

Title: COVID-19 Creative Economy Resilience & Recovery (CCERR)

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Short Abstract:

This project will design as well as assess the efficacy of a resilience framework and toolkit for creative micro-businesses (CMBs) across the UK as a way to aid in the creative sector's recovery from the COVID-19 crisis.

Longer abstract:

The COVID 19 Creative Economy Resilience & Recovery (CCERR) is a national project which asks what resilience, and subsequent recovery and rebuilding, might look like for the UK's creative sector. It will do so by designing and assessing the efficacy of a resilience framework and toolkit for creative micro-businesses (CMBs) across the UK as a way to aid in the creative sector's recovery from the COVID-19 crisis. This project will: (1) develop a framework of resilience for CMBs. This will be achieved by: First, distributing a survey to 1040 CMBs in nine city regions across the UK (Belfast, Cardiff, Liverpool, Manchester, London – Tottenham, London – Croydon, Exeter, Bristol, Edinburgh); second, analysing the survey results and then refining them further through a virtual focus group designed for a cohort of 90 CMBs from across the UK. The project will then (2) design and test a resilience toolkit for CMBs based on the findings of the framework analysis. The toolkit will be presented, refined through a virtual focus group with the same CMB cohort, tested again (using a Randomised Controlled Trial) and then presented at a final resilience workshop. These outputs will aid the recovery and rebuilding of the creative sector across the UK.

Project partners:

British Council

Baltic Creative CIC, Liverpool

MadLab Manchester

Future Screens NI (CICP)

Creative Edinburgh

Creative Cardiff (CICP)

London Borough of Haringey – Made in Tottenham (CEZ)

London Borough of Croydon – (CEZ)

Kaleider Exeter

Watershed Bristol