



Creative UK

Creative Coalition Festival 2022

Supported by **YouTube**

Festival Round-up



Reimagine. Redefine. Reignite

Creative Coalition Festival brought together the UK's finest creators, makers, leaders and innovators to Reimagine, Redefine and Reignite our creative future. Delivered by home-grown, world-class talent, it was a blend of inspiring conversations and interviews, live performances, experiences, workshops and networking opportunities.

3
full days

60+
unique sessions

5
festival stages

200+
speakers



The Summit Stage

Industry shaping keynote speeches, interviews, panel conversations and performances

1

DAY 1: REIMAGINE

WELCOME TO CREATIVE COALITION 2022

The Rt Hon Nadine Dorries MP opens the festival

REIMAGINING THE LANDSCAPE. RESETTING THE NARRATIVE

PERFORMANCE: GAIKA

CULTURAL CHANGE STARTS WITH US

PIGEONHOLED: JED MERCURIO

Leading Television Writer, Showrunner

PERFORMANCE: KIMMYBEATBOX

ART AS ACTIVISM: PUNKS. POETS. REBELS

PERFORMANCE: LOVE SSEGA

A CASE FOR CREATIVITY

TAICCA SHOWCASE

DESIGNING THE FUTURE: COLLECTIVE CREATIVITY IN ACTION

SKY ARTS HOUR

Drawing workshop, Ruby etc.

2

DAY 2: REDEFINE

IN CONVERSATION WITH BEN MCOWEN WILSON

Managing Director of YouTube

RETHINKING THE ECONOMY

THE CLASS DEBATE

FREELANCE CHAMPIONS

THE FUTURE MAKERS

BREAKING DOWN BARRIERS

14.50 - 15.00

PERFORMANCE: AN EYE FOR AN EYE FOR AN EYE

Ellen Renton reads poems about ableism, albinism, and disabled joy

BLACK LIVES MATTER. WHAT NEXT?

With June Sarpong and Dr Joanna Abeyie MBE

ERADICATING BULLYING & HARASSMENT

With Rebecca Ferguson, Singer-Songwriter Dame Heather Rabbatts, Chair, Times UP UK and more

SKY ARTS HOUR

Street Art On Skates with Chris Pensa

RT HON KEIR STARMER MP

A keynote address from Rt Hon Keir Starmer MP on his vision for the future of the creative industries.

CREW NIGHT QUIZ

3

DAY 3: REIGNITE

DESIGNING A GREENER FUTURE

With Livia Firth, Eco-Age and Love Ssega, Artist & Musician

CULTURE AND THE CLIMATE EMERGENCY

Streamed from the Eden Project, and chaired by Sir Nicholas Serota, Arts Council England.

IN CONVERSATION WITH MICHAELA STRACHAN

Wildlife Presenter

ENGINES OF CHANGE?

The Future of Screen Technologies

CREATIVITY. THE CREATOR ECONOMY AND TIKTOK

With TikTok's Rich Waterworth

DEMOCRATISATION OF CULTURE?

With V&A London, Google Arts & Culture, National Theatre, and Marquee TV

EXPLORE THE IMMERSIVE WORLD OF VIRTUAL PRODUCTION

NFTS ON SCREEN

SKY ARTS HOUR

Dance Workshop, Artis Foundation



The Factory

A place for change, where we make plans for the future



SARAH MCCAFFREY
SHARATH JEEVAN
ALISON GRADE

2

DAY 2: REDEFINE

SKY ARTS IN CONVERSATION WITH
ARTS LEADERS

FUNDAMENTALS OF STARTING
A CREATIVE ENTERPRISE

FREELANCERS IN MIND

MEET THE MENTORS

IN CONVERSATION WITH THE FUTURE
GENERATIONS COMMISSIONER FOR WALES,
SOPHIE HOWE

SODA PRESENTS BREAKING IN

STAGE, SCREEN & SOCIETY

BUILDING BRITAIN'S CREATIVE POWERHOUSES
OF THE FUTURE

MEET THE MONEY

THE FUTURE OF CREATIVE EDUCATION

REGIONAL IMPACT INVESTING

INVESTING IN THE UK'S FUTURE WORKFORCE:
WHY CREATIVITY MATTERS

FROM SOLID FOUNDATIONS TO A STARLING EXIT

3

DAY 3: REIGNITE

ATLAS CYMRU

CULTURE AT THE HEART OF SOUTH YORKSHIRE

HOW CAN CULTURE ENGINEER THE
LEVELLING-UP AGENDA?

PLACE AND PURPOSE

BIG IN THE WEST MIDLANDS: PUTTING REGIONAL
CREATIVITY INTO MAJOR CULTURAL EVENTS

WHY DOES THE 'METAVERSE' MATTER TO ART
AND CULTURE?

With artists David Blandy and
Danielle Brathwaite-Shirley

THE CALL FOR CREW

With Neil Peplow – BFI and Kevin Blacoe - Channel 4

VIRTUAL AND IMMERSIVE FUTURES

CREATING CULTURAL CENTRES THROUGH THE
GRASSROOTS AND FROM THE GROUND-UP

ENGAGING WITH SUSTAINABILITY ON SCREEN

STAYING MOTIVATED

THE WRITER'S ROOM

SHAPING THE SECTOR VISION

With Julia Lopez MP, Minister of State for Media,
Data, and Digital Infrastructure.

COMPLICITÉ FILM SCREENING

Fehinti Balogun and Complicité's digital
performance about the climate catastrophe



The Big Screen

Theatre * Dance * Spoken Word * Poetry * Live Performance



SOMEHOW

A love song to ourselves, to those we know and those we have yet to meet. Created by writer and dancer Krystal S. Lowe and composer Jasmin Kent Rodgman.

THE FULL STORY

An award-winning short film created by Daisy Jacobs follows the past of Toby as he prepares to sell his childhood home.

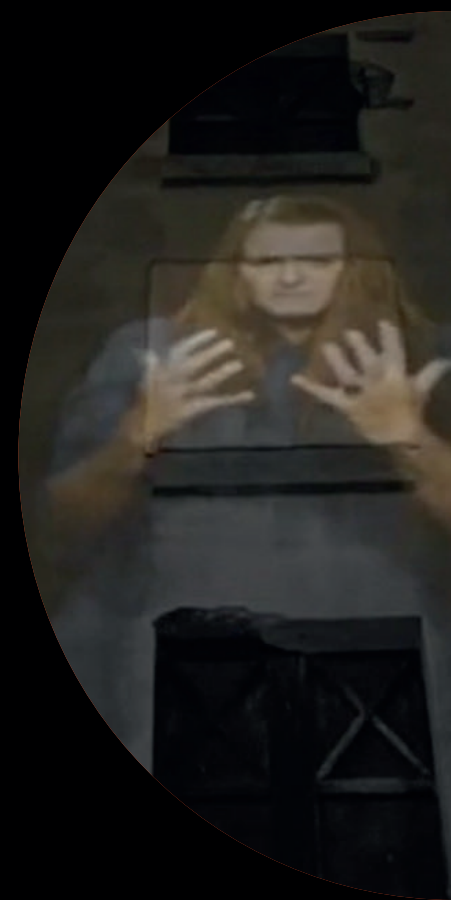
WAR PAINT

A lonely narcissist and a shy doormat yearn for purpose and friendship. They find both... when one of them kills a would-be rapist. Directed by Nat Luurtsema.



SIGN NIGHT

Sign Night is a poetic conversation in sign language between two star crossed lovers, projected onto buildings in central Bristol.



RAINFOREST RECONNECT SHOWCASE

Highlighting the beauty of the Eden Project's biome.

POLLINATOR PATHMAKER

In this documentary, Dr Alexandra Daisy Ginsberg explains the Pollinator Pathmaker scheme/algorithm/art with the Eden Project.

EARTHY ENCOUNTERS

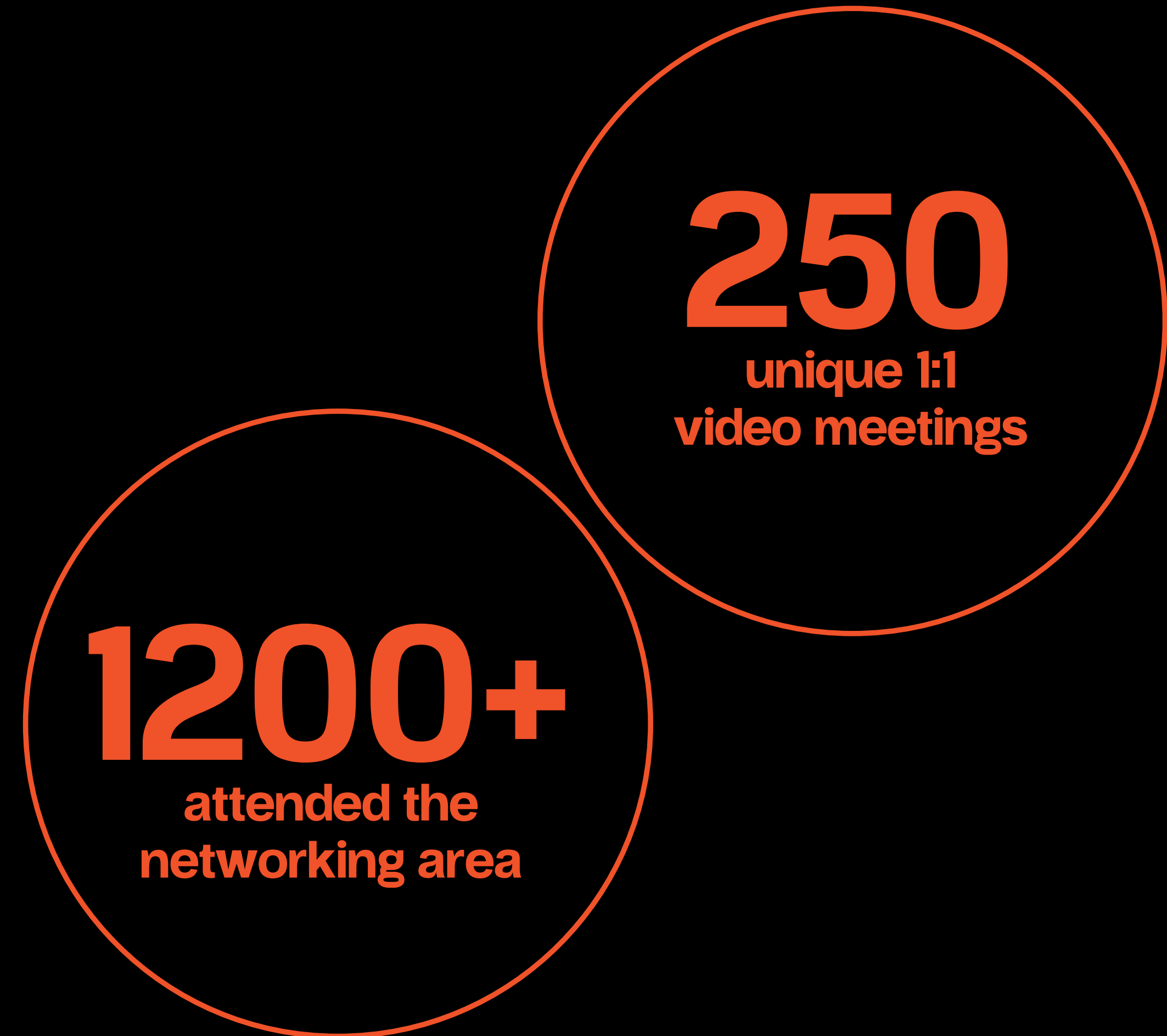
A family action-adventure film about a 15-year-old boy who believes he can save his terminally ill brother with a plant he unearthed in the garden centre. Directed by Sam Johnson.





The Social District

Carefully programmed windows of digital networking which brought attendees together using video to exchange skills, connect with each other, collaborate and inspire. Hopin's virtual event platform replicated, as best possible, the experience of live events.



Over a third of attendees said they made new meaningful connections



The Impact

9,400

Registrants

5+

Hours Average
Viewing Time

4,400

Attendees

5,500+

Chat Messages

65

Countries

400+

Pieces of
Press Coverage



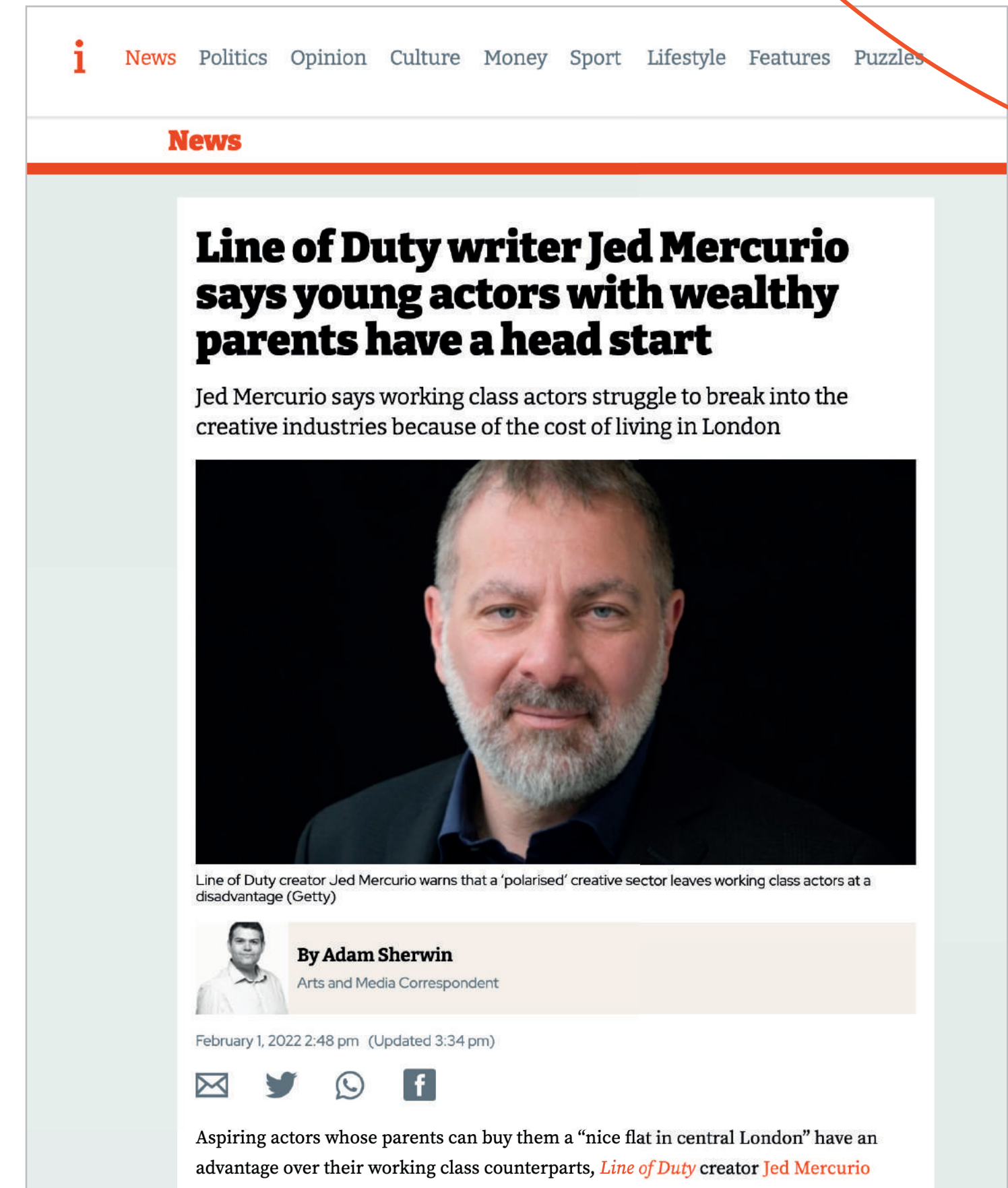
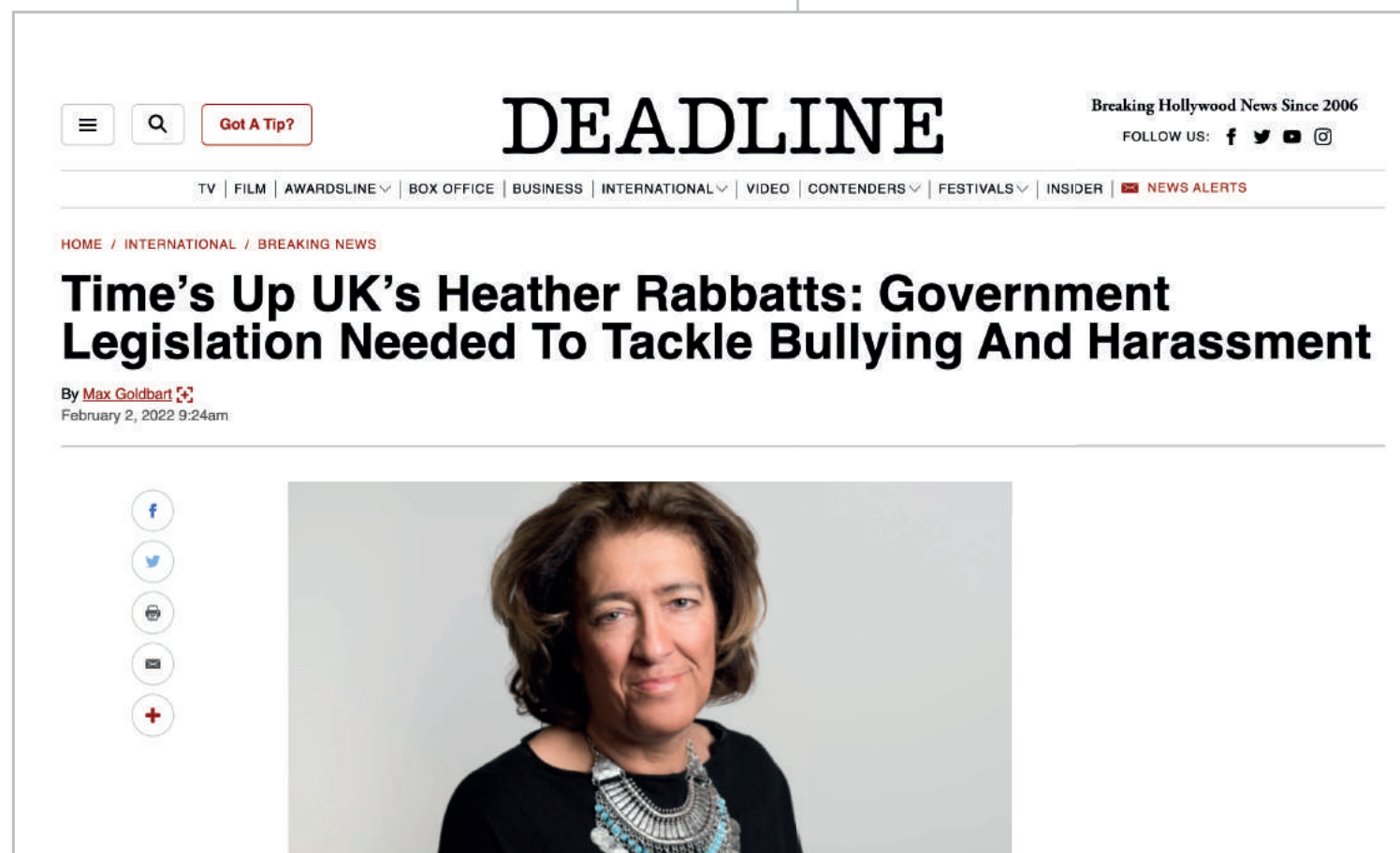
Press Coverage

478 unique pieces
of press coverage

Highlights include:

The Times
Evening Standard
Daily Mail
The Guardian
Daily Express
Times Radio
GB News

i





Social Media #CreativeCoalition



BDT CREATIVE SERVICES @BDT_Services · 2m
@WeAreCreativeUK Been to this 3 day festival, truly awesome. Well done all. Loved the diversity, the energy and the honesty of speakers and presenters.
#creativecoalition



celine elliott @celinelliott · 1h
Powerful call to action by @indy_johar for @WeAreCreativeUK 'Current economic growth doesn't offset the social and environmental costs' 🌱 Asking how can we build creative societies in what is a post-management era where every job will require creativity #CreativeCoalition



Cheryl Muir, Relationship Expert @cherylmuir · 40m
@tomlawton speaking right to my heart and soul, talking about unity with the earth and our soul and each other. Beautifully said, and expressed so deeply and profoundly (my tweet doesn't do it justice). Thank you, Tom!! #CreativeCoalition @WeAreCreativeUK



Mo Trudel @MoTrudel · 16m
Really enjoying hearing Jed Mercurio interviewed by Caroline! His journey into writing is so encouraging and reflects what happens when we are curious and prepared to follow opportunities and push on open doors
@WeAreCreativeUK @CarolineNorbury



Hybrid @Hybridposts · 41m
I really wish that the #CreativeCoalition conference wasn't so good - I've so much work to do! @CreativeUK_News will need to explain this to our clients :)



Creative Lives @CreativeLivesCL · 20m
Strong start of @WeAreCreativeUK's flagship festival #CreativeCoalition! It was great to hear from @Leonie_S_Bell from the @VADundee about how art and design should be everyday and for everyone - a human right. 👍



Severn Arts @SevernArts · 1h
Join if you can! Lots of brilliant speakers and subjects. Including our own @FestivalsDavid @mrshelenmole Grab a coffee and feed your creativity for a bit! @WeAreCreativeUK #creativecoalition



Helen Mole @mrshelenmole · 2h
The #creativecoalition festival starts today. I'll be joining the panel for an event on Thursday to discuss how culture can engineer the #levellingup agenda.
[Show this thread](#)



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**15
MILLION**
Social media
impressions



wearecreativeuk 8h



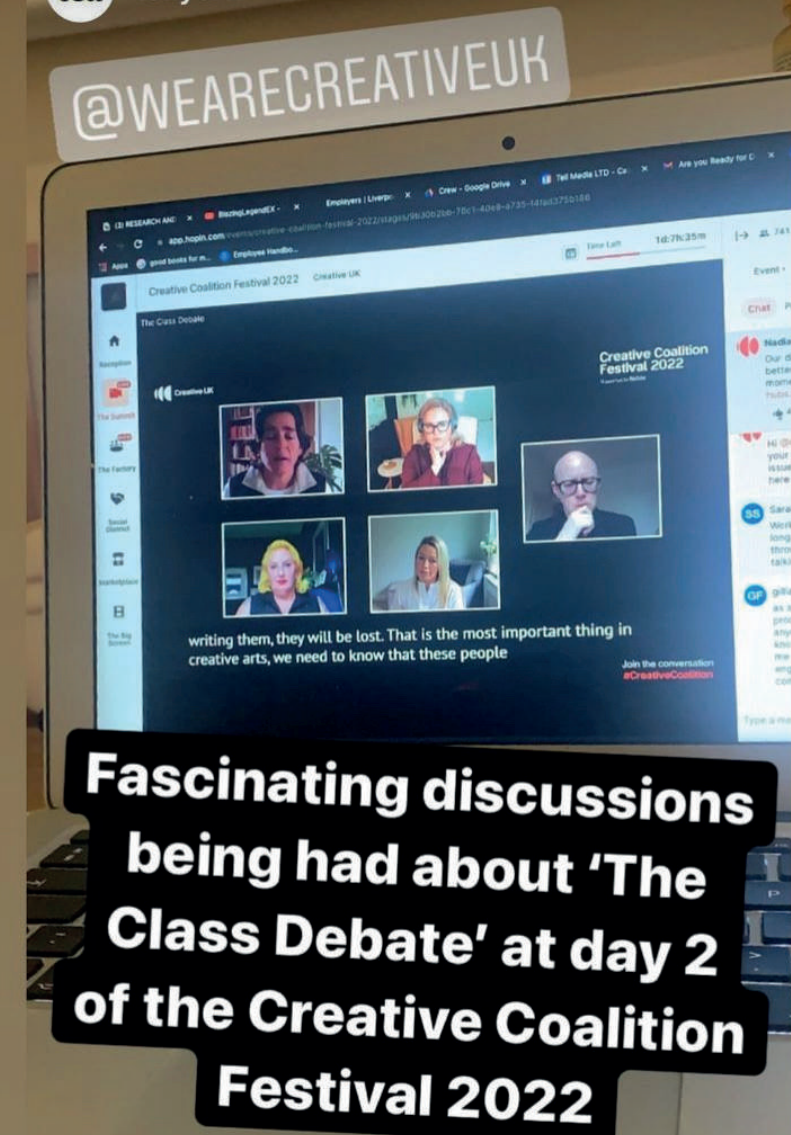
Incredible @gaikasees
performance at
#creativecoalition fest
@wearecreativeuk



Send message



wearecreativeuk 12h
tellyork



Fascinating discussions
being had about 'The
Class Debate' at day 2
of the Creative Coalition
Festival 2022

Send message





Social Media #CreativeCoalition



Swarzy @SwarzyMacaly · 11m
TODAY TODAY TODAY!! 🥳🥳🥳

Feeling so excited to host @WeAreCreativeUK's #CreativeCoalition Festival 2022!

The day is JAM PACKED with panel discussions and special guest performances from the best in the game 🎉

Calling all creatives, this one's for us!

Sign up 🙋🙋🙋🙋

« **Creative UK** @WeAreCreativeUK · 21m

25 minutes to go until #CreativeCoalition Festival 2022 begins! We'll see you all from 10am where we'll first be joined by @SwarzyMacaly, @CarolineNorbury and @DCMS Secretary of State @NadineDorries.

Sign up before the Festival begins FOR FREE: hubs.ly/Q013dIWY0



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Ben McOwen Wilson ✓
@ben_mw

I was honoured to join @CarolineNorbury at #CreativeCoalition to make the case for the opportunity of broader inclusion (geo, race, gender etc) in the Creative sector, the incredible on-ramp that YouTube provides, & how our rev share model has delivered \$30BN to creators in 3 yrs

« **Creative UK** @WeAreCreativeUK · 1h

Missed our #CreativeCoalition session with @ben_mw, @YouTube UK's Managing Director this morning? Good news! You can now watch this session on demand thanks to our Presenting Partner Youtube.

Hear Ben's visions of the future of our creative industries: hubs.ly/Q013kMZ40

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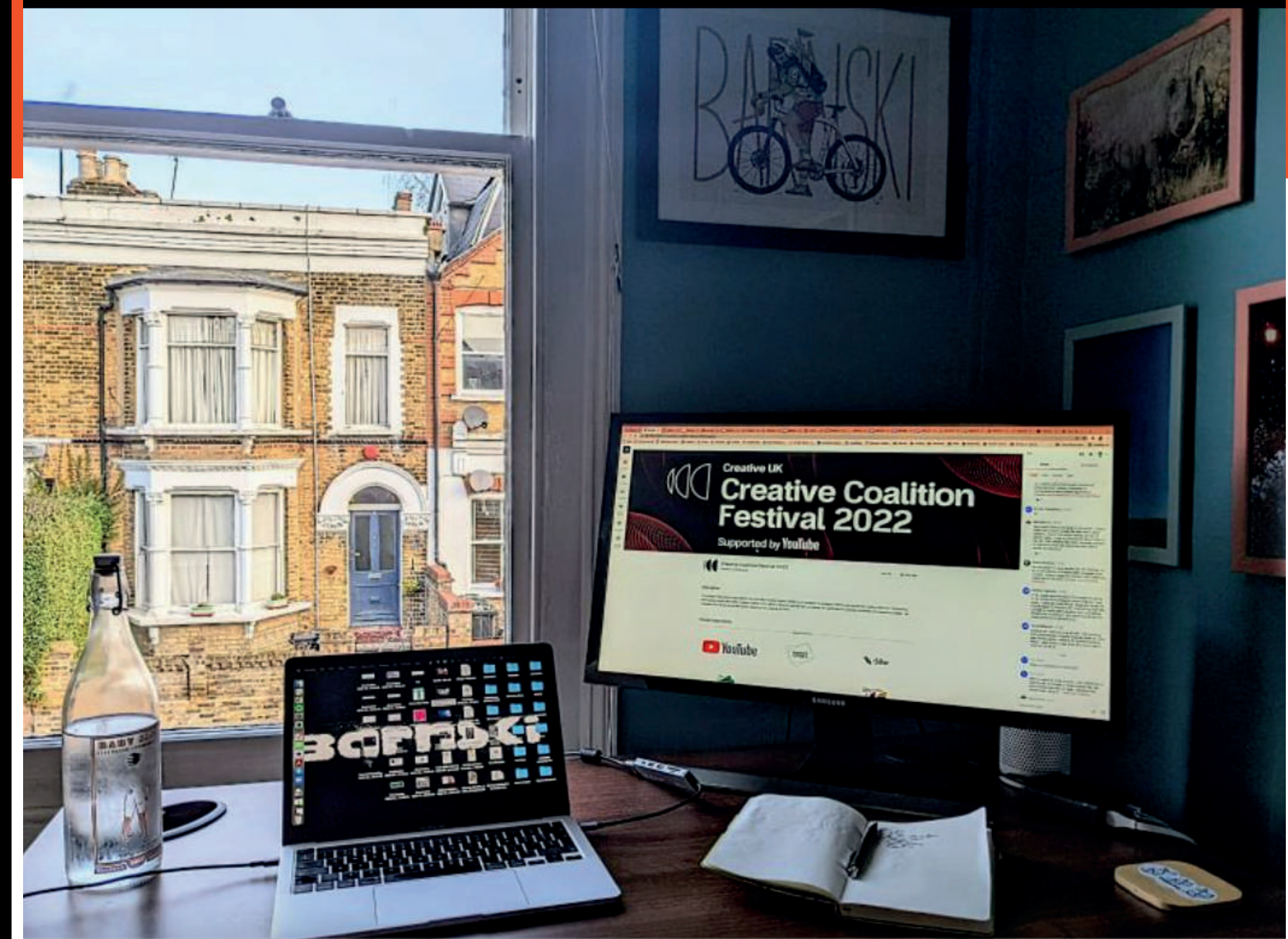


ALT Conversation with YouTube's Ben McOwen Wilson



Barney Worfolk Smith (He/Him) · 2nd
Creative Solutions Director
14m · 🌐

Carrying on the networking/inspiration theme for 2022, it's virtual time this week. Really excited about the schedule for **Creative UK's** Creative Coalition Festival 2022. Today we've got grime, neuroscience, Jed Mercurio, The V&A, The BFI and lots more. Always thinking about our **Talenthouse** community and ways we can help our clients #networking #creative





Our Partners

The outstanding success of Creative Coalition Festival was made possible using the skills, expertise and generosity of our incredible network of creative industry partners.

We could not have done this without your support, thank you.

PRESENTING PARTNER

YOUTUBE

HEADLINE PARTNERS

AUDIENCE OF THE FUTURE CHALLENGE,
UKRI

BRITISH FILM INSTITUTE

CREATIVE ENTERPRISE

SKY ARTS

TAICCA

TIKTOK

UNBOXED

ZIPCAR

EDITORIAL PARTNERS

ARGONON

CULTURAL DEVELOPMENT FUND NETWORK

CREATE CENTRAL

CREATIVE GROWTH FINANCE

DESIGN COUNCIL

FILMING IN ENGLAND

MARQUEE TV

PAUS TV

SCHOOL OF DIGITAL ARTS (SODA) AT
MANCHESTER METROPOLITAN UNIVERSITY

SOUTH YORKSHIRE MAYORAL
COMBINED AUTHORITY

THE OPEN UNIVERSITY

XPLOR

COLLECTIVE PARTNERS

CREATIVE CARDIFF AT CARDIFF UNIVERSITY

ERDF CORNWALL AND ISLES OF
SCILLY GROWTH PROGRAMME

FUTURELEARN

SERPENTINE GALLERIES

SOLAS MIND

THE FREELANCE BIBLE

WARD WILLIAMS



Feedback & Testimonials

“I thoroughly enjoyed all of it. Especially the conversations about digitalisation.”

79% of attendees gave the breadth of content at least 4/5

82% of attendees gave the festival at least 4/5 overall

“Impressive event and insightful conversations.”

“The format was varied and engaging throughout.”

89% of those who responded said that they would attend the Creative Coalition Festival again.

“Thank you very much, it was such a well-structured, educational and mind opening festival. I would though suggest a few more breaks... 3 days online is very intense”

The average star rating was 4/5.

“Thanks so much. It’s been inspiring, informative, really given me a creative boost, thanks so much for making it online and accessible to all wherever in the UK we are based.”



Creative UK

Creative Coalition Festival 2023

Creative Coalition Festival returns next year, February 2023, to continue to bring together our sector to **Reimagine**, **Redefine** and **Reignite** the future of the creative industries.

For information on becoming a Creative Coalition Festival partner please email

Maia@wearecreative.uk