

We work with our members to identify and advocate the issues that matter most to the creative industries and creators across the UK. Our members shape our priorities by taking part in our working groups and UK Council, contributing to our consultations, completing members' surveys and engaging directly with policy-makers through our events and roundtables. Our members were central to shaping our Creative Industries Manifesto, which will continue to guide our areas of focus.

Alongside the priorities outlined below, we are working to ensure that the success of the UK's creators and creative industries is maintained and furthered in future trade negotiations, with a particular focus on IP and copyright; movement of people; and regulatory alignment.

TALENT

PRIORITY

We will ensure the UK's creative industries can both attract the global talent they need and export our own people and ideas around the world.

WHY IT'S NEEDED

Access to international talent enables the UK's creative industries to remain fast-growing, job-creating, and at the forefront of innovation. Of the 2 million+ who work in the UK's creative industries, more than 12% are non-UK nationals. More than half of these are non-UK EU nationals. 10% of creative businesses employ international freelancers, and the ability to tour and work around Europe and the rest of the world represents a crucial source of income to many UK-based creative enterprises and artists. 95% of creative enterprises are micro businesses with no or limited HR support or financial headroom to manage the costs and bureaucracy of interactions with the immigration system.

WHAT WE'RE WORKING TOWARDS IN 2020

- A more industry-led approach to permanent workers (Tier 2), with greater recognition of the value of international creative talent
- Special recognition and flexibilities for international creative freelancers
- Significant improvements to routes for temporary movement, both in and out of the UK

PRIORITY

We will ensure the opportunities to uncover talent and pursue and progress a creative career are open to all, and that the vital role creative skills play within our sector and broader economy are more widely understood.

WHY IT'S NEEDED

Creative skills are necessary if the UK is to be at the forefront of innovation, resilient to automation, and prepare the next generation for the future of work, yet this critical importance is not fully recognised by government or reflected in policy. Talented, creative people are also everywhere, but the opportunities they need to thrive are not. There is a lack of guidance on creative careers for young people and those who influence them, which - coupled with shortfalls in our skills and education system - has limited the talent and diversity of those entering the sector. Good recruitment and employment practices must be shared and implemented across industry to ensure this opportunity is made available at every point in a person's career.

WHAT WE'RE WORKING TOWARDS IN 2020

- Delivering and growing the industry-led Creative Careers Programme
- Calling for an Apprenticeship Levy that is better tailored to our sector, and action to improve the broader skills and training landscape
- Ongoing campaigning on the critical importance of creative education and skills at all levels

GROWTH

PRIORITY

We will ensure the investment, regulation and business support ecosystem enables creative talent, freelancers, businesses, and culture the opportunity to thrive, in all parts of the UK.

WHY IT'S NEEDED

The majority of organisations in the creative industries are small content-rich businesses, and a third of those working in the sector are freelancers. Support on issues such as access to finance, protecting IP, managing taxation and cash-flow, and dealing with late payments are key, but the current business support, funding and investment landscape is not properly tailored to meet their needs. Many investors are unfamiliar with the creative industries and fail to appreciate the potential of these businesses, even though the sector is growing twice as fast as the UK economy as a whole. Public investment in arts and culture is just as vital, enabling work with important intrinsic value, whilst also unlocking social, reputational and economic value throughout the creative industries and beyond.

WHAT WE'RE WORKING TOWARDS IN 2020

- Continued advocacy on the importance of public investment in culture and the arts
- Ensuring that EU funding post-Brexit enables continued and inclusive growth, with a particular focus on the UK Shared Prosperity Fund
- Enabling creative businesses and freelancers greater access to finance and support on IP

NOT SURE HOW TO GET INVOLVED?

Email our Policy and Public Affairs Manager, Hari Prabu on hari@creativeindustriesfederation.com , who will be able to help you.

If you would like to join our unique network contact
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