus Laura Nyahuye Martin Sutherland – CLB Chair Raidene Carter Timothy Maycock
Guests or Observers	Katie Jepson, Environment Behaviour Change Project Officer, WMCA Matthew Griffin, Graduate Environment Project Officer, WMCA Ruth Elizabeth Burgess, Community Green Grants Officer, WMCA

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1	Welcome & apologies Apologies were noted.	

2	<p>Declarations of interest</p> <ul style="list-style-type: none"> • Pamela Cole-Hudson – Community Renewal Fund 	
3	<p>Approval of the minutes of the previous meeting The minutes of the previous meeting were approved with the following outstanding actions:</p> <ul style="list-style-type: none"> • Salla to finalise the Terms of Reference 	<p>Action: Salla to finalise ToR once anti-racism statement is approved</p>
4	<p>WMCA updates & comms Salla provided an update from WMCA, the key points included:</p> <ul style="list-style-type: none"> • Adam Hawksbee now Deputy Director of Westminster think tank Onward and left WMCA • Ed Cox (Director of Public Service Reform) now Salla's line manager • Salla looking to recruit Project Officer position • Unpicking of Levelling Up White Paper is a priority • New WMCA Corporate Strategy specifically includes an objective on Culture 	<p>Action: Salla to share WMCA Corporate Strategy Culture Objective</p>
5	<p>WMCA Cultural Officers Group update Salla provided an update from COG, the main points included:</p> <ul style="list-style-type: none"> • David Furnage (GBSLEP) delivered a presentation on Cultural Action Zones to inform Local Authorities of this approach • A tourism update was provided by the West Midlands Growth Company • Local Authorities discussed upcoming Commonwealth Games activities within their areas • Next COG meeting 23 March 2022 	
6	<p>WMCA Culture and Environmental Engagement Guest speakers presented on:</p> <ul style="list-style-type: none"> • WM2041 Programme • WMCA Five Year Plan (2021-26) – sets out five Net Zero goals, principles and intervention areas • WM Natural Environment Plan (2021-26) • Community Green Grants which launched on 27 Jan on a rolling, 2-year basis. Small (£3-25k) and large (£25- 	

	<p>100k) grants available for projects that improve blue, green and grey environments</p> <ul style="list-style-type: none"> • Work on achieving a circular economy <p>Ways CLB can get involved:</p> <ul style="list-style-type: none"> • WM Net Zero Business Pledge – provides free training for signatory organisations • Community Forum – starting in March 2022, meeting quarterly. CLB members welcome to join and influence via meetings • CA can help introduce carbon literacy training to respective organisations • Apply to and promote CA Community Green Grants • New national walking trail in WM seeks to celebrate cultural and heritage assets – CLB could influence this <p>Members noted the potential for the arts & cultural sector to communicate complex ideas and achieve behaviour change. Members called for their influencing role to be used in the development of the initiatives presented and highlighted the need for work to be made relevant to a diverse range of communities. It was agreed that case studies of different arts and cultural sector projects in this context would be gathered and shared with WMCA, as well as potentially to be included into the Cultural Prospectus.</p>	<p>Action: Salla to share Environment team’s contact details</p> <p>Action: CLB members interested in joining the Forum or Citizen’s Panel to contact WMCA</p> <p>Action: Salla to gather examples of cultural sector related work with environment & include to cultural prospectus work</p>
7	<p>Working Group updates</p> <p><i>‘More than a Moment’ Mentoring Programme update and feedback from WMCA EDI conversation – Jerrel Jackson</i></p> <ul style="list-style-type: none"> • Nikki has joined the working group • Proposed Mentoring Programme – CLB members to commit 3 hours per quarter. • Mentoring Programme pilot will provide case study evidence on the value of scheme • Less of a training programme, more 1-1, bespoke conversations • Some further scoping to be done of existing programmes regionally • Revisiting EDI resources for external review to achieve impartiality 	<p>Action: Salla to circulate EDI materials for approval before next Board meeting</p> <p>Action: Group to further develop mentoring programme and present to board at the next meeting</p>

<ul style="list-style-type: none"> • Connecting with the More than a Moment group to ensure no overlap with their activities <p>Members generally supported the time commitment of 3 hours per quarter and approved the programme’s initial board-focus. Members suggest an induction session for mentors and alignment with existing initiatives. Group to proceed with further development of the proposal.</p> <p><i>Cultural & Creative Social Enterprise programme – Karen Newman</i></p> <p>Key updates:</p> <ul style="list-style-type: none"> • GirlDreamer’s activities are complete with Kiondo finalising theirs • Evaluation interviews will take place w/c 14 Feb • Evaluation results will inform future CLB and WMCA work and hopefully presented to the board at the next meeting <p><i>Black Country Cultural Investment working group – Parminder Dosanjh</i></p> <p>Key updates:</p> <ul style="list-style-type: none"> • Proposal was presented to Arts Council England in December 22 • Proposal brings cultural organisations across the region together around Cultural Action Zone framework • ACE and WMCA to develop long-term working relationship • Conversations with ACE around potential funding pots (including Place Partnership Fund) are continuing <p><i>WMCA Town Centre Task Force – Doreen Foster</i></p> <ul style="list-style-type: none"> • Roger Madeline CBE (led development at Brindley Place) presented on lessons from previous developments, including King’s Cross which also includes cultural assets • Potential to have a culture specific presentation at a future meeting, with a focus on some the place-based and high-streets work <p><i>Cultural Infrastructure Working Group – Simeon Shtebunaev</i></p>	
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	<ul style="list-style-type: none"> • Group is working from a Theory of Change outlined in Board paper 7d • Developing definitions of cultural infrastructure and “culture at risk” • Developing a list of contacts to consult and members are asked for suggestions • Following a conversation around inclusion & diversity, the group also wants to scope areas of knowledge where cultural sector organisations could potentially benefit from more training or support resources <p><i>Skills Working Group – Indi Deol</i></p> <ul style="list-style-type: none"> • Group met with Louise from WMCA Skills team with presentation on WMCA skills funding • Potential to develop creative/cultural-focused skills programmes/bootcamps if a need is identified by sector employers • Sector specific skills shortages in region could be addressed through CLB's convening power, some skill shortages already identified through consultations for the BBC Apprenticeship Hub <p>A question was raised on how CLB could help to evidence the need for skills training in the sector, particularly as different art forms have different roles. It was recommended that the Skills working group would do some scoping on this to inform next approach.</p> <p><i>Freelancer Working Group – Cheryl Jones</i></p> <ul style="list-style-type: none"> • Alison Grade (author of the ‘Freelance Bible’) has joined the group as an external member • Focus on the needs of freelancers – but also the role of organisations/institutions in how they treat and support freelancers • Potential to develop a charter or pledge that advocates for the rights of creative/cultural freelancers that organisations in our region could sign up <p>Members agreed that the development of a Cultural/Creative Freelance Charter would be useful. There was some agreement in using the Board’s advocacy</p>	<p>Action: Members to share areas around planning and capital projects they think cultural sector could benefit from more training, as well as share relevant contacts</p> <p>Action: Group to develop a strategy to map skills shortages</p> <p>Action: Group to explore</p>
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	<p>function to encourage the Mayor to commit to the Creative Workforce Pledge or elements of it.</p> <p><i>Cultural Prospectus Working Group – Indi Deol</i></p> <ul style="list-style-type: none"> • Documents and media content to be developed to advocate for the importance of the arts and cultural sectors • Aim also to increase investment in region’s sectors and improve the region’s brand • Tender went live on 7 Feb and Indi and David Furmage to support Salla in evaluating bids <p><i>WMCA Digital Inclusion Coalition – Karen Newman & Indi Deol</i></p> <ul style="list-style-type: none"> • Guest speakers attend monthly meetings sharing best practice • Karen suggested a presentation on digital inclusion work within the creative/cultural sectors • Karen suggested shifting the group’s focus from what has/is being done to potential actions 	<p>development of freelance charter</p> <p>Action: Presentation on cultural sector work to be explored Action: CLB members to share examples of digital inclusion from creative sectors</p>
8	<p>EDI reflection and board ‘self-check’</p> <p>Board reflected on how EDI was considered across the discussions and decisions.</p>	
9	<p>AOB, dates of the next meeting and forward plan</p> <ul style="list-style-type: none"> • It was noted that the first term of the board members who joined in February 2020 is now complete and anyone wishing to step down should notify WMCA. Members can serve a total of two terms. • The development of the new CLB action plan is ongoing and being actioned by Martin and Carol • Next Cultural Leadership Board Meeting – Tuesday 10th May, 14:00-16:00 	<p>Action: Members who do not wish to continue into second term to contact Salla</p>
10	<p>Meeting close</p>	