**Anti-Racism Statement**

**Creative UK believes in a multi-cultural society and is committed to being an anti-racist organisation that rejects all forms of racism. We aim to create an inclusive environment in which our workforce, members, clients and others we work with can live and work free from racial and other forms of prejudice, discrimination, and marginalisation.**

We celebrate difference - respecting the humanity and creativity in everyone. We know that we are working with an uneven playing field and we will intentionally drive movement towards greater diversity and inclusion. We recognise that we are in a position to play a part in improving the diversity of the creative sector and we will use that position to positively effect change.

Racism is discrimination and/or prejudice against people based on their race or ethnicity. It may include negative emotional reactions to members of a particular racial group, acceptance of negative stereotypes and racial discrimination against individuals.

Systemic racism assumes racial superiority individually, ideologically, culturally, and institutionally. This assumption of superiority can pervade thinking both consciously and unconsciously.

We recognise that being anti-racist is a continuous process of learning, reflection and taking action.

**We want Creative UK to be a safe and welcoming space for everyone.**

In working towards this:

* We aim to better understand and address the systemic and everyday racism and inequality that is experienced by Black, Asian and minority ethnic people. This includes our consulting with those with lived experience through our EDI Advisory Group.
* We acknowledge the limits of our own perception, and that our experiences are not universal. If we make mistakes, we will acknowledge and own up to them and make the effort to educate ourselves to do better in the future.
* We will work towards a Board, UK Council, and workforce that is representative of the society in which we operate. We aim to have at least 20% Black, Asian and minority ethnic representation across these groups.
* We commit to supporting the improvement of the racial diversity of the pipeline of talent into the UK creative industries. We will focus on improving our recruitment and training for both staff and members so that our organisation attracts and retains the best talent from all backgrounds and properly reflects the racial diversity of modern society. To do this, we will increase our engagement with Black, Asian and minority led networks and organisations through which we can promote our membership and job opportunities, and we will seek the guidance of our EDI Advisory Group in improving our ongoing practice.
* We will gather data and evidence and set relevant targets to provide a solid foundation for our work and as an effective way of measuring our challenges and our results. All of our programmes will aim to include a minimum of 20% Black, Asian and minority ethnic representation.
* We will champion the voices of those that are underrepresented across the creative industries, using our position and influence to amplify the experiences of those that are discriminated against.
* We will challenge racism whenever we see it, both internally and within our external partnerships and relationships. **We will not act as bystanders.**