

MAYOR OF LONDON

Mayor's Cultural Leadership Board

Tuesday 21 November 2017, 10:30 -12:30

Record of the meeting

Chair: Ben Evans, Director, London Design Festival

Vice Chair, Moira Sinclair, Chief Executive, Paul Hamlyn Foundation

Deputy Mayor for Culture and Creative Industries, Justine Simons OBE

Members and Ambassadors

Ajay Chhabra, Director, Nutkhut

Alice Black, Director, Design Museum

Amy Lamé, Night Czar, Mayor's Office

Bernard Donoghue, Director, Association of Leading Visitor Attractions (ALVA)

Claire Whitaker OBE, Director, Serious

Clr Darren Rodwell, Portfolio Holder for City Development incl. Culture, London Councils

Gaylene Gould, Head of Cinemas and Events, British Film Institute (BFI)

Jennifer Crook, Director, UK-India Year of Culture 2017, British Council

Jo Twist OBE, CEO, UK Interactive Entertainment (UKIE)

John Newbiggin OBE, Creative Industries Representative, Economic Action Partnership (LEAP)

Madani Younis, Artistic Director, Bush Theatre

Nii Sackey, Chief Executive, Bigga Fish

Pam Alexander OBE, Chair, Covent Garden Market Authority

Professor Ricky Burdett CBE, London School of Economics (LSE)

Stuart Hobley, Head of Heritage, Heritage Lottery Fund (HLF)

Sharon Ament, Director, Museum of London

Charles Leadbeater, Independent Consultant

Apologies

Jennifer Crook, Director, UK-India Year of Culture 2017, British Council

Madani Younis, Artistic Director, Bush Theatre

Nii Sackey, Chief Executive, Bigga Fish

Ajay Chhabra, Director Nutkhut

Additional Attendees

Amanda Coyle, Assistant Director of Health Education and Youth

Simon Cooper, Sports Manager, Health and Communities

Jackie McNerney, Head of Culture (Acting)

Jacqueline Rose, Head of Culture (Acting)

Amanda Decker, Culture Policy and Project Officer

Adam Cooper, Senior Strategy Officer, Culture and Creative Industries

Laia Gasch, Senior Advisor to the Deputy Mayor for Culture and Creative Industries

Kirsten Dunne, Senior Strategy Officer, Culture and Creative Industries

Chenine Bhatena, Senior Strategy Officer, Culture and Creative Industries

Henry Herrera, Secretariat, Culture and Creative Industries

Paul Broadhurst, Manager - Night Time Economy and Music, Health and Communities

Observers

Dianna Neale, London Councils Representative

MAYOR OF LONDON

1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Jennifer Crook, Madani Younis, Nii Sackey, and Ajay Chhabra.
- 1.2. No additional declarations of interest were made from members.
- 1.3. A record of the meeting of 13 September 2017 was agreed.

2. Thrive LDN Presentation

- 2.1. Amanda Coyle provided an overview on Thrive LDN, a new Mayoral initiative to tackle mental health in London.
- 2.2. The focus of the discussion centred on:
 - How to gain support from cultural organisations to promote good mental health; this includes raising awareness, reducing stigma, and support with bespoke events.
 - Suggestions on how to link programmes and events both locally and across London e.g. whether the development of a mental health arts and culture festival might work in London.
 - Potential support to the Health team as they scope a Mental Health school event planned for the Summer in 2018.
- 2.3. The board supported the Thrive LDN agenda and programme as an important area of work, and Moira Sinclair offered to be the board champion for this area of work. Members provided examples of work being done around mental health in their spheres of work.

3. Strategy Reviews

Sports Strategy

- 3.1. Simon Cooper informed the board of the process for drafting the Sports Strategy and explained the focus will be on social integration. Justine Simons provided background on the relationship between the Sports and Culture Strategy in the GLA Act.
- 3.2. The board discussed the connections between culture and non-traditional sports such as dance and e-sports, and the role this can play for social integration in communities. Dr Jo Twist OBE offered to connect Simon Cooper with key contacts in e-sports.
- 3.3. Simon Cooper agreed to share the draft Sports Strategy with the board when completed.
- 3.4. Members wished to understand what work had been undertaken to support the legacy of London 2012 in East London. Simon Copper offered to circulate a paper on this.

Draft Culture Strategy Review

- 3.5. Shonagh Manson outlined how the draft Culture Strategy relates across all GLA strategies. She explained it was necessary to consider the legal requirements of the GLA Act as well as the Impact Assessment in its development.

MAYOR OF LONDON

- 3.6. The board received an update on how the draft Culture Strategy was progressing. This included iterations to the Strategy and the timeline to complete it.
- 3.7. Members provided feedback on the changes made to the draft. The discussion included points on:
- there is a requirement to only include policy actions that are resourced. The board noted that the decline in arts and culture funding meant there was even more importance to the relationship between City Hall, funding bodies and cultural partners in delivering the ambitions of the Strategy. They also emphasised the importance of international partnerships with the European Union and via the World Cities Culture Forum post Brexit
 - the crucial need for provision of culture in schools, the board also noted a decline in the take-up of music in secondary schools. The board were informed of the work of the London Music Fund and how it engages with young musicians and schools. The board welcomed the opportunity to receive an update at the next meeting on the work being done by the fund. They also discussed the importance of opportunities for young people out of school and for older people, and the crucial need for space for culture to be nurtured in and by communities.
 - the board considered London Borough of Culture as a flagship programme within the context of the Strategy. A broad definition of culture was to be scoped for inclusion in the Strategy. Members also sought the inclusion of digital skills in the Strategy, as it was considered critical to culture and creative industries.
 - it was agreed that a key messages one pager / briefing on London's cultural landscape and related Strategy actions would be produced and shared with board members at consultation point.

4. Sub-group updates

Diversifying the Creative Workforce

- 4.1. Shonagh Manson updated the board. Hybrid Consulting were appointed to the tender and a draft paper will be ready for discussion at the next board meeting. The research will focus on identifying existing best practice interventions and gaps, and opportunities for action which would be of relevance to City Hall and the Mayor.
- 4.2. The board had a broad discussion around barriers to entry and retention in the cultural and creative industries for BAME and low-income groups. Members discussed the issue of exploitative working practices, such as unpaid internships, and what could be done to tackle this.

5. Youth Culture

- 5.1. The board were updated on conversations that are being held across City Hall with Assistant Directors as this area of work has the potential to involve various departments. Members were made aware that a Children and Young People Strategy was in development by the GLA Education and Youth team.

MAYOR OF LONDON

6. Creative Enterprise Zones

- 6.1. Members were updated on the draft London Plan and how it is the most pro-culture London Plan to date, delivering major manifesto commitments for culture: setting up Creative Enterprise Zones; protecting London's live music venues, clubs and pubs by introducing an 'Agent of Change' rule; and strengthening planning protections for small industrial and creative workspaces.
- 6.2. The board were given an overview on Creative Enterprise Zones (CEZ). Members were informed of the need for CEZ, how they will work, how the programme will be delivered, governed, also the outputs and outcomes that will help identify the success of CEZ.
- 6.3. The Chair requested the CEZ sub-group meet before the next board meeting on the 27 February 2018.

7. AOB

- 7.1. The board were provided with an overview of key successes in the past year.
- 7.2. It was agreed the board would receive updates via email through a communications bulletin.

Actions

	Action	Owner	Due	Status	Notes
1.	The Diversity Sub-Group to support the audit on diversity in the creative workforce.	Shonagh Manson	27 February 2018	Ongoing	Tender awarded. Research Findings to be presented to the board on 27 February 2018.
2.	Simon Cooper to share draft Sports Strategy and	Simon Cooper	27 February 2018	Ongoing	Sports Strategy time frame has been revised and update to be provided on 27 February 2018.
3.	Paper on London 2012 outcomes in East London to be shared.	Simon Cooper	27 February 2018	Ongoing	
4.	Headline briefing on London's cultural landscape and related Strategy actions to be produced and shared with board members to accompany strategy launch.	Adam Cooper / Amanda Decker	20 March 2018	Ongoing	
Completed Actions from 21 November 2017					
5.	Moira Sinclair to link to Amanda Coyle as board champion for the promotion of arts for good mental health.	Jacqueline Rose	27 February 2018	Completed	A meeting has been arranged between Amanda and Moira's office.
6.	Dr Jo Twist OBE to connect Simon Cooper to key	Dr Jo Twist OBE	27 February	Completed	Dr Jo Twist OBE and Simon Cooper's office are arranging

MAYOR OF LONDON

	contacts in e-sports sector.		2018		initial meeting.
7.	London Music Fund to update the board on the work it is doing.	Chrissy Kinsella	27 February 2018	Completed	A one-page note will be circulated with board papers
8.	CEZ Sub-Group to meet before the next board meeting	Kirsten Dunne	27 February 2018	Completed	Next meeting on 13 February.