

CREATIVE INDUSTRIES ECONOMIC ESTIMATES 2015

Department for Culture, Media and Sport – January 2015. Available online at <https://www.gov.uk/government/statistics/creative-industries-economic-estimates-january-2015>.

Introduction

This release from the Department of Culture, Media and Sport (DCMS) provides the latest statistics and measurements of the economic impact of the Creative Industries, giving figures covering 2013. Data is provided for Employment, Gross Value Added and Export of Services, broken down by sector, along with comparisons and growth figures since 1997. The release is based on source data from the Office of National Statistics (ONS) using the Annual Population Survey (APS), Annual Business Survey (ABS) and International Trade in Services Survey (IT IS).

Key Findings

- 2.62m jobs were in the Creative Economy¹ in 2013, 1 in 12 UK jobs.
- Between 1997 and 2013, employment in the Creative Economy has increased from 1.81m jobs to 2.62m jobs. This was equivalent to a rise of 2.3 per cent each year, around four times greater than the 0.6 per cent increase each year in the number of jobs in the UK economy.
- The Creative Industries (a subset of the Creative Economy)² accounted for 1.71m jobs in 2013, 5.6 per cent of total UK jobs; and a 1.4 per cent increase on 2012.
- Over the longer term, the number of jobs within the Creative Industries increased by 3.9 per cent each year between 1997 and 2013, compared to 0.6 per cent in the UK economy.
- GVA³ of the Creative Industries was £76.9bn in 2013 and accounted for 5.0 per cent of the UK economy.
- GVA of the Creative Industries increased by 9.9 per cent between 2012 and 2013. This was higher than any individual Blue Book⁴ sector.
- Between 1997 and 2013, GVA of the Creative Industries increased by 5.8 per cent each year compared to 4.2 per cent in the UK economy.
- The value of services⁵ exported by the Creative Industries was £17.3bn in 2012, 8.8 per cent of total UK service exports.
- Between 2011 and 2012 the value of service exports from the Creative Industries increased by 11.3 per cent. This compares with an increase of 2.8 per cent for total UK service exports.

The release notes that the ONS Methodology Advisory Service, along with the DCMS, is currently engaged in activities to improve and extend analysis of the contribution of the creative sector.

¹ Creative Economy includes the contribution of all those employed in the Creative Industries as well as those in creative occupations but outside Creative Industry organisations. The sectors included in the Creative Economy are Advertising and marketing; Architecture; Crafts; Design: product, graphic and fashion design; Film, TV, video radio and photography; IT software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts.

² Creative Industries is a subset of Creative Economy and includes only those working in the Creative Industries themselves. The sectors included in Creative Industries are Advertising and marketing; Architecture; Crafts; Design: product, graphic and fashion design; Film, TV, video radio and photography; IT software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts.

³ GVA – Gross Added Value- the contribution to the economy of an individual producer, industry of sector. This figure is measured in current prices i.e. not adjusted for inflation.

⁴ The Blue Book contains accounts compiled by the ONS which record and describe economic activity in the UK. It includes sector accounts which summarise the transactions of particular groups of institutions within the economy.

⁵ The value of services which businesses export, measured in current prices i.e. not adjusted for inflation.

Evidence

The tables below summarise the estimates of the economic contribution of the Creative Industries in recent years and the percentage of growth compared to the rest of the UK economy.

Table 1: Levels of Employment, GVA and Exports of services in the Creative Industries from 2009 to 2013

	2009	2010	2011	2012	2013
Employment	1,430,000	1,425,000	1,551,000	1,684,000	1,708,000
GVA (£m)	57,618	59,753	65,180	70,012	76,909
Exports of Services (£m)	13,303	14,719	15,503	17,258	-

Notes:

1. Source, ONS Annual Population Survey, Annual Business Survey, and International Trade in Services Survey
2. Employment data for 2009 and 2010 are taken from ONS Methodology Advisory Service estimates

Table 2: Year on year percentage change in Employment, GVA and Exports of services in the Creative Industries from 2010 to 2013

		Percentage change on previous year			
		2010	2011	2012	2013
Number of Jobs	Creative Industries	-0.3%	8.9%	8.6%	1.4%
	UK Economy	0.8%	3.8%	0.7%	1.6%
Gross Value Added	Creative Industries	3.7%	9.1%	7.4%	9.9%
	UK Economy	4.1%	2.9%	2.4%	3.3%
Exports of Services	Creative Industries	10.6%	5.3%	11.3%	-
	UK Economy	4.0%	6.8%	2.8%	-

Notes:

1. Source, ONS Annual Population Survey, Annual Business Survey, and International Trade in Services Survey
2. Percentage change in employment data between 2009 and 2011 use ONS Methodology Advisory Service estimates

Support for Culture Counts advocacy

The release highlights the importance of the Creative Industries to the UK economy as a whole, supporting employment, generating economic activity and exporting services internationally. It shows that the Creative Industries have been resilient in times of recession and their performance compares favourably with other sectors, delivering continued growth.

This evidence contributes to Culture Counts' beliefs that:

- Culture can bring economic benefits to individuals, communities and the nation.
- Culture is a powerful force for renewal regeneration and sustainability.
- Culture raises the profile of Scotland and home and abroad, connecting Scotland to the world.

Other Sources

More detailed data on employment in the Creative Industries can be found in **Creative Industries: Focus on Employment** - Department for Culture, Media and Sport – June 2014 - <https://www.gov.uk/government/statistics/creative-industries-focus-on-employment>.

Information for Scotland can be found in **Economic Contribution Study; An approach to the Economic Assessment of the Arts & Creative Industries in Scotland**- DC Research Ltd, cogentsi & Pirnie Ltd. Creative Scotland and Scottish Enterprise, June 2012 - http://www.creativescotland.com/_data/assets/pdf_file/0010/21403/ECS-Final-Report-June-2012.pdf. Please note that the methodology and data differs in this report to the DCMS release, so the figures are not directly comparable.

A full range of research relevant to the Culture Counts campaign can be found on our Delicious page - <https://delicious.com/culturecounts>.