

## APPENDIX 1

### MERTON CULTURAL ADVISORY GROUP - TERMS OF REFERENCE

#### ***Purpose***

The Cultural Advisory group exists to grow the cultural life of Merton, particularly working to

- bridge the gap between the two halves of the borough,
- promote the success of the cultural and creative sectors
- commission and showcase excellent creative work in and about Merton
- empower and skill local communities through culture

#### ***Role***

- Supporting cultural development and strategic position of Merton
- In all its work, support the Merton Partnership priorities to bridge the gap
- Establish itself as the economic development lead partner for CCIs across Merton, creating a programme, developing networks and relationships and working with the EWG for that sector
- Represent and advocate for culture in Merton including identifying and recruiting ambassadors for Merton
- Working with agencies in the borough in creating investment and subsidy opportunities for culture in Merton (excluding sport)
- To support fundraising for cultural programmes (and lead where agreed with project lead partners)
- Overseeing such grants programmes for arts in the community as may be available, ensuring a robust process of consideration and making recommendations on awards
- Work towards its own sustainability, independent of public funding, as a cultural partnership or network for Merton
- To adopt relevant protocols and agreements to build clear ways of working, advice and guidance, which will support these Terms of Reference

#### ***Specific responsibilities for the Cultural Impact Award***

- Oversee the delivery of the London Mayor's Cultural Impact Award within Agreements with LBM and the GLA
- Advise and steer all aspects of the programme, ensuring it meets the core objectives of the borough and the GLA regarding inclusiveness, ambition and legacy, and fits with the funding
- Ensure the various panels and groups are able to do their job and include time for reflection and evaluation in their activities
- Broker and deal with conflicts between organisations if these emerge during the programme
- Manage and lead on communications regarding the programme, in line with the relevant Agreements and protocols

## **Membership**

The core role of the Group is cultural leadership for Merton, and its roots are in the creative and commercial sectors of the borough which came together to promote the Merton proposal for the London Borough of Culture. Membership reflects both the core role and history and so the majority of members are from those sectors, as business owners and creative practitioners.

Membership is by invitation of existing members, especially the Chair, save for the Council nominees.

The Chair is chosen by the members of the Group in agreement with the Council's representatives and will not normally be a member or officer of the Council.

Membership will be reviewed at least annually, having regard to the ongoing work of the Group, overlaps with other bodies, and the capacity of existing and potential members of the Group.

The Council's largest two political groups will each nominate one member to the Cultural Advisory Group. The Council's relevant Lead Officer (normally the Leisure and Culture Development Manager) will be an ex officio member. Other officers and advisers may attend from time to time as invited by the Group.

<b><i>Current membership (April 2019)</i></b>	
John Merriman (Chair)	Crown Lane Studios
Somayeh Aghnia	Geeks
Conrad Murray	Actor, performer, musician and Artistic Director, Beatbox Academy
Greg Vincent	Morrison's Solicitors
Kristina Burton	Mitcham Town Community Trust / SHINE Merton
Cllr Janice Howard	Conservative nominee
Cllr Linda Kirby	Labour nominee
Christine Parsloe	Council's Lead Officer
<b><i>Regular supporters</i></b>	
Rebecca Cresta	Rebecca Cresta Photography
Debbie Sage	Council comms/marketing support
Sarah Tanburn	Consultant
Sarah Williams	Council Economic Development lead