

CORNWALL'S CREATIVE MANIFESTO

MANIFESTO AWENЕК KERNOW

THE FUTURE OF THE UK'S
LEADING RURAL
CREATIVE ECONOMY

2021-2025

CORNWALL'S CREATIVE ESSENCE LEADING FROM THE EDGE

**GNAS AWENEK
KERNOW
OW LEDYA
DHYWORTH
AN AMAL**

PHOTOGRAPH LOCATION: CHAPEL PORTH OVERLOOKING PORTHLOWAN. PHOTO CREDIT: JOHN HERSEY

CULTURE AND CREATIVITY ARE A NATURAL RESPONSE TO OUR CORNISH GEOLOGY, OUR LAND, OUR SEA AND OUR ENVIRONMENT.

In our traditional industries, individuals came together so that the total of their efforts was more than the sum of the parts. This culturally embedded response is today found in our freelancers and high levels of microbusinesses hiving together when there is harvest to be had.

So much of our creativity is intertwined with our environment, from plein air painting to Plen an Gwari. Tackling climate change will permeate all that we do over the coming years and whilst our culture has sprung from our environment, we must ensure the climate emergency and sustainability are at the forefront of creative sector development.

Cornwall's Creative Manifesto builds upon our White Paper for Culture and its subsequent refresh. We have achieved much of what we set out to do; we have institutions, partnerships and support networks that enable our cultural and creative sectors to thrive. Many cities would envy our ecology. Our theatre and visual arts sectors have an international reputation and reach.

However, there is still much more to do.

In Cornwall we are used to economic challenge, and I am sure we will experience more over the next five years. Over the last decade of austerity, I am proud that Cornwall Council has continued to support culture in these challenging circumstances, recognising its inherent, social and economic value. Our farsighted Memorandum of Understanding with our key partners means that we will continue working closely together to find the much-needed resources to deliver the Manifesto. Economic challenge will in part be overcome by our cultural resilience, it will also spur new creative thought and actions.

Cornish culture and creativity will be celebrated through the delivery of the Manifesto. Our culture is complex and our creativity thrives on this. The depth of our creativity stands out, take music as an example, from the Radford Trust and Endelienta, to male voice choirs and Shout, to Luke Vibert and Gwenno. Cornwall is blessed with a cornucopia of talent and we must ensure it is nurtured and given voice. Since the Phoenicians, Cornwall has been a welcoming place and whether you are from Cornwall or have chosen to make Cornwall your home, we will ensure all voices are heard, are celebrated, and have equal opportunity.

We are at the centre of the Atlantic Arc and of a global diaspora. The Cornish Mining World Heritage Site is the key focus for our diaspora, ensuring an open door for global exchange. Yet in the twentieth century when capital cities were all, we were perceived as being on the periphery. Now with the most fibre to the premises in the UK, we are globally accessible in milliseconds.

Our daily work is a hand-in-hand partnership with the tens of thousands of residents who work within our cultural and creative sectors every day. I would like to commend, and to thank, all these people and all who work with us to support culture and creativity, to fund it, to cherish it, and indeed, to make it possible.

I commend Cornwall's Creative Manifesto to you and eagerly anticipate our collective delivery over the next five years.

Julian German

JULIAN GERMAN

LEADER OF CORNWALL COUNCIL

VICE CHAIR OF THE LOCAL GOVERNMENT ASSOCIATION CULTURE, TOURISM AND SPORT BOARD

ACE SOUTH WEST AREA COUNCIL MEMBER, ACE STRATEGY EXTERNAL REFERENCE GROUP

ACE RURAL STAKEHOLDERS GROUP, CHAIR CORNISH MINING WORLD HERITAGE SITE PARTNERSHIP BOARD

CORNWALL'S CREATIVE ECONOMY

ERBYSIETH AWENEK KERNOW

FOR US, OUR CORNISH CREATIVE
AND CULTURAL WORKING
ECOLOGY, AND ITS POOL
OF OPPORTUNITY, IS ALL
INTERLINKED AND CO-DEPENDANT.

“

Posek yw ni dhe vaga agan
gonisogeth Gernewek may
hyll hi floryshya hedhyw ha'n
termyn a dheu.

It is important that we nurture
our Cornish culture so that
it can flourish today and in
the future.

ELIZABETH CARNE
GRAND BARD OF GORSEDH KERNOW

”

“

Cornwall has an extraordinary wealth of creative talent, from the most traditional crafts to the most advanced digital tech. Because creative industry policy has focused almost exclusively on urban areas, realising Cornwall's true potential calls for some radical new thinking - and that's beginning to happen. It's a big challenge but could prove to be a game-changer for Cornwall and for other regions of the UK.

JOHN NEWBIGIN OBE

FORMER CHAIR OF CREATIVE ENGLAND,
CHAIR PEC INTERNATIONAL COMMITTEE,
CHAIR BRITISH COUNCIL ADVISORY GROUP FOR ARTS
AND CREATIVE ECONOMY

”

“

It is often argued that creative industries can only thrive in large urban centres, like London. However, our research shows that from 1991 until the last recession, creative industries cluster growth had no obvious correlations to size or population density, outside of the capital - some secondary centres had seen limited growth, whilst some rural areas (notably Yorkshire and Cornwall) had seen significant growth.

NESTA CREATIVE INDUSTRIES

POLICY & EVIDENCE CENTRE, JUNE 2020

”

OUR EXTENSIVE ECOLOGY | AGAN EKOLOGIETH EFAN

For us, our Cornish creative and cultural working ecology, and its pool of opportunity, is all interlinked and co-dependent. And as we face the future, it is this that makes us competitively advantageous.

We welcome all of the creative industries into the fold, including creative businesses that support and drive income in non-creative sectors. And we recognise the talent, and the crucial skills and impact that every single individual across the creative and cultural industries provides to our collective success.

The breadth and depth, as well as the diverse nature, of our creative ecology, and its membership is spread right across the 3,563 square kilometres of Cornwall's eclectic geography and landscapes.

That creative ecology includes everything from tiny multi-purpose venues to more than 70 museums. It includes thousands of people who work across our vibrant local events and renowned festival sector to medium sized digital businesses, in demand across the globe. It takes in mobile and

micro libraries as well our phenomenal archive at Kresen Kernow.

This ecology grows continually and exponentially. Talented graduates go to Cornwall's Falmouth University and decide to stay, set-up, or work within, creative endeavours. Imaginative Cornish people of all ages commence new enterprises daily. And our creative and business support bodies provide vital insights, information and help for creative businesses seeking relocation opportunities.

Collectively, it is all the artists, all the entrepreneurs, all the designers and all the makers, inventors and creators who drive our economy ever-forward.

That collective input means that as we enter a period of transition and of new challenges, our Cornish creativity will enable us to navigate and evolve during this time. Our creative sector, and the subsequent economic value, is growing faster than any other sector — at twice the rate of the UK economy. Our creative industries are the third largest employer in our region and the most likely source of future high growth companies and higher value jobs.

Alongside our colleagues at the Cornwall and Isles of Scilly Local Enterprise Partnership, we take the lead in raising our region's profile, and celebrating our success, not just across the UK, but in the global creative economy.

Together, we want to further inspire disruption and innovation and create new opportunities for meaningful growth, whilst sustaining and supporting our solid foundations, at company level, and vitally, at an individual level.

We want to meet the needs of the audiences and communities of the future, ensuring Cornwall is a destination of choice for creative businesses, creative endeavours and, therefore, of creative, cultural social and economic success.

As part of our ongoing Creative Manifesto work, we will clearly define all elements, and inclusions in the Cornish creative economy. This will allow all of our individuals, organisations and businesses to recognise and identify themselves, establishing and celebrating their natural membership within our pivotal sector.

WHAT ARE THE CREATIVE INDUSTRIES + THE CREATIVE ECONOMY

IN 2018 **THE UK'S CREATIVE INDUSTRIES**
CONTRIBUTED MORE THAN **£111b** TO THE UK ECONOMY
£306m EVERY DAY OF £13m EVERY HOUR

PYTH YW AN DIWYSYANSOW AWENEK HA'N ERBYSIETH AWENEK

MARKETING
BRANDING
MEDIA
FREELANCERS
DIGITAL
MARKETING

ADVERTISING

DESIGN PRACTICES
CONSULTANCIES
FREELANCERS

ARCHITECTURE

CREATIVE
TECHNOLOGY
IMMERSIVE MEDIA
INFORMATION
TECHNOLOGY
FREELANCERS

CREATECH

CRAFTS

MAKERS
MAKERSPACES
DIGITAL
TECHNOLOGIES
FREELANCERS

DESIGN

INDUSTRIAL
PRODUCT DESIGN
GRAPHIC DESIGN
EXPERIENCE
SERVICE DESIGN
DESIGN THINKING
FREELANCERS

MUSEUMS
GALLERIES
LIBRARIES
HERITAGE
PERFORMING
VISUAL ARTS
FREELANCERS

ARTS & CULTURE

FASHION

HAUTE COUTURE
VALUE BRANDS
DESIGNERS
LABELS
RETAILERS
FREELANCERS

LIVE PERFORMANCE
RECORDED MUSIC
RADIO
PODCASTS
AUDIO
VENUES
MANAGEMENT
PROMOTION
TALENT
FREELANCERS

MUSIC

GAMES

ONLINE
MOBILE
CONSOLE
GAMES
FREELANCERS

PUBLISHING

TV & FILM

BOOKS
MAGAZINES
NEWSPAPERS
E-BOOKS
ONLINE JOURNALS
ACADEMIC
PUBLISHING
FREELANCERS

CINEMAS
BROADCASTERS
PRODUCERS
DISTRIBUTORS
SPECIAL
FREELANCERS
VISUAL EFFECTS
ANIMATION
VIDEO

LEADING + RURAL + CREATIVE + ECONOMY = CORNWALL

OUR IN-BUILT BENEFITS

**LEDYA + POWEK +
AWENEK + ERBYSIETH
= KERNOW**

**AGAN PROWYOW
YNDREHEVYS**

**WE HAVEN'T TAKEN OUR
STANDING AS THE UK'S
LEADING RURAL CREATIVE
ECONOMY LIGHTLY. WE TAKE
OUR POSITION IN CONSOLIDATING
THAT ROLE, AND OUR FUTURE
WORK TO DRIVE THAT POSITION,
EXTREMELY SERIOUSLY. AND
WE ARE READY FOR IT.**

Over the next five years, from the start of 2021 until the end of 2025, via our Creative Manifesto actions, we will define not only what a UK 'rural creative economy' is – but what it can be. In line with Arts Council England's ten year Let's Create strategy we are prepared to play a key part in the shared mission to build 'a country transformed by culture.' We join Sir Nicholas Serota and his team in recognising how creativity and culture bring us all together, and how these vital qualities can make us happier and healthier. As the key rural region dedicated to exciting, inspiring and delighting – through creativity and culture, we are dedicated to continually enriching our lives, and encouraging wellbeing whilst concurrently driving economic and social 'wealth.'

Within this mission, we also recognise that our Cornish 'rurality' traditionally comes with its challenges. However, for the majority of our creative economy members, and our population at large, the benefits of our rural setting far outweigh the difficulties.

OUR LEADING RURAL CREATIVE ECONOMY

These advantages include:

- A deep-rooted, creative and cultural ecology with significant numbers of creative practitioners, artists, innovators and cultural and digital leaders inhabiting, and working from, Cornwall
- A well-established creative and cultural ecology including museums, archives and libraries; venues; community and professional organisations and activity; a bespoke creative business support programme; and active higher education partners
- An ecology that is predominately made up of freelancers and microbusinesses, vital in our dispersed rural creative economy
- A dispersed rural population geographically, with the benefit of a defined and continually developing set of workspaces, venues and hubs
- Our stories, our language and the evidence of our history, all of which gift us with a distinctive and

competitive edge in a global market, and a limitless source of inspiration for creativity and enrichment

- A unique Culture Memorandum of Understanding with the key cultural and creative organisations that recognises and commits to strategically working together to provide future funding and crucial support to the ongoing successful development of our vital sector
- A strong cultural offer for visitors who return year-on-year to discover, experience, enjoy, gain from and be inspired by our cultural and creative backdrop
- A strong UK and global presence through our UNESCO Cornish Mining World Heritage Site status and our connection with the Celtic Nations as a designated National Minority
- Critical partnerships with our Higher Education institutions: University of Exeter, Plymouth University and Cornwall's own Falmouth University

“

Cornwall's commitment to culture, and its recognition of the broad and deep benefits that investment in the rural creative economy can bring, has been evident for many years; their approach has seen them recognised as leaders in the field, and has served as a source of inspiration for local authorities around the country. With this Creative Manifesto, they not only renew that longstanding commitment, but demonstrate the extent of their ambition for the future. I look forward to seeing them realise the full potential of the contribution that arts, culture and the creative industries can make to the lives of people in Cornwall.

”

SIR NICHOLAS SEROTA CH
CHAIR ARTS COUNCIL ENGLAND

MASTERING OUR MINDSET:

THE CHARACTERISTICS
OF OUR RURAL CREATIVE ECONOMY

GUL MAYSTRI WAR AGAN KEVERNYANS

AN GNASOW A'GAN ERBYSIETH
AWENЕК POWEK

“

Cornwall has always had a strong culture of storytelling; from the land, our language and history, the way we collaborate together, just getting on with it, experimenting, making work, working out how to do things, sometimes in unconventional yet distinct ways.

MARK JENKIN

2019 BAFTA AWARD WINNER FOR OUTSTANDING DEBUT BY A BRITISH WRITER, DIRECTOR OR PRODUCER.

“

Yma gonisogeth grev dhe Gernow a dhrolla; dhyworth an tir, agan yeth hag istori, an fordh a gesoberyn war-barth, saw pesya ganso, prevya, gul ober, rekna fatel dhe wul taklow, treweythyow yn fordhow anusadow mes diblans.

MARK JENKIN

GWAYNYER PEWAS BAFTA 2019 RAG DEROWVA A VRI GANS SKRIFER, KEVARWODHER PO ASKORRER BRETENNEK.

”

We believe that a pioneering element of our leadership in this area lies in our ability to identify, understand and highlight the intangible psychology, and the human characteristics, that make up, motivate and drive a continually evolving rural creative economy.

Cornwall's Creative Manifesto, its ambitions and its vision, have been 'road-tested' amongst 160+ of those driving forces – people from all of the sectors within our local, rural creative economy.

This engagement process, alongside Cornwall Council's future visioning and sustainability strategies, provides a set of clear indicators of a different mindset, which pumps throughout the veins and brains of those within our creative sector.

As was the case with creative pioneers Bernard Leach (the 'Father of British studio pottery') and Barbara Hepworth (the leading sculptural figure in the colony of artists who resided in St Ives after the Second World War), our landscape, our unique language, our environment and our distinctive cultural history – and its undeniable influence – form

a critical backdrop for year-round creative inspiration for all our colleagues.

A different psychology, and attitude towards work, life and creativity, and risk-taking, is most definitely present. Our residents' driving motivations are therefore different to urban creatives, but, without a doubt, our ambitions are no smaller.

Particularly as we collectively face the challenges of COVID, Brexit and the climate emergency, we believe our cultural DNA, and our distinctive creative mindset can provide a critical reference point and become a source for answers and action for a lifestyle, and a future, that we want to define.

This attitude, and innate culture of collaboration, provide Cornwall with a cutting-edge distinctiveness, and competitive advantage as we enter an unsettling period. It is this attitude that will continue to nurture the 21st century creatives of all kinds: digital, immersive, makers, curators, performers, designers, venues. And it is this attitude that will ensure they collectively thrive, and contribute to our rural economic success.

'BAIT' DIRECTED BY MARK JENKIN, TRURO. PHOTO CREDIT: THOM AXON

REDEFINING GROWTH

EXPANDING OUR INDICATORS

DASSTYRYA TEVYANS

OWTH EFANI AGAN KEVARWODHYANSOW

This Creative Manifesto commits to playing a wider role in fostering the economic, social and environmental resilience of our creative economy, as well as pioneering, supporting and driving critical economic growth.

In addition to our natural ambition for growth in numbers of jobs, in turnover and in the average salaries, for those working within our creative economy, we will redefine a set of meaningful growth metrics.

These deliver on a number of cross-cutting Cornwall Council agendas, as well as being critical elements and success factors that we, and our creative economy colleagues, envision in the social and environmental wellbeing and diverse fabric of our creative Cornish society. These are:

+ Growth in equality, diversity and inclusion with a welcoming and nurturing approach, recognising that each individual is unique, and acknowledging our individual differences, personally, professionally, ethnically and socio-economically

- + Growth in community involvement amongst our creative sector
- + Growth in funding support for our individuals and organisations
- + Growth in the export of our creative services, work and outputs
- + Growth in understanding the wider impact of our creative economy – culturally, socially and environmentally – in particular place-shaping, wellbeing and climate change
- + Growth in the number of job roles within our creative sector
- + Growth in the financial amount our creative industries contribute to the overall Cornish economy
- + Growth in the per capita income per head of population working in the creative sector in Cornwall

Together with these growth indicators we will develop a new social impact framework, so that our success and effects can be continually measured and considered.

THINKING BIG FOR CORNWALL

FOUR KEY AMBITIONS WITH OTHERS

PREDERI BRAS RAG KERNOW

PESWAR UGHELHWANS MEUR GANS RE EREL



Our intention is to develop work plans in 2021 in consultation with a wide range of partners and organisations to meet our four key ambitions. The scope of these plans will be dependent on funding available to us and will be based on SMART (specific, measurable, achievable, realistic and time-bound) objectives.

1. THE WAVE PROJECT, CORNWALL MUSEUM PARTNERSHIP. PHOTO CREDIT: ELLIE SMITH | 2. FALMOUTH UNIVERSITY. POPULAR MUSIC. AMATA. 3. SUMMERCOURT ACADEMY/ASPIRE ACADEMY TRUST. PHOTO CREDIT: TANIA WILLIAMS | 4. RAME PROJECTS SUMMER WORKSHOP. PHOTO CREDIT: GEORGIA RENDALL

AMBITION 1: OUR COMMUNITIES

UGHELHWANS 1: AGAN KEMENETHOW

We want everyone in Cornwall's communities to have more opportunities to participate in and benefit from culture in the area. We will enable the creative ideas of our communities to have the support they need to flourish and thrive. We will ensure that as many people as possible are able to enjoy and take part in culture and that young people in particular are inspired and supported to realise their ambitions.

“

Fun Palaces takes our remit as a UK-wide organisation very seriously and we have been hugely fortunate to work with Cornwall Museums Partnership and Feast as ambassador hosts. From Bodmin-wide community creative offers to online activities offered by libraries, from the museums genuinely opening their doors to support community to sole artists joining in to share their skills, our connections with Cornwall have always been not only hopeful but actively positive.

STELLA DUFFY

OBE, WRITER, THEATREMAKER AND
CO-FOUNDER OF FUN PALACES

”

ii] PLACE-MAKING

- **Cornish culture:** full protection of our tangible and intangible cultural assets, including recognition for the Cornish as a national minority under the Framework Convention for the Protection of National Minorities

- + Via the Cornish Language Team, continuing to deliver its Cornish Language and Culture Strategy, ensuring Kernewek is used in new ways in film, music, and digital apps, and promoted widely, bringing value to our communities while also providing value to our Cornish brand across the world

- + Further developing the role of the Cornish language as part of modern Cornish culture. The annual Fylm K film competition, managed by Screen Cornwall, creates opportunities for Cornish film makers and by using Kernewek, ensures Cornwall's creative industries are showcased at international festivals such as the Celtic Media Festival

- + Kan Rag Kernow (Song for Cornwall) will develop as a showcase for Cornish musicians along the model of Kernow in the City in London, while giving more support to young musicians to represent Cornwall in international festivals such as Lorient

- + Working with the many small community organisations in Cornwall, we will support the idea to develop a cultural centre/network that will provide support on different aspects of Cornish culture. The aim will be to nurture new collaborations creating vitality and impact

- + Via The Cornish Mining World Heritage Site with the Partnership and team actively managing and promoting the protection of historic structures and landscapes and drive international connections

UNDER THIS AMBITION, WE WILL FOCUS ON THE FOLLOWING:

- **Culture in the wild:** developing our global expertise and reputation from community festivals to high-quality work in exceptional spaces. In 2021, celebrating the homecoming of the Ordinalia manuscripts through our support of St Just and District Trust CIO and Kneehigh Theatre's performance events, plus the opening of the Out of the Ordinary Exhibition at Kresen Kernow

- **Regenerating our towns:** supporting projects such as Redruth's Heritage Action Zone and Liskeard's Cattle Market redevelopment, creating mixed use schemes that support creative industries whilst bringing life and vitality back to town centres. We will support active new uses for historic buildings and retail units with activity and engagement opportunities to attract residents and visitors, working closely with our Towns Deal areas and with other towns through Cornwall Council's Town Centre Revitalisation Fund

- **Cultural programming:** encouraging towns and villages to develop a programme of events and activities in their communities, working through projects such as Feast, C365 and CLASH – Cornwall's climate and sustainability hive for the creative sector — collectively building a sustainable cultural tourism offer

- **Creative new use of community street spaces and development of everyday culture:** working with Penzance's health street project to create opportunities to use streets as social places for performance, social events and spaces for social interaction, promoting culture as part of an active community life for everyone

iii] PARTICIPATION/TAKING PART

- **Promotion of events and happenings to encourage new audiences:** working with our partner cultural organisations and their outreach programmes to promote

these and to nurture new collaborations that are mutually beneficial in building audiences, positively impacting on community, wellbeing and pride

- **Really taking part:** working with the Creative, Health and Wellbeing Partnership on an action plan that increases wellbeing in the community through participation in social activities and via archives, museums, libraries, and other vital hubs

- **Creating more opportunities:** for Cornish young people to get involved in Cornish culture and to support participation in international events to showcase Cornish culture and talent

- **Major events:** as part of our aspiration to be the UK's leading rural creative economy, we will host more events with a national/international profile

Ideas include:

- + Hosting the Celtic Media Festival in Cornwall within the next 5 years

- + Hosting the Grand Depart of Tour of Britain in Cornwall in 2021

- + Hosting a major prize announcement in Cornwall within the next 5 years, such as the Turner Prize or the Man Booker Prize

- + Recognising the role of major events such as Boardmasters, the Eden Sessions, Leopallooza and Into the Wyldes in Cornwall's cultural life and creative economy



LEFT: VISITORS IN THE STUDIO OF ARTIST KERRY HARDING, AT KROWJI. LOCATION: KROWJI. PHOTO CREDIT: KIRSTIN PRISK PHOTOGRAPHY | RIGHT: THE WAVE PROJECT, CORNWALL MUSEUM PARTNERSHIP. PHOTO CREDIT: ELLIE SMITH

AMBITION 2: EVOLVING OUR WAYS OF WORKING

UGHELHWANS 2: ESPLEGYA AGAN FORDHOW A OBERI

We want to explore and enable ways of working that support our dispersed cultural and creative sector communities.

The response to Covid-19 showed how brilliantly adaptable the sector can be in extraordinary circumstances, and we believe it's our mix of ideas, skills and resilience that have a crucial role in leading Cornwall's renewal and recovery over the next five years.

LEFT: HALL FOR CORNWALL, YOUTH DANCE. PHOTO CREDIT: OSCAR McDONALD | RIGHT: FALMOUTH UNIVERSITY. POPULAR MUSIC, AMATA.

UNDER THIS AMBITION, WE WILL FOCUS ON THE FOLLOWING:

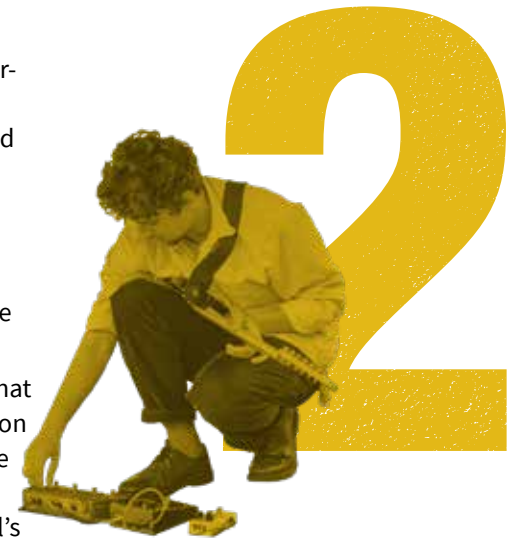
- **Evidence and advocacy:** creating a baseline and a robust framework for monitoring and evaluating and creating a social, cultural and economic impact. This will include establishing a social impact framework to measure the economic, social and cultural impact of our Creative Manifesto work
- **Networks and support:** exploring the impact of these tried and tested models, reviewing gaps and areas for development, particularly for our freelance population and micro creative businesses. We will advocate and support the further development of sub sector networks and infrastructure development such as the Cornwall Venues Network, the Cornwall Freelance Taskforce and the shared ambitions to support the artistic and social power of creative writing. In partnership with the Cornwall and Isles of Scilly Local Enterprise Partnership we will explore the development of a new sector network/platform to facilitate collaboration and voice for Cornwall's creative industries
- **Digital technologies and skills:** meeting the needs of dispersed groups, including our large number of freelance creative practitioners, and exploring new ideas for connecting and strengthening the sector digitally. We will work in partnership with the Cornwall and Isles of Scilly Digital

Skills Hub along with advocating for ground-breaking projects such as Cornwall Museums Partnership's wAVE project – focused on developing immersive tech experiences with museums to engage with their audiences and communities. This, in turn will strengthen their local visitor economies, and introduce other businesses to the potential of immersive tech for growth: a pioneering example of how tech in museums can enable positive social change

- **The role of our hubs:** supporting our cultural assets, creative hubs and workspaces to nurture innovation, skills, collaboration and productivity resulting in place-based growth. This includes Redruth's Krowji 2, Liskeard's Cattle Market, Penzance's Creative Cluster and Truro's Hive at Pydar Street and Tyller a Nerth Cultural Compact. These will add to partnered projects such as IntoBodmin, Par's Work Development Centre and Newquay Community Orchard's Incubator and Community Hub. It will also involve exploring our role in supporting the introduction of a membership scheme across a range of workspaces across Cornwall
- **Investment:** driving an approach that values R&D, creativity and innovation in the generation of ideas alongside improving productivity, enabling investment and growth in Cornwall's

creative ecology. Establishing the Creative Cornwall Calling Crowdfunder campaign – supporting the creative sector in its recovery whilst developing support and raising the profile all across Cornwall's cultural and creative sectors

- **Areas of key growth:** digital, screen, advertising and marketing – identifying particular areas of focus, advocating and spotting growth opportunities for these identified growth areas for Cornwall. This will include the ongoing development of Screen Cornwall in establishing a Growth Fund for new productions and developments to be based in Cornwall, the exploration of establishing flexible post production facilities in Cornwall, and the creation of Kernow Public Service Media platform



“

There's no question that the region's rugged beauty and sense of being out on a limb have been and continue to be inspiring. Cornwall's high concentration of writers and artists means that there has always been a strong sense of community support and of not having to explain oneself. Creativity is usually a solitary process but draws energy from the creativity of others; having a composer, a painter and a potter working just up the road from me has been an inspiration.

”

PATRICK GALE

NOVELIST, SCREENWRITER AND ARTISTIC DIRECTOR OF NORTH CORNWALL BOOK FESTIVAL

AMBITION 3: OUR CREATIVE TALENTS UGHELHWANS 3: AGAN ROASOW AWENEK

We want creatives to have the chance to thrive in Cornwall at all stages of their life and career.

**We will encourage the nurturing and development of all creative talents.
We will stand for a diverse and inclusive creative sector,
encouraging different pathways for creative talent.**

LEFT: FALMOUTH UNIVERSITY; LADY IN THE MIRROR: KY & THE SENSITIVE LOVERS BACKDOOR CABARET; AMATA | RIGHT: SUMMERCOURT ACADEMY/ASPIRE ACADEMY TRUST; PHOTO CREDIT: TANIA WILLIAMS



OUR WORK WILL BE BUILT ON:

- **Creating new creative talent 'ladders':** increasing opportunities and removing barriers
- **Collectively identifying needs across the sector:** evaluating interventions, and maximising impact
- **Investigating new funding streams:** ensuring the continuity of many of these interventions, as they are currently mainly funded by the European Union

WE WILL DELIVER THIS AMBITION THROUGH THE FOLLOWING PROJECTS AND STRANDS OF WORK:

- + Collaboration with the sector to encourage more apprenticeships and work experience opportunities in all sections of our communities, such as the Kerdroya project on Bodmin Moor
- + Building pathways that allow and support greater diversity in Cornwall's creative industries, working in partnership with key local and national organisations
- + Working with colleagues to collate and curate a Cornish Cultural Curriculum – driving a Cornish Perspective by sharing the excellent cultural and creative education that our sector offers while evidencing the roles and professions that are available in Cornwall
- + Spotting and galvanising opportunities to develop the new creative leaders in Cornwall in partnership with key organisations such as Creative Kernow, Hall for Cornwall, Arts Well, Cornwall Museums Partnership, Screen Cornwall and Falmouth University
- + The opening of Hall for Cornwall's creative digital business hub
- + Building on the growth of our screen sector by establishing a public service broadcasting platform for Cornwall
- + Working with the Cornwall and Isles of Scilly Digital Skills Partnership – ensuring representation of Cornwall's creative industries and addressing digital needs in collaboration with multiple agencies
- + Developing a new database for the cultural and creative industries in Cornwall launching in 2021

UNDER THIS AMBITION, WE WILL FOCUS ON THE FOLLOWING:

- **Children and young people:** to have a better understanding of the creative opportunities in Cornwall and to know how to access them via different pathways
 - **Graduates:** to feel they can stay in or come to Cornwall and thrive in their creative career
 - **Creatives:** to be from diverse backgrounds and to be attracted to, nurtured by and able to thrive in Cornwall
- Our ambitions are linked to three stages of a creative career and we will therefore focus initially on three strands, which have been identified through research and engagement with the sector:
- **Raising aspirations:** campaigning, education opportunities, work experiences
 - **Inclusive creative opportunities:** platform for creative opportunities, living wage, apprenticeships, leadership programme
 - **Removing barriers:** access to workspace, development of skills, digital infrastructure, networking

“

I was born in Truro and have lived in Cornwall most of my life. Seasalt's colour palettes and textile designs are often drawn from the stunning scenery, diverse landscape and the industrial heritage that surrounds us. Most importantly, there is such a rich creative history to tap into, for hundreds of years many nationally renowned artists have been drawn to the South West by the unique quality of light. Today it's a similar story; we have a thriving creative community, from fine artists, ceramicists, printmakers, florists, to artisan food and drink producers. This all makes Cornwall a truly inspiring and exciting environment to work and live in.

SOPHIE CHADWICK
CO-FOUNDER & PRINT DESIGNER, SEASALT.

”

AMBITION 4: OUR INCLUSIVITY AND SUSTAINABILITY

UGHELHWANS 4: AGAN DALGHUSTER HA SOSTENADEWDER

We want to increase the number, diversity and inclusion of local residents engaging with culture and the creative industries whilst encouraging environmental and business sustainability for the creative sector. It is critical that our cultural and creative sector is open to all voices, experiences and perspectives, while our growth is developed in a sustainable and thoughtful way.

Developing such knowledge and acting upon it will increase the value of cultural services and the creative industries to a wider cross-section of our community and enhance their organisational sustainability as a result.

Our environment and natural capital have always been essential to our culture and creativity, and our sector will contribute to the stewarding of these vital assets, and measures to address climate change and reduce carbon emissions.

ij INCLUSIVITY

Our initial goals focus on:

- **Seeking opportunities for new research:** we will review the current information and activity, to establish best practice and assess where the gaps are, and which individuals within our communities are under-represented
- **Seeking new funding streams:** developing initiatives that seek to understand the barriers to participation, and invite under-represented groups to work with us to design and develop services and programmes that are relevant to them
- **New opportunities:** providing, and enabling others to provide, access to cultural experiences for all, and encouraging pathways into employment using our cultural and creative assets

THE DELIVERY OF THIS AMBITION WILL FOCUS ON ASPECTS SUCH AS:

- **Re-evaluating and presenting:** our cultural offer and collections in collaboration with under-represented groups, to better reflect their interests and perspectives
- **Rebalancing:** the workforce at entry level, both on the basis of ethnicity and socio-economic position
- **Focusing delivery and engagement:** in areas of highest deprivation, such as former mining communities in Cornwall's Mining World Heritage Site
- **Supporting:** affordability, and low carbon means to access cultural facilities and activities
- **Supporting:** inclusive training and employment pathways

WE WILL DELIVER ON THIS THROUGH THE FOLLOWING PROJECTS:

- Developing a **Cornish Curriculum** which will involve live and digital content
- Directly through our **Cornish Mining World Heritage Site** status commissioning activity and in our exhibition programme at Kresen Kernow – including interpreting our collections and how they reflect migration stories and experiences of both migrant and receiving communities

ii SUSTAINABILITY

We will encourage environmental sustainability, both in terms of our contribution to and mitigation of climate change impacts, and in developing organisational and community resilience. Our ambitions focus on aspects where Culture & the Creative Industries can affect societal change in our communities and the visitor economy.

This will involve:

- **Partnership working:** creating a framework for our cultural and creative sectors' contribution to Cornwall Council's Carbon Zero action plan, the Good Work Standard and Julie's Bicycle
- **Signposting and incentivising engagement:** using frameworks that promote sustainable businesses and organisations, such as B-Corp
- **Requiring inclusive and diverse operational procedure from our partners:** including in their governance, recruitment and audience engagement
- **Identifying good practice models:** for climate and community focus
- **Contributing to the creation of a sustainable cultural tourism offer for Cornwall:** building on community-led, justified and careful

approaches

- **Engaging:** with other, different, sectors and groups working on the same issues to ensure a coherent and collaborative effort across Cornwall

OUR DELIVERY WILL INCLUDE WORKING ALONGSIDE:

- **CLASH:** Cornwall's climate and sustainability hive for the creative sector. This new body is leading the development of a sustainable cultural tourism offer
- **'Tin Coast' Partnership:** the community led sustainable destination management programme based in the west of Cornwall

We will lead on the delivery of:

- **Experience:** our aim to develop a new experiential tourism strategy to extend the tourism season (Oct–Mar) in different regions of France and the UK, including Cornwall
- Highlighting key issues around sustainability including **Cornwall's Mining World Heritage Site** and the up and coming Bosena Productions and Mark Jenkin's 'Enys Men' film, emphasising the environmental impacts of industrial activity, and the need to support and restore biodiversity

LEFT: SILENCE IS DEAFENING AT NEWLYNART GALLERY OCT 2020 – JAN 2021. PHOTO CREDIT: ILVA FISHER | RIGHT: RAME PROJECTS SUMMER WORKSHOP. PHOTO CREDIT: GEORGIA RENDALL

OUR PIPELINE PROJECTS & PROGRAMMES

'Shoreline' by Simon Birch Dance,
Creative Kernow, Feast
Photo Credit: Steve Tanner
Dancer in photo: Anthony Middleton
Kynance Cove



Liskeard Cattle Market, 'Workshed': 17 flexible units as well as collaborative workspace. Photo Credit: JTP Architects

Penzance Creative Cluster:
MORE THAN 1,500m² of studio
units and tenancies for a
range of creative businesses,
plus space for collaboration
and networking.
Photo Credit: Stride Treglown



COMMUNITIES:

Fylm K Award: a creative collaboration between The Cornish Language Team at Cornwall Council and Screen Cornwall, bringing annual awards for films in Cornish

FEAST: making great art happen across Cornwall, supporting community and artist-led projects and events that break new ground

The Creative Health and Wellbeing Partnership: enabling more creative and health projects to happen all across Cornwall



Fylm K Award, 'Yn Mor' Film project
Photo Credit: Aloha Bonser Shaw



Golden Tree's Kerdroya, Bodmin Moor
Photo Credit: Redbay Design 2

EVOLVING OUR WAYS OF WORKING:

Creation of creative spaces and places: including Liskeard's Cattle Market 'Workshed', Penzance's Creative Cluster and Truro's Pydar Street and The Hive

The Creative Manifesto sector-led network: a new membership network for everyone in the creative industries in Cornwall

Creative Cornwall Calling: a Crowdfunder campaign to support creative projects across Cornwall to be realised in spite of the impact of the COVID pandemic

Screen (Cornwall) Growth Fund: building a production infrastructure and demand for local production service companies, allowing Cornwall to compete with other rural filming areas, attracting larger scale productions and providing opportunities for young talent and freelance work for experienced crew

AGAN RAGDRESOW LINENBIB HA TOWLENNOW

Pydar Street 'The Hive' project: creating a prosperous, inclusive and sustainable urban neighbourhood for Truro with focus on screen, digital, gaming and the creative industries. Photo Credit: PRP



Creative Cornwall Calling Campaign
Photo Credit: Cornwall Council

New Ways of Navigating Audio Archives Through Voice User Interfaces: Cornwall Museums Partnership once again leading an opportunity to increase use of tech in museums to enable positive social change

"Tresorys Kernewek: Treasures of Cornwall – creating a publicly accessible collections facility for Cornwall that will enable digital experimentation, creation and digitisation."

CREATIVE TALENTS

A Cornish Cultural Curriculum: enabling schools to deliver the National Curriculum with a Cornish perspective in collaboration with local venues and organisations



Make Up, filmed in Hayle
Photo Credit: Jonny Birch/BAFTA



Cornish Curriculum Kresen Kernow
Photo Credit: Cornwall Council

Cultivator: develops Cornwall and the Isles of Scilly's creative businesses through a broad programme of sector relevant business and skills support

Golden Tree's Kerdroya: in partnership with the AONB and Cornwall Council, a labyrinth which will be constructed on Bodmin Moor, increasing understanding of Cornish hedges and providing apprenticeships and training opportunities for many local people

Hall for Cornwall – reopening 2021: an ambitious transformation project, opening up culture and creativity, to everyone. Including a new three-tiered auditorium bringing large-scale shows to Cornwall, programmes nurturing young people and Cornish talent, the HUSA creative and digital Business Hub, the new Hall for Cornwall will be a place with people, passion and possibility at its heart

Hireth, o-region (Hall for Cornwall Associate) and Palores, St Just Miners' Chapel. Photo Credit: Steve Tanner



Kernow public service media:

a commissioning fund for Cornwall's programme makers, actors, writers, musicians and technicians and a platform to showcase and access these programmes

INCLUSIVITY AND SUSTAINABILITY

CLASH: Cornwall's Climate and Sustainability Hive: supporting the creative sector in addressing the climate emergency and a sustainable cultural tourism offer for Cornwall

EXPERIENCE: A €23.3m project co-funded by the European Regional Development Fund (€16.1m) through the Interreg France (Channel) England Programme, this is a new experiential tourism strategy to extend the tourism season (Oct—Mar) in different regions across France and England, including Cornwall, focusing on active pursuits (cycling), cultural and natural assets. €1.9m is allocated to Cornwall Council, which is investing a further €0.9m.



OUR CREATIVE PLEDGES FOR OUR CORNWALL

AGAN ARWOSTLOW AWENEK RAG AGAN KERNOW

“

Cornwall's Creative Manifesto is a key part of how we will deliver economic growth over the next 5 years. Cornwall's creativity and our creative economy underpin our economy, productivity aspirations and global reach. This we have acknowledged in our Local Industrial Strategy and our Ten Opportunities document. In 2030 Cornwall's creative and carbon neutral economy will be realising new opportunities for its communities and businesses to thrive both nationally and internationally providing an outstanding quality of life for all. Cornwall's Creative Manifesto helps to highlight our distinctive rural creative economy often building on our digital infrastructure and demonstrating that Cornwall and the Isles of Scillies are an ideal place to live and work in the 21st century.

”



MARK DUDDRIDGE,
CHAIR OF THE ISLES OF SCILLY LOCAL ENTERPRISE PARTNERSHIP

“

Cornwall is the UK's leading rural creative economy. We want this position to now be celebrated across the UK and recognised across the globe. Our Creative Manifesto sets out how we aim to achieve this. This ambitious document was drawn up in direct response to the ideas of the people, businesses and organisations who work on the frontline of the creative economy in Cornwall. Their knowledge and feedback continues to be essential. Over the next five years we will continue to work closely with the sector to make our shared vision of the future a reality. Cornwall Council is committed to working closely with the sector to deliver on this manifesto. We will therefore support the establishment of a new sector network that will represent and promote all those who work in Cornwall's creative businesses and cultural organisations. Working alongside the LEP, Arts Council England, Historic England and the National Lottery Heritage team we signed a ground-breaking Memorandum of Understanding in 2019. This led to the creation of a Cultural Investment Board that today coordinates support for Cornwall's creative sector. The proposals in this manifesto are all subject to funding. But we are fully committed to securing additional investment for the creative economy in Cornwall and we are confident we will get it.

We know that the creative economy can and will play a leading role in Cornwall's economic future. Together we are determined to take full advantage of our status as the nation's leading rural creative region.

”



TIM DWELLY,
PORTFOLIO HOLDER FOR CULTURE, ECONOMY & PLANNING.

OUR 10 KEY MANIFESTO ACTIONS AND COMMITMENTS

1 CREATIVE MANIFESTO CAMPAIGNING

We will launch our Creative Manifesto and supporting campaign, encouraging all creative economy players to understand their vital role within the sector. We will commit to our four Key Ambitions and continue to monitor, recognise and celebrate our collective achievements across these commitments on an annual basis. We will raise awareness of the wide extent of the sector itself, encouraging individuals, organisations and businesses to 'self-identify' themselves as key players, inviting them to be involved in our collective work going forward

2 CORNISH NATIONALITY

We will establish a Memorandum of Understanding with the Ministry of Housing, Communities and Local Government, establishing measures of support, an investment programme and commissioning fund for Cornish culture and language, in recognition of the Cornish as a National Minority of the UK

3 RESEARCHING & ENQUIRING

Through enquiry we will support research and action to define and promote Cornwall's distinctiveness and influence, and its continual leadership as a rural creative economy. We will refresh, and deepen, our qualitative and quantitative evidence base. By creating a social impact framework, we will measure, and prove, our continual impact and leadership. Collectively, these elements will provide new insights and measurements of our growth criteria, and inform future strategic decisions to maximise the impact of our work, and the opportunities for our sector

4 CREATING HUBS

We will continue to support the development, creation and programming of our established and emerging creative hubs across Cornwall — as places for inspiration, productivity, collaboration and the sharing of practice and ideas

5 BUILDING ON OUR UNIQUE POSITIONING

We will continue to build on and utilise our unique positioning of our Culture Memorandum of Understanding with our co-partners to maximise the impact of all possible opportunities within this strategic agreement

6 SECTOR LED NETWORKING

We will work directly with all of our Cornwall Council and sector colleagues to ensure they understand the vital role of our creative economy, and of the cross-sector and cross-agenda pivotal part that the sector plays in a healthy and successful Cornwall, now and in the future. We will support the establishment of a new sector network that will represent and promote Cornwall's amazing mix of creative businesses and community organisations, enabling new effective methods to organise ourselves, continually galvanising a new shared, collective voice, vision and set of SMART targets

8 MAXIMISING FUNDING

We will continue to engage influencers, partners, organisations and individuals to open up and maximise potential funding routes, partnerships and strategic support to further our creative economy ambitions

7 DIRECTLY ENGAGING WITH INFLUENCERS

We will use the Creative Manifesto to continue to work with Cornwall Councillors, directly engage with our MPs, national politicians, Ministers, key advisors, and organisational leaders, the media and influencers across the UK, and beyond, to ensure that our role as the leading UK rural creative economy is clear and understood

10 PUSHING FROM THE EDGE

We will use our creative talent to continue to push from the edge. Through this, we will provide opportunities for reflection and hope, and find creative solutions, tangible projects and new multi-platformed and extended delivery mechanisms that prove our key objective – that Cornwall is the UK's leading rural creative economy

9 CELEBRATING CORNWALL

We will commit to an ongoing celebration of our cultural heritage, our stories, our landscape and our language. Collectively, these provide our unique identity, brand and our invaluable cultural DNA. We must continue to draw upon them to enrich the lives of people living, working and visiting Cornwall

AGAN 10 GWRIANS HAG OMRIANS MEUR AN MANIFESTO

THANK YOU MEUR RAS

It was extremely important to us that our Creative Manifesto engagement process, led by the Hall for Cornwall, was independent and sector-facing. This was done in parallel to engagement sessions with Cornwall Council Members, colleagues, and key sector organisations and networks including: Cornwall's Culture Memorandum of Understanding partners; the Cornwall and Isles of Scilly Local Enterprise Partnership's Creative Industries Taskforce; and Cornwall and the Isles of Scilly Digital Skills Partnership.

Thank you also to all of the talented individuals and organisations who have granted permission for the use of their photographs, images or words. Cornwall's Creative Manifesto has been created in collaboration with Excess Energy Communications and Absolute — Cornish creativity at its best.

Our Culture and Creative Economy Team comprises the Culture & Creative Partnerships Team, Kresen Kernow, The Cornish Mining World Heritage Site Team and The Cornish Language Team. They would like to thank all of the participants for their much-valued time, thinking, energy, crucial feedback, ideas, comments and input to this vital process.

Please join our culture and creative industries database so we can stay in touch.
If you want to contact us, please email creativeservices@cornwall.gov.uk. Meur ras.

If you would like this information in another format or language please contact us:

Cornwall Council, County Hall, Treyew Road, Truro TR1 3AY

Email: equality@cornwall.gov.uk www.cornwall.gov.uk

Telephone: 0300 1234 100