

# LIVERPOOL CITY REGION (LCR) DIGITAL & CREATIVE BOARD: Terms of Reference

## 1. Purpose

The overarching purpose of the Liverpool City Region Digital & Creative (D&C) Board is to act as the dedicated high-level, multi-sector leadership group that drives, promotes, and accelerates the growth, productivity and competitiveness of the sector, both across the Liverpool City Region, and in the wider national and international context.

The Board will form an integral part of the of LCR and Local Enterprise Partnership (LEP) governance architecture, and integrate with the work of other dedicated Growth Sector Boards.

It will directly contribute to the delivery of the LCR Innovation Plan, within which Digital & Creative is one of four designated smart specialisation sectors, and a critical element of the proposed "LCR Innovation Exchange".

It is also intended that the process of working closely together to prioritise and deliver beneficial outcomes will in itself lead to new learning, insight and joint initiatives, and provide a useful platform for future action in its own right.

## 2. Role & Functions

The intended role/functions of the D&C Board are to:

- Serve as the designated strategic advisory body to the LCR LEP Board, LCR Innovation Board, and other sector boards on all matters relating to the D&C sector.
- Share relevant information, intelligence and ideas, act as a wider sounding board in relation to the LCR D&C sector, and agree collective responses to influence national, European, and international policy and strategy.
- Play a lead role regarding sectoral skills development.
- Co-ordinate and broker strategic collaborations and relationships within the D&C sector and sub-sectors, across other LCR sectors, as well as nationally and internationally.
- Promote and advocate locally, nationally and internationally on behalf of, the LCR's core, distinctive, competitive D&C assets, and oversee associated sectoral place marketing activities.
- Devise and own a collaborative vision for a dynamic, competitive and sustainable LCR D&C sector, plus shape the development of an associated action plan with agreed performance targets and investment priorities, based on gaps, opportunities and potential positive impact on LCR economic growth and competitiveness.
- Own and oversee action plan implementation, progress and performance, and use individual and collective means to facilitate and champion the development and delivery of individual collaborative activities and projects, overcome associated obstacles, and hold project delivery agents to account.
- Help secure new private and public sector UK and EU investment, finance and funding streams to support delivery.

### 3. Membership

The Board will draw its membership from senior level representatives across the D&C sector, have a private sector focus, and be chaired by a private sector representative.

As the Board's fundamental raison d'être is to agree what needs to be done and then make things happen, it is vital that Members are willing, committed and prepared to positively collaborate, and bring their own experience, expertise and insight to bear.

Board Members are therefore expected to commit to:

- Attending meetings
- Preparing fully for each meeting
- Responding promptly to communications between meetings
- Disseminating information within their own respective organisations and networks
- Championing appropriate agreed actions and activities
- Declaring any conflict of interest

Neither the Board Chair nor its Members will be remunerated.

The appointment of the Chair and Members will be via a transparent process, and subject to formal approval by the LCR LEP Strategic Board.

### 4. Operation

**Duration:** The longevity of the Board is indefinite, and dependent on progress, success and an ongoing rationale for operation. Organisation including membership, Chair, procedures, and objectives, will be reviewed annually.

**Frequency:** It is anticipated that the Board will meet four times per year, however it is for the Chair and Members to determine the timing and frequency of meetings in line with needs and opportunities. It is similarly the Board's prerogative to establish task and finish sub-groups as and when required in order to deliver specific initiatives.

**Chair:** The Chair will agree meeting content/agendas, chair Board proceedings in an inclusive and effective way that maintains a focus on delivery and maximises intended action plan outcomes, and liaise with other key local and external stakeholders as required, including government and the media.

**Integration:** The Chair will ensure that the workings, findings and recommendations of this sectoral Board are reported regularly to the LCR LEP Strategic Board as well as to other sectoral Boards.

**Support:** The LCR LEP will act as the Secretariat for the Board. This will involve organising Board meetings, preparing performance and progress monitoring reports, taking minutes, following up on agreed actions, and acting as the day-to-day point of contact and liaison, providing close regular advice and support to the Chair in particular.

**Venue:** It will be for the Chair and Board to decide whether it will have a fixed meeting venue or alternate the host location/organisation.