



creative  
future

**OUR ETHOS AND  
HOW WE WORK**

**2023-2026**

# ABOUT

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We are an arts organisation and charity. We specialise in supporting creative people, underrepresented artists and communities facing barriers and inequality to opportunity. Our mission is to make the arts more diverse and representative of the world we live in.

Founded in 2007, we are a bridge from the margins to the mainstream and a catalyst for individual change. We empower artists to use their creative talent to change their lives.

We give a platform for artists who face significant barriers to accessing the arts. We bring new art to new audiences. We're unique in the breadth of people we work with and the depth in which we work with them.



# OUR VISION

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A world where the arts are  
diverse, representative and  
accessible to everyone.

# OUR MISSION

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- ✔ nurture the talents of underrepresented creative people
- ✔ deliver equitable access to the arts
- ✔ build a bridge from the margins to the mainstream
- ✔ unlock potential and improve wellbeing
- ✔ influence change in the sector





# OUR VALUES

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artistic excellence



uncompromising access to opportunity



drive diversity and inclusion in the arts



empower artists to develop their voices and shape their creative futures

# OUR AIMS

Deliver a consistent and inspiring programme of support for underrepresented creatives

Continue to provide a safe, supportive and non-judgmental space for underrepresented creatives

Increase our national profile and engage with more people from underrepresented groups

Provide opportunities for writers nationally through our Creative Future Writers' Award

Provide more tailored support to creatives locally and signpost to relevant regional and online support

*In a world where people pay lip service to the idea of opening up the creative world to everyone, where people constantly talk about the creative world needing to be diverse and inclusive, Creative Future is actually doing something. Not just once or twice, but repeatedly, every day. That is what walking the walk actually means. That is what society really needs.*

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DOROTHY KOOMSON  
BESTSELLING BRITISH NOVELIST