

Anti-Racism Statement

Creative UK is committed to being an anti-racist organisation and rejects all forms of racism. We continue to create an inclusive environment in which our workforce, members, clients and others we work with can live and work free from prejudice, discrimination, and marginalisation.

We celebrate difference - respecting the humanity and creativity in everyone. We know that we're working with an uneven playing field and we're here to drive movement towards wider diversity and inclusivity. We all have a part to play in pushing the boundaries of the creative sector.

Systemic racism assumes white superiority individually, ideologically and institutionally. This assumption of superiority can pervade thinking both consciously and unconsciously.

We recognise that being anti-racist is a continuous process of learning, reflection and taking action.

We want Creative UK to be a safe and welcoming space for everyone.

In working towards this, we commit to the following actions and principles:

- ✓ We are committed to better understanding and addressing the systemic and everyday racism and inequality that is experienced by Black, Asian and minority ethnic people.
- ✓ We acknowledge the limits of our own perception, and that our experiences are not universal. When we make mistakes, we will acknowledge and own up to them, and make the effort to educate ourselves to do better in the future.
- ✓ We commit to having a Board, UK Council, and workforce that is representative of the society in which we operate.
- ✓ We will focus on improving our recruitment and training for both staff and members so that our organisation attracts and retains the best talent from all backgrounds and properly reflects the racial diversity of modern society.
- ✓ We will gather data and evidence and set relevant targets to provide a solid foundation for our work and as an effective way of measuring our challenges and our results.
- ✓ We commit to support the improvement of racial diversity of the pipeline of talent into the UK creative industries.
- ✓ We will champion the voices of those that are underrepresented across the creative industries, using our position and influence to amplify the experiences of those that are racially discriminated against.
- ✓ We will challenge racism whenever we see it, both internally and within our external partnerships and relationships. **We will not act as bystanders.**