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Northern Creative Corridor Charter

2023

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The Northern Creative Corridor coalition aims to unlock the huge potential in the North of England's Creative Industries sector. This cross-regional partnership is committed to working together to develop a Northern Creative Corridor, developing regional strategies that can lead the country towards delivering on the potential of the UK Government's Creative Industries Sector Vision.

“Our Sector Vision, developed jointly with government, champions R&D-led innovation and future skills, drawing on the talent of all our communities. It also promotes positive impact on health & wellbeing, the environment & Britain's global reach”. Sir Peter Bazalgette

The economic prize for getting this right is huge: as a share of the local economy, if the sector share rose to around half levels in London and the South-East, this would be equivalent to an annual GVA boost of around £10 billion by 2030.

What's more, a stronger Northern creative economy is good for health and wellbeing, the environment and for the other regions and nations too.

To achieve this ambition the signatories of this charter will commit to working together on a set of cross-regional and cross-sector strategies and initiatives to:

- Build skills
- Unlock finance
- Support innovation
- Nurture arts and culture

Initiatives developed through the Northern Creative Corridor will:

- Provide economies of scale and scope in the creative industries and beyond
- Avoid duplication of spending or fragmentation of incentives and initiatives already in place
- Promote beneficial cross-regional / cross-sector partnerships and networks
- Enable collective action to shape regional and national policy, funding bodies and employers

In signing this charter, the signatories commit:

- To attend biannual meetings as part of NCC Steering Board
- To provide in-kind staff time and support for at least one working group
- To proactively seek out opportunities to develop creative partnerships or investments that could support the creation of the corridor
- To contribute (financially or in-kind) to the administration and programme development of the Northern Creative Corridor
- To commit to support at least one cross-regional initiative in 2024 as agreed by the NCC Steering Board