

CREATING GROWTH:

Labour's Plan for the Arts, Culture
and Creative Industries



Labour's Plan for the Creative Industries was launched on the 14th of March 2024 at the Labour Creatives Conference.

The conference featured 250 leaders across the creative industries to discuss how together, with a Labour government, we can strengthen and develop Britain's creative sectors as a lynchpin for future growth.

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2. House of Lords Communications and Digital Committee, At risk: our creative future, January 10 2023.
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FOREWORD

In the Labour Party, we know that arts and culture are central to our national story – that our cultural lives are part of our sense of national pride.

Everyone, everywhere already has some stake in our collective cultural life, whether it's through the first song at your wedding, or the first film you took your kid to see.

In the UK, we sing spectacular songs, write spell-binding stories and make first-rate films. Our remarkable architecture gives us a sense of place, heritage and history, just as our games industry immerses us in worlds of the future or the past through frontier technologies. International companies base themselves here so that their staff have access to the UK's rich and diverse cultural scene.

Arts and culture have intrinsic value. They, and the creative industries as a whole, also have enormous economic value to the UK, and huge growth potential. Their story is already one of growth against the odds, with their value (GVA) increasing by 5% in real terms between 2019 and 2022, compared with 2% growth in the overall economy. Creative output and imagination are the raw materials for the creative industries, which are worth £125bn to our economy. They are a major employer, too: one in fourteen of us already work in a creative industry.



Labour will make the creative industries central to a decade of national renewal, and a key driver of economic growth.

For Labour this means: enabling the creative industries to grow; ensuring that every child has access to high quality creative education; getting people from every background the skills they need for good jobs in the creative industries; creating and supporting good creative jobs; finding ways to get more investment into the ecosystem of the creative industries; holding the balance between supporting and protecting human-centred creativity and exploring the potential of emerging technologies to expose new creative frontiers; and dismantling the

economic and social barriers to participation in the arts, culture and creative industries so that everyone can enjoy them, as an artist, author, performer, reader or audience member.

Britain is already a world-leader in this field. The UK is one of only three net exporters of music. We have the second largest art market on the planet. Only the USA exports more advertising than us. Nobody exports more books than us. And the UK has won the highest number of Nobel prizes for literature and the second highest number of acting Oscars this century.

Labour in government will build on that success, and fire up the engines of our creative economy. It's what we have always done.

Backing the industries in which we are already world-leading to bring growth, good jobs and improved productivity to every part of the country is how we will achieve our defining economic mission for government – the highest sustained growth in the G7.

This Sector Plan signals the determination of a mission-driven Labour Government to work with everyone in the sector to deliver our shared objectives. To grow the creative economy, and create good jobs right across the country. To ensure that every single one of us, no matter where we live, is able to experience and be part of the very best art and culture we have.

In 1965 the UK's first Minister for the Arts, Labour's Jennie Lee published a seminal White Paper, *A Policy for the Arts*. As we approach its 60th anniversary let's turn the page on 14 years of Conservative government and together paint, perform, film, sing, dance, design, read and write a new more prosperous and joyous story for Britain.

Thangam Debbonaire

Thangam Debbonaire
Shadow Secretary of State for Culture, Media and Sport

HEADLINE ACTIONS

CREATIVE SKILLS

Labour will...

- Reform the Apprenticeship Levy into a **'Growth and Skills Levy'** so it can be used flexibly on the greater range of training that creative businesses tell us they need while ensuring workers can gain new skills to advance their careers.
- Create Technical Excellence Colleges to ensure that we're boosting the skills that the creative industries will need to grow.
- Develop a skills policy that's better aligned with regional industrial strategies, building on existing strengths.



CREATIVE BUSINESSES

Labour will...

- Find the right balance between fostering innovation in AI while ensuring protection for creators and the ongoing viability of the creative industries. Labour believes both in human-centred creativity and the potential of AI to unlock new creative frontiers.
- Make sure that a freelance career in the arts remains a viable prospect through our **New Deal for Working People**, as we know how important flexibility is to creative commissioners and many creators.
- Seek arrangements with the EU to facilitate easier touring and cultural exchange.
- Address the gap in availability of growth capital by unlocking institutional capital (including pension capital) and more effectively leveraging existing public and private funds to make the UK the best place to found, grow, scale, and list a creative business.
- Support creative SMEs, and prevent the loss of local cultural spaces through **"Space to Create"**, the first national cultural infrastructure map.

CREATIVE INSTITUTIONS

Labour will...

- Support all of our arts and cultural organisations, which will enable growth in the wider creative industries by making sure there are pathways from grassroots art and culture to creative careers and support the broadening of audiences.
- Collaborate with the sector, the Creative Industries Council, Arts Councils and other public funders, investors and donors to create a private finance model or models to attract more funding from different sources into arts organisations and put them on a more sustainable footing.
- Work constructively to make sure the BBC and our other public service broadcasters can carry on investing in the companies that create distinctive creative output which is exported across the world; and to continue informing, educating and entertaining people across the country for generations to come.
- Launch a review of Arts Council England, which will consider how best to position Arts Council England for the next decade.

ACCESS TO THE ARTS

Labour will...

- Urgently commission a full, expert-led review of curriculum and assessment that will seek to deliver a curriculum which is rich and broad, inclusive and innovative.
- Ensure that one of the non-EBacc subjects included in pupil's Progress 8 should be a creative or vocational subject.
- Introduce the National Music Education Network. The Network will be a 'landing point' for parents, carers and teachers.
- Support the museums and galleries sector to make more, high-quality images available for free, and to bring incredible art and artefacts into communities.
- Tackle ticket touting by capping resale prices and giving the Competition and Markets Authority the powers it needs to regulate resale platforms. We will put fans back at the heart of music, cultural and sporting events where they belong.

OUR AMBITION

Britain has incredible creative industries, with a long and proud tradition, contributing £125 billion of Gross Value Added (GVA) a year to the UK economy. Labour knows the powerful potential this sector has to grow, export and create even more than it does already, with the right Government and right circumstances. The creative industries employ 2.4 million people, operate across the UK, and bring joy, entertainment and connection to everyone.

For too long they have been side lined and denigrated, with barriers put in the way of the sector growing, and political messaging that has degraded creativity and culture. Repairing the damage that 14 years of successive Conservative governments have done will take time. The stagnation of economic growth and the hollowing out of our artistic and cultural lives can't be reversed overnight, and challenging economic circumstances won't make our task any easier.

But that does not dampen our ambition for the future of the arts, culture and creative industries in Britain. We know we are uniquely well-placed to see our creative industries succeed, with a thriving technology sector, a brilliant and talented workforce, the universality of the English language, and the space for creative businesses to grow. We want British fashion, British theatre, British design, British architecture, British gaming, British publishing – and all the creative industries



LABOUR KNOWS THE POWERFUL POTENTIAL THIS SECTOR HAS TO GROW, EXPORT AND CREATE EVEN MORE THAN IT DOES ALREADY, WITH THE RIGHT GOVERNMENT AND RIGHT CIRCUMSTANCES.

– to enjoy a decade of national renewal and growth, so they can deliver even more for British workers and audiences.

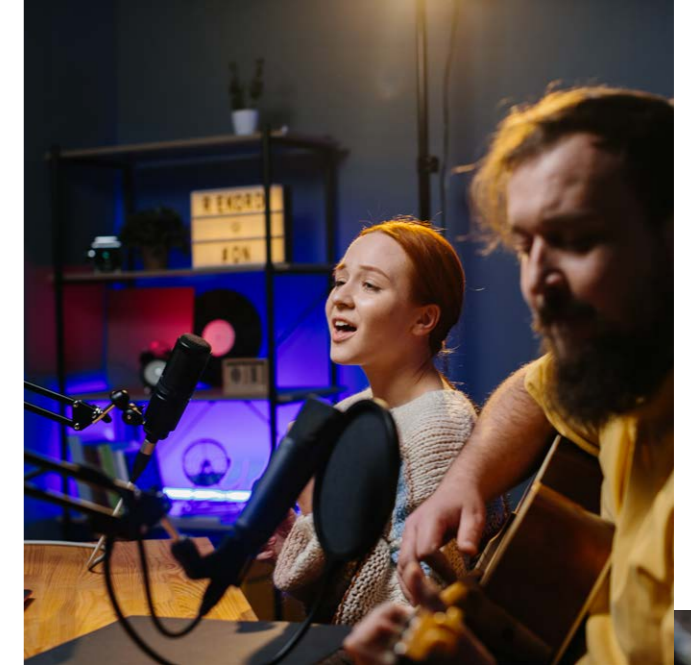
From Vivienne Westwood's designs to *Need for Speed*, our businesses have achieved incredible success and build globally recognised brands. We know we must build on this legacy with the right drive and policy from Government, to see more people benefit from the creative industries, and more people enjoy arts and culture.

However, we know the sector is being let down, and being prevented from realising its potential. Too often the arts have been disparaged by politicians, treated as a consolation prize, or easily dismissed. Uncertainty and economic mismanagement has made the UK less attractive for investment. Labour knows that without stability and sound economic policy we won't see the growth the sector can deliver.

WE ARE COMMITTED TO GROWING THIS INDUSTRY, FOR ITS ECONOMIC BENEFIT AND THE ENRICHMENT OF LIVES ACROSS THE COUNTRY.

Without the pipeline of talent, staffing, and skills that the industry needs we will not have a future workforce, and without embracing the power of the arts and culture we will not achieve the international reach and influence that will be essential for the UK over the next century.

We are committed to growing this industry, for its economic benefit and the enrichment of lives across the country. This Sector Plan is not the totality of what a Labour Government would achieve. This is 'Phase One' of our plan to support the growth of the creative industries, to bolster their contribution to our economy. They are the first step on a path towards a Britain where arts,



culture and creativity are for and valued by everyone – not just the privileged few. They are a way to start rebuilding the infrastructure we will need to realise that ambition and see the sector grow in the way that the UK needs.

This plan has been informed by hundreds of people, from across the sector, who have taken part in round tables and other discussions to inform our thinking.

OUR PRINCIPLES

The full economic weight of our cultural and creative industries, their potential for growth, and the role they play in securing Britain's place in the world must be realised.

The opportunities for high-quality, well paid, highly-skilled work in the creative industries must be for everyone, everywhere.

- Arts and culture must be for everyone – not just the privileged few.
- People make art, policy doesn't. The way that Labour will 'do' arts policy will recognise that and focus on enabling the conditions in which people can create not dictating what they create.
- Labour will make sure that the arts is understood as a system. We will maintain a passion for excellence as well as access, in the knowledge that these two things are intrinsically linked.
- Arts and culture are fundamental to a place's identity and are therefore central to any plans for regional growth and development. Without cultural infrastructure to support creative businesses to succeed, it's impossible to transform an area's outlook and opportunities.



LABOUR IN POWER WILL NEVER UNDERESTIMATE THE POWER OF ART AND CREATIVITY TO TRANSFORM LIVES AND TO CAPTURE HEARTS AND MINDS. THEY ARE CENTRAL TO OUR SENSE OF NATIONAL PRIDE AND IDENTITY AND ARE CENTRAL TO BRITAIN'S SENSE OF COLLECTIVE ENDEAVOUR.

GROWING THE CREATIVE INDUSTRIES

The creative industries contribute more to the UK economy than the life sciences, aerospace and automotive industries combined . The UK's gaming market is worth £7 billion alone, with an impressive productivity rate .

They already provide millions of good jobs and contribute to regional economies across the UK. But there is room for sustainable growth which brings good jobs and additional income to Britain.

This section outlines how a Labour Government would support the creative industries to grow and thrive.

A STORY OF GROWTH IN THE NATIONS AND REGIONS

There is huge potential for growth in the creative industries that benefits every corner of the UK. The Edinburgh Festival Fringe alone is worth about £1billion to Scotland. The video games industry in Dundee has meant a 57% increase in productivity in the city since 2004 – one of fastest increases in real productivity of any city in the UK. Filmmaking in Northern Ireland pumped £330 million directly into the regional economy from 2018 to 2022 and audiovisual media in Cardiff, has an annual turnover of over £540 million from over 1,300 firms.

A Labour Government would work closely with the devolved administrations to foster and cherish the creative industries.

Labour will work collaboratively with Mayors and local leaders to make sure that the creative industries can grow outside London and the South East, and to continue to broaden access to the UK's cultural riches.

THERE IS ROOM FOR SUSTAINABLE GROWTH WHICH BRINGS GOOD JOBS AND ADDITIONAL INCOME TO BRITAIN.

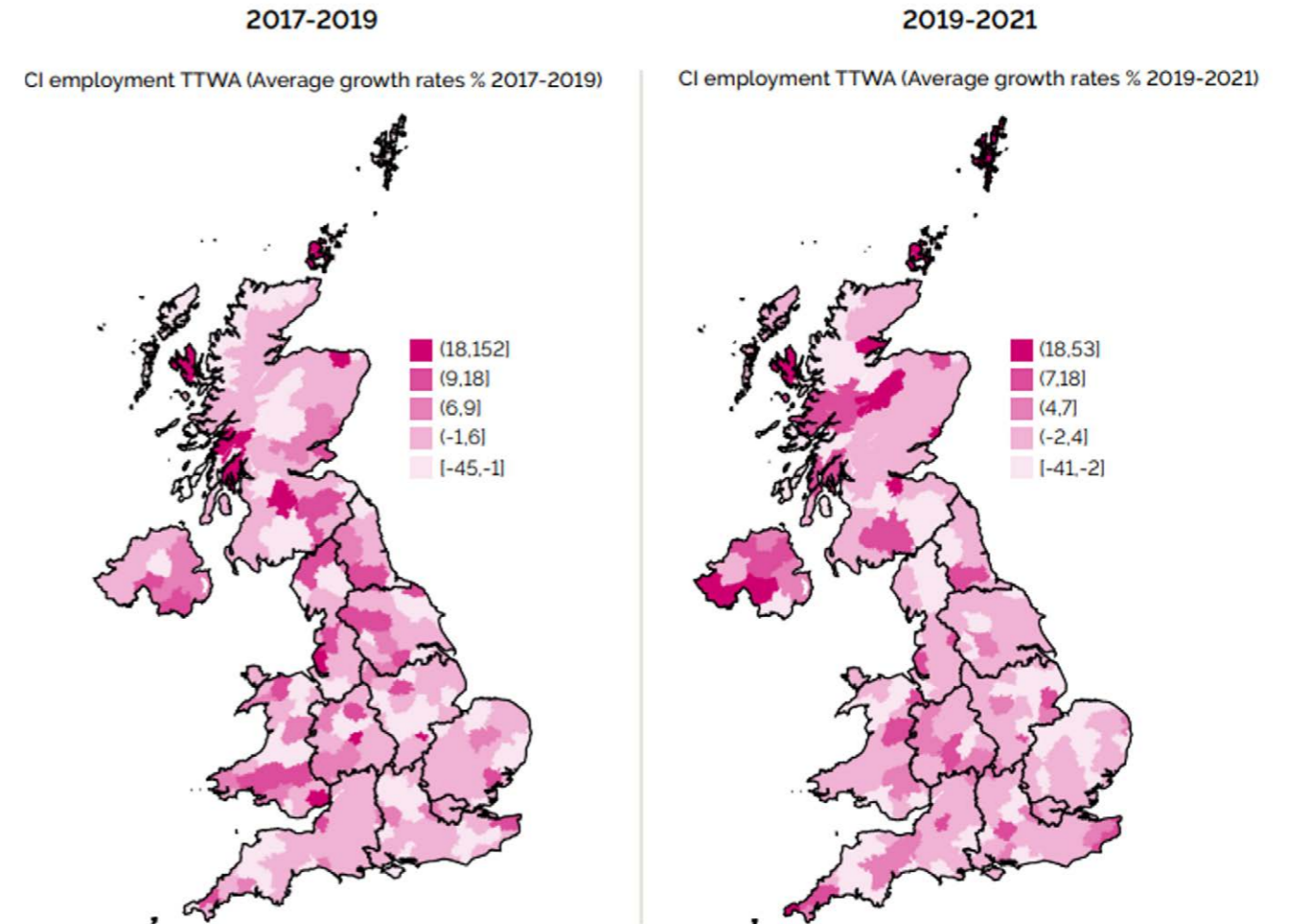
Labour Mayors are already doing this invaluable work. Under Tracy Brabin's leadership, West Yorkshire has become the fastest-growing creative sector outside London. It is home to Channel 4, EMI North and Production Park, and has a plan to create more opportunities in the arts for local young people.

We will work with the sector to attract inward investment, to celebrate and build on success, and to create good jobs across the UK.

See **FIGURE 2.4** on page 13.



Figure 2.4 spatial distribution of employment growth in the creative industries in uk, 2017 and 2021



Source: Authors' elaboration based on ONS Business Structure Database data.

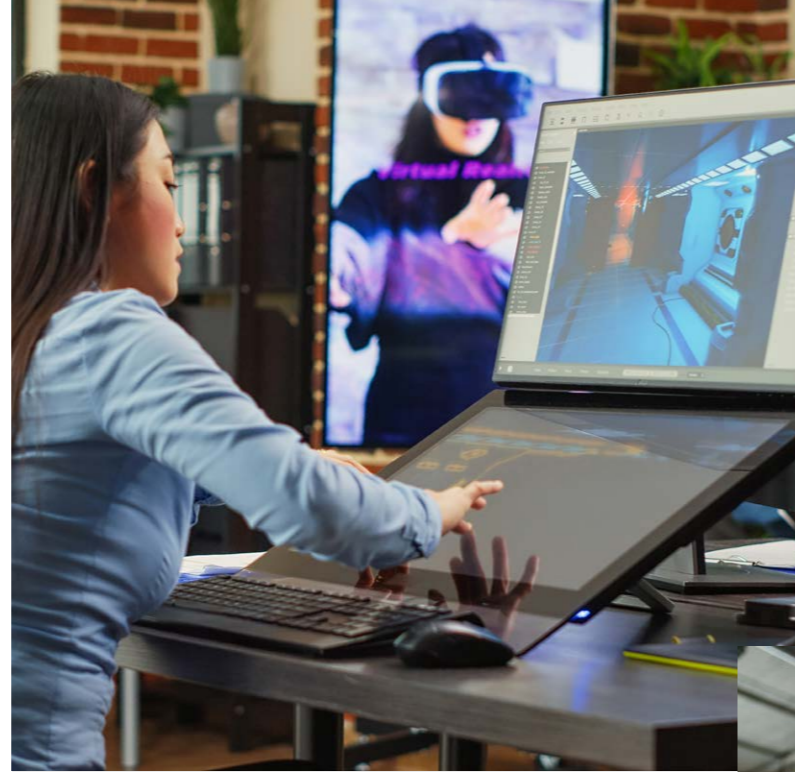
THE SKILLS WE NEED FOR THE FUTURE

Making sure that the UK can provide a workforce with the right skills and capabilities is key to capturing the growth potential of the creative industries. Despite their success, the creative industries are experiencing skills shortages.

The BFI (British Film Institute) Skills Review 2022 estimated that film and high-end television will require between 15,130 and 20,700 additional full-time employees by 2025; ScreenSkills have said there are already crucial pressure points in entry and mid-tier roles in the screen industries including shortages of 2D and 3D animators and designers, sound technicians, and hair and makeup artists. Ukie (UK Interactive Entertainment) have emphasised the shortage of the 3D programming skills which are crucial to the video games industry. New virtual reality technologies and other technological innovations will require significant design and creative input to realise their potential.

Labour's plan for skills will give talented people from all backgrounds the opportunity to benefit from a career in the creative industries.

We know that lots of creative businesses aren't able to commit to apprenticeships in their current form because of the often short-term and project-based nature of their work.



We will change the Apprenticeship Levy, **creating a new, more flexible Growth and Skills Levy** so businesses can spend up to 50% of their levy contributions on shorter, modular and more flexible training courses, including pre-apprenticeships training, developing the skills businesses need to grow and which will enable people to progress at work.

Labour will create a new expert body, Skills England, to oversee the national effort to meet the skills needs of the coming decade across all regions. A Labour Government will ensure the **skills policy is aligned with plans for regional economic growth** and local labour markets by devolving and combining various adult education skills funding streams to current and future combined authorities.

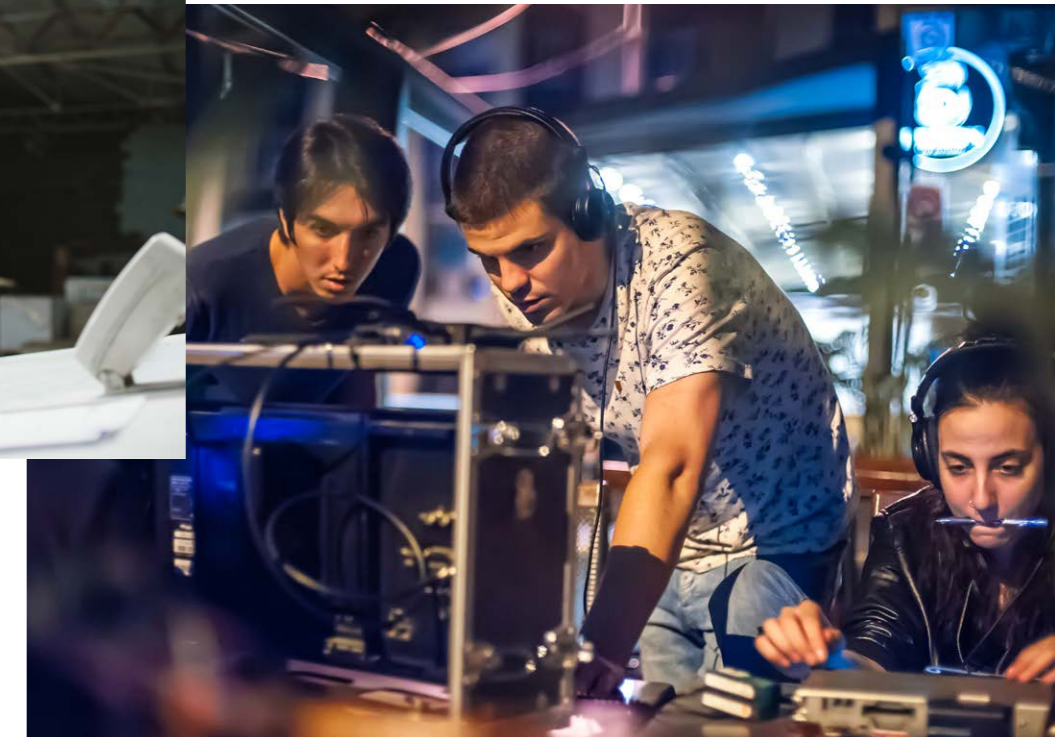
Labour will ensure our world-class workforce have the creative and digital skills they need.

The creative industries rely not just on artists and creators, but also advanced technical skills. Under Labour's plans, Government at all levels will work hand-in-hand with creative industries, colleges and education providers to develop the courses at **Technical Excellence Colleges**.

For example, if a Local Skills Improvement Plan identifies a lack of digital expertise in a particular region, a local college could bid to become a Technical Excellence College in the relevant digital skills. Local businesses and employers would support this bid and have input into course design so that they can make sure that the training available is tailored to the needs of their business, and compatible with their plans for growth.



LABOUR WILL ENSURE OUR WORLD-CLASS WORKFORCE HAVE THE CREATIVE AND DIGITAL SKILLS THEY NEED.



PROTECTING CREATORS AND CREATIVE WORK

British creators are second-to-none.

Their creative output and imagination are the raw materials for the creative industries and are central to their ability to evolve, innovate and grow.

Britain has a long and proud history of valuing creativity both for its own sake, and in terms of the economic contribution it can make. In order for that economic contribution to be realised, the right protections for creators and creative output must be in place.

At the moment, creators face significant hurdles including the precariousness of freelance work, and the challenges of a technological landscape which is changing rapidly.

Giving our creators security and a regulatory and fiscal environment where creativity can flourish would help the creative industries maximise their economic potential.

FREELANCERS

The creative industries rely on freelancers twice as much as any other sector, with almost a million job roles in the creative industries filled by someone self-employed.. This encompasses a huge range of skills and professions, from sound engineers and make-up artists to designers and software developers.

So in order for the creative industries to continue to have access to a broad range of talented and exceptional freelancers to support their growth, Labour would ensure that a freelance creative career remains a viable prospect by making it less precarious.

Without jeopardising the flexibility that so many freelancers value, **Labour's New Deal for Working People will support and champion the self-employed**, giving them the right to request a written contract, and extending health and safety and blacklisting protections and whistleblower safeguards for all freelancers. This will ensure all of the creative workforce are empowered to challenge discrimination.

A Labour government would also clamp down on late payments to freelancers and ban exploitative zero hours contracts.

THE CHALLENGE AND OPPORTUNITY OF EMERGING TECHNOLOGIES AND INNOVATION

Creativity and technology have always worked together, there has always been a link between the two. The arts and the creative industries have often been at the forefront of progress and emerging technologies, and new and emerging technologies provide the creative industries with incredible opportunities.

The success of British creative industries to date is thanks in part to our copyright framework, which provides robust protection for intellectual property. These legal protections are critical to investment levels within the creative industries especially within TV, film and music. In film and high-end TV alone, the royalties earned from the use of intellectual property alone are worth billions. They also play a central role in the success and stability of the publishing industry. Protecting intellectual property and copyright means protecting the returns to investment through growing exports and growing creative UK companies.



Labour believes both in human-centred creativity and the potential of AI to unlock new creative frontiers. We know that Intellectual Property rights for creators are the raw materials of our successful creative industries, and that long-standing legal protections of intellectual property such as copyright and patents are important.

Labour will soon set out its broader strategy on AI, and the creative industries will be part of developing that strategy. Finding the right balance between fostering innovation and ensuring protection for creators and the ongoing viability of the creative industries will require thoughtful engagement and consultation within the creative industries and with companies driving AI development.

Labour will support, maintain, and promote the UK's strong copyright regime, including in trade deals with other countries. We will work with our international partners who are also addressing this issue.

SUPPORTING CREATIVE SMES, ARTS AND CULTURE ORGANISATIONS

The health of the wider arts and culture landscape in the UK will be an important factor in the future growth of our creative industries. Arts, culture and the creative industries are a complex ecosystem, and investment and progress in one part of the system benefits the whole.

Without high-quality music education for young people, for example, the UK would be a less attractive proposition for high-end film and TV production companies because it would be harder to soundtrack their work. And without our world-leading museums, access to inspiration for global exporters like our fashion and games designers would be diminished.

In order to create a fertile environment for expansion of the creative industries, therefore, support for arts and cultural organisations must be prioritised. Beyond the inherent value of our arts organisations to education, wellbeing and our collective cultural life, failing to strengthen this ecosystem is a failure to support the ability of British creative industries to grow.

Labour will bring in a range of measures to make it easier for small businesses to invest in their future growth, for arts organisations



to thrive and continue to contribute to the vitality of our neighbourhoods and high streets, and for cultural institutions to keep nurturing future talent.

We know that soaring energy bills acutely affect arts and culture organisations and creative businesses. **Labour will bring down energy bills by creating Great British Energy** – a publicly owned company – which will take control of the energy system in the UK. We will double onshore wind and green hydrogen, triple solar power and quadruple offshore wind by 2030.



Labour first introduced a film investment tax relief and we recognise that this and other creative tax reliefs have been vital for the creative industries. We warmly welcome therefore the changes to creative tax reliefs put in place in the 2024 Spring Budget and the important support and certainty they will offer to our creative industries and their investments.

Labour will address the gap in availability of growth capital by unlocking institutional capital (including pension capital) and more effectively leveraging existing public and private funds to make the UK the best place to found, grow, scale, and list a creative business.

Small businesses are incredibly important to the creative industries, just as they are the beating heart of the UK economy as a whole. **Labour will scrap business rates and replace them with a system that is fairer for bricks and mortar businesses.** We will improve access to finance for small businesses and those that are looking to scale.

LABOUR WILL BRING IN A RANGE OF MEASURES TO MAKE IT EASIER FOR SMALL BUSINESSES TO INVEST IN THEIR FUTURE GROWTH.

A FINANCIAL MODEL THAT WORKS

After 14 years of successive Conservative Governments, the funding system for the arts in England is broken.

Grants have all declined in real terms over the last decade, and cultural organisations are making tougher and tougher decisions every year. Their ability to invest to grow has been hit particularly hard, and the gap between London and the South East and the rest of the country has widened. This has knock-on effects on the sector as a whole, not to mention a detrimental impact on communities across England. It means that less original work is being commissioned, and so there are fewer UK-produced options for those in the commercial sector looking for the next breakout hit artist or storyline.

A Labour Government would work with the sector, the Creative Industries Council, Arts Councils and other public funders, investors and donors to create a private finance model or models to attract more funding from different sources into arts organisations and put them on a more sustainable footing.

We would take a collaborative approach, starting with making grants available to organisations to support them to create

business plans and get ready for new kinds of investment. This would include a small amount of government funding, alongside private donations.

We would then work to make some de-risking capital available to act as a subordinated capital layer in a blended finance structure. Again, this subordinated capital would come from a variety of sources, catalysed by a modest amount of government investment but including contributions from philanthropists, corporate foundations, social investors and trusts.

That money would help to leverage in interest-bearing investment from commercial finance providers such as banks and investment funds.

This will be designed in consultation with prospective investors from across the Spectrum of Capital to ensure that it is fit for purpose.

This programme will also be a driver of regional economic growth. It will support arts and cultural organisations across the country to scale, providing good-quality jobs and growing cultural audiences and talent for the future.

SPACE TO CREATE

Our cultural institutions – big and small – are a huge part of what makes places and communities unique, and they can be drivers of economic growth that benefits everyone.

In so many of our towns that are struggling – coastal communities and seaside towns in particular – arts and culture persist. We want them to thrive.

Space to Create will put safeguarding arts spaces and building up cultural infrastructure at the heart of Labour's mission for economic growth across the whole country.

Through the creation of a new **Cultural Infrastructure Map**, we will identify our existing arts and cultural institutions, the local networks that could provide them with extra support and, most importantly, highlight the cultural deserts that need to be reclaimed and replenished.

We will also nurture fledgling arts spaces and defend existing grassroots music venues, art galleries, pubs and sports pitches by exploring whether protections for cultural infrastructure within the planning system would be appropriate and proportionate.

Using our Cultural Infrastructure Map, a Labour government would work with mayors authorities and other local leaders to identify the most culturally starved corners of our country and inform decisions about how to allocate funding.

WE ARE GIVING PEOPLE THE POWER TO DEFINE THEIR HIGH STREETS AND ENRICH THEIR NEIGHBOURHOODS.

The successful implementation of this new approach will be overseen by Space to Create teams, who will work closely with local and regional leaders, and have a presence in every region. They will provide support to both creative organisations and businesses and act as a frontline defence against risks to local creative and cultural spaces. This could include advice and support regarding Labour's new Community Right to Buy and Empty Shop Orders, which will empower communities to play a bigger role in defining their high-streets and enriching their neighbourhoods.

Space to Create builds on the success the Labour Party has had in local government, injecting fresh cultural and artistic vitality into communities at a local and regional level. It aims to complement our existing plans to empower mayoral and local authorities.

Space to Create is supported by Labour policies including the Community Right to Buy, Culture at Risk registers, existing Creative Enterprise Zones and Empty Shop Orders, we are giving people the power to define their high streets and enrich their neighbourhoods.

These measures will support the breadth of the creative industries, from small local galleries to state-of-the-art production facilities.



CULTURAL BRITAIN IN THE WORLD

Britain is a cultural crucible, and a world leader in the arts and creative industries. The English language provides us with a unique advantage when it comes to storytelling through fiction, drama, music, computer technology or video games. Our musicians have extraordinary reach across the world, and our artists, sculptors, art galleries, auction houses, dealers and art fairs are a magnet in the international market.

Labour is proud of that international position. We recognise that in order to maintain it, it needs to be easy to attract and retain the best talent for UK creative industries, and easy for artists to perform and promote themselves around the world.

Our rich arts and cultural life makes the UK an attractive place for international workforces, and 73% of overseas visitors to the UK identified the UK's 'cultural offer' as their main reason for coming.

Since Brexit, we've seen a 45% drop in the number of British musicians performing at European festivals, and 43% of musicians say that touring in the EU is no longer viable.



**BUILDING NEW SKILLS
PATHWAYS INTO THE CREATIVE
INDUSTRIES; AND HELPING THE
ARTS, CULTURE AND CREATIVE
INDUSTRIES TO GUARANTEE
DIVERSITY AND EQUALITY.**



We will be seeking to open up the freedoms and associated income for British artists that were denied in the Tories' Brexit deal by exploring how best to enable frictionless arrangements for touring and other cultural exchanges across the continent.

Labour will seek allowances for cabotage, carnets and custom rules for music, performing arts and culture touring. We will work internationally to explore a new Digital Musical Instruments Certificate to simplify and speed up the bureaucracy that prevents many musicians and arts organisations from touring in the first place. Touring has now become near impossible, and we want to make the transport of musical instruments and equipment much smoother, without seeing a return to free movement.



These measures will support many aspects of the creative industries, from live music and performance to visual art, to grow and to achieve their potential. This potential is nascent not just in the UK but across the world.

ACCESS TO THE ARTS

The growth potential of the creative industries can't be realised unless arts and cultural experiences are widely available. Opportunities to interact with art and express creativity not only enrich our lives, they have the potential to reveal a talent or spark an interest that could ultimately become a career or a business in its own right.

It matters whose stories are told, who gets to tell those stories, and who's in the room when commissioning decisions are made. It matters because it's how we will broaden the pool of talent for the creative workforce, and grow audiences to ensure a future for the creative industries characterised by growth and sustainability.

The arts challenge our minds, but they also help us to understand the world, and to escape the stresses of the every day. Broad access to gigs, plays, musicals, films and many more improves wellbeing, and makes us each more productive on an individual level. Aside from the jobs and economic value directly generated by the creative industries, the huge contribution they make to our collective and individual wellbeing is impossible to overstate.

Labour understands that contribution, and this section outlines how a Labour Government would bring the arts closer to people, and therefore support the sector to grow.

There are shining examples of best practice when it comes to diversity in the creative industries, but there are also lots of areas which can and should do better. The creative industries are currently among the least diverse and most elite in the economy – more so than management consultants or stockbrokers. Indeed, if the creative



industries were more representative of the country there would be an additional 250,000 working class people in the sector. Things must change.

Labour will continuously challenge the sector on equality, diversity and inclusion, to make sure the next generation of audiences, creatives and commissioners is more representative than the last.

CREATIVE EDUCATION FOR EVERY CHILD

Our creative workforce are amongst the most skilled in the world. Their talents and abilities are often ignited by their creative experiences at school. We need to foster creative and technical skills in our existing workforce and in the next generation to make sure that the creative industries can continue to grow.

We know in such an interconnected sector, workforce development, research, and innovation that happens in one part of the system benefits the whole. And we know that access to creative education will help to build the audiences of the future.

Labour has heard from the business community – including creative industries – that we need a skills revolution in the UK in order to make sure our economy is fit for the future.

THIS STARTS AT SCHOOL

Subjects like music, art, sport or drama help to build confidence and essential skills such as communication, critical thinking, problem solving and teamwork. These are skills employers value and which parents know help their children to achieve and thrive – both academically and throughout life. Exposure to creative and vocational topics both during the school day and outside of it can also boost young people's engagement in their education.

Young people will also need to understand developing technologies, such as AI and their implications, be able to use them, shape them and understand their opportunities and risks.

In Government, Labour will urgently commission a full, expert-led review of curriculum and assessment that will seek to deliver a curriculum which is rich and broad, inclusive and innovative, and which develops children's knowledge and skills. In doing so, we will consult widely across the creative sector to make sure we are drawing on all the relevant expertise.





WE KNOW THAT ACCESS TO CREATIVE EDUCATION WILL HELP TO BUILD THE AUDIENCES OF THE FUTURE.

Our review will also ensure that our assessment system stands up in an age of creativity and innovation, capturing the full strengths of every child and the breadth of our reformed curriculum, with a balance of assessment methods whilst maintaining the important role of examinations.

The Curriculum and Assessment Review will also influence school accountability. Recognising that the review will rightly take time, as a first step towards encouraging all young people to study a broad curriculum through to the end of secondary school,

one of the non-EBacc subjects included in pupil's Progress 8 should be a creative or vocational subject. This can help schools to encourage a broad curriculum for young people and recognises the value of creativity in young people's education.

Supporting the next generation to understand and express creativity will benefit people and families on an individual level, will support the creative industries in terms of workforce development, and will build the audiences of the future.

A NATIONAL MUSIC EDUCATION NETWORK

TALENT IS EVERYWHERE. OPPORTUNITY IS NOT.

Labour believes that every child should have access to a high-quality music education and that opportunities to pursue musical activities should be accessible and easy to find.

High quality music education, including learning a musical instrument, encourages children to learn key social skills and nurtures creativity. There is also strong evidence that engaging with music can help children's mental health, wellbeing and improve academic performance. However, music education is in decline, which is a barrier to opportunity and aspiration.

Across England, Music Education Hubs (MEH) provide brilliant opportunities for young people. However, provision is fragmented and inequitable across the country, and there is no central point for parents, carers and teachers to find out about the resources and learning opportunities in their areas. This means that many children's creative potential remains untapped.



To help address this, **Labour will introduce the National Music Education Network.** The Network will be a 'landing point' for parents, carers and teachers and will include a music hub finder tool, as well as providing teaching resources, signposting progression routes (including national opportunities), listing instrument banks and instrument repair services, and offering guidance about music exams and applications to national ensembles, conservatories and universities.

OUR PUBLIC SERVICE BROADCASTERS

Our public service broadcasters create wealth, jobs and joy. Public service broadcasters – the BBC, Channel 4, ITV, S4C and Channel 5 – bring people together for shared experiences through content which is free to consume, easy to find and can be broadcast at scale. They are all different, but they all play an important role in the fabric of the creative industries.



They are among the largest commissioners of creative work in the UK, and **they commission and broadcast distinctive British content, made all over the country**, which reflects the UK's diversity. Last year, the amount that public service broadcasters spent on first-run content originated in the UK reached £2.9 billion,

the highest level since 2017. This investment nourishes UK creative industries, creating jobs across the country.

The success of the UK's television industry is due in large part to its distinct mix, with a range of different organisations with different goals, business models and sizes. This variety means that there is strong competition between a mix of public service and commercial operators, all with different objectives and incentives. This plurality has led to the UK's content sector – in broadcasting, film and digital content and games – becoming one of the best in the world in terms of quality and economic success.

Our public service broadcasters hold a well-deserved place at the heart of our national life. As the media landscape changes, we will work with them to ensure that they are fit for the future.

The BBC itself is recognised around the world as one of Britain's greatest institutions.

WE WILL WORK CONSTRUCTIVELY TO MAKE SURE THE BBC AND OUR OTHER PUBLIC SERVICE BROADCASTERS CAN CARRY ON INFORMING, EDUCATING AND ENTERTAINING PEOPLE ACROSS THE COUNTRY FOR GENERATIONS TO COME.

ARTS COUNCIL ENGLAND REVIEW

The Arts Council was founded by a Labour Government over 75 years ago and has made an extraordinary contribution to our national life.

Over the course of its existence, Arts Council England has been given broad priorities and asked to reach into more and more areas, while also managing its obligations to support our world-class artists. It is time to re-discover the core purpose of the Arts Council.

The responsibilities of the UK's Arts Councils are devolved to Holyrood, Stormont and the Senedd, and in the course of this review we will seek to share expertise and learn from each other about what works.

We will launch a review of Arts Council England, which will consider how best to position Arts Council England to face the opportunities of the next decade.

Our review will focus on:

- How the arms-length principle is working and how decisions about arts funding can be protected from short-term political expediency.
- How Arts Council England can work in partnership with local authorities and mayors to raise governance standards and decision-making at local level.
- How Arts Council England can ensure that grant processes are fair, and how they can be simplified.
- How the needs of nationally and internationally significant organisations, as well as those of smaller organisations that are responsive to places and communities, can be met.

A Labour Government would support Arts Council England to successfully steward arts and culture through the 21st century and beyond, helping our creatives to tell our national story.



TACKLING TICKET TOUTS

Major sporting and cultural events are an important part of the creative industries, and of British cultural life.

Too often, fans are missing out on getting tickets only to see those same tickets on secondary ticketing websites at far higher prices, making them unaffordable and putting them out of reach. That damages the relationship between venue, artist and fan, and undermines confidence.

Some fans do pay the inflated prices – with the profits not going to the performers or their crew – only to find themselves turned away at the gates because their ticket is a fake.

Many reselling websites are widely used by large-scale touts, rather than individual fans who can no longer make it to an event. They use all kinds of illegal and unethical means, including false IDs, bots, and automated systems to skip online queues and Hoover up large numbers of tickets.

Labour will:

- Strengthen consumer rights legislation on this issue to restrict the resale of tickets at more than a small, set percentage over the price the original purchaser paid for it (including fees);
- Limit the number of tickets individual resellers can list to the number of tickets that individuals can legitimately buy via the original platform;
- Make platforms accountable for the accuracy of information about tickets they list for sale and ensure that the Competition and Markets Authority has the powers that it needs to take swift, decisive action against platforms and touts, to protect consumers.

Reselling tickets for profit has already been banned in many countries, but the Conservatives have consistently failed to act in the interests of fans. A Labour Government **would tackle ticket touting, and put fans back at the heart of music, cultural and sporting events** where they belong.

ART FOR EVERYONE, EVERYWHERE

Labour is proud to have created the landmark policy of free admission to our national museums and galleries. Now we want to go further. 14 years of austerity, and a sharp decline in arts education provision and cultural school trips, has left our young people missing out and the country struggling. Many cannot afford to travel even to their nearest national museum or gallery. There are millions who are unable to access our country's extraordinary cultural wealth.

Encountering great art and historical objects can be inspiring, empowering and transformative. That is why Labour will bring art to where people are. **Labour will require publicly-funded national museums and galleries to increase their regional and national engagement and loans to public spaces.** We want to take art to schools, hospitals, town halls, community centres and shopping centres, as well as local museums and libraries.

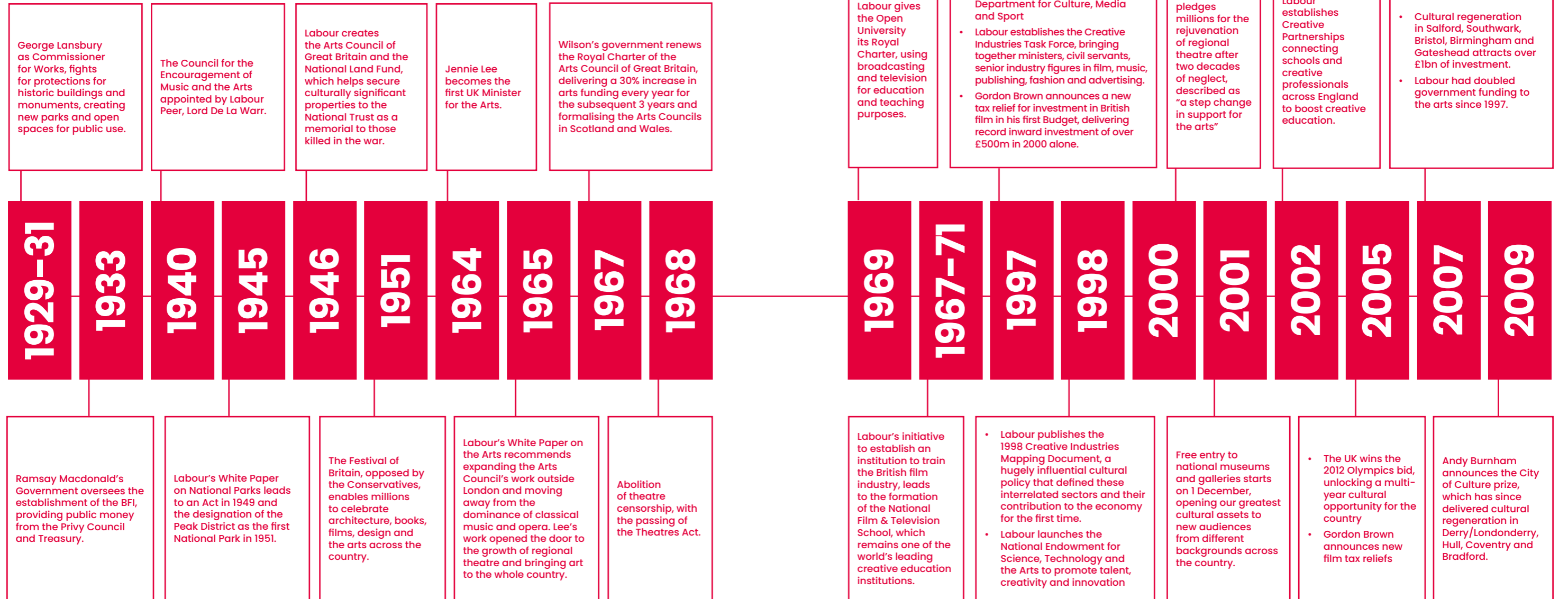
A Labour government will review the Government Indemnity Scheme so that insurance arrangements are easier and cheaper, as well as being more environmentally sustainable. We will

also encourage national museums and galleries to offer more loans around the country, including in Scotland, Wales and Northern Ireland, attaching more stringent conditions to their funding agreements.

Labour will support the sector to develop an open data policy to **ensure that national museums and galleries allow everyone to download high-resolution images of works of art that are in the public domain, free of charge** for non-commercial use. The public must be able to benefit from works that are public property. An open data model, such as that employed by Amsterdam's Rijksmuseum, welcomes the downloading of out-of-copyright images of artefacts and works of art at the highest quality, together with associated metadata. This facilitates learning in schools, scholarly research, personal enrichment, and the freedom to explore creative and commercial applications. Art should be accessible to all, and we intend to make that a reality.

OUR HISTORY AND OUR FUTURE – LABOUR AND THE CREATIVE INDUSTRIES

Labour's record in Government speaks for itself. We have a long track record of embracing, supporting and celebrating the creative industries, and our history shows just what you can do with ambition, ideas and a firm belief that arts and culture are the heart of Britain's national and economic story.



CREATING GROWTH:

**Labour's Plan for the Arts, Culture
and Creative Industries**



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