

West Midlands Combined Authority Night-Time Economy Council – Terms of Reference

1. Background

West Midlands's Night-Time Economy (NTE) is under pressure. Issues include the cost-of-living crisis, changing behaviours and audience expectations, rising business costs, rent increases, recruitment and retention of skilled staff, public transport at night, safety, noise complaints, new developments and complex regulations such as licensing and planning. As part of his commitment to help the region's NTE thrive, the Mayor of the West Midlands, Richard Parker, created a West Midlands NTE Commission in October 2025. This sat through till May 2026 when it released a report and recommendations list, answering the question

[*What does a safe and thriving Night-Time Economy look like in 2030 and how do we get there?*](#)

The first of the twenty-five recommendations was:

1.1 Creation of a permanent West Midlands NTE Steering Group

This recommendation has been accepted by the Mayor of the West Midlands, Richard Parker, and WMCA senior leadership with the WMCA Night-Time Economy Council fulfilling this role.

2. Purpose

- 1) The NTE Council exists to provide an industry-led platform for strategic dialogue, advocacy, and influence. It brings together key stakeholders to:
 - Champion the West Midlands as a key NTE region.
 - Influence national policy through structured, industry-informed regional input.
 - Provide strategic steer to regional programmes and investment to ensure maximum benefit to industry, visitors and residents.
 - Promote coherence and ambition across the West Midlands NTE ecosystem.
 - To support the delivery and provide steer of the Mayoral NTE Commission report recommendations.
- 2) The Council is not an operational body but a convening mechanism for industry-led thought leadership, influence, and strategic alignment.
- 3) The Council will report into the Director of Economy (Policy and Integration).

3. Objectives

- 1) Specifically, the WMCA NTE Council aims to:

- Act as the West Midlands' strategic interface with central government departments and other national bodies.
- Shape and influence policy and programmes by providing structured, industry-informed regional input into the WMCA.
- Champion and advocate for the West Midlands NTE industries, amplifying their strengths, capabilities, and potential.
- Convene senior stakeholders to align regional priorities, foster collaboration, and unlock shared opportunities across government, industry, academia, and local / regional authorities.
- Support strategic investment into the West Midlands NTE ecosystem by identifying growth opportunities, promoting regional assets, and influencing funding decisions.
- Commission thematic working/task and finish groups where deeper focus is needed on areas such as safety, transport or access to finance.
- The Council does not directly manage delivery of programmes, nor have governance over budgetary or policy decisions. Instead, it provides strategic oversight and alignment to ensure regional activity reflects industry needs.

4. Values

- **Commitment:** Members commit to participating in meetings, engaging in feedback, supporting the research programme, and supporting other members when they can. Members will not promote products or services or use the taskforce to advance a particular agenda.
- **Collaboration:** Members commit to working in a spirit of collaboration and transparency, taking actions that advance the Council's aims. Where another's work inspires members, they commit to celebrating and referencing the idea's originator.
- **Confidentiality:** Respect for privacy and confidentiality of shared information within the Council is paramount. Members will aim to ensure everyone feels safe in discussing the issues they wish to raise. Papers received by the members and the details of emails, communications, and meeting discussions are confidential to the members until and unless it is agreed between the members and the chair that they should be shared or made public.
- **Inclusivity:** The Council is committed to promoting diversity and inclusivity, running the Council in an inclusive way, and ensuring a wide range of voices and perspectives are heard and valued. Night-time communities are deeply embedded in forging inclusive environments, and we recognise how much nightlife culture owes to minoritised and marginalised communities.
- **Politically neutral:** The Council is not a political forum but will engage with regional democratic structures through an evidence-based, factual, unbiased approach. We aim to take into account a wide range of perspectives and to approach everyone who engages with the Council in an objective, evidence based, and meaningful way.
- **Mutual Respect:** Members will treat each other, and all stakeholders they interact with, with respect and dignity. We have zero tolerance for all forms of harassment and strict action will be taken for bullying behaviour. The chair and the secretariat are available to support all

members and help resolve any conflicts or concerns they may have respectfully and confidentially.

5. Membership

The Council will consist of ??? members, including the chair. The Chair will be appointed by the WMCA, whilst the Deputy Chair will be voted for by the Council members. The WMCA reserve the right to terminate members' appointments in consultation with the Chair if they cannot participate in sufficient Council activities or breach the Council's Terms of Reference.

The Council aims to harness the strength of the region's diverse nightlife communities, including new and established artists, promoters, venue operators and industry bodies, to help sustain the West Midlands' NTE and culture.

1) Membership List

- Chair – TBC
- Deputy Chair - TBC
- Mayoral office representative (If desired)
- NTIA (Night-Time Industries Association) representative
- NCASS (Nationwide Caterers Association) Representative
- MVT (Music Venue Trust) representative
- UKH (UKHospitality) representative

- 6-10 regional private sector representatives appointed through an open recruitment process and aim to reflect the geography and demographics of the region.

The regional private sector representatives will be encouraged from amongst the following sub-sectors:

Night-time cultural industry
Sport and recreation/gyms
Placemaking
Restaurants
Fine Dining
Street food/takeaways
Pubs
Grass roots Music venues
Large music venues
Clubs
Experiential hospitality

- 2) Members of the Mayoral NTE Commission can continue in role with the NTE Council without having to submit an application.
- 3) New members will be appointed through a standard WMCA competitive recruitment process.
- 4) Members will be required to complete a register of interests.
- 5) It is expected that in their own commercial activities that Council members align with the WMCA Good Work Charter

6. Meetings

- 1) Council members will be appointed for a two-year term, beginning September 2026. Members will commit to a minimum of four meetings per year, including at least one full Council meeting per quarter. Council members will be eligible to apply for a second term.
- 2) The Council will meet quarterly to review progress, share updates, and agree actions.
- 3) Additional meetings may be convened for urgent matters or thematic working groups.
- 4) The Chair may ask members to undertake additional activity, review documents, or carry out activity over email between meetings as needed and subject to their availability.
- 5) If deemed necessary, the Chair and WMCA Executive may establish task and finish groups for specific policy issues.
- 6) The Council is advisory in nature and does not possess delegated decision-making powers, policy or financial governance powers.
- 7) Where decisions are required attempts will be made to come to a consensus decision. Where this is not possible, a majority vote will be required.
- 8) Quorum for the Council is 70%.
- 9) No statements must be released by the Council without Chair approval and majority vote.
- 10) Any public communications by Council members must be in a personal capacity unless approved by the Chair.

8. Secretariat support

- 1) The secretariat will be provided by the West Midlands Combined Authority.
- 2) The Secretariat will be responsible for:
 - Organising meetings and distributing agendas and papers
 - Maintaining records, minutes, and action logs
 - Supporting communications and stakeholder engagement
 - Coordinating working groups and reporting
 - An agenda and accompanying documents will be circulated at least one week before all meetings. Notes and actions from meetings will be circulated to members within a week of the meeting taking place unless notified otherwise.