

Labour's 2015 Charter for Culture and the Creative Industries

We the undersigned do hold that:

1. There should continue to be a Department for Culture, Media and Sport.

Labour is committed to the future of the department, whilst others have called for its abolition. Ed Miliband will also set up a Prime Minister's Committee for the Arts, Culture and Creative Industries so arts have a strong voice at the heart of government.

2. There should be a guarantee to a universal entitlement to a creative education for every child.

No school should be rated as outstanding by Ofsted unless it offers an outstanding cultural and artistic education. We will make sure that arts and culture form part of the new after school clubs and youth service provision. In every school there will be a designated "culture champion" to connect with arts and culture organisations locally and around the country.

3. Careers advice should recognise opportunities in the creative industries.

Working with careers advisers we will ensure that advice is tailored to recognise the careers that the arts and creative industries offer.

4. Exploitative zero hours contracts should be banned, unpaid internships longer than four weeks should be stopped and properly accredited apprenticeships in the creative industries should be ensured.

Unpaid internships will be limited to four weeks and we will legislate to enforce this. Unpaid internships give a foot in the door to jobs in sectors such as the creative industries, but are often only an option for those with wealthy parents or those living in London. Any young person who gets the grades will be guaranteed an apprenticeship and we will work with employers in the creative industries to make these opportunities available and help grow their businesses

5. There should be job opportunities for young people in the creative industries.

Our Compulsory Jobs Guarantee scheme will give 6 month job opportunities to young people who have been out of work for a year and a significant number of these jobs will be in the creative industries.

6. Every art and culture institution that receives public funding should open its doors to and engage with young people.

Government grant-in-aid and Arts Council spending should ensure openness and engagement, especially with young people. Government policy should ensure that this is put into practice. Organisations that receive public funding should be

required to account for their engagement with the local community, particularly with communities where there is a "culture gap".

7. Arts funding should be balanced equitably across the whole country and not concentrated in any one region.

Government grant-in-aid and Arts Council spending per head on the arts is lower outside London and arts organisations outside the capital receive fewer personal or corporate donations than their counterparts in London. We believe that there is an urgent need to rebalance.

8. Regional networks providing local leadership and enhancing cooperation and coordination in the arts should be strengthened.

Outside London local government is the largest source of funding for arts organisations. Central government cuts to local government budgets since 2010 have had a serious impact on the arts. We have already established the Creative Councillors Network which brings together Labour Councillors who are the lead figures in their respective councils on culture, leisure, art and tourism to work together, to support and to listen to them. We aim to build on this work in government.

9. No one media owner should be able to exert undue influence on public opinion and policy makers. No media company should have so much power that those who run it believe themselves above the rule of law.

This is to ensure that other voices are not excluded or find it impossible to access audiences. Through Ofcom and the competition authorities we will ensure media plurality and we will consult on new laws to establish maximum levels of cross-media ownership.

10. A strong BBC, properly funded by the licence fee, should be independent, impartial and free to create the very best programming for all in every genre.

We strongly support the BBC and whilst we recognise that it is in constant need of reform, we believe that for the foreseeable future it should be funded by the licence fee.

11. Channel 4 should remain in public hands.

We will keep Channel 4 in public hands with a strong public service remit and will ensure that S4C is properly funded and able to retain its strong separate identity.

12. The very best of our national cultural heritage should be available to all, with free admission to our national galleries and museums and incentives for private collectors to provide greater access to great works of art.

Labour will maintain our commitment to universal free admission to national museums and galleries. Since the last Labour government introduced this in 2001, museum visits have risen by 15 million – truly giving everyone the opportunity to access to our nation’s heritage. In 2013/14 alone, there were almost 49 million visits to museums.

13. As a nation we should encourage further investment in the arts and the creative industries through public subsidy and tax credits, such as those for film, television, theatre production, the video games industry and orchestras.

We will continue the extension of tax credits to high-end and children’s television, theatre, animation, orchestras and the video game industry. This builds on the success the British Film industry has seen over the last decade after benefiting from Labour introducing a system of Film Tax Credits.

14. The beauty of our cities, towns and villages, including exceptional monuments, churches, cathedrals and historic houses should be protected and enhanced.

Labour first introduced the system of listed buildings and we will ensure that Historic England is firm and flexible in protecting those shared national cultural assets.

15. Superfast broadband and mobile telephony should be treated as essential aspects of the economic and social infrastructure of the country and nobody should be excluded from the digital economy by virtue of their geography, their age or their wealth.

We will ensure that all parts of the country benefit from affordable, high speed broadband by the end of the Parliament. We will work with the industry and the regulator to maximise private sector investment and deliver the mobile infrastructure needed to extend coverage and reduce ‘not spots’, including in areas of market failure.

16. The National Lottery should be opened up to full transparency.

Full transparency in the National Lottery will ensure the public can see where the majority of tickets are bought and where the majority of grants are awarded.

17. Libraries should be valued as a key part of our communities, important to social mobility and community cohesion.

Under a future Labour government, Ministers will chair the task and finish group for libraries proposed by the independent Sieghart Review of libraries, with the aim of establishing models of best practice, local authorities in England and ensuring a strong future for the library service.

18. Government appointments to arts bodies should reflect the full diversity

of our country.

Appointments to arts bodies should reflect the diversity of our country. There are plenty of Sirs but hardly any Dames running our galleries, museums and concert halls.

19. Intellectual property should be protected at home and abroad.

We believe that the basis of future jobs and investment is a strong intellectual property regime. We must have proper protection for the valuable content created by British creative industries. Labour will ensure that Europe protects rather than undermines a robust intellectual property regime for the creative industries.

20. Government should work with the tourism sector to create jobs and growth across the country.

Labour recognises the vital contribution culture and the creative industries play in tourism. We will want to work with destination marketing organisations to ensure arts continues to play a pivotal roles in tourism, creating jobs and growth for many local economies.