# Creative Credits — Manchester's Randomised Trial of Innovation Vouchers Linking SMEs to Creative Firms

City Innovation Library · Good practice · United Kingdom

Quality score: 52/100

Evidence strength: Moderate

### *Summary*

A lottery-allocated voucher pilot in the Manchester City Region: 150 SMEs won £4,000 credits to buy creative services. Project additionality was ~84%, and innovation and sales gains appeared at 6 months but were no longer significant at 12 months.

### *Key dimensions*

| Dimension | Score |
|---|---|
| Evidence of impact / measured results | 2/3 |
| Transferability / demonstrated replication | 2/3 |
| Scalability | 1/3 |
| Sustainability / continuity | 0/3 |
| Innovation | 3/3 |
| Inclusiveness / equity | 1/3 |
| Multi-stakeholder collaboration | 2/3 |

Evaluated by C-NAPSE

### *Data sources*

C-NAPSE web research — accessed 2026-11-22

Nesta — accessed 2026-11-22

Bakhshi et al., An Experimental Approach to Industrial Policy Evaluation (ERC Research Paper 4) — accessed 2026-11-22

Aston University research record: Creative Credits, a randomized controlled industrial policy experiment — accessed 2026-11-22

Innovation Growth Lab trials database entry — accessed 2026-11-22

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