



Gangmasters &
Labour Abuse Authority

GLAA creative brief for Boston College Visual Arts and Media students

Background

[The Gangmasters and Labour Abuse Authority](http://www.gla.gov.uk/publications/resources/) (GLAA) is a national agency with law enforcement and other legislative powers aimed at tackling exploitation in the workplace. The GLAA's primary aim is to work in partnership to protect vulnerable and exploited workers. This includes working with employers to educate and train them around issues relating to labour exploitation; and raising awareness of labour exploitation and modern day slavery with workers, key stakeholders and the wider community. The GLAA has developed a number of resources to help achieve this aim:

<http://www.gla.gov.uk/publications/resources/>

Objective

We are inviting you to use your creative talents to design a new concept around raising awareness of labour exploitation and modern slavery – it could be a:

- printed or digital product designed to help the public better understand what labour exploitation is
- piece of visual art (film, animation or photography) focusing on exploitation in a particular labour sector (i.e. construction, textiles or the food industry).
- project that is victim focused or directed from a law enforcement perspective.
- It could be targeted at a specific audience who may be vulnerable to exploitation such as young people or people who've recently arrived in the UK.

The aim should be to raise the profile of labour exploitation and modern day slavery amongst consumers, workers or businesses and include a clear 'call to action' for your specific target audience. In doing so, we want you to create a lasting legacy for your work and provide the GLAA with a multi-media platform of resources it can use and share via its website with key stakeholders.

Staff from the GLAA will organise pre-agreed visits to the College to offer their support and view progress of your work.

Timeline

The project will start in September 2018. In your proposal we would like to see clear milestones showing a breakdown of tasks, resources required, learning to be gained and expected progress, together with a completion date of your work.

Publicity

An important part of this brief will be for you to share with the GLAA via social media, your ongoing learning, knowledge and feelings gained around the subject of modern day slavery and labour exploitation. We welcome your creative ideas as to how you will best achieve this.

Paul Coffey, Head of Communications and Engagement
Frank Hanson, Policy Officer