

Redesigning Freelancing: Partners Pack

Overview

Firstly, a big thank you for everyone's support in bringing this project together so far. The survey launch is a key milestone in the project, and we look forward to hearing the ranging views of freelancers and organisations from across the UK. We want to hear from as many voices as possible and to do this we would greatly appreciate your help in sharing the launch announcement across your channels and networks.

In this pack and attached we have put together some suggested copy and image assets you can use to announce the launch of the survey and ongoing completion reminders. To make this feel personalised we have made suggestions where you might like to add your organisation name.

Any questions please do not hesitate to get in contact with:

Sarah Gregory - sarah.gregory@wearecreative.uk

Timeline

Date	Activity
7 th November 2022	Survey launches
21 st November	Reminder comms
7 th December	Reminder comms
5 th January 2023	Last chance to complete
9 th January 2023	Survey closes

Press Release

Creative UK and [INSERT ORGANISATION NAME] launches *Redesigning Freelancing* - the UK's largest freelance survey to improve working conditions and drive industry change

Today, Creative UK launches *Redesigning Freelancing*, a collective initiative shaped by members and partners across the UK creative landscape to empower freelance workers and organisations to drive change and build greater equality into our freelance workforce. The initiative is working in partnership with nine Combined Authorities* to reach creative communities across the UK and to understand the challenges that freelancers face locally as well as nationally.

According to [DCMS](#); Just under one third (32%) of the creative workforce is freelance, compared to 16% across the UK generally. [INSERT ORGANISATION NAME] and other leading creative organisations such as Sky, BFI, IPSE, Freelancer Club, Scottish Ballet, March for the Arts, Society of Authors and many others are getting behind the survey, which aims to shape industry standards, drive change and futureproof all parts of the work environment for freelancers across the sector to create greater long-term value and sustainability into the freelance ecology.

Caroline Norbury OBE, CEO of Creative UK said: “Freelancers are the backbone of the Creative Industries. Yet economic uncertainty means we risk losing the next generation of creative freelancers – particularly those from underrepresented backgrounds. We can already see that freelancers are leaving the sector, with skills gaps becoming a major issue across all parts of the UK. However, being a freelancer can be a rewarding career, allowing for greater flexibility and variety. It is our collective responsibility to ensure more is done to protect our freelancers, integrate them with organisations in order to build better partnerships and make sure there is a fair and equal playing field. This survey will help us to identify the key priorities that need action now.”

Neil Peplow, Director of Industry and International Affairs, BFI said:

“The BFI welcomes this survey, which recognises that freelancers face many challenges and that they may work across different creative industries. Film and TV employs a high proportion of freelance workers who help make the UK a world-class production location. As highlighted in the BFI Skills Review 2022, it is vital that these freelancers are supported to progress and develop their careers if the UK is to grow and retain a highly skilled workforce.”

[INSERT QUOTE FROM YOUR ORGANISATION]

EXAMPLE

Mayor of Cambridgeshire and Peterborough, Nik Johnson, said:

“Cambridgeshire and Peterborough Combined Authority are proud to be working with Creative UK to help deliver the UK's largest freelance survey. Our region is home to innovative, world-class, creatives and the industry is growing. It is vital we understand how to best support creative freelancers to futureproof the sector for the next wave of creatives.”

To take the survey click here [<https://hubs.ly/Q01rtXpM0>]

The Redesigning freelancing survey is open until 9 January 2023

To find out more about Creative UK, visit: wearecreative.uk

***Combined Authority Contribution Partners**

- North of Tyne Combined Authority (NoTCA)
- West Midlands Combined Authority (WMCA)
- Liverpool City Region Combined Authority (LCRCA)
- West of England Combined Authority (WECA)
- Tees Valley Combined Authority (TVCA)
- Greater Manchester Combined Authority (GMCA)
- South Yorkshire Mayoral Combined Authority (SYMCA)
- Greater London Authority (GLA)
- Cambridgeshire & Peterborough Combined Authority (C&PCA)

[Ends]

Notes to editors

Self-employment figures taken from DCMS Sector Economic Estimates report: Employment Oct 2019 - Sep 2020)

Additional quotes to include:

Tees Valley Mayor Ben Houchen said:

"We're becoming a real magnet for people crafting their careers in arts, design, gaming, and cutting-edge industries in Teesside, Darlington, and Hartlepool - and this project will bolster our reputation even further.

"Freelancers are the lifeblood of our creative industries. Design, film, and video production are all on the up in our region - so we're pleased to be working with Creative UK to offer freelancers the levelling playing field they deserve. This will help to ensure we enhance our reputation as one of the country's fastest growing creative capitals."

West of England Metro Mayor Dan Norris said:

"Many talented West of England freelancers have had a tough time in recent times especially when they were excluded from government support during the pandemic. I'm keen to build on the support for the sector that the West of England Combined Authority I lead has already provided to help the actors, fashion designers, animators, artists and others face the future with growing confidence. They are vital to the success of our world-class creative industries. The West of England is a region of innovation and creativity – let's make sure it's the best it can be".

Who is Creative UK?

Creative UK is the national network for the Creative Industries. We are an independent membership organisation that **champions** the value of the Creative Industries. We know that talent is everywhere, but opportunity is not. **Creative UK connects** talent, business and organisations across the Creative Industries; from arts and culture, film and TV and video games to design, publishing and architecture and everything in between. At Creative UK, we

support companies and people working in the creative sector by offering development opportunities at a local and national level, through our network of partners across the UK. We **invest** by identifying untapped potential to accelerate growth, providing tailor made resources and financial expertise. We do all of this because we believe in the power of creativity to change lives.

wearecreative.uk

Email copy

Initial announcement

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Are you a freelancer or do you employ freelancers? Here's your chance to have your say in the UK's largest freelance survey, aiming to improve working conditions and drive industry change.

Call to action – Complete the survey

Call to action link – **[<https://hubs.ly/Q01rtXpM0>]**

Closing date – 9th January 2023

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Reminders

Don't miss the chance to have your say

At the beginning of November, Creative UK and **[INSERT ORGANISATION NAME]** launched *Redesigning Freelancing*, a collective initiative shaped by members and partners across the UK creative landscape to empower freelance workers and organisations to drive change and build greater equality into our freelance workforce. The initiative is working in partnership with nine Combined Authorities* to reach creative communities across the UK and to understand the challenges that freelancers face locally as well as nationally.

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Social copy

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Image assets

See attached: Facebook, LinkedIn, Instagram post & story assets

May also be used in email