# Coronation Street takes bold steps to protect brand and cut costs amid financial pressures



Coronation Street production team has reportedly embarked on new measures to increase revenue, amid circulating reports suggesting the ITV soap opera is navigating financial challenges. According to the Daily Mail, escalating production costs coupled with a significant decline in advertising income have introduced doubts about the long-term sustainability of the show, prompting a range of budgetary reductions.

In a recent development, sources indicate that the programme’s management has taken steps to trademark the 'Corrie' brand—a move formally registered with the UK’s Intellectual Property Office last month. This application, if granted, would extend for a decade and serve to protect the brand’s commercial use exclusively by the show. The trademark is intended to enable the sale of branded merchandise including, but not limited to, toiletries, cosmetics, kitchen utensils, bed linens, and perfumes. Additional proposed merchandise reportedly includes lunch boxes, water bottles, teapots, rain ponchos, bathrobes, beer glasses, ties, and bean bag covers.

An intellectual property lawyer, speaking to the Daily Mail, elaborated on the strategic advantage of the trademark registration: “The trademark enhances the TV company's capacity to take action against unauthorised third parties that might use its name for commercial purposes. Simply having these trademarks registered can serve as a significant deterrent to any third party contemplating the unauthorized use of the name. Moreover, it enhances ITV's prospects for commercialising the Corrie brand, being a television company, they are likely to seek opportunities to license these trademarks to partners, generating revenue through royalties in the process.”

Coronation Street already offers an array of merchandise for fans, available through its official tour’s gift shop, which is promoted as “an absolute treasure trove” featuring items designed to bring “a touch of Weatherfield into your own home.” The shop’s catalogue includes goods such as Roy’s Rolls aprons, tote bags, towels, and mugs emblazoned with famous quotes from the show.

Financial difficulties have been a subject of speculation for some time. Observers note that both Coronation Street and fellow ITV soap Emmerdale have expanded their revenue streams through regular set tours and partnerships, such as Weatherfield’s own branded EE shop established through a product placement deal. In contrast, competitors like the BBC’s EastEnders have reportedly maintained greater financial stability through its licence fee income and overseas distribution agreements.

Concerns have also stemmed from reports of internal challenges affecting the cast and crew. Insiders have claimed there is unrest regarding work conditions and salary levels, alongside fears that some well-known actors may see their screen time significantly reduced as part of cost-saving strategies. For example, in the previous year, Helen Worth, who has portrayed Gail Platt for five decades, appeared in only 26 of 304 episodes, and Bill Roache, the long-standing Ken Barlow, featured in just 48.

Salaries among the Coronation Street cast members vary widely, with long-established actors like Bill Roache reportedly earning approximately £2,000 per episode, whereas newer cast members receive around £400. This disparity has contributed to speculation that the show may prioritise retaining senior actors while potentially writing out some mid-level and newer performers. In recent months, several cast departures have been announced, including Charlotte Jordan, Sue Cleaver, Sue Devaney, Colson Smith, and Luca Toolan.

A source familiar with the situation told the Daily Mail: “There’s a WhatsApp group which has been pinging with messages about concerns of where the axe will fall next. It’s a tough time on the soap and it’s filtering down. There is a feeling more people will be cut to save money and to keep the best-paid stars like Bill Roache and Jack P Shepherd on board.” The source also highlighted grievances concerning demanding work schedules, with one cast member reportedly expressing they were “worked like dogs” and observed that “the days of bumper pay are gone.”

The executive overseeing Coronation Street previously indicated that “unexpected exits” among characters are expected in 2025, underscoring the ongoing uncertainty faced by the programme. As the soap approaches its 65th anniversary this year, these developments mark a significant moment in its history, reflecting both commercial pressures and strategic efforts to secure its future. Representatives for Coronation Street have been contacted for comment on these matters.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.telegraph.co.uk/tv/0/rover-coronation-street-crisis/> - This article discusses the financial challenges facing Coronation Street, including rising production costs and declining advertising revenue, which have prompted budget cuts and high-profile cast departures.
* <https://www.the-independent.com/arts-entertainment/tv/news/coronation-street-andy-whyment-itv-crisis-b2678151.html> - The article mentions the recent departures of several cast members and addresses claims that the show is struggling financially. It also references cast members' responses to these claims.
* <https://www.prolificnorth.co.uk/news/who-is-leaving-coronation-street-in-2025-six-major-exits-as-itv-cuts-episodes/> - This piece details the upcoming exits of several cast members in 2025 and reports on ITV's decision to reduce the show's weekly episode output, highlighting financial and structural changes.
* <https://www.gov.uk/intellectual-property/trade-marks> - While not directly discussing Coronation Street, this URL provides general information on trademark applications and legal protections in the UK, relevant to the show's trademarking efforts.
* <https://www.dailymail.co.uk/> - The Daily Mail has reported on financial challenges and trademark efforts related to Coronation Street, although a specific article link is not provided in the search results.