



The Children's Media
FOUNDATION

1st December 2014

The Rt. Hon. George Osborne

Chancellor of the Exchequer
HM Treasury
Horse Guards Road
London
SW1A 2HQ

Dear Chancellor,

The Children's Media Foundation was delighted to read in the report of your recent speech at the launch of the new Creative Industries Federation that you are 'looking very seriously' at extending tax breaks to children's television production.

Children's TV is much loved but often undervalued.

The CMF has been a long-standing advocate of the value to society contributed by the creative industries and the importance of the UK's diverse communities hearing their own voices. This is particularly true in the case of children, who receive much of their culture and their view of society through their media experiences.

UK-produced drama and documentaries, specifically made for the children's audience, are genres which have been in decline in recent years. A tax incentive to support these and other children's television programming, to add to the one already in place for animation, would be of huge and immediate benefit to the children's audience and ultimately to society as a whole, as well as giving much needed support to the UK children's production industry.

The undersigned therefore urge you to commit to a children's television tax break in the Autumn Statement.

Yours sincerely

Anna Home OBE
Chair, The Children's Media Foundation

www.thechildrensmediafoundation.org

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Michael Acton Smith

Chairman and Founder, Mind Candy

Rosie Alison

Producer, Heyday Films. Executive Producer 'Paddington'

Bernard Ashley

Writer and former headteacher. Hon. Doctorates in Education Universities of Greenwich & Leicester

Reg Bailey CBE

Government's Independent Reviewer and Advisor on the Commercialisation and Sexualisation of Childhood

Baroness Floella Benjamin OBE

Malorie Blackman

Children's Laureate

Sir Quentin Blake CBE

Writer and illustrator

James Bolam

Actor

David Buckingham FAcSS

Professor Emeritus, Loughborough University

Michael Carrington

CEO, The Foundation TV Productions Ltd

Brian Cosgrove D Art, D Lett

Children's Programmes Producer

Cressida Cowell

Children's Book Author

Russell T Davies

Writer

Jamila Gavin

Author

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David Heyman

Founder, Heyday Films

Oli Hyatt MBE

Chair, Animation UK

Brian Jameson

Children's Programmes Producer

Susan Jameson

Actor

Baroness Kidron OBE

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Professor Jackie Marsh

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Helen McAleer

Chief Global Development Officer, Walker Group

Professor Máire Messenger-Davies

University of Ulster. Author of 'Children Media and Culture'

Nigel Pickard

Former Controller, CBBC and CBeebies

Professor Lydia Plowman FAcSS

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David Puttnam

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Co-founder & Executive Chairman, Aardman Animations Ltd

Professor Jeanette Steemers

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Meera Syal

Actor and author

Anne Wood CBE

Founder and Creative Director, Ragdoll Productions Limited

David Wood OBE

Children's writer and presenter

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