



Creative UK

Here for those who dare to imagine

Our Purpose

To harness the power of the creative industries, building a fairer, more prosperous world

Our Vision

A world where creativity is valued and recognised as the driving force of our future

Our Mission

We connect and empower, invest in and support great ideas, champion brilliance and fight for the opportunity for all to thrive creatively

Our Values

We join the dots - collaboration is in our DNA

We support and empower - we're here to accelerate change

We are curious, open and honest - our knowledge is for sharing

We celebrate difference - respecting the humanity and creativity in everyone

Our Priorities

People We believe in igniting every person's creative potential

Place We believe creativity can regenerate our towns, cities and rural areas

Planet We believe creativity will design a greener future for everyone

Our Strategic Objectives

To build an inclusive, diverse workforce and ecosystem

To enable creative talent and businesses to thrive across the whole of the UK

To use our insight and evidence to champion the creative sector and help it thrive

