

# Mayor's Cultural Leadership Board Minutes 18 January 2023

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## Key information

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## Attendees

### Ambassadors

- Moira Sinclair OBE, Paul Hamlyn Foundation (Chair)
- Amanda Parker, Forward Institute, (Vice Chair)
- Pam Alexander OBE, Commonplace (**Apologies**)
- Sharon Ament, Museum of London (**Apologies**)
- Sade Banks, The What If Experiment
- Alice Black, ArtULTRA, Creative Industries Representative
- Cllr Elizabeth Campbell, Royal Borough Kensington & Chelsea, London Councils Lead for Business, Economy & Culture
- Ajay Chhabra, Nutkhut
- Jennifer Crook, Independent Producer (**Apologies**)
- Bernard Donoghue OBE, Association of Leading Visitor Attractions (ALVA)
- Stuart Hobley, The Linbury Trust
- Amy Lamé, Night Czar, Mayor of London's Office (**Apologies**)
- John Newbigin OBE, Creative Industries Representative

- Amaarah Roze, Independent Facilitator, Performer & Producer
- Justine Simons OBE, Deputy Mayor for Culture and Creative Industries
- Dr Jo Twist OBE, UK Interactive Entertainment
- Nigel Twumasi, Mayamada
- Madani Younis, The Shed (**Apologies**)
- Deborah Williams, Creative Diversity Network
- Claire Whitaker CBE, Southampton Culture Trust

### **Other Attendees**

- Dianna Neale, London Councils Representative (**Apologies**)
- Christopher McQuiggin, Mayor of London's Office
- Senior Management & Policy Officers, Culture and Creative Industries Unit

## **Welcome, Minutes and Outline of Meeting**

1. The Chair welcomed everyone to the meeting particularly the new Ambassadors Sade Banks, Cllr Elizabeth Campbell, Amaarah Roze, Nigel Twumasi, Deborah Williams, and the new Vice Chair, Amanda Parker.
2. Apologies were noted as above.
3. The Chair stated that there were no outstanding actions from the previous meeting.
4. There were no declarations of any Conflicts of Interest regarding any of the items on the agenda.
5. The Chair stated that presentations will be shared following the meeting.
6. The Chair outlined the items for the meeting which were:
  - Item 1 - Mayor's Culture Strategy - Stocktake
  - Item 2 - Case Study: Creative Enterprise Zones
  - Item 3 - Arts Council England (ACE) National Portfolio Organisation (NPO) Funding Outcomes
  - Item 4 - Getting Culture 'Strategy Ready' workshop

# Item 1 - Culture Strategy - Stock Take

1. The Assistant Director, Culture and Creative Industries Unit, provided an overview of the work of the Unit including:
  - How the Unit worked with the Mayor's Cultural Leadership Board to develop the Mayor's Culture Strategy. This included a public consultation process with Londoners.
  - How the Unit have delivered work and programmes across two Mayoral terms.
2. The group were given an overview of the Mayor's delivery priorities and his successes for culture and 24 Hr London since 2016. This included launching London Borough of Culture, and the Women's Night Safety Charter.
3. The work of the Unit was reflected on, particularly how it adjusted its delivery during the pandemic and mobilised local and international networks, for example through the boroughs and World Cities Culture Forum, to share knowledge and find solutions for organisations and individuals during the crisis.
4. The presentation was followed by a discussion and reflections included:
  - The economic value of creative industries is still high at – one in seven jobs in London (down from one in six pre pandemic).
  - London has been less affected by the recession.
  - Acknowledgement that there is still a lot of work to do in the run up to 2024.
  - Acknowledgement of the importance of intangible heritage for the capital's vibrancy.
  - It will be important to look at the opportunities available as well as market failure and what policy interventions or programmes have not worked.
  - Policy officers were keen to hear Ambassadors views on current research particularly on culture's impact on health, routes to support young people away from crime, and employment opportunities.
  - Need to share more stories with Londoners on how culture is positively impacting young people.

5. At this point a member stated that it would be helpful to have some guidance on how to deal with any additional online attention due to their positions on the Board.
  - Chair agreed and a member suggested Fix The Glitch training who support with tools on how to manage online abuse.
  - **ACTION:** The Assistant Director instructed the secretariat officer to look for Fix the Glitch training for the Board.

## **Item 2 - Creative Enterprise Zones**

1. Officers gave an overview of the Creative Enterprise Zones programme including its purpose, objectives and impact so far.
2. They outlined how the Unit have worked together with Ambassadors to achieve this Mayoral commitment and updated on the new 'London Made Me' identity for the programme.
3. To close, John Newbiggin shared his reflections and experience of his role as an Ambassador in the development of this programme stating:
  - that there was clear evidence that the package of support is helping zones recover faster from the pandemic
  - that each zone has evolved in unique ways
  - that success comes from building on each area's core assets to meet local needs and connecting these to available resources
  - the importance of a diverse range of interests and perspectives that need to be involved in the creation of the zones to achieve the strongest outcomes
  - that as Ambassadors the Board can help make connections from micro to macro
  - that evidence shows that the model is adaptable. The focus is how to develop the business models to be sustainable and scale them up.

## **Item 3 - Arts Council England National Portfolio Organisation (ACE NPO) Funding Outcomes**

1. Due to time constraints, the Chair asked Ambassadors to include their thoughts on the impact of Arts Council England (ACE) National Portfolio Organisation (NPO) funding allocations for London in the discussion in the next agenda item.
2. The members agreed.

## **Item 4 - Getting Culture 'Strategy Ready' Workshop**

1. The Chair invited discussions in breakout groups to consider the following:
  - What are the current issues for the sector, thoughts on the future, trends and gaps?
  - What outcomes/impact would you like to see beyond 2024?
  - How might ideas be taken forward?
2. The group discussions covered a wide range of issues, topics and raised reflections which included:
  - Recognition that in the creative sector health and disability in/equalities are important areas to prioritise.??
  - Recognition that there are many new populations in the capital which will impact on audiences and production of relevant work.?
  - Communities need to be encouraged to use and given ownership of local unused spaces.
  - London Borough of Culture is a good example of local versus Central London. It has local focus but has had regional interest and engagement.
  - There is a need for more opportunities for freelancers to create revenue, network and exchange skills.
  - A need to acknowledge the success and the impact of embedding culture into the London Plan.
  - Create more opportunities to develop stronger partnerships and further explore shared goals with universities.
  - Need to remind everyone how powerful London is as a world city and the opportunities this internationalism presents.
  - Need to do more work around the climate emergency, officers noted that from next year impact assessment against sustainability will be required for GLA policy making.
3. Questions raised during the discussion included:

- Technology and AI seen as both a threat and opportunity for the creative sector. How do we ensure the right skillsets are developed and empower people to enter or collaborate with those industries?
- How can local authorities be encouraged or incentivised to prioritise culture?
- Is the 34th borough digital?
- Does the metaverse and consideration of digital cultural heritage need a strategy?
- What is the effect of art on the environment and social responsibility?
- Creative Skills Academy in film – can this model be rolled out for other skills/sectors?
- How can the GLA support equality of access and provision of culture through social prescribing?
- How can we reflect what culture feels like for multi-generational audiences?
- How can we further influence working standards and pay for freelance creative practitioners?
- What is the role of the Culture and Creative Industries Unit in healthcare and wellbeing?

## **Any Other Business (AOB)**

### **1. The following items were raised:**

- Genesis Foundation Event. Ambassadors were invited to share ideas for speakers for the panel which will take place in late Spring 2023. The working theme is ‘People & Places’.
- Fourth Plinth Schools Awards Applications is open and the Board were requested to share information with their networks to encourage applications.

### **2. The Board were reminded that the next meeting was scheduled for 29 March 2023 at City Hall.**

### **3. The Chair closed the meeting.**