

## WMCA Cultural Leadership Board (CLB) Meeting 11 Minutes

<b>Date</b>	Tuesday 10 <sup>th</sup> May 2022
<b>Time</b>	14:00 – 16:00
<b>Location</b>	<b>Hybrid meeting online &amp; at WMCA</b> <b>Venue</b> Room 116, 16 Summer Lane (16 Summer Lane, Birmingham, B76 9AU)
<b>Organisers</b>	Rhiannon Johnson, Business Support Officer, WMCA Rachel Fearn, Business Support Officer, WMCA
<b>Attendees</b>	Martin Sutherland – CLB Chair Carol King – CLB Deputy Chair Nikki Bi Indi Deol Doreen Foster Karen Newman Jerrel Jackson Ayub Khan Parminder Dosanjh Ed Cox, Executive Director - Strategy, Integration and Net Zero, WMCA
<b>Apologies</b>	Adrian Jackson Raidene Carter Cheryl Jones Pamela Cole-Hudson Simeon Shtebunaev Ammo Talwar Julia Negus Pamela Cole Ian Francis Timothy Maycock Laura Nyahuye Aftab Rahman Kiran Kaur, CEO, GirlDreameer (item 3) Suzie Norton, Executive Lead, Create Central (item 7) Salla Virman, Senior Policy Officer, Culture, WMCA
<b>Guests or Observers</b>	George Bramley, Senior Analyst and Hannes Read, Policy & Data Analyst, City-REDI/University of Birmingham (item 3) Andre Reid, CEO, Kiondo (item 3)

#	Item	Action
1	<b>Welcome &amp; apologies</b>	

	<p>Apologies were noted.</p> <p>Suzie Norton Item 7 will be deferred till the next meeting</p>	<p><b>Action:</b> Create Central item to be added to next agenda</p>
<b>2</b>	<p><b>Declarations of interest</b></p> <p>None</p>	
<b>3</b>	<p><b>Cultural &amp; Creative Social Enterprise Programme evaluation findings</b></p> <p>Karen Newman introduced Andre Reid from Kiondo to discuss his experience with the programme. Overall, the programme had been useful for Kiondo and helped them to shape the future direction of the company. Key feedback and recommendations Andre had suggested for the next programme was:</p> <ul style="list-style-type: none"> <li>• An extension of the programme to minimum 18 months to allow enough time for business to deliver the programme and to evaluate – but not to exceeding two years</li> <li>• Add quarterly milestone check ins and stick with these</li> <li>• Input and support from the Cultural Leadership Board was extremely valuable to help business owners to grow and this element should be built on for potential next phase. The host model was also endorsed by the micro-organisations</li> <li>• A suggestion was given for more regular check ins with board members to creatives at all levels to help grow successful creative enterprises</li> <li>• It was helpful to have people working in the sector in the interview panel – as well as having a panel that was truly representative. This provided confidence to participants</li> <li>• Receiving further understanding for why the business was chosen for the funding in response to the application</li> </ul> <p>George Bramley and Hannes Read gave a presentation summarising key findings from the evaluation of the programme. Questions were raised on how to evaluate the longer-term impact of the programme and how social value is measured. Karen to contact WMCA and liaise with Martin and Carol to discuss next steps. Chair thanked the working group for all their work in developing and delivering a successful programme.</p>	<p><b>Action:</b> Evaluation report shared with Ed Cox</p> <p><b>Action:</b> Karen to discuss next steps with WMCA and Chair &amp; Vice-Chair</p>
<b>4</b>	<p><b>Approval of the minutes of the previous meeting</b></p> <ul style="list-style-type: none"> <li>• Accuracy of minutes were approved</li> <li>• Actions from the previous meeting have been agreed as completed, apart from Salla to circulate EDI resources</li> </ul>	<p><b>Action:</b> Salla to circulate EDI materials</p>

<p><b>5</b></p>	<p><b>WMCA updates &amp; CLB Governance items</b></p> <p>Papers for this item were included with the meeting papers and were available for board members to refer to.</p> <p>Martin Sutherland informed the board that a positive meeting had taken place between himself, Salla and Ed Cox who is the new Executive Director for Strategy, Integration and Net Zero at WMCA. Ed Cox now has a standing invitation for Cultural Leadership Board meetings.</p> <p>Chair thanked all Board members for their input into the WMCA Trailblazer Devolution Deal proposal for Culture. The proposal will now be processed within WMCA.</p>	
<p><b>6</b></p>	<p><b>WMCA Cultural Officers Group update – paper circulated</b></p> <p>Item 6 was agreed as covered with updates provided in paper provided to the board by Salla Virman</p>	
<p><b>7</b></p>	<p><b>Create Central Update</b></p> <p>Item 7 has been deferred to the next Cultural Leadership Board.</p>	<p><b>Action:</b> Suzie Norton to be invited to next board</p>
<p><b>8</b></p>	<p><b>Theory of Change for CLB</b></p> <p>The Chair presented a draft Theory of Change document which outlines emerging key priorities for CLB and should be used to articulate the focus areas for the board as well as advocate for the resources needed to deliver these. Once the Theory of change is complete it will be shared with WMCA with a hope that it would be fully endorsed by the Combined Authority.</p> <p>The Chair noted a small working group could be established to finalise the work – but at this point the board members are asked to provide initial input and comments.</p> <p>Key feedback from Board members included:</p> <ul style="list-style-type: none"> <li>➤ Ensuring that the outcomes and impacts align with the Combined Authority – it was noted that they broadly do</li> <li>➤ Ensure the Cultural and Creative Social enterprise programme features in the activity section, even if as a tentative future activity/how it will be built on from the pilot programme (could also relate to other aspirational activities)</li> </ul>	

<ul style="list-style-type: none"> <li>➤ Featuring the existing CLB vision statement in the document</li> <li>➤ Adding another impact and related targets that focus on citizens and increasing cultural engagement</li> <li>➤ It was suggested that an impact should be included to emphasise importance of leadership changes within the sector and/or audiences in the region. It was agreed that this may not need a new impact if adapting text elsewhere.</li> <li>➤ Could include scoping of totally new investment models and partners and other types of innovation</li> <li>➤ Use of more dynamic (but measurable) language that helps position the paper as forward-looking rather than present- or past-focussed – with particular reference to the use of current terms (e.g., investment models, Cultural Action Zones, levelling up, Cultural Action Bonds). Also considering language that goes beyond just economic impact.</li> <li>➤ Adding environment and sustainability, and featuring these more strongly within the proposal, possibly green futures, behaviour change and circular economy.</li> <li>➤ Emphasising the need for collaboration both in terms of internally within the board, as well as with external stakeholders</li> <li>➤ Being more radical, creating a ‘story’ for the board and ensuring language is dynamic and current – but at the same can be understood within the WMCA and other stakeholders</li> <li>➤ How CLB will approach ‘priority places’ and possibly provide their own definitions vs funder priorities – and what influence CLB could have (within the next 6 months) to make the case for the need to take a more varied approach to ensure all areas of need are reached</li> </ul> <p>Updated theory of change be endorsed at the next meeting and then shared with the Combined Authority to be reviewed by Ed Cox to see if this aligns well. Carol will also be contacting working group chairs to ensure working group activities/ambitions are captured.</p> <p>Ed Cox joined the meeting at this point and introduced himself to the board. Ed provided a brief overview of some of the key WMCA priorities including the devolution deal and the aim for WMCA to work in a more integrated way. Culture links with both and Ed has been considering how this could be included.</p> <p>A question was raised on how CLB could help WMCA. Ed agreed that case studies about how culture links with e.g.</p>	<p><b>Action:</b> Updated Theory of Change shared with the board ahead of next meeting and with Ed Cox</p>
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	<p>transport, housing and skills would be helpful for the Devolution Deal paper – particularly successful examples. No particular deadline at the moment although WMCA looking to share with stakeholder during the summer. Rachel and Rhiannon to contact CLB members to gather proposals with more detail on what WMCA is looking for.</p>	<p><b>Action:</b> Board members to share case studies with Rhiannon and Rachel</p>
<p>9</p>	<p><b>Working Group updates</b></p> <p><b>More than a Moment' Mentoring Programme update</b></p> <ul style="list-style-type: none"> <li>• Due to a busy period with e.g. NPO applications, work around the mentoring programme hasn't progressed quite as much as initially planned since the last board meeting. However, the action plan is in place and EDI materials and other outputs have been completed</li> </ul> <p><b>Black Country working group</b></p> <ul style="list-style-type: none"> <li>• The group will be reconvening soon to review the proposal and ideas based on conversations with the Arts Council. ACE will now be working differently in sub-region anyway with allocated Relationship Managers and reviews of specific support needs</li> </ul> <p><b>WMCA Town Centre Task Force</b></p> <ul style="list-style-type: none"> <li>• No meetings since last CLB meeting but there are three workshops coming up later in May so Doreen to provide a more detailed update at the next meeting</li> </ul> <p><b>Cultural Infrastructure Working Group</b></p> <ul style="list-style-type: none"> <li>• The group is seeking recommendations from other CLB members for 'culture-friendly' developers, planners and capital development specialists to join two roundtable events, which will then inform a bigger roundtable event in the autumn</li> </ul> <p><b>Cultural Prospectus Working Group</b></p> <ul style="list-style-type: none"> <li>• The group have provided feedback around the work produced to date, and there were some development points which WMCA has communicated to the provider</li> </ul> <p><b>WMCA Digital Inclusion Coalition</b></p> <ul style="list-style-type: none"> <li>• The group is now split into 3 working groups: data and devices; confidence &amp; skills; and community and voluntary sector – although it is still early days for the working group</li> <li>• The devices and data group are currently mapping where existing schemes are and a questionnaire has been sent out to try and capture the activities.</li> <li>• A campaign to increase online centres in the region</li> </ul>	<p><b>Action:</b> Board members to provide suggestions for 'culture friendly' developers asap</p>

	<p>Karen Newman will begin to attend a social economy group going forward and will provide an update at the next meeting.</p> <p>Jerrel provided an update on meetings with the West Midlands Violence Reduction Unit, where CLB members and other stakeholders have been provided insight on how VRU could develop arts &amp; cultural activities in addition to existing sport related activities. There might be potential for this strand to develop into a working group going forward.</p>	
10	<p><b>EDI reflection and board 'self-check'</b></p> <p>Cultural &amp; Creative social enterprise programme demonstrated how inclusion can successfully be included into interventions.</p> <p>Ed Cox agreed to share with the group the Combined Authorities Equalities Impact Assessment (EIA) to help support align the messages and language.</p> <p>Karen Newman highlighted a new partnership BOM, Derby Quad, Level Centre, The Belgrade Theatre, DASH and Deaf Explorer with a focus on neurodivergent adults and sharing best practice, demonstrating the strength in regional collaboration.</p>	<p><b>Action:</b> Ed to circulate link for WMCA EIA</p>
11	<p><b>AOB, dates of the next meeting and forward plan</b></p> <p>It was noted that West Midlands should make the case for further investment especially around levelling up and priority places, using our own data.</p> <p>Ayub Khan suggested that our next meeting should be in person. A poll will be sent to board members around locations and in person meetings.</p> <p>It was noted that next CLB Away Day will take place in early October 2022, in person at the Black Country Living Museum.</p> <p>Next Cultural Leadership Board meeting – 9<sup>th</sup> August 2-4pm.</p>	<p><b>ACTION:</b> WMCA to send a poll to CLB members around in-person meetings and potential venues.</p>
12	<p><b>Meeting close</b></p>	