

MAYOR OF LONDON

Mayor's Cultural Leadership Board

Thursday 29 November 2018, 10:30 – 13:00

Record of the meeting

Members and Ambassadors in attendance

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

Ajay Chhabra, Director, Nutkhut

Alice Black, Director, Design Museum

Amy Lamé, Night Czar, Mayor of London

Charles Leadbeater, Independent Consultant

Cllr Clare Coghill, Portfolio Holder for Business, Europe and Good Growth, London Councils

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

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

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

Sharon Ament, Director, Museum of London

Stuart Hopley, Head of Heritage, Heritage Lottery Fund

Apologies

Bernard Donoghue, Director, Association of Leading Visitor Attractions

Claire Whitaker OBE, Director, Serious

Dr Jo Twist OBE, CEO, UK Interactive Entertainment

Jennifer Crook

Madani Younis

Nii Sackey, Chief Executive, Bigga Fish

Pam Alexander OBE, Chair, Covent Garden Market Authority

Professor Ricky Burdett CBE, London School of Economics

Jackie McNerney, Senior Manager World City and Operations, Culture and Creative Industries

Laia Gasch, Senior Advisor, Culture and Creative Industries

Additional Attendees

Sam Hunt, Creative Director for London Borough of Culture 2019

Shonagh Manson, Assistant Director, Culture and Creative Industries

Jacqueline Rose, Senior Manager Strategy and Programme, Culture and Creative Industries

Henry Herrera, Secretariat, Culture and Creative Industries

Observers

Dianna Neale, London Councils Representative

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1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Bernard Donoghue, Claire Whitaker OBE, Dr Jo Twist OBE, Jennifer Crook, Madani Younis, Nii Sackey, Pam Alexander OBE, Professor Ricky Burdett CBE, Jackie McNerney, and Laia Gasch.
- 1.2. No additional declarations of interest were made from members.
- 1.3. A record of the meeting of 26 September 2018 was agreed.

2. Reflections on the Culture and Creative Industries Reception

- 2.1. Positive feedback from guests had been received by Ambassadors about the evening. They wished to pass on their gratitude to the host. Members noted the value of this opportunity to meet with many individuals from across the cultural and creative industries sectors.
- 2.2. Members shared ideas for future locations for this reception.

3. London Borough of Culture – Waltham Forest

- 3.1. The Board welcomed Cllr Clare Coghill, Leader for Waltham Forest, as London Council's appointed representative to the Board.
- 3.2. Sam Hunt, Creative Director for London Borough of Culture 2019 provided an overview of Waltham Forest's programme.
- 3.3. Cllr Coghill highlighted how culture has become fully embedded in policy and activity across the local authority to ensure a powerful legacy.
- 3.4. Members shared offers of support and contacts to help maximise the programme's opportunities and ensure its success.
- 3.5. The Board discussed the importance of leadership from the top of the borough and the need for long-term planning to ensure the legacy of this cultural programme continues beyond 2019.
- 3.6. Members were informed that Waltham Forest and Brent were collaborating to ensure a smooth transition of the programme in 2020.
- 3.7. Officers reported that City Hall is working with London and Partners to raise the profile of the programme across all GLA platforms.

4. Diversifying the Creative Workforce

- 4.1. Officers recapped on the ideas explored at the Diversity Project Group and identified key principles. The group had scoped targeted interventions which included the following:
 - Diversity Index

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- Leadership Accelerator Group
 - Pledge and Action Plan
 - Roadmap and
 - Strategy for long term influence of other funders, including ACE
- 4.2. Officers highlighted there was the opportunity to be more strategic and raise the visibility of BAME talent.
- 4.3. Officers provided an update on the Mayoral launch of BECTU's Theatre Diversity Action Plan; a toolkit to increase diversity across the theatre workforce, from front-of-house teams to backstage staff.
- 4.4. The Board received an update on NEXXT Step Women In Music, a talent development project to develop the careers of young women in the music industry.
- 4.5. Officers summarised the GLA Diversity and Action Standard and agreed to share this with the group. The organisation's efforts to improve its diversity were noted.
- 4.6. Officers also informed the group on the Creative Careers Campaign and how the Good Work Standard could be made relevant to the creative and cultural sector.
- 4.7. Members provided an update on the meeting of 5 November of Black, Asian and minority ethnic (BAME) creative leaders and the following reflections:
- Acknowledgement of a general sense of discussion fatigue about the topic of diversity.
 - That the groups/sector's needs were disparate.
 - The meeting identified that there are a wide range of existing BAME creative and cultural networks already across the capital. The challenge is how do people become connected to the most relevant one. One idea was that a directory of networks could be created to help signpost people in the right direction.
 - Attendees wanted to fully understand what the Mayor's powers could achieve to support this priority.
 - Mental health in BAME creative artists was highlighted as a major issue.
 - Discussion about encouraging funding bodies to move towards an allocation of funds that is representative of London's communities.
 - It is important to understand who sets the questions that will feed into the diversity index and who will own the data. This could be linked to the work of the accelerator group.

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- It is important to look at intersectionality including race, gender, social and economic background and understand the experience of BAME creatives.
- The importance of ensuring this is not about more internships but rather having senior leadership representative of BAME creatives.
- The importance of lifelong mentoring, including an idea to focus on breakthrough leaders or a top 100 of BAME creatives.

5. MCLB Meetings - A new approach

- 5.1. The Board explored ideas for future working and goals for the remaining five meetings of the mayoralty.
- 5.2. Themes proposed for future meetings included: 24 Hour London; the role culture can play to tackle knife crime and serious youth violence; Brexit and securing London's continued position as a world city; Future horizon scanning, including artificial intelligence; diversity; climate change.
- 5.3. Members reflected on how their activities outside of their role as Ambassador could be more strategically aligned with the work of the Board. For example, it was suggested mapping out key conferences and events members plan to attend and identifying opportunities to promote the work of the Board.
- 5.4. Members reported that there is international interest in the Mayor's plans for culture and the creative industries, including the work/scope of the Board. They suggested a brief note with headlines and key statistics would help them in their role as Cultural Ambassadors to promote the work of the Mayor.
- 5.5. Members requested greater visibility of the work of the subgroups and would like the Creative Enterprise Zones subgroup to continue. They also suggested understanding what a future relationship between this Board and the London Economic Action Partnership could look like. This included developing a deeper understanding of how culture and the creative industries could be integrated with economic planning to leverage funding.
- 5.6. The Board agreed on the importance of having a way to evaluate the impact of the programmes that are being delivered and to improve the visibility of those projects on the ground. Members offered to provide data and case studies.

6. AOB

- 6.1. Officers provided an update on the manifesto commitment Love London and outlined how this would be delivered through programmes such as: Culture Seeds, London Borough of Culture and Euro 2020.
- 6.2. Officers also updated members on the following:
 - Publication on the Culture Strategy

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- Euro 2020 Cultural Programme plans
- Unit staffing

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	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	Completed	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	January 2019	Ongoing	Note to be shared with Ambassadors with next set of papers.
2.	Officers to circulate equalities data on recipients of LEAP funding, particularly via Good Growth Fund.	Jamie Izzard	January 2019	Ongoing	Follow up with Jamie Izzard.
3.	Ambassadors to commit to and promote the Women's Night Time Charter across all networks, where appropriate.	Ambassadors	29 November 2018	Ongoing	
4.	Officers to explore a future agenda item looking at identifying the	Adam Cooper Jo Twist	Spring 2019		

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	impact of Artificial Intelligence on the creative and cultural sector.				
5.	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	Ongoing	
6.	Review Draft Social Prescribing Vision and share with Ambassadors.	Jacqueline Rose	February 2019	Ongoing	Moira Sinclair has commented on the first draft.
Actions from meeting of 29 November 2018					
7.	Diversity subgroup to reconvene.	Henry Herrera	January 2019	Completed	
8.	Creative Enterprise Zones subgroup to reconvene.	Hannah Corbett	February 2019	Ongoing	Invites to subgroup sent w/c 21 January.
9.	Officers to involve Ambassadors in research taking place to shape Euro 2020 Cultural Programme.	Jacqueline Rose	February 2019		