

Press release - 22 February 2008

NCA welcomes publication of Creative Economy Strategy paper

Following today's launch of the Creative Economy Strategy document, National Campaign for the Arts (NCA) Director, Louise de Winter, said:

"The NCA welcomes the publication of the strategy document, marking the end of a consultation process which the NCA fed into in autumn 2006, and addressing a key area for the arts in policy making for the future.

"The NCA is delighted by the emphasis which the report places on the importance of the arts. They are at the heart of our creative and cultural life and it is vital that their role is recognised in policy making across the board. It is important to join up policy in the arts, education, and the creative industries, to maximise the creative and cultural benefits from all three. The NCA welcomes the report's scope, its acknowledgement of key challenges, and its plans for further research, and is pleased that it has cross-departmental support.

"However, it will be important to ensure that successful organisations and industries are not overwhelmed or constrained by new policy initiatives and the NCA is therefore pleased to see that the report espouses a flexible and adaptable approach in responding to what is a rapidly changing sector. Ongoing consultation with the sector will be vital.

"The NCA will continue to engage with policy making for the creative industries to ensure that the key role of the arts is supported."

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Notes to editors:

1. The National Campaign for the Arts (NCA) is the UK's only independent campaigning organisation representing all the arts. It provides a voice for the arts world in all its diversity. It seeks to safeguard, promote and develop the arts and win public and political recognition for the importance of the arts as a key element in our national culture.
2. The strategy document is jointly published by the Departments for Culture, Media and Sport (DCMS), Business, Enterprise and Regulatory Reform, and Innovation, and Universities and Skills.

- See DCMS press release, 22 February, 2008 at http://www.culture.gov.uk/Reference_library/Press_notices/
3. The Staying Ahead report is available on the DCMS website at <http://www.cep.culture.gov.uk/index.cfm?fuseaction=main.viewBlogEntry&intMTEntryID=3095>
 4. Information about the NCA's work on the creative economy and response to the Creative Economy Programme consultation is available on the website at <http://www.artscampaign.org.uk/campaigns/nationalpolicy/CI%20&%20CEP%20overview.html>
 5. For further information please contact the NCA, 1 Kingly Street, London W1B 5PA. Telephone: 020 7287 3777. Fax: 020 7287 4777. Email nca@artscampaign.org.uk. Website: www.artscampaign.org.uk