

## PLG impact metrics - 2025

October 2025, Version 1.0, John Lincoln



### Summary

To support organisations making an annual contribution to the Photonics Leadership Group and /or taking premium entries on the UK Photonics Directory we have prepared the following data and statistics based on the previous year, 1 September 2024 to 31 August 2025

We expect future performance in 25/26 year to exceed that in 2024/25 by at least 10%, reflecting increase growth in the industry, the move to the implementation phase of the UK industry strategy, where the key focus area have strong dependency on photonics and the continued emphasis on economic growth, resilience and enabling frontier technologies.

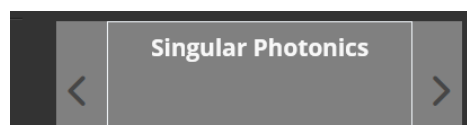
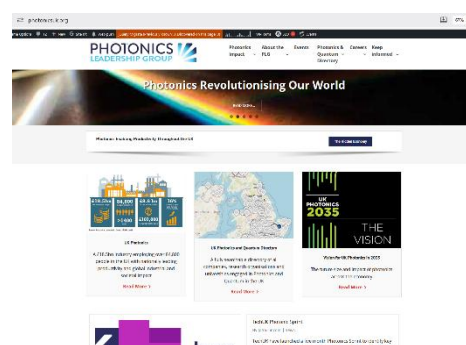
### Website – [photonicsuk.org](https://photonicsuk.org)

- 30,500 views (up 44% from previous year)
  - From 14,000 people (up 54%)
  - Event count 81,000 (interaction with posts and pages)
- Top page beyond root: UK Photonics 2025: the hidden economy. Updating the size and scale of the UK photonics industry - 908 views
  - 2<sup>nd</sup>: What is photonics
  - 3<sup>rd</sup>: Careers
- 20 Blog posts, full events listing

All regular PLG contributors are identified in a rolling footer present on all pages.

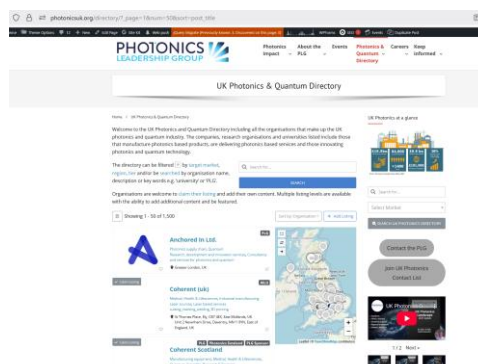
Regular PLG participants are further showcased on the

<https://photonicsuk.org/contributors> page with logos and links for paying contributors



### Directory- <https://photonicsuk.org/directory>

- 10,000 views (up 80%)
  - From 5400 people (up 80%)
  - Event count 24,800
  - Landing page 7,300 times .
  - The UK dominates the visitor origin,
- Most popular directory listings
  - Anchored Inn (250 views)
  - Harlin
  - Singular Photonics
  - Coherent
  - Edmund Optics
  - Laser 2000



Basic directory listing is free. Premium directory listings are available to Gold, Platinum and Diamond PLG contributors or through payment of a separate fee - <https://photonicsuk.org/store>. All PLG contributors are identified in the directory as 'PLG Sponsors' and can be searched as search. Priority is giving in the listing to premium listings.

The top 20 listings by views are all premium listings, with the best performing getting 250 views for a single entry a year, and 80 average. Basic listing averaged <20 views or less a year each with the best yielding ~30 views.

## Social media impact

The PLG social media impact is predominantly through LinkedIn posts that mirror the PLG website blog entries.

In 2024/25 the most popular of these was the post releasing the updated UK photonics statistics in July 2025. This post gained 8345 impressions to 4829 members, 34% in senior positions and received 154 'likes'.

## PLG meetings

The PLG holds four meetings per year two in person and two online. In 24/25 these meetings were attended by 181 people consisting of 84 separate individuals from 61 separate organisations with total UK photonics revenues in excess of £2 billion.

Attendees include business leaders, senior academics and civil servants. Invited presentations provide briefings of topical issues e.g. from National Protective Security Authority (NPSA). Discussions highlight latest policy and trade developments impacting photonics and current direction of UK and European innovation policy.

## Presentations and panels

The PLG gives numerous high-profile presentations throughout the year on the scale of the UK photonics industry and its impact. All presentations feature a closing slide identifying PLG contributors – example right. The PLG also participates and chair panel discussion at multiple industry events. Highlights in 24/25 include:

- Photonics Means, Glasgow. Keynote presentation
- Photonics UK, ExCel opening presentation
- Optic And Photonics Days Sweden. Keynote
- Photonics Days Northern Ireland, Ni-PIC launch, Belfast. Photonics landscape presentation
- Innovate Connect Photonics Deep Dive Horizon scan: breakout chair
- PIADS Careers week. Photonics landscape presentation
- Labour Party conference: Photonics impact panel
- DSIT semiconductor, quantum and communications teams. Photonics landscape presentation
- Economics Impact Commercialising Quantum, London. Session Chair
- Photonics 4 Space workshop facilitator
- Photonics West industry session- plasma accelerators/ Extreme Photonics Centre panel chair
- Photonics West industry session- Silicon Photonics panel chair
- SPIE, Global Business Forum 2025, presentation: [Photonics Industry Trends, Benchmarks and Futures](#)
- UK Photonics 2025 online Youtube summary - <https://youtu.be/eTdymlMcQcc>



The total reach of all these events is estimated to be in excess of 1000 people, most at senior management / policy level.

In addition, the PLG supports VIP visits and engagement. Highlights include visits of HRH Duke of Edinburgh to Southampton University in 2025 and HRH Princess Royal to Photonex Glasgow in 2023 in addition to Ministerial visits to photonics organisations throughout the UK.

## Project advisory Boards

Representatives of the PLG sat on the following project advisory / steering boards in 24/25

- Cornerstone compliance board
- SmartNano NI advisory board
- Meta4d: advisory board
- PIADS: advisory board chair
- Photonics and Quantum Accelerator: advisory board

## Reports

The PLG produces a number of high-profile reports at a rate of ~ one per year. All report feature logos of the PLG principal contributors on the back page



In 2024/2025 it issues its popular update to [UK Photonics 2025: the Hidden Economic Engine](#). Hardcopies are distributed to civil servants, industry leaders and available at key photonics events globally.

The PLG also provides summaries of key UK government reports and their impact on photonics e.g. budgets and industry strategy.

## Consultations

The PLG regularly inputs into government green papers and consultations. Highlights of 24/25 inputs include:

- Industry strategy green paper
- Access to finance for advanced manufacturing scale-ups

The PLG also provides ad hoc inputs to gov departments as requested ranging from the potential impact of policy, potential industry interest in interventions, trade promotion activities etc.

## Europe

The photonics leadership Chief Executive is a member of the Photonics21 board of stakeholders and regularly inputs into the development of photonics policy and priorities for support from the European Commission. 2024/25 highlight include key into a white paper supporting the full prioritisation of photonics within the next European framework programme.

The PLG are members of Phorwards21, a European supported project promoting best practice and collaboration between photonics cluster across Europe. Phorwards21 provides support for activities such as tracking the number of photonics start-ups in the UK. As part of phorwards21 the PLG is in regular contact with over 20 photonics clusters across Europe.

## Future Photonics Leadership Group

The PLG incubates a future photonics leadership group to gather input from the next generation of photonics leaders and provide a source of early careers views into consultations, publications and industry events and panel discussions.