



CREATIVITY IN THE UK

**MINUTES OF THE BOARD INFORMAL MEETING OF FESTIVAL 2022 LTD VIA  
VIDEO CONFERENCE ON MONDAY 07 FEBRUARY 2022, 17:30 – 19:00**

(the "Company" and "Festival 2022 Ltd")  
(the "Programme" and "UNBOXED")

**Present:**

Dame Vikki Heywood DBE	Board Chair, Non-Executive
Amali de Alwis MBE	Independent Non-Executive Director
Dr. Hayaatun Sillem CBE	Independent Non-Executive Director
Rob Smith MBE	Independent Non-Executive Director
Prof. Andrew Thompson CBE	Independent Non-Executive Director
Dr. Maggie Aderin-Pocock MBE	Independent Non-Executive Director
Roger Mosey	Independent Non-Executive Director
Priya Lakhani OBE	Non-Executive Director, representing England
Roger Lewis	Non-Executive Director, representing Wales
Liam Hannaway	Non-Executive Director, representing Northern Ireland
Dr. Bridget McConnell CBE	Non-Executive Director, representing Scotland

**Observers Present:**

Carrie Cooke	UK Government, Department of Digital Culture Media and Sport ("DCMS")
Richard Walsh	Scottish Government

**In attendance:**

Martin Green CBE	Chief Creative Officer
Phil Batty	Executive Director
Lucy Bailey	Senior Legal Counsel
Ben McKnight	Communications Director
Sam Skillings	Head of Audiences & Marketing
Sam Hunt	Programme Director
John Darnbrook	Head of Business Integration
Adel Al-Salloum	Senior Producer
Chloe Hale	Learning and Participation Manager
Jo Ind	Strategic Campaigns Manager
Jess Boot	Creative Assistant
Laura O'Flynn	Governance Manager (Note-taker)

**12/22 Welcome and apologies for absence**

The Chair welcomed all present and noted that this was a special informal evening dedicated to the Learning and Participation programme of UNBOXED. The Chair informed that Board were present to offer support and fully understand the ambitions, challenges and high expectations of this area of work.

Apologies were received from Faraz Tasmin (Independent Director), along with Emma Squire, Louise Hyland, Gerwyn Evans.

The Executive team was represented by Martin Green and Phil Batty.

## 13/22 Learning and Participation

The Chair welcomed the Learning and Participation team and handed over to the Senior Producer who is also taking on the role of Head of Creative Partnerships (HoCP) on 14 February 2022.

The HoCP had circulated the strategy refresh and progress report to Board and took the documents as read. The HoCP acknowledged the high ambitions and thanked Board for the meeting pre-Christmas that helped give direction and therefore focused on the programme strands:

- Creative classrooms – a structured space for learning that is not limited to the school or college classroom. The formal learning offer/strand.
- Creative communities – participation outside of the formal learning context – connected to place and concerned with local engagement, an opportunity to explore re-imagining spaces, civic pride, build community capital and legacy. The participation strand.
- Creative Agents of Change – young people as creative agents of change – centring young people to catalysing change. Initiated through a range of partnerships that support young people to be ‘centred’ within the conversation on collective creativity. The youth advocacy strand.

Further detail was provided on these strands with emphasis on STEAM relationships being explored and alignment in creating a course calendar, eg. planned work with British Science Week. The HoCP invited discussion from Board.

Bridget was pleased to have received the detail and asked who had been engaged in Scotland. The team provided reassurance that each of the nations is being mapped with specific offers.

Board felt there was a timing challenge for the programme and the resources of teachers, particularly as most would have completed their annual school development plans.

The Learning and Participation Manager (L&PM) informed that all the project teams had been engaged in a specific piece of consultancy work and had the same level of understanding on the four nations’ school systems. The team are able to understand the nuisances and plan forward to ensure the final alignment and impact.

**ACTION: The L&PM to arrange an offline conversation with Bridget McConnell and Richard Walsh.**

Board asked if there was an exemplar project in respect of its learning and participation work to bring to life the delivery approach.

The team confirmed that project teams had been sharing information and resources to help inspire one another and to ensure an element of realism of what can be achieved in the timeframe alongside the current climate of schools.

Maggie volunteered to promote the Learning and Participation programme further through the talks she provides at many teacher conferences, particular the idea of CPD. There was a concern around launching CPD now and whether too late for



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teachers and asked for further examples of activity. Liam noted that the Northern Ireland curriculum was different so CPD would need to be mapped accordingly.

The L&PM outlined how career stories would be utilised to promote STEAM and communicate the impacts of UNBOXED as part of legacy. It was highlighted that the team are in the process of reviewing gaps and how to provide additional resource to those without IT access. The digital infrastructure is being reviewed but the plan is to make the digital elements of the projects as inclusive as possible.

Hayaatun declared she had formal interests in two of the partnerships mentioned; CEO of the Royal Academy of Engineering and a Trustee of EngineeringUK. It was noted these did not constitute a conflict. She asked for further understanding of the connectivity between projects.

The L&PM felt that because of the nature of the projects and the ways of working, they are confident that we can achieve a golden thread of connectivity to demonstrate impact. The Chair noted that most of these are being delivered by the project teams so not straightforward to navigate but believed UNBOXED would be in a strong position towards Autumn 2022 to connect the project benefits in the learning and participation space, and this could feed into the legacy ahead of 2023.

Andrew asked for more clarification of the phrase “a new STEAM agenda” for education. The team talked about the need to consider the interdependencies of all five STEAM sectors equally and not simply a STEM vs. Arts model.

Priya highlighted that role of all schools across the four nations as a connection point at the heart of each community. So, when UNBOXED goes live in an area it will create an enormous amount of engagement and participation if schools are considered properly. This will help to combat those households without regular access to technology.

The SCM informed that boilerplate copy had been written and tested with teachers and planned to draft a monthly newsletter. Priya discussed that when UNBOXED is talked about, it's not only about creativity but also essentially education. For example, if you go to an UNBOXED event you are learning from the project and this link should come through more strongly. Everyone is being educated when they attend a live experience.

The Chair return to the topic of the short timeframe and whether ambitions were realistic in terms of delivery of impact. The HoCP informed that a second Learning and Participation Manager has just been appointed and that the team are recruiting for two coordinators. The team felt it was hard to show the reality of progress in a few slides. Collectively, the team are close to the detail of all the project teams and reflected a positive experience. They strongly felt this year would be full of incredible opportunities in/out of schools and thousands of people achieving careers experiences they wouldn't have had the opportunity to do before is a brilliant legacy.

The central team take a holistic view and are working hard to turn distributed content into one offer that speaks to the four nations schoolchildren from ages 4-19, and wider communities. Reassurance was provided that everything planned was specific to these audiences and also focused on reaching those that would not normally engage. Board were pleased with the positivity and confidence within the team and asked them to remain focused on what can be achieved in the timescale.



The Board Chair also asked for there to be a focus on our educational and youth legacy and to factor in now which partner organisations will be able to continue their involvement following the delivery UNBOXED, in order to drive the ambition.

The Board Chair asked for further clarity about the Creative Assembly. The Chief Creative Officer (CCO) informed that Learning and Participation team with the international team had recently come together to consider a previous idea that would bring young people, policymakers, creatives, etc, together at an event or series of events to discuss creativity later this year. More detail is required to bring to a future formal Board meeting once consideration on content and how to fund the event have taken place. It could provide a good platform to release early evaluation findings.

### **Reflections and closing remarks**

The Chair thanked the Learning and Participation team for the progress and some brilliant messages starting to come through. The Chair felt a formal Board meeting in Spring would be a good point to receive a further update in a fast-moving situation.

### **Close of meeting**

The meeting closed at 19:00. The date of the next formal Board meeting was confirmed as 2 March 2022, in person Paisley.

Distribution by email unless stated otherwise:

Board Directors  
Board Observers  
Executive Management Team

Date sent to Chair:	21 February 2022
Date returned to Administrator:	22 February 2022
Date of distribution:	24 February 2022