

# The evolution of creative industry strategy in the UK

Andy C Pratt

[Andy.pratt@kcl.ac.uk](mailto:Andy.pratt@kcl.ac.uk)

[http://web.me.com/andycpratt/andy\\_c\\_pratt/Welcome.html](http://web.me.com/andycpratt/andy_c_pratt/Welcome.html)



# Policy

- Has the world changed? Should cultural/creative policy change?
- What are the objectives of policy?
  - ▣ What created the need?
- Outcomes? Processes?
- Cultural consumption and/or production?
- Is existing cultural policy a helpful starting point?
- Will generic policy be effective?
- Example of evolution of UK (English) Policy

# Rationale for [old] Cultural policy

- State protection of the ‘good life’
  - ▣ Rationale
    - Market failure
      - Public goods, welfare economics
      - Baumol’s cost disease
    - Cultural elitism
      - ‘corruption of culture by the market/masses’
    - Governance
      - Cultural cohesion
  - ▣ Result
    - State budget (subject to variation, uncertainty, to cuts)
    - Idiosyncratic selection of what is culture (elite)
    - Separation from commercial culture (by definition)
    - Conservative/ not dynamic/ backward looking

## 4 Transition themes: 1-2

- 1. The new economy
  - Declining manufacturing
  - Redirection of youth, identity, culture
  - Knowledge economy
  - Creative class
  
- 2. Globalisation
  - National/regional competition
  - Clusters
  - Foreign direct investment
  - Innovation

## 4 Transition themes: 3-4

- 3, Culture and Creative economy changed
- 'Marketisation' of culture
  - Massive growth in consumption
  - Changing spending patterns
  - Redrawn divisions of high/low; culture/non-culture
- 4, The state
  - Neo-liberal/ small state
    - Regulation not investment
  - Reduction in spending
    - Especially, arts and culture

# UK (English) Creative industries Policy 1. [1980's]

- Devolution: nations and regions
  - Historic role of urban authorities (two tier government) [Labour controlled]
- Origins in urban policy
  - In (political) opposition to central government
  - Focus on (from 1980s)
    - Political mobilisation of youth via culture
      - Roots in 'culture as ordinary'
    - Later, economic focus on youth (unemployment)
  - Local economic development and economic regeneration
    - Sheffield, London, Manchester
  - Urban policy experiments: cultural industries strategy (1990s)
    - Economic policy
    - Focus on cultural production
    - Place promotion/cultural entrepreneurialism: Glasgow

# National Creative industries policy development: 1997 onwards [Labour]

- “Mapping”
  - ‘Evidence based policy’, evaluation
  - Output measures
    - Not Capacity, sustainability, appropriateness
- Political impact
- Later development of Concepts
  - Tensions of:
    - Cultural/creative
    - Commercial/Non-commercial
    - Formal/Informal
    - Production/Consumption
  - Breadth and Depth

# English/ Regional Creative industries Policy

## [Labour]

- Investment Sources: Departments, Regions, Local authorities, Lottery
- Capital and Revenue funding
  - ▣ Training
  - ▣ National Endowment for Science Technology and the Arts (NESTA)
  - ▣ 'Arms length bodies'
    - Arts Council
      - Museums and Libraries Association
    - Film Council
    - Crafts Council
    - BBC
  - ▣ Regional development agencies/ Regeneration
    - Tensions of instrumental v. dedicated policy



# National English Creative industries Policy: 3. [Labour]

- Strategic guidance
  - ▣ Education
  - ▣ Creative Economy Programme
  - ▣ British Council
    - Trade partners UK
  - ▣ Department of Trade
- Regulation
  - ▣ Content
    - Ofcom
  - ▣ Business
    - Competition Commission

# Post-2009 [Conservative/Coalition]

- Recession (but creative industries growth)
- Conservative administration cuts in arts and culture, and support for creative industries
  - ▣ Focus on potential of new technologies, innovation, trade, IPR and business growth
  - ▣ Concern with competition (media)
- Still focused on old/generic tools:
  - ▣ Lack of appreciation of unique nature of CCI, and the particular problems (finance, organization, ecosystem)

# Challenges for policy makers forging new cultural and creative industries policy

- Has the rationale for policy changed?
- What scale should policy be at?
- Commercial v non-commercial boundary
  - ▣ How to govern it
  - ▣ New skills and agencies: institution building
  - ▣ Industries converging and changing
- State agencies lack skills
  - ▣ a third/ new sector?
- Funding/Support justification
  - ▣ Old: market failure
  - ▣ New: Exports, IPR, cultural value...? Or, other governance forms?
- Employment status
  - ▣ Precarious and freelance labour
  - ▣ Social welfare issues

# Rethinking the Dimensions of policy: a new tool box?

