

[illegible]

Publishing for Britain

A manifesto for publishing, culture and the economy



Publisher

© The Publishers Association, September 2014.

Published by The Publishers Association.

Publication reference 201407-01-H

All rights reserved.

Publishing for Britain

The book and journal publishing industry makes a vital positive social and economic contribution to the United Kingdom.

British society has for centuries been founded on the belief that access to information and knowledge is part of everybody's democratic entitlement. The publishing sector gives effect to this ambition.

Publishing underpins excellence in education and research, promotes literacy and reading for pleasure, develops present and future writers while curating those of the past, and drives innovation in new forms of reading and information delivery.

Publishing enriches our culture, both through its own works and those it inspires in other creative sectors, like theatre, cinema, television and music.

Given its position at the nexus of art and commerce, of education and entertainment, the publishing industry is well placed to help the next government achieve its aims across a range of areas, including:

- Helping the UK make the most of technological innovation;
- Ensuring pupils achieve higher levels of literacy and numeracy;
- Helping consumers access creative content in a safe online environment;
- Maintaining the UK's world class research and higher education community.

The Publishers Association (The PA) proposes the following eight measures for consideration in each of the main parties' manifestos for the General Election in May 2015. We believe they will help ensure we maintain a strong, prosperous publishing industry, capable of working with any future government in delivering a digitally skilled workforce, globally recognised innovative businesses, a highly literate population and a well-supported academic and scientific research base.



Publishing is a £4.7bn sector, with 40% of revenue coming from exports, and 29% from digital sales.

1

Supporting intellectual property IS in the public interest

Ensure a stable and clear framework for copyright

The ability of the author to choose how they present and disseminate their work is paramount. Therefore, it is essential that the copyright framework, which ensures these choices are respected, be upheld. Authors need and deserve to be recognised and rewarded for their work. Publishers who invest in them need to be incentivised and given the means to support new talent. Copyright allows intellectual property (IP) and creative endeavour to be turned into financial reward. It ensures that works – of all kinds – are produced and disseminated to their widest possible audience of readers, libraries, learners and so on. It should be resolutely supported.

The creative industries overall contribute £71bn to the UK economy and grew by almost 10% in 2012.



The publishing industry plays a leading role in supporting copyright, raising awareness of the value of IP, and helping to tackle infringement. The PA works closely with the Intellectual Property Office and the new City of London Police's IP Crime Unit (PIPCU) to combat online infringement. We work extensively in international markets to protect authors against physical piracy.

The UK Government should:

- ➔ Give the Intellectual Property Office a statutory duty to support IP businesses and demonstrate the effects of its policies upon their and the economy's growth.
- ➔ Continue to support efforts to tackle copyright infringement, especially online, by committing to the long term funding of PIPCU.
- ➔ Work with industry on a major programme to boost understanding of the importance of respect for copyright and other forms of intellectual property to schools and the wider population.
- ➔ Support a strong copyright framework in the UK and at EU level which appreciates licensing solutions and industry initiatives ahead of legislative or regulatory reform.

2

Fair markets for consumer choice

Remove anomalies in the VAT system and address imbalances in the retail market

There are a number of anomalies in the fiscal system which have the potential to hamper developments in the digital marketplace. The zero rate of VAT on physical books is a long-standing feature of the UK's tax regime and is a reflection of the belief that the tax should not act as a disincentive to reading and learning. However, this important feature of the fiscal regime is absent for digital publications on which the full rate of VAT of 20% is applied. Research suggests that consumers are discouraged from buying ebooks by the VAT rate.

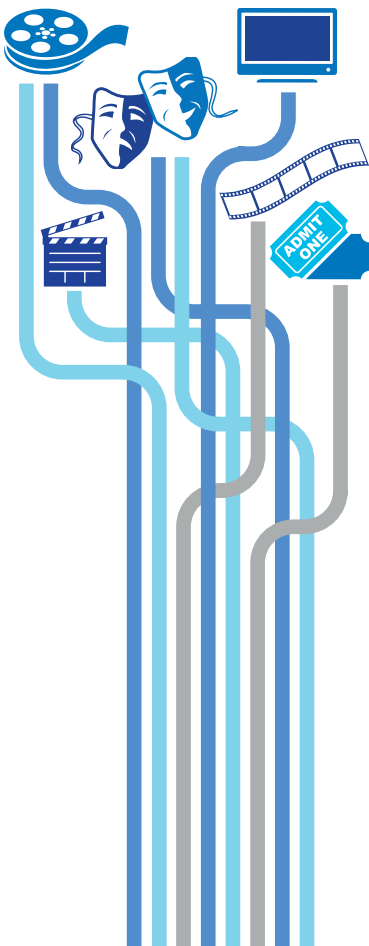
In addition, the book retail market in the UK suffers from a chronic and debilitating imbalance for authors, publishers and booksellers. The routes to market for ebooks are too narrow and too few, and the online market for print books is similarly restricted creating a potential for adverse effect on competition within both markets, and ultimately restricting consumers' choice of retail opportunities.

Publishers ensure that works are disseminated as widely and fully as possible, and that print and digital versions are available to consumers. We can only continue to achieve this if markets are fair and balanced.

Publishing directly employs over 30,000 people in the UK; but sits at the heart of a wider supply chain extending from bookshops through to being the inspiration for globally successful film, TV and theatre productions and video games.

The UK Government should:

- ➔ Urge the European Commission to allow Member States to investigate applying lower rates of VAT on e-publications (books and academic journals).
- ➔ Remove the VAT liability on article publishing charges, as paid by academic researchers publishing in "gold" open access journals.
- ➔ Initiate an inquiry, which acknowledges that the market definition of ebooks is separate to that of books in general, into the online-physical and ebook sectors in the UK. This would need to pay close attention to the impact on authors, small publishers and independent retailers of the prevailing market conditions.



3

Build Britain's digital skills base

Incentivise creative firms to develop the next generation of digital workers

The future success of the UK economy depends upon its workforce being equipped with digital skills. Publishing is one of the creative industry sectors which can foster and develop these talents. Many companies have programmes in place to attract this new skills audience into the sector but such measures are out of reach to many companies.

The publishing industry has strong outreach with the higher education sector in recruiting people into publishing and every year accepts thousands of people into the workforce in digital and innovative jobs.

The Government also has a legitimate role in helping the sector's small and medium enterprise (SME) base in reaching out to and nurturing digital talent. It can do this through developing existing skills programmes and linking incentives to develop publishing skills through the taxation system.

The UK Government should:

- **Introduce a digital skills tax incentive, focused on SMEs engaged in developing copyright works, which would see a reduced employers' National Insurance contribution when they take on a specified number of young people into digital-skills-focused roles.**



A third of the sector's revenues are derived from direct sales and licensing of digital products and services.



4

A library in every school

School library provision to be made statutory

Primary and secondary schools are under no legal obligation to provide a library. Requiring that every school has a well-maintained, curated library service would ensure that every child in Britain, wherever they live and whatever their background, has access to a full range of reading materials, in both digital and physical forms at their school.



Publishers provide books, ebooks and other digital resources to school libraries, ensuring that there are plentiful reading materials for children of all ages to enjoy in the classroom, in the library and at home.

The Department for Education should:

- ➔ Introduce a statutory requirement for all state-funded schools to have a school library with sufficient books available for all of its children and have a nominated library specialist among its staff.
- ➔ Require Ofsted to include the quality of library provision in its assessment criteria.
- ➔ Encourage schools to work with their local authority public library service to establish a school library fund and create efficiencies in the provision of books to children.

.....
One in three children
do not have a book of
their own at home.



5

Quality builds brains

World-class teaching and learning materials for schools

International and national research clearly demonstrates that print and digital textbook-based learning is a major factor in delivering a consistently positive impact upon a country's education system. High-quality, pedagogically sound, carefully prepared teaching and learning resources in digital, physical or mixed formats, are the most important factors in determining outcomes, whether in the PISA-table leading Far East or in European countries. As the trend grows for schools to develop greater independence from central or even local control, the Government can only determine broad guidelines, but these should clearly underline the importance of such resources.



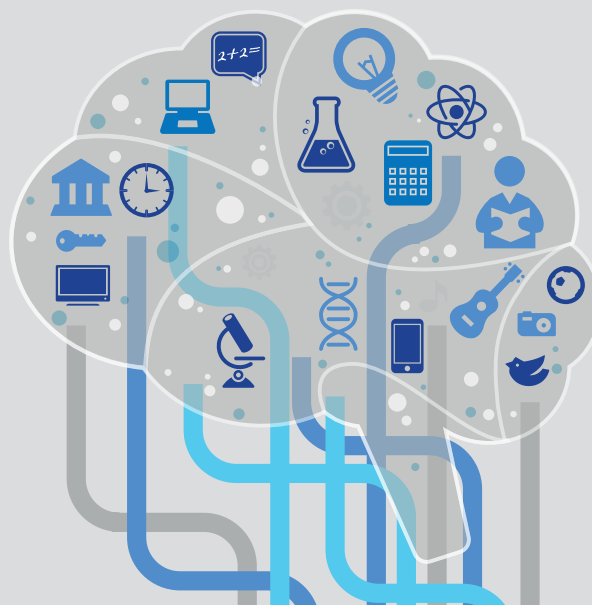
Publishing creates a combined £576m a year of school and English Language Teaching resources.

The publishing sector is ideally placed to assist the Government in delivering the best for British children and their schools. Educational publishers are at the forefront of developing these resources, combining pedagogical expertise with the very latest in publishing technology. The ongoing innovation in the education publishing sector is allowing teachers to use new tools, such as video clips, audio files and interactive tests, to create their own lessons – and even to share them with colleagues. Publishers are also developing assessment engines which allow a closer tracking of student progress allowing tailored intervention and development.

Not only are these developments beneficial to British schools and students, but they are also a source of international trade as British publishers' expertise and products are sought and exported around the world.

In order to ensure that British schools continue to perform to their best potential for pupils, the Department for Education should:

- ➔ **Require schools to maintain a minimum set percentage of expenditure on teaching and learning resources.**



6

Boost reading for pleasure

Work with industry and charities to get more people reading and drive up children's literacy levels

There is a growing understanding among researchers and social scientists that reading for pleasure has a significant and positive impact on a range of measures, from literacy acquisition and cognitive development through to social mobility and employment prospects. In short, the more people in society who not only read but read for pleasure, the better off that society will be. The understanding of this has led to a shift in educational practice and policy with reading for pleasure now featured in Ofsted policy recommendations and in the English curriculum.

However, there is a long way to go: 5.1 million adults in England alone struggle with literacy and recent Organisation for Economic Co-operation and Development (OECD) research shows that our 16 to 24-year-olds' literacy skills rank 22nd out of 24th in international comparisons; only 50% of the people in the UK read on a weekly basis.

Publishers have decades of strong engagement with the various literacy and reading for pleasure charities operating in the UK, providing financial, material and in-kind support to their programmes in schools, libraries, prisons and the wider community, such as providing free and discounted books for distribution in schools and libraries. In recent years we have stepped up this engagement and are working harder than ever to co-ordinate the efforts and communications of the whole sector to ensure that every part of society – children, adults, those with English as a second language, those in prison – have the opportunity to learn, to read and go on to enjoy reading.

These efforts could be enhanced by even stronger engagement with government and public bodies and an improved understanding of the positive impacts of reading for pleasure – for example, since 2010, the Office for National Statistics (ONS) has been collecting data in order to measure National Well Being (NWB), and yet does not measure levels of reading for pleasure.

The Government should:

- ➡ **Maintain and drive forward a commitment to achieving 100% levels of literacy in children, to a specified time-scale.**
- ➡ **Require the ONS to measure levels of reading and other forms of cultural engagement in its NWB survey.**
- ➡ **Support charity campaigns to boost children's literacy levels.**

Publishers provide free and discounted books and financial support to the UK's leading literacy and reading for pleasure charities.



READING
for pleasure

7

Open access to research

Ensure the UK remains the world leader in developing open access policy

The UK punches above its weight in the production of world-class research: 16% of the world's most cited journal articles are published in the UK. Where scientific and academic research has been underwritten by the Government it is right that British taxpayers be able to gain access to this in a timely manner. The UK Government, higher education institutions, funders and publishers are leading the world in the development and adoption of open access – and the choices available to British research authors are growing all the time. Publishers are continually developing new business models to allow them to balance the burden of this transition between publishers and higher education establishments.

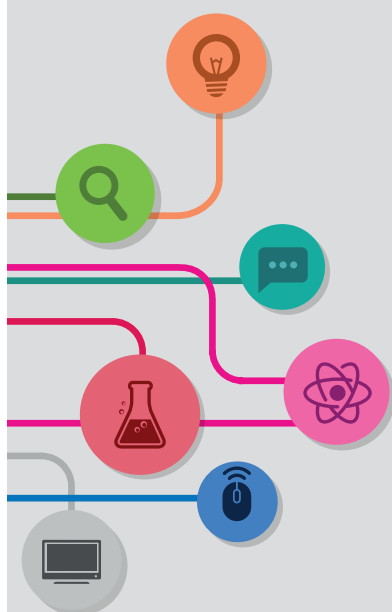
As part of this development, Britain's academic publishers are striving to ensure that researchers in UK universities can access the world's scientific published journal articles at attractive unit prices, that walk-in public library users can access them for free on-site, and that UK-authored articles are made openly accessible to the world. Licences are also being developed for researchers in other contexts – such as in the NHS and scientific research companies – so they may also experience the same benefits as their university-based counterparts.

Following the Finch Report in August 2012 the UK has the most advanced policy on open access in the world and one which ensures a sustainable publishing sector and delivers excellence and openness for researchers. The current government policy is part of an established framework involving higher education institutions, funding bodies, publishers and other stakeholders.

To ensure that the UK maintains its position the Department for Business, Innovation and Skills should:

- ➔ **Maintain its commitment to the established principles of sustainability, excellence and access in the research framework and continue to encourage international partners to adopt a similar approach to promoting and disseminating published articles of scientific and academic importance.**
- ➔ **Support Gold Open Access models with adequate charges where immediate OA publication is required, and Green OA models with sufficient embargoes, appropriate for the discipline, where funding for Gold OA is not available, to ensure the sustainability of journals across the academic spectrum.**
- ➔ **Support the role of licensing to complement Gold and Green OA, in order to extend access within the UK to non-UK authored articles.**

British scientific publishing punches above its weight with 16% of the world's most-cited articles being published in the UK.

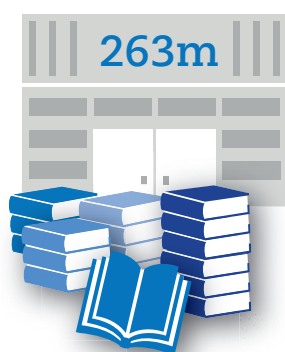


8

Public libraries for all

Ensure a truly comprehensive and efficient library service in every community

The UK's public library service is a source of national and historic pride. Libraries perform a vital role at the heart of the communities they serve, acting as information hubs, technology centres and providing a focus for engaging with young and emerging readers. They provide a locus for social cohesion and a safe and established environment in which all members of the community can study, learn and read for pleasure.



.....

**Libraries loaned
263m books in
2012/13.**

However, in recent years cuts in spending allocations to local authorities have led to a deterioration in the public library service in many parts of the country. For every exciting new development, such as in Birmingham, there are many more partial or full closures. Increasingly, libraries are being asked to run on a voluntary basis. This undermines the professional role of the librarian and risks providing an inferior service to the community. The problem is exacerbated by the fact that the department controlling the finances (Communities and Local Government) is different from the department controlling policy (Culture, Media and Sport). The general degradation of the public library service has to be arrested before the situation becomes irrecoverable.

For over a century publishers and authors have worked with public libraries to help them provide access to books to people across the country, regardless of their age, wealth and educational background. Publishers work closely with charities aiming to increase library usage and engagement. With librarians we are also investigating models for the lending of e-books, to further help libraries remain relevant to their communities.

An incoming Government should therefore:

- ➔ **Bring control of public libraries into a single government department, either by transferring policy responsibility to the Department for Communities and Local Government (DCLG) or financial oversight to the Department for Culture, Media and Sport (DCMS).**
- ➔ **Establish a parliamentary commission to define fully the general duty as set out in the Public Libraries and Museums Act 1964, to “provide a comprehensive and efficient library service for all persons” and to consider amending the primary legislation if necessary.**

About The Publishers Association

The Publishers Association (“The PA”) is the leading representative voice and trade organisation for book, journal, audio and electronic publishers in the UK. Our membership of over 100 companies includes publishing houses in the academic, educational and trade sectors and comprises small and medium enterprises through to global companies. Collectively our members contribute £5bn per annum to the UK economy, £3.3bn of which comes from the sale of books and over £1.5bn from the sale of academic journals.

Contact us

The Publishers Association Limited is a company limited by guarantee.

Registered in England and Wales number 3282879

Registered office 6th Floor, 25 Farringdon Street,
London EC4A 4AB

The Publishers Association
29b Montague Street
London
WC1B 5BW

t +44 (0)20 7691 9191

f +44 (0)20 7691 9199

e mail@publishers.org.uk

w www.publishers.org.uk

 [@PublishersAssoc](https://twitter.com/PublishersAssoc)

THE PUBLISHERS
ASSOCIATION