



# Creative Investment Fund: Q&A

September 2025

## **Channel 4 was created to be a disruptive, innovative force in UK broadcasting.**

Since 1982, we've worked with independent producers across the country – championing talent, creating jobs, and telling stories that reflect the whole of the UK. That won't change. In fact, from 2026, our qualifying indie quota will rise from 25% to 35% – underlining our longstanding commitment to the indie sector.

## **So what's new?**

In May 2025, we launched the Creative Investment Fund (CIF), Channel 4's new way of investing in ambitious indies with strong potential to grow.

By taking larger stakes in successful businesses, we can give them the backing to scale internationally, while also creating new, sustainable income from IP for Channel 4.

That income is reinvested into original British content, sustaining the creative ecosystem and delivering our public service remit. The CIF portfolio will grow gradually, with a careful and selective approach to investment.

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"By generating new income streams that are not wholly reliant on the advertising market, we can both strengthen Channel 4 and benefit the UK's independent sector – ensuring more investment in British stories and talent across the whole of the UK."

**Jonathan Allan, Interim CEO, Channel 4**

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## **Why has Channel 4 launched the CIF?**

- Investing in production companies will create new, sustainable income for Channel 4 via IP ownership, which can then be reinvested into original British content.
- It is a core part of Channel 4's Fast Forward strategy to create new income streams and strengthen Channel 4's long-term sustainability.

## **Who's in the CIF?**

- 15 independent production companies from the Indie Growth Fund (IGF) portfolio.
- Our first acquisition is Firecrest Films (Glasgow).
- Supported by an independent advisory board and three creative mentors.

## **How does the CIF work?**

- Builds majority stakes in scalable indies and content producers with strong commercial potential – with the option of full ownership.
- Evolved from the Indie Growth Fund (launched 2014), which helped scale numerous indies at an early stage.
- Guided by experienced mentors including Lorraine Heggessey, Andrew Sheldon and Richard Fell.
- Operates separately from Channel 4 commissioning, ensuring commissioning remains fully independent of any investment activity – CIF companies will not receive preferential commissioning treatment.
- The CIF portfolio will grow gradually, with a careful and selective approach to investment.



### How much creative and commercial control will Channel 4 have over CIF companies?

- Production companies will continue to operate as independent businesses, separate from Channel 4's commissioning structures, and will not receive preferential treatment.

### How is Channel 4 ensuring fair competition between CIF companies and other indies?

- Channel 4 commissioning and the CIF operate entirely separately – there are firewalls between the two.
- Commissioning decisions are made on editorial merit only – CIF companies must pitch and compete in the same way as every other indie.
- No one from the CIF has a role in commissioning, and no one from commissioning is involved in CIF investment decisions.

### Will the CIF affect existing indies in the Indie Growth Fund?

- No. The IGF companies are now part of the CIF and will continue to receive the same support, with access to mentoring, advice and investment where relevant.
- The CIF simply expands our ability to back indies at a later stage of their growth and create a new income stream for Channel 4 via IP ownership.

### What opportunities does this open for indies?

- The CIF provides indies with the chance to access long-term growth capital to scale internationally and futureproof their businesses.
- For those not seeking investment, nothing changes – Channel 4 will continue to commission widely across the UK, with our 35% qualifying indie quota from 2026 serving as an additional safeguard for the indie sector.

### How will Channel 4 handle potential conflicts of interest between invested and non-invested companies?

- Robust governance is in place to maintain a level playing field, with firewalls between investment and commissioning teams.
- Commissioning decisions are made independently and on editorial merit. You can view our Commissioning Guidelines [here](#).
- Clear policies are also in place in case of any concerns – find out more [here](#).

Find out more 

**Creative Investment Fund**

**Companies in the Fund**

**Meet the mentors**

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