

MAYOR OF LONDON

Mayor's Cultural Leadership Board
Tuesday 14 May 2019, 10:00 – 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

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

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

Jennifer Crook

Dr Jo Twist OBE, Chief Executive, UK Interactive Entertainment

John Newbigin OBE

Madani Younis, Creative Director, Southbank Centre

Nii Sackey, Chief Executive, Bigga Fish

Pam Alexander OBE, London Legacy Development Corporation

Professor Ricky Burdett CBE, London School of Economics

Sharon Ament, Director, Museum of London

Stuart Hopley, Head of Heritage, National Lottery Heritage Fund

Apologies

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

Dianna Neale, London Councils Representative

Ajay Chhabra, Director, Nutkhut

Charles Leadbeater, Independent Consultant

Additional Attendees

Shonagh Manson, Assistant Director, Culture and Creative Industries

Laia Gasch, Senior Advisor, Culture and Creative Industries

Jacqueline Rose, Senior Manager, Culture and Creative Industries

Jackie McNerney, Senior Manager, Culture and Creative Industries

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

Beth Kahn, Senior Board Officer, Culture and Creative Industries

Jezreel James, Policy & Projects Officer, Culture and Creative Industries

Ruth Montgomery, Clore Fellow on Secondment with GLA Culture and Events Teams
(Observer)

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1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Ajay Chhabra, Charles Leadbeater, Cllr Clare Coghill, and Dianna Neale.
- 1.2. Declarations of interest were made by Pam Alexander and Nii Sackey in relation to Item 7 – East Bank Update.
- 1.3. A record of the meeting of 5 February 2019 was agreed. Members requested more detailed notes on the Arts Council England strategy discussion be circulated.

2. Diversity discussion: demographic resource distribution

- 2.1. Officers gave an update on GLA-wide activity around diversity and inclusion; a short briefing will be circulated following the meeting. The key areas of influence identified within the remit of the GLA are grant making, procurement for service contracts, and internal Human Resources policies.
- 2.2. The GLA is developing a Responsible Procurement Implementation Plan which Justine Simons is contributing to ensure it is fit for purpose from a Culture and Creative Industries perspective. Justine will involve Ambassadors in this work. The aim is to ensure that the Plan encourages diversity and is inclusive with regard to the engagement of SMEs and freelancers who make up a high proportion of the creative sector.
- 2.3. The Diversity Subgroup have met four times since inception. Since its last meeting members have developed a discussion paper with two main proposals for the full Board to consider:
 - GLA cultural funding be based on clear diversity priorities
 - That the GLA investigate the feasibility of a new Diversity, Innovation and Youth (DIY) Fund to support home grown diverse young talent.
- 2.4. Ambassadors representing the Diversity Subgroup articulated that the social and cultural inequalities in London are now urgent. They expressed their frustration at the slow pace of change, the lack of representation in the workforce and leadership of the creative sector; continuation of low levels of funding to diverse organisations. They emphasised the need for an intervention to disrupt the status quo and shift the dial on diversity.
- 2.5. The Board thanks the Diversity Subgroup for all their work and time and welcomed their recommendations and analysis.
- 2.6. Members asked that GLA Officers report back to the group on the levels of GLA Culture funding allocated to diverse organisations and audiences.
- 2.7. Diversity Subgroup members requested that GLA officers investigate the feasibility of developing a Diversity, Innovation and Youth Fund for London, to incubate home grown diverse talent and address the urgent funding

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inequalities. Ambassadors proposed this should be a solicited grants programme.

- 2.8. Other proposals discussed in the Diversity Subgroup to date include:
 - developing a series of individual and organisational pledges
 - an Employers Index on diversity
 - an accelerator group to test and adopt interventions.
- 2.9. Ambassadors agreed the importance of addressing these issues and highlighted the opportunity to integrate this work with the development of the Local Industrial Strategy.
- 2.10. The London Borough of Culture Young Ambassadors programmes in Waltham Forest and Brent show the potential and capacity for youth leadership. The group discussed the need for a pathway to take the learning from these programmes forward and to provide ongoing opportunities for young participants.
- 2.11. The group reflected that the loss of youth services has had a devastating impact on young Londoners. The group encouraged City Hall to put together a plan to provide support to youth organisations. Any initiatives should work collaboratively with the Young Londoners Fund and the Mayor's London Knife Crime Strategy.
- 2.12. Ambassadors expressed that London's changing demographics and diverse youth population represent a unique opportunity for an intervention. They felt this issue was a priority, as it was crucial for young Londoners to have the opportunity to fulfil their creative potential, especially those at most risk of getting caught up in crime.
- 2.13. GLA Officers were developing a tender for a diversity consultant which could include the scoping of a DIY Fund idea, as one of the priorities to be researched. GLA Officers will also provide the requested report on distribution of Culture funding.
- 2.14. GLA Officers will submit a proposal for future work on these topics to the Board, including a timeline and actions.

3. Abid Hussain – Arts Council England (Director, Diversity)

- 3.1. Abid Hussain presented on the policy context for Arts Council England's work on diversity, their work on collecting data from the sector, and their approach to developing a new 10 Year Strategy.
- 3.2. Arts Council England has focused so far on strategic interventions, such as the Elevate Fund and Change Makers, as well as bringing new diverse organisations into the portfolio in the 2018-22 funding round.
- 3.3. Their current objectives are: to increase accountability of organisations who fail to improve their Creative Case rating and the transparency of this rating;

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increasing diversity of audiences; improving audience data; increasing diverse leadership; new measures to capture data around socio-economic backgrounds; and looking at the changes that need to happen within Arts Council England itself.

- 3.4. The next round of public consultation for their new 10 year strategy opens in June; this is an opportunity to feed back and influence the strategy. Responses to the first consultation round demonstrate a clear appetite for organisations to better reflect local communities.
- 3.5. Ambassadors discussed how the Board and the GLA could work with Arts Council England on this agenda. The BFI Diversity Standards were highlighted as an effective model to change organisational cultures.
- 3.6. Abid Hussain left the room.
- 3.7. Ambassadors discussed a response to Arts Council England's Strategy Consultation. A draft copy of the response letter will be circulated amongst Ambassadors.
- 3.8. Ambassadors noted the role of DCMS in making appointments to the boards of national organisations. It was suggested that GLA officers make contact with the All Party Parliamentary Group on Creative Diversity chaired by Ed Vaizey.

4. Voluntary Visitor Giving Scheme

- 4.1. Ambassadors received an update on the commissioned research into the potential of a Voluntary Visitor Giving Scheme. A secondary piece of work is now required to research the scheme mechanics, consult stakeholders and explore the case for giving.
- 4.2. It was noted that Edinburgh is due to implement a voluntary scheme from April 2020, and the Core Cities Group is lobbying central government to introduce primary legislation that would allow for a future levy.
- 4.3. Ambassadors endorsed the recommendations paper and the case for culture; this will now be submitted by the Chair to the Mayor for his consideration.

5. AOB

- 5.1. The GLA Skills and Employment team are currently consulting on the development of a Skills Vision. Ambassadors will be invited to respond to this consultation via email.
- 5.2. GLA Officers are developing the Local Industrial Strategy and will share a draft with Ambassadors for their review and offer dates for a sub group meeting to gather feedback.

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- 5.3. Ambassadors were updated on the development of the new Museum of London. Public consultation will open in early July.
- 5.4. Ambassadors were updated on East Bank's development. A ground-breaking event is planned once planning permission is approved by LLDC and City Hall.
- 5.5. Ambassadors discussed future agenda items. Cultural Education and Young People; the freelance workforce; social mobility; and culture and health and wellbeing were identified as important topics.

	Action	Owner	Due	Notes
Actions from meeting of 26 September 2018				
1.	Officers to circulate equalities data on recipients of LEAP funding, particularly via Good Growth Fund.	Jamie Izzard	February 2019	Shonagh to follow up with Jamie Izzard.
Actions from meeting of 5 February 2019				
2.	GLA Officers to draft letter to Arts Council England outlining Mayoral and Board response to 10 Year Strategy Proposed Outcomes	Shonagh Manson	February 2019	Draft letter has been circulated and Members have submitted feedback. Final version due to be sent shortly.
3.	Justine Simons to attend a future LEAP Investment Committee meeting.	John Newbigin	February 2019	Request made.
Actions from meeting of 14 May 2019				
4.	Circulate briefing on GLA-wide Diversity and Inclusion work	Shonagh Manson	June 2019	
5.	Involve Ambassadors in development of Responsible Procurement Policy.	Justine Simons	June 2019	Meeting scheduled for 3 rd July; Claire Whitaker attending.
6.	Voluntary Visitor Giving Scheme recommendations paper from MCLB to be submitted to the Mayor.	Ben Evans/Laia Gasch	May 2019	
8.	Officers to invite Ambassadors to respond to Skills Vision consultation.	Cinar Altun	May 2019	
9.	Officers to circulate draft Local Industrial Strategy and offer dates for a discussion.	Amanda Decker	May 2019	
10.	Officers to update and submit response to Arts	Elizabeth	May 2019	

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	Council strategy consultation and circulate more detailed notes from discussion in February meeting.	Kahn		
11.	Officers to provide report on distribution of Culture funding.	Amanda Decker	June 2019	
12.	Officers to submit a proposal on diversity work to the Board, including actions and timeline.	Amanda Decker	June 2019	
13.	Officers to explore how to engage with the new Creative Diversity APPG	Shonagh Manson	June 2019	