

Creative UK

Five Years of Impact

2020-2025

2025

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Introduction: Caroline Norbury

Five years ago, Creative UK began with a bold idea. What if we merged the cross-sector reach and advocacy power of the Creative Industries Federation with the business development and investment work of Creative England? The result was something altogether new and unique in the sector: an organisation that could at once call for change – then work tirelessly to make it happen.

As the founding Chief Executive of Creative UK, my vision was to always to build an organisation with lasting impact for the cultural and creative industries in the UK. Five years on, as I prepare to hand over the baton to the next generation of leadership, I am confident that the scrappy start-up we created has grown into a mature, impactful organisation which has made a tangible difference to how we collectively appreciate and grow creativity.

This report is a look-back at everything we have achieved over the last five years as the national membership body for the cultural and creative sector. As an advocate for change, and a champion in the corner of creatives. As an investor. As a leader in regional business support. As a connector and convener. And as an organisation here to celebrate creativity in every shape and form.

So how do we stack up? In five short years, Creative UK has invested over **£31 million** in hundreds of extraordinary creative businesses. We've provided business support to more than **5,200 SMEs**. We've delivered programmes in eight regions, and built an extensive network that represents the breadth and depth of our sector.

We've written manifestos, held hustings, hosted hundreds of events, gone viral, been a regular media fixture, collaborated with incredible creatives and been visible in both Houses of Parliament, speaking about the importance of this incredible thing we call the cultural and creative industries. Through it all, we've built an organisation with staying power and substance – which is deeply connected to its membership and the businesses we work with every day.

Come March, I will be stepping down from my role and cheering on the next generation of creative leadership, knowing that the work over the last five years has laid solid foundations to propel us into the future. And so, in lieu of a traditional 'Annual Report' – reflecting on our achievements over the past financial year – we are instead reflecting on the whole journey travelled so far, which will stand us in fantastic stead to continue supporting creativity for the next five years – and much more beyond.



A little bit about us

Creative UK is the national membership body for the Cultural and creative industries. We exist to champion creativity in its widest form – representing world-leading organisations from sectors as diverse as advertising, animation, architecture, broadcasting, crafts, design, digital, education, fashion, games, heritage, museums, music, performing arts, photography, publishing, theatre, TV, visual art and more.

We are an independent not-for-profit, which uses the insight and experience of our members to help shape relevant government policy and advocate for meaningful change. Change that will benefit UK businesses, citizens and communities.

Our vision is a world where creativity is valued and recognised as the driving force for our future.

We're so passionate about this that we put our money where our mouth is: through own landmark investment funds, we've directly invested millions of pounds into creative businesses over the last decade.

Our team is based across the UK, and we work closely with Local and Combined Authorities to support creative talent, whilst delivering hands-on support – spanning business diagnostics, mentoring and investment readiness.

Our Filming in England service is a dedicated and bespoke production service to feature film and high-end TV productions looking to film in England, outside of London.

Find out more at wearecreative.co.uk

To follow us click the icons below



Our priorities

Since 2020, Creative UK has worked towards five key aims. These are:

01 TO CHAMPION AND CONNECT THE SECTOR – WHILE ADVOCATING FOR CHANGE

02 TO SUPPORT CREATIVE PEOPLE AND BUSINESSES

03 TO IMPROVE INVESTMENT IN THE SECTOR

04 TO DELIVER IMPACTFUL SUPPORT VIA FILMING IN ENGLAND

05 TO CREATE A MORE DIVERSE, WORLD LEADING WORKFORCE

Here's how we got on...



How we have... Championed and connected the sector while advocating for change

Over the last five years, Creative UK has built a network of around 22,000 organisations – made up of members, businesses we have invested in and businesses we have delivered support to.



Creative UK officially launched in 2020, during the height of the pandemic. It was an immensely challenging time for the sector and the country – but the obstacles we faced together defined our purpose more than ever. With the cultural and creative industries hit hard – and many organisations forced to close their doors – in our first year, we were able to directly **support 840 creative** businesses through our programmes, while **investing over £4.1 million in loans and grants**, providing **free membership access to over 700 organisations**, and delivering a free online festival to connect the sector – **Creative Coalition Festival** which was attended by 5,000 creatives.

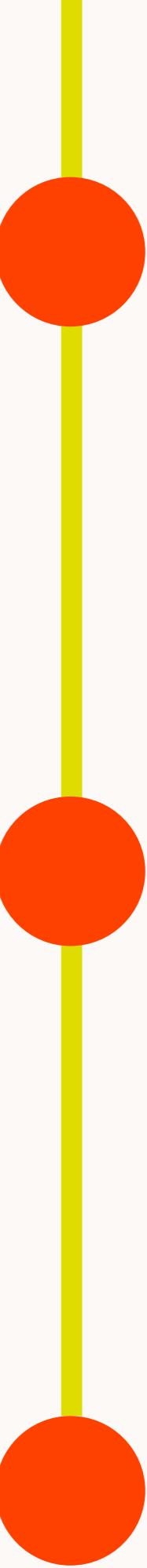
In our inaugural year, our message was clear: the creative industries needed urgent support from the UK Government to survive. We launched our first campaign – **#OurWorldWithout** – which asked the question: *“what would our lives be like without creativity?”*, driving home the true social and economic value of the sector.

The campaign reached **over 10 million people** on social media, with **500+ creative leaders** signing our open letter to the UK Government, calling for emergency funding. After a long year of campaigning, we welcomed the **£1.57 billion Culture Recovery Fund** to help stabilise the sector – and where possible – support organisations to reopen.



This, of course, was just the beginning. In 2021, we went on to publish the **UK Creative Industries Report**, evidencing the sector's potential to aid the UK's post-pandemic recovery. The accompanying advocacy campaign – **#WeAreCreative** – reached more than 1 in 6 people in the UK and laid the ground for the next five years of solid data and evidence-based advocacy securing the creative industries as a priority economic sector.





Ahead of the UK General Election in 2024 we published '**Our Creative Future**' – a manifesto for the creative industries, outlining key priorities for any incoming government. It was downloaded 2,000+ times and had a media reach of 37.6 million, after being launched in the Financial Times. Crucially, it included many recommendations that have already been adopted by the UK Government, including the planned appointment of a Freelance Champion.

Since our launch, we have consistently championed the sector through timely policy responses, original research and high-impact reports. We have responded to more than 20 UK Government consultations, over 20 parliamentary committee inquiries, and published 13 reports and publications.

Through it all, at the heart of our advocacy and campaigning was our membership. Creative UK members are based all across the UK, representing diverse sub-sectors. We exist to listen to the concerns and priorities of our network – and turn this into action. Every report, consultation and campaign has been designed and delivered with our membership front of mind, and has been informed by member experiences and insight. Since our launch, it has been a privilege to champion over 1,500 Creative UK member organisations with our policy and advocacy work.





“Creative UK membership is integral to what we do at the Creative Academy. For us it’s all about designing a curriculum that really responds to the employers’ needs and Creative UK, for me, provides that opportunity to really bring together employers and education to make sure that we are getting those young people the right skills and into the right workplaces.”

Sacha Corcoran The Big Creative Academy

A portrait of a man with short, light-colored hair, wearing black-rimmed glasses and a dark suit jacket over a white shirt. The photo is set against a plain, light-colored background.





“Creative UK is a really vital organisation... having an organisation like Creative UK to advocate for the power of creativity but also to really clearly identify where investment is needed to ensure that the creative industries thrive, that the skills pipeline is in place, and that everyone can see the benefits of the creative industries on our economy and on our communities.”

Keith Merrin – Deputy Chair, National Museums Directors Council



2024-25

In the last Financial Year alone, Creative UK...

Welcomed over 100 new members to our ever-growing network.

Convened 40+ Creative UK members in the inaugural **Cultural and Creative Industries Pavilion** at the Labour Party Conference in September 2024. This first-of-its-kind fringe event delivered three days of programming, championing the cultural and creative sectors in a vital policy space – and led to a larger iteration in 2025.

Held a virtual **hustings**, giving Creative UK members the opportunity to question political party representatives: Rt Hon Lucy Frazer KC (Conservative), Sir Chris Bryant (Labour), Rt Hon Lord Tim Clement-Jones CBE FRSA (Liberal Democrats), Cllr Jack Lenox (Green Party) and Heledd Fychan MS (Plaid Cymru).

Published three landmark reports: **Unleashing Creativity: Fixing the Finance Gap** in the creative industries (highlighting significant barriers to accessing funding and finance in the sector, downloaded over 1,000 times and delivered with support from Creative PEC); **Creative Economy Capital** (proposing a model to attract private and philanthropic investment); and **Forging Freelancers Futures** (highlighted barriers faced by freelancers).

And our CEO, Caroline Norbury, was a member of the taskforce which contributed to developing the **Creative Industries Sector Plan** – ultimately announcing a £380 million boost for creative industries, and ambitions to nearly double business investment over the next decade.

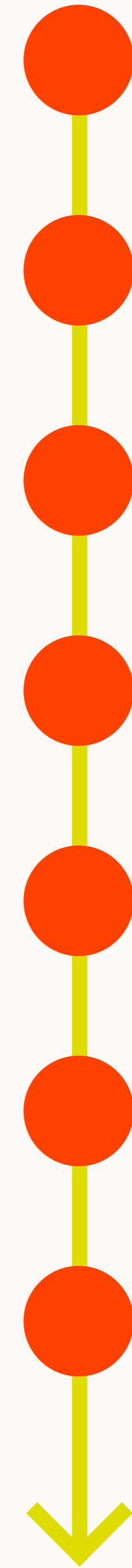


How we have... Supported the growth of creative people and businesses

One of Creative UK's most important functions is to offer hands-on support to businesses right across the creative sector – fostering growth by backing talent in a wide range of industries, from gaming and film to fashion and design. In total, up to April 2025, we're proud that our business support programmes have benefitted **over 5,200 businesses**, working in regions such as Cornwall, Devon, Greater Manchester, the North East, Plymouth, the South East, Wakefield, the West Midlands, and West Yorkshire.

We're proud to be a national organisation with deep regional roots, and our expert team located right across the UK. We work directly in our regions to deliver a high-impact suite of programmes, supporting SMEs and creative organisations to grow, overcome challenges, become investment ready – and of course, to create important, inspiring and innovative work.

Just some of our impactful programmes we've run in the past five years include:



Breakout (2022-2023)

A partnership between Creative UK and Netflix UK, giving the next generation of outstanding genre filmmakers the opportunity to make a breakout debut feature;

Ideate Manchester (2019-2022)

Supporting creative businesses to diversify and expand into immersive storytelling (in partnership with Greater Manchester's Growth Hub);

Ideate Plymouth (2019-2022)

Supporting businesses to create immersive products and experiences, and diversify their offer (in partnership with Plymouth City Council as part of the iMayflower project, funded by the Department for Digital, Culture, Media and Sport's Cultural Development Fund);

Advance Wakefield (2020-2023)

Connecting businesses to specialist mentors to provide fully funded support (in partnership with Wakefield Council and funded by DCMS's Cultural Development Fund);

Games Scale Up (2020-2023)

Equipping games leaders with the knowledge they need to grow their businesses and compete on a global stage (in partnership with games trade body Ukie and delivered with National Lottery funding from the BFI);

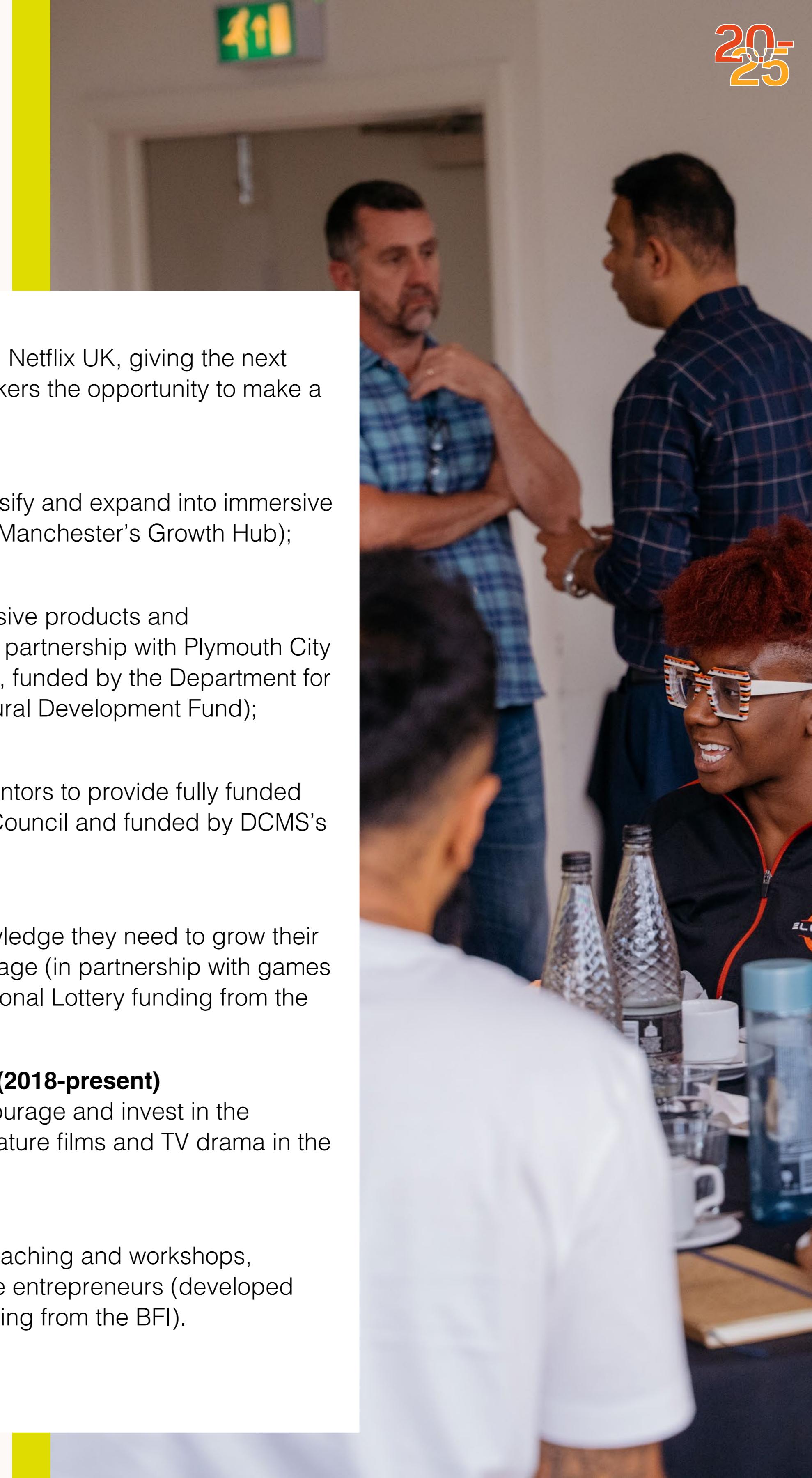
The West Midlands Production Fund (2018-present)

Set up with the support of ERDF to encourage and invest in the sustainable production of higher end feature films and TV drama in the region;

Female Founders (2020-present)

Supporting women through intensive coaching and workshops, tackling the inequalities faced by female entrepreneurs (developed and delivered with National Lottery funding from the BFI).

And we're still going...





"The mentoring part of the Create Growth Programme was invaluable to me... All the networking and connections I have made have been really valuable, and has definitely taken my business to the next stage... We are currently working through our grants which we have won from Innovate UK – both of which we won through the Create Growth Programme."

**Borro – baby and kids' clothes rental
West Midlands CGP**

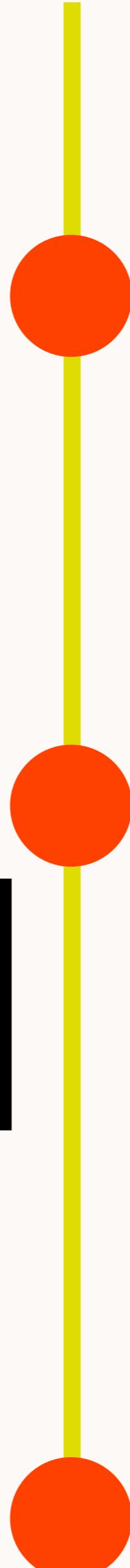
"Securing a £100k investment is a pivotal moment for us We're incredibly excited about what's ahead and grateful for the opportunity from Creative UK to make our creative and engineering dreams a reality."



Orbital FX – Culture and Creative Investment Programme

"I cannot imagine how far behind our company would be compared to now if this programme didn't exist. We have come out more knowledgeable, more confident in our offering, more realistic about what we need to offer to create a thriving business, and more focused."

Creative Enterprise, Female Founders Programme Participant



In 2021/22, we launched the **Culture and Creative Investment Programme**, with the North East Combined Authority – offering equity and loans as sustainable finance for commercially viable, growth-minded creative businesses. As of April 2025, £2.5 million + had been invested into 36 businesses, with £800,000 dispersed through grants into over 140 enterprises, with a total of over £4.5 million match funding and follow-on investments made. In addition to funding, the programme has also provided direct business support for more than 400 creative enterprises in the region.

The DCMS-run **Create Growth Programme** (CGP) is designed to support creative businesses to explore and secure commercial investment opportunities in English regions. Through the Create Growth Programme (2023-2025) we supported 426 businesses across six regions, representing all nine DCMS creative industries sub-sectors. Following the programme, 90% said their confidence as a business owner increased, and 81% said the programme increased their knowledge of investment.

Over three quarters of businesses were successful in getting the investment they applied for, with the total reported investment value exceeding £23 million (debt, equity and grants). 62% of businesses saw an increase in team size during the programme – creating approximately 500+ new jobs, and significantly boosting local economies.

Creative Enterprise, developed with National Lottery funding from the BFI, is a bespoke set of initiatives for ambitious screen businesses to access connections, training and networks to achieve business growth. Since its inception in 2019, Creative Enterprise has supported more than 600 screen-based businesses through intensive programmes, while around 3,600 organisations have benefitted from open access workshops. Since participating in the programme, 54% of businesses have reported increase in turnover or profit and 63% report bringing a new product to market.



2024-25

In the last Financial Year alone, Creative UK...

Has worked with 430 businesses via the **Create Growth Programme** across six regions: Cornwall, Devon, North East, South East, West Midlands and West Yorkshire.

Held **The Big Creative UK Summit: Investment for Growth** – as well as a series of regional events – welcoming over 1,000 attendees, and bringing together creative businesses with stakeholders and investors.

Supported over 100 businesses who engaged with intensive **Creative Enterprise** support across six programmes, and 550 businesses engaged through open-access workshops.

Awarded 30 Business Builder grants through Creative Enterprise, totalling £75,000, strengthening businesses' growth plans through access to specialist expertise.

Deployed £250,000 of Innovate UK funding to six businesses through the Creative Catalyst Challenge Fund – dedicated to financing products that supports the creative industries' journey to net zero.

Engaged with 250 investors.



How we have... improved investment in the sector

Over five years, through its cumulative funds, Creative UK has directly invested £31.6m into the sector.

The creative industries are one of the UK's most lucrative sectors: growing at more than double the rate of the wider economy and contributing £125 billion in Gross Value Added (GVA) annually.

Thanks to our talent and creative excellence, the UK is also the world's second-largest destination for creative sector Foreign Direct Investment (FDI) after the USA.

Despite this, the investment landscape for the sector is challenging. Our own research with the creative industries Policy and Evidence Centre found that creative businesses were over four times more likely to experience barriers in accessing finance for growth.

Creative UK is committed to changing this. We know that investing in people and their businesses means investing in the UK's economic growth – as well as our status as a world leader in creativity and innovation.

Since 2020, Creative UK has directly invested over £31.6 million in creative businesses. £21.9 million of this is through **Creative Growth Finance**: our landmark fund, delivered in partnership with Triodos Bank.

Initially launched with £20 million to deploy, the second iteration of the fund was recapitalised to a total of £35 million in 2023.

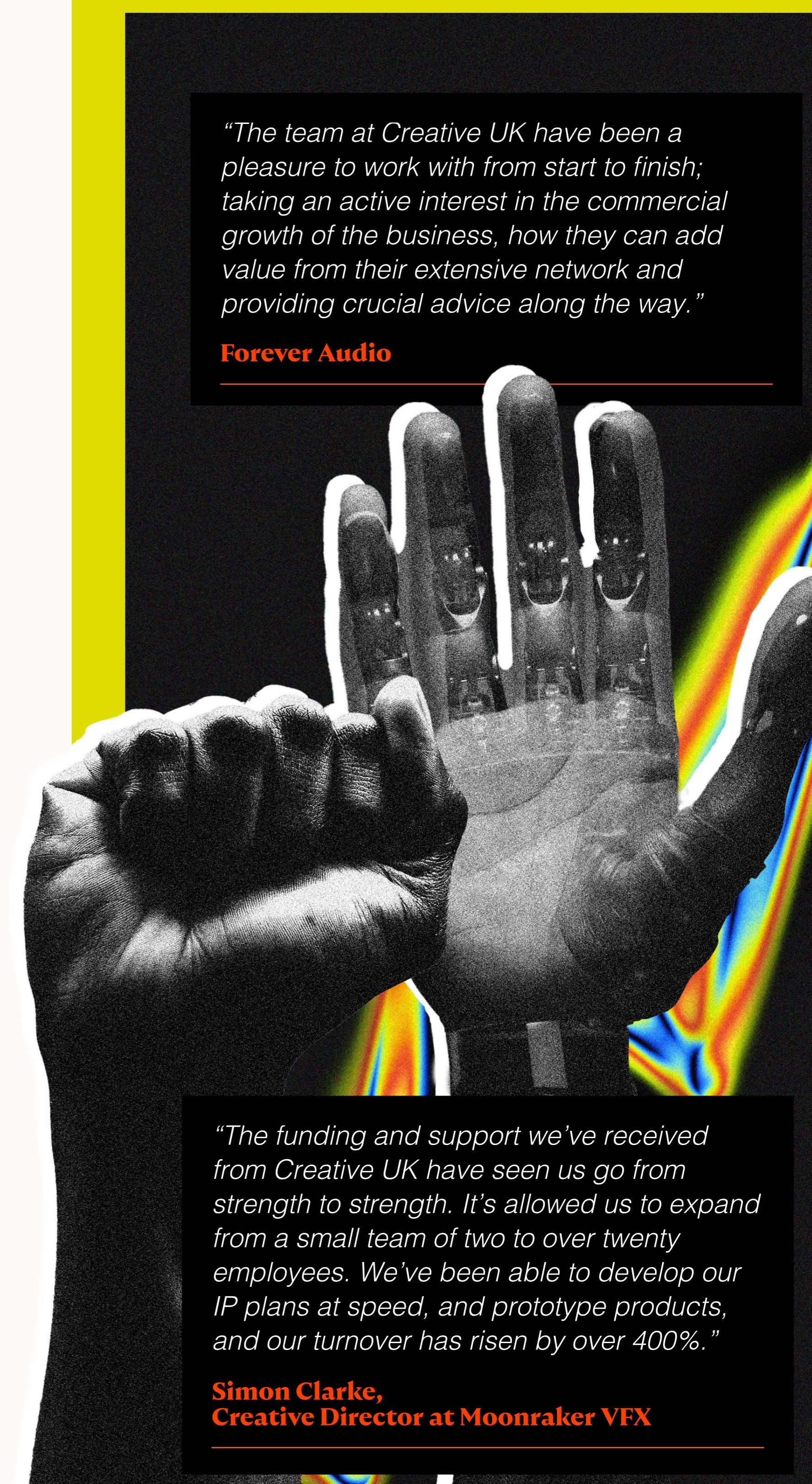
CGF has invested in 39 businesses. Throughout all of this, we've learned that our hypothesis was right: creativity is key to growth.

Our CGF portfolio companies are currently exceeding benchmarks. Their productivity is twice the national average, and their revenues are increasing 75% per year on average. CGF investees have also secured over £19 million in third-party funding.

Since 21/22 we have delivered the Culture and Creative Investment Programme with the North East Combined Authority, investing over £2.5 million into 36 businesses, with a total of over £4.5 million match funding and follow-on investments made.

"The team at Creative UK have been a pleasure to work with from start to finish; taking an active interest in the commercial growth of the business, how they can add value from their extensive network and providing crucial advice along the way."

Forever Audio



"The funding and support we've received from Creative UK have seen us go from strength to strength. It's allowed us to expand from a small team of two to over twenty employees. We've been able to develop our IP plans at speed, and prototype products, and our turnover has risen by over 400%."

**Simon Clarke,
Creative Director at Moonraker VFX**

2024-25

In the last Financial Year alone, Creative UK...

Became a partner of the **British Business Bank**'s Growth Guarantee Scheme, enhancing our ability to support more creative businesses with a higher risk appetite.

Creative UK Group directly invested £2.9 million into creative businesses through **Creative Growth Finance**, a further £2.3 million in other equity and loans and £960,000 in grants.

Saw exits from four companies, providing strong returns on investment and returned capital, enabling Creative UK to further support the creative economy.



How we have... delivered impactful support via Filming in England

In the past five years, Filming in England has supported more than 1,000 feature films and TV dramas by filming on location – generating an incredible £781 million for local economies.

Filming in England is an important part of the Creative UK Group – and is the first port of call for productions looking to film in England, outside of London. Funded by the National Lottery fund from the BFI, our skilled national team offer free comprehensive production support to feature film and high-end TV.

Working alongside our Film Office partners, as well as regional and national networks, our team are on hand to help at every stage of production, from early feasibility to post.

In October 2020, we launched the **Filming in England Partnership** – connecting different organisations across England, outside of London, in order to create a film-friendly environment and unlock England's full potential as a world-class destination for film and TV production. We currently

have over 300 organisations within this partnership, working to support and promote our partner members to maximise opportunities, build long-term beneficial relationships between industry and member organisations and signpost and connect industry to the relevant contacts.

Our **National Crew Directory** connects productions with regional talent across all skill levels and backgrounds – featuring over 7,000 listings, from trainees to above-the-line crew.

"The Filming in England team at Creative England provided excellent support to Rivals, especially during the preparation / scouting phase. With their in-depth knowledge of the region, they greatly assisted by making location suggestions and providing introductions to local authorities and organisations."

Joel Holmes – Supervising Location Manager on Rivals for Disney+

"I have used the crew services over the years on most of my productions as I find it invaluable for finding trainees, regional crew and generally being able to connect outside of my regular circle. The team are always helpful and support the needs of the production whatever the region and they are always willing to help with a very personable approach."

Deborah Aston, Line Producer



The Thursday Murder Club © Netflix

"Yesterday, I had the pleasure of attending my first film and TV networking event! It was an incredible experience, being in a room full of talented and passionate individuals was truly inspiring. I had the opportunity to engage in some thought-provoking conversations and left feeling motivated."

Attendee at a Filming in England Mixer

2024-25

In the last Financial Year alone. Filming in England...

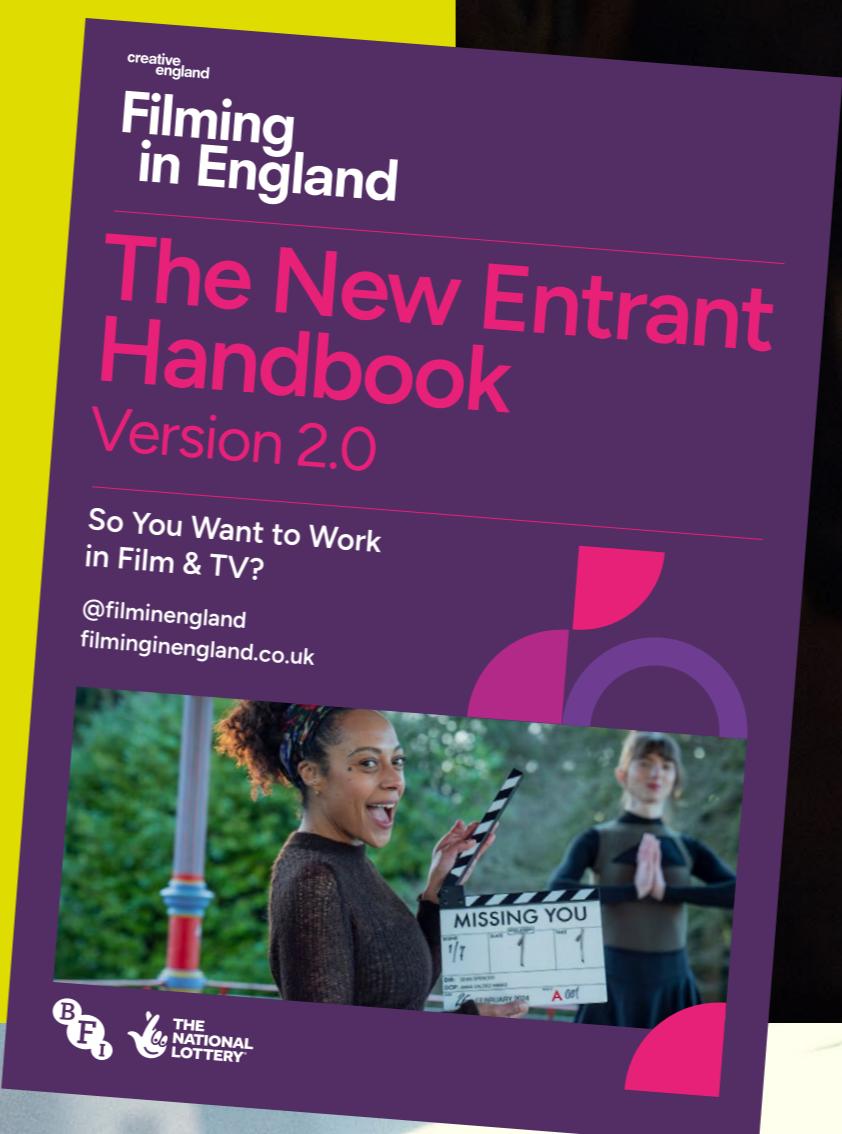
Provided production support to **200 feature films** and TV dramas, contributing **£216 million** in economic impact.

Showcased 10,000 **Film Friendly Locations** across the English Regions.

Connected crew directly with productions through our **crew directory**. Our mixer events, held across the country, connected 1,000+ industry professionals

Had 2,000 downloads of our free resource, the **New Entrant Starter Pack** – a practical companion for anyone looking to kickstart a career in film and TV

Welcomed 140 representatives from Local Authorities at the Filming in England Summit – an event showcasing the impact and potential of filming in local economies.



Hamnet © Focus Features



How we have... worked to create a more diverse. world leading workforce

Equality, diversity and inclusion have always been at the heart of Creative UK's mission – and widening access to the industry has been a top priority for our team over the last five years.

We are a proud partner for **Discover!**

Creative Careers: a national campaign, aimed at improving young people's understanding of creative careers – ensuring creatives from all backgrounds have a greater awareness of how to access the creative industries. We have partnered on this programme since 2019, and in total, recruited over 1,500 employers to take part in **Discover Creative Careers week.**

To further support early-years careers, we have created a dedicated student membership function: providing resources, events and paid opportunities to over 6,000 early-career creatives from 122 educational institutions.

Another key issue we have worked to address within the sector is bullying and harassment in the workplace. These unacceptable behaviours affect far too many workers in the cultural and creative industries. To address this, we championed the establishment of the **Creative Industries Independent Standards Authority** (CIISA) in 2022. This followed a series of industry roundtables we led with UK Government's Department of Culture, Media and Sport (DCMS), convening senior leaders from across the creative industries to take action.

In 2023, we launched '**It's NOT OK**': a new free-to-use e-learning module to help give the creative industries the tools to call out and tackle bullying and harassment.

We regularly support our members to improve their own D&I practice through our **Diversity Leaders Forum** – which brings together leads from across our membership to share best practice, learn from each other and collaborate on driving inclusion forward across the sector. Launched in 2022, this now has more than 100 members. We also improve our own inclusion practice through advice and scrutiny from our **EDI Advisory Group**.



2024-25

In the last Financial Year alone Creative UK...

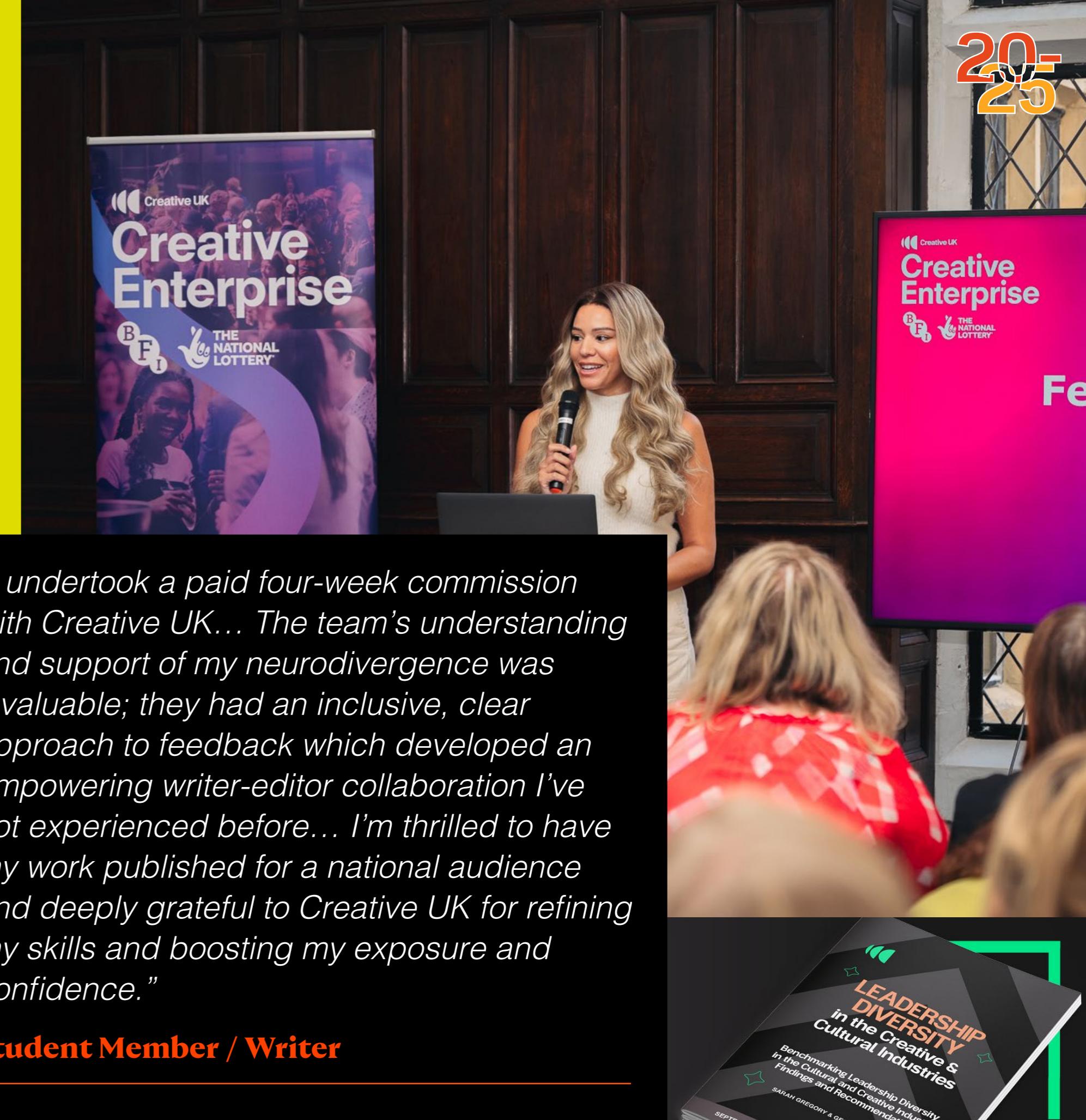
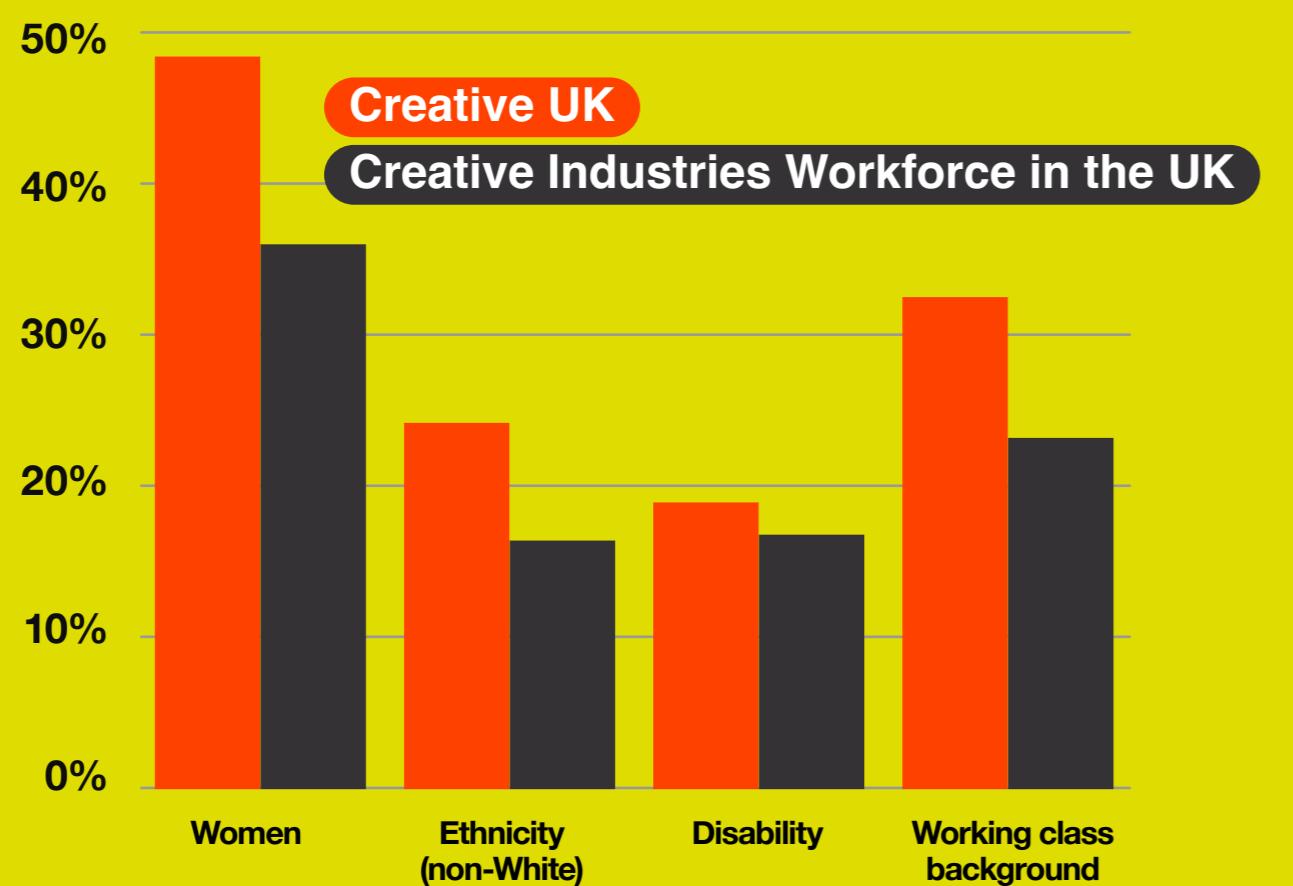
Recruited over 500 employers to take part in **Discover! Creative Careers week**, with our 2024 campaign reaching well over million creatives, parents and educators.

Launched **Create Diversity**: a resource hub spotlighting the D&I achievements of more than 50 organisations across the creative and cultural sector to educate, inform, and inspire others to act, and to reaffirm the value of diversity and inclusion to the sector. So far, this has had over 3,000 views.

Designed programmes to improve inclusion and diversity in the creative industries workforce – such as **Screen Launchpad** for screen-based leaders from underrepresented communities, and our established **Female Founders programme**.

Held four sessions of **Diversity Leaders Forum** and four sessions of the **EDI Advisory Group**.

Our 24-25 programmes / investments supported diverse business leaders



How we have... connected and convened

Since our launch, Creative UK has been known as the convener of the sector, hosting hundreds of high impact events. Highlights include...

Creative Coalition Festival, 2020, 2022 and 2023

In the midst of the pandemic, Creative UK launched a much-needed moment of connection in the shape of its Creative Coalition Festival: a virtual event gathering together those that make up the DNA of our sector to examine the challenges and opportunities that exist.

Across three editions, over 12,500 creatives tuned in to hear from 600 visionary speakers - including creatives, such as George the Poet, Sir Steve McQueen CBE, Jed Mercurio, Ruby Wax, and Lola Young; industry leaders such as Tim Davie – BBC, Sir Nicholas Serota – Arts Council England and Ben McOwen Wilson – YouTube; and political representation from the Rt Hon Keir Starmer MP – then Leader of the Opposition, as well as past Secretary of States, Nadine Dorries and Lucy Frazer.

Filming in England Mixers

From Bournemouth to Nottingham to Salford, and across England's key production hubs outside London, our networking evenings have brought together more than 2,500 Film and TV professionals at every stage of their careers, strengthening regional crews, connecting supply-chain businesses, and empowering local partners.

UK General Election Hustings for the Cultural and Creative Industries, 2024

In the weeks before the UK Government General Election, we held a virtual hustings, supporting Creative UK members to pose 90+ questions about priorities. Political party representatives included the Rt Hon Lucy Frazer KC (Conservative), Sir Chris Bryant (Labour), Rt Hon Lord Tim Clement-Jones CBE FRSA (Liberal Democrats), Cllr Jack Lenox (Green Party) and Heledd Fychan MS (Plaid Cymru).



The Big Creative UK Summit, 2024

Held at BAFTA London and online, our fourth festival brought together diverse voices from across the creative sector to celebrate and reimagine our creative future. Over three days, 1,250+ attendees engaged with 90+ speakers over 30 sessions. We represented our creative community at the highest political levels, with industry leaders, emerging pioneers and creative talent speaking alongside Secretary of State for Culture the Rt Hon Lucy Frazer KC MP, and the Shadow Secretary of State for Culture, Thangam Debbonaire MP.

Labour Party Conference, 2024

In 2024, Creative UK convened 40 partners to host the Cultural and Creative Industries Pavilion at Labour Party Conference in Liverpool. This three-day programme attracted more than 2,000 live attendees, and 700 online viewers, exemplifying the sector's vibrancy and collective impact. Speakers included: Lisa Nandy MP (Secretary of State for DCMS), Sir Chris Bryant, (Minister of State for DBT), Vicky McClure, Andy Serkis, Adrian Lester, David Harewood, Frank Cottrell-Boyce, David Morrissey, Brad Kella, Les Dennis, Michael Aldag and Ni Maxine, Tracy Brabin (Mayor of West Yorkshire) and Steve Rotheram (Mayor of Liverpool City Region). Following this success, we hosted the second Cultural and Creative Industries Pavilion in 2025 with speakers including Armando Iannucci, Angela Griffin, Carol Vorderman, Nick Park, Kate Mosse, Gary Neville, Joe Dempsie, Krishnan Guru-Murthy, with political representation across all sessions - including mayors, ministers and secretary of states.

The Big Creative UK Summit: Investment for Growth, 2025

This landmark event series convened creative trailblazers, policymakers and investors to explore how investment can unlock the full potential of the UK's cultural and creative industries. The sell-out London event, attended by 650 delegates, was accompanied by regional Summits and showcases in the North East, South East, South West, West Midlands and West Yorkshire, reaching a further 900+ delegates. Across the events, 170+ exhibition stands showcased the work of diverse creative businesses, and 60+ businesses pitched directly to investors. Speakers included: Lisa Nandy MP (Secretary of State for Culture Media and Sport); Robert Peston; Vanessa Spence (ASOS); Stephen Welton CBE (British Business Bank) and Sir Peter Bazalgette (Creative Industries Council) and Martha Lane Fox.



Our stories

Over the last five years, Creative UK has worked hard to tell the story of the cultural and creative industries on the world stage.

We've been featured in the world's media – and when we have the mic, we always make the case for the sector.

Our stories have appeared in:



FINANCIAL TIMES

The
Guardian

itv NEWS



POLITICO

THE
SPECTATOR

THE STAGE

THE
TIMES

CITY AM



SCREEN DAILY

AP
Arts
Professional

THE BOOKSELLER

All in for the book trade since 1858

**In the last Financial Year alone, Creative UK had
A media reach of 9.2B
A social media reach of 2.8+M**



A note from Belinda Budge. Chair. Creative UK

As Chair of Creative UK, I have worked closely with the Board to shape and drive the organisation's vision and strategic direction. Throughout the years, we have seen first hand how this extraordinary organisation delivers tangible, positive change for the cultural and creative industries.

From championing the vital role of creativity in the UK's economy and society, delivering unparalleled investment in the sector, supporting businesses to grow and innovate, connecting and convening hundreds of organisations from every creative discipline, Creative UK makes a meaningful and lasting impact – and this report is a testament to the importance of its work. It has been a privilege to lead an organisation so clearly committed to empowering creative talent and strengthening the future of our sector.

The next financial year will mark a new era. New leadership, new governance, and no doubt, new ambitions for growth. I am confident that everything achieved in our formative years have laid the foundations for something truly incredible, and I look forward to seeing how Creative UK continues to power growth for the sector for many years to come.

