



Creative  
Europe  
Desk UK

THE IMPACT OF  
**CREATIVE  
EUROPE**  
IN THE UK *SUMMARY*

July 2018

A report by Drew Wylie Projects  
with the support of Creative Europe Desk UK  
See the full report at [creativeeuropeuk.eu/publications](http://creativeeuropeuk.eu/publications)

# I. Introduction

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**Creative Europe is the European Union's support programme for the audiovisual, creative and cultural sectors with a budget of €1.46 billion. Running from 2014-2020, it supports European projects and practitioners with the potential to travel, share know-how and skills, and find audiences beyond their national borders.**

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Creative Europe grants are worth an average of €18.4 million a year to the cultural and audiovisual sectors in the UK. This amounts to a major financial contribution over the course of the programme:

- **€74 million has supported the UK since 2014**
- **In the MEDIA sub-programme:**
  - €28.7 million in grants has supported 128 UK companies and 53 UK cinemas in the Europa Cinemas network
  - €24.5 million in investment has supported the distribution of 145 British films in other European countries
- **In the Culture sub-programme:**
  - 150 organisations have received €18.7 million to participate in 142 projects
  - 147 books by authors from or based in the UK have been translated into other languages as part of the Literary Translation strand

- **In the cross-sector strand:**

- In 2016, three UK-led projects received €596,303 to deliver partnership projects that work with refugees in European communities
- In 2014, a consortium, which included the British Council and Creative Edinburgh, was awarded a one-off grant to develop a network of European Creative Hubs.

However, Creative Europe is a support mechanism that goes well beyond monetary grants. *The Impact of Creative Europe in the UK* demonstrates the wide range of impacts the programme has on the UK's creative sector, from expanding access to audiences to improving skills, employability and organisational growth. It provides supporting evidence for decision-makers regarding the UK's future in Creative Europe beyond Brexit.

## 2. Evaluation framework

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**Creative Europe Desk UK (CED UK) developed a customised impacts framework and worked with Drew Wylie to gather evidence from a variety of sources, including beneficiaries, to identify the wider benefits that come from participation in the programme.**

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The impacts framework focused on six key areas, and their associated sub-impacts. The six impacts are:

- Economic impact
- Internationalisation and networks
- Innovation, research and development
- Skills and capacity
- Audiences and cultural impact
- Social impact

## 3. Methodology and approach

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**Quantitative and qualitative datasets that mapped onto the key impact areas were identified, gathered and analysed in two phases.**

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### Phase 1: Analysis of existing evidence:

- CED UK results brochures 2014-2017
- CED UK evidence to the Digital, Culture, Media and Sport Committee inquiry into the impact of Brexit on the creative industries, tourism and the digital single market
- The findings of the CED UK mid-term survey of Creative Europe in the UK
- Footage and other material from the CED UK COLLABORATE! Forum, which gave a platform for Creative Europe project participants to present their experiences of working with Creative Europe
- The Education, Audiovisual and Culture Executive Agency's (EACEA) impact and monitoring data 2014-2017.

### Phase 2: Supplementary evidence

- The results of two impact workshops organised by CED UK in Manchester and London
  - A series of Skype interviews, which focused on qualitative impacts
  - A range of qualitative case studies prepared by CED UK to illustrate the key themes emerging from the quantitative survey.
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## 4. Key findings

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**The Impact of Creative Europe in the UK identified a number of ways in which the programme benefits the UK sector.**

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### Economic impact

Creative Europe has been a significant source of **public funding** for UK organisations since 2014. Its sustained investment has helped UK businesses and organisations to **grow and become more resilient**. It has boosted **job creation**, output and exports, leading to additional investment, including from outside of the UK, and strengthening cross-border funding relationships.

Highlight: UK organisations in Culture projects have more than doubled their Creative Europe grants through match funding, generating over €20 million, while MEDIA beneficiaries in the UK leveraged match-funding worth nearly €120 million.

### Internationalisation and networks

Creative Europe is designed to encourage **partnership development** by supporting co-production and network building. Working with international partners has encouraged **mobility and exchange**, which boosts **market potential** for UK practitioners and delivers impacts around soft power and cultural relations.

Highlight: UK organisations in Culture projects work with 743 partners across 34 countries.

### Innovation, research and development

Creative Europe has enabled UK organisations and companies to **take risks** and explore new **business models** and ways of working across sectors and disciplines – including the interplay between creativity, science and research. It has helped beneficiaries to be more **innovative**, including exploring digital technologies and responding to the **digital shift**.

Highlight: MUBI is the online destination of choice for film lovers seeking ambitious art-house and critically acclaimed films. With over 8 million members, the Creative Europe grant has helped them to further innovate with their business models and ramp up their marketing and promotional activity. *“Our shared goal is to engage and expand the audience and Creative Europe provides the essential support to develop new and innovative strategies to secure the future of European Cinema.”*  
Bobby Allen, Senior Vice-President of Content, MUBI.

## Skills and capacity

Creative Europe has provided the UK with formal and informal opportunities for **professional training**, up-skilling and peer-learning in international contexts, with a particular benefit to younger professionals. These opportunities have often translated to further **employment**, business development and collaborations, which help **build capacity** in the sector.

**Highlight:** Around 150 UK audiovisual professionals are trained every year by Creative Europe's MEDIA-supported international training schemes. Samm Haillay, founder of Newcastle-based Third Films and a sought-after co-production partner, has participated in at least seven MEDIA-supported initiatives, which he credits as contributing to his success as a producer. *"Training on MEDIA-funded courses has been an inspiration to my career and instrumental in getting projects off the ground and expanding my networks. As well as developing both myself and my films through various schemes, I also now find freelance employment on some of them, which I am sure is a result of my initial participation on them years ago."*

## Audiences and cultural impact

Creative Europe has helped UK creative organisations to reach and develop audiences both on a local and international level. It has greatly increased the circulation of UK works and content, in particular deepening the appetite for, and facilitating the distribution of, UK film and television in European markets and of European film and television in the UK.

**Highlight:** UK films have attracted 56 million cinema admissions, generating revenue of just under €400 million.

## Social Impact

Creative Europe-supported projects have generated social impacts by working with and for those from underrepresented groups. The programme has provided opportunities for young people, economically disadvantaged groups, migrants and refugees. Many projects involve socially engaged practice and community partnerships, and some aim to influence policy.

**Highlight:** Creative Europe's social impact is highlighted by the project Moving Beyond Inclusion. Led by Candoco Dance Company, it brings together six inclusive dance companies and presenters from across Europe, and has seen 100 disabled artists involved in training opportunities. *"Without the Creative Europe funding, we simply wouldn't have been able to run the project, and it would have taken many smaller-scale projects over a much longer period of time to achieve the same kind of impacts that we're seeing now."* Joanne Lyons, General Manager at Candoco Dance Company

## 5. Conclusions and recommendations

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**This report demonstrates that the Creative Europe programme delivers a wide range of cultural, social and economic benefits to UK participants, from supporting them to develop audiences and exports to fostering innovation. The programme is highly valuable to many UK organisations and has helped to transform their working practices, providing them with new opportunities, partnerships, credibility and confidence.**

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In identifying these benefits, the report makes a compelling case for the culture and media sectors to continue to participate in cross-border Europe-wide programmes. The Department for Digital, Culture, Media and Sport, and Her Majesty's Treasury, should take this report into account when considering the future of the UK's participation in the Creative Europe programme, as part of a wider Brexit settlement for the UK.

### Recommendations and next steps

- Establish a dialogue between the European Commission and Creative Europe Desk UK to explore how this report might feed in to better reporting on impacts of future programmes
  - Initiate a follow-up study at the end of 2020 using this report as a baseline, helping to strengthen evidence around the impacts of Creative Europe
  - Use the mid-term report of the Creative Europe programme to place this study in context, demonstrating the relative impacts of UK participation
  - Gather further input from interested parties, such as the European theatre network IETM, culture network Culture Action Europe and the European Network on Cultural Management and Policy eNCATC
  - Work with Creative Europe-supported projects on reporting, with the European Commission/Executive Agency to provide evaluation support and training to beneficiary organisations before their projects begin
  - Emphasise the potential value of Creative Europe Desks' involvement in future research, reporting, communications and advocacy around the value of Creative Europe
  - Work to secure the UK's continued participation in the Creative Europe programme given the strong evidence of benefits delivered to UK cultural organisations presented in this report.
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Read the full report at [creativeuropeuk.eu/publications](http://creativeuropeuk.eu/publications)

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*In partnership with Arts Council England, Creative Scotland and Welsh Government.*

*With support from the UK Department for Digital, Culture, Media and Sport and the European Commission.*

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