

Cornwall's Creative Manifesto

2021-2025

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Why does Cornwall need a Creative Manifesto?

Cornwall is a place set in beautiful countryside, by the sea. The countryside is known as a 'rural' place.

Over the centuries, people have chosen to live in Cornwall because of this. And Cornwall has inspired them in lots of different ways.

When we feel inspired, we are likely to feel happier and more contented. And when we are inspired, we make ideas, we build new things, and we think differently. This is called 'creativity.'

Cornwall also has a very strong community spirit. And this has also attracted people to want to live here.

These factors, together, have created more creativity amongst more people in Cornwall.

Over hundreds of years, this creative place has attracted artists, makers and thinkers. And this inspiration has shaped their work and their lives.

Together the place and the people have created ways of making money from their creative work. And this work has led to more jobs.

And today, Cornwall has more of these people and these jobs, than any other rural area of the UK.

The creativity is attracting more people, of all ages, to come and study and also live in Cornwall. So more modern day jobs, like computer game designers, are available in Cornwall.

These are some of the key reasons why Cornwall is now known as the UK's leading rural creative economy.

This is also as a result of planning and hard work in recent times by a lot of people. These people include organisations and individuals who have all worked together. They have the same aim in mind: to help Cornwall's creative rural economy grow.

Cornwall Council wants to build on this for the future. So, they have created this document. It is called a 'Creative Manifesto.' It is a mix of information, ideas and actions from lots of creative people who are working in Cornwall.

The Creative Manifesto sets out a plan for the next 5 years. It shows how the Culture and Creative Economy team at Cornwall Council will help.

Working with other people, their work will help maintain Cornwall's position. And it will help make sure that more creative people can work well. And that more people can be happier and healthier.



What is a ‘creative rural economy’?

Creative: When we are inspired, we make ideas, we build new things, and we think differently. This is called ‘creativity.’

Rural: Rural is a word that means in the countryside. The opposite of rural is ‘urban’ which means in a city. Cornwall is mostly a rural location as it is more countryside than city.

Economy: An economy is a system where people, companies or organisations make money.

Cornwall Council wants to be able to help make it possible for more creative people to work in Cornwall. And they want those people to be able to make good money in their creative jobs. And they want for people to be happy and to have a better life, because of this.

There are lots of different jobs in the creative economy.

These include:

- designers
- people who make things like furniture
- computer game designers
- musicians
- writers
- actors
- painters
- people who design buildings



How will Cornwall Council do this?

Cornwall Council wants to make 4 main things happen over the next five years. They call them the 4 ambitions. And their team members will work together to make these ambitions possible:



Ambition for communities

They want everyone that lives in Cornwall to have more culture in their lives. And they want people to be able to have creative ideas and for these to happen wherever possible all across Cornwall.

Ambition for changing the way things work

They want people right across Cornwall to be able to work together. And they want to look at different ways of making this happen. They will use technology and find new ways to do this over the next 5 years. And they will build and support working spaces for creative people.





Ambition for more creative people

They want to encourage different people to work in creative jobs. This includes teaching children and young people creative subjects. And it also includes supporting people already studying creative subjects at college or university. And it includes working with people who are already in creative jobs.

Ambition for everyone to be involved and for looking after the planet

They want for creative and cultural activities to happen without damaging the environment. And they want to ensure that no-one feels left out or feels that culture and creativity isn't for them.



The Cornwall Council's Creative Manifesto:

There are 10 key actions that the team at Cornwall Council have made for the Creative Manifesto.

These are:

1. We will create a new campaign to tell everyone what we are doing. And we will make sure people who work in creative jobs know that we want them to be part of this.
2. We will always make sure we celebrate our Cornish history, our landscape and our language. These make us different. And this is very important in helping people who live here have happier lives. It is also important that we make sure that visitors know and understand these things.
3. We will do more research to make sure we show why we are the UK's leading rural creative economy.
4. We will build more places, spaces and offices where creative people can work together.
5. We have a special agreement with organisations like Arts Council England, the National Lottery Heritage Fund and Historic England. We will all work hard together so that this special agreement works as hard as it can for as many people as possible.
6. We make sure that everyone we work with knows that the creative economy is important.
7. We will talk to people in our Government to make sure they know about our creative economy.
8. We need more money to make this all possible. We will work with other people to find out what funding we can get. This money will help us to do this important work over the next 5 years.
9. Every year, we will update everyone on how successful our work has been and to continue to celebrate Cornish heritage.
10. We will all work together to make new opportunities and options a reality. This will make sure we are making the most of our position as the UK's leading rural creative economy.



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