

## **New reports show impact of Creative Europe extends far beyond €74 million received by UK in grants**

Two new reports have been released today revealing the significant monetary and non-monetary impacts the European Union support programme Creative Europe has had in the UK.

A publication unveiling the latest annual results found that €16.6 million benefitted the UK's audiovisual, creative and cultural industries in 2017 through non-repayable grants and the distribution of British films in other countries, bringing UK support from 2014 to date to €74 million.

Separately, an in-depth evaluation report has highlighted that Creative Europe's many benefits far exceed the monetary grant funding, and reveals new details about the programme's powerful effect on building international networks, growing audiences, generating jobs and skills, and much more.

### **Key findings from the [Creative Europe in the UK 2017 results report](#)**

***Since 2014, €74 million has been awarded to 334 UK-based organisations and companies and helped distribute 145 British films in other European countries.***

#### **Culture sub-programme**

- In 2017, 48 UK creative, cultural and heritage organisations received grants totalling €3.8 million for transnational collaborative projects through Creative Europe's Culture sub-programme.
- This includes organisations such as Sadler's Wells, Opera North, Abandon Normal Devices, Hay Festival of Literature & Arts, Xpo North, and Fitzcarraldo Editions (the publishing house behind the winner of the 2018 Man Booker Prize).

#### **MEDIA sub-programme**

- The UK's film, TV and video game industries benefitted from Creative Europe's MEDIA sub-programme in 2017. Grants totalling €12.8 million were awarded to 43 UK companies, 46 UK cinemas in the Europa Cinemas network and to support the distribution of 52 UK films elsewhere in Europe.
- 52 UK films including *The Sense of an Ending*, *God's Own Country* and *Lady Macbeth* had their distribution supported in other European countries with €6.1 million of investment. Likewise, films from elsewhere in Europe received support for their release in the UK, including *The Square* (Sweden/Germany/France/Denmark), *Happy End* (France/Austria/Germany) and *BPM (Beats per Minute)* (France).

**[Read the full 2017 report on Creative Europe support in the UK](#)**

## Key findings from the [Impact of Creative Europe in the UK](#) – a report by Drew Wylie with the support of Creative Europe Desk UK

*In the first study of its kind, Creative Europe's value to the UK is shown to be far more than just grant funding. Impact of Creative Europe in the UK provides statistical evidence and case studies to highlight that the programme has also been crucial in supporting UK creative and cultural industries to grow, build international networks, generate jobs and skills, grow audiences and markets, experiment, up-skill, and meet meaningful social objectives locally and internationally.*

### Headline statistics from the impacts report:

- **Creative Europe grants leverage additional funding.** UK organisations in Culture projects have more than doubled their Creative Europe grants, generating over €20 million in match-funding, while MEDIA beneficiaries in the UK leveraged match-funding worth nearly €120m.
- **Creative Europe helps the UK's creative industries reach audiences at home and internationally.** Culture projects funded with UK partners so far are set to reach 61 million audience members – with 7 million of those based in the UK.
- **The value of the UK to other countries in Creative Europe is underlined by how widely the UK businesses and organisations are embraced as partners.** UK organisations in Culture projects have worked with 743 partners across 34 countries.
- **Creative Europe helps the wider circulation of UK films.** In MEDIA, distributors and sales agents outside of the UK have spent 19% of the grants awarded to their sector on acquiring and releasing UK films in their territories. The revenue generated by these films is just under €400 million.

### Highlight case studies from the impacts report:

Creative Europe's social impact is highlighted in the project *Moving Beyond Inclusion*. Led by **Candoco Dance Company**, it brings together six inclusive dance companies and presenters from across Europe. *"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

**MUBI's** Creative Europe grant has enabled it to grow and become a destination of choice for film lovers seeking ambitious art-house and critically acclaimed films. It has helped MUBI to further innovate with their business model and ramp up their marketing and promotional activity. *"With the generous support of Creative Europe, our theatrical releases have reached a wider UK audience and we are growing the audience for European cinema on a global basis. 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

[Read the full impacts report on Creative Europe in the UK](#)

## Notes to Editors

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**Creative Europe** is the European Union's programme to support the cultural, creative and audiovisual sectors. From 2014-2020, the EU is investing €1.46 billion in the creative industries through one unified programme, Creative Europe, which replaces the two previous Culture and MEDIA programmes. Creative Europe supports European projects with the potential to travel and find audiences beyond their national borders. Launched in 2014, Creative Europe brings together a Culture sub-programme, which provides funding for the cultural and creative sectors to collaborate across borders, and a MEDIA sub-programme, which invests in cinema, television, new media and games. Match funding is required by participating organisations. Creative Europe is open to all EU Member States plus 11 non-EU countries.

### **Creative Europe and Brexit**

In the run up to the UK's exit from the EU, Creative Europe Desk UK advises UK lead and partner organisations, and other European partners, to continue applications as normal for forthcoming Creative Europe calls. See the [Creative Europe Desk UK Brexit update](#) for full details.

### **Creative Europe Desk UK**

In each country that takes part in Creative Europe, there is an information and promotion office which supports potential and current stakeholders with their applications. The team members of **Creative Europe Desk UK** are based across the UK, in London, Manchester, Edinburgh, Glasgow, Belfast and Cardiff. Creative Europe Desk UK is led by the British Council and the British Film Institute, in partnership with Arts Council England, Creative Scotland, Welsh Government, and with support from the UK Department for Digital, Culture, Media and Sport and the European Commission.  
[www.creativeeuropeuk.eu](http://www.creativeeuropeuk.eu)