

Following COVID-19, the creative industries will be integral to the UK's social and economic regeneration. They drive job creation and economic growth in all parts of the country, including some of our most left behind communities. Prior to the pandemic, the UK's creative industries were growing at five times the rate of the economy as a whole, contributing £111.7bn in GVA, and creating jobs at three times the UK average. This growth has benefited people and places throughout the UK: between 2010 and 2017, Scotland experienced a GVA increase of 60% and the West Midlands, 35%. Jobs in the sector grew by 21% in Northern Ireland between 2016 and 2019 and by 30% in the North East in the same period.

The sector is a vanguard for the future of work and industry - resistant to automation, built on innovation and with a high number of agile and entrepreneurial freelancers and small businesses. It has been central to the UK's soft power, in driving tourism and exports, instrumental in bringing communities together and fundamental to the nation's mental health. Creativity and creative skills will be in high demand across all industries as the UK looks to maximise its growth potential, spread opportunity more widely and remain globally competitive in the years to come.

The £1.57bn Culture Recovery Fund is a welcome emergency measure to enable many across the sector to survive whilst unable to return to full operations and government will need to be agile in their ongoing support as we head into what will be a difficult winter. Beyond March 2021, targeted and ambitious investment in our world-leading sector will be vital to the UK's economic, cultural and social strength.

Our **Spending Review Representation** was shaped in close consultation with Federation members, trade and representative bodies and unions from across the UK's creative industries and the Creative Industries Council. A full copy is available on request.

WORKFORCE & TALENT

Prior to the pandemic, the UK's creative industries were set to create as many as 1 million new jobs by 2030, and with the right investment and support, can play a leading role in job creation once again - including the creation of vital freelance work and opportunities for the next generation. 87% of highly creative roles in the UK are at low to no risk of being automated and creative skills will be more essential than ever as we look to address major global and local challenges, from tackling climate change to regenerating our high streets.

- **Introduce urgent cash-flow support for creative freelancers still unable to resume their work at this time** who are not directly covered through either the Self-Employed Income Support Scheme or Culture Recovery Fund.
- **Secure greater fairness for freelancers in their benefits and social security** to support, incentivise and enable entrepreneurs to start their own business, advance dedicated business support for the self-employed, create incentives for life-time savings, training and clamp down on late payments.
- In line with DCMS' business case, **extend the highly successful Creative Careers Programme** to unlock industry's potential to support the next generation of diverse creative talent and ensure the opportunity to pursue a creative career is open to all.

- Following the Prime Minister's encouraging commitment to better tailor the apprenticeship system to sectors like ours, government should **work closely with the creative industries to make the most of this opportunity, training and upskilling a greater diversity of workers.**
- **Reform the Higher Education Innovation Fund (HEIF)** to enable smaller, innovative universities in poorer parts of the country to drive growth through practical research, job creation and knowledge exchange.

INVESTMENT & BUSINESS SUPPORT

New research by Cambridge Econometrics reveals that prior to the last recession, the creative industries were growing in all parts of the country - urban and rural - but under economic duress, those burgeoning clusters shrunk, and concentration focused back on London and satellite clusters in the South East. We need to learn from this experience if we are to spread opportunity more widely and level up the UK. Targeted investment and a tailored approach to business support is key.

- **Deliver ongoing and ambitious investment in culture and the arts** to harness the proven potential of the creative industries to both drive economic growth and support well-being and social capital within communities right across the UK.
- **Introduce more ambitious R&D investment into the creative industries**, building on the success of existing programmes such as Audience of the Future and Creative Clusters, and accompany this with a broadened definition of R&D to encompass the arts, humanities and social sciences.
- Support both DCMS' and the Department for International Trade's business cases to **strengthen and increase sector-specific export support for the UK's creative industries**, enabling the sector to reach its £42bn export goal by 2023, and extend creative industries tax reliefs to drive inward investment.
- **Re-introduce a refreshed New Enterprise Allowance** and implement the M9 group's business case to **introduce a Creative Start-Up Fund** to give many more of our talented creative entrepreneurs the opportunity to start and grow their own businesses.
- Implement DCMS' business case to **extend the Creative Scale-Up programme** beyond the three current pilot regions and expand the programme to 10 new areas across the country giving our most promising businesses the specialist support and investor access they need to reach their potential.
- **Give the creative industries equal access to a more effective domestic replacement for the European Structural and Investment Funds (ESIF)** - the UK Shared Prosperity Fund (UKSPF) - to unleash the sector's potential to level up the UK.
- **Put in place as soon as possible an equivalent to Creative Europe funding** to ensure that we continue to prosper as a global leader in creativity and enable all UK regions to benefit.

For further information, or any queries, please contact:

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The **Creative Industries Federation** is the independent body which represents, champions and supports the UK's creators and creative industries. Its membership includes small and large businesses, charitable organisations, education providers, freelancers, trade and sector support bodies from across the sector and throughout the UK.