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

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