

Creative UK

Creative Coalition Festival 2023

Festival Round-up

28 February – 3 March 2023



Reimagine. Redefine. Reignite

Now in its third year, Creative Coalition Festival returned in 2023 to bring 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, the festival was a blend of virtual and in-person sessions, including inspiring conversations and interviews, live performances, experiences, workshops and networking opportunities.

4
Days

40+
Sessions

10,000
Registrations

150+
Speakers and
Performers



Opening Gala

in partnership with  TikTok

Over 500 creative leaders, trailblazing talent and political decision-makers came together at

Southbank Centre, London, for an evening celebrating the UK's world-leading Creative Industries. The gala stimulated new connections and conversations about the future of our sector.

Speakers and Performers

Lily Cole

Actor, model, filmmaker, and entrepreneur

Hollie McNish

Author and poet

Lola Young

Singer, songwriter

Rt Hon Lucy Frazer KC MP

Secretary of State for Culture, Media and Sport

Caroline Norbury OBE

CEO, Creative UK

James Stafford

General Manager Operations, TikTok UK & Nordics

Elaine Bedell

CEO, Southbank Centre

Co-hosted by
TikTok







Virtual Festival – Day 1

Creativity has the power change the world.
We heard from the changemakers and disruptors
who are dreaming up new systems for the
environment, our education system, sustainable
communities and the cost of living crisis.

FESTIVAL OPENING	
A CASE FOR CREATIVITY	
PIGEONHOLED: Sir Ian Livingstone CBE	
PERFORMANCE: Lola Young	
IDEAS TO SAVE THE WORLD	
SKY ARTS HOUR: Shortflix Viewing Party	
SOCIAL DISTRICT	

SIR IAN LIVINGSTONE CBE
CO-FOUNDER OF GAMES WORKSHOP
AND EIDOS



KIMMY
BEATBOXMUSICIAN



SAMIR PATEL
CEO, COMIC RELIEF



PROFESSOR CHRISTOPHER SMITH
EXECUTIVE CHAIR, ARTS & HUMANITIES
RESEARCH COUNCIL



PROFESSOR CHRISTOPHER SMITH
EXECUTIVE CHAIR, ARTS & HUMANITIES
RESEARCH COUNCIL



Virtual Festival – Day 2

We Platformed the trailblazing organisations and entrepreneurs who are building new progressive paradigms, creating new shared realities and bringing revolutionary ideas and concepts to life.

STATE OF THE NATION	
AN EXPLORATION OF AUGMENTED REALITY	
THE FUTURISTS: Phil Rowley	
INVESTING IN THE FUTURE	
WORLDBUILDING	
LIVE ACTION GAME: Where Film Meets Gamification	
THE FUTURISTS: Andrew Chitty	
TOMORROW'S COMPANY	
SURVIVE THE NEXT SHOCK	
REMAIN A REBEL & GROW YOUR BUSINESS	
TWO HEADS ARE BETTER THAN ONE	
DRIVING DEEPER DIVERSITY	
THE FUTURISTS: Alex Deschamps-Sonsino	
A CHALLENGING ECONOMY: Surviving & Thriving	
HOUR OF BREAKBEATCODE: Learn How to Create Music with Code	
AN INTERNATIONAL CONTEXT: Perspectives from Egypt & Iraq	

THE ATTENTION ECONOMY	
SKY ARTS HOUR: ZACHARY AGHAIZU + U	
YOUTUBE CREATORS	
COMEDY COLLECTIVE: North East Screen & Filming in England Networking Night	

ALISON LOMAX
MANAGING DIRECTOR, YOUTUBE
UK & IRELAND



SIR PETER BAZALGETTE
CO-CHAIR, CREATIVE
INDUSTRIES COUNCIL

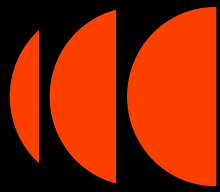


DHARSHINI DAVID
ECONOMICS & TRADE CORRESPONDENT,
BBC NEWS



GILLIAN TETT
CHAIR OF EDITORIAL BOARD, EDITOR-AT-LARGE
(US), FINANCIAL TIMES





Virtual Festival – Day 3

From jobs in the metaverse to the bleeding edge of content creation, we explored what the workforce will look like in 2023. We heard from the next generation who are transforming the creative workplace.

REIMAGINING THE LANDSCAPE, RESETTling
THE NARRATIVE

EMBRACING NEURODIVERSITY

REDESIGNING FREELANCING

REBUILDING CREATIVE BRITAIN

PLUGGING THE FREELANCE KNOWLEDGE GAP IN
EDUCATION

THE ROLE OF INVESTMENT IN THE IMMERSIVE ECONOMY

TACKLING BULLYING AND HARASSMENT

ARTS AND HUMANITIES IN THE CREATIVE WORKPLACE

MEET THE CLUSTERS: Design

MEET THE CLUSTERS: Screen

PIGEONHOLED: Steve Bell

MENTAL HEALTH WASHING: Wellbeing in Film & TV

MEET THE CLUSTERS: Digital

BEYOND BUZZWORDS

BELIEVING YOUR VISION

SKY ARTS HOUR: Dance, We Must

LUCY POWELL MP
SHADOW SECRETARY OF STATE FOR
DIGITAL, CULTURE, MEDIA & SPORT



STEVE BELL
CARTOONIST



NICOLA WILLIAMS
CROWN COURT JUDGE,
PENGUIN RANDOM HOUSE



KELLY VALENTINE HENDRY
CDG CSA CASTING DIRECTOR, KVH CASTING





The Impact – Virtual Festival

9,300

Registrants

5h²⁵mins

Average
Viewing Time

70

Countries

2,800

Chat Messages

57

Networking
meetings



The Impact

Conversations focused on the power of creativity to build new worlds and tell stories which will help us all to design a new shared future.

Investment

We emerged with new ideas on how we can embed an innovation investment ecosystem across the UK, which truly supports creative ideas and IP.

Sustainability

We brought together thousands of creatives to co-create solutions for some of our biggest global sustainability challenges including tackling climate change.

Technology

We explored how technologies on the horizon will supercharge our ideas and creative visions.

Workforce

We reflected on the challenges facing our workforce, giving focus to how we can redesign creative work and ensure opportunities are open to all.

International

We heard from international voices who gave us an insight into how creativity is nurtured by governments and industry leaders across the globe, including in Egypt and Iraq.



Social Media 2023 Festival

100,000+
Social media
impressions



Amber Hopkins
@amberjhopkins

Such amazing insights today at [#CreativeCoalitionFestival](#)! And a shout out to the [@theericapp](#) x [@BFI](#) report too 🧠 Creativity is fundamental to society and it's so important to be having these discussions!

4:54 PM · Mar 1, 2023 · 269 Views



Amber Hopkins @amberjhopkins · 17h
Replying to [@amberjhopkins](#)

Particularly like mentions of creative skills leading the way to the next social and economic revolution, and solving global issues 🌍

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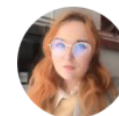
Chris Cantrill @CallMeCantrill · 28m
Replying to [@SundShortsFilm](#) [@SaltMarketUK](#) and 7 others
Absolutely smashing evening - well done, guys!

1 4



Bectu @bectu · 1h
Great to hear some of our key campaigning priorities cited in [@LucyMPowell](#)'s speech at [@WeAreCreativeUK](#) [#CreativeCoalitionFestival](#) - and a commitment from [@UKLabour](#) to work with unions to further the sector's success.

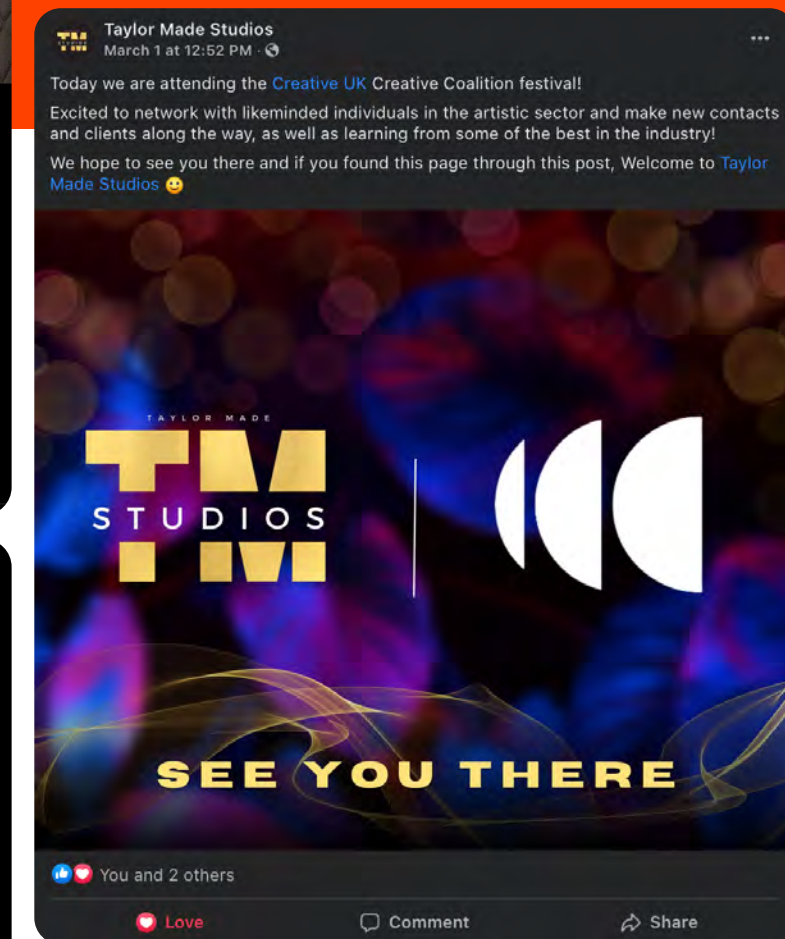
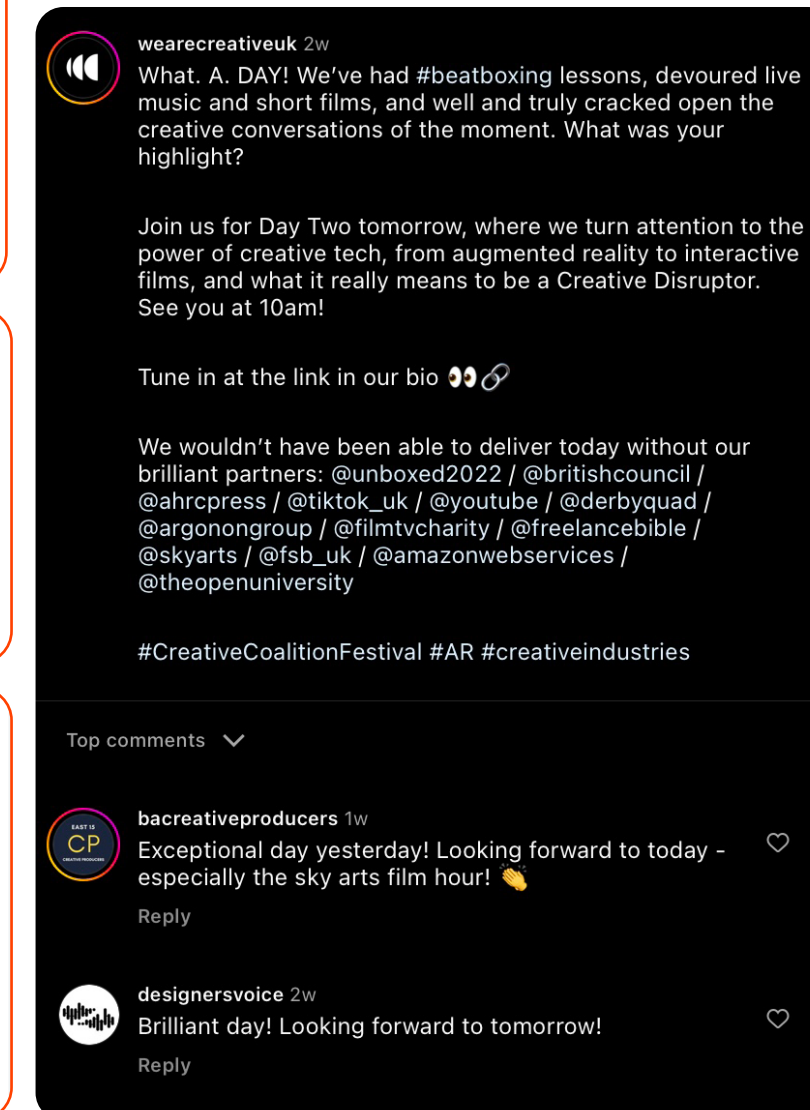
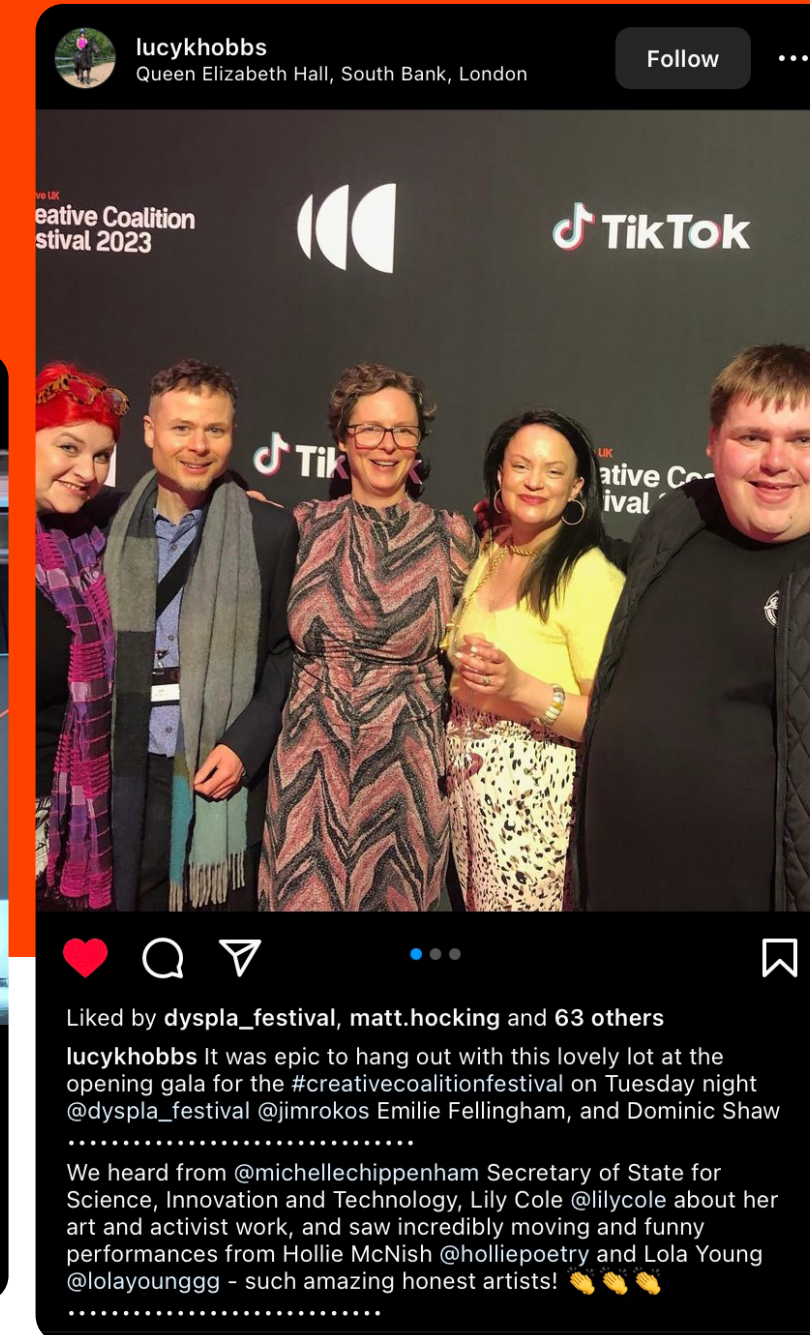
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ellie lennie ❤️
@EllieLennie2491

some amazing talks today at the [#CreativeCoalitionFestival](#) with [@WeAreCreativeUK](#) - i've learned a lot over the past few days! especially enjoyed the factory session about neurodivergency 🧠

2:23 PM · Mar 3, 2023 · 34 Views





qissasthestory · Follow

qissasthestory We were delighted to attend #creativecoalitionfestival at the beginning of March. We heard from incredible speakers across the creative industries and learnt about the sector in the UK and beyond.

We were so inspired by many incredible women at the festival, from @holliapoetry to @kimmybeatbox and @lunacarmoon. Here are our top 5 takeaways.

@wearecreativeuk #creativewomen #littleamal #meetyourneighbour @maisonfoo

14 m

14 MINUTES AGO

Add a comment... Post

Yasmin Khan @YasminCurates · 4h

I've been tuning in to @WeAreCreativeUK's #CreativeCoalitionFestival over the last couple of days. The quality of programming & speakers has exceeded my expectations so looking forward to today's finale sessions on all things culture. And it's FREE!

wearecreative.uk

Creative Coalition Festival – Creative UK

Creative UK's annual festival is returning in 2023. In-Person Opening Gala: 28 February. Free Virtual Festival: 1 – 3 March.

3 4

icandanceuk · Following

icandanceuk Last week, our dancer Denecia, @englishnationalballet artist Alice, and founder and CEO of icandance Juliet had the pleasure to be involved in @wearecreativeuk's Creative Coalition Festival! We were so happy to come together with inspirational voices in the creative sector.

Not only did we have a great time at the opening ceremony, but we also hosted a Q&A and presented Alice and Denecia's video dance piece! What an incredible opportunity to spread the word about the joys of inclusivity, disability and dance.

#CreativeSector #dance #disability

5 d

86 likes

5 DAYS AGO

Add a comment... Post

Luke John Emmett @LukeJohnEmmett

Absolutely fascinating conversation delving into the mind of cartoonist Steve Bell and his political cartooning and inspirations.

#CreativeCoalitionFestival

Creative Coalition 2023 Creative UK

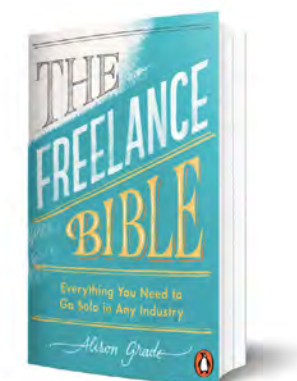
2:47 PM · Mar 3, 2023 · 3 Views



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.





Feedback & Testimonials

93%

of people said that they would attend Creative Coalition Festival again.

“A great range of speakers, really interesting conversations, and lots of food for thought. Brilliant! Also this was the first time I’ve used the Hopin platform and it is definitely the most user-friendly online event experience I’ve had – intuitive, real-time chat, genuinely interesting comments... just a great overall experience.”



Serena Fyvie · 17:19

One idea to change the world: levelling up education so everyone can access quality education no matter who or where they are.



1



Karis Williamson · 13:48

Thanks, loved this, uplifting and a very important conversation to have



2



Issey Ryan · 16:06

Thank you CreativeUK for making this festival so accessible and diverse!



3



John Whalley · 15:35

This is one of the best creative industry talks i've ever listened to.



4



Izzie Kpobie-Mensah · 16:12

The joy in this dance is soooooo beautiful



5

“It was all engaging, but I particularly liked the way Kimmy Beatbox hosted. I also liked the strong diversity that ran throughout and the timings of each event excellent.”



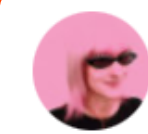
Yasmin Khan · 09:50

Morning all, I have to say, the quality of the programme and speakers over the last couple of days has exceeded my expectations so far! I'm particularly looking forward to today's lineup for more in-depth discussions :)



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“What I loved was the highly political content in parts minus the Party politics and media spin narrative. A celebration of respectful opinion.”



kHyal ! · 16:12



Outstanding creative talent and heart! 🙌



Creative UK

Creative Coalition Festival 2024

For information on becoming a
Creative Coalition Festival partner
or wider partnership opportunities,
please email **Maia@wearecreative.uk**

Maia Krall Fry
Head of Development
and Partnerships