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Foreword

Caroline Norbury. MBE
Chief Executive. Creative UK Group

I'm delighted to introduce our 2020-21 annual report, the first from the Creative UK Group, combining the forces of Creative England and the Creative Industries Federation.

It goes without saying that it has been a difficult year. The creative industries have been hit hard by Covid-19 and life has changed in a way that most of us couldn't have imagined. The pandemic has worsened existing inequalities between people and places, but we have been simply in awe of the many creative organisations and practitioners who have stepped up to support one another, their communities and those across the globe who have benefited from their content, ideas and inspiration.

With our members and wider industry, we have worked tirelessly over the past year to champion, connect, support and invest in our creative sector. By working as one, we have achieved unparalleled levels of support from government. After a long year of campaigning, we welcomed the extension of support schemes helping to reach some of those who have been hardest hit and the £1.57 billion Culture Recovery Fund.

But the crisis has also presented us with an opportunity to do things differently. We brought the creative industries together to reimagine our world post-pandemic and create an inspirational view of our future. We have enabled our members to collaborate, celebrate and connect with each other through workshops, coaching and development schemes and our flagship event, the Creative Coalition Festival.

We have invested more than £3.2 million in loans and £370,000 in grants to support new ideas, helping creative businesses innovate,



develop and grow. And we've launched new resources and support products to ensure we are there for every business, whatever their stage and need.

However, there is still more to be done.

Earlier this year, our members helped us shape three strategic priorities: People, Place and Planet. It is our ambition to ensure everyone has the opportunity to thrive creatively; that every place has the support it needs to flourish as a hub of culture and creativity; and that we maximise our sector's potential to respond to the biggest challenges faced by the world today.

I hope you enjoy reading about what we have so far achieved together. None of this would have been possible without the incredible team at the Creative UK Group, who I'd like to thank for their commitment, resilience, hard work and passion throughout this year. I also want to thank our board of non-executive directors and the whole host of public and private partners we have had the pleasure of working with over the past year. And of course, our members who have helped make all of this happen.



Our impact



We championed

Mobilised the creative sector and the public to back #OurWorldWithout campaign, achieving **10 million impressions** on social media

Over **500 creative leaders** signed our open letter to government calling for emergency funds

Secured **1,130 pieces of media coverage with a reach of 7.3 billion** for our independent analysis, evidencing the significant impact of the pandemic on the UK's creative industries

Over **200,000 people** signed our petition to introduce income support for freelancers

We connected

Reached over **20,000 people** through our virtual events, platforms and campaigns

Provided **738 free memberships** to creative practitioners in need

Convened over **5,000 creatives** at our Creative Coalition Festival

Collaborated with over **800 members and partners** to shape our vision statement, A Plan to Reimagine, and strategic priorities, A Plan to Reignite

We supported

Supported **840 creative businesses and entrepreneurs** in the next stage of their growth through **8 programmes**

Partnered with North of Tyne Combined Authority to invest over **£2.6 million** in the region's creative and cultural industries

Supported **31 feature films** and **77 TV dramas** to film on location in the English regions, leading to an estimated spend of **£60 million**

Committed **£700,000** to support film and high-end TV production across the West Midlands

We invested

Awarded over **£3.2 million** in loans to help creative businesses grow through our landmark Creative Growth Finance Fund

Enabled creative businesses to unlock **£2.13 million** in private investment

Invested an additional **£261,258** of follow-on equity investment, which helped businesses **unlock public funds of the same value**

Provided **£370,000** in grants to unleash new creative ideas



Huey Morgan's Latin Music Adventure
BBC credit Andy Dunn Loc: Cuba.





We championed

We've championed creative organisations and freelancers, amplifying their voice and forging connections throughout industry and with government. Collaboration has always been at the heart of our work, and never before has this been more important than in the last year.

We worked with our members to influence government through high-profile campaigns, industry insights and authoritative responses to consultations and announcements. Our member-led working groups, roundtables and UK Council play a central role in shaping our priorities and amplifying the case for the UK's creative industries.

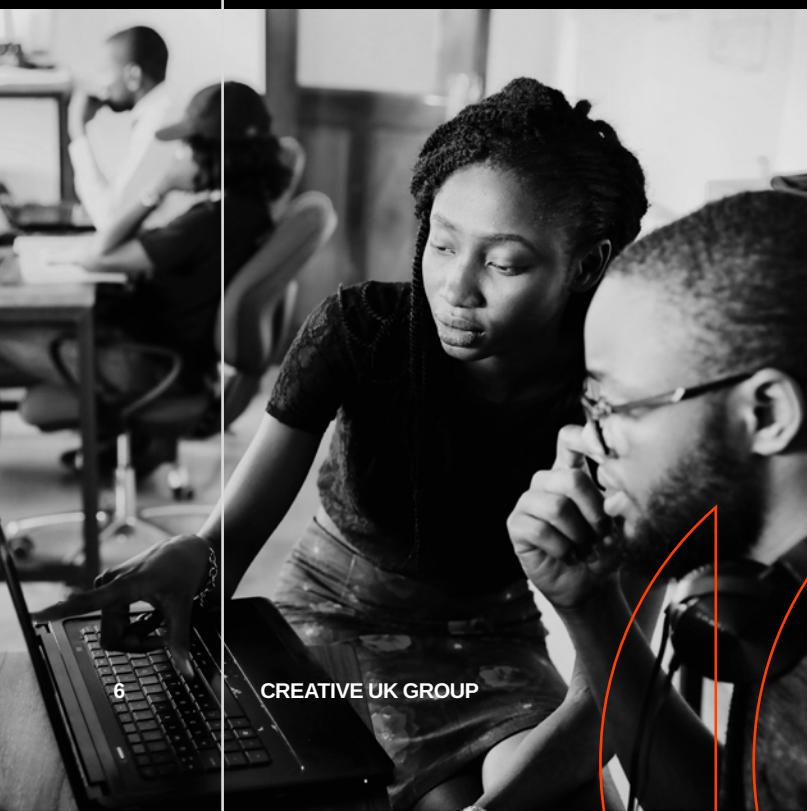
It is because of their unending support, partnership and creative ideas that we have been able to respond quickly and effectively on issues that matter to them the most: from the impacts of the pandemic and Brexit, to creative education and innovation.

"It is not just a talking shop, it interacts openly with its membership and takes their views to the very top of government. Their voice has impacted policy and helped the future for the sector."

– *Creative Industries Federation Member*

"Live Music Now Scotland is proud to be part of an organisation which can speak with one, increasingly powerful voice for the arts and creative industries throughout the UK. Who would have known when it started just how important its work and influence would be in current times? I don't know how we would all have managed without the Fed!"

– *Carol Main MBE, Live Music Now Scotland*



CREATIVE UK GROUP

#OurWorldWithout Campaign

We evidenced the impact of the pandemic on the UK's creative industries...

Commissioned expert consultancy, Oxford Economics, who projected that the UK's creative industries will be hit twice as hard as the wider economy: a combined revenue drop of £77 billion and an expected loss of 1 in 5 creative jobs in 2020

We mobilised our creative community...

Over 4,000 people backed the campaign by posting on social media, communicating messages in a creative way and adding their voice to strengthen our case

500 creative leaders signed our open letter to government, calling for emergency sector-targeted funds

35 creatives designed their own original artwork to support the campaign, bringing the power and value of creativity to life

We amplified our messages and asks of government...

The campaign achieved **4 million impressions** on its first day of launch

Our independent analysis attracted **703 pieces of media coverage**

We convened members with government ministers, political advisers and officials to ensure their voice was heard

We welcomed the £1.57 billion Culture Recovery Fund, the largest one-off investment into the UK's creative industries



Championing Creative Freelancers

We joined forces with the Association of Independent Professionals and the Self-Employed and the Federation of Small Businesses to call for income support for freelancers out of work

We mobilised over **200,000 people** to sign our public petition

We welcomed the introduction of the **Self-Employed Income Support Scheme**, but worked with campaign groups to call for further action

We convened **100 freelancers, creative organisations, trade bodies and unions** to consult on what's needed to support our vital freelance community, both now and in the future

We listened to members and launched our **Future of Freelance Champions** to guide our future activity as we work with industry and government to drive systemic change



We connected

We've represented, championed and supported the creative sector. We've connected businesses and individuals with the money, information and opportunities they need to thrive. And we've brought our members together to celebrate creativity, encourage collaboration and share voice.

Over the past year, we've connected and convened like never before. Like many others, we pivoted our events, business support and conversations online, and as a result, reached over **20,000 people**. This enabled creative organisations and practitioners to inspire and challenge each other [like never before], share insights and ideas and turn those ideas into reality.

We opened up access to our network, insights, guidance and news for those hardest hit, providing **738 free memberships** to creative practitioners and microbusinesses in need. We also launched a new **Student Membership** to support young people transitioning into the workplace.

"The Creative Industries Federation has such a wide range of interesting, creative individuals, organisations and businesses – it's great to be a part of it."

– Trevor James,
The Drawing Room



The Drawing Room



"Membership of the Federation has been of real mutual benefit – enabling our voice to be a part of high level lobbying on behalf of the sector... The Fed has given us access to decision makers and influencers that would otherwise have been difficult if not impossible."

– Patrick Chapman,
The Northern School of Art





Creative Coalition Festival

Over **5.000 attendees** joined us from **61 countries** over 3 days in November 2020

7 Festival Zones. 60 unique sessions
and over **200 speakers**

Opened up access to everyone: free to attend, with live transcription

Elevated diverse and emerging voices and provided a platform for frank discussions



June Sarpong
Broadcaster and BBC
Director of Creative Diversity



Liv Little
Gal-dem CEO



Mya-Rose Craig
Environmentalist

Hosted high-profile influencers and contributors

NETFLIX LIONSGATE Banijay English National Ballet sky arts Tortoise



Sir Steve McQueen



Ruby Wax

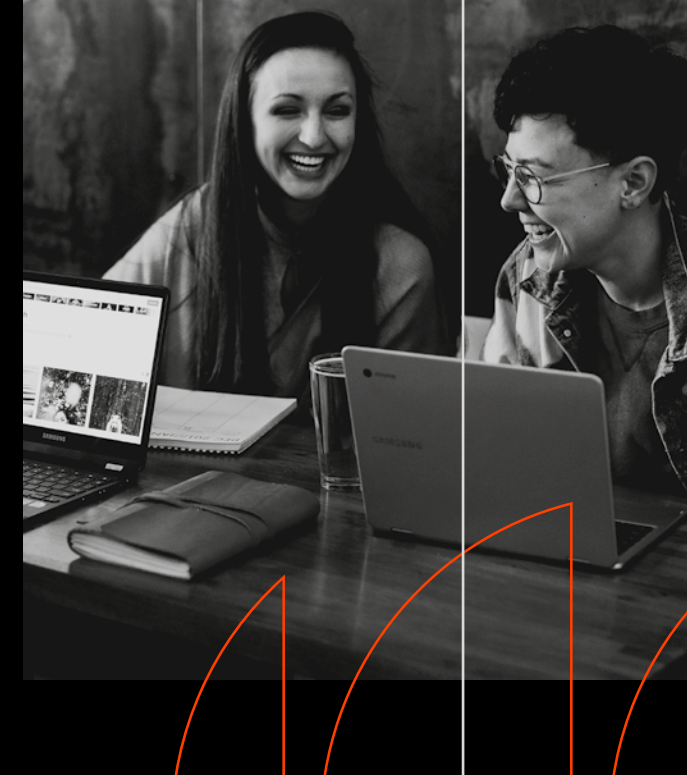


George the Poet

Harnessed the power of technology to connect creatives through digital networking, providing opportunities to meet, network, showcase and collaborate

"It was a mammoth undertaking and was great. Really useful to be able to drop in and out of such a rich mix of knowledge, opinion and creativity without leaving home!"

– Creative Coalition Festival Delegate





A Plan to Reimagine & A Plan to Reignite

A Plan to Reimagine – 12 Ideas,
3 Core Drivers (The People, The Ideas,
The Money) and One Main Goal:
To build a better future for everyone

Collaborated with over **800 members** to imagine
what our future could look like and the steps
we need to take to turn this vision into reality

Inspired by members keen to discuss how
our sector not only recovers post-pandemic,
but becomes even more diverse, accessible
and sustainable than ever before

Hosted **6 workshops** over two months, led by
Creative Leaders from across our membership

Informed the direction of our advocacy and shaped
A Plan to Reignite – our new strategic priorities:

People

Place

Planet



People

We believe in igniting
every person's
creative potential.



Place

We believe creativity can
regenerate villages, towns
and cities, throughout the UK



Planet

We believe creativity
will design a greener
future for everyone



We supported

We've broken down barriers to opportunities, providing funding, networking, mentoring and development schemes to enable creative talent to thrive. We've supported freelancers and businesses from start-ups to established organisations, across games, film and TV, the arts and more.

When the pandemic hit, we pivoted our traditional methods of support to deliver virtual mentoring, networking, webinars and online resources, benefiting a greater diversity of creative practitioners and businesses than ever before.

Throughout the year, we supported over **840 creative enterprises and entrepreneurs** in the next stage of their growth through **8 programmes**. We also launched a **£2.6m Culture and Creative Investment Programme** with North of Tyne Combined Authority – the first of its kind to offer a blend of financial and business support for creative freelancers and businesses across the region.

"It's given us the toolkit we needed to be ready to grow... I'd highly recommend any businesses to join up to the next programme. What you get out of it far outweighs any time you committed to it."

– Sam Watts, *Make Real*; *Games Scale Up* participant

make [REAL]



"This programme has transformed my company. After a difficult Covid year we're stepping into 2021 feeling refreshed, refocused and incredibly enthusiastic about what the future holds. It's impossible to overstate the difference the programme has made."

– Julie Heathcote, *Factory Films*; *Female Founders* beneficiary

FACTORY FILMS



Business Growth Programmes include:

Ideate Manchester: Supported 125 creative businesses to diversify and expand into immersive storytelling. Delivered in partnership with Greater Manchester's Growth Hub.



Ideate Plymouth: Supported 12 businesses through intensive mentoring to create immersive products and experiences, and diversify their offer. Delivered 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.

Supported using public funding by



Advance Wakefield: Connected 25 businesses to specialist mentors to provide fully funded support, with a further 75 businesses in the region still to benefit from this opportunity. Launched September 2020, delivered in partnership with Wakefield Council and funded by DCMS's Cultural Development Fund.



Supported using public funding by



Creative Enterprise: Supported 648 screen sector companies via workshops, learning programmes, networking, advice and business support. Developed and delivered with National Lottery funding from the BFI.



Games Scale Up: Equipped 14 games leaders with the knowledge they need to grow their businesses and compete on a global stage. Developed in partnership with games trade body Ukie and delivered with National Lottery funding from the BFI.



Female Founders: Supported 10 women through intensive coaching and workshops, tackling the inequalities faced by female entrepreneurs. Developed and delivered with National Lottery funding from the BFI.





Top: *1917* filmed in the South West of England with [production support from Filming in England](#)

Bottom: *Small Axe* 'Red, White & Blue' filmed in Wolverhampton with [production support from Filming in England](#) and financial support from the West Midlands Production Fund

Supporting film and high-end TV

Supported **31 feature films** and **77 TV dramas** to film on location in the English regions, leading to an estimated spend of **£60 million** through Filming in England alongside Film Office partners, funded by the British Film Institute

Connected film and TV professionals with employment opportunities across the country, posting **over 400 jobs** on our national crew and facilities database and via our bespoke crewing service

Committed **£700,000** in film and high-end TV production in the regions through our West Midlands Production Fund

Celebrated the success of **Claire Oakley's *Make Up*** and **Eva Riley's** BIFA-winning ***Perfect Ten*** which released to critical acclaim when cinemas reopened in summer 2021 – both were film debuts supported by our iFeatures programme, funded by the BFI, BBC Film and ScreenSkills

Celebrated the success of Emerging Talent supported by our National Lottery funding, including film releases ***White Riot***, ***Days of the Bagnold Summer***, ***Lynn + Lucy***, ***After Love*** and ***Censor***, alongside **Aneil Karia** and **Sean Buckley** who were nominated in the Breakthrough Talent Category at the BAFTA TV Craft awards 2020.



"People are sometimes surprised when I talk about my production company Douglas Road Productions and the lengths we go to, to ensure that projects are properly funded. Outfits such as Creative England allow us to form partnerships that ensure our projects are properly resourced through tax credits and financial aid, leaving us to get on with making the very best show we possibly can. Our latest film 'My Name is Leon' has benefited from Creative England's expertise and for that we give thanks."

– Sir Lenny Henry

Below: *Bridgerton*, filmed in the South West of England with [production support from Filming in England](#)

Right: *The Crown* S4 filmed at nearly 90 locations across England with [production support from Filming in England](#)





We invested

We've helped creative businesses innovate and grow, providing them with the finance they need to realise their ambitions, become sustainable and scale-up. We've supported the creative industries to navigate the many challenges they've faced this year, giving expert advice, every step of the way.

We awarded a total of over **£4.1 million** in loans and grants in the financial year 2020-21, backing success stories across creative tech, advertising, film and TV, games and more.

Our Creative Growth Finance Fund, established in partnership with Triodos Bank, provided **£3.2 million** in vital scale up finance to the UK's most promising creative businesses, unlocking **£2.13 million** in private investment. Despite the pandemic, their revenues grew, with all loans on track to be repaid in full, setting them in good stead to fuel our post-pandemic recovery.

"Our investment from Creative Growth Finance has helped us to fund a management buy-out, empowering my partner and managing director, Ed Hudson, and I to take over the reins. We've been able to restructure the business around our creative proposition, bringing in the additional strategic and creative support to grow our European and global client base."

– Phil Blackmore, Create Health



Fourth Wall is an award-winning Merseyside-based multimedia company specialising in children's entertainment. In Spring 2021, they reached an important milestone with the broadcast of their first TV show. With global launches planned, Fourth Wall has big ambitions to continue their growth, supported by continued investment from Creative Growth Finance.

Awarded over **£3.2 million** in loans to help creative businesses grow through Creative Growth Finance

Enabled creative businesses to unlock **£2.13 million** in private investment

Despite the pandemic, the annual turnover of those we invested in **grew by an average of 38%** and all are on track to **repay their loans in full**

Invested a further **£261.258** of follow-on equity investment, which helped **unlock public funds of the same value**

71% of the businesses we invest in have a **5-year survival rate**, compared to the 40% national average

Provided over **£373.000** in grants through our New Ideas Fund, designed for those working in film, television, games, immersive media or tech, looking to test ideas, reach new audiences or diversify income streams

Broken down barriers, making it quicker and easier to access the funding and providing additional business support and intensive financial guidance in light of the pandemic

Launched a **new resource library** packed with industry insights and practical resources on topics such as investment readiness, business strategy, leadership and collaboration

EMU Films is an award-winning UK independent production company with an enviable track record of development, production and delivery for the screen. Our working relationship has been ongoing since 2014, and we have collaborated with them on productions including The Goob, Jawbone, Steve McQueen's acclaimed BBC and Amazon Prime series Small Axe, and Terrence Davies' recently released feature film Benediction. Our investment will enable them to hire another highly experienced development executive, grow the company and expand its development slate further.





Investments and financial overview: 2020-21

Creative UK Holdings Limited (a company limited by guarantee)
Consolidated statement of comprehensive income for the year ended 31 March 2021

	Note	2021 £	2020 £
Turnover	4	4,638,275	5,637,278
Cost of sales		(2,919,976)	(3,032,880)
GROSS PROFIT		1,718,299	2,604,398
Administrative expenses		(1,989,708)	(2,538,168)
Other operating income	5	39,442	-
OPERATING (LOSS)/PROFIT		(231,967)	66,230
Interest receivable and similar income	7	239,911	32,170
PROFIT BEFORE TAXATION		7,944	98,400
Tax on profit	8	(3,135)	(2,299)
PROFIT FOR THE FINANCIAL YEAR		4,809	96,101
PROFIT FOR THE FINANCIAL YEAR ATTRIBUTABLE TO:			
Owners of the parent Company		4,809	96,101
		4,809	96,101

There was no other comprehensive income for 2021 (2020:£NIL).

Creative UK Holdings Limited (A company limited by guarantee)
Registered number: 12105400
Consolidated statement of financial position as at 31 March 2021

	Note	2021 £	2020 £
FIXED ASSETS			
Intangible assets	9	9,419	1,171
Tangible assets	10	53,390	59,653
Investments	11	50	50
		62,859	60,874
CURRENT ASSETS			
Debtors: amounts falling due within one year	12	596,581	1,028,533
Current asset investments	13	11,786,413	10,245,392
Cash at bank and in hand	14	10,153,196	9,930,852
		22,536,190	21,204,777
Creditors: amounts falling due within one year	15	(10,053,298)	(10,175,106)
NET CURRENT ASSETS		12,482,892	11,029,671
TOTAL ASSETS LESS CURRENT LIABILITIES		12,545,751	11,090,545
Creditors: amounts falling due after more than one year	16	(11,737,456)	(10,287,059)
NET ASSETS		808,295	803,486
CAPITAL AND RESERVES			
Income and expenditure account	17	808,295	803,486
		808,295	803,486



Creative UK Group

**creative
england**

**We uncover creative voices. invest in creative businesses
and empower creative communities to grow.**



**CREATIVE
INDUSTRIES
FEDERATION**

**We are the membership body that represents. champions
and supports the UK's Creative Industries**