



The Rt. Hon. Rishi Sunak MP  
House of Commons  
London  
SW1A 0AA

2<sup>nd</sup> August 2022

Dear Rishi,

I am writing to you on behalf of UK Music, in relation to your candidature to become the next leader of the Conservative Party. UK Music is the collective voice of the UK's world-leading music industry. We represent all sectors of our industry – bringing them together to collaborate, campaign, and champion music.

As leader of Conservative Party and the next Prime Minister of the United Kingdom, the policies pursued by any government that you form will have a profound impact on the future growth and prospects of the music industry. UK Music is therefore taking this opportunity now to write to you to seek your support for key pledges that will enhance the UK music industry in the coming years ahead. We strongly believe there is a huge opportunity for government and industry to work in partnership in a number of ways to support mutual goals.

Pre-pandemic the UK music sector employed 197,168 people and was worth £5.8 billion – but COVID had a devastating impact. Exports declined by 23%, 70,000 jobs were wiped out across the industry, and our economic value reduced by 46% in 2020. Despite these difficult recent years there is optimism that we are seeing a return to growth. We are currently enjoying a fantastic summer of live music without pandemic restrictions and 2022 has seen the release of brilliant new albums by UK artists including Harry Styles and Wet Leg.

Even despite the pandemic UK recorded music has continued with amazing new albums. UK artist and songwriter Adele had the biggest selling album in the world last year with Ed Sheeran the fourth. The UK is the largest exporter of music in the world after the USA and one of only three net exporters. Our musicians define the global soundtrack and shape our global reputation. Around 1 in 10 of all tracks streamed globally are by a British artist.

Our artists sell out some of the largest global tours. The UK is home to some of the biggest festivals, busiest venues and most iconic studios in the world. Glastonbury and Abbey Road are famous across the world and drive huge amounts of tourism. The UK Music industry is a key national asset that generates huge social, economic and reputational benefits for the UK and is a source of pride and joy for millions across our country. We must protect it and make the most of our international success and world-leading status.

However, the global music industry is an increasingly competitive one, with countries like South Korea investing heavily in their culture – and without similar investment we risk falling behind. We need to work in partnership with government to ensure the UK music industry continues to lead the world stage. UK Music therefore asks for your support for the following pledges in the event you are elected as the next leader of the Conservative Party:

1. **Guarantee the UK retains a global gold standard for copyright protection.** Just as property rights are the cornerstone of a functional market economy, the UK's strong IP and copyright laws are one of the foundations of our globally successful creative industries. To protect our world-leading music industry we must maintain a global gold standard for copyright protection – including scrapping current plans for a damaging new open-ended exception to copyright for text and data mining purposes. Measures are also needed to keep pace with the evolving market for user upload platforms.
2. **Cut EU red tape on touring.** The UK is one of the biggest exporters of music on the planet – but musicians and crew are facing a touring crisis, with new rules creating serious barriers to working and touring in the EU. Government should support UK music globally by following the recommendations from the cross-party APPG on Music to reduce barriers, including creating a Minister for Touring and securing a Cultural Touring Agreement with the EU.
3. **Support UK music globally.** We need to maintain our position and stand up to increasing global competitiveness. The BPI-administered MEGS plays a vital in achieving this, enabling independent labels and artists to penetrate new markets overseas. Government should invest now to take advantage of the explosive growth in the global market for recorded music and double its funding for the Scheme. Another excellent example of a scheme that should be expanded is the PRS Foundation's ISF. More broadly Government should put music at the heart of future Free Trade Agreements to overcome market barriers.
4. **Supercharge investment in new British artists and music.** Many creative sectors have seen the benefit of a specific tax relief scheme. This is now the opportunity to unlock a fiscal incentive for the whole of the UK music industry. The creation of a tax relief to stimulate UK content creation and attract inward investment would help support exports, create diverse new talent, build and retain skills, and boost the economy all across the UK. It will incentivise investment in the next generation of world class music talent and facilities in the UK, and encourage inward investment into capacity building, professionalisation, and growth.
5. **Reduce the tax burden on music businesses.** We are desperate to recover from the pandemic – but high inflation, rising energy costs and fragile consumer confidence are creating huge pressures across the sector. Government could ease the tax burden by reducing Business Rates on live music venues and studios and cutting VAT on live music.
6. **Protect the talent pipeline and secure the future of music education.** Music education is critical – not just for the future success of our world-leading music industry, which relies on a strong talent pipeline, but also for the skills base of a country which will create a million new jobs in the creative industries by 2030. It is a proven fact that if a child has the chance to study music, they do better academically over all. Your Government should ensure that the new National Plan for Music Education meets its aims of delivering high quality music education for every child. It should also deliver on the commitment to introduce an Arts Premium – a key manifesto promise from the 2019 General Election.

These asks would allow the UK music sector to provide economic and cultural benefits and will strengthen the next generation of UK talent. Moreover, to ensure our future workforce is better

representative of society and everyone has the best opportunities in the industry we seek your support for industry efforts to diversify its workforce and address bullying, harassment and discrimination in the sector.

Music matters to millions of people across our country. Many of them will be voting in this leadership election, and would welcome clarity from you and your campaign on how you will support our industry and make the UK the best place in the world to create, produce, perform and enjoy music.

I look forward to hearing from you, and the very best of luck with your campaign.

Yours sincerely,



**Jamie Njoku-Goodwin**

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### **Annex**

UK Music's membership comprises: -

- AIM – The Association of Independent Music– the trade body for the independent music community, representing 1000+ independent record labels and associated businesses, from globally recognised brands to the next generation of British music entrepreneurs.
- BPI - The British Phonographic Industry - The representative voice of the UK's recorded music sector. Their membership consists of approximately 500 music companies, ranging from hundreds of SME independent labels to the major global record companies Universal, Sony and Warner. They also organise the BRIT Awards, the Mercury Prize and administer the Music Exports Growth Scheme (MEGS).
- FAC – The Featured Artists Coalition – UK trade body representing the specific rights and interests of the music artists. A not-for-profit organisation, they represent a diverse, global membership of creators at all stages of their careers and provide a strong, collective voice for artists.
- The Ivors Academy - An independent association representing professional songwriters and composers. As champions of music creators for over 70 years, the organisation works to support, protect and celebrate music creators including its internationally respected Ivors Awards.
- MMF – Music Managers Forum - representing over 1000 UK managers of artists, songwriters and producers across the music industry with global businesses.

- MPG - Music Producers Guild - representing and promoting the interests of all those involved in the production of recorded music – including music studios, producers, engineers, mixers, remixers, programmers and mastering engineers.
- MPA - Music Publishers Association - with 260 major and independent music publishers in membership, representing close to 4,000 catalogues across all genres of music.
- Musicians' Union - Representing over 32,000 musicians from all genres, both featured and non-featured.
- PPL is the music licensing company which works on behalf of over 110,000 record companies and performers to license recorded music played in public (at pubs, nightclubs, restaurants, shops, offices and many other business types) and broadcast (TV and radio) in the UK. PPL also collects royalties for members when their recorded music is played around the world through a network of international agreements with other collective management organisations (CMOs).
- PRS for Music is responsible for the collective licensing of rights in the musical works of 150,000 composers, songwriters and publishers and an international repertoire of 28 million songs.
- UK Music also has an informal association with LIVE (Live music Industry Venues & Entertainment), the voice of the UK's live music and entertainment business. LIVE members are a federation of 13 live music industry associations representing 3,150 businesses, over 4,000 artists and 2,000 backstage workers.