

INVESTMENT IN UK CREATech GROWS 16% AS 'ONES TO WATCH' PROGRAMME ENTERS NEW CYCLE

- VC funding in UK CreaTech rose 16 per cent to £1.14bn in 2021
- More than £5bn invested in UK CreaTech businesses since 2017
- Innovative businesses on 2021 CIC CreaTech 100 'Ones to Watch' list invited to give feedback and support successors

Venture capital (VC) funding of UK CreaTech businesses exceeded a forecast of £1.12bn to reach £1.14bn in 2021, according to latest data from Tech Nation.

Over £5bn has been invested in UK CreaTech businesses by VCs since 2017, estimates Tech Nation, which last year produced a two-part [landmark report](#) into CreaTech commissioned by the Creative Industries Council (CIC), in association with Digital Catapult and Moore Kingston Smith.

About 51 per cent of UK CreaTech businesses receiving VC funding in 2021 were at the 'seed stage' of early development, suggesting room for future growth in investment and exports, and other forms of value creation.

The figures were released as the 2021 cycle for the CIC CreaTech 100 'Ones to Watch' list, which features 100 businesses innovating at the intersection of creativity and technology, drew to a close.

At an in-person event in London for CIC CreaTech 100 'Ones to Watch' businesses, sponsors and judges, the 2021 intake of companies were invited to complete a survey on their experiences and help build the evidence base and future support network for the programme.

The event was hosted by Imagination, the global agency, and supported by London & Partners, the UK capital city's promotional agency.

Speaking at the event, Janet Hull OBE, Director of Marketing Strategy at the IPA, the advertising agency body, and CIC CreaTech lead, said: *"The latest figures for CreaTech investment in the UK are more good news, but we are still only about 20 per cent of what is invested in UK FinTech. So we have a long way to go, but we have made a very good start."*

She said the 2021 'Ones to Watch' businesses would be invited to complete an online survey to help build the evidence base for the programme and to form an alumni group to support businesses on future lists.



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Over the last 12 months, companies on the 2021 list have benefited from access to business support webinars from Moore Kingston Smith and Creative UK, mentoring on the Innovate UK Edge scheme, and marketing opportunities.

A number also participated in a virtual UK-India trade event, visited the SXSW festival in the US, and attended the annual CIC Parliamentary Reception for industry leaders and MPs.

She said: *“We are going to be getting another 100 businesses into the family and we would love to stay in touch with the 2021 list members and for them to act as mentors to those people on future lists.”*

Tom Fiddian, Head of AI & Data Economy Programmes at Innovate UK, said his organisation was delighted to join the sponsors of the CIC CreaTech 100 ‘Ones to Watch’ programme.

He said: *“The UK creative industries have a much higher innovation-intensity compared to other industries. Therefore, it is important that we have CIC CreaTech which highlights and celebrates the ‘best in class’ innovators. By working together, we can help accelerate the growth of UK CreaTech and ensure that it reaches its potential.”*

Louise Conolly-Smith, Head of Creative at London & Partners, who was part of the judging panel that drew up the 2021 CIC CreaTech 100 ‘Ones to Watch’ list, added: *“The UK is world-leading in cutting-edge creative tech. It was so exciting to read the applications for the 2021 ‘Ones to Watch’ and see some of the amazing things companies are doing.”*

Learn more about the 2021 CIC CreaTech 100 ‘Ones to Watch’ companies here:
<https://www.thecreativeindustries.co.uk/ones-to-watch/2021>

<https://www.thecreativeindustries.co.uk/createch>

About the Creative Industries Council

The Creative Industries Council (CIC) is a forum of government, creative businesses and other creative organisations. It focuses on areas where there are barriers to growth of UK creative sectors such as access to finance, skills, export markets, regulation, intellectual property (IP) and infrastructure, and on promoting opportunities such as the CreaTech category and greater diversity and inclusion.

Action is taken forward by means of a small number of working groups and initiatives. In 2018, the CIC also set up the [Creative Industries Trade & Investment Board \(CITIB\)](#) to spearhead efforts on exports and inward investment.



Creative Industries Council

More at <https://www.thecreativeindustries.co.uk/about-us>

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About the CreaTech Report

Tech Nation is a growth platform for tech companies and leaders. It was commissioned to provide a two-part research project into CreaTech by the Creative Industries Council, in association with Digital Catapult, the leading authority on advanced digital technologies, and Moore Kingston Smith, the accounting group.

The first part looked at levels of investment in UK CreaTech companies through an industrial lens – where companies are described as operating in both the creative and tech industries. The second part looked at employment and skills, and updated forecasts for VC investment.

<https://technation.io/the-createch-report-2021/>

<https://technation.io/the-createch-report-2021-part-2/>

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