



Department for Culture Media & Sport

Summary explanation of our proposals to change how we [classify and measure the creative industries](#)

We've been using [our current approach](#) to measuring the Creative Industries [since 1998](#), and it has gained a trusted and respected reputation across the sector.

Our [consultation](#) on proposed changes to classifying and measuring the Creative Industries seeks views on the practical problem of improving these estimates by better identifying Creative Occupations and Creative Industries in available data sources, so that we can produce estimates which are comparable with the ONS National Accounts. We have been in discussions about our proposals with partners across the creative industries for some time, co-ordinated by a working group¹ including [Arts Council England](#) and the [Crafts Council](#).

The consultation is not intended to pass judgment on which industries are creative and which are not. What can be measured in the [DCMS Creative Industries Economic Estimates](#) should not be confused with what are recognised as Creative Industries by DCMS. DCMS clearly sees craft as a creative industry, and we are not intending to re-classify craft as non-creative.

Universal standards

As we are producing Official Statistics, we can only robustly measure the Creative Industries using other Official Statistics, for example provided by the ONS, as the primary data source. These are only available using classifications which divide up industries and occupations according to international standards.

It is within the [industrial](#) and [occupational](#) coding in the Official Statistics which we base our estimates on that craft is not identifiable. The removal of a number of craft roles (including Goldsmiths, Silversmiths, Precious Stone workers) from the latest update to the ONS occupational coding into the more generic 'Other skilled trades' group has made crafts very hard to identify.

¹ The Creative Industries Council Technical Working Group includes membership from:

Nesta, the Technology Strategy Board, Creative Skillset, Creative and Cultural Skills, Arts Council England, the Craft Council, the British Film Institute, the Design Council the British Fashion Council, Creative England, Office for National Statistics, Intellectual Property Office, Ofcom, Department for Business Innovation and Skills, the Advertising Association, UK Music, UKIE, The Publishers Association, the Professional Publishers Association, Producers Alliance for Cinema and Television, academic, professional and international experts.

We know that there are weaknesses in these underlying international classifications and in cases like Crafts, Music and others, the current codes do not adequately separate out industries and occupations. For example, no part of [these classifications](#) is fitted to the measurement of contemporary crafts and we are currently preparing proposals for better codes to change these classifications on behalf of the UK's Creative Industries.

Call for evidence

The [last two questions in our consultation](#) ask for input from across those working in and representing the Creative Industries, to flag up weaknesses in the representation of specific sectors so that we can build evidence together to make a case for change on behalf of the all the Creative Industries.

The consultation is focused on what we can measure consistently across *all* Creative Industries. Our estimates must be coherent with Official Statistics classifications and frameworks, so they can be comparable with National Statistics across other UK industries and with international estimates.

Music and Crafts are not adequately identified and captured in these data sources and, as such, have never been adequately represented in the DCMS Creative Industries Economic Estimates. If you know of a more robust way of measuring these sectors which can be applied consistently across all Creative Industries you can [take part in the consultation](#).

Next steps

Our latest estimates were published in December 2011 – we agreed with stakeholders to hold off publication of a new set of estimates until we had agreed a new classification. The DCMS public consultation on classification closes on 14 June.

We are continuing to look at how we can represent sectors, including Craft, which are hard to separately identify in the underlying statistics we depend on for our estimates.

Based on the outcome of the consultation, DCMS intends to publish updated Creative Industries Economic Estimates in Autumn 2013 which will be updated annually.