



Overarching Ambition for Creative UK 2023 – 2026

Strategic Objectives

- To build an inclusive, diverse and connected creative industries eco-system and workforce.
- To enable creative talent and businesses to survive, grow and thrive.
- To improve access to investment for creative businesses
- To be recognised for our expertise and seen as an essential partner by industry and government.
- To be known for championing the creative industries and helping to grow creative businesses and people.
- To build long-term sustainability for our company.

Outcomes

- The sector becomes more inclusive and diverse, is more representative of the backgrounds, needs and concerns of the British public.
- Year-on-year growth in the sector; Businesses and talent within it can be seen (and measured) to be thriving.
- Improving investment ecosystem contributed to by the CGF fund to increasing creative businesses access to investment
- Both national and local government policy adequately recognises, represents and reflects the needs, role and benefits of the creative and cultural industries.
- When key bodies and figures turn to us as advisors for insight, input to and involvement in key policies in order to effect positive change for the creative sector and economy
- Our membership, investment, Training & Development programs are highly sought after and funded equally by public and commercial sources

STRATEGIC OBJECTIVES	PROGRESS 2023-25	OUTCOMES
To build an inclusive, diverse and connected creative industries eco-system and workforce.	Annual diversity surveys and reporting; embedding EDI & reporting on EDI impact and progress across C:UK programmes. (EDI/Programmes) EDI Advisory Group, Diversity Leaders Group, Bullying & Harrasment Roundtable (EDI) Improved EDI policies, practices and codes of conduct; Establishing staff Affinity Groups (EDI/People) Create Diversity hub; Discover! Creative Careers (EDI/MarComms)	The sector becomes more inclusive and diverse, is more representative of the backgrounds, needs and concerns of the British public.
To enable creative talent and businesses to survive, grow and thrive.	6 Create Growth Programme delivered - Cornwall, Devon, South East, West Mids, West Yorks, North East. (Regional Programmes) Phase 2 of North East Culture and Creative Industries Programme completed (Regional Programmes/Investment) Legacy activity in every CGP region beyond March 2025 – 1 year extension in every region agreed (New Biz/Regional Programmes) 7 Creative Enterprise Programmes delivered; exceeding KPIs for businesses engaged year on year (Creative Enterprise) Forging Freelancers Futures report (Policy) West Midlands Production Fund / West Midlands IP Fund (Film & TV)	Year-on-year growth in the sector; Businesses and talent within it can be seen (and measured) to be thriving.
To improve access to investment for creative businesses	Unleashing Creativity (Access to Finance) – published March 2025 + Provocation (Policy) Investment: 2 successive quarters of deployment growth with the best deployment quarter since June 2023. Secured Certification under Government Growth Guarantee Scheme Portfolio risk has decreased for 2 successive quarters; 5 client scale to exits from the Fund (investment)	Improving investment ecosystem contributed to by the CGF fund to increasing creative businesses access to investment
To be recognised for our expertise and seen as an essential partner by industry and government.	Pre-Election Hustings (Policy/MarComms) Greater government engagement - Westminster/ocmbined & local authority (Policy, Regional Programmes, New Biz, Filming in England) Ongoing activities with British Business Bank (Investment/Policy/New Biz/Creative Enterprise) CEO on Creative Industries Taskforce/Sector Plan - Industrial Strategy (Executive/Policy)	Both national and local government policy adequately recognises, represents and reflects the needs, role and benefits of the creative and cultural industries.
To be known for championing the creative industries and helping to grow creative businesses and people.	Creative UK Manifesto, April ‘24 (MarComms/Policy) Cultural and Creative Industries Pavilion, Labour Party Conference ‘24, planning ‘25 (Policy/Membership/MarComms) Increased media coverage Big Creative UK Summit: Investment, regional & national events, development of Investor Network (Programmes/MarComms) 20% yoy Partnership growth; Local Economic Impact tool; 10% yoy increase in Production Support; ongoing success of Connect events to support film ecosystem (Filming in England)	When key bodies and figures turn to us as advisors for insight, input to and involvement in key policies in order to effect positive change for the creative sector and economy
To build long-term sustainability for our company.	Increased Members, growth driven by Culture/NFP; value driven by Education & Industry (Membership) Financial targets achieved 24/25 (Finance/all areas) Workforce growth and strong talent retention; embedding values driven culture through process and policy efficiencies (People) Investing and developing stronger tech & data infrastructure to support greater data-evidenced insights and productivity. Hubspot, website, Sharepoint, in-house skills (Operations/MarComms)	Our membership, investment, Training & Development programs are highly sought after and funded equally by public and commercial sources

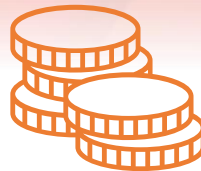
How are we doing?



An **Influencer** with insights and cut-through across regional and national policy forums driving positive change for the creative sector



A **Champion** for the sector and a voice for the creative workforce - including freelancers, SMEs, students and growth businesses

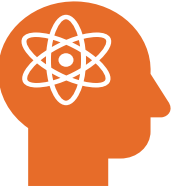


A respected **Investor** with a spread of investment products from impact investing, equity for seed and startup through to growth finance products in all regions of the UK



A modern **Digital First** community supported by a **local** physical presence in all regions

A known **Think / Do Tank** – with a **reputation** for our **insight** and as **experts, connectors** and **investors** in the creative sector with a suite of professional tools, models, benchmarks and data-sets



Financially **Independent** and commercially **Sustainable**



Planning for the next 3 years in progress.....