

North East strengthens global leadership in creative industries with expansion of prestigious international research network

Newcastle University is showcasing the North East's status as a hub for pioneering creative industries research as the Creative Industries Policy and Evidence Centre (Creative PEC) today welcomes 43 new Fellows to its prestigious international Research Fellows Network.

The refreshed cohort expands the Network to a total of over 100 Fellows from universities, research institutions and leading policy organisations around the world, including the United Nations, the OECD, UNESCO and the Department for Culture, Media and Sport (DCMS). Based in all four nations of the UK and countries including Australia, Brazil, Canada, Hong Kong, Indonesia, Singapore and South Africa, Research Fellows contribute world-leading expertise in areas such as AI, place and regional development and environmental sustainability.

The Network demonstrates Newcastle University's position at the heart of global creative industries research. As the home of Creative PEC, which is funded by the UKRI Arts and Humanities Research Council, the University convenes researchers, policymakers and industry leaders to address the opportunities and challenges facing one of the UK's fastest-growing sectors, which contributes £145.8 billion GVA to the UK economy and accounts for 5.82% of UK GVA.

This announcement follows the successful Creative PEC Research Symposium, hosted by Newcastle University in April, which brought together researchers, practitioners and

policymakers to explore the future of creative industries research and highlighted the University's commitment to building an internationally connected research community with the North East at its centre.

Giorgio Fazio, Research Director, Creative PEC, said:

"Since its inception three years ago, our Research Fellows Network has proved fundamental to the way we develop independent, world-leading research that informs policy and supports the UK's creative industries. Bringing together expertise from across disciplines, institutions and countries, our Fellows lead seminars, contribute to Discussion Papers and collaborate on research that connects academic evidence with policymakers and industry. The addition of 43 new Fellows expands our collective expertise, creating new opportunities for collaboration and increasing the impact of our work in the UK and internationally."

Professor James Annesley, Lead for Creative Places, Newcastle University, said:

"Newcastle University is proud to be at the forefront of creative industries research, with the North East increasingly recognised as a region where globally significant ideas, partnerships and policy are developed. Following the success of the Creative PEC symposium earlier this year, the expansion of the Research Fellows Network further demonstrates our commitment to convening world-leading expertise, supporting research that delivers meaningful impact for the creative industries and forms part of our commitment to Creative Places."

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Discover the Research Fellows Network: <https://pec.ac.uk/people/research-fellows/>

Spokespeople for Creative PEC are available for comment and interview.

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Notes to editors:

1. About the Creative Industries Policy and Evidence Centre (Creative PEC)

Creative PEC works to support growth of the UK's Creative Industries through the production of independent and authoritative evidence and policy advice. Led by Newcastle University with the Royal Society of Arts and funded by the UKRI Arts and Humanities Research Council, the Centre comprises a core consortium of; Newcastle University, Work Advance, Sussex University and the University of Sheffield. The PEC works with a diverse range of industry partners.

For more details visit www.pec.ac.uk, follow us on [LinkedIn](#) and [Bluesky](#), or [sign up to our newsletter](#).

2. About The UKRI Arts and Humanities Research Council

The UKRI Arts and Humanities Research Council (AHRC) invests in the examination of our past, the understanding of our present and the imagination of our future. By championing creativity, enabling critical thinking and sharing cultural insights, we drive growth across the creative economy, strengthen the UK's global leadership, and help shape a more prosperous, resilient and connected society. Our funding supports people, infrastructure, wherever ideas are made and performed, informs public policy, and enriches lives, placing arts and humanities at the heart of science for all.