

COMIC BOOK | UK



**WORKING TO MAKE THE UK
THE BEST PLACE IN THE WORLD
TO CREATE, PUBLISH AND SELL
COMICS AND GRAPHIC NOVELS.**

1. Abigail Bulmer, 'Monster Fun', (Rebellion) 2. Simon Thorpe and Graham Dury, 'Viz'
3. Charlie Adlard, The Walking Dead, (Image Comics) 4. Jack, '2000AD', (Rebellion)
5. Lucy Sullivan, 'Barking' (Avery Hill Publishing) 6. Mollie Ray, Giant, (Faber and Faber)

THE UK COMIC OPPORTUNITY

Our rich comic heritage, diverse range of publishers, globally-celebrated creators and thriving grassroots community mean that comics are well placed to contribute to the national growth mission that the new Government has put at the top of the national agenda.

The multi-billion pound scale of international comic markets and the ongoing appetite that the global entertainment industry has for comic-originated properties provide enormous growth opportunities.

UK comic and graphic novel publishers could grow domestic sales and increase revenues in international markets. The size of the industry could increase through inward investment and a new generation of start-ups. UK comic creators could be in ever more demand by international publishers and generating greater returns on their creations. And comic entrepreneurs could be developing new routes to readers through on and offline innovations.

THE UK COMIC INDUSTRY HAS ENORMOUS UNTAPPED POTENTIAL.



1. Duncan Fegredo, for LICAF 2. Inj Culbard, '2000AD', (Rebellion) 3. Alex Ronald, '2000AD' (Rebellion) 4. Lucy Sullivan, 'Black Hammer' (Lemire & Ormston/Dark Horse) 5. Sean Phillips, 'Criminal', (Image Comics) 6. Leo Baxendale, Treasury of British Comics, (Rebellion)



Six factors are needed for the UK comic industry to unlock this potential:

- 1** A supportive national policy environment that allows comic businesses to reap the rewards of growth.
- 2** A clearer route into high-value international markets.
- 3** Greater UK public recognition of comics and graphic novels as a mainstream media format – and of the industry as a national asset.
- 4** An appetite among the wider business community and international peers to invest in and support the UK comic industry.
- 5** Tailored support to help comic enterprises get off the ground and grow.
- 6** A pipeline of professional creative talent and future industry leaders.

With these factors in place, the UK comic industry will be able to take its place alongside the likes of video games and animation as a strategically important part of the creative industries sector.

To get there, the industry needs a body able to represent it at the highest levels of policy making and business; to promote it across the mainstream of British society; and to provide the collective support needed for industry development.

COMIC BOOK UK IS THAT REPRESENTATIVE BODY.

The following pages outline Comic Book UK's vision for the industry alongside a clear plan to achieve it. We invite you to join us as a founding partner in unlocking the UK comic opportunity.



1. Roland Bird, 'Major Rakhana' (Time Bomb Comics) 2. G Keane, Treasury of British Comics, (Rebellion)
3. Simon Thorpe, 'Viz' 4. Tula Lotay, 'Misty', (Rebellion) 5. Mollie Ray, 'Giant', (Faber and Faber)



ABOUT **COMIC BOOK UK**

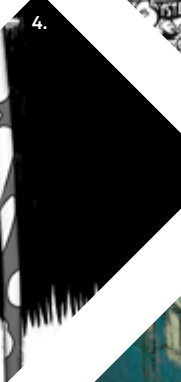
Comic Book UK is the trade organisation working to **make the UK the best place in the world to create, publish and sell comics and graphic novels.**

OUR GOAL IS TO MAKE UK COMICS A £500 MILLION INDUSTRY.



This means:

- Multiple comic and graphic novel publishers growing revenue in an expanding domestic market, selling into all global markets and licensing properties into other media.
- International comic companies investing in UK operations.
- A growing, diverse pool of creative talent working for multiple national and international publishers and reaping the rewards of their creations.
- A thriving ecosystem of specialist comic retailers, events and outreach programmes playing significant roles in their local communities and nurturing new generations of comic readers and talent.



1. Brett Parsons, 'Monster Fun', (Rebellion) 2. Simon Thorpe, 'Viz' 3. Eduardo Ocana, '2000AD', (Rebellion) 4. Charlie Adlard, 'The Walking Dead', (Image Comics) 5. Lucy Sullivan, 'IND-XED', (Campbell/Cabal Comics)

It is a deliberately ambitious goal that recognises the potential for domestic growth as well as the opportunity to build a greater presence in international markets.

Most importantly, it acknowledges that **the UK comic industry has a unique set of advantages:**

- 7 A rich heritage of comic titles and properties that enjoy high levels of global recognition.
- 7 A multi-generational pool of creative talent in high-demand by comic readers and publishers around the world.
- 7 A growing and diverse publishing ecosystem that covers everything from licensed titles to IP-led periodicals and creator-driven graphic novels.
- 7 A thriving community of comic readers and emerging creators.

Comic Book UK represents the interests of all parts of the UK comic industry.

- 7 Comic and graphic novel publishers.
- 7 Professional comic creators.
- 7 Comic enterprises – including retailers, event organisers and online platforms.

Comic Book UK ensures that the UK comic industry is recognised and supported as a vital part of the UK's creative industries.



HOW COMIC BOOK UK WORKS

Comic Book UK serves the UK comic industry in three ways.

1 REPRESENTATION

2 PROMOTION

3 DEVELOPMENT



1. Gary Crutchley, 'WesterNoir', (Time Bomb Comics)
2. Mark Harrison, '2000AD', (Rebellion) 3. Abigail Bulmer, 'Monster Fun', (Rebellion)

HOW COMIC BOOK UK WORKS

1 REPRESENTATION

We give the UK comic industry a collective voice among policymakers, making sure that the needs of the industry are understood and acted on at the highest levels across Westminster and Whitehall.

In effect, Comic Book UK is the chief lobbyist of the UK Comic industry.

Our immediate priority is to make the case for three specific policies that would benefit the industry:

1

An extension to comic publishers of the corporation tax relief already enjoyed by other parts of the creative industries.

2

Government investment into a targeted 'start up and scale up fund' that comic companies could apply for to support their early development and growth.

3

Export support for UK comic publishers, including comic companies being given places on international trade delegations and a lowering of barriers faced in exporting comics and graphic novels to international buyers.

HOW COMIC BOOK UK WORKS

2 PROMOTION

We provide the industry with a professional corporate communications function, securing coverage for UK comics across mainstream on and offline media and building the industry's profile among strategically important stakeholders.

This makes us the PR and stakeholder relations arm of the UK comic industry. Our priorities are to:

- 1** Secure regular coverage of the UK comic industry in national and international mainstream media.
- 2** Engage directly on the industry's behalf with the national/international business and investor communities.
- 3** Develop and run targeted campaigns that raise the profile of UK publishers, comics, comic retailers and creators in domestic and international markets.



1. Leigh Gallagher, '2000AD'; (Rebellion)

HOW COMIC BOOK UK WORKS

3 DEVELOPMENT

We help drive growth in the UK comic industry with practical support for businesses to get off the ground, become sustainable and get set for growth.

In doing so we act as the industry's development agency. Our priorities in this function are to:

- 1 Enhance the business-critical knowledge base of the industry through providing spaces for knowledge-sharing; opportunities for knowledge-exchange with other industries; and, carrying out research to provide evidenced market insight and intelligence.
- 2 Work with leading UK business schools to provide UK comic businesses of all types and sizes with access to business planning and development support.
- 3 Developing a structured graduate development programme that will grow the pool of professionally-ready comic creators and other business professionals ready to be recruited by comic companies.

2025

DELIVERY PLAN

2025 will be the first full year of operation for Comic Book UK. It will be spent building up the organisation by establishing a set of strategic partnerships and recruiting a team of professionals with the skills to take forward all of our key workstreams.

We will deliver a series of initiatives that will establish a baseline level of national recognition for the UK comic industry among strategically important stakeholders.

INITIATIVE 1:

We will develop a detailed industry overview and policy campaigning platform.

This will be the core of our research and policy work through 2025. We will carry out detailed economic mapping to define the full current, and potential, economic value of the comic industry to the UK. In doing so we will be able to articulate how the comic industry is a national asset able to contribute to the country's overall economic growth ambitions.

This will give us the evidence base needed to convincingly advocate on the industry's behalf with national policymakers.

Based on this economic analysis, we will develop a fully detailed set of policy messages – aligning the UK comic industry with the UK Government agenda. This will provide the industry with coherent, credible talking points needed to engage the four most important Government departments – the Department for Culture Media and Sport (DCMS), the Department for Business and Trade (DBT), the Department for Education (DfE) and the Treasury (HMT).

2025

DELIVERY PLAN

INITIATIVE 2:

We will work with a cross-party group of Peers and MPs to establish an All Party Parliamentary Group for Comics and Graphic Novels

All Party Parliamentary Groups (APPGs) are informal groups of parliamentarians that come together to build knowledge and understanding of issues of shared interest and to champion them through their Parliamentary work. Before the recent election there were over 500 APPGs operating in Parliament covering a wide and varied range of topics – but none focused on comics.

We know from informal conversations with Parliamentary contacts that there is a good level of Parliamentary interest in comics. We will build on this to establish a dedicated APPG in the newly elected Parliament– for which Comic Book UK will provide the secretariat (as a donation in kind). This will provide a cross-party network of champions for comics in Westminster, creating a route through which the industry's interests can be articulated in Parliament and access to Government and opposition decision makers can be opened.



2.

3.

DELIVERY PLAN

INITIATIVE 3:

We will run a multi-media PR campaign that promotes the distinct features and potential of the UK comic industry.

Building mainstream recognition of the UK comic industry – both of the businesses that make it up and the creative work it produces – will be a major priority in our first year. It will help drive popular interest in UK comics and graphic novels as well as focus the attention of the business world on the industry's growth potential.

We will build this work around a focused campaign that spotlights the role that UK comic creators and companies have had in shaping global pop-culture, while drawing attention to the full diversity of UK comic and graphic novel output.

With the working title of 'It started in a comic' this campaign will include:

- 7 Creating a bank of case studies featuring examples of UK comic creators and companies contributing to globally recognised entertainment franchises alongside work showcasing the breadth and diversity of material being produced by the UK industry.
- 7 Targeted PR to generate coverage about UK comic creators and businesses in mainstream on and offline media.
- 7 A social media programme that brings UK comic work and industry information to the attention of communities outside of online comic fandom.



2025

DELIVERY PLAN

INITIATIVE 4:

We will run a series of events that bring the UK comic industry to the attention of a wide range of stakeholders

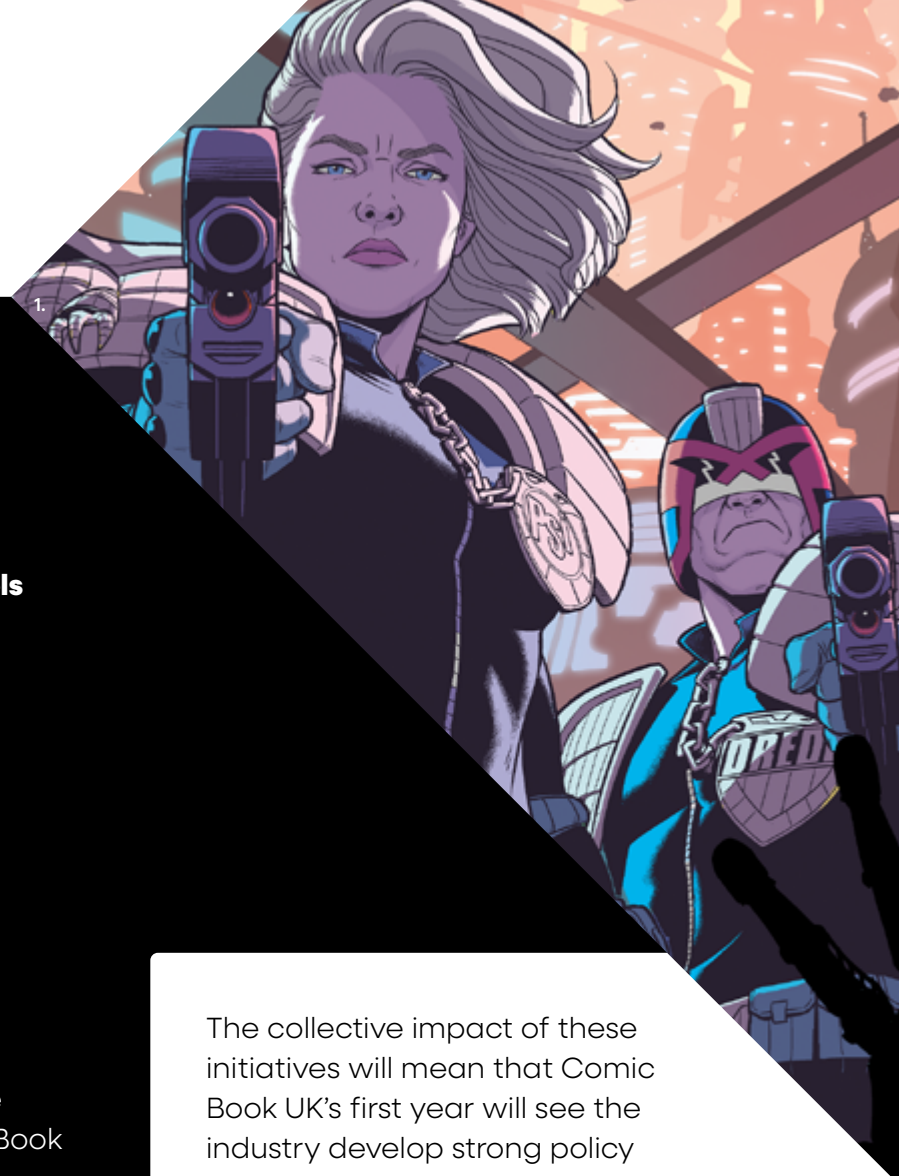
Comics share many issues and interests with the wider creative industries in the UK – particularly video games and animation – as well as adjacent industries like tech and retail. To build recognition of these overlapping interests and establish new networks, we will develop a programme of discussion events to run throughout 2025. Centred around timely talking points, these will bring comic industry representatives together with peers from other industries, as well as senior figures from relevant Government departments and public agencies.

The full programme will be developed in collaboration with our founding partners, but we suggest holding panels on topics including:

- 1 Lowering the barriers to exporting UK creativity to the world.
- 1 Regulating AI to protect copyright holders and creative careers.
- 1 Bringing start-up culture to the creative industries.
- 1 Building IP brand value through media licensing.

This series of events will be a valuable profile-raising opportunity for Comic Book UK – and by implication the UK comic industry. It will also provide a foundation on which to build a set of strategically important alliances.

The collective impact of these initiatives will mean that Comic Book UK's first year will see the industry develop strong policy messages that can be carried by a set of Parliamentary champions, while growing the industry's mainstream profile and support among strategically important allies.



FOUNDING TEAM

Mark Fuller, Chief Executive

The founder and driving force behind Comic Book UK, Mark is a lifelong comic fan and leading communications and policy professional with a track record of developing high-impact organisations and advocacy services.

In a career that spans two decades Mark has led policy and communications programmes for a wide range of private, public and third sector organisations. He's led communications departments at one of the UK's most influential think tanks and a world renowned university; been on the senior teams of major multinationals and private equity backed enterprises; and ran practices at two leading consultancies. In 2019 he founded Showrunner Communications, a company that has now grown into a UK-wide team of strategic communications leaders providing consultancy services to dozens of universities, tech companies and social change organisations.

Mark served as Chairman of the Board of upReach – an award-winning social mobility charity, driven by a vision of a society in which everybody has an equal opportunity to realise their full career potential regardless of social background. During Mark's time on the Board upReach grew from supporting 39 students to over 3,000 students, helping them access and sustain top graduate jobs every year.

Mark has also been involved with a wide range of industry representative bodies, both as a consultant advising senior leaders and on working groups of organisations representing multiple industries.



2025

DELIVERY TEAM

Once fully established, Comic Book UK will recruit a dedicated team of professionals able to lead long term delivery across all of our workstreams.

In the short term, Mark will be supported in delivering the 2025 programme by members of the team at Showrunner Communications.



Jen Harrison

Public affairs lead

Jen is a highly experienced public affairs professional with a network of contacts across Westminster and a strong track record of influencing policy change. She's spent time as a Parliamentary researcher and held senior positions leading policy campaigning for a range of major UK charities.



Nicky Hobbs

PR and campaigns lead

Nicky is an award winning communications professional with a track record of success across multiple industries. She has significant experience in the global entertainment industry, with past roles including Head of External Relations for Madame Tussauds and senior press office positions at Sony records and Warner Music Group. A digital communications specialist, she has also spent time working in a UK Government department and leading brand campaigns for multiple universities.



Arlen Pettitt

Policy and knowledge exchange lead

Arlen is a policy, content and communications expert, specialising in shaping and delivering thought leadership and research projects. He spent six years with the North East England Chamber of Commerce, engaging with regional and national policymakers and campaigning on behalf of the organisation's 3,000 members. During his time with the Chamber he built a business-focused research and knowledge events offer, playing an active role in its women in business programme and work around mental health awareness and the future of the workplace.

JOIN US

The long-term ambition is for Comic Book UK to be a mass-membership organisation, with every part of the UK comic industry joining and benefiting from the representation, promotion and development support that we provide.

As a step towards this we are seeking a set of **founding partners that share an interest in the success and growth of the UK comic industry**. These partners will play a key role in establishing Comic Book UK through our first year, helping to make our 2025 programme possible while contributing industry insight and knowledge to guide our long-term strategic direction.

Each founding partnership will be a bespoke package tailored to the partner's needs and ability to support Comic Book UK – both through funding and in-kind contributions. All founding partners will however enjoy the following benefits:

- 1. **A place on the Comic Book UK advisory group**, steering the strategic direction of the organisation and shaping our campaign aims.
- Professional representation among national policymakers**, the creative industries and wider business /investor community.
- Profile raising opportunities**, including speaker slots at national events and participation in PR campaigns.
- Places on international delegations** and opportunities to participate in private meetings with Ministers, civil servants and other national/ international stakeholders.
- Marketing and PR support** – including inclusion in mainstream media-targeting PR and marketing campaigns and bespoke PR support to promote partner-led initiatives.
- Research and intelligence on policy developments**, market dynamics and macro-economic factors.
- Invitations to an annual partner networking dinner** and to networking events throughout the year.
- Brand enhancement within the international comic industry** and comic community through affiliation with purpose-driven social enterprise.



COMIC
BOOK UK

**COMIC BOOK UK
SUPPORTS THE
SUCCESS OF
THE ENTIRE UK
COMIC INDUSTRY.**

**Please get in touch to talk about
how you can play a part.**



07498 560 288



info@comicbookuk.com



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