



New Deal
of the Mind

www.newdealofthemind.com

PRESS RELEASE

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FLEXIBILITY & SELF EMPLOYMENT KEY TO BOOSTING EMPLOYMENT

A more imaginative approach to dealing with unemployment is needed urgently says the pressure group New Deal of the Mind (NDoM) today. Unemployment figures out tomorrow are expected to show a continuing rise in the number of people out of work, with summer school leavers and graduates adding to the 2.5 million recorded last month. NDoM is a coalition of entrepreneurs, opinion formers and prominent figures from the creative industries who recognise the economic, social and cultural value of Britain's creative talent. NDoM produced a report for the Arts Council this summer on the importance of the self employed and freelancers across the creative industries.

NDoM's founder Martin Bright says, "We have to be much more imaginative in tackling unemployment. Instead of waiting for the next supermarket giant to open, we should be supporting people engaged in the creative industries who have the potential to create wealth and more jobs. That means understanding self employment, freelancing and moving away from the idea that you can only be an employer or an employee. A quarter of all people in work are self employed but we know after six months, without support many of those people become unemployed. By offering practical help, advice and support we could help sustainable, local employment which has got to be good for everyone. That's why we're calling for a modern Enterprise Allowance Scheme that would support the next generation of entrepreneurs in the creative industries."

Ends

Martin Bright is available for interview

Contact Jo Phillips jo@newdealofthemind.com 07710 245 039

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Notes to editors

New Deal of the Mind (NDoM) is a coalition of entrepreneurs, opinion formers and individuals working in the creative industries. NDoM borrows from elements of Franklin D. Roosevelt's original New Deal, such as the Works Progress Administration, which put millions back to work during the Depression and recognised the economic and social importance of artists, writers, designers and musicians. WPA's founder Harry Hopkins said: "Give a man a dole, and you save his body and destroy his spirit. Give him a job and you save both body and spirit."

[Do It Yourself: Cultural & Creative Self Employment in Hard Times \(PDF\)](#)