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Dear Wilf,

Further to my promise to you in the Lords debate on Wednesday 8th January, I enclose details of funding within the Creative Industries Sector Deal, which was launched jointly between Government and industry in 2018.

The funded programmes within the Sector Deal are:

- £39m from Government for the **Creative Industries Clusters** programme, which delivers R&D partnerships between universities and creative businesses across the UK;
- £33m from Government for **Audience of the Future**, a programme to harness the power of immersive tech to help double the UK's share of global creative immersive content market by 2025;
- £20m from Government to roll out the **Cultural Development Fund**, to enable local partnerships to bid for investments in culture and creative industries in collaboration with industry;
- £4m from Government for a **Creative Scale-Up programme**, which aims to increase the profitability, scalability and productivity of small creative industries businesses in three pilot regions – Greater Manchester, the West Midlands and the West of England;
- £2m from Government to support an industry-led **Creative Careers Programme** aiming to ensure there is a larger and more diverse intake of talent and a broader range of routes into the Creative Industries;
- Just under £1m from Government to support the industry-led '**Get it Right from a Genuine Site**' education campaign in order to educate consumers on the dangers of copyright infringement and direct them towards legitimate sources of creative content online;

It should also be noted that the Sector Deal builds on significant existing support for the Creative Industries, from tax reliefs to grant-in-aid, to National Lottery funding, to R&D tax credits to music and arts education programme.

For example, our range of creative tax reliefs are among the best in the world; in 2018-19, a total of £1.1 billion was paid out across all of the creative sector tax reliefs (this includes non-screen reliefs such as orchestra and theatre tax reliefs). This is an increase from £0.9 billion in 2017-18.

I am copying this letter to Baroness Bull and a copy of this letter will be placed in the Libraries of the House.

A handwritten signature in black ink, appearing to read 'John Duncan', followed by a long, sweeping horizontal line that extends to the right.

Lord Duncan of Springbank