

# OUR CULTURE

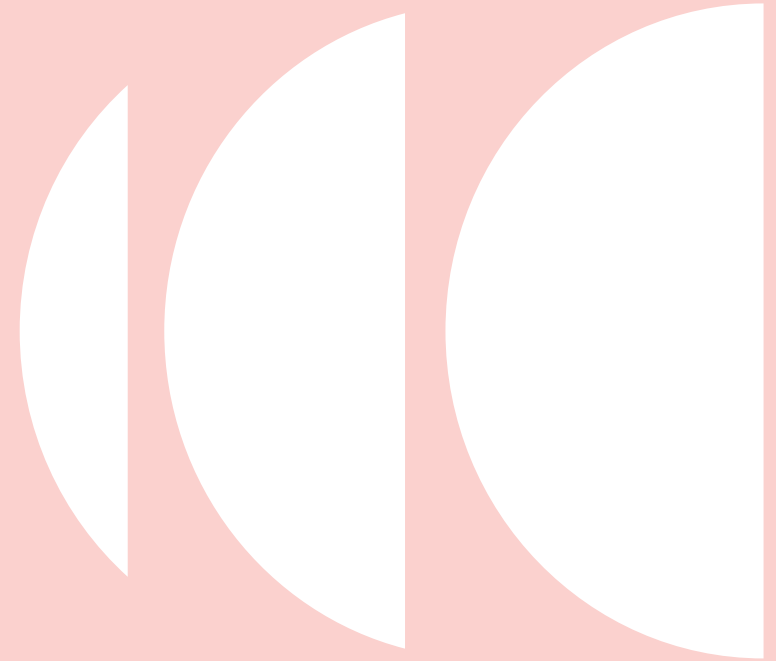
We believe in igniting every person's potential, nurturing a culture that reflects our values and supports our purpose to harness the power of the creative industries; building a fairer, more prosperous world.

Our people are at the heart of our success and we are building our team to ensure we represent a variety of backgrounds, perspectives, identities and talents.

We exist because the UK creative and cultural industries are important contributors to economic growth and human capital and make a significant and positive impact on our country's wealth, health and social prosperity.

However, because the sector is fragmented and atomised, it is often under-capitalised, misunderstood and insufficiently recognised for the catalytic impact it can have to drive growth, enhance our towns, cities and rural areas and improve the quality of our lives.

We are committed to helping creative businesses and practitioners realise their potential. We unlock potential, champion the value, vimpact and priorities of the cultural and creative industries and support and invest in creative businesses and talent.



**We Connect**

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**We Invest**

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**We Support**

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**We Champion**

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Working for Creative UK means acting with honesty, integrity and demonstrating a passion for making a difference. We want you to harness the power of your expertise together to make an impact on the creative, cultural businesses and talent we engage with every day.

Our people strategy is simple, we aim to:

**Attract and retain the best talent**

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**Be nimble, agile and forward thinking**

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**Embrace difference and distinctiveness**

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**Build a great place to work**

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This means being prepared to expand and broaden our horizons to be the best that we can be.

Our values drive the way we work; how we do things is just as important as what we do.

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**We join the dots; collaboration is in our DNA**

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**We support and empower; we are here to make a difference**

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**We are curious, open & honest**

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**We celebrate difference & value equality of opportunity**

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**SO WHAT DOES THIS  
MEAN, HOW DO WE  
WORK TOGETHER?**

Our behaviours and routines underpin who we are, how we work and what impact we can make together. We set our performance expectations at the very beginning of your journey here. This means being accountable, innovative, open, inclusive, transparent, inspiring, dynamic, authentic, confident and collaborative.

**We join the dots; collaboration is in our DNA**

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### **Our workspaces and coming together:**

Our teams use spaces for collaborating, planning, socialising and decision making.

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Teams are trusted to set their own routines and use our spaces to meet in-person

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All-staff monthly VC's are every last Tuesday of the month, for information sharing, spotlighting business areas and people updates

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All-staff company away days every year, we use these for strategy sharing, problem solving, socialising and team building

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### **All members of our team are advocates:**

We believe it is a privilege to represent the Cultural and Creative Industries and as such we are always role models and advocates for the sector. This necessarily means we are often networking or attending events which are an opportunity to collaborate, connect and promote what we do. This means preparing in advancing, networking and feeding back reflections, observations, contacts and prospects.

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## **We support and empower; we are here to make a difference**

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### **Our performance, learning and development tools are designed to inspire a coaching and learning culture. This enables us to:**

Take personal responsibility and accountability to make stuff happen

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Use our initiative and feel comfortable with questioning where and when we focus our time and effort

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Be confident in finding solutions together which resonate back to our purpose

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### **Meaning when we send emails or set up meetings in-person or by video we will:**

Refrain from copying line managers or colleagues in unless there is a direct request for them to take action. If there is, please use @name so it's clear on what part they should read

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Try to get stuff done without a meeting - use Slack and avoid long email exchanges when a phone call will do

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Ensure meetings are clear in purpose and agenda, papers shared in advance and attendees are expected to commit to reading before attending. Failing to prepare is preparing to fail!

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### **Inductions set the scene for our people journey, we will:**

Ensure induction meetings are inclusive of all teams, this will include an introduction with representatives from all areas to ensure confidence in who we are during early weeks on the job

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Allocate a buddy, a go-to for any company culture or ways of working queries

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Be clear in work and development objectives and help our people learn

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## We are curious, open & honest

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**Speak up but back it up with evidence.  
We want everyone to use curiosity in driving  
innovation and taking action where it matters.  
To be honest and open we want everyone to:**

Ensure calendar permissions are set so we can all view basic calendar entries, use 'private' function for any protected time or personal commitments.

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Build in lunch/ breaks into calendars, demonstrate a healthy work life balance

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Use relevant Slack channels to share information and 'readouts'. A 'readout' is a quick summary of what was discussed and any actions, contacts and prospects from each discussion, meeting or event

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Participate in our working groups to play a part in developing and shaping our future

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## We celebrate difference & value equality of opportunity

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### Be inclusive and respectful of each other's time:

Make sure meeting times work for others by checking colleague calendars first before sending an invite. Avoid long emails trying to fix a date.

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No back-to-back meetings. Ensure 10 mins between all meetings and respect end times.

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Meetings of 1 hour or more must have breaks included

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Nominate and alternate the person who follows up meetings and title the email 'recap of ...', send a summary and use @name for individual actions

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**OUR PEOPLE  
PERKS, WHAT'S  
IN IT FOR YOU?**

## From the beginning of the employee journey here we will offer:

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Fair & transparent pay policy

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Pension enrolment

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Cycle 2 Work scheme in partnership with Halfords

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Your birthday off as paid leave

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Benefits hub, tailored to Creative UK for easy access to retail, hospitality and entertainment discounts across a broad range of partners

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Training & development

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Summer Fridays, finish at 3pm every Friday throughout July & August

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Extra days off over the annual festive period

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2 paid volunteer days per year to give something back to the community, this year we will be focusing on volunteering which underpins our 'Planet' priority.

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## Further perks will be unlocked along the way!

Our complete People Guide has been placed in the corporate shared drive. This is where the detail is to guide our culture, processes, policies and templates. For anything you can't find email the People team who will be pleased to help.