

Moseley and the creative industries

Moseley Community Development Trust seeks an energetic and enterprising individual to help it realise its major regeneration project for Moseley village. Please consider the information below alongside the job description and person specification; if you feel that you could help us deliver our goal then please send a CV or brochure about yourself to us by 5pm Friday 13th January 2006. Interviews for this position will be on Friday 20th January 2006.

Moseley Community Development Trust (CDT) is a full member of the Development Trusts Association. It exists to support the sustainable regeneration of the Moseley neighbourhood in Birmingham. It is a charity formed in 2001 by the Moseley Forum, Moseley Society and Moseley and District Churches Housing Association. We own and manage the Post Office Building (9000sqft) on the Alcester Road in Moseley, providing office space and rooms to hire for local businesses and community groups.

Moseley Community Development Trust vision statement: *A creative neighbourhood valued and sustained by its diverse communities*

A new project – infrastructure for enterprise, growth and retention in Moseley

Background

1. Moseley Community Development Trusts (CDT) commissioned two studies (by Ann Chivers and David Clarke Associates) to better understand how the creative industries could be a catalyst for neighbourhood regeneration as well undertaking some of its own activities – Moseley creative forum (networking event) and the Moseley Arts Market (an opportunity for local Artists or craftspeople)
2. The feasibility study clearly demonstrated that the myth about Moseley being home to people from the creative industries was a reality, it was also clear that there was little infrastructure to support Moseley's small creative businesses. The study has shown that a creative village project could be a tremendous opportunity for the City and support its ambition to become a "creative city". Charles Landry from Comedia (international

consultants in creative cities and regeneration) spoke at a recent event in Moseley and was very supportive our approach.

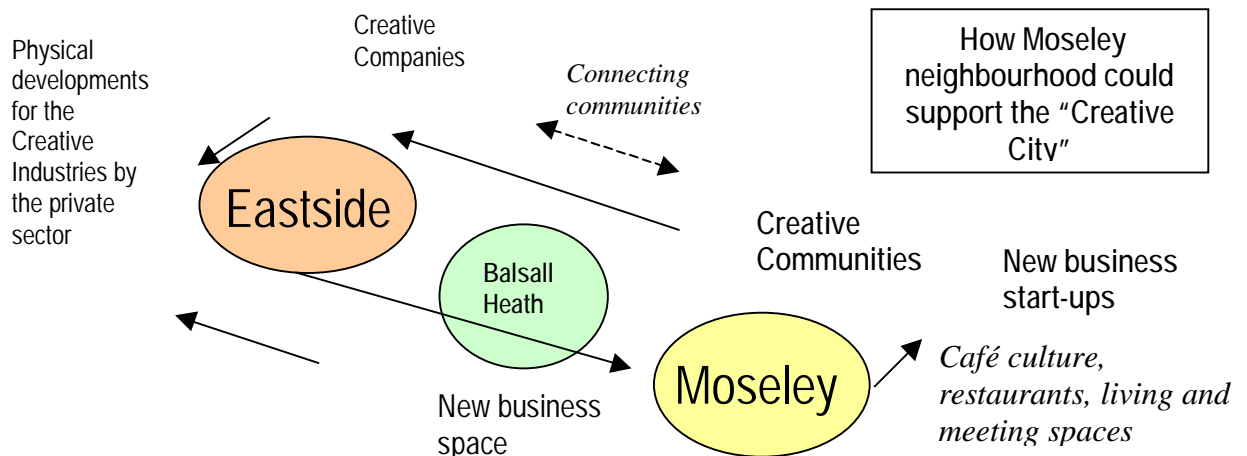
3. Through the two studies, the CDT has been able demonstrate that Moseley is a natural home to many people working in the creative industries. Also, many of these successful people work away from Moseley and hence there has been no significant economic benefit for the neighbourhood as they grow their business.

4. The most recent study by DCA has demonstrated that Moseley is a place where businesses are born and could best serve the creative industry businesses at the pre-incubation stage. Moseley CDT has now begun to develop a proposal for a "third" space that combines various themes: business networking, showcasing, meeting space, social objectives and community cohesion. In this environment, it is our opinion that emerging creative businesses could grow and combine with our social objectives to bring about social and economic benefits to the neighbourhood and surrounding areas.

5. Our research leads us to believe that we should recognise the uniqueness of local assets and talent, and develop infrastructure to support new business in particular from the creative industries. Also, whilst generating an income for the CDT an infrastructure project will help deliver the CDT's objective, mission and vision.

Key city-wide Creative Industry strategies

1. Birmingham's "Eastside" is the focus for a substantial range of developments to complement the Custard Factory, Millennium Point etc. Moseley is adjacent to the Digbeth area and provides a pool of talented people and connectivity with lively social scene, which can support the developments in Eastside.



2. The Jewellery Quarter and St. Paul's to the North West can be added to this schematic to represent another axis of the model. In this way, economies of proximity can be seen to be connected to the city centre, strong in their own right and interacting with the key resources in the centre of the city. Moseley can be seen as representing this distinctive approach through:

- § Communities of practice, linked through creative supply chains, people working in Eastside, living in Moseley, connected by technology.
- § Social and creative living and workspaces as represented in the cultural mix of the "Village".
- § Cultural diversity connected through communities in East Side, Balsall Heath and Moseley as an economy of proximity.

3. Moseley, as the place where new creative businesses are born, needs to better connect these opportunities in the creative quarters. The social context for enterprise is a key element in connecting up the talent in the city and importantly connecting new jobs with local people. Moseley CDT acts as a catalyst in this way developing links for start – up enterprises to work opportunities in the city centre "hub".

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