



Creative  
Europe  
Desk UK

THE IMPACT OF  
**CREATIVE  
EUROPE**  
IN THE UK  
2021 FACTSHEET

January 2021

A report by **SQW**  
with the support of **Creative Europe Desk UK**

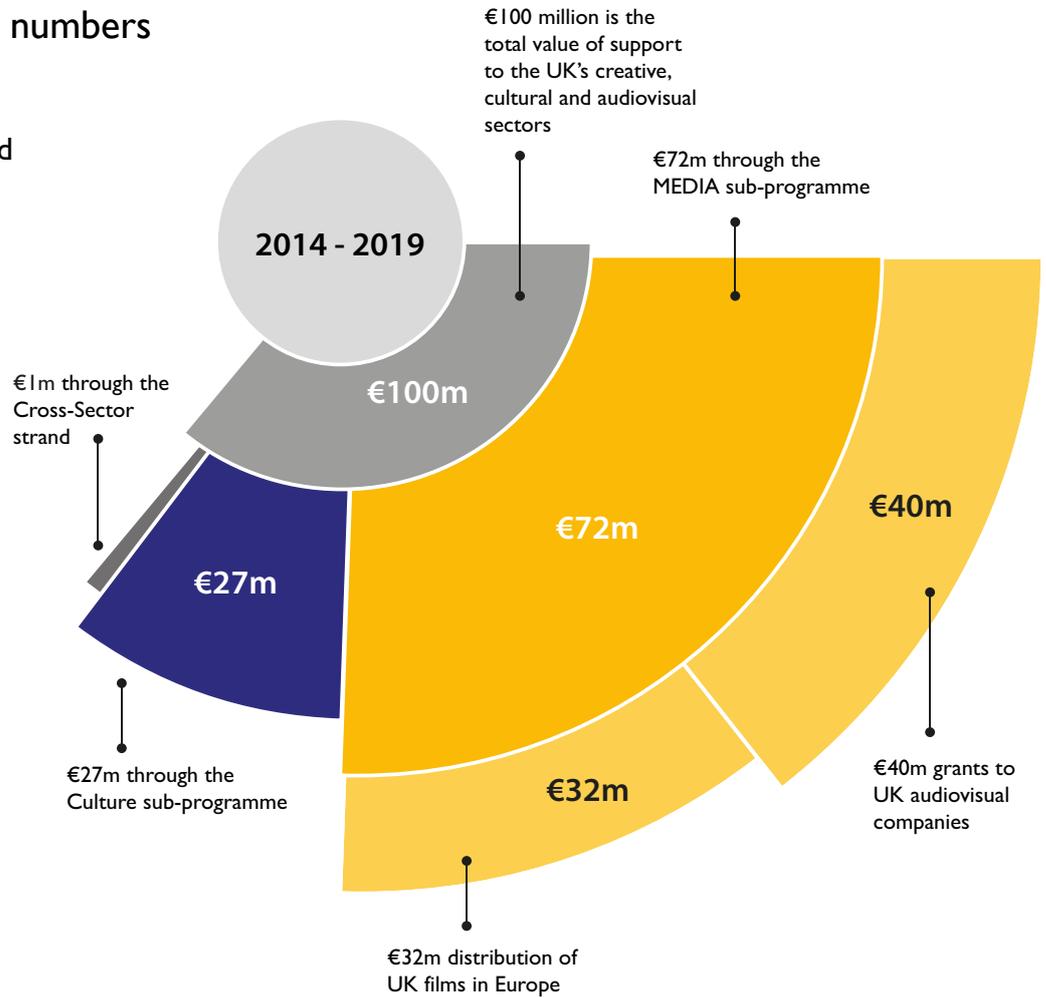
## Creative Europe in numbers

609 projects involving UK organisations received €203 million

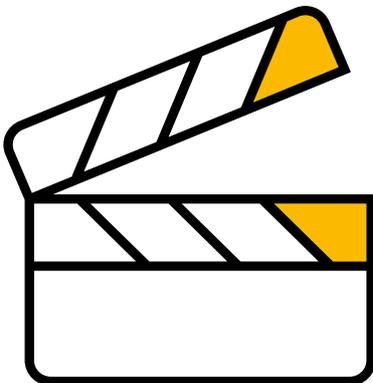
€68 million of this was received directly by UK organisations

196 UK films also supported with €32 million of funding via European distributors

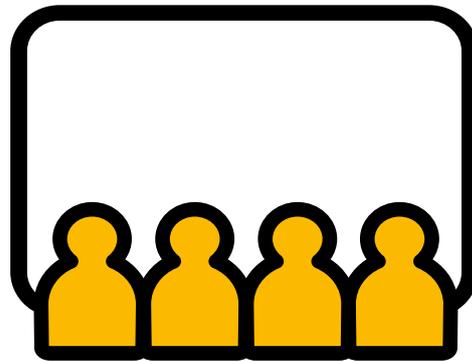
Combined total of support to the UK of €100 million between 2014-19



UK films receive 18% of the funds awarded to distributors and sales agents Europe-wide



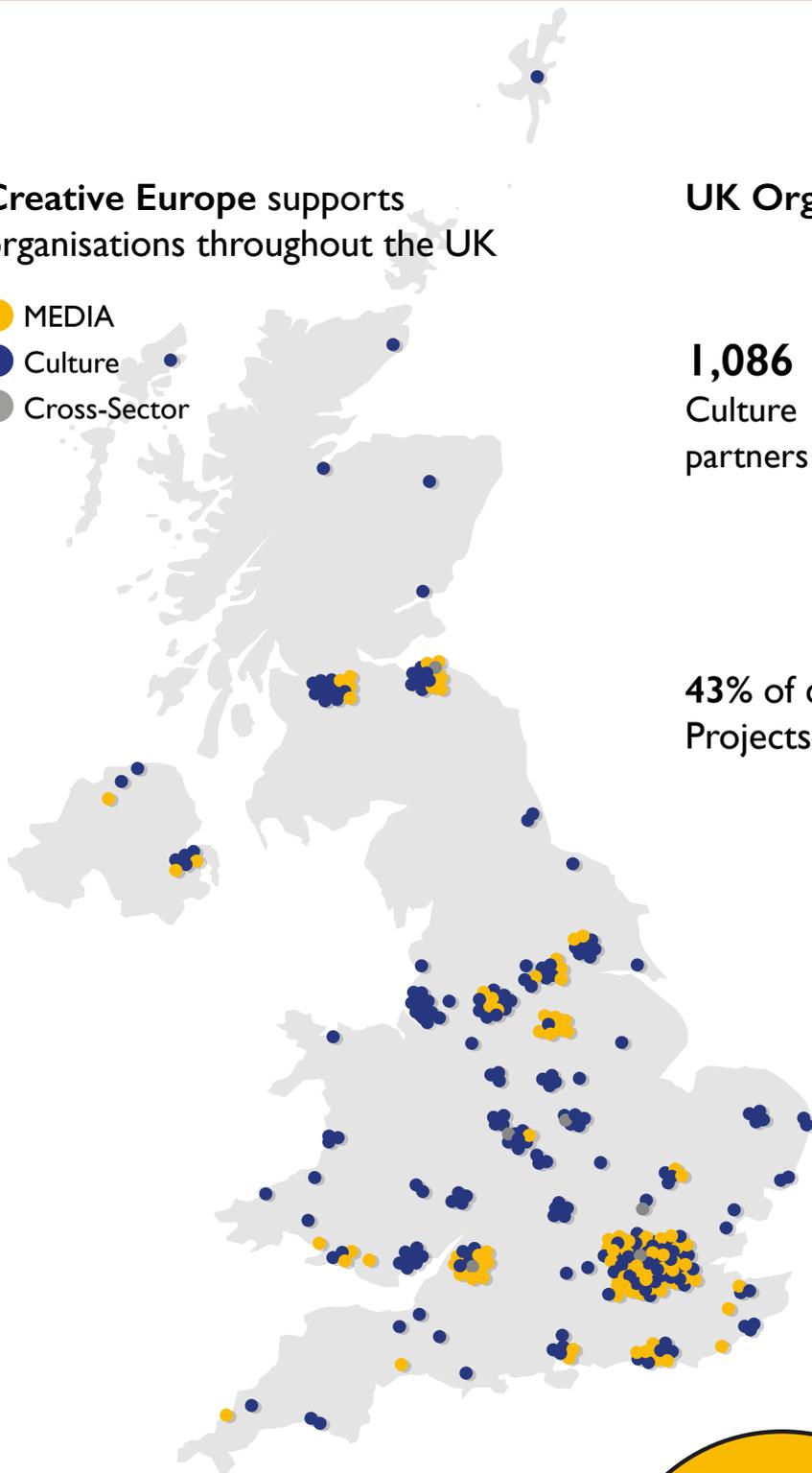
Revenue generated by these MEDIA-supported UK films is just under €575 million



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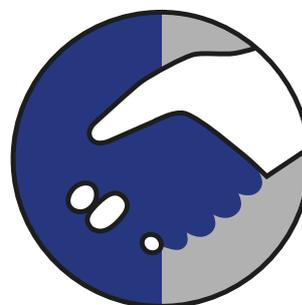
**Creative Europe supports organisations throughout the UK**

- MEDIA
- Culture
- Cross-Sector



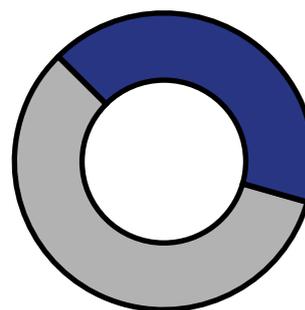
**UK Organisations work with:**

**1,086**  
Culture  
partners

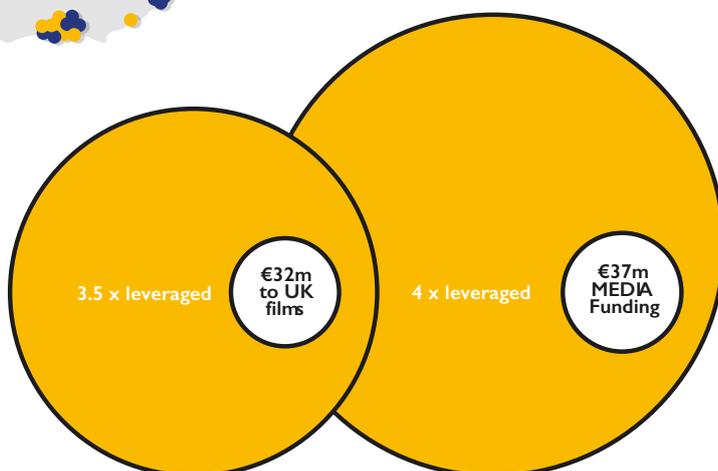


**37**  
Countries

**43% of cross-border Cooperation  
Projects have a UK partner**



**Creative Europe generates additional  
funding for the UK**





## Impact on networks, partnership and internationalisation

**76%** of respondents established new partnerships beyond their Creative Europe project that would not otherwise have happened

**60%** reported an increased appetite for working in Europe, and **73%** for working in the rest of the world



## Impact on creativity, innovation, research and development

**90%** of respondents' projects involved innovation and experimentation

**57%** of respondents said their funded project included a digital offer or made use of digital technologies



## Financial and economic impact

**86%** of respondents reported being more competitive in Europe

**77%** reported achieving higher turnover

**63%** reported being more profitable

**76%** reported being financially resilient



## Impact on audiences and cultural development

**67%** of respondents reached larger audiences internationally through their involvement in Creative Europe

**75%** of respondents said their project made European content more accessible to UK audiences

**80 million** audience members across Europe watched UK films supported by Creative Europe



## Impact on knowledge, skills and capacity

**91%** of respondents thought that the ability to draw upon international experience was important

**74%** of respondents said Creative Europe had enabled them to promote new or emerging talent

**88%** said they would have been unable to access the skills and knowledge they accessed other than through Creative Europe



## Social impacts

**63%** of respondents said their projects included a focus on young people

**34%** of respondents said their projects included a focus on women

Creative Europe Desk UK offers free advice and support to UK-based applicants of Creative Europe. It is led by

 **BRITISH COUNCIL**



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.

[www.creativeeuropeuk.eu](http://www.creativeeuropeuk.eu)