

**EMBARGOED UNTIL 00:01 SATURDAY 10 MAY 2025**

**Creative titans and industry leaders urge the Prime Minister to support UK creativity and economic growth by enforcing copyright law**

*The letter to the Prime Minister and full list of signatories can be found in the annex below this Press Release.*

Over 400 top creatives, media and creative business leaders, and creative businesses have written to the Prime Minister, urging him to give Government support to proposals that would protect copyright in the age of AI. This comes ahead of a crunch vote on the plans in the House of Lords on Monday 12<sup>th</sup> May.

Signatories to the letter represent a who's who across the creative industries, and include Elton John, David Furnish, Paul McCartney, Florence Welch, Kate Bush, Coldplay, Antonia Fraser, Tom Stoppard, Richard Curtis, Ian McKellen, Kazuo Ishiguro, Moira Buffini, Russell T Davies, Rachel Whiteread, Shirley Bassey, Antony Gormley, Emily Eavis, Tom Dixon, John Pawson, Justine Roberts, amid hundreds of others.

The letter warns:

“We will lose an immense growth opportunity if we give our work away at the behest of a handful of powerful overseas tech companies and with it our future income, the UK's position as a creative powerhouse, and any hope that the technology of daily life will embody the values and laws of the United Kingdom.”

The letter calls on Sir Keir Starmer to back Baroness Beeban Kidron's amendment to the Data (Use and Access) Bill, which would give the UK creative industries urgently needed transparency over the copyright works ingested by AI models. This transparency would allow creators and creative businesses to hold AI firms accountable for the mass theft of creative works that continues to take place.

The letter, which has also been signed by Oliver Sim, Simon Rattle, Nicholas Hytner, Jimmy McGovern, Lucy Kirkwood, Dua Lipa, Alan Ayckbourn, and scores of business leaders and award-winning artists, tells the Prime Minister:

“The first job of any government is to protect its citizens. So, we urge His Majesty's Government to accept the Lords Amendments in the name of Baroness Kidron that put transparency at the heart of the copyright regime and allow both AI developers and creators to develop licensing regimes that will allow for human-created content well into the future. These amendments recognise the crucial role that creative content plays in the development of generative AI. They will spur a dynamic licensing market that will enhance the role of human creativity in the UK, positioning us as a key player in the global AI supply chain.”

The amendments have been tabled ahead of the first day of ‘Ping Pong’ in the Lords, where provisions that would make copyright law enforceable were passionately supported on a cross-party basis earlier this year. The amendment creates a requirement for AI firms to tell copyright owners which individual works they have ingested. Copyright law is not broken, but you can’t enforce the law if you can’t see the crime taking place. Transparency requirements would make the risk of infringement too great for AI firms to continue to break the law.

**Baroness Kidron** said:

“The creative industries welcome the new frontier of creativity offered by advances in AI, but how AI is developed and who it benefits are two of the most important questions of our time.

“The UK creative industries reflect our national stories, drive tourism, create wealth for the nation and provide 2.4 million jobs across our four nations. They must not be sacrificed to the interests of a handful of US tech companies. Nor should we underestimate the role of human creativity in the joy of being human nor the need for common facts to cement our collective experience.

“The UK is in a unique position to take its place a global player in the international AI supply chain, but to grasp that opportunity requires the transparency provided for in my amendments, which are essential to create a vibrant licencing market.

I am grateful to the extraordinary list of signatories to today’s letter to the Prime Minister. Behind them stands the thousands of technicians, roadies, agents, costumers, make up, set designers, production and post-production staff, sub-editors, and many more who make their work possible. Today they are raising their voice for all those who make the UK an economic powerhouse of creativity and innovation. Most importantly, they are speaking out to ensure a positive future for the next generation of creators and innovators.”

Government amendments requiring an economic impact assessment and reports on the feasibility of an ‘opt-out’ copyright regime and transparency requirements do not meet the moment, but simply leave creators open to years of copyright theft.

**Lord Brennan of Canton, former MP and Labour Peer**, said:

“We cannot let mass copyright theft inflict damage on our economy for years to come. Transparency over AI inputs will unlock tremendous economic growth, positioning the UK as the premier market for the burgeoning trade in high-quality AI training data. If the government cannot accept Baroness Kidron's amendments, I urge them to introduce provisions which will allow transparency measures to be developed in months, not years. It is never 'too soon' to protect millions of workers and defend our national interest.”

**Lord Black of Brentwood, a Conservative Peer,** said:

“The Government amendments set us on a timeline that will not see any transparency provisions introduced until the very tail end of this Parliament at the earliest. Opt-out solutions simply do not exist, and the Government must not rush into a rash decision on copyright law, but transparency is feasible and necessary now. Rather than leaving creative and media businesses defenceless for years to come, transparency will protect UK citizens’ property rights against Big Tech and kickstart a highly lucrative UK market for AI training data.”

**Lord Clement-Jones, Liberal Democrat Spokesperson for Science, Innovation and Technology in the Lords,** said:

“Transparency isn't just an ethical obligation - it's the foundation for a vibrant licensing system where creators are respected and compensated. When AI developers acknowledge copyright through clear licensing frameworks, both innovation and creativity can flourish side by side. This dynamic marketplace doesn't hinder progress but accelerates it, transforming potential conflict into collaboration and shared prosperity between our creative and tech sectors.”

----- ENDS -----

For media inquiries, contact [Sebastian.Cuttill@newsmedia.co.uk](mailto:Sebastian.Cuttill@newsmedia.co.uk) / 07512024911

***Annex: Full letter to the Prime Minister and list of signatories***

Dear Prime Minister,

Creative copyright is the lifeblood of the creative industries. It recognises the moral authority we have over our work and provides an income stream for 2.4 million people across the four nations of the United Kingdom. The fight to defend our creative industries has been joined by scores of UK businesses, including those who use and develop AI.

We are not against progress or innovation. The creative industries have always been early adopters of technology. Indeed, many of the world's greatest inventions, from the lightbulb to AI itself, have been a result of UK creative minds grappling with technology.

We are wealth creators, we reflect and promote the national stories, we are the innovators of the future, and AI needs us as much as it needs energy and computer skills. We will lose an immense growth opportunity if we give our work away at the behest of a handful of powerful overseas tech companies and with it our future income, the UK's position as a creative powerhouse, and any hope that the technology of daily life will embody the values and laws of the United Kingdom.

The first job of any government is to protect its citizens. So, we urge His Majesty's Government to accept the Lords Amendments in the name of Baroness Kidron that put transparency at the heart of the copyright regime and allow both AI developers and creators to develop licensing regimes that will allow for human-created content well into the future. These amendments recognise the crucial role that creative content plays in the development of generative AI. They will spur a dynamic licensing market that will enhance the role of human creativity in the UK, positioning us as a key player in the global AI supply chain.

To parliamentarians on all sides of the political spectrum and in both Houses, we urge you to vote in support of the UK creative industries. Supporting us supports the creators of the future. Our work is not yours to give away.

Signed:

### **MUSIC**

*Elton John  
David Furnish  
Paul McCartney  
Björn Ulvaeus  
Coldpay  
Kate Bush  
Annie Lennox  
Jamie Cullum  
Tom Jones  
Eric Clapton  
Shirley Bassey  
Rick Astley  
Florence Welch  
Dua Lipa  
Mark Ronson  
Alfie Boe  
Sting*

*Jessie Ware  
Paloma Faith  
Robbie Williams  
Lucian Grainge  
Pete Townshend  
Olly Alexander  
Kit Connor  
Tony Marnach (DJ Fat  
Tony)  
Giles Martin  
Wretch32  
Patrick Woodroffe  
Rod Argent  
Dickon Stainer  
Barrie Marshall  
Nickie Owen  
Laura Snapes  
Simon Rattle  
Mark Antony Turnage*

*Edward Gardner  
Emily Eavis  
Rachel Fuller  
Oliver Sim  
Dukagjin Lipa  
Gia Ford  
Sam Pattinson  
Jonathan Freeman-  
Atwood  
Kirsty Macdonald  
Paul Dugdale  
Ed Newton-Rex  
Jamie Wilson  
Bob Harris  
Mike Batt  
Tom Speight  
Amy Love  
Georgia South*

### **WRITERS, THEATRE & FILM**

*Andrew Lloyd Webber  
Cameron Mackintosh  
Ian McKellen  
Kazuo Ishiguro  
Tom Stoppard  
Richard Curtis  
Martin McDonagh  
Jack Thorne  
Jeanette Winterson*

*Michael Rosen  
Russell T Davies  
Richard Eyre  
Pippa Harris  
Alan Ayckbourn  
Eric Fellner  
Michael Frayn  
David Hare  
Patrick Marber  
Stephen Daldry  
Joe Murphy  
Joe Robertson*

*Lee Hall  
Richard Jones  
David Lan  
Hugh Grant  
Matthew Warchus  
Rupert Goold  
Ian Rickson  
Antonia Fraser  
Steven Knight  
Donald Passman  
J. Eugene Saloman Jr.  
Pawel Pawlikowski*

*Nicholas Hytner  
 Susie Orbach  
 Hannah Rothschild  
 Denise Swanson  
 Jimmy McGovern  
 Allan Cubitt  
 Tony Schumacher  
 Simon Beaufoy  
 Catherine Mayer  
 Natalie Abrahami  
 Pat Barker  
 April de Angelis  
 Richard Bean  
 Alecky Blythe  
 Danny Brocklehurst  
 Moira Buffini  
 Eleanor Catton  
 Carrie Cracknell  
 Tinuek Craig  
 Adam Cork  
 Tom Edge  
 Nadia Fall  
 Johnny Flynn  
 Christopher Hampton  
 Dennis Kelly  
 Kelly Marcel  
 Stephen Poliakoff  
 Sarah Phelps  
 Ben Power  
 Simon Stephens  
 Caleb Azumah Nelson  
 Iqbal Khan  
 Lucy Kirkwood  
 Isobel McArthur  
 Lolita Chakrabati  
 Frank Spotnitz  
 Mark Rosenblatt  
 Karen Kelly  
 Alexander Jacob  
 Marion Milne  
 Carolyn Saunders  
 Peter Strachan  
 Delyth Thomas  
 Vicki Kisner  
 Ruth Carney  
 Paul Tanter  
 Lotus Hannon*

*Ellie Brent  
 David Tucker  
 Bob Tomson  
 Emma Lindley  
 Matthew Evans  
 Michael Lacey  
 Gill Wilkinson  
 Ade Bean  
 Owen Tooth  
 Will Brenton  
 Leon Lopez  
 Phoebe Barran  
 Emma Bridgeman-  
 Williams  
 Chantelle Kayll  
 Aashish Gadhvi  
 Penelope Shales-Slyne  
 Martin Gooch  
 Eleri B. Jones  
 Becky Wild  
 Steve Hughes  
 Audrey O'Reilly  
 Jamie Annett  
 Emma Reynolds  
 Debbie Howard  
 Judith Dine  
 Conor Morrissey  
 Bim Ajadi  
 David Hayman Jr  
 David Beauchamp  
 Sofia Olins  
 Kirsty Robinson-Ward  
 Atem Kuol  
 Dominic Stephenson  
 Bill Buckhurst  
 Sarah Kendell  
 Aurora Fearnley  
 Sunnie Sidhu  
 Marcus Lee  
 Charlotte Conquest  
 Abe Jukes  
 Alan de Pellette  
 Neil Wilkinson  
 Kodjo Tsakpo  
 Tim Courtney  
 David Kester  
 Katie Fenton-Green*

*Suri Krishnamma  
 Richard Lynn  
 Sean Glynn  
 Miranda Howard-  
 Williams  
 Merlyn Rice  
 David Innes Edwards  
 Tim Finn  
 Tim O'Mara  
 Christopher McGill  
 Diana Patrick  
 David Crowley  
 Thomas Hescott  
 Vicky Thomas  
 Jason Wingard  
 C  il  n    Scola    
 Dominic Keavey  
 Sarah Esdaile  
 Indra Bhose  
 Matt Hilton  
 Se  n Healy  
 Paul Riordan  
 Tim Royle  
 Yaz Al-Shaater  
 Paul Romero Mendez  
 Lee Trevor  
 Eddy Marshall  
 Duncan Foster  
 Khurram M. Sultan  
 Daniel Wilson  
 Amy Coop  
 Karl Neilson  
 Brett Fallis  
 Paul Gibson  
 Dermot Boyd  
 Nickie Lister  
 Audrey Cooke  
 Miguel Guerreiro  
 Samantha Harrie  
 Nicole Charles  
 Menhaj Huda  
 Stephen Gallacher  
 Matthias Hoene  
 Ian Aryeh  
 Nirpal Bhogal  
 Lisa Gunning  
 Rebecca Rycroft*

Laura Scrivano  
Sean Glynn  
Mahalia Belo  
James Krishna Floyd  
Debs Paterson  
Tinge Krishnan  
Darcia Martin

Rita Osei  
Sally El Hosaini  
Alex Kalymnios  
Chloë Thomas  
AJ Sykes  
Sally Wainright  
Jermain Julien

Georgia Parris  
Mo Ali  
Candida Scott Knight  
Joshua Reeves  
Carys Lewis  
Sheridan De Meyrs

## **ARTISTS & DESIGNERS**

Antony Gormley  
Vicken Parsons  
Rachel Whiteread  
Mark Wallinger  
Cornelia Parker  
Martin Parr  
Ben Kelly  
Emily King  
David Chipperfield  
Amanda Levet  
Tim Marlow  
Ben Evans  
Kim Colin  
Sam Hecht  
Philip Gumuchdjian  
Jane Withers

John Pawson  
Sebastian Conran  
Malcolm Garrett  
Michael Anastassiades  
Marc Newson  
Alice Rawsthorn  
Stafford Schmool  
Deyan Sudjic  
Doshi Levien Design  
Studio  
Caruso St John  
Architects  
Dids MacDonald  
Robin Levien  
Matthew Hilton  
Jasper Morrison

Sam Hecht  
Tom Dixon  
Mark Farrow  
Ed Carpenter  
Terence Woodgate  
Tom Lloyd  
André Klauser  
Michael Marriott  
Sheridan Coakley  
Huw Morgan, Graphic  
Thought Facility  
Tomoko Azumi  
Edward Barber  
Jay Osgerby  
John Tree  
Anish Kapoor

## **MEDIA**

Ted Verity, Editor, **Mail Newspapers**  
John Ridding, CEO, **Financial Times**  
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John McLellan, Director, **Newsbrands Scotland**  
Owen Meredith, Chief Executive, **News Media Association**  
Justine Roberts, CEO and Founder, **Mumsnet**  
Chris Dicker, CEO, **Candr Media Group**  
Zahra Shah, **AI Journal**  
Tami Hoffman, **Guardian**  
Huda Ali, **Guardian**  
**National Union of Journalists**  
**NLA Media Access**  
**560 Media Rights**

Anthony Cond, President, **Association of University Presses** and Chief Executive, **Liverpool University Press**  
 Gary Shipton, Editor in Chief, **National World**  
 Mark Fuller, Chief Executive, **Comic Book UK**  
 Paul Connew, commentator, columnist, author and former national newspaper edit  
 Richard Reeves, CEO, **AOP (Association of online publishers)**  
 Sajeeda Merali, CEO, **PPA**  
 Angela Mills Wade, Executive Director, **European Publishers Council**  
 Piers North, CEO, **Reach plc**  
 Jon Westbrook, Co-Founder, **Independent Publishers Alliance**

## **ARTS ORGANISATIONS**

Tim Major, Co-Managing Director UK, **Sony Music Publishing**  
 Antony Bebawi, President, Global Digital, **Sony Music Publishing**  
 David Ventura, Co-Managing Director UK, **Sony Music Publishing**  
 Mark Getty, Co-Founder & Chair, **Getty Images**  
 Hannah Essex, Co-CEO, **Society of London Theatre & UK Theatre**  
**Universal Music Publishing Group**  
**The Associated Press**  
**The Old Vic**  
**Young Vic**  
**National Theatre**  
**English National Ballet**  
**Royal Shakespeare Company**  
**Sadlers Wells**  
**Shakespeare's Globe**  
**Southbank Centre**  
**Birmingham Royal Ballet**  
**Bristol Old Vic**  
**Britten Pears Arts**  
**Donmar Warehouse**  
**Edinburgh International Festival**  
**English Touring Opera**  
**Garsington Opera**  
**Glyndebourne**  
**Northern Ballet**  
**Opera North**  
**Rambert**  
**Royal Ballet and Opera**  
**Royal Philharmonic Orchestra**  
**St Georges Bristol**  
**The Lowry**  
**Tiata Fahodzi**  
**Warwick Arts Centre**  
**Birmingham Repertory Theatre**  
 Mark Moran, Managing Editor, **Landor LINKS Ltd**

David Martin, CEO, **Featured Artists Coalition**  
 Crispin Hunt, President, **PRS Members' Council**  
 Philippa Childs, Head of **Bectu**  
 Christian Zimmermann, CEO, **DACS**  
 Mat Pfleger, CEO, **Copyright Licensing Agency**  
 Andy Harrower, Chief Executive, **Directors UK**  
 Paul W Fleming, General Secretary, **Equity**  
 John McVay, CEO, **Pact**  
 Tayyiba Nasser, CEO, **British Equity Collecting Society**  
 Joanna Prior, CEO, **Pan Macmillan**  
 Paul Seheult, Chief Executive, **PICSEL**  
 Isabelle Doran FRSA, CEO, **Association of Photographers**; Vice Chair, **Creators Rights Alliance**  
 Stephanie Reeves, Director of Policy and Public Affairs, **British Copyright Council**  
 Darren Toogood, Editor/Publisher, **Island Echo Ltd**  
**ALPSP (Association of Learned and Professional Society Publishers)**  
**BAPLA (British Association of Picture Libraries & Agencies)**  
**Association of Authors' Agents**  
**Teledwyr Annibynol Cymru / Welsh Independent Producers (TAC)**  
**The Association of Independent Music Publishing Scotland**  
**The Society of Artists' (Illustrators') Agents**  
 Audrey Lim, Head of Engineering, **Hivekind**  
 Ben Woollams, CEO, **TrueRight**  
 Hester Bates, Marketing, **TrueRight**  
 Asa Burrows, CEO & Founder, **SKC Games Studio**  
 Babita Devi, CCO, **SKC Games Studio**  
 Deborah Annetts, Chief Executive, **Independent Society of Musicians**  
**Newry.ie**  
**Association of Illustrators**  
 Ellie Peers, General Secretary, **Writers' Guild of Great Britain**  
**Artists' Collecting Society (ACS)**  
 Dawn Alford, CEO, **Society of Editors**  
 Anna Ganley, Chief Executive, **Society of Authors**  
 Mike Glover, Media Consultant  
 Roberto Neri, CEO, **The Ivors Academy**  
 Luke Allcott, **Authors' Licensing and Collecting Society and CRA Board**  
 Rachel Hill, Association of Illustrators and CRA Board  
 Mike Holderness, **National Union of Journalists and CRA Board**  
 Ellie Peers, **Writers Guild of Great Britain and CRA Board**  
 Tom Peters, **Equity and CRA Board**  
 Jessica Craig, **Musicians Union and CRA Board**  
 Rachel Buswell, Head of Digital Partnerships & Analytics, **Domino Recording Co.**  
 Junior Foster, Head of Digital Partnerships, **Because Music**  
 Alexis Metaoui, Chief Digital Officer, **Because Music**  
 Jeremy Lascelles, CEO, **Chrysalis Records / Blue Raincoat Music**  
 Toby Egekwu, Label & Publishing Exec, **Finesse Foreva / Sentric Music**  
 Dr Jo Twist OBE, chief executive, **BPI**



## **ALCS**

### **Publishers' Licensing Services (PLS)**

#### **The Music Publishers Association**

*Tony Harlow, Chief Executive Officer, **Warner Music UK***

*Jason Iley MBE, Chairman and CEO, **Sony Music UK & Ireland***

*Dominic Cooper, Chief Executive, **CloJ***

*Alistair Norbury, President - UK, Europe & APAC, **BMG***

*Sophie Jones, Chief Strategy Officer, **BPI***

*Femi Olasehinde, Director, **Just Another Label and BPI Council***

*Pat Carr, CEO & Founder, **Remote Control Agency and BPI Council***

*YolanDa Brown, **artist, broadcaster and BPI Chair***

*Victoria Oakley, CEO, **IFPI***

*Alastair Lloyd-Webber, Co-Founder & CEO, **The Other Songs***

*Billy Lloyd-Webber, Co-Founder, **The Other Songs***

*Ben Kerr, CEO, **Cold Glass Productions***

*Rupert King, Manager, **Blue Raincoat Music***

*Pru Harris, Managing Director, **Marathon Music Group***

*Mark Lippmann, Managing Director, **Scruff of the Neck Records***