

Case Study: Creative England



The Client

[Creative UK](#) was established in 2021 by bringing Creative England and the Creative Industries Federation together. By merging the industry insights and advocacy work of the Federation with the practical support and investment work of Creative England, Creative UK aims to have a visible impact and drive real change.

The Good Economy previously worked with Creative England, a mission-led, not-for-profit organisation dedicated to supporting the growth of the creative industries. Its pioneering investment programme addressed the recognised market failure in creative business' ability to access the investment they need.

Our Role

Creative England has engaged The Good Economy to provide a range of impact assessment and strategy consultancy services. In 2017, Creative England commissioned us to carry out an independent assessment of the performance of its investment programme and its impact. The investment programme was analysed at both the portfolio level and the business level for the period 2012 to 2017, using data from 350 investee businesses.

The Good Economy also carried out a client survey to gather user feedback on the experience of the investment process and benefits of Creative England investment. Our independent Impact Report concluded Creative England was successfully delivering on its objective of enabling creative businesses to access finance. We are now carrying out an evaluation of Creative England's investment readiness support programme for screen-based businesses.

We also advised Creative England on its strategy to scale-up their investment activity. This resulted in the spin-out of the investment programme into a separate investment subsidiary company and the successful fund raising of a £10 million loan from Triodos Bank to scale-up Creative England's investment activity in creative businesses, particularly in areas outside of London and the South East.

The Findings

Since 2012, Creative England has invested over £20m into more than 350 creative businesses across the country, investing an average of £4m per year during 2012-2017.

Our independent Impact Report demonstrated that Creative England is successfully delivering on its objective of filling the access to finance gap for creative businesses.

We also provided feedback and insight to further improve Creative England's investment operations and support their scale-up plans.

"Working with Sarah and The Good Economy has been a great experience. The insight they have provided is now a key part of our developing plans to scale up our investment programme."

- Caroline Norbury OBE, CEO, Creative UK