

Led by Richard Freeman (CEO, [always possible](#))

### **Group aims**

In order to complement, but not overlap too much with, other work-strands we have agreed to narrow the focus slightly.

This research group is looking at the support for creative and cultural sector freelancers, sole traders and networks in the Greater Brighton economy. We are looking at ways to network the networks better, and to support micro-businesses in accessing the right networks for them, as well as the core skills and support often needed to thrive as a creative entrepreneur in the 21st century.

### **Stage one** (December 2019 – March 2020):

- Producing an interactive map of the creative businesses / artist networks in Greater Brighton, inviting people to help us get a better picture of where networks connect.
- Consulting with networks on the levels of support available for conveners and leaders and exploring what a more sustainable offer to networks might look like.
- Better understanding the opportunities and gaps for creative entrepreneurs in Greater Brighton, particularly around *how they access business support*.
- Looking at the ethnography of how the local freelance economy 'behaves' and relative strengths and weaknesses in the sustainability of the sector.

The following **questions** (or a version of) will be circulated to network leaders to complete between mid-Jan and mid-Feb (2020):

1. What do you offer members?
2. What do you deliberately not offer?
3. What do your members believe is the purpose of your community?
4. Who is in your community?
5. How long has your network been going?
6. What is your geographical reach?
7. What does your network need to sustain?
8. What do freelance network members need in order to sustain their careers?
9. What do employees in your network need in order to build their businesses?

### **Stage two** (April – July 2020):

- Proto-typing a resource, facility or enhancement that makes it easier for creative entrepreneurs to navigate business support.
- Leveraging investment or influence to help create a long-term support offer for creative entrepreneurs (especially those at the start of their career).