

**A CREATIVE
FUTURE
FOR ALL**



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The UK has a rich cultural heritage that has helped to shape our national identity. Our thriving creative industries define how we are perceived overseas and make a vital contribution to our economy.

Britain is a world leader in music, fashion, video games, architecture, design, the performing arts and much else besides. Our creativity is a source of pride and a driver of inward investment and tourism as well as an expression of who we are as a nation. Culture is part of local identity too, and can be used to regenerate and revitalise communities and cities.

Under the Tories, arts and culture have been among the first targets of cuts; under Labour, they will get the investment they deserve. Our £1 billion Cultural Capital Fund will provide a unique opportunity to upgrade and regenerate existing arts infrastructure and to build new facilities for all of us to be proud of.

Labour will place our creative industries at the heart of our industrial strategy and our negotiations as we prepare to leave the European Union. We recognise they give the UK a cultural clout that can open doors to markets that might otherwise remain closed.

We will put access and inclusion at the heart of all our policy agenda, ensuring the arts are accessible to all and that everyone who wants to pursue a career in the creative industries has the opportunity to do so.



Jeremy Corbyn
Leader of the Labour Party



Tom Watson
Deputy Leader of the Labour Party



1) BUILDING BRITAIN'S CULTURAL CAPITAL

Britain has some of the greatest cultural institutions in the world, a source of national pride and a vital engine for investment, jobs and tourism. But too many have been hit hard by Tory cuts, and some parts of the country have never had the facilities their rich cultural history and tradition deserves.

Public investment in arts and culture enriches public life and generates a return for the public purse. Research from Arts Council England has shown that every pound of public money invested in Art Council England's National Portfolio Organisations returns £5 in tax contributions to the treasury.

Labour's plans for infrastructure investment provide an unprecedented opportunity to regenerate our country's galleries and museums, theatres and concert halls, arts centres and studios – and to build new ones where demand exists.

- Labour will introduce a £1 billion Cultural Capital Fund (the fund) to upgrade our existing cultural and creative infrastructure to be ready for the digital age and invest in creative clusters across the country, based on a similar model to enterprise zones. The fund will be available over a five-year period and will be among the biggest arts infrastructure funds ever, transforming the country's cultural landscape.
- We will maintain free museums and invest in our museums and heritage sector to ensure it can thrive and become more resilient. Funding cuts from the Tory government to the Arts Council and local authorities have created a very tough financial climate for museums. Museums and heritage sites are very important parts of local communities and we cannot afford to lose them. Labour will work to secure the sector going forward and make investment available as part of the fund, with particular focus on projects that could increase museums' and galleries' earned income by investing in things like shops, café and private hire facilities.



- We will protect our music infrastructure and invest for the future. Music venues play a vital role in supporting grassroots and professional music and ensuring a healthy music industry across the country. They also nurture the music industry's talent pipeline. Labour will review the business rates system to make it fairer to organisations like music venues. In the short term we would extend the £1,000 pub relief fund that the Chancellor announced in the spring budget to help small music venues that are suffering from rates rises. Our fund will invest in upgrading

existing music venues, creating new and enlarged rehearsal and recording space and buy new instruments and other equipment for music hubs.

- We will make creating and making music pay fairly. We recognise the serious concern about the “value gap” between producers of creative content and the digital services that profit from its use, and will work with all sides to review the way creators and artists are rewarded for their work in the digital age.

2) CULTURE FOR THE MANY, NOT THE FEW

Labour believes in increasing access to culture and the arts so that people from all backgrounds have an equal chance to pursue their interests and benefit from creative and cultural institutions.

From the creative industries being dominated by people from advantaged socio-economic backgrounds to a lack of diversity on our screens, there is a long way to go to achieve fair access and inclusion. Labour will put access and inclusion at the heart of our arts policy.

- Labour will use the fund to build new museums, galleries and other cultural infrastructure in areas where the cultural offering is low and where there is local demand. These could include satellites of major national museums and galleries or new projects with particular focus on local culture and history.
- We recognise that a major barrier to people from working class backgrounds entering professions like acting is the culture of low and no pay. We will work with trade unions and employers to agree

sector specific advice and guidelines on pay and employment standards that will make the sector more accessible to all.

- We will improve diversity on and off screen, working with the film industry and public service and commercial broadcasters to find rapid solutions to improve diversity.
- Almost half of the people working in the creative industries are self-employed. Labour would also extend the rights of employees to all workers – including extending Shared Parental Pay and Shared Parental Leave to self-employed couples who are currently excluded from this right. We'll also exempt self-employed people from costly plans to introduce quarterly tax reporting.
- The Government Art Collection is a precious national asset. The collection of over 14,000 pieces is spread all over the world, projecting soft power in British Government buildings and solidifying British art's excellent reputation. However, all too often, access to art is restricted. While our art is showcased abroad, Tory cuts to local authority budgets mean that many local museums and galleries are struggling. We will take steps to widen the reach of the Government Art Collection so that more people can enjoy it.



3) CREATIVITY AT THE HEART OF THE CURRICULUM

As Jeremy Corbyn has said, “In every one of us there is a poet, a writer, a singer of songs, an artist, but today too few of us have the opportunities to access and participate in the arts”. Labour will make sure that our young people have the chance to harness their creativity, to grow their talents and to get as much as they can from the arts, whether or not they pursue careers in the creative sector.

- Labour will introduce an arts pupil premium to every primary school in England, a £160m per year

boost for schools, based on the PE pupil premium model, to invest in projects that will support cultural activities for schools over the longer-term.

- We will put creativity back at the heart of the curriculum, reviewing the EBacc performance measure and make sure arts are not sidelined from secondary education.
- We will launch a creative careers advice campaign in schools to demonstrate the range of careers and opportunities available and the skills required in the creative industries, from the tech sector to theatre production.
- We will use the fund to invest in arts facilities in our state schools to match the level found in many private schools.



4) THE CREATIVE INDUSTRIES AND BREXIT

Labour understands the serious concerns that the creative industries have about Brexit, from the potential loss of EU funding streams, to the ability of artists to travel and perform, to the impact on intellectual property rights.

- As Britain leaves the EU Labour will put our world-class creative sector at the heart of our negotiations and future industrial strategy.
- We will get the right deal on issues like intellectual property, customs, access to investment, regulation, workforce and data protection to ensure our creative industries aren't shackled by Brexit.
- Unlike the Tories, we will make sure the Secretary of State for Culture, Media and Sport is represented on the Brexit cabinet committee – so that our creative industries have a voice in government on the crucial decisions that will affect the Brexit negotiations.

