

MAYOR OF LONDON

Mayor's Cultural Leadership Board

Wednesday 26 September 2018, 14:30 -17:00

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 in attendance

Ajay Chhabra, Director, Nutkhut

Alice Black, Director, Design Museum

Amy Lamé, Night Czar, Mayor of London

Bernard Donoghue, Director, Association of Leading Visitor Attractions

Claire Whitaker OBE, Director, Serious

Dr Jo Twist OBE, CEO, UK Interactive Entertainment

Gaylene Gould, Head of Cinemas and Events, British Film Institute

Jennifer Crook

John Newbiggin OBE, Creative Industries Representative, London Economic Action Partnership

Justine Simons OBE, Deputy Mayor for Culture and Creative Industries

Madani Younis, Artistic Director, Bush Theatre

Moira Sinclair, Chief Executive, Paul Hamlyn Foundation (Chair of the meeting)

Nii Sackey, Chief Executive, Bigga Fish

Pam Alexander OBE, Chair, Covent Garden Market Authority

Apologies

Ben Evans, Director, London Design Festival

Charles Leadbeater, Independent Consultant

Professor Ricky Burdett CBE, London School of Economics

Sharon Ament, Director, Museum of London

Stuart Hopley, Head of Heritage, Heritage Lottery Fund

GLA Officers in attendance

Amanda Decker, Cultural Policy and Project Officer, Culture and Creative Industries

Hannah Corbett, Senior Policy Officer, Creative Enterprise Zones, Culture and Creative Industries

Jacqueline Rose, Head of Culture (Acting), Culture and Creative Industries

Jamie Izzard, Senior Manager – London Economic Action Partnership, Economic Development

Kirsten Dunne, Senior Strategy Officer, Culture and Creative Industries

Laia Gasch, Senior Advisor, Culture and Creative Industries

Mike Clewley, Cultural Tourism and Special Projects Officer, Culture and Creative Industries

Nehanda Wright, Team Administrator, Culture and Creative Industries

Shonagh Manson, Assistant Director, Culture and Creative Industries

Henry Herrera, Secretariat, Culture and Creative Industries

MAYOR OF LONDON

1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Ben Evans, Charles Leadbeater, Professor Ricky Burdett CBE, Sharon Ament, and Stuart Hobley.
- 1.2. No additional declarations of interest were made from members.
- 1.3. A record of the meeting of 3 July 2018 was agreed.

2. Culture Unit update

- 2.1. Justine Simons OBE provided an overview of City Hall's current priorities.
- 2.2. Shonagh Manson updated the Board on the Unit's restructure.
- 2.3. Members requested an updated note of the Unit's core policy narrative and top lines, an organogram, and an update on team member's specific work areas.

3. Draft Culture Strategy

- 3.1. The Board were presented with the findings from the public consultation and supported the proposed responses to it.
- 3.2. Members considered the role culture can play to help reduce knife crime and serious youth violence and offered to share case studies of organisations which are delivering exemplar projects.
- 3.3. Members recognised the value the arts can play to improve people's health and wellbeing through Social Prescribing. They flagged that there is currently a gap in support, training and awareness to help the medical profession understand what the arts and culture can achieve, and similarly for the cultural sector to understand what the needs of the health commissioners are.
- 3.4. Members suggested highlighting the broader role festivals, carnival and other events could play in delivering the strategy, and in particular events of scale such as Notting Hill Carnival. They also asked for confirmation that carnival as a form of culture is recognised in the document, and officers responded that carnival and Notting Hill Carnival had prominence in the strategy.
- 3.5. Officers thanked the Board for their contribution to the development of the strategy.

4. Mayor's Cultural Leadership Board and London Economic Action Partnership - Cross policy areas of interest

- 4.1. Officers provided an overview of the London Economic Action Partnership (LEAP) and programmes delivered through it.
- 4.2. Members acknowledged the added value which could be achieved through a closer collaboration between the London Economic Action Partnership and the Mayor's Cultural Leadership Board on strategic issues and programmes.

MAYOR OF LONDON

- 4.3. Members proposed that the Thames Estuary Production Corridor, Night Time Economy and Creative Enterprise Zones work streams would benefit from more information sharing between the two boards.
- 4.4. The Vice-Chair asked how the Culture Unit and the Economic and Business Policy Unit (which supports the LEAP) currently work together. Officers confirmed there was good and regular officer to officer communication, but it was acknowledged that there was an opportunity for more strategic relationships between the two boards.
- 4.5. Officers outlined areas of strategic interest which had been discussed at recent LEAP meetings. This included identifying technological advancements in Artificial Intelligence, automation, and Brexit as some of the reasons it will be crucial to develop agile skills strategies across sectors, including culture and creative industries.
- 4.6. Members agreed that Artificial Intelligence was an important and complex area to understand in particular its impact on the culture and creative industries. For example, it was suggested that having an ethical framework for Artificial Intelligence was necessary to ensure there are no unintended consequences to Black, Asian, Minority, and Ethnic creatives from data bias. The Vice Chair requested Artificial Intelligence be explored at a future meeting.
- 4.7. The Board understood there is a significant need for creative workspace and accommodation for artists in east London. They acknowledged the importance in relation to the developing plans for the Thames Estuary Production Corridor to review lessons from past regeneration programmes. In particular, the importance of engaging with local communities, young people, including people from poor socio-economic backgrounds and ensure the activity reflects its communities.
- 4.8. Members highlighted the importance of monitoring equalities data on recipients of LEAP funding. Officers will provide the Board with an overview of what types of equalities data are collected through LEAP funded activity.
- 4.9. It was agreed officers and the Cultural Leadership Board would make a presentation on the Creative Enterprise Zones programme and other major policy areas to the London Economic Action Partnership meeting in December.

5. Museums and Galleries Visitor Numbers

- 5.1. Members reviewed the issue of fluctuating visitor figures to London and discussed the potential impact of Brexit on the workforce, visitor figures and London's reputation as a tourism destination.
- 5.2. Officers updated the Board on the team's work which relate to the Love London objectives set out in the strategy.
- 5.3. The Board recognised that the impact of Brexit on tourism could be substantial. But, it was acknowledged that EURO 2020 provides a significant opportunity to capitalise on increasing visitor numbers to cultural attractions in the capital. Members agreed to come back to this at a future meeting.

MAYOR OF LONDON

6. Diversifying the Workforce Update

- 6.1. The Board were presented with the next stage of draft plans for a programme of activity which aims to achieve a step change in creative workforce diversity. An overview was provided of emerging ideas and discussions taking place at senior levels across City Hall.
- 6.2. Members considered and supported the approach to achieve short and long-term impact focusing on Black, Asian and Minority Ethnic representation in the creative sector.
- 6.3. It was agreed that more time was needed on the next agenda to discuss diversity.

7. Creative Enterprise Zones

- 7.1. Officers updated the Board on the assessment process. There had been 11 bidders representing 13 local authorities. An announcement of winning bids will be made in November 2018.
- 7.2. Members proposed a Stakeholder Engagement Plan to ensure ongoing relationships with unsuccessful applicants from Creative Enterprise Zones and London Borough of Culture programmes. Officers welcomed contributions from Members on the development of this and how this plan could be maintained.

8. Women's Night Safety Charter and Pledges

- 8.1. Amy Lamé presented the Women's Night Safety Charter to Members, summarising the commitments and highlighting those organisations that have already signed up.
- 8.2. Members were informed the Charter was about encouraging behavioural change and signposting organisations to further information. Members agreed this approach was exemplary and that there were useful elements within the plan which could inform the team's plans to diversify the creative workforce.
- 8.3. The Board agreed to explore signing up personally to the Charter (where appropriate) and to promote the Women's Night Safety Charter throughout their networks to encourage wide sign up.

9. Culture and Creative Industries Reception

- 9.1. Members were updated on plans for the Culture and Creative Industries reception.

MAYOR OF LONDON

	Action	Owner	Due	Status	Notes
Outstanding Actions from meeting of 3 July 2018					
1.	Briefing to be drafted for London Economic Action Partnership Board identifying opportunities for cross-policy development, including but not limited to, Creative Enterprise Zones and Thames Estuary Production Corridor.	Kirsten Dunne	December 2018	Ongoing	Senior LEAP Manager presented at September meeting.
Actions from meeting of 26 September 2018					
1.	Officers to circulate an updated note of the Unit's core policy narrative and top lines, an organogram, and the teams work areas.	Henry Herrera	December 2018	Ongoing	
2.	Officers to circulate equalities data on recipients of LEAP funding, particularly via Good Growth Fund.	Jamie Izzard	December 2018	Ongoing	
3.	Officers to circulate on update on stakeholder engagement plans and activity which is ensuring ongoing contact with unsuccessful applicants from Creative Enterprise Zones and London Borough of Culture programmes.	Kirsten Dunne Jaqueline Rose	29 November 2018	Completed	
4.	Ambassadors to commit to and promote the Women's Night Time Charter across all networks,	Ambassadors	29 November 2018	Ongoing	

MAYOR OF LONDON

	where appropriate.				
5.	Officers to explore a future agenda item looking at identifying the impact of Artificial Intelligence on the creative and cultural sector.	Adam Cooper Jo Twist	Spring 2019		
6.	Produce a briefing for the MCLB identifying the unit's input into health and wellbeing, and young people and diversionary activity. From this, Ambassadors to share case studies of organisations doing strong work in this area.	Jacqueline Rose Tim Spires	January 2019		
7.	Review Draft Social Prescribing Vision and share with Ambassadors.	Jacqueline Rose	Ongoing		Moira Sinclair has commented on the first draft.