

Conclusion

The creative industries are one of the dynamic components of the emergent knowledge economy.

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...most important is to move from a paradigm of subsidies and grants to one of investment...

- 6.1** The creative industries are important sources of employment and wealth generation, and, as in other countries, certain to become even more important in the future with the march of growing wealth and education. They are one of the dynamic components of the emergent knowledge economy.
- 6.2** But they are more than that. They are the means by which the nation displays expressive value – a source of pleasure, wellbeing and the replenishment of our collectively-created culture – and their growth demonstrates the increasing worth we attach to it. The process of expressing value, involving risk-taking, experimentation and imagination, has a wider cascade effect. The more creative and vigorous the core of our national creativity, the more creative and vigorous are likely to be the creative industries and the wider economy and society.
- 6.3** There is no single magic initiative that will drive creativity and the creative industries forward. Policy makers have to ‘crowd in’ creativity in the design of their investment in the sector, to help develop and better understand the mechanisms that transmit creativity between the creative industries and beyond; and they must monitor the impacts of, and where necessary strengthen, the policy architecture – including the copyright, competition and financing regimes – that are essential to building sound business models within the creative industries.
- 6.4** The single most important step is to move from a paradigm in which support for the creative industries is interpreted in terms of subsidies and grants, to one where it is instead understood in terms of investment with important economic and cultural paybacks. There is clearly more work to be undertaken in understanding the complex linkages and spillovers within the core creative industries and between them and the wider economy – not least in organising hard data and systematic statistics on which evidence-based judgements can be made.
- 6.5** Above all, the conditions in which creativity prospers need to be celebrated. It is the processes of challenge, dissent and argument that are both the backdrop to moments of creative illumination and the means by which they are hammered out into offerings that can be taken to market. How the country approaches education and how the creative industries urgently broaden their diversity will be two great drivers of change. Societies that are tolerant, self-confident, diverse and articulate are the hand-maidens of such creativity. Thus are the creative economy and creative society indissolubly linked.

