

@CreativePledge

Creative Workforce Pledge



CreativeWorkforcePledge

If elected Metro Mayor, I will:



promote a digital network for talent in our area, supporting arts professionals to connect with creative and cultural businesses and organisations, strengthen relationships, promote their work, advertise job opportunities and showcase live performances and exhibitions. I will promote our incredible local talent across the country and the world with an annual awards ceremony that will celebrate the cultural diversity of our whole area.

Creative Connections

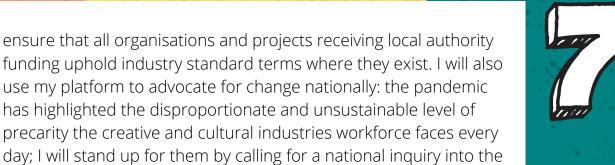


inclusive regional strategy. **Decentralising Decisions**



strengthen the skills of creative entrepreneurs by connecting up apprenticeships and training programmes for the arts, culture, heritage and libraries sector. I will work with partners to establish a workshop series for creative workers on financial skills, business development, employment rights and inclusive business practices. These will be delivered by industry specialists and reach out to young people, adults and under-represented groups who may never have engaged with these sectors before.

Creative Entrepreneurs



A New Deal for our Workforce



convene and chair a Culture Forum made up of representatives from local cultural organisations and creative businesses, industry networks and trade unions. I will listen to their ideas and integrate them into a cultural strategy to open these sectors up to all our communities, creating good quality jobs with industry standard terms and conditions. I will ask the Culture Forum to create a Freelancers Charter for our area.

Culture Forum



supporting affordable studios, workshops and shared workspaces, helped by a progressive approach to business rates, we will attract leisure, retail and hospitality businesses and reinvigorate, diversify and renew deprived areas with vibrant, thriving communities.

nurture the talent of local children and young people to ensure

they can get in, and get on, in the creative and cultural industries. I

will also strengthen provision for adults, so they can develop their

skills and be resilient to changing employment. I will help put our

areas unique voice on the national and international stage, working

with partners to create a new system of local scouting and training,

following the excellent examples of many of our football clubs, to

find and develop the most diverse and outstanding locally grown

creative and cultural hubs in former retail, industrial or commercial

facilities and empower creatives to innovate in these spaces. By

secure more local and regional involvement in decisions made by

Government, the Arts Council, Heritage Lottery Fund, other lottery

providers and the BBC. I will consult with the creative professionals

and trade unions in our region when deciding how funds should be

distributed. The workforce knows the rich cultural landscape of our

creative projects in the communities they live in as part of a more

use my platform to advocate for change nationally: the pandemic

has highlighted the disproportionate and unsustainable level of

status of freelance and self-employed workers, as well as the

involve communities in placemaking projects by establishing

establishment of a dedicated Minister in Government.

area well, and must be involved in the curation and delivery of

Cultural Communities



use the influence of the Metro Mayor's office to support freelance creative workers to access equipment, technology and materials, helping to secure them at prices lower than they would be able to negotiate themselves. I will focus this work on supporting young people and those from disadvantaged backgrounds, where initial costs can be a huge barrier to entry into many creative professions.

Culture Works



talent. **Creative Education**



make the case for investment in our creative and cultural sectors via the Levelling Up Fund, Shared Prosperity Fund and other centralised pots, to build the economic strength of our area and tackle regional inequality. I will call for the establishment of a creative and cultural sector working group on the "M10" network of Metro Mayors across the country to draw down these funds for local people.

Creative Regions

establish a programme to help the creative workforce to stay connected to public services, health and wellbeing projects and business activities, building on the innovative ways of working they have discovered during the pandemic. I will ask cultural, heritage and sports organisations to consider social prescribing to provide our frontline healthcare workers and their patients with a rich resource of creative and outdoor activities to aid personal recovery.

Creative Crossovers





Stephen Morris - English Democrats





