

Rt Hon Liz Truss
10 Downing Street
London
SW1A 2AA

CC: *Chancellor of the Exchequer*

8 September 2022

Dear Prime Minister,

Congratulations on your appointment as Leader of the Conservative Party and Prime Minister. We write to you on behalf of the UK's Creative Industries – a major industrial sector that, prior to the pandemic, was growing at four times the rate of the economy and creating jobs at three times the UK average. The sector is an incubator for talent as diverse as Zadie Smith, Charlotte Tilbury, Stormzy and Jodie Comer, and provides a platform for British content through world-leading enterprises including Penguin, Zaha Hadid Architects, Rockstar Games, Burberry and Pinewood Studios.

We recognise that stimulating growth will be critical to the economy over the next few years and stand ready to work with you in realising our sector's potential. Independent economic modelling has projected that, with the right fiscal levers, the Creative Industries could contribute £132.1 billion in GVA by 2025. The sector is also capable of creating 300,000 new jobs over the same period – enough to employ the working age population of Hartlepool and Middlesbrough twice over.

We have spent the summer identifying ideas for policy that are both essential to the sector's ongoing success and the economic health of people and their communities across the UK – please see our 'Budget Priorities' paper attached. **Chief among these priorities are Creative Industries Tax Reliefs, which have been, and will continue to be, a critical driver of growth.** For example, between 2017-2019, film, TV and video games produced a return on investment of £13.48 billion in GVA and created 219,000 new jobs, as a result of UK government tax reliefs.

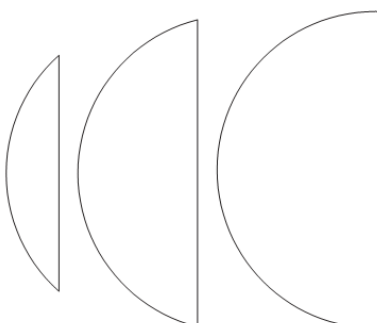
As leaders from across the sector, **we are therefore calling on you to reaffirm your commitment to existing Creative Industries Tax Reliefs – strengthening and extending reliefs that already leverage investment into the UK and introducing new reliefs where growth potential is strong.**

Tax reliefs work for the Creative Industries, which is why we are unified in calling for:

- A firm commitment to tax reliefs for film, high-end TV, children's TV and video games
- Reform of the Visual Effects (VFX) and Animation Tax Reliefs
- An uplift in the rate and scope of Video Games Tax Relief
- Current tax reliefs for Theatre and Orchestras extended for at least a year
- Removal of the Museums, Galleries and Exhibitions Tax Relief sunset clause
- The introduction of new tax reliefs for the Music and Book and Specialist Media Publishing sectors, to incentivise the production of new content and attract inward investment.

Creative UK, the independent network for the Creative Industries, is well-placed to convene a broad spectrum of members, should you wish to discuss other ways to unlock the growth potential of the sector. To arrange a meeting and/or visit please email the Policy and Public Affairs team at Creative UK c/o Stacey.Arnold@wearecreative.uk.

We look forward to working shoulder-to-shoulder with you as we celebrate our creative successes and look to grow further and faster.



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Yours sincerely,



Caroline Norbury, Chief Executive, **Creative UK**



Minnie Moll, Chief Executive, **Design Council**



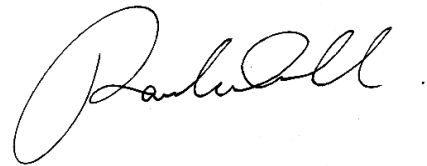
Gordon Mackenzie, CEO, **Guild HE**



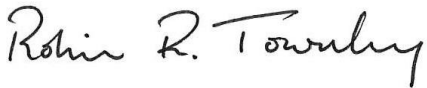
Neil Hatton, Chief Executive, **UK Screen Alliance**



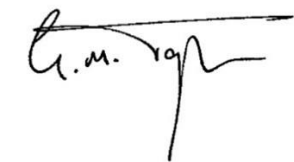
Jamie Njoku-Goodwin, Chief Executive, **UK Music**



Paula Orrell, Director, **Contemporary Visual Arts Network England**



Robin Townley, CEO, **Association of British Theatre Technicians**



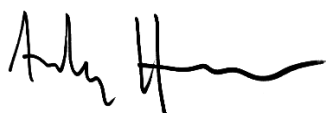
Geoff Taylor, Chief Executive, **BPI**



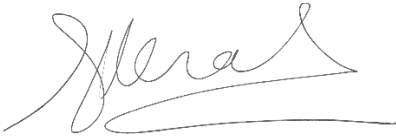
Alexis Paterson, Chief Executive, **Three Choirs Festival & Chair, British Arts Festivals Association**



Adam Mansell, CEO, **UK Fashion and Textile Association**



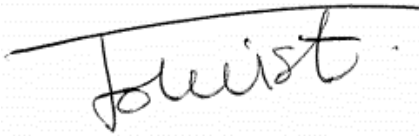
Andy Harrower, CEO, **Directors UK**



Sajeeda Merali, CEO, **Professional Publishers Association**



Mark Pemberton, Chief Executive, **Association of British Orchestras**



Dr Jo Twist, CEO, **Ukie**



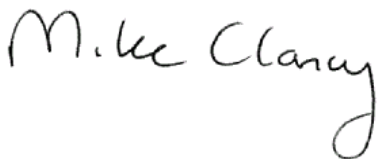
Ola Wojtkiewicz, Executive Director, **Creative Edinburgh**



John Horner, Director, **Models1** and Chairman, **British Fashion Model Agents Association**



Lizzie Glithero-West, Chief Executive, **The Heritage Alliance**



Mike Clancy, General Secretary, **Prospect**



Philippa Childs, Head of **Bectu**



David Martin, Chief Executive Officer, **Featured Artists Coalition**



Dr Maria Balshaw, Chair, **NMDC** and Director, **Tate**



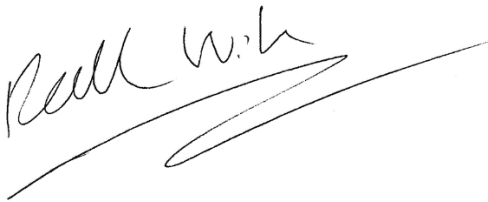
Natalie Melton, Acting Executive Director, **Crafts Council**



Kate O'Connor, Executive Chair, **Animation UK**



Isabelle Doran, Chief Executive Officer, **Association of Photographers**



Dr Richard Wilson, CEO, **TIGA**



Ellie Peers, General Secretary, **The Writers' Guild of Great Britain**



Martin Scott, Interim CEO & Chief Operating Officer, **Society of London Theatre | UK Theatre**



Matt Hood, Managing Director, **Spotlight**



Caroline Rush, Chief Executive, **British Fashion Council**



Dan Conway, Chief Executive Officer, **The Publishers Association**



Naomi Pohl, General Secretary, **The Musicians' Union**



James Seabright, Chair, **League of Independent Producers**



Christian Zimmerman, Interim CEO & Chief Operating Officer, **DACS**



