



PRESS RELEASE
Immediate

NO PARTY POLITICS IN CAMPAIGN FOR ARTS

New Deal of the Mind has announced a cross party quartet of politicians who've joined as patrons which, according to founder, Martin Bright shows, " There's no room for party politics in the campaign to protect and nurture Britain's creative and artistic talent. "

Former Labour Education Secretary (Baroness) Estelle Morris joins Conservative Shadow Education Secretary Michael Gove, Liberal Democrat MP Lynne Featherstone and Labour's David Lammy MP on the list of patrons of New Deal of the Mind.

Launched in March this year, New Deal of the Mind is a coalition of artists, entrepreneurs, opinion formers and prominent figures in the creative industries who say Britain needs programmes like Roosevelt's New Deal of 1930's America or Thatcher's Enterprise Allowance Scheme here in '80's.

"We all recognise the enormous value – economic, social and cultural - of the creative and entrepreneurial people in this country. We also know that without support and space, so much of tomorrow's talent could end up on the scrapheap of today's economic downturn. That's why it's great that Estelle, David, Michael and Lynne are working with us, regardless of their political differences to ensure a future for the next generation of artists & entrepreneurs."

Ends

Martin Bright is available for interview

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Notes to editors

New Deal of the Mind (NDoM) is a coalition of entrepreneurs, opinion formers and individuals working in the creative industries. NDoM borrows from elements of Franklin D. Roosevelt's original New Deal, such as the Works Progress Administration, which put millions back to work during the Depression and recognised the economic and social importance of artists, writers, designers and musicians. WPA's founder Harry Hopkins said: "Give a man a dole, and you save his body and destroy his spirit. Give him a job and you save both body and spirit."

[Do It Yourself; Cultural & Creative Self Employment in Hard Times \(PDF\)](#)