

# CREATIVE SCALEUP INDEX



The Creative Industries are a key growth segment of the UK economy, and the sector today has over 1500 scaling businesses generating £20.2bn and employing 151,252 across all regions and nations of the UK. This Creative Scaleup Index highlights the key clusters of creativity around the country from East of England to Scotland, from the Midlands to the North, and from the South West to Wales. It further highlights our 359 visible creative scaleups who have broken through the £10.2m turnover threshold generating £11.5 billion and attaining a total of £1.8bn in investment - with 4 over 100 years old! Our Creative ScaleUps are innovative, diverse and international with high growth and export ambitions, but need more help in breaking down barriers to access to markets; connectivity to finance and mentors who have scaled before. In this week where we celebrate the Creative Coalition and new funding for creative scaleup activity, get to know the creative scaleups in your area and how you can foster their further growth.



The Creative Industries is comprised of a diverse range of subsectors, including:



## THEY ARE HIGH-GROWTH

**9 IN 10** creative scaleups are seeking to grow in 2022

**OVER HALF** seeking to grow their **TURNOVER** by more than 20% and **3 in 10** by more than 50%

**4 IN 10** seeking to grow their **HEADCOUNT** by more than 20% and almost **1 in 5** by more than 50%

## THEY ARE INTERNATIONAL

**6 IN 10** of all creative scaleups are exporting

**7 IN 10** seeking to export in the future

## THEY ARE HIGHLY INNOVATIVE

**6 IN 10** Invested in Innovation

**7 IN 10** Changed Business Processes

**6 IN 10** Developed new products or services

**1 IN 5** use Virtual/Augmented Reality

**3x** more than peers

Growing their use of Robotics, AI and Big Data



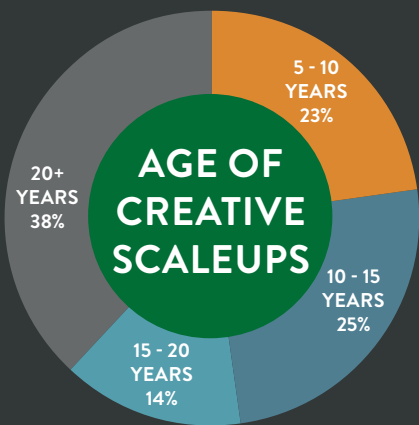
## REGIONAL DISTRIBUTION OF CREATIVE SCALEUPS



TOP REGIONS OUTSIDE OF LONDON

TOP REGION BY TURNOVER  
**NORTH WEST**  
**£1.7bn**

TOP REGION BY EMPLOYMENT  
**SOUTH EAST**  
**30.5K**



**4 in 10**  
(38%) of our visible Creative Scaleups are over 20 years old.

### REGIONAL SPREAD

1 in 2 visible scaleups are located outside London and the South East. There are emerging creative scaleup businesses clusters in and around the following cities of Leeds, Manchester, Birmingham, York, Bristol and Edinburgh.

### REGIONS WHERE SCALEUPS ARE BREAKING THROUGH £10.2M BARRIER



### TOP REGIONS OUTSIDE OF LONDON

<p><b>TOP REGION BY FUNDING RAISED</b> <b>WEST MIDLANDS</b> <b>£224.3m</b></p>	<p><b>TOP REGION BY GRANTS WON</b> <b>SCOTLAND</b> <b>£3.3m</b></p>	<p><b>TOP REGIONS BY EXPORTS</b> <b>EAST OF ENGLAND</b> <b>£183.7m</b></p>
--	---	--

### TOP FUNDERS

BY NUMBER OF FUNDRAISINGS FOR DEALS INTO VISIBLE SCALEUPS IN THE CREATIVE SECTOR

FUNDER	FUNDRAISINGS
ACCEL	8
BERINGEA	8
INDEX VENTURES	7
BALDERTON CAPITAL	6
CROWDCUBE	5
MOLTEN VENTURES	4
NOVATOR PARTNERS	4
PLAYFAIR CAPITAL	4
BGF	3
CREATIVE ENGLAND	3
FRONTIER DEVELOPMENT CAPITAL	3

### INNOVATE UK GRANTS

**15** VISIBLE CREATIVE SCALEUPS HAVE BEEN AWARDED

**24** INNOVATE UK GRANTS

WORTH **£2.4M**

across these sub sectors

Architecture, Fashion, Games, Virtual Reality, Film and Media



### PROCUREMENT

In 2020

In H1 2021

**17**  
visible creative scaleups won

**11**  
visible creative scaleups won

**43**  
government contracts worth

**18**  
government contracts worth

**£138.7m**

**£8.2m**

Key barriers to be addressed to enable better collaboration and engagement with Corporates and Government are - **finding out about opportunities to bid; simplifying procurement processes; time to win a contract**

**33** **Female Founded visible creative scaleups**

Visible scaleups are those hitting Companies House filings thresholds of £10.2 million in annual turnover or 5.1m in assets.

# WHAT ARE CREATIVE SCALEUPS BARRIERS TO GROWTH

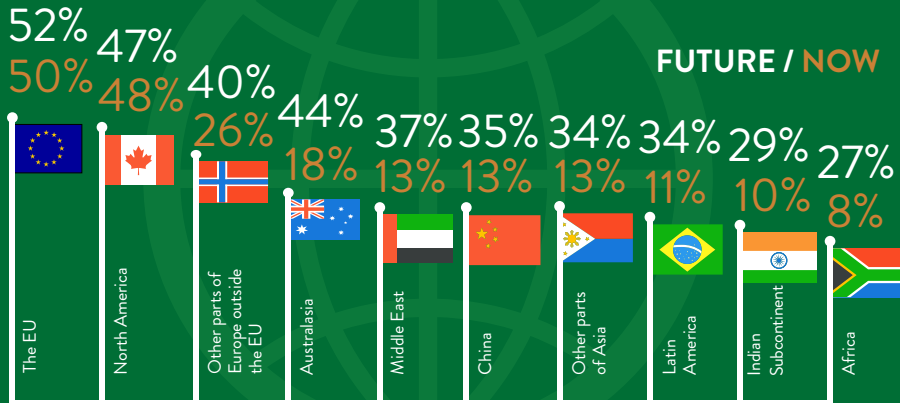
Creative scaleups identify similar barriers to growth to their scaleup peers across the wider economy. **Access to markets** is the biggest challenge for all scaleups, but for creative scaleups **access to markets, talent and access to the right growth capital** are roughly on par as the leading barriers to their future growth. Finance is a significantly bigger issue to this sector.

Access to public sector support and funding for R&D and innovation is also a high priority for creative scaleups as is collaboration opportunities. They are seeking help from the private sector, in accessing mentors financiers and non executive directors with relevant experience.

## THE KEY FACTORS THAT WILL ALLOW SCALEUPS TO CONTINUE TO GROW ARE:



The EU is the key market for these businesses but growth opportunities are seen across emerging markets in Australia, Middle East, China, Asia and South America. North America is seen as a critical future market on par with the EU.



To support them achieve their export ambitions **4 in 10** would like better introductions to buyers overseas and **1 in 3** want a single point of contact in DIT UK and overseas.

## ACCESS TO FINANCE IS CRITICAL



**7 in 10**

Creative scaleups say that they have insufficient capital to meet their growth demands, compared to 5 in 10 for their peers.



**5 in 10**

use or plan to use equity finance

The most common barriers to use external finance for creative scaleups are:

- Unsure about the best form of finance to apply for
- Not sure which providers to apply to
- Perceive they have no security or collateral to offer to a finance provider

## LOCAL RESOURCES TO HELP SCALE IN THE FOLLOWING

Creative scaleups share the same level of demand as all other scaleups for access to non-executive directors, peer networks and local universities, but they want more support from local financiers and mentors.

**45% Access to mentors | 39% Financiers | 35% Access to NEDs | 32% Peer networks | 24% Access to universities**

## GOVERNMENT SUPPORT

Compared to their peers, creative scaleups would like more access to government resources of:

**60% General business support from government | 56% Public sector funding for Innovation and R&D | 55% Growth Hubs/LEPs & Devolved Enterprise Agencies | 47% Innovate UK**

**6 in 10**

Creative ScaleUps would like a single point of contact to act as a relationship manager for them.

Scaleups are happy to be identified on a public record, with

**7 in 10**

stating that their scaleup status should be shared on an opt-in basis.

INVEST IN CREATIVE

There are knowledge gaps about the opportunities that exist in the CIs - the Invest In Creative platform provides peer learning from investors, scaleups and sector leaders via insights, case studies and other resources.

[Find out more](#)

## VISIBLE CREATIVE SCALEUPS

### EAST MIDLANDS

BASIC THINKING  
BENOY  
C W SELLORS  
CMC  
LEICESTER RACECOURSE  
LOCKWOOD PUBLISHING  
MI HUB  
MILORDS  
MORTONS  
REALM PROJECTS  
REEL CINEMAS  
SANDERS  
SHERIDAN&CO  
TRIPAL GROUP  
UNIVERSAL TEXTILES  
UNUSUAL  
WHEELDON HOMES  
WHITEMEADOW

### EAST OF ENGLAND

AFB  
ALPHA  
BRAND MACHINE GROUP  
COEL  
DB BROADCAST  
DISPLAYPLAN  
E-LEATHER  
ES BROADCAST  
EUROTEC GROUP  
EVENTS UNDER CANVAS  
GO APE  
GRANTS  
MATCHROOM SPORT  
MEDIA 10  
MICROPRESS  
NICHOLAS WEBB  
ARCHITECTS  
ROSE CALENDARS  
START-RITE SHOES

### LONDON

ALCHEMI GROUP  
ALLFORD HALL MONAGHAN  
MORRIS  
ALON ZAKAIM FINE ART  
ALTITUDE FILM  
APT  
ARGONON  
ASIATIC CARPETS  
ASPREY  
ATLANTIC PRODUCTIONS  
BAIRD & CO  
BAMFORD  
BENNETTS ASSOCIATES  
BLINK PRODUCTIONS  
BLUEBELLA  
BRANDALLEY UK  
BRYDEN WOOD  
TECHNOLOGY  
BUSINESS DESIGN CENTRE  
CAMERON MACKINTOSH  
CARMEL CLOTHING  
CARPENTERS WORKSHOP  
GALLERY  
CHAPMANBDSP  
CHARCOALBLUE  
CINESITE  
CITYWIRE  
CKM  
CLERKENWELL FILMS  
COGORA  
COLOSSUS BETS  
COOLABI  
COPA90 MEDIA  
CORLEY + WOOLLEY  
CRANBROOK  
DALZIEL & POW  
DANIEL KATZ  
DENTON

EAGLEMOSS COLLECTIONS  
ECHO HOUSE  
ECHO SOURCING  
ECOSSE FILMS  
EDE & RAVENSCROFT  
EMILIA WICKSTEAD  
ENVY POST PRODUCTION  
EON PRODUCTIONS  
FACEIT  
FESTICKET  
FIRST  
FITFLOP  
FORMULA E  
FOUR MARKETING  
FUNDAMENTAL MEDIA  
G. MODIANO  
GENERATION MEDIA  
GLOBAL  
GLOBAL MERCHANDISING  
SERVICES  
GOLDCREST FILMS  
GRAFF  
GREEN MAN GAMING  
GRIMSHAW ARCHITECTS  
HALCYON GALLERY  
HANWAY FILMS  
HAT TRICK  
HEATHERWICK STUDIO  
HENLEY HOMES  
HLM ARCHITECTS  
HUT ARCHITECTURE  
IMPROBABLE  
INDEPENDENT TALENT  
IOR GROUP  
J & A BEARE  
JOHN ROBERTSONS  
ARCHITECTS  
KANTA ENTERPRISES  
KYRA  
LEVITT BERNSTEIN  
LIMELIGHT SPORTS  
LIPSYNC POST  
LISSON GALLERY  
LITTLE LION ENTERTAINMENT  
LITTLE MISTRESS  
LITTLESTAR  
LOVE BRAND & CO  
LW THEATRES  
LYST  
MALA  
MANOLO BLAHNIK  
MATRIX APA  
MEDIALAB GROUP  
MICHAEL O'MARA BOOKS  
MISSOMA  
MIXMAG MEDIA  
MODUS  
MONICA VINADER  
MOO  
MOSHI  
MOTHER  
MOTION PICTURE  
SOLUTIONS  
MOUNTAIN WAREHOUSE  
NEEDLE & THREAD  
NEWSQUEST  
NHK COSMOMEDIA EUROPE  
NUTOPIA  
OLIVER BONAS  
PAPA ENTERTAINMENT  
PELDON ROSE  
PENTEX  
PGUK  
PHIL MCINTYRE  
ENTERTAINMENTS  
PITCH INTERNATIONAL  
PLP ARCHITECTURE  
POINT BLANK  
POST FASHION  
QDOS ENTERTAINMENT  
QS QUACQUARELLI  
SYMONDS  
RACECOURSE MEDIA GROUP

RATTLING STICK  
RDP  
REALLY USEFUL GROUP  
RECORDED PICTURE  
COMPANY  
REGENT'S PARK OPEN AIR  
THEATRE  
SADIE COLES HQ  
SAVOIR BEDS  
SCARLETT & JO  
SCOTT BROWNRIGG  
SHEPHEARD EPSTEIN  
HUNTER  
SIMON LEE GALLERY  
SMARTNUMBERS  
SOMEONE  
SPINK  
SPUN GOLD  
STUART PETERS  
SZERELMEY  
TERRITORY STUDIO  
THE ARTS CLUB  
THE BIG GROUP  
THE BUREAU  
THE BUSINESS OF FASHION  
THE DUNE GROUP  
THE GINA GROUP  
THE INK FACTORY  
THE JAMIE OLIVER GROUP  
THE LIGHT CINEMA  
THE&PARTNERSHIP  
THE7STARS  
THREAD  
TIMOTHY TAYLOR  
TOUCHSTONE ACCESSORIES  
USTWO  
V-NOVA  
VASHI  
VERTIGO FILMS  
VICTORIA MIRO  
VINYL FACTORY  
VISION NINE  
VOGACLOSET  
VSI  
WADDINGTON CUSTOT  
WARCHEST  
WESTON WILLIAMSON +  
PARTNERS LLP  
WHITE STUFF  
WILKINSONEYRE  
WONDER WALL  
WONDERHATCH  
WORKING TITLE TV  
YOUVIEW

### NORTH EAST

BABIES BLESSINGS  
BARBOUR  
DOUBLE ELEVEN  
DRAGONFLY VENTURE  
GROUP  
G&G GOODFELLOWS  
ICON PLASTICS  
NUBY  
RYDER ARCHITECTURE  
ZEROLIGHT

### NORTH WEST

AUDAS  
BEECHFIELD BRANDS  
CGP BOOKS  
CLAREMONT  
CRAGHOPPERS  
DIGITAL NEXT  
DML JEANS  
DOCK10  
IN-TIME  
JOHN HOLDEN  
JULIAN CHARLES  
KENYONS FOOTWEAR  
MEDIACO GROUP

MILLMEAD OPTICAL GROUP  
MISSGUIDED  
MOMENTUM INSTORE  
NEWSTAR GROUP  
PROFESSIONAL MUSIC  
TECHNOLOGY  
REDWOOD TTM  
REGATTA  
SARTEX QUILTS  
SPEEDY PRODUCTS  
THE LIVESEY SHOE  
COMPANY  
THYSON TECHNOLOGY  
TRUTEX

### NORTHERN IRELAND

COONEEN GROUP  
DINSMORE  
EAKIN  
ENISCA  
ON MUSIC  
RGM VENT

### SCOTLAND

AFG MEDIA  
AMG GROUP  
AXIS STUDIOS  
BARBOUR FITOUT  
CAPITAL THEATRES  
CHISHOLM HUNTER  
CURTIS MOORE  
HALLEY STEVENSONS  
HENBURY  
KILTANE RETAIL  
LAINGS JEWELLERS  
OUTPLAY ENTERTAINMENT  
SCOTTISH LEATHER GROUP  
SMART HISTORY  
STV STUDIOS  
TRANSCAL

### SOUTH EAST

ASPEN CAPITAL GROUP  
ASPINAL OF LONDON  
BREMONT WATCH COMPANY  
CROWN IMPERIAL  
ELSTEAD LIGHTING  
FIELD SYSTEMS DESIGNS  
FORZA DOORS  
GROVES  
HARLEQUIN FLOORS  
IONOCO  
JOMA JEWELLERY  
MARSHALL AMPS  
MIRZA UK  
MYTIME MEDIA  
RAGDOLL PRODUCTIONS  
REBELLION  
REDBOX MOBILE  
ROCKSTEADY MUSIC  
SCHOOL  
SANDBAG  
SOUNDOUT  
SYSCO PRODUCTIONS  
THE AGEAS BOWL  
TOPBOND PLC  
VEVOX  
VIEWMEDIA  
WATCH SHOP  
WESSEX PICTURES  
YES/NO PRODUCTIONS

### SOUTH WEST

AARDMAN  
AWW  
CHARLIE BEARS  
CQC  
EMX DYNAMICS  
EQUIMEDIA

MAUVEWORX  
MERLIN CINEMAS  
NAISH FELTS  
PENCARRIE  
PLIMSOLL PRODUCTIONS  
ROBERTS LIMBRICK  
SEASALT  
WTW CINEMAS

### WALES

ABAKHAN  
BCB INTERNATIONAL  
BEECH DEVELOPMENTS  
JOJO MAMAN BEBE  
NET WORLD SPORTS  
TINOPOLIS  
WORLDSPAN

### WEST MIDLANDS

AMORARTIS GROUP  
AVANTI  
DCA DESIGN  
INTERNATIONAL  
DIRECT CORPORATE  
CLOTHING  
DRPG  
ENGLISH BRAIDS  
ENVISAGE GROUP  
GYMSHARK  
IGLOO VISION  
INTOUCH GAMES  
JERSEYTEX  
KENDRICK HOMES  
LEVEL PEAKS ASSOCIATES  
OTTER-BARRY BOOKS  
PIXEL TOYS  
R PLATNAUER  
ROMAN  
SE CONTROLS  
SHIPLEY ESTATES  
SLICK STITCH  
SOLID SOLUTIONS  
T.H. BAKER  
WAA CHOSEN  
WILCOX

### YORKSHIRE AND THE HUMBER

ABRAHAM MOON & SONS  
ALFRED BROWN  
AWESOME MERCHANDISE  
BDB DESIGN BUILD  
BLUETREE GROUP  
BRADFORD HIDE COMPANY  
GMI CONSTRUCTION  
H.DAWSON  
HADDOW GROUP  
HAINSWORTH  
HIGH STREET TV  
IDHL GROUP  
J M PACKAGING  
JESSGROVE  
KING COLE  
MARSYLKA  
MORE UK  
MOAIC  
NS MEDIA GROUP  
PHOENOX TEXTILES  
PRODUCTION PARK  
RESET  
SAM TURNER & SONS  
SKOPES  
SPORT:80  
THE HARRIS PARTNERSHIP  
THE LEADMILL  
TWENTYSIX  
WAXMAN GROUP  
WHITEGHYLL  
WOOLTEX UK