

MAYOR OF LONDON

Mayor's Cultural Leadership Board

Application Pack



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Greater London Authority

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Foreword

Dear Applicant,

Thank you for your interest in becoming a member of my Cultural Leadership Board.

London is full of some of the most forward thinking, visionary and passionate cultural leaders in the world. I am now seeking to add more of our city's leading minds to my Board to help drive change and support London's creative economy.

COVID-19 has had a devastating impact on culture and the creative and night time industries. Before the global pandemic and Brexit, the creative industries were the fastest growing sector of London's economy – worth £58 billion a year, accounting for one in six jobs and attracting four out of every five visitors to the capital and offering Londoners some of the best entertainment in the world – on their doorsteps. The creative and night time industries are vital to London and will continue to play a crucial role in our city's economic and social recovery from COVID-19.

I am building on the success of programmes like my Creative Enterprise Zones which will expand from six to 12 zones, with new initiatives such as my Creative Academy which will address skills shortages, develop talent and create opportunities to build back culture and creativity better than before. The rollout of Night Time Enterprise Zones, following the successful pilot in Waltham Forest, will support boroughs and businesses to trial innovative ways of diversifying their local night time offer. Cultural infrastructure has now been hardwired into the fabric of our city in the London Plan and is supporting the development of new infrastructure such as East Bank and ensures we retain the breadth of existing spaces used by Londoners and visitors alike. Existing cultural and community spaces continue to be supported through my expanded Culture and Community Spaces at Risk programme and, through the Commission for Diversity in the Public Realm, we are ensuring that our spaces better reflect the people who use them with grant programmes like Untold Stories.

Play your part in helping London's recovery after the pandemic and addressing the existing inequalities that have been laid bare these past few years. This is an exciting opportunity to use your skills, knowledge, and expertise to support our efforts to create a truly inclusive city where culture in all its diversity is fully represented.

This pack provides you with information about the roles and responsibilities of the Board and explains how you might get involved.

We look forward to receiving your application.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Sadiq Khan', with a small '2' written below the 'h'.

Sadiq Khan
Mayor of London

Introduction

The Mayor is seeking additional members, known as Ambassadors, and a Vice Chair, to join his Cultural Leadership Board and help him deliver a bold and ambitious recovery plan for culture and the creative industries. He is looking for leaders who are passionate about arts, culture the creative industries and the night time economy and who can bring a range of insights and expertise.

Through the [London Recovery Board](#), the Mayor and London Councils outlined their priorities for supporting the City's recovery following the COVID-19 pandemic. As well as addressing the existing health and social inequalities, the Mayor will continue to champion and fund programmes the support culture, the creative industries and the night time economy that in turn contribute significantly to the Capital's recovery outcomes.

We know that engaging with culture improves the health and wellbeing of Londoners, revitalises our neighbourhoods, brings communities together and offers young people a positive life path. Culture and the night time economy are playing a major role in London's economic and social recovery. However, there is lots to be done to ensure that the sector is becomes more resilient. Research showed that thousands of businesses and creatives were hard hit by COVID, with the sector facing a projected loss of £16.5bn in GVA and up to 152,500 job losses as a direct impact of the pandemic.

The Mayor is funding major programmes which continue to drive systemic change and are creating examples of best practice. His [London Borough of Culture](#) programme continues, with Lewisham hosting in 2022 and Croydon in 2023, enabling communities contribute to shaping culture on their doorstep. On the Queen Elizabeth Olympic Park, a £1.1bn investment in [East Bank](#) will bring a new academic and creative hub to London. The Mayor's [Creative Enterprise Zones](#) are nurturing creative skills and generating jobs in local communities, and the [Creative Land Trust](#) seed funded by the Mayor in partnership with Bloomberg Philanthropies, Arts Council England and Outset is ensuring that creative talent can remain in London.

The Mayor's Cultural Leadership Board will pool its skills and expertise to affect even more real change across London's arts and cultural, and night time landscape. Through advocacy Board will play a key role in supporting London's artists and creatives, embedding culture in the development of the capital and promoting the power of the arts to build stronger communities.

About the Mayor's Cultural Leadership Board

The Mayor's Cultural Leadership Board is a high-level statutory body appointed by the Mayor of London in accordance with the Greater London Authority (GLA) Act 1999¹. The Ambassadors on the Board advise the Mayor on emerging and ongoing issues facing the creative industries and culture sector which helps him to develop resilient policies and deliver impactful programmes of work.

Ambassadors help to bring deeper and wider opportunities to the Mayor's existing policies and programmes, extending their impact. Further information about the Mayor's role in supporting London's culture, creative industries and 24 Hr London can be found on the [Mayor of London](#) website.

Profiles of the existing Board members can be found on the [Mayor's Cultural Leadership Board](#) webpage.

Membership and Governance

The Mayor's Cultural Leadership Board Standing Orders govern its procedures and actions, and members will need to observe them.

The Mayor appoints members to the Board, who are known as 'Ambassadors'.

Role Specification

In supporting the Mayor and the Deputy Mayor for Culture and the Creative Industries, Ambassador's will;

Role of the Ambassadors

1. Steer the delivery of the Mayor's policy priorities by providing expertise and guidance.
2. Attend and actively participate in quarterly meetings, advising on the emerging issues facing the sector.
3. Convene roundtables drawing in wider expertise to inform the development of policy initiatives and/or programmes.
4. Catalyse new strategic partnerships to deliver the Mayor's core culture programme.
5. Advocate for the importance of culture in growing the capital's global reputation as a creative hub.
6. Recommend commissioning of research, reports and events to deliver the Mayor's priorities for culture, the creative industries and the night time economy.
7. Develop and monitor the Mayor's Culture Strategy

¹ The Board's formal statutory name is the Cultural Strategy Group for London but for public-facing purposes it is the Mayor's Cultural Leadership Board.

Essential Selection Criteria for Ambassadors

Successful candidate will need to demonstrate:

1. A broad knowledge of and experience in, culture, the creative industries, creative or night time economy.
2. A personal commitment to London retaining its position as a world capital of culture and creativity.
3. A commitment to improving diversity and equality
4. Established networks across culture and beyond with ability to act as a conduit between the Board and culture and creative sectors.
5. Ability to represent the Mayor and Board effectively to external stakeholders.

Profile of Successful Candidates

London's diversity is its biggest asset, and we strive to reflect London's diversity in all appointments. To that end, we welcome applications from all sections of society, regardless of age, gender, gender identity, gender expression, ethnicity, sexual orientation, faith or disability

To ensure the Board is representative of the array of occupations within culture, the creative industries and the night time economy and support the Mayor's core priorities, we are looking for applications with expertise outlined below as these skills are currently underrepresented on the Board:

- those with experience of delivering further education (FE) and widening participation for creative industries workforce
- creative practitioners to provide non-institutional insights on issues faced by the freelance creative workforce
- those with experience of delivering grass roots and community-based arts and culture especially to younger people

Knowledge of current policies in relation to culture and the creative industries in one or more of the following areas is also desirable:

- place-making and/or regeneration
- training and education
- community engagement
- funding and financing models
- sustainability and environment
- youth services

Vice Chair

The Chair of the Board will also look to appoint a Vice Chair from the new and existing Board members. If you are interested in being considered for the Vice Chair position, please indicate this in your cover letter.

Role of the Vice Chair

The Vice Chair will;

- in the absence of the Chair, lead and chair Mayor's Culture Leadership Board meetings
- represent the views of the Mayor's Culture Leadership Board in its work
- act as a spokesperson on behalf of the Mayor's Culture Leadership Board to the media and stakeholders on issues relating to culture, the creative industries and the night time economy
- support the Chair in the formulation of the Board's objectives
- meet with the Chair of the Board and Deputy Mayor for Culture and the Creative Industries on a regular basis

Essential Selection Criteria for Vice Chair

In addition to the 'Essential Selection Criteria for Ambassadors' outlined above, the Vice Chair will also need to demonstrate experience of the below in your covering letter;

1. Experience in chairing boards or advisory groups and managing a group of high-level experts working in a voluntary capacity
2. Excellent communication skills and confident public speaker
3. Experience of operating effectively within a sensitive and political environment
4. Personal commitment to promoting London's culture, creative industries and night time offer

Appointment Details

Time Commitment

It is anticipated that Ambassadors will commit up to 60 hours a year to board, including 4 official board meetings, usually at City Hall. Members will also be invited contribute to sub group meetings.

Members will also be invited to attend Greater London Authority events associated with the Mayor of London programmes and may be called upon to attend external events on behalf of the Mayor's Cultural Leadership Board.

Remuneration and Expenses

Appointment as a Board member is honorary and does not create a contract of employment with the Mayor of London, Greater London Authority or the Board itself. The role is unremunerated; however, an allowance is available for freelance and unwaged members at the discretion of the Greater London Authority to support and facilitate their participation as a Board member.² More information on criteria for eligibility and how to apply will be made available on successful appointment to the Board from the secretariat. General information on the allowance and its purpose can be found on the in [Mayoral Decision MD2946](#).

Ambassadors will also be entitled to be reimbursed, in accordance with the [GLA Expenses and Benefits Framework](#), for travel and other itemised expenses reasonably incurred in performing their role as a member of the Board.

Length of the Appointment

The term of appointment is until the 1 May 2024 just before the end of the current Mayoral term.

Meeting Dates

It is expected that new members will attend the June meeting, pending reference checks, and all subsequent meetings thereafter. The schedule of meeting is:

Official and Subgroup Board Meeting Dates 2022-2023

Date	Time
28 June 2022	9am-2pm
21 July 2022	2pm-5pm
21 September 2022	2pm-5pm
19 October 2022	10am-1pm
3 November 2022	10am-1pm
18 January 2023	2pm-5pm
08 March 2023	2pm-5pm

² Payments are subject to application and GLA approval and will be subject to tax and National Insurance. They are also separate to the payment of any expenses properly incurred.

Appointment Process

Following assessment of applications against criteria for appointment, shortlisted applicants will be interviewed. Please view our [Protocol on Mayoral Appointments](#) for further details.

Recommendations for appointment will then be made to the Mayor of London. The Mayor of London will confirm appointments to the Board.

Applicants will need to satisfy pre-appointment checks.

How to Apply

If you are interested in applying, please submit your CV and a covering letter (maximum 3 sides for covering letter) via our online recruitment system. You will also be asked to provide recruitment monitoring information.

The CV should include details of employment, public appointments, qualifications history and the name and contact details of two referees willing to provide a reference. Please also include any relevant information regarding your eligibility for appointment and any directorships you hold.

Your covering letter should address the five points listed in Essential Selection Criteria for Ambassadors. These are the criteria which all applicants will be shortlisted against

If you meet the Essential Selection Criteria for Ambassadors and have indicated that you would like to be considered for the role of Vice Chair, please also address the four points listed in 'Essential Selection Criteria for Vice Chair'. These are the criteria applicants will be shortlisted against.

If you would like to discuss the position informally, please contact Ruth.Brooks@london.gov.uk who can schedule a 15 minute call with Jezreel.James@london.gov.uk between Monday 16 and Friday 20 May.

If you have any queries regarding the application process or require information in an alternative format, please contact Andrew.baxter@london.gov.uk quoting reference MCLB22.

Application closing date: Monday 23 May 2022 at 23:59 GMT

Interview Date: To be confirmed

All personal data will be processed in accordance with the provisions of the Data Protection Act.