

MAYOR OF LONDON

Minutes - Mayor's Cultural Leadership Board

25 February 2020 | 10:00 – 12:30
Committee Room 2, Lower Ground Floor, City Hall

Record of the meeting

Chair: Ben Evans CBE, Director, London Design Festival

Vice Chair: Moira Sinclair, Paul Hamlyn Foundation

Deputy Mayor for Culture and Creative Industries, Justine Simons OBE

Ambassadors

Ajay Chhabra, Director, Nutkhut

Alice Black, Creative Industries Representative

Amy Lamé, Night Czar, Mayor of London's Office

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

Charles Leadbeater, Independent Consultant

Claire Whitaker OBE, Bid Director, Southampton City of Culture 2025

Cllr Clare Coghill, Leader, London Borough of Waltham Forest

Gaylene Gould, Independent Creative Director

Jennifer Crook, Independent Producer

John Newbigin OBE, Creative Industries Representative, LEAP Board

Dr Jo Twist OBE, CEO, UK Interactive Entertainment

Madani Younis, Chief Executive Producer, The Shed

Nii Sackey, Chief Executive, Bigga Fish

Pam Alexander OBE, London Legacy Development Corporation

Ricky Burdett CBE, Professor of Urban Studies and Director of Cities and the Urban Age Programme at LSE

Sharon Ament, Director, Museum of London

Stuart Hobley, Director, The Linbury Trust

Additional Attendees

Philip Graham, Executive Director, Good Growth

Shonagh Manson, Assistant Director, Culture and Creative Industries

Jacqueline Rose, Senior Manager, Culture and Creative Industries

Kirsten Dunne, Senior Manager, Culture and Creative Industries

Laia Gasch, Senior Advisor, Culture and Creative Industries

Beth Kahn, Senior Board Officer, Culture and Creative Industries

Apologies

Ajay Chhabra, Director, Nutkhut

Gaylene Gould, Independent Creative Director

Madani Younis, Chief Executive Producer, The Shed

Professor Ricky Burdett CBE, London School of Economics

Sharon Ament, Director, Museum of London

Charles Leadbeater, Independent Consultant

Nii Sackey, Chief Executive, Bigga Fish

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Mayor's Cultural Leadership Board Meeting

Agenda

Item	Presenter	Timing
Welcome and Meeting Introduction		
1) Declarations of Interest	Ben Evans	10:00 – 10:05 (5 mins)
2) Minutes of 27 November 2019	Ben Evans	10:05 – 10:10 (5 mins)
Items for Discussion		
3) Update on meeting with Arts Council England	Ben Evans	10:10 – 10:20 (10 mins)
4) Achievements of Cultural Leadership Board	Ambassadors	10:20 – 11:20 (60 mins)
5) Programmes in Development <ul style="list-style-type: none">- Diversity- Voluntary Donation Scheme- Culture and Health- Freelancers working conditions	Natasha Graham Ben Evans Moiria Sinclair Jen Crook	11:20 – 11:45 (25 mins)
6) Reflections from Board on term	Ambassadors	11:45 – 12:15 (30 mins)
7) The Mayor will attend the end of the meeting for an informal Q&A	All	12:15 – 12:30 (15 mins)

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1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Ajay Chhabra, Gaylene Gould, Madani Younis, Ricky Burdett, Sharon Ament, Charles Leadbeater, and Nii Sackey.
- 1.2. A record of the meeting of 27 November 2019 was agreed.
- 1.3. No conflicts of interest were declared.

2. Update on meeting with Arts Council

- 2.1. The group heard an update on the recent meeting between members of the Cultural Leadership Board and Darren Henley and Sir Nicholas Serota from Arts Council England. It was a positive and productive meeting which concluded with a shared commitment for ACE and the GLA to work together strategically at a senior level.
- 2.2. The recruitment for the new Director, London for Arts Council England is a key opportunity – Ambassadors were encouraged to consider suitable candidates and put them in touch with GLA officers to discuss the role.
- 2.3. Ambassadors noted that the importance of making progress on diversity was emphasised at the meeting, and Arts Council England have acknowledged the important role London can play in this agenda.
- 2.4. The Greater London Authority and Arts Council England agreed to work together to develop a shared positive narrative about London's contribution to the national cultural ecology.

3. Achievements of Cultural Leadership Board

- 3.1. Ambassadors reflected on the achievements of the group over the Mayoral term, sharing their reflections on the impact of the policy and programmes delivered.
- 3.2. Repositioning culture as a key priority within the GLA and with external partners has been instrumental in achieving impact and influencing a wide range of policy agendas and resources.
- 3.3. London Borough of Culture had a huge impact across the council and the wider community in Waltham Forest. The high level of borough engagement in Round 2 of the programme demonstrated that culture has been successfully repositioned at a local borough level. Unsuccessful boroughs have also used the bidding process to develop cultural strategies or gone on to bid to be Creative Enterprise Zones.
- 3.4. Culture Seeds supported 220 projects in all 33 boroughs with grants, and delivered a capacity building programme which supported a wide range of grassroots organisations.
- 3.5. The Cultural Infrastructure Plan has been an effective tool to protect and map cultural facilities, with international interest in replicating the model. The Agent of Change principle is protecting cultural spaces. The protection of artist workspace has been another key success.

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- 3.6. The East Bank development has the opportunity to be transformational for East London, and key partnerships are being developed between national institutions and the local community.
- 3.7. The New Museum of London development is an exemplar project which will help transform the Farringdon area and create a vibrant cultural neighbourhood.
- 3.8. The Creative Land Trust has appointed a strong group of trustees and is recruiting for a CEO. A shortlist of buildings is now being considered for acquisition. Ambassadors considered that it is an innovative new funding model which has potential to be rolled out nationally.
- 3.9. Creative Enterprise Zones are showing strong early results. Zones have shared priorities but are also taking individual approaches relevant to their local context. Ambassadors expressed that the zones have potential to act as testbeds for innovative thinking which could be transformational for the whole city.
- 3.10. The Mayor's support for and investment in the creative industries has been hugely important to maintain London's international standing and attract investors, especially in the context of Brexit. This investment has also helped to support emerging and diverse talent.
- 3.11. The appointment of Amy Lamé as Night Czar in 2014 was a first for London, with the ambition that the capital work for all Londoners at night. The London at Night report was the most in depth data study of any city at night in the world. The Night Czar works across all of City Hall's teams, including MOPAC, Transport for London, Regeneration, and the Environment. A pilot Night Time Enterprise Zone in Walthamstow has been undertaken.
- 3.12. The Culture at Risk office has helped over 350 venues at risk of closure, and numbers of grassroots venues have stabilised after a decade of decline.
- 3.13. The Safer Sounds Partnership has been a successful new partnership supported by the GLA to make the music industry safer, following the scrapping of Form 696.
- 3.14. The London Music Fund has been delivering great results for underprivileged young people, including through a new partnership with Google.
- 3.15. The Mayor's work to support tourism through London & Partners has been significant. Ambassadors considered the Mayor's "London is Open" campaign to have been important in the context of Brexit and terrorism.
- 3.16. The delivery of a statue of Millicent Fawcett, the first statue of a woman to stand in Parliament Square, was a major success. There is a wider ambition to establish a Commission on Diversity in the Public Realm.
- 3.17. A future Board should reflect on how to continue to spread the economic benefit of tourism beyond zone 1 and 2 so outer boroughs benefit.

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4. Programmes in Development

- 4.1. Officers updated the Board on programmes in Development:

Diversity and leadership

- 4.2. A new diversity leadership programme will bring together leaders at Chief Executive/Executive Director level from a range of cultural organisations and challenge them to make progress on an identified issue around diversity and inclusion. The GLA will provide support and track them throughout their journey to evidence how far and how fast an organisation can go to make radical change in one year.
- 4.3. The GLA aims to work with between 5 and 10 organisations from across the culture and creative industries over a year-long programme. The Clore Leadership Programme will partner on the programme as advisors and supporters.

Opening up careers

- 4.4. The GLA are working with a range of high profile partners to make films that will 'unpack' the different jobs in the industry. This series of films, with education materials, will feature interviews with people from diverse backgrounds representative of the make-up of London.

JobCentres Pilot

- 4.5. In 2018 the Mayor and BECTU launched a Theatre Diversity Action Plan to help theatre employers diversify their workforce; 130 theatres across the UK have now signed up with over 50 in London. To help implement the plan, BECTU have been working with JobCentre Plus in Lambeth to build a new recruitment pipeline between theatres and South London JobCentres.
- 4.6. The GLA is developing a pilot to scale up the work BECTU has started, working with cultural employers and JobCentre Plus to test the feasibility of employers recruiting unemployed diverse Londoners who would not have considered working for a cultural organisation.
- 4.7. The Board welcomed the progress on these important initiatives and emphasised the importance of culture change within institutions to support diversity and inclusion.
- 4.8. The Board suggested officers connect with the work taking place within universities on this agenda and offered contacts.

Voluntary Donation Scheme

- 4.9. Grant Thornton will be submitting a draft report on the feasibility of a Voluntary Donation Scheme.

Culture, Health and Wellbeing

- 4.10. The Mayor's leadership on the connections between culture, health and wellbeing has been key. The three priority areas for future work, as recommended by Ambassadors, are social prescribing, mental health and young people, and dementia.

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Working conditions and fair pay for Freelancers

- 4.11. The GLA are partnering with Centre for London on a case study on freelancers in the creative industries to map the sector and identify key issues. A roundtable will take place to consider the role of the Mayor to champion and support best practice.

5. Reflection from Board on term

- 5.1. The Chair thanked the Board for their contributions across a wide range of policy areas. A lot of new initiatives have been launched, and it will be important to maintain the momentum and progress these initiatives in the future. The future Board will inherit a strong portfolio of activity.
- 5.2. The Chair reflected that the GLA Culture Unit has grown and developed significantly to reflect the scope of work, and thanked officers for their excellent work in support of these initiatives.
- 5.3. The Mayor joined the meeting to thank the Board for their hard work, expertise and time. He reflected on the important role the group has played as Ambassadors for culture, creative industries and the night time economy, and encouraged them to continue advocating for London.
- 5.4. The Board thanked the Mayor for his political leadership in supporting and promoting culture and creativity.

	Action	Owner	Due	Notes
Actions from meeting of 25 September 2019				
2.	Officers to offer Dementia Friend training to Board.	Adam Cooper	Complete	
Actions from meeting of 27 November 2019				
3.	Officers to share learnings and best practice from Creative Enterprise Zones with boroughs.	Amanda Decker	Complete	
4.	John Newbigin to propose Creative Enterprise Zones are discussed on a future LEAP Board agenda	Amanda Decker/John Newbigin	Complete	To be discussed on March meeting.
5.	Officers to organise site visits to Creative Enterprise Zones and invite MCLB.	Amanda Decker	Complete	Visits are ongoing
6.	Officers to share updated team organogram	Beth Kahn	Complete	
7.	Diversity leadership programme to be revisited on February Board agenda. Officers to update on distribution of cultural funding.	Natasha Graham	Complete	
8.	Assistant Directors of Culture, Education and Youth, and Communities to meet to discuss group's recommendations	Shonagh Manson	Complete	

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	around supporting young people.			
8.	Update on Voluntary Visitor Donation Scheme to be presented to February Board meeting.	Beth Kahn	Complete	