

27<sup>th</sup> April 2010

## 2010 General Election: Manifesto Briefing

*Where design fits into the Labour, Conservative and Liberal Democrat manifestos*

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### LABOUR

Labour's manifesto bills itself as a programme for national renewal after a period of great uncertainty and upheaval, citing its years of experience in governance as invaluable. The manifesto leads on the economy – policies for both safeguarding and rebuilding, recognising that the renewal of Britain as an industrial nation will be key. Although the term 'knowledge economy' isn't mentioned, this seems to be the concept behind their vision for Britain's future.

They are the only party to include a specific section on 'Creative Britain', not surprising as this has been one of their defining policies, although it is awkwardly lumped into a section with 'Communities'. However this tack (intentionally?) brings their thoughts around the creative industries closer to the idea of championing the 'expressive life' of citizens. It ignores the strategic problem of arts-based organisations being a totally different beast from creative business. The section on creative industries dwells heavily on media policy – specifically the film industry and the BBC.

*'In every nation and region of Britain a wealth of creative talent – in industries ranging from film to fashion, design and video games – has flourished, and creative industries now account for ten per cent of the national economy.'* (7:6)

The manifesto recognises the importance of a robust IP framework for healthy creative industries. They are the only party to mention anything approaching an architectural/ place-making policy. They have also clearly learned their lesson from Tim Berners-Lee's experimentation with opening access to public sector data sets, as there is an interesting section on 'public services in the digital age'.

**Scroll down for relevant extracts from the Labour manifesto.**

### CONSERVATIVE

The Tory manifesto puts forth an unashamedly critical view of Britain as 'broken', a country that can be fixed only if citizens take more responsibility for directing their lives. Although progressive in some areas, the predominant message is still 'Big Society', smaller state, with less micro-management from the top.

A Tory administration would potentially improve the situation for small businesses trying to work with the public sector through a reduction in red tape. Indeed they are the only one of the main parties to enshrine commitments to opening up government procurement to SMEs, and reducing the cost of procurement.

Like the other two parties, the Tories recognise that Britain's economic future must be industrial, and low-carbon. Many of their policies to this end are based on the recommendations of Sir James Dyson's paper 'Ingenious Britain'. However, there is little mention of design and technology education/ training, which is a key part of Dyson's argument.

The manifesto recognises the importance of a high spec broadband network to making Britain a European hub for high-tech, digital and creative industries – quantifying the benefits in GDP terms. The manifesto recognises the importance of a rigorous IP framework for making Britain an attractive business environment.

The only other mention of 'Creative Industries' comes under the 'city features' – Glasgow, Brighton, Manchester – all of which are cited as dynamic creative and cultural hubs. Strangely, given the active profile of the shadow creative and cultural team, there is no open acknowledgement that the UK is already very strong on the creative and cultural side.

**Scroll down for relevant extracts from the Conservative manifesto.**

## LIBERAL DEMOCRATS

Balance is the defining characteristic of the Lib Dem manifesto. Rebuilding fairness, redressing the inequality that has increased over the last decade. The environmental discussion is weaved throughout – aligned with their notion that a healthy environmental policy is inextricably tied to economic, social, industrial policy, etc. The principal tool is a more redistributive tax system.

Rather than Labour's 'high-tech industrial economy' they have 'an economy based on innovation and sustainability', championing 'productive work and invention.' They aim to encourage private sector enterprise, recognising the need for diversity in the economy to support a mixed network of enterprise, and with business policies aimed to benefit small businesses and entrepreneurs.

Their educational policies, not dissimilar to Labour's, acknowledge the importance of both academic and vocational training, supporting apprenticeships, critical of the 'rigid national curriculum'.

There is a brief nod to the Creative Industries as a growth sector in the 'access to culture and sport' section:

*'Liberal Democrats believe that the arts are a central part of civic and community life. They contribute to innovation, education, diversity, and social inclusion, and the creative industries are one of the fastest growing sectors of the economy'*

Interestingly, in the looking-after-the-countryside section there is a clause on improving recyclability and durability in product design standards.

**Scroll down for relevant extracts from the Liberal Democrat manifesto.**

\*\*Click [here](#) for 'Epolitix Election Focus: Culture, Media and Sport'

## Selected extracts

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### LABOUR

#### **FOREWORD**

...This programme for further national renewal meets the big challenges of the age. Our Manifesto is ambitious but affordable, bold but realistic, and learns from the lessons we take from our experience to date. Over the next ten years we will confront major challenges - intensive global competition, climate change, an ageing society, and bringing stability to Afghanistan. This is a moment for good judgement and serious purpose to meet the challenges ahead...(0:2)

#### **INTRODUCTION**

... Labour believes we should rebuild our economy in new ways: with more high-tech business, fairer rewards and responsibility from all, including at the top...(0:4)

#### **GROWTH: BUILDING THE HIGH GROWTH ECONOMY OF THE FUTURE**

The challenge for Britain...providing the right support to the private sector to build a diverse high tech industrial economy

**Headline policy: Build a high-tech economy, supporting business and industry to create one million more skilled jobs and modernising our infrastructure with High Speed Rail, a Green Investment Bank and broadband access for all.**

...The engine of growth is private enterprise...

...To support business in securing prosperity for future generations, an activist industrial strategy is needed: learning the lessons from those nations that have succeeded in developing advanced manufacturing and leading edge service industries. In these countries the role of government is not to stand aside, but to nurture private sector dynamism, properly supporting infrastructure and the sectors of the future. (1:3)

### **Rebuilding our industrial base: new industries, new jobs, new knowledge**

Britain is the sixth largest manufacturing economy in the world. Because of substantial investment since 1997, the UK has an excellent research base and is already strong in some world-leading sectors. But if we make the right decisions as a country in the coming years – through a new industrial policy, stronger infrastructure and a renewed partnership between business and government – we can be leaders in the emerging industries of the future. (1:5)

...The new UK Finance for Growth Fund will bring together a total of £4billion of public funds and combine it with private money to channel equity to businesses looking to develop and grow. Within this, the Growth Capital Fund will focus on SMEs...

### **Investing in science and research**

Britain is among the best places in the world to do science, having massively increased investment in research and development as a proportion of national income. We are committed to a ring-fenced science budget in the next spending review. To help us do better in turning research outputs into innovation, we will provide focused investment for Technology and Innovation Centres, developing technologies where the UK has world-leading expertise.

### **Restoring full employment**

We expect our growing economic and sectoral strengths to create at least one million skilled jobs by 2015. These jobs of the future will increasingly come from the new growth sectors in which we are investing – low-carbon, digital and creative industries, life sciences – and professional services in business, healthcare and education. (1:6)

### **Championing an enterprise economy**

...We will keep business taxation competitive at the same time as we increase capital allowances to encourage investment. There is no substitute for the drive and ambition that entrepreneurs bring. We will support small businesses and help with their cash flow by continuing our Time to Pay scheme that has already – through tax and NICs deferral – helped thousands of firms; offering a one-year holiday on business rates for small businesses; widening support for training and apprenticeships...

### **Broadband Britain**

Britain must be a world leader in the development of broadband. We are investing in the most ambitious plan of any industrialised country to ensure a digital Britain for all, extending access to every home and business. We will reach the long-term vision of superfast broadband for all through a public-private partnership... (1:7)

## **LIVING STANDARDS: PROSPERITY FOR ALL NOT JUST A FEW**

### **Getting ahead: investing in you**

...We have rescued the apprenticeship system supporting more than 250,000 places a year, and we will now expand technician-level apprenticeships to ensure Britain has the skills it needs for the future. (2:4)

### **Better housing**

This Government has led the way in making sure that British homes are greener homes through our world-leading commitment to all new homes being zero carbon by 2016 and the construction of new eco-towns, which will have the highest standards of green living yet seen in Britain... (2:5)

### **EDUCATION: EXCELLENCE IN EDUCATION: EVERY CHILD THE CHANCE TO FULFIL THEIR POTENTIAL**

**Headline policy: Every young person guaranteed education or training until 18, with 75 per cent going on to higher education, or completing an advanced apprenticeship or technician level training, by the age of 30. (3:2)**

#### **Primary schools**

...our primary curriculum reforms will create more flexibility for teachers to offer a broad, challenging and engaging education, with opportunities to play sport, and to take part in arts, culture and music, including the chance to learn a musical instrument... (3:4)

#### **Secondary schools**

...Diplomas will strengthen the status and quality of vocational study and bring together academic and vocational programmes. And the Gifted and Talented programme will be reformed and improved, guaranteeing additional personalised support. We will review the qualifications system in 2013, with any changes taking place in the Parliament after next...

...Because the learning environment itself matters, we will take forward our Building Schools for the Future programme to rebuild or refurbish secondary schools, giving our children first rate facilities that support inspirational teaching and access to ICT, sports and the arts. (3:5)

#### **Staying on to get ahead**

...to ensure a new wave of social mobility, we are committed to an historic change: raising the education and training leaving age to 18. All young people will stay on in learning until 18, Education Maintenance Allowances will be retained and there will be an entitlement to an apprenticeship place in 2013 for all suitably qualified 16-18 year olds.

...To complement vocational learning for 14-19 year olds in schools and colleges, we will pioneer University Technical Colleges and new Studio Schools that offer innovative curricula involving practical learning and paid work.

...Advanced apprenticeships will be radically expanded, creating up to 70,000 places a year. These provide well-respected routes into high-skilled careers and further study at university and will support our ambition that three-quarters of young people enter higher education or complete an advanced apprenticeship or equivalent technician-level qualification by the time they are 30. (3:6)

#### **World-class higher education**

...Higher education is fundamental to our national prosperity. Demand for high level skills is strong and growing, and the supply of good graduates is an increasingly important factor in global economic competition.

...In the coming years, priority in the expansion of student places will be given to Foundation Degrees and part-time study, and to science, technology, engineering and mathematics degrees, as well as applied study in key economic growth sectors. (3:7)

### **COMMUNITIES AND CREATIVE BRITAIN: ACTIVE AND FLOURISHING COMMUNITIES**

**The challenge for Britain... To build on the renaissance that British sport, culture and the arts have enjoyed in the last decade in the new climate of financial restraint...**

...Since 1997, our creative industries, arts and sport have become the envy of the world. As the 2012 Olympics draw near, we will make the most of our place in the world's spotlight to showcase Britain

...Culture and the arts are vital to a modern economy. But they stand for more than material success, reminding us that society is not just a marketplace. Promoting well-being means sustaining the community institutions that we most cherish, and protecting those areas of our public life that embody the common good. (7:2)

### **Arts, culture and museums**

...Through Creative Partnerships we are ensuring that young people in the most deprived parts of the country are able to fulfil their artistic talents by working with local arts and cultural organisations...

...Our national cultural life and creative industries can prosper only by developing young artistic talent. Creative Bursaries will support the most artistically gifted young people in their early professional careers. (7:3)

...So that our cultural facilities remain world-class, charities, businesses and cultural organisations must collaborate more closely in the future. We will review how incentives for philanthropic support can be strengthened.

### **Improving your community**

The nature of the places in which we live matters enormously. We are happier, more engaged and better able to enjoy family life where there are safe and welcoming public spaces, good local amenities and buildings in which we can take pride.

Britain's towns and cities have undergone a renaissance in the last decade. Our great cities have been rebuilt and revitalized and dilapidated schools and hospitals replaced with modern buildings. We will continue to promote excellence in architecture and design, helping to foster civic pride and build world-class places in which people want to live and work.

We have introduced new design standards for schools, to ensure the very best architecture and building design; we will extend these to all new government funded building programmes. (7:4)

### **Britain's creative industries**

...In every nation and region of Britain a wealth of creative talent – in industries ranging from film to fashion, design and video games – has flourished, and creative industries now account for ten per cent of the national economy.

...We are extending broadband access to every business and home, ensuring universal access within a decade to high-speed broadband across the country. We will update the intellectual property framework that is crucial to the creative industries – and take further action to tackle online piracy. (7:6)

## **A GREEN RECOVERY: A GREEN FUTURE FOR BRITAIN**

...Britain is a transition economy: from high carbon to low carbon. To avert the catastrophe of unchecked climate change we have begun the shift to a different kind of economic future. Our vision is of a society where economic prosperity and quality of life come not from exploiting the natural world but from its defence.

### **Towards a green economy**

We have established low-carbon policy as one of the principal engines of our economic recovery and future growth. Our aim is to create 400,000 new green jobs by 2015. (8:2)

## **DEMOCRATIC REFORM: RENEWING OUR DEMOCRACY AND BUILDING TRUST**

### **Public services in the digital age**

Citizens expect their public services to be transparent, interactive and easily accessible. We will open up government, embedding access to information and data into the very fabric of public services. Citizens should

be able to compare local services, demand improvements, choose between providers, and hold government to account.

We have led the world with the creation of data.gov.uk, putting over 3,000 government datasets online. Entrepreneurs and developers have used these datasets to unleash social innovation, creating applications and websites for citizens from local crime maps to new guides to help find good care homes or GPs. We will now publish a Domesday Book of all non-personal datasets held by government and its agencies, with a default assumption that these will be made public. We will explore how to give citizens direct access to the data held on them by public agencies, so that people can use and control their own personal data in their interaction with service providers and the wider community.

Opening up government – central and local – in this way offers huge potential for Britain. We can use new technologies to give people a say on policymaking; enable citizens to carry out more of their dealings with government online; and save money for taxpayers as we switch services over to digital only delivery.

Digital government also demands digital inclusion. So we will build on our network of UK Online centres and public libraries to spread free internet access points within the community, and develop new incentives for users to switch to online services. (9:5)

## **A GLOBAL FUTURE**

### **A strong Britain in a reformed Europe**

...Stronger competitiveness must be Europe's economic priority. Europe will only grow and prosper if it is dynamic and knowledge-based, with excellent universities, competitive companies, and thriving start-ups, underpinned by a modern infrastructure of digital communications and low-carbon transport. The EU should strive to improve the regulatory environment, in particular for small and medium sized business. (10:4)

**More here:** <http://www2.labour.org.uk/uploads/TheLabourPartyManifesto-2010.pdf>

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## **CONSERVATIVE**

### **CREATE A MORE BALANCED ECONOMY**

#### **Make Britain the leading hi-tech exporter in Europe**

We will implement key recommendations from Sir James Dyson's Review into how to achieve our goal of making Britain Europe's leading hi-tech exporter, including:

- encouraging the establishment of joint university-business research and development institutes;
- initiating a multi-year Science and Research Budget to provide a stable investment climate for Research Councils;

We will create the conditions for higher exports, business investment and saving as a share of GDP.

- creating a better focus on Science, Technology, Engineering and Maths (STEM) subjects in schools;
- establishing a new prize for engineering.

Research and development tax credits will be improved and refocused on hi-tech companies, small businesses and new start-ups. At the same time, we will give strong backing to the growth industries that generate high-quality jobs around the country.

We will improve the performance of UK Trade and Investment with a renewed focus on high priority sectors and markets where the return on taxpayers' money is highest. We will regularly compare government support for exporters and inward investment against the services provided by our competitors. (p11)

## **GET BRITAIN WORKING AGAIN**

### **Boost small business**

In the end, it is not the state that creates sustainable employment – it is business people. And small businesses are especially important to the UK's economic recovery and to tackling unemployment. Government can help boost enterprise by lowering tax rates, reducing regulation and improving workers' skills.

As well as stopping Labour's jobs tax, for the first two years of a Conservative government any new business will pay no Employers National Insurance on the first ten employees it hires during its first year.

To support small businesses further, we will:

- make small business rate relief automatic
- support would-be entrepreneurs through a new programme – Work for Yourself – which will give unemployed people direct access to business mentors and substantial loans. (p16)

### **Improve skills and strengthen higher education**

Developing economies are able to provide highly-skilled work at a fraction of the cost of British labour. The only way we can compete is by dramatically improving the skills of Britain's workforce, yet thousands of young people leave school every year without the skills they need to get a good job.

A Conservative government will not accept another generation being consigned to an uncertain future of worklessness and dependency.

We will promote fair access to universities, the professions, and good jobs for young people from all backgrounds. We will use funding that currently supports Labour's ineffective employment and training schemes, such as Train2Gain, to provide our own help for people looking to improve their skills. This will allow us to:

- create 400,000 work pairing, apprenticeship, college and training places over two years;
- give SMEs a £2,000 bonus for every apprentice they hire;
- establish a Community Learning Fund to help people restart their careers; and create a new all-age careers service so that everyone can access the advice they need.

To meet the skills challenge we face, the training sector needs to be given the freedom to innovate. We will set colleges free from direct state control and abolish many of the further education quangos Labour have put in place.

Public funding will follow the choices of students and be delivered by a single agency, the Further Education Funding Council.

Universities contribute enormously to the economy. But not all of this contribution comes directly – it can come from fundamental research with no immediate application – and universities also have a crucial cultural role.

We will ensure that Britain's universities enjoy the freedom to pursue academic excellence and focus on raising the quality of the student experience. To enable this to happen, we will:

- delay the implementation of the Research Excellence Framework so that it can be reviewed – because of doubts about whether there is a robust and acceptable way of measuring the impact of all research;
- consider carefully the results of Lord Browne's review into the future of higher education funding, so that we can unlock the potential of universities to transform our economy, to enrich students' lives through teaching of the highest quality, and to advance scholarship;
- provide 10,000 extra university places this year, paid for by giving graduates incentives to pay back their student loans early on an entirely voluntary basis. (p17)

## **ENCOURAGE ENTERPRISE**

We will improve Britain's international rankings for tax competitiveness and business regulation.

### **Cut and simplify business taxes**

...initially, we will cut the headline rate of corporation tax to 25p and the small companies' rate to 20p, funded by reducing complex reliefs and allowances.

... Our ambition is to create the most competitive tax system in the G20 within five years.

We will restore the tax system's reputation for simplicity, stability and predictability. In our first Budget, we will set out a five year road map for the direction of corporate tax reform, providing greater certainty and stability to businesses. We will create an independent Office of Tax Simplification to suggest reforms to the tax system.

We will take a series of measures to encourage Foreign Direct Investment into the UK, including:

- making the UK a more attractive location for multinationals by simplifying the complex Controlled Foreign Companies rules;
- consulting on moving towards a territorial corporate tax system that only taxes profits generated in the UK;
- creating an attractive tax environment for intellectual property. (p19)

### **Support innovation and sustainable development**

Government procurement is a £200 billion a year market that can be used much better to stimulate enterprise and innovation. We will take steps to open up government procurement to small and innovative businesses by publishing online all government tender documents for contracts worth over £10,000 via the Supply2Gov website... (p20)

## **ENSURE THE WHOLE COUNTRY SHARES IN RISING PROSPERITY**

### **Spread prosperity**

We want Britain to become a European hub for hi-tech, digital and creative industries – but this can only happen if we have the right infrastructure in place. Establishing a superfast broadband network throughout the UK could generate 600,000 additional jobs and add £18 billion to Britain's GDP.

We will scrap Labour's phone tax and instead require BT and other infrastructure providers to allow the use of their assets to deliver superfast broadband across the country. If necessary, we will consider using the part of the licence fee that is supporting the digital switchover to fund broadband in areas that the market alone will not reach.

We will give councils and businesses the power to form their own business-led local enterprise partnerships instead of RDAs. Where local councils and businesses want to maintain regionally-based enterprise partnerships, they will be able to.

Local government should be at the heart of our economic recovery, so we will allow councils to:

- keep above-average increases in business rate revenue so that communities which go for growth can reap the benefits;
- give councils new powers to introduce further discounts on business rates; (p24)

## **BUILD THE BIG SOCIETY**

### **Philanthropy**

Even in these difficult times, the British people have demonstrated their desire to give money and time to good causes. We will introduce new ways to increase philanthropy, and use the latest insights from

behavioural economics to encourage people to make volunteering and community participation something they do on a regular basis.

### **The National Lottery**

We will restore the National Lottery to its original purpose and, by cutting down on administration costs, make sure more money goes to good causes. The Big Lottery Fund will focus purely on supporting social action through the voluntary and community sector, instead of Ministers' pet projects as at present. Sports, heritage and the arts will each see their original allocations of 20 per cent of good cause money restored. (p39)

### **RAISE STANDARDS IN SCHOOLS**

...We will ensure the primary curriculum is organized around subjects like Maths, Science and History

...We will create 20,000 additional young apprenticeships and allow schools and colleges to offer workplace training; (p52)

### **MAKE POLITICS MORE TRANSPARENT**

#### **Curtail the Quango State**

We believe that Ministers should be responsible for government policy, not unelected bureaucrats. Any quangos that do not perform a technical function or a function that requires political impartiality, or act independently to establish facts, will be abolished. To increase the scrutiny of quangos, we will:

- give Select Committees the right to hold confirmation hearings for major public appointments, including the heads of quangos; examine the case for giving Select Committees the power to prevent increases in quango budgets; and,
- ensure that the National Audit Office has full access to the BBC's accounts. (p70)

### **MAKE POLITICS MORE LOCAL**

...We will stop Labour's plans to impose supplementary business rates on firms if a majority do not give their consent.

...Our new 'community right to buy' scheme will give local people the power to protect any community assets that are threatened with closure. In addition, we will:

Give people a 'right to bid' to run any community service instead of the state; and, we will give democratically accountable local government much greater power to improve their citizens' lives by:

- giving local councils a 'general power of competence', so that they have explicit authority to do what is necessary to improve their communities;
- ending ring-fencing so that funding can be spent on local priorities;
- scrapping the hundreds of process targets Labour have imposed on councils;
- ending the bureaucratic inspection regime that stops councils focusing on residents' main concerns;
- scrapping Labour's uncompleted plans to impose unwieldy and expensive unitary councils and to force the regionalisation of the fire service;
- ending the 'predetermination rules' that prevent councillors speaking up about issues that they have campaigned on; and,
- encouraging the greater use of ward budgets for councillors. (p75)

...We have seen that a single municipal leader can inject dynamism and ambition into their communities. So, initially, we will give the citizens in each of England's twelve largest cities the chance of having an elected mayor.

Our plans to decentralise power will only work properly if there is a strong, independent and vibrant local media to hold local authorities to account. We will sweep away the rules that stop local newspapers owning

other local media platforms and create a new network of local television stations. And we will tighten the rules on taxpayer-funded publicity spending by town halls. (P76)

### CITY FEATURES

**Glasgow** is the largest city in Scotland, and home to 13,000 businesses, including some of Britain's most successful firms. For example, eight of the ten largest insurance companies in the UK have an office in Glasgow, and the city is also home to leading technology, energy and creative businesses. Glasgow is the hub of an important entrepreneurial sector, which includes innovative start-ups in fields such as mobile telephony and computer games. Glasgow's commercial strength also extends to manufacturing, and the city continues to be a

global leader in hi-tech ship building.

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**Brighton and Hove** is one of Britain's most creative and diverse cities. The city hosts over 50 festivals each year, including England's largest annual arts festival, and boasts some of the top live performance venues in the country. It is also home to a large number of creative industry companies, including some of Britain's leading digital media businesses. Brighton and Hove also has the highest proportion of same-sex households of any city in the UK, and the annual Pride Festival attracts more than 120,000 visitors to the city each year.

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**Manchester** was the epicentre of the industrial revolution, and the first industrialised city in the world. Today, the city is a national symbol of successful urban regeneration. Over the past three decades, Manchester has undergone extensive urban renewal, transforming the city's canals, mills and warehouses into vibrant new commercial, residential, and cultural spaces – including the creation of the Imperial War Museum North (*pictured*). As a result of this regeneration, Manchester is one of Britain's most dynamic cities, and has been voted amongst the best places in the country to locate a business.

More here: [http://media.conservatives.s3.amazonaws.com/manifesto/cpmanifesto2010\\_lowres.pdf](http://media.conservatives.s3.amazonaws.com/manifesto/cpmanifesto2010_lowres.pdf)

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## LIBERAL DEMOCRAT

### YOUR MONEY

#### **Dealing with the deficit (p14)**

...Better government IT procurement, investigating the potential of different approaches such as cloud computing and open-source software.

...A wholesale review of value for money in the public sector based on the findings of the National Audit Office and the House of Commons Public Accounts Committee.

### YOUR JOB

Liberal Democrats want to build an economy that is based on innovation and sustainability, where the infrastructure the country needs is in place for individuals and businesses to thrive.

#### **Opportunities for all in a fair, green economy (p21)**

...Decades of Labour and Conservative rule have created an unsustainable economy, preoccupied with the artificial wealth of inflated property prices rather than productive work and invention.

...Support the establishment of Local Enterprise Funds and Regional Stock Exchanges. Local Enterprise Funds will help local investors put money into growing businesses in their own part of the country and support the development of new products from research to production. Regional Stock Exchanges will be a route for businesses to access equity without the heavy regulatory requirements of a London listing.

...Investing up to £400 million in refurbishing shipyards in the North of England and Scotland so that they can manufacture offshore wind turbines and other marine renewable energy equipment.

...A work placement scheme with up to 800,000 places will ensure that young people have the opportunity to gain skills, qualifications and work experience even if they can't find a job. Young people on the scheme would be paid £55 a week for up to three months. We will also fund 15,000 extra Foundation Degree places

### **Enabling enterprise that benefits Britain (p25)**

Liberal Democrats believe in the value of entrepreneurship and enterprise, recognising that thriving businesses are vital to create the wealth this country needs. We need to ensure a strong competitive environment by providing a level playing field for all businesses, encouraging a diverse, sustainable economy for the long term.

...Reduce the burden of unnecessary red tape by properly assessing the cost and effectiveness of regulations before and after they are introduced

...Reform Regional Development Agencies (RDAs) to focus solely on economic development

...Support public investment in the roll-out of superfast broadband, targeted first at those areas which are least likely to be provided for by the market.

...Use the substantial purchasing power of government to expand the markets for green products and technologies

### **Creating a dynamic environment for science and innovation (p28)**

Britain's future depends on a vibrant research base and the ability of innovators to exploit the country's intellectual capital to generate new homegrown high tech industries.

... We need to safeguard the future of the science and engineering workforce and break the vicious cycle linking fewer University science, engineering and maths applicants to fewer teachers with specialist qualifications

## **YOUR LIFE**

### **A better education: standards and the curriculum (p35)**

To make the most of their years at school, every child needs an education tailored to suit their abilities and interests. The restrictive National Curriculum and the arbitrary split between academic and vocational qualifications isn't working

...Axe the rigid National Curriculum, and replace it with a slimmed down 'Minimum Curriculum Entitlement' to be delivered by every state-funded school

...Create a General Diploma to bring GCSEs, A-Levels and high quality vocational qualifications together, enabling pupils to mix vocational and academic learning

### **Opportunities at college and university (p38)**

...As part of our immediate job creation package, fund 15,000 new places on Foundation Degree courses and fully fund the off-the-job costs of adult apprenticeships, which currently have to be met by employers, for one year

### **Access to culture and sport (p44)**

Liberal Democrats believe that the arts are a central part of civic and community life. They contribute to innovation, education, diversity, and social inclusion, and the creative industries are one of the fastest growing sectors of the economy. Britain's culture and heritage play a vital role in attracting visitors to the UK and boosting the very important tourism industry. We will foster an environment in which all forms of creativity are able to flourish

Liberal democrats will: Set up a 'Creative Enterprise Fund' offering training, mentoring and small grants or loans to help creative businesses get off the ground

## YOUR COMMUNITY

### **A green and pleasant land (p81)**

...We will also improve resource efficiency and reduce waste through requiring better design and durability product standards and reducing excess packaging

More here: [http://network.libdems.org.uk/manifesto2010/libdem\\_manifesto\\_2010.pdf](http://network.libdems.org.uk/manifesto2010/libdem_manifesto_2010.pdf)

## **ENDS**

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