



Supporting creative communities

The Welsh Government has introduced A Freelancer Pledge as part of the Culture Recovery Fund. This work contributes to several of Welsh Government's well-being objectives. Its aim is to integrate culture with the other dimensions of well-being, by pairing up freelancers (creatives and artists) with public bodies or Public Services Boards to provide creative and cultural services into tackling societal issues, address well-being objectives and take action in building back better. This might help pave the way for a Creative Participation Income and/or a Universal Basic Income approach.

How it works:

1

Freelancers apply for the Culture Recovery Fund



2

Welsh Government encourages them to sign up to the Pledge



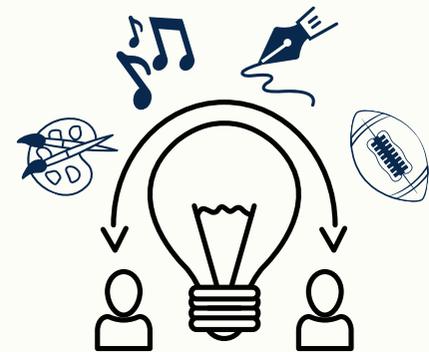
3

Freelancers are paired with a public body or a Public Services Board



4

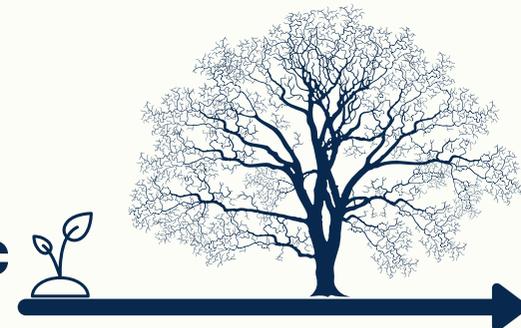
Freelancers provide cultural and creative services to help tackle societal issues, such as cultural exclusion or deprivation



5

Short term: creatives join the public service response to Covid-19

Long term: culture embedded in public service and community infrastructure



The Future Generations Commissioner's advice:

- The Manifesto for the Future recommends that Welsh Government trial a Creative Income pilot to pay artists a basic living allowance and help Wales recover from the pandemic.
- "We'd like to see Government collaborating with others (such as the national bodies also covered by the Act) in increasing understanding across Government (within economic development, infrastructure, planning, assets etc.) of the power of culture, language, arts and sport."

Feedback to the Authority from the Commissioner's monitoring of progress



Culture, creativity and community at the heart of Colwyn Bay

Aims of project

- Increasing recognition of the value of culture and heritage within the community and organisations
- Creating and enhancing opportunities for the community, local organisations, creative industries and visitors
- Embedding culture and heritage into local strategy and future place planning

Cultural Outcomes

- Access to heritage and cultural resources events, sites, activities and facilities
- Community engaging with heritage, culture and the regeneration of the town
- Heritage strategy influencing local service delivery plans and strategy

Contributes to Wales of Vibrant Culture and Thriving Welsh language and Cohesive Communities

Social and Community Outcomes

- Sense of place, belonging and local pride
- Meaningful intergenerational connections
- Increased capacity, aspirations and skills
- Improved well-being
- A strong third sector led partnership network

Contributes to Wales of Cohesive Communities, Prosperous and Healthier Wales

Economic Outcomes

- Vibrant creative industry sector in the town
- Reduction in empty retail space
- Improved visitor experience
- Increased inward investment

Contributes to Wales of Vibrant Culture and Thriving Welsh language, Cohesive Communities, and Prosperous Wales



Supporting Creativity

CreativeMornings

- Free monthly breakfast [lecture series](#) for 'creative types'
- There are 222 Creative Cities involved, with a Welsh cohort being run by Melin Edomwonyi from Cardiff
- Some members lost income for months during lockdown
- Melin said: "The financial support from a Freelancer Pledge could provide a crucial lifeline...to continue the brilliant work that enriches all of our lives"

Melin Edomwonyi of CreativeMornings



Chris and Suzanne Carpenter of Patternistas



Patternistas

- The creative studio duo volunteered their creative services during the 2020 lockdown by illustrating windows for Cardiff cafés who'd given their time to feed NHS workers
- They worked with Cardiff Castle and Visit Cardiff to create bilingual road graphics for an active travel friendly Castle Quarter
- The Freelancer Pledge could help support similar projects and scale them up by partnering creatives with public services
- Suzanne Carpenter, right, said: "We've seen the positive, uplifting effects creativity has on people's lives"



Approach

Challenge

Culture not integrated with other dimensions of well-being. Cultural sector hit hard by COVID-19

Prevention

- Using culture as a preventative mechanism, specifically for the prevention of ill health
- Protecting the cultural sector from the impacts of the pandemic

➤ Potential to contribute to all 7 goals

Collaboration

- Collaboration with Public Services Boards on delivery of projects

➤ Potential to contribute to all 7 goals

What next?

- Ensure that the Freelancer Pledge is implemented successfully and well-being gains are maximised
- Continue conversations with Freelancers to consistently review the process for future projects of a similar nature

Long Term

- Addressing long-term societal challenges like climate change and health through the lens of culture
- A sustainable model for financial support which can be used in the long-term

➤ Potential to contribute to all 7 goals

Involvement

- Representatives of all four dimensions of well-being invited to working group
- Engaging with Freelancers to elicit potential benefits of a scheme before implementation

➤ Potential to contribute to all 7 goals

Integration

- Integrating culture with the economic, environmental and social dimensions of well-being
- Linking up cultural recovery to the work of public bodies and Public Services Boards

➤ Potential to contribute to all 7 goals

