



PRESS RELEASE - 11am 29th April 2021

Creative Freelancers: Shaping London's Recovery

Facilitation Team, Advisory Group and Partner Organisations announced

Creative Freelancers: Shaping London's Recovery is a scheme in which up to 50 freelancers in the performing arts will collaborate with cultural organisations on how to improve working practice. Since March 2020, up to 60% of the city's freelancers have lost all their income. This scheme is designed to improve future working conditions as well as provide employment now.

Today, the £325,000 programme has announced four freelance recruits who will facilitate the scheme, a panel of advisors and a list of partner organisations.

Jessica Antwi-Boasiako will take up the role of Facilitator, **Charlotte Mafham** will perform the role of Communication and Administration Coordinator, **Marie Wilson** will act as Bookkeeper and **Miranda Yates** will be the Access Manager

An advisory group has also been announced, made up of **Jamie Beddard, Lily Einhorn, Lilli Geissendorfer, Aameena Hamid, James Hodgson, Tarek Iskander, Jeanfer Jean-Charles, Jennifer Jackson, Chi-chi Nwanoku and Jo Tyabji.**

This group will issue a call out on 5 May to recruit 50 freelancers who will form the cohort which will undertake the project over the next 6 months working with the following organisations: **A New Direction, Actors Touring Company, Akademi, artsdepot Ltd, Barbican, Battersea Arts Centre, Boundless Theatre, Bush Theatre, Camden People's Theatre, Chisenhale Dance Space, English Touring Opera, Fitzrovia Noir CIC, Headlong Theatre Company, LIFT, Little Angel Theatre, Lyric Hammersmith Theatre, Music Halls Project, National Theatre, National Youth Theatre of Great Britain, Paddington Development Trust, Parents and Carers in**

Performing Arts, Polka Theatre, Rambert, Regent's Park Open Air Theatre, Roundhouse, Royal Opera House, Sadler's Wells, Serious, Serpentine, Siobhan Davies Dance, Sound and Music, Spare Tyre, Stratford Circus, Studio Wayne McGregor, Talawa Theatre Company, Tamasha Theatre Company, The Old Vic, The Place, The Yard Theatre, Theatre Centre, Theatre Royal Stratford East, Tiata Fahodzi, Turtle Key Arts, UK Music, VAULT Festival, Vital Xposure, We Make Events, Young Vic Theatre.

Jessica Antwi-Boasiako - Facilitator

Determined to demystify the creative industries, Jessica has successfully designed, produced and facilitated multiple learning and development initiatives for the Creative, Culture, and Education sectors to spearhead accessibility, professional development, and social entrepreneurship for young people and creative practitioners from underrepresented communities. Purpose-led and passionate about diversity and inclusion, she thrives on building and nurturing relationships at all levels and embraces cross-sector collaboration.

Charlotte Mafham - Communication and Administration

Co-ordinator

Charlotte is a freelancer both within the theatre industry and as a corporate events producer. An actor-musician, she trained at Arts Ed and has performed on stages from the West End to the Sydney Opera House, as well as touring the UK. Her London credits include 'The Snail and the Whale', (Apollo Theatre, West End), 'Sing-a-Story' (Wigmore Hall), 'Henry V' (Asylum Chapel), 'Troilus & Cressida' and 'Coriolanus' (Tristan Bates); 'Rumpelstiltskin' (Lyric, Hammersmith), 'Nicholas Nickleby' and 'The Caucasian Chalk Circle' (The Space), and 'The Just So Stories' (The King's Head). Charlotte was a puppeteer in the finale parade at the Queen's 90th birthday 'Patron's Lunch'. Event clients have included UK Finance, Ofsted and Bates Wells LLP and she also regularly works for The Little Angel Theatre and Kings Place. Charlotte plays viola for the Whitehall Orchestra and the charity fundraising Amici Orchestra and is an associate artist for Certain Dark Things theatre company

Marie Wilson - Bookkeeper

I have over 15 years' experience in financial management as a Fellow of the ACCA and have worked as Finance Director for The Arts Theatre for the past 6 years.

Miranda Yates - Access Manager

I've worked in theatre and the arts for over 30 years. My work in access is informed by a broad experience of the many different perspectives and roles that weave together to create and support live performance. In 2020 for Fuel, I was Access Manager for the Freelance Task Force. I currently work as Access Officer at the Almeida Theatre, I'm also a freelance theatre access consultant, audio describer and captioner. I'm passionate about promoting and supporting access and inclusion for people who are D/deaf, disabled and neurodivergent because I believe that high quality access is something everyone should enjoy. I'm particularly interested in creative approaches to access and see collaboration with creative teams as vital to enabling the broadest audience to engage with theatre and the arts.

Jamie Beddard - Advisory Group

Jamie Beddard is Joint Artistic Director of Diverse City, and Lead Artist in Extraordinary Bodies. He is also an Agent for Change at The New Wolsey Theatre, Ipswich.

Lily Einhorn - Advisory Group

Lily is an artistic and strategic consultant, creative producer, writer, and coach. She specialises in community and participatory arts. Organisations Lily works with include Stratford East and ENO, Studio 3 Arts, Company of Others, Bounce, Donmar, CPT... Lily produced adult community work at the Young Vic for seven years. She's a born and bred Londoner.

Lili Geissendofer - Advisory Group

Lilli Geissendorfer was appointed Director of Jerwood Arts, the leading independent funder of artists, curators and producers in the UK, in January 2018. Since then she has rebranded Jerwood Arts with a reimagined approach to funding for organisations and individuals, and increased its partnerships, capacity and national reach. She set up the Live Work Fund

offering 33 awards of £20,000 core funding to freelancers in music and the performing arts in response to Covid-19 in partnership with The Wolfson Foundation, Esmée Fairbairn Foundation and The Linbury Trust. Previous roles include Producer at Almeida Theatre and Relationship Manager at Arts Council England. Lilli is a trustee of Fuel, and co-produced the first HighTide Festival in 2007. She has been a Salzburg Forum Cultural Leadership Fellow and a Clore Emerging Leader, and holds a BA from Cambridge University and an MA from Goldsmiths, University of London.

Ameena Hamid - Advisory Group

Ameena is a creative producer and facilitator whose work focuses on putting underrepresented voices centre-stage. At 20, Ameena is the youngest ever female producer on the West End as Death Drop's Associate Producer. She has produced work at a number of venues on and off the West End and online.

James Hodgson - Advisory Group

James is a consultant and creative, artist/performer/director, with a broad range of experience both as a freelancer and working within creative organisations including the Albany, Canada Water Theatre, Hoxton Hall and St Leonards Festival. He is currently Managing Director of Sydenham Arts and Vice Chair of Shape Arts.

Tarek Iskander - Advisory Group

Tarek is Artistic Director and CEO of Battersea Arts Centre. Previous roles include Director for Theatre at Arts Council England and Resident Director at the National Theatre Studio. Tarek was also one of the founders and Associate Artistic Director of the Yard Theatre in Hackney. Prior to embarking on a career as a director and writer, he held a wide variety of senior management roles in the National Health Service

Jennifer Jackson - Advisory Group

Jennifer is a Latinx British-Bolivian theatre-maker, movement director and actor. Raised in the Midlands via Bolivia, her work interrogates how the female body is presented in

performance, her relationship with the UK, and the duality of living between cultures. She is currently a Leverhulme Arts Scholar, and the recipient of a Jerwood Live Work Fund.

Jeanfer Jean-Charles - Advisory Group

Jeanfer Jean-Charles - Artistic Director, Mass Movement Specialist & Creative Consultant is a globally respected creative artist. Since the start of her career, her work has taken her to over 21 countries. Her unique creative process aims to bring to life the talents, strengths and shared stories of local communities and artists in inspiring and unforgettable ways.

Chi-chi Nwanoku - Advisory Group

Chi-chi enjoys an international life as a classical double bassist. Professor of double bass at the Royal Academy of Music she is the Founder, Artistic & Executive Director of Chineke! Foundation, whose mission is "*championing change and celebrating diversity in classical music*". She broadcasts regularly for BBC and Classic FM, and featured on Desert Island Discs and the 2020 BBC documentary Being Beethoven. Awarded the OBE in 2017 for Services to Music, she won the

Commonwealth Cultural Enterprise Award, Creative Industries Award, Top 10 BBC Women in Music and made Honorary Doctor of Music at both Chichester and Open Universities. She is listed in 2020 book 100 Great Britons. Chi-chi advocates the importance of music in everyone's lives.

Jo Tyabji - Advisory Group

Jo is a director and writer. Recent work includes [The Cobbled Streets of Geneva] (Nemo Martin) Surge (Jay Bernard) My Name Is My Own (June Jordan, Jay Bernard), What's Far Is Near (Seenaryo) and solo show Motherland. She is Associate Director at Milk Presents and founder of Graphite & Diamond.

About the programme:

Creative freelancers, particularly those in the performing arts, have been hit hard by COVID-19. From the very start of restrictions, up to 60% of freelancers had lost all of their work, and it is estimated that at least 200,000 Londoners have been excluded from any Government support. The pandemic has also highlighted existing inequalities facing creative freelancers – including a lack of security at work,

unequal access to freelance opportunities, and a lack of a basic safety net.

This programme will enable a diverse group of freelancers in the culture sector to come together to explore and make recommendations on the future of freelancing. It will support ambitions to improve working conditions and training, as well as advocating for the statutory changes needed for freelancers.

Creative Freelancers: Shaping London's Recovery will amplify the voices of the self-employed in the culture sector, giving space for freelancers to shape and demonstrate their role in the recovery of London's creative and cultural industries, as well as in wider civic spaces.

The programme brings together up to 50 diverse freelancers from across the performing arts, including performers, directors, writers and designers, with up to 50 leaders of partner organisations, funders, councils and other key decision makers.

How will it work?

Freelancers will be paired with partner organisations to develop new plans to improve working conditions and job and training support for freelancers. They will collaborate in focused working groups during this six-month research project, supported by a freelance facilitation team. The cohort will feed into the work to improve job creation and retention for freelancers, including the development of a new Freelancers' Charter, and take part in advocacy and lobbying.

The programme builds on the first national Freelance Task Force initiated by Fuel as a pilot in April 2020, in which 150 organisations sponsored 169 freelancers across the country. It builds on the evaluation and recommendations by Morris Hargreaves McIntyre, which highlighted the positive impact of the pilot, its promising potential, and suggested that external funding would improve future work in this area.

Programme Aims

This project will empower creative freelancers in the performing arts sector to make recommendations for London's recovery from COVID-19 in distinct areas:

- Improving job conditions, creation and retention for creative freelancers
- Advocating for an improved statutory position for creative freelancers
- Establishing skills and training opportunities for creative freelancers

This programme will support the civic role of creative freelancers in London's recovery from COVID-19, in policymaking and in delivery.

Credits:

Enabled by Fuel.

Funded by LEAP, the London Economic Action Partnership.

For further information please contact Ben Chamberlain at Bread and Butter PR on either ben@breadandbutterpr.uk or 07931 723 988

Notes to Editors

About Fuel

[Fuel](#) leads the field in independent producing in the UK's live performance sector. Fuel works with brilliant artists to explore urgent questions, to shine light on how we relate to each other and the world around us, and to tell untold stories by under-represented voices. Fuel produces high quality new theatre that reaches diverse audiences through tours to venues in the UK and internationally, collaborating with outstanding theatre makers with fresh perspectives and approaches who produce shows, performances or experiences which have direct and playful relationships with their audiences. Fuel was founded in 2004 and is led by Kate McGrath. Fuel is supported by Arts Council England as a National Portfolio Organisation, Fenton Arts Trust, the Garrick Trust, the Backstage Trust, the Esmée Fairbairn Foundation, the Paul Hamlyn Foundation,

the Garfield Weston Foundation, and the Wellcome Trust through Sustaining Excellence.

About LEAP

The [London Economic Action Partnership](#) (LEAP) is the local enterprise partnership for London. The LEAP brings entrepreneurs and business together with the [Mayoralty](#) and [London Councils](#) to identify strategic actions to support and lead economic growth and job creation in the capital.