

# CAVENDISH

Insight. Influence. Creativity.

**Weekly Monitoring**  
**Friday 27th June**



## **EIA Update**

This week we have been preparing for both the launch of our MRA Campaign and our attendance at Labour Party Conference.

We plan to launch our MRA campaign next week and look forward to sharing more detail with you once it is launched. Please engage with our posts on LinkedIn next week to increase engagement with the campaign messaging.

## **Political Update**

The week started with the launch of the long awaited Industrial Strategy. The strategy highlighted eight key high-growth sectors across the economy, and outlines measures that are being taken to give these industries, and specific sub-sectors, the support to thrive. One of these sectors was the Creative Industries, more on this can be found below.

Also this week, the Government unveiled its much-anticipated Trade Strategy, following recent trade agreements with India, the United States, and the EU. The strategy includes a £20 billion expansion of UK Export Finance's capacity, bringing the total to £80 billion, and aims to boost the UK services sector through greater mutual recognition of qualifications. New tools and safeguards will also be introduced to protect UK firms from the challenges of a shifting global trade environment.

Meanwhile, after weeks of mounting rebellion from Labour MPs over the proposed Welfare Reform, Prime Minister, Keir Starmer, has offered a concession, as it appeared the Bill could be defeated in next week's parliamentary vote. This marks the second recent U-turn, following changes to the Winter Fuel Payments. As a result, Chancellor Rachel Reeves must now find £4.25 billion fueling speculation about potential tax rises.

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## News

### Industrial Strategy and Creative Industries Sector Plan

Of the eight high-growth sectors identified each received their own sector plan. Each sector has been given ambitions set to be achieved by 2035, as well as implementation plans on working with regional government and industry. All of the sectors also have 'frontier' sub-sectors, which have been further identified as industries with the greatest growth potential.

For the Creative Industries the Government's ambition is to position the UK as the world's leading destination for investment in creativity and innovation by 2035. The Government aims to increase annual business investment in the creative industries from £17 billion to £31 billion by 2035, securing long-term competitiveness in a fast-evolving global market. They recognise the UK's established global strengths in content creation, public service media, and creative talent, but acknowledge ongoing barriers such as persistent skills shortages, limited access to finance for SMEs, and the need to adapt to transformative technologies such as artificial intelligence. Strategic focus will be placed on high-growth frontier industries within the creative sector, including advertising and marketing, film and television, music, performing and visual arts, and video games.

Delivery will be through collaboration with industry, mayors, investors, and institutions, with targeted funding of £135 million for frontier sectors like film, music, and video games. £150 million will be devolved to support regional creative growth, including a long-term £160 million commitment for the Tees Valley Creative Investment Zone.

The full Creative Industries plan can be found [here](#) and Cavendish's briefing on the Industrial Strategy can be found [here](#).

### Chair of the CMS Committee comments on Creative Industries Strategy

Dame Caroline Dinenage MP, Chair of the Culture, Media, Sports committee welcomed aspects of the Government's Creative Industries Sector Plan, including increased funding and support for freelancers, but questioned its ambition and detail. She urged further action for fashion, publishing, and independent performing arts, and looked forward to industry feedback via the Committee's survey and upcoming evidence session.

### Civil Servants to stop speaking at events

No 10 faces backlash over new guidance restricting civil servants from speaking at events with media presence. Critics, including the Institute for Government, argue it stifles transparency and public discourse. While Ministers remain the primary spokespeople, civil servants must undergo strict clearance for exceptions. Some events, like an IfG session, were cancelled due to the rules. The Cabinet Office defends the move as consistent with longstanding principles, but concerns persist over

its effect on engagement. Observers warn the policy undermines efforts to connect civil service with the public and limits valuable contributions from experienced officials.

### **DBT inward investments**

Between 5 July 2024 and 31 March 2025, the Department for Business and Trade (DBT) recorded 991 inward investment projects, creating an estimated 52,119 new jobs. Of these, 639 projects were DBT supported, generating 42,800 jobs and contributing an estimated £5.06 billion in gross value added to the UK economy. These figures reflect foreign direct investment where overseas entities acquire at least 10% ownership. Job estimates are based on projections within three years of project initiation. DBT supported projects received assistance from DBT or its regional partners.

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## **Parliament**

### **House of Lords**

#### **Debate: Touring Musicians in the EU**

During a debate on Live Music Industry Support Baroness Bull, Cross Bencher, said:

*"My Lords, one way in which the next generation of talent develops its skills and craft is through international touring, which has been so important in building fan bases and growing skills. The mention of artists touring in the post-Brexit UK-EU summit was very welcome, but it is not clear what next steps are being taken to resolve the absence of touring arrangements in the post-Brexit agreements."*

Baroness Twycross, Lords Minister for the Department of Culture, Media and Sport responded:

*"The noble Baroness is correct that it is a positive sign that it was mentioned in the announcement following the UK-EU summit on 19 May. Both the UK and the European Commission are committed to supporting travel and cultural exchange, including the activities of touring artists. We are continuing to engage constructively with the European Commission to address the challenges that touring artists and their support staff face, while respecting regulatory frameworks on both sides. My colleague, Sir Chris Bryant, has held a number of bilateral meetings with other countries and the Commission to try to move this forward."*

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**For any queries regarding this round-up  
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