



Department
for Culture
Media & Sport

Creative Industries Economic Estimates

January 2016

Contents

Chapter 1 - Introduction	3
Chapter 2 - Key Findings	5
Chapter 3 - Creative Industries GVA	7
Chapter 4 - Creative Economy GVA.....	16
Chapter 5 - Summary.....	18
Annex A – Methods and data sources.....	19
Annex B - Creative Occupations definition	21
Annex C - Creative Industries definition	22
Annex D - Computer games.....	24
Annex E - Limitations and developments	25
E.1 Data Limitations	25
E.2 Developments.....	27
Annex F - Background Note.....	35
Annex G - Glossary.....	36

Chapter 1 - Introduction

Released: 26 January 2016

Geographic Coverage: United Kingdom

These Creative Industries Economic Estimates are Official Statistics used to measure the direct economic contribution of the Creative Industries to the UK economy. This publication includes estimates of the contribution of the Creative Industries to UK gross value added (GVA) up to 2014. It also includes revised estimates for 2012 and 2013.

For the first time, this release also includes experimental estimates of the value of the Creative Economy (Chapter 4). Experimental Official Statistics are defined in the [Code of Practice for Official Statistics](#) as “new official statistics undergoing evaluation. They are published in order to involve users and stakeholders in their development and as a means to build in quality at an early stage.”

The most recent estimates for employment (2014) and export of services (2013) were [published in June 2015](#), and have been summarised in the key findings for information.

DCMS aims to continuously improve the quality of estimates and better meet user needs. In this spirit, a number of further developments are outlined in Annex E. Feedback on this publication and the proposed developments are welcomed via email at evidence@culture.gov.uk.

What are the Creative Industries?

The Creative Industries were defined in the Government’s 2001 [Creative Industries Mapping Document](#) as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

Based on this definition DCMS worked closely with stakeholders to determine which occupations and industries should be considered creative. These were determined on the basis of creative intensity:

1. Through consultation a list of Creative Occupations were identified.
2. The proportion of creative jobs for each industry was calculated (creative intensity).
3. Industries with creative intensity above a specified threshold are considered Creative Industries.

The Creative Economy includes the contribution of all those who are in Creative Occupations outside the creative industries as well as all those employed in the Creative Industries.

The industries and occupations defined as creative are set out in Annex B and Annex C respectively.

Methodology

Estimates in this release have been produced using the Annual Business Survey (ABS). The methodology used to produce these estimates, along with limitations and assumptions, can be found [here](#), and summarised in Annex A. Estimates are calculated based on the relevant standard industrial classification (SIC) codes (Annex C).

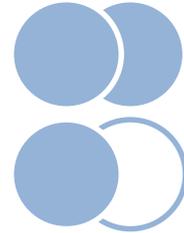
Revisions to historic data reflect revisions to the ABS and the Blue Book, all figures in this publication are based on the latest published estimates from these sources.

Terminology

Throughout the report symbols have been used to indicate whether the analysis refers to:

The Creative Economy, which includes the contribution of those who are in creative occupations outside the creative industries as well as all those employed in the Creative Industries.

The Creative Industries, a subset of the Creative Economy which includes only those working in the Creative Industries themselves (and who may either be in creative occupations or in other roles e.g. finance).



In addition to the developments for the Creative Industries, DCMS published the first [Digital Sector Economic Estimates](#) as Experimental Official Statistics on 26 January 2016. These estimates use the same data sources as those used for the Creative Industries Economic Estimates and have significant overlap with the Creative Industries.

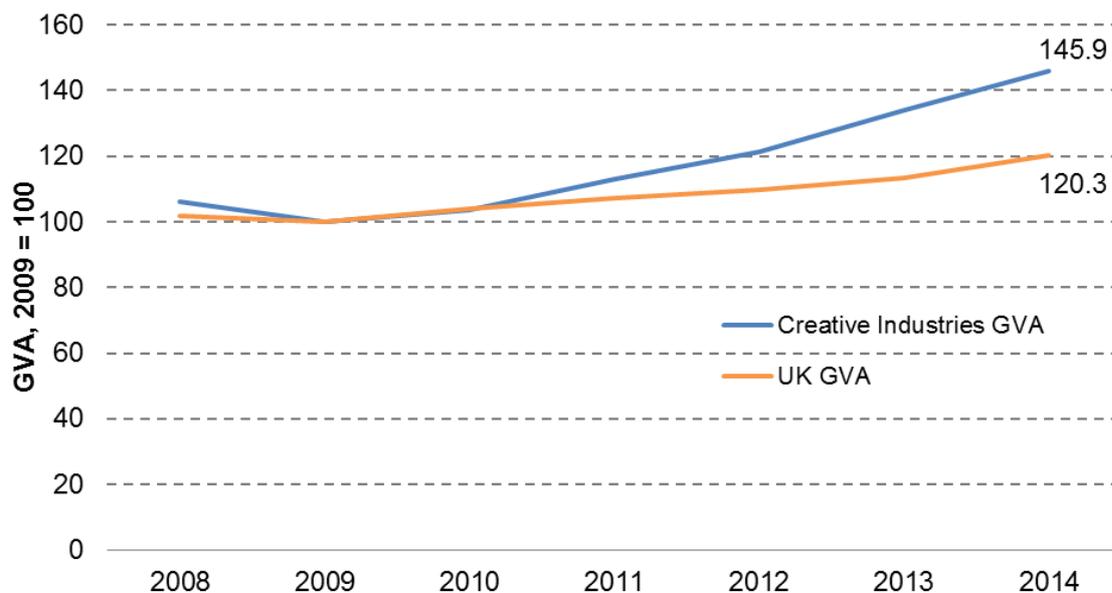
Chapter 2 - Key Findings

Gross value added (GVA) for the Creative Industries

- GVA of the Creative Industries was £84.1bn in 2014 and accounted for 5.2 per cent of the UK economy.
- For four years running the Creative Industries have grown as a proportion of the total UK GVA.
- GVA of the Creative Industries increased by 8.9 per cent between 2013 and 2014. This compares to 4.6 per cent for the whole of the UK.
- Between 1997 and 2014, GVA of the Creative Industries increased by 6.0 per cent each year compared to 4.3 per cent for the UK economy.
- The GVA of the Creative Industries was 3.9 per cent of total UK GVA in 1997, but had increased to 5.2 per cent in 2014.



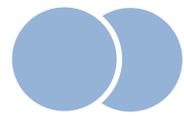
Figure 1: GVA indexed to 2009 = 100, 2008-2014



Employment and exports

The latest [employment and exports statistics](#)¹ for the Creative Industries (and for employment, the Creative Economy) were released in June 2015.

- The number of jobs in the Creative Industries (including both creative and support jobs), increased by 5.5 per cent between 2013 and 2014 to 1.8 million jobs.
- Total employment in the Creative Economy across the UK increased by 5.0 per cent between 2013 and 2014 (2.6 million to 2.8 million jobs), compared with a 2.1 per cent increase in the total number of jobs in the wider UK economy over the same period.



¹ See the employment and export statistics [here](#).

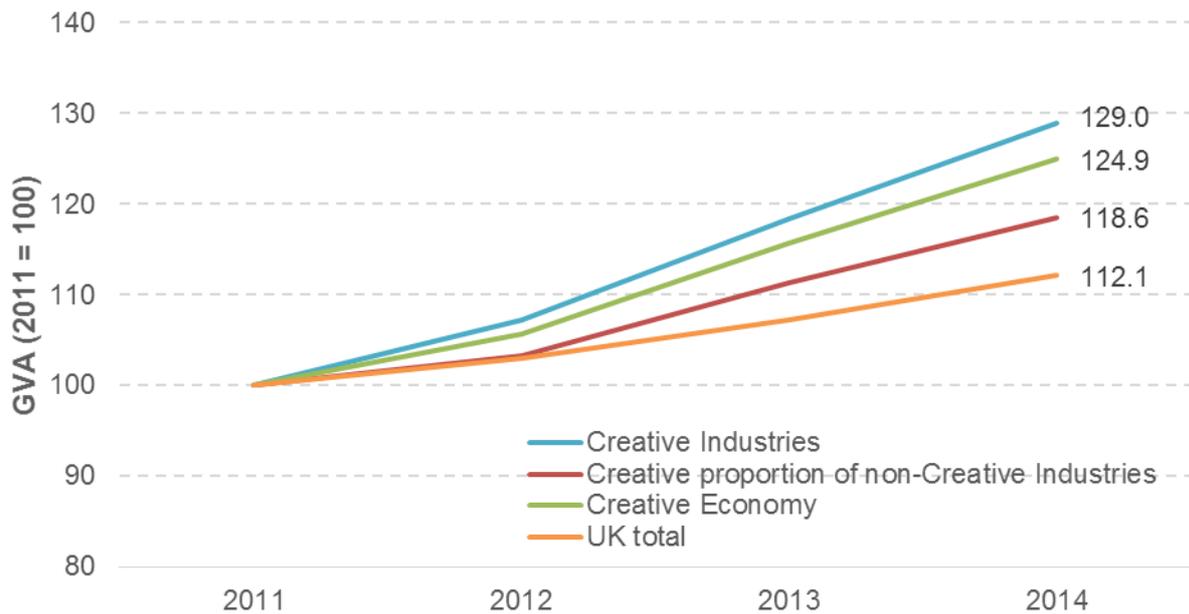
- The value of services exported by the UK Creative Industries in 2013 was £17.9bn, a 3.5 per cent increase compared with 2012.
- Exports of services from the Creative Industries accounted for 8.7 per cent of total exports of services for the UK in 2013.

Gross value added (GVA) for the Creative Economy

- The Creative Economy was worth £133.3bn in 2014, accounting for 8.2 per cent of the UK economy.
- The Creative Economy has grown by a quarter since 2011, at a rate faster than the whole of the UK economy, which grew 12.1 per cent. This rise has primarily been led by the growth of the Creative Industries.



Figure 2: GVA indexed to 2011 = 100, 2011-2014



Chapter 3 - Creative Industries GVA



Gross Value Added (GVA), calculated in current prices (i.e. not adjusted for inflation) has been estimated for businesses within the Creative Industries using approximate GVA (aGVA) from the Annual Business Survey (ABS)². This refers to GVA which is directly attributable to the Creative Industries.

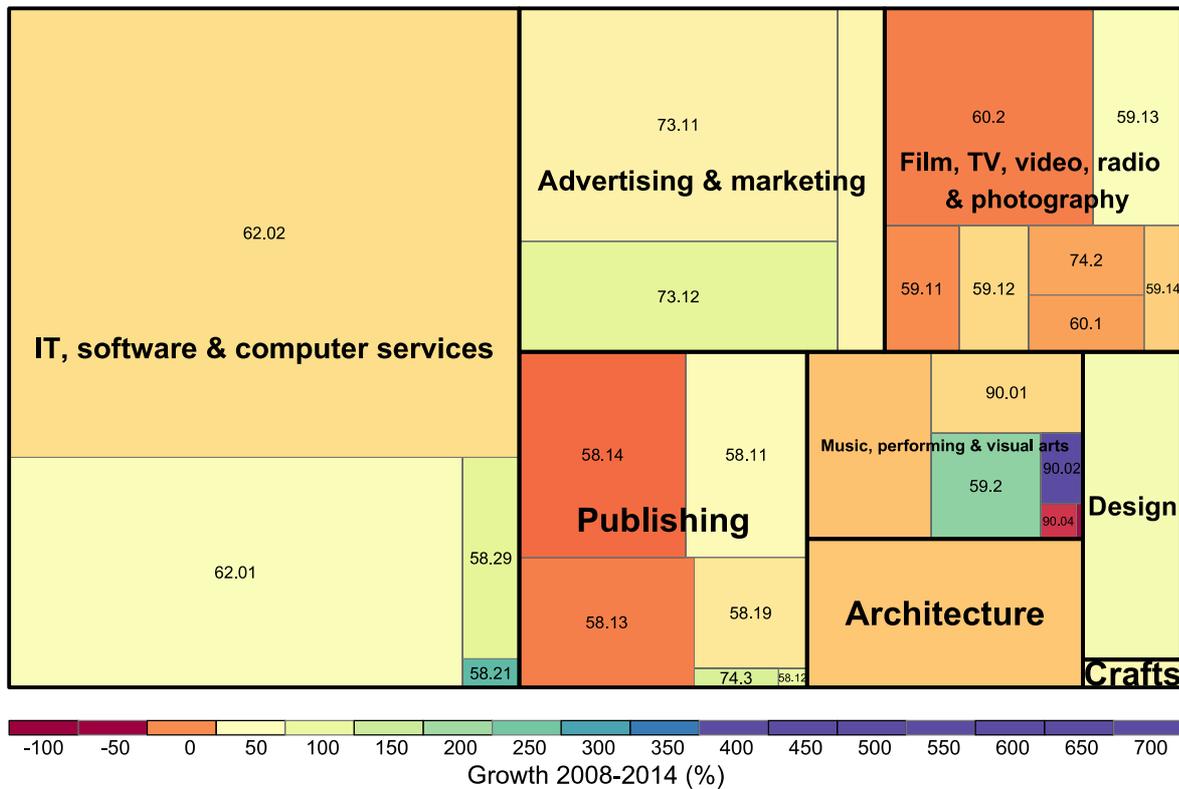
Chapter 4 provides estimates of the additional contribution that Creative Occupations outside the Creative Industries make to the UK economy.

Key findings

- The GVA of the Creative Industries was £84.1bn in 2014 and accounted for 5.2 per cent of the UK economy.
- Creative Industries GVA increased by 8.9 per cent between 2013 and 2014, compared to 4.6 per cent for the whole of the UK. This was a higher rate than for any Blue Book sector with the exception of Construction.
- Creative Industries GVA increased by 37.5 per cent between 2008 and 2014, compared to an increase of 18.2 per cent for the UK economy as a whole. Between 2008 and 2014, the GVA of the Creative Industries rose by more than any Blue Book sector.
- Between 1997 and 2014, GVA of the Creative Industries increased by an average of 6.0 per cent each year compared to 4.3 per cent for the UK economy. In 1997, GVA of the Creative Industries was 3.9 per cent of UK GVA rising to 5.2 per cent by 2014.
- “IT, software and computer services” continued to be the largest constituent part of the Creative Industries, accounting for 43.5 per cent of the Creative Industries GVA.
- The ‘Design: product, graphic and fashion design’ group had the largest increase in GVA between 2013 and 2014 (16.6 per cent).

² Approximate GVA (aGVA) and GVA are not identical measures. Aggregate aGVA is the best source of GVA for the Creative Industries as it provides the required granularity of detail. A full description of the differences between aGVA and GVA can be found at [here](#).

Figure 3: Treemap showing the proportions of the economy that compose the Creative Industries by group and SIC code and their growth between 2008 and 2014



Notes:

1. Bold-bordered boxes indicate the c groups of the Creative Industries, thin-bordered boxes show their constituent SIC codes, both are labelled. A list of SIC codes can be found in Annex C.
2. Colours represent the growth per SIC code in percentage change in GVA from 2008 to 2014.
3. Architecture, Design and Crafts (lower right) are each composed of a single SIC codes.
4. The ABS does not fully account for GVA of 'Museums, galleries and libraries' (Annex E) so these data are not shown in this table.

Growth in Creative Industries

The Creative Industries have sustained high growth between 2011 and 2014. Growth in GVA for the Creative Industries was highest between 2012 and 2013 when it was 10.5³ per cent. Most recently it was 8.9 per cent between 2013 and 2014, compared with a 4.6 per cent increase in GVA for the UK over the same period.

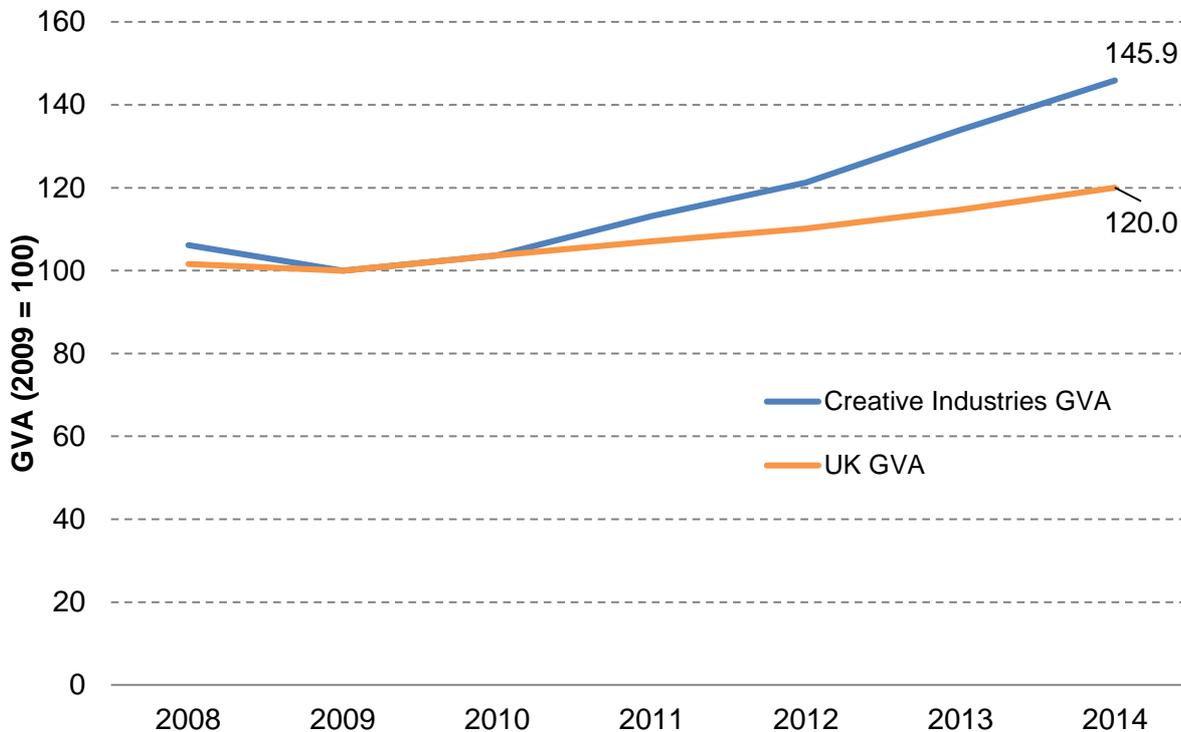
As a proportion of UK GVA, the Creative Industries fell from 4.5 per cent in 2008 to 4.3 per cent in 2010. It has since increased to 5.2 per cent in 2014. This reflects the fact that the GVA for the Creative Industries decreased at a higher rate than GVA for the UK as a whole between 2008 and 2009, had a slightly slower recovery than the UK economy between 2009 and 2010 and then experienced much stronger growth than the UK economy between 2010 and 2014.

Figure 4 shows GVA indexed against GVA in 2009. This allows for straightforward comparison between GVA in the Creative Industries and the UK economy. The data have

³ This figure was published as 9.9 per cent in the [previous edition](#) of this statistical release. It has since been revised due to updated underlying data from the Annual Business Survey, changed as part of their regular revisions process.

been indexed to 2009 as this was the lowest value for both the Creative Industries and the UK economy in the time period covered (2008 – 2014).

Figure 4: Changes in GVA indexed to 2009 = 100, 2008-2014



Notes:

1. Source, ONS Annual Business Survey
2. GVA (current prices, i.e. not adjusted for inflation) shown as a percentage of GVA in 2009. This shows the different rates of change between the Creative Industries (blue) and the UK Economy as a whole (orange) over the past 6 years
3. Total UK GVA has been revised up since the last release in line with international standards on statistics. This has increased the UK total, and as a result the Creative Industries share of the UK total has gone down. More information can be found on the national accounts pages of the [ONS website](#).

Estimates by Creative Industries group



Estimates of GVA by the Creative Industries groups are shown in Table 1 and Figure 5 shows the change in GVA for 2013-14 and 2008-2014.

Growth in GVA between 2013 and 2014 was relatively strong for all Creative Industries groups, with the single year growth rates being higher than the compound annual growth rate (CAGR) between 2008 and 2014 for each group except 'Music, performing and visual arts'.

Table 1: Percentage change in GVA

Sector	% change (2013-2014)	CAGR (2008-2014)
1. Advertising and marketing	10.9%	8.0%
2. Architecture	16.4%	3.3%
3. Crafts	-	-
4. Design: Product, Graphic and Fashion Design	16.6%	9.7%
5. Film, TV, video, radio and photography	13.8%	4.7%
6. IT, software and computer services	7.4%	5.8%
7. Publishing	2.8%	1.6%
8. Museums, Galleries and Libraries	-	-
9. Music, performing and visual arts	5.4%	6.5%
Total	8.9%	5.4%
UK Total (Blue book, ABML)	4.6%	2.8%
% share of UK Total	2.7%	2.5%

Notes:

1. Source, ONS Annual Business Survey
2. Changes are based on current prices (i.e. not adjusted for inflation)
3. ABML is the Blue Book series identifier
4. As the ABS does not fully account for GVA of 'Museums, galleries and libraries' it is not included separately (see25 Annex E).
5. Due to the small size, 'Crafts' data have not been shown in this table as the percentage changes over time are volatile.

Table 3 shows the percentage of the Creative Industries GVA accounted for by each group. GVA of the 'IT, software and computer services' group was £36.6bn in 2014, accounting for 43.5 per cent of GVA in the Creative Industries as a whole. GVA for this group steadily increased between 2008 and 2011, before rising at a greater rate between 2011 and 2014.

The 'Design: product, graphic and fashion design' group had the largest increase in GVA between 2013 and 2014 (16.6 per cent). This group has shown the largest compound annual growth rate over the period, growing at an average of 9.7 per cent each per-year.

Between 2013 and 2014 the GVA of 'Film, TV, video, radio and photography' increased by 13.8 per cent, driven by recent growth in production and distribution in media, and by television programming and broadcasting activities. It had previously decreased by 3.0 per cent between 2012 and 2013, and 2.0 per cent in the year prior to that, driven by a fall in the GVA of television programming and broadcasting activities.

Estimates of employment and GVA for Computer Games are shown at Annex D. More detailed estimates by 4-digit SIC are available in the [accompanying tables](#) (MS Excel Spreadsheet, 39.9KB).

Table 2: GVA of the Creative Industries, 2008-2014 (£m)

Sector	2008	2009	2010	2011	2012 ^R	2013 ^R	2014
1. Advertising and marketing	8,347	6,967	6,840	8,128	9,268	11,946	13,250
2. Architecture	3,565	3,205	2,638	3,235	3,480	3,718	4,326
3. Crafts	195	218	268	264	248	135	288
4. Design: Product, Graphic and Fashion Design	1,856	1,886	2,049	2,504	2,502	2,775	3,235
5. Film, TV, video, radio and photography	8,222	6,296	7,973	9,987	9,792	9,500	10,807
6. IT, software and computer services	26,018	26,403	26,991	27,672	30,713	34,055	36,578
7. Publishing	9,255	8,968	9,580	9,286	9,504	9,902	10,180
8. Museums, Galleries and Libraries	-	-	-	-	-	-	-
9. Music, performing and visual arts	3,740	3,779	3,434	4,184	4,492	5,163	5,444
Total	61,145	57,618	59,753	65,180	69,849	77,187	84,067
UK Total (Blue book, ABML)^R	1,369,505	1,348,507	1,397,744	1,443,281	1,485,776	1,546,914	1,618,346
% share of UK Total	4.46%	4.27%	4.27%	4.52%	4.70%	4.99%	5.19%

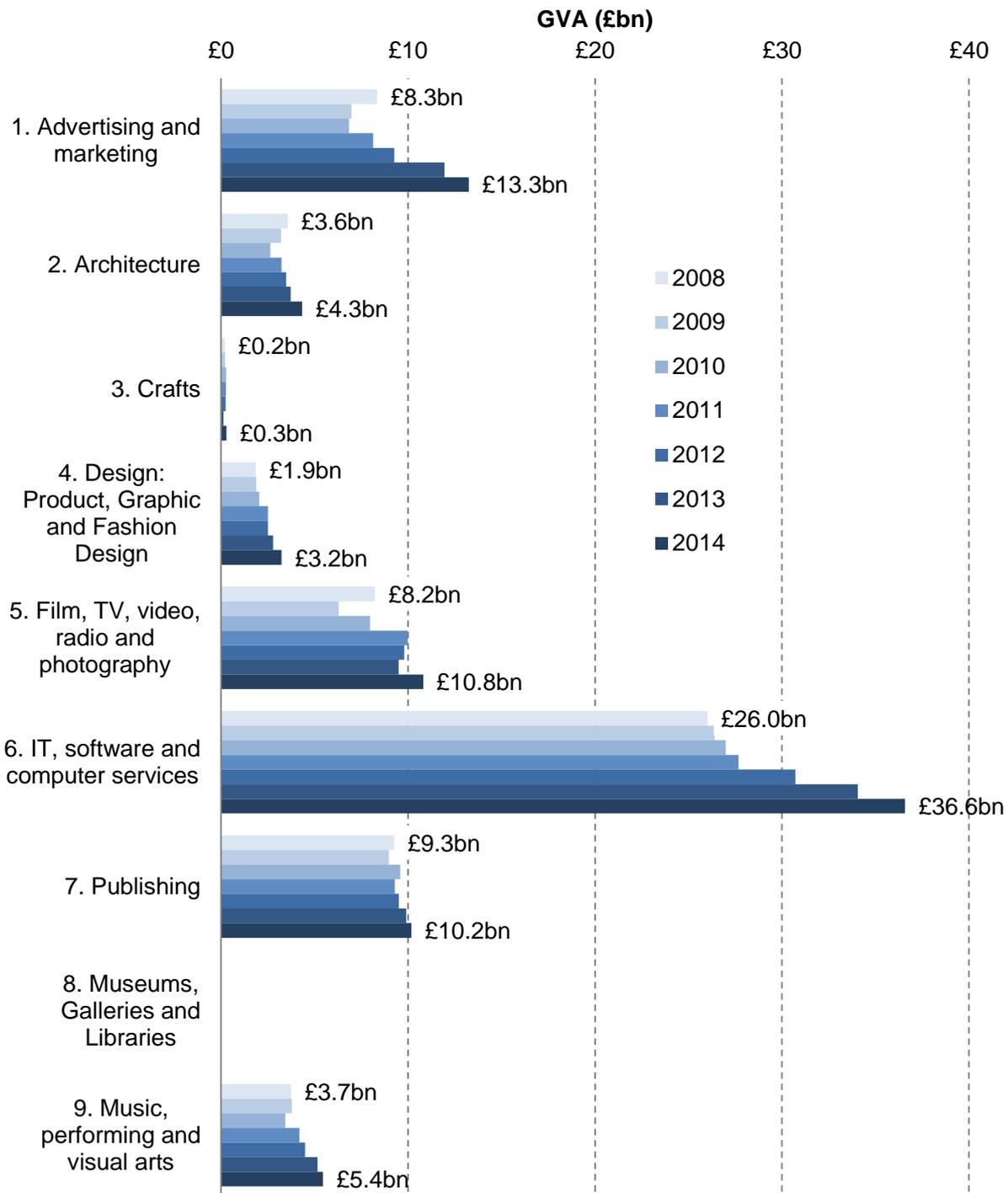
Table 3: GVA per group as a percentage the Creative Industries total

Sector	2008	2009	2010	2011	2012 ^R	2013 ^R	2014
1. Advertising and marketing	13.7%	12.1%	11.4%	12.5%	13.3%	13.3%	15.8%
2. Architecture	5.8%	5.6%	4.4%	5.0%	5.0%	4.7%	5.1%
3. Crafts	0.3%	0.4%	0.4%	0.4%	0.4%	0.2%	0.3%
4. Design: Product, Graphic and Fashion Design	3.0%	3.3%	3.4%	3.8%	3.6%	4.0%	3.8%
5. Film, TV, video, radio and photography	13.4%	10.9%	13.3%	15.3%	14.0%	12.1%	12.9%
6. IT, software and computer services	42.6%	45.8%	45.2%	42.5%	43.6%	45.6%	43.5%
7. Publishing	15.1%	15.6%	16.0%	14.2%	13.7%	12.9%	12.1%
8. Museums, Galleries and Libraries	-	-	-	-	-	-	-
9. Music, performing and visual arts	6.1%	6.6%	5.7%	6.4%	6.5%	7.1%	6.5%

Notes:

1. Source, ONS Annual Business Survey
2. Figures are expressed in current prices (i.e. not adjusted for inflation)
3. The ABS does not fully account for GVA of 'Museums, galleries and libraries' (see Annex E) so these data are not shown in this table
4. The ABS does not include data for micro-business so may underestimate GVA, particularly for groups including 'Music' and 'Crafts' where self-employment is substantial
5. GVA for 'Crafts' has been calculated on a single SIC 07 code, and therefore changes over a single year should be treated with extreme caution
6. ABML is the name of the Blue Book series used to measure total GVA of the UK
7. R indicated the figure has been revised due to updated underlying ABS data

Figure 5: GVA of the Creative Industries



Comparisons with other industries



This section compares the Creative Industries to the broad industry sectors in the ONS Blue Book. These comparisons are shown in **Table 4**. The Blue Book is the best estimate of national GVA, and the most appropriate comparator. It should be noted that the Creative Industries is not separately identified in the Blue Book as a sector. The Creative Industries is a cross cutting sector and

contains economic contributions from a number of traditional sectors identified in the Blue Book.

Between 2013 and 2014 GVA of the Creative Industries increased by a larger percentage than any of the Blue Book sectors, with the exceptions of Construction. Between these two years the GVA of the Creative Industries increased by 8.9 per cent, while Construction grew by 10.2 per cent.

GVA of the Creative Industries increased by 37.5 per cent between 2008 and 2014, which was greater than any Blue Book sector over the same period. 'Real Estate Activities' had the next highest increase at 34.7 per cent.

Table 4: GVA of the Creative Industries and Blue Book Sectors

Blue Book Sector or Creative Industries	Percentage Change in GVA between 2013 & 2014	Percentage Change in GVA between 2008 & 2014
Construction	10.20%	9.70%
Creative Industries	8.90%	37.50%
Total professional and support	7.30%	22.60%
Other services	7.10%	30.60%
Financial and Insurance Activities	7.00%	21.60%
Distribution, transport, hotels and restaurants	5.50%	16.30%
Real Estate Activities	3.70%	34.70%
Agriculture, Forestry and Fishing	2.50%	11.90%
Information and Communication	2.20%	13.30%
Government, health and education	2.20%	12.70%
Production	-0.20%	11.70%
UK Economy Total	4.60%	18.20%

Notes:

1. Source – ONS ABS and Blue Book Dataset (2015)
2. Current prices (i.e. not adjusted for inflation)

GVA of the Creative Industries: A Time Series (1997 – 2014)



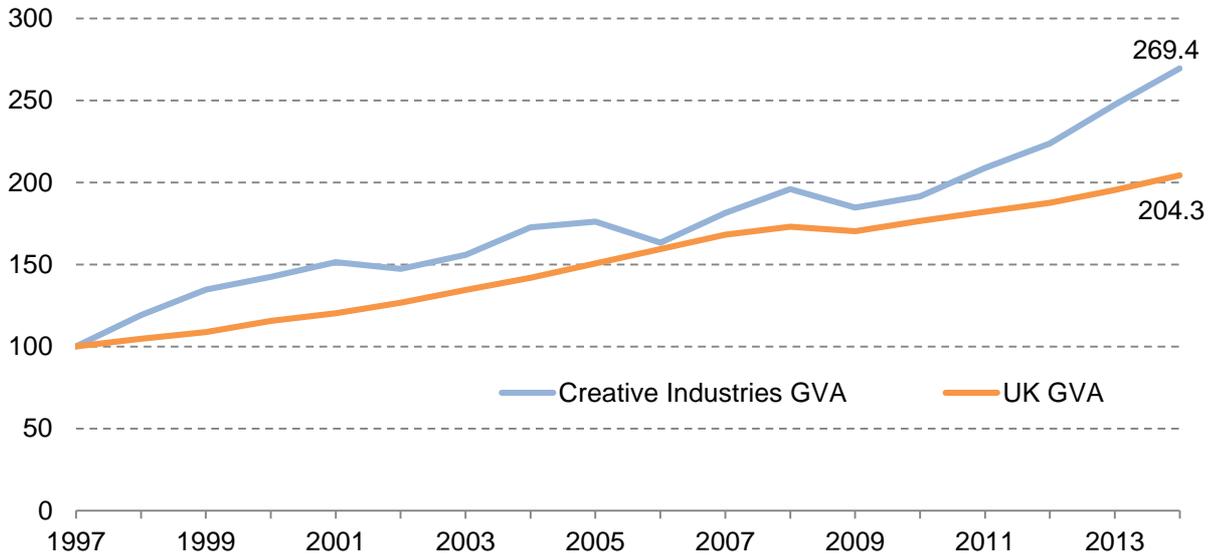
Estimates for the GVA of the Creative Industries have been made for the period 1997 to 2007. These were calculated in a project carried out by the ONS Methodology Advisory Service on behalf of DCMS⁴. When combined with data for 2008 onwards, they give a picture of the Creative Industries for 1997 to 2014. Estimates of GVA for the Creative Industries and constituent sectors over this period are shown in **Table 5**.

Over the period since 1997 the GVA for the Creative Industries has grown more quickly than the UK economy as a whole (see Figure 6: **Changes in estimated GVA from 1997 indexed to 1997 = 100**). Between 1997 and 2014, GVA for the Creative Industries increased by an average (CAGR) of 6.0 per cent each year, compared with 4.3 per cent for the UK economy.

⁴ See the methodology note [here](#).

The GVA for the Creative Industries is now at its highest level as a percentage of UK GVA (5.2 per cent). However, between 1999 and 2001 the Creative Industries accounted for a larger percentage of the total UK GVA than they did for the period between 2002 and 2012.

Figure 6: Changes in estimated GVA from 1997 indexed to 1997 = 100



Throughout 1997 to 2014, 'IT, software and computer services' accounted for the largest proportion of the GVA of the Creative Industries and had the highest growth. 'IT, software and computer services' accounted for 31.6 per cent of total GVA for the Creative Industries in 1997 rising to a peak of 46.5 per cent in 2007 and was 43.5 per cent in 2014.

Table 5: GVA of the UK Creative Industries 1997 – 2014

Creative Industries Group	GVA (£m)																	
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Advertising and marketing	3,677	3,890	5,859	6,588	6,032	5,833	5,722	6,162	7,364	6,067	7,118	8,347	6,967	6,840	8,128	9,268	11,946	13,250
Architecture	1,392	1,470	1,437	1,571	1,653	1,552	1,805	1,868	2,132	2,161	2,518	3,565	3,205	2,638	3,235	3,480	3,718	4,326
Crafts	243	311	289	289	350	326	327	294	229	263	341	195	218	268	264	248	135	288
Design: product, graphic and fashion design	905	887	993	1,177	1,062	1,095	1,173	1,380	1,507	1,608	1,684	1,856	1,886	2,049	2,504	2,502	2,775	3,235
Film, TV, video, radio and photography	5,985	6,035	7,333	8,802	8,982	9,427	9,258	10,473	8,487	5,973	5,349	8,222	6,296	7,973	9,987	9,792	9,500	10,807
IT, software and computer services	9,846	14,591	15,218	14,790	17,825	16,144	18,269	20,838	22,469	22,267	26,296	26,018	26,403	26,991	27,672	30,713	34,055	36,578
Publishing	6,341	6,991	7,733	7,983	8,165	8,135	8,390	9,072	9,198	9,011	9,196	9,255	8,968	9,580	9,286	9,504	9,902	10,180
Museums, galleries and libraries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Music, performing and visual arts	2,669	2,904	3,140	3,257	3,124	3,360	3,542	3,626	3,312	3,517	3,913	3,740	3,779	3,434	4,184	4,492	5,163	5,444
Creative Industries Total	31,205	37,160	42,002	44,480	47,225	45,985	48,620	53,833	54,951	50,955	56,601	61,145	57,618	59,753	65,180	69,849	77,187	84,067
Percentage share of UK Total	3.94%	4.48%	4.88%	4.86%	4.96%	4.59%	4.56%	4.79%	4.61%	4.04%	4.25%	4.46%	4.27%	4.27%	4.52%	4.70%	4.99%	5.19%

Notes:

1. Source, ONS Annual Business Survey (see also the [Creative Industries Economic Estimates methodology note](#))
2. Figures are expressed in current prices (i.e. not adjusted for inflation)

Chapter 4 - Creative Economy GVA



A proportion of job in industries other than the Creative Industries are filled by individuals in Creative Occupations (see Annex B a list of Creative Occupations). The Creative Economy is made up of the contribution of the Creative Industries as well as the contribution of those in Creative

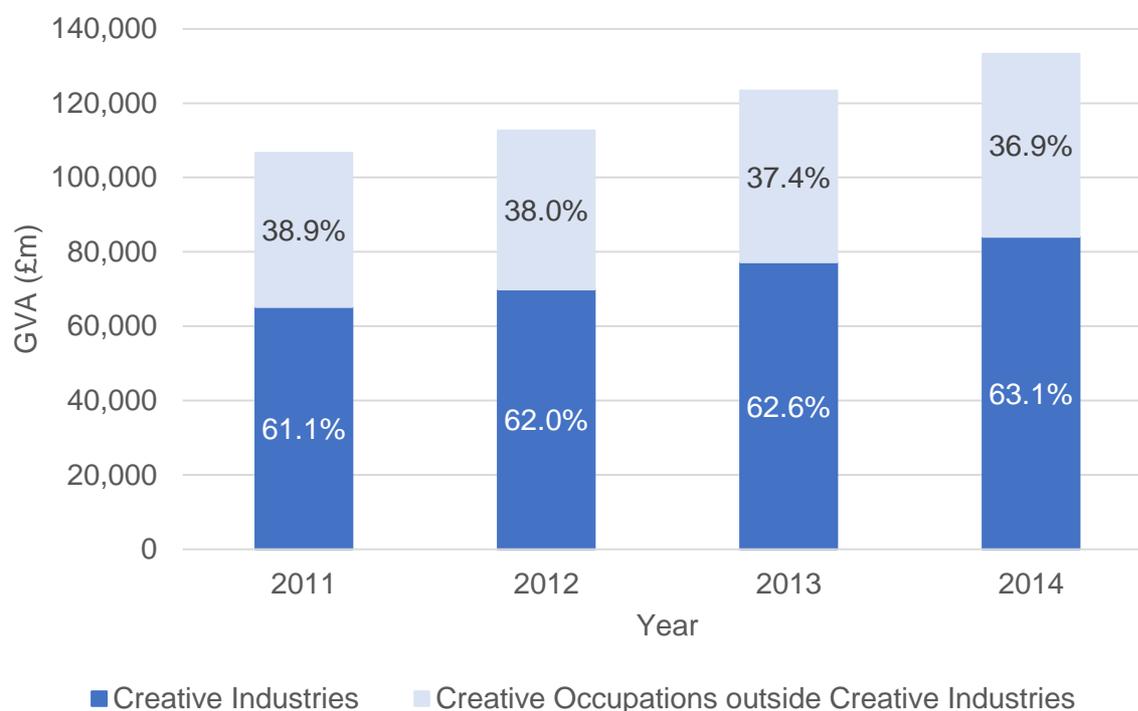
Occupations outside the Creative Industries.

This section provides estimates of GVA for the Creative Economy. All figures are in current prices (i.e. not adjusted for inflation). These statistics are experimental and DCMS welcomes feedback on the approach used (see Annex E for details of methodology and assumptions).

Key findings

- In 2014, the Creative Economy was worth £133.3bn, accounting for 8.2 per cent of the UK economy.
- Of the £133.3bn Creative Economy GVA, 63 per cent was from the Creative Industries (£84.1bn) and 37 per cent (£49.2bn) was from Creative Occupations outside the Creative Industries.
- The Creative Economy has grown by a quarter since 2011, compared with growth for the whole UK economy, of 12.1 per cent.

Figure 7: GVA for Creative Economy by Creative Industries and non-Creative Industries



Notes:

1. Figures inside bars show percentage of UK Creative Economy associated with relevant group for year shown.

Table 6 show the contribution of those in Creative Occupations outside the Creative Industries ('Creative proportion of non-Creative Industries') along with the estimated total GVA of the Creative Economy for 2011 to 2014.

Table 6: GVA of the Creative Economy (£m)

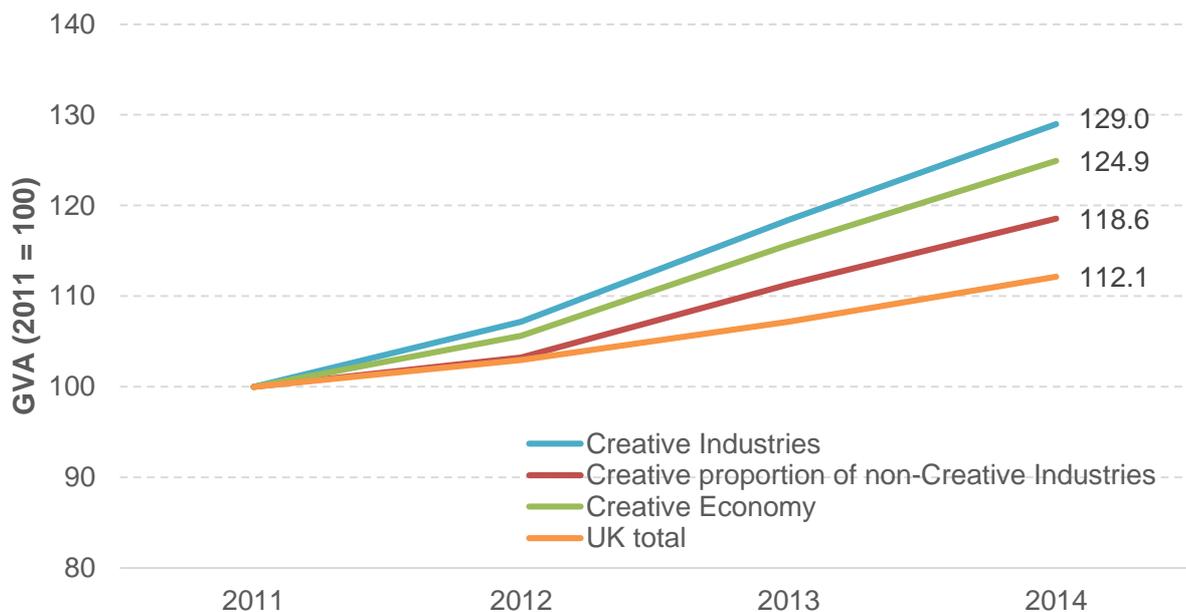
Group	2011	2012	2013	2014
Creative Industries	65,180	69,849	77,187	84,067
Creative proportion of non-Creative Industries	41,506	42,850	46,200	49,213
Creative Economy	106,686	112,699	123,387	133,280
UK total (Blue Book ABML)	1,443,281	1,485,776	1,546,914	1,618,346
Percentage share of UK Total	7.39%	7.59%	7.98%	8.24%

Notes:

1. Source - ONS ABS and Blue Book Dataset (2015)
2. Current prices (i.e. not adjusted for inflation)

The Creative Economy has grown by a quarter (24.9 per cent) since 2011, at a rate faster than the whole of the UK economy, which grew 12.1 per cent over the same period. This rise has primarily been led by the growth of the Creative Industries, which grew at a faster rate than the creative proportion on the non-Creative Industries. Nevertheless, the creative proportion on the non-Creative Industries grew 18.6 per cent between 2011 and 2014, greater than the growth of UK GVA as a whole (see Figure 8).

Figure 8: Changes in estimated GVA from 2011 indexed to 2011 = 100



Chapter 5 - Summary

This report shows the importance of the Creative Industries to the UK economy. They continue to be one of the strongest performing parts of the economy, growing at a faster pace than the UK economy as a whole between 2013 and 2014.

In 2014 the Creative Industries accounted for 5.2 per cent of UK GVA and the Creative Economy accounted for 8.2 per cent of UK GVA. In both cases this is the highest proportion in recorded data.

In an effort to continually improve quality and better meet user needs, DCMS is looking to further develop economic estimates for the Creative Industries in a number of areas. Full details of proposed developments and related issues are set out in Annex E and summarised below:

1. **Creative Economy estimates** – this publication sets out experimental estimates on the value of the Creative Economy. Views on the approach used for this release are welcomed.
2. **Accounting for under coverage of microbusinesses and self-employed** - the Annual Business Survey does not have full coverage of microbusinesses and the self-employed, therefore the economic contributions of these groups are not fully reflected in the GVA estimates. A methodology to allow estimates to account for this under coverage is set out in Annex E.
3. **Productivity** - DCMS intends to publish estimates of productivity for the Creative Industries. Per head and per hour worked estimates are being considered.
4. **Export of goods** – current estimates only include figures for exports of services. DCMS intends to include initial estimates for exports of goods in the June 2016 Focus on Exports release. Views on the proposed list of products included are welcomed.
5. **Review creative intensity** – the methodology for this publication is based on inclusion of sectors with a creative intensity above the specified threshold. Over time the SICs which fit into this category change. DCMS is proposing that the sectors included in the publication should be reviewed every three years. This would mean differences in current intensities would be reflected in the estimates published in January 2017. Views on the frequency of review and changes to SICs are welcomed.

Annex E sets out a number of questions relating to the proposals. DCMS welcomes feedback on the proposals by email to evidence@culture.gov.uk by Tuesday 26 April 2016. The proposals will also be discussed at the Creative Industries Statistics User Event on Thursday 28 January⁵.

The next publication of Creative Industries Economic Estimates will be a series of “Focus on” reports in June 2016, covering employment, exports and productivity. The next estimates of GVA (for 2015) for the Creative Industries and the Creative Economy will be published in December 2016.

⁵ [See here](#)

Annex A – Methods and data sources

Definition

The Creative Industries were defined in the Government's 2001 Creative Industries Mapping Document as "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property".

Methodology

This release is based on the 2001 definition, but uses a methodology introduced in 2014 for determining which occupation and industry codes are classified as "creative" (see Annex B and Annex C). This methodology makes use of the research finding that having high levels of "creative intensity" – that is, the proportion of the workforce in creative occupations – separates the Creative Industries from other industries⁶. These estimates should not be compared with estimates published prior to 2014.

The methodology comprises three steps:

1. A set of occupations are identified as creative (see Annex B).
2. Creative intensity is calculated for all industries in the economy.
3. All industries with a creative intensity above a certain "threshold" are classified as Creative Industries.

Data from the Annual Population Survey from two years (2011 and 2012) were combined to calculate the creative intensity of each industry (step 2). Industries (SIC07) which had more than 6,000 jobs and a "creative intensity" of more than 30 per cent were considered as candidates for inclusion. Industries on the threshold for either criterion were considered through consultation.

The consultation process in 2013, from which the final classification was agreed, was supported by a cross-industry collaboration overseen by the Creative Industries Council, Creative Skillset, Creative and Cultural Skills, Nesta, DCMS and a range of industry bodies.

Full details of the methodology are provided in the accompanying [methodology note](#).

Data sources

This release has been based on ONS data sources which use the latest occupational classification (SOC 2010) and the latest industrial classification (SIC 2007).

GVA – Data used in the calculation of GVA estimates are taken from the Annual Business Survey (ABS). Information on the ABS can be found [here](#). UK totals are taken from the ONS Blue Book (as the ABS excludes financial services). The variable used is ABML. Information on the Blue Book can be found [here](#). The latest industrial classification (SIC 2007) was introduced in the 2008 data.

Employment - Data used to estimate employment are taken from the Annual Population Survey (APS). Data are restricted to those who are employees or self-employed. Main jobs and second jobs are counted, and weighted according to the person weighting (pwta11). The

⁶ Bakhshi, H., Freeman, A., and Higgs, P. (2013) 'A Dynamic Mapping of the UK's Creative Industries', Nesta: London

number of jobs in each occupation, in each industry is then counted. Confidence intervals were constructed at the 95 per cent confidence level according to guidance in the LFS user manual. More information on the APS can be found [here](#). The latest occupational coding standard (SOC 2010) was introduced in the 2011 data.

Exports of services - Data used to estimate the value of exports of services are from the International Trade in Services (ITIS) survey. Further information about the ITIS dataset can be found from [here](#). The UK total for Exports of Services is taken from the Pink Book, as ITIS does not have full coverage. The variable used is KTMQ. Information on the Pink Book can be found [here](#). The latest industrial classification (SIC 2007) was introduced in the 2009 data.

DCMS has worked with ONS to develop longer time series which span periods that use earlier classifications, which has enabled estimates to be calculated back to 1997 (see Chapter 3 for GVA estimates).

Revisions

The estimates for each publication are calculated using the latest available source data and therefore follow the revisions policy of these (normally ONS) data sources. This usually means that a new annual release of the estimates not only updates the series with data for a new reference year from ONS, but also incorporates any revisions to the data from the previous year.

Any changes to the classification of Creative Occupations and Creative Industries will be undertaken with consideration of the changes to the Standard Industrial Classification (SIC) structure, and changes in the industries employing those in Creative Occupations.

Groups

To provide more detail, the approach taken by this release is to break down the creative sector into groups, based on occupations (SOC 2010) and industries (SIC 2007). The groups can be seen in Annexes B and C respectively.

Creative Economy groups combine both the occupation and industry classifications under the same headings so that the contribution of a creative sector across the whole economy can be measured. An example is shown for advertising and marketing below.

Creative Economy group	Creative Industries group	Creative Occupations group
	SIC 2007	SOC 2010
Advertising and marketing	70.21	1132
	73.11	1134
	73.12	2472
		2473
		3543

Annex B - Creative Occupations definition

The Standard Occupational Classification is a means of classifying the occupation of a person according to the work they do and the skill level required⁷. Occupations used in this report are 4-digit Standard Occupational Classification 2010 (SOC) codes. Table 7 contains a list of occupations considered creative.

Table 7: Creative Occupations

Creative Occupations Group	SOC (2010)	Description
Advertising and marketing	1132	Marketing and sales directors
	1134	Advertising and public relations directors
	2472	Public relations professionals
	2473	Advertising accounts managers and creative directors
	3543	Marketing associate professionals
Architecture	2431	Architects
	2432	Town planning officers
	2435	Chartered architectural technologists
	3121	Architectural and town planning technicians
Crafts	5211	Smiths and forge workers
	5411	Weavers and knitters
	5441	Glass and ceramics makers, decorators and finishers
	5442	Furniture makers and other craft woodworkers
	5449	Other skilled trades not elsewhere classified
Design: product, graphic and fashion design	3421	Graphic designers
	3422	Product, clothing and related designers
Film, TV, video, radio and photography	3416	Arts officers, producers and directors
	3417	Photographers, audio-visual and broadcasting equipment operators
IT, software and computer services	1136	Information technology and telecommunications directors
	2135	IT business analysts, architects and systems designers
	2136	Programmers and software development professionals
	2137	Web design and development professionals
Publishing	2471	Journalists, newspaper and periodical editors
	3412	Authors, writers and translators
Museums, galleries and libraries	2451	Librarians
	2452	Archivists and curators
Music, performing and visual arts	3411	Artists
	3413	Actors, entertainers and presenters
	3414	Dancers and choreographers
	3415	Musicians

Notes:

- a) Following consultation, five additional SOC codes were included to represent occupations in the crafts sector.
- b) Further information on occupation codes proposed and the rationale for inclusion can be found in the DCMS consultation⁸ and in Bakhshi, Freeman and Higgs (2013)⁹.

⁷ The latest version (SOC 2010) is available [here](#).

⁸ [Classifying and measuring the Creative Industries](#).

⁹ [A Dynamic mapping of the UK Creative Industries](#).

Annex C - Creative Industries definition

The Standard Industrial Classification is a means of classifying businesses according to the type of economic activity that they are engaged in. The Creative Industries is made up of the following 4-digit Standard Industrial Classification 2007 (SIC) codes¹⁰.

Table 8: Creative Industries

Creative Industries Group	SIC (2007)	Description
Advertising and marketing	70.21	Public relations and communication activities
	73.11	Advertising agencies
	73.12	Media representation
Architecture	71.11	Architectural activities
Crafts	32.12	Manufacture of jewellery and related articles
Design: product, graphic and fashion design	74.10	Specialised design activities
Film, TV, video, radio and photography	59.11	Motion picture, video and television programme production activities
	59.12	Motion picture, video and television programme post-production
	59.13	Motion picture, video and television programme distribution
	59.14	Motion picture projection activities
	60.10	Radio broadcasting
	60.20	Television programming and broadcasting activities
	74.20	Photographic activities
IT, software and computer services	58.21	Publishing of computer games
	58.29	Other software publishing
	62.01	Computer programming activities
	62.02	Computer consultancy activities
Publishing	58.11	Book publishing
	58.12	Publishing of directories and mailing lists
	58.13	Publishing of newspapers
	58.14	Publishing of journals and periodicals
	58.19	Other publishing activities
	74.30	Translation and interpretation activities
Museums, galleries and libraries	91.01	Library and archive activities
	91.02	Museum activities
Music, performing and visual arts	59.20	Sound recording and music publishing activities
	85.52	Cultural education
	90.01	Performing arts
	90.02	Support activities to performing arts
	90.03	Artistic creation
	90.04	Operation of arts facilities

¹⁰ The latest version (SIC 2007) is available [here](#).

The “creative intensity” of each 4-digit Standard Industrial Classification 2007 (SIC) code was calculated and used to inform the identification of Creative Industries from other industries in the economy. The “creative intensity” of each SIC code included in the Creative Industries is shown in Table 9.

Table 9: Creative Intensities

SIC	Description	Creative Intensity (%)
90.03	Artistic creation	91.5
74.30	Translation and interpretation activities	82.2
90.01	Performing arts	78.8
74.20	Photographic activities	77.8
60.10	Radio broadcasting	62.7
74.10	Specialised design activities	62.1
71.11	Architectural activities	61.5
70.21	Public relations and communication activities	59.3
58.14	Publishing of journals and periodicals	58.3
90.02	Support activities to performing arts	56.8
59.1	Motion picture, video and television programme activities	56.4
32.12	Manufacture of jewellery and related articles	56.2
62.01	Computer programming activities	55.8
59.20	Sound recording and music publishing activities	54.1
60.20	Television programming and broadcasting activities	53.5
73.11	Advertising agencies	50.5
58.11	Book publishing	49.9
58.13	Publishing of newspapers	48.8
73.12	Media representation	48.3
58.21	Publishing of computer games	43.1
58.29	Other software publishing	40.8
90.04	Operation of arts facilities	38.4
58.19	Other publishing activities	37.8
85.52	Cultural education	34.6
62.02	Computer consultancy activities	32.8
58.12	Publishing of directories and mailing lists	31.0
91.01	Library and archive activities	23.8
91.02	Museum activities	22.5

Notes:

1. Creative Intensities calculated based on the Annual Population Survey from two years (2011 and 2012).
2. Creative intensity for SIC 59.1 is calculated at 3-digit level in order to capture the whole industry as data at the 4-digit level are not statistically robust (due to low levels of employment of the 4-digit codes).
3. SIC codes 91.01 and 91.02 have been included after consultation, despite having creative intensities below the 30 per cent threshold. One reason they may have a lower creative intensity is due to large numbers employed in facilities maintenance in Museums, galleries and libraries.
4. SIC code 32.12 Manufacture of jewellery and related articles is included to represent the Crafts industry, although due to limitations in the underlying SIC codes (which are agreed internationally) this does not fully capture the crafts sector.
5. Industry codes proposed and the rationale for inclusion can be found in the consultation [here](#).

Annex D - Computer games



In order to base this release on an internationally comparable basis, the statistics in this release are based on 4-digit SIC codes. However Employment and GVA estimates have also been calculated for the computer games industry using data at the 5-digit SIC level.

The estimates for the computer games industry have been calculated based on the SIC codes:

- 58.21 Publishing of Computer Games.
- 62.01/1 Ready-made interactive leisure and entertainment software development.

A number of software programming companies in 62.01 Computer programming activities may also contribute to the output of computer games, as part of a range of programming activities. This is not included in these computer games estimates, but will have been implicitly included in the IT, software and computer services group in the main estimates.

Employment

In 2014, there were 24,000 jobs in the computer games industry. Figures for 2012- 2014 are shown in Table 10.

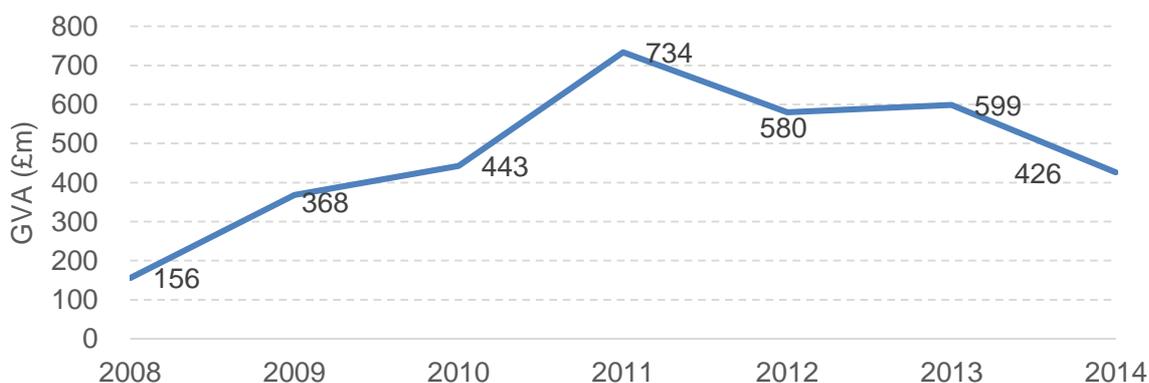
Table 10: Employment in the computer games industry, 2012-2014

Year	2012	2013	2014
Employment in the computer games industry	15,000	19,000	24,000

GVA

GVA for the computer games industry in the UK was £426m in 2014. This represents a decrease compared with 2013, but still a large increase compared with 2008. GVA for computer games was highest in 2011, at £734m. This might be due to de-stocking as the value of purchases made by the computer games industry was lower in 2011 than it was in either 2010 or 2012. Computer Games which have been developed but not released might also have contributed to this change. **However, estimates at this level of detail are volatile and dependent on survey data and, as such, should be treated with caution. In particular, single years of data can be misleading.**

Figure 9: GVA of the computer games industry, 2008-2014



Annex E - Limitations and developments

In line with best practice DCMS are always looking to develop the estimates set out in this release to improve quality and better meet user needs. This Annex sets out some of the limitations of the current estimates and outlines proposed developments.

Users of the statistics are asked to provide feedback on the proposed developments to DCMS at evidence@culture.gov.uk by 26 April 2016. In particular, DCMS welcomes responses to the questions set out at the end of this Annex covering the following areas:

1. Estimates of GVA for the Creative Economy.
2. Accounting for under coverage of microbusinesses and self-employed.
3. Estimates of Productivity for the Creative Industries.
4. Inclusion of exports of goods in estimates of exports.
5. Reviewing the industries included using the creative intensity approach.
6. Sub-national GVA estimates
7. Nowcasting

E.1 Data Limitations

DCMS is aware of a number of limitations in the statistics, the most significant of these are outlined below.

International standards - industry (SIC) and occupation (SOC) classifications

These estimates have been constructed from ONS Official Statistics which use international classifications, this is an important element of the methodology due to availability of data and to enable international comparability. However, as a result there are substantial limitations to the underlying classifications. As the balance and make of the economy changes the international classifications are less able to provide the necessary detail for important elements of the UK economy.

Industry classifications

Revisions to standard industrial classifications (SICs) are made following international agreement at the United National (UN) level. If it is agreed changes will be made by the UN at the 2-digit level then there is an opportunity to change the more detailed classifications at the European and UK level.

An update to the International Standard Industrial Classification (ISIC) Rev 4 was discussed, at the UN Expert Group Meeting on International Classifications in May 2015. However, the decision was taken not to update the ISIC Rev 4 and therefore at this stage there will be no revisions at EU or UK level either.

The UK will continue to make the case for revisions to SICs and DCMS will collate views from the sector on how the SIC system should be changed to allow better measurement of the Creative Industries groups.

Occupation classifications

The ONS Classifications and Harmonisation Unit (CHU) will identify possible options in terms of scale of a revision to the Standard Occupational Classification 2010 (SOC2010). A

preliminary recommendation will be made and stakeholders will be consulted. Currently it is anticipated that this work will commence in mid-2016.

Although changes to the SOC structure cannot be made at this time, ongoing research on occupation titles has revealed new entries to be added to the first published index from June 2010. For example, on 26 November 2014 an update to SOC Volume 2 - the coding index was made to include 324 new job titles, including the 6 listed below, to unit group 3421 Graphic Designers.

- Artist, 3D
- Artist, digital
- Artist, effects, visual
- Artist, VFX
- Designer, 3D
- Designer, digital

The coding index and full details can be found [here](#)

Impact on industries

Crafts: Five SOC codes have been included in the estimates to represent occupations in the Crafts sector (Annex B). SIC code 32.12 “Manufacture of jewellery and related articles” (Annex C) has been included to represent the Crafts industry, though this is likely to be a significant under-estimate of the scale of the true Crafts industry. [Research](#) commissioned by the Crafts council seeks to more fully account for the economic contribution of Crafts by building on the more DCMS approach. This expands the estimates to a wider definition and to include the contribution of micro-businesses and the contribution of crafts workers who work outside the creative industries, “embedded” workers.

Music: While a good part of the music industry is implicitly included in the codes making up the Creative Industries Economic Estimates, the industry and occupation codes do not allow the contribution of music to be satisfactorily identified as a separate category. Even at the highest resolution of detail available in the ONS data we use, live music is counted alongside theatre in a single “Performing arts” category. There are also challenges related to capture of micro-businesses and the inaccurate classification of music businesses in the ONS Business Register that underpins the Annual Business Survey on which GVA estimates in this release are produced. UK Music is currently working with the ONS and DCMS on these areas. It has used industry data from its members to separately estimate the size of the music industry in its latest report [Measuring Music](#), which estimates that the UK music industry’s contribution to the British economy in 2014 was £4.1bn, up 5 per cent since 2013 (when it was £3.8bn).

Museums, galleries and libraries: Museums, galleries and libraries have been fully included and separately identified as categories in these estimates. While curation has always been included as a creative occupation, prior to 2014 museums, galleries and libraries were not included as industries in their own right. However, it is notoriously difficult to measure the value of their output. The Annual Business Survey data used in these estimates are likely to substantially under value the sector and have not been shown separately. (For consistency with other sectors, the estimates have been included in overall totals for the Creative Industries GVA estimates.)

Fashion: The estimates in this release are intended to measure the design element of the fashion industry. Ideally, fashion design category would be separately identified in the estimates. However, it is not possible to separate design associated with fashion from the category 74.10 “Specialised design activities” with any degree of confidence. Nor is it possible to identify in official data the full range of fashion occupations across industries. The

fashion industry has taken a broader approach to measuring its activities, going beyond the design element, for example, including relevant retail activities, published in the report [Value of the UK Fashion Industry](#).

Computer Games: GVA estimates in this release are based on the ONS Annual Business Survey and therefore do not include micro-businesses. The current SIC structure and the level of detail needed to produce the estimates from the ABS (combining one 4- and one 5-digit SIC code) mean that they are volatile and, as they are dependent on survey data, should be treated with caution. In particular, single years of data can be misleading. Estimates from the ABS also rely on businesses being correctly classified on the ONS Business Register. [Research](#) by Nesta and UKIE taking a big data approach seeks to include the broader contribution of micro-businesses, which when combined with official estimates, suggests that the contribution of the computer games industry could be substantially higher with the sector generating GVA of up to £1.7bn. UKIE is working with DCMS, ONS and the Computer Games industry to improve classification.

E.2 Developments

DCMS aims to continually improve the Creative Industries Economic to help mitigate the impact of the limitations outlined and improve the statistics available. Each year has seen significant developments, including a new methodology introduced in January 2014, historic time series data back to 1997 added in January 2015, and the first estimates of the value of the Creative Economy included in this release (January 2016).

As part of this process of continuous improvement there are a range of issues at various stages of development:

1. Estimates of GVA for the Creative Economy.
2. Accounting for under coverage of microbusinesses and self-employed.
3. Estimates of Productivity for the Creative Industries.
4. Inclusion of exports of goods in estimates of exports.
5. Reviewing the industries included using the creative intensity approach.
6. Sub-national GVA estimates
7. Now-casting

DCMS also continues to work closely with the Office for National Statistics to try and influence changes to Standard Industrial Classifications.

1. Creative Economy

Proposal

Chapter 4 of this report includes estimates for the Creative Economy. Subject to user feedback it is proposed that estimates allocating GVA on a per head basis will be included in future releases.

Detail

A methodology for producing estimates of the Creative Economy has been developed by the ONS Methodology Advisory Service. Full details of the methodology are included in [this](#) accompanying methodology note.

In summary, GVA for the non-Creative Industries is allocated to the Creative Economy based on the number of jobs in Creative Occupations (on a per head basis). There is limited evidence on whether this assumption is accurate and DCMS plans to do more work to understand this.

It is worth noting that the estimate for the Creative Economy would change if/when the following proposal (uplift to account for under coverage) is also applied.

Questions

1. Do you have any views on the Creative Economy GVA estimates and the methodology used to calculate them?
2. Do you have any evidence to support or contradict the assumption that productivity in Creative and non-Creative jobs outside the Creative Industries is the same, and therefore GVA should be allocated on a per head basis?
3. Do you support the future publication of Official Statistics on the Creative Economy?

2. Under coverage of microbusinesses

Proposal

- i. The GVA of the Creative Industries should be uplifted by 10 per cent to account for under-coverage by the IDBR.
- ii. The GVA from the ABS should be uplifted by 36 per cent to account for the under-coverage by the ABS. This recommendation brings the total GVA figure in line with the Blue Book, which is the figure already used for total GVA throughout this publication.

Subject to feedback, this change would be implemented for the 2015 estimates published in December 2016.

Detail

The Annual Business Survey is based on a sample from the Inter-Departmental Business Register (IDBR). It is known that the IDBR has under coverage of microbusinesses not registered for VAT or PAYE. Following work by the ONS Methodology Advisory Service and outlined in more detailed in the [methodology note](#) it is proposed that:

- i. The GVA of the Creative Industries should be uplifted by 10 per cent to account for under-coverage by the IDBR.
- ii. The GVA from the ABS should be uplifted by 36 per cent to account for the under-coverage by the ABS (and bring it line with GVA estimates published in the Blue Book).

Factoring in this uprating yields the results for the Creative Industries and Creative Economy shown in **Table 11**.

Table 11: GVA of the Creative Economy (£m), uplifted to account for under-coverage

Group	2011	2012	2013	2014
Creative Industries	71,698	76,834	84,906	92,474
Creative proportion of non-Creative Industries	41,309	42,639	45,958	48,943
Creative Economy	113,007	119,473	130,863	141,417
UK total	1,443,281	1,485,776	1,546,914	1,618,346
Creative Industries share of UK Total	4.97%	5.17%	5.49%	5.71%
Creative Economy share of UK Total	7.83%	8.04%	8.46%	8.74%

This approach, does not easily allow for estimates at SIC code level due to variability in the number of microbusinesses found in each SIC code. No reliable data source has been identified to provide this information.

Questions

4. Do you have any views on the methodology used to account for under coverage in the ABS?
5. Are you aware of any sources of information which would enable us to apply this approach at 4-digit SIC level?
6. Do you support use of this additional adjustment in future publication of Official Statistics on the Creative Industries and Creative Economy?

3. Productivity

Proposal

DCMS is considering two possible approaches for measuring the productivity of the Creative Industries.

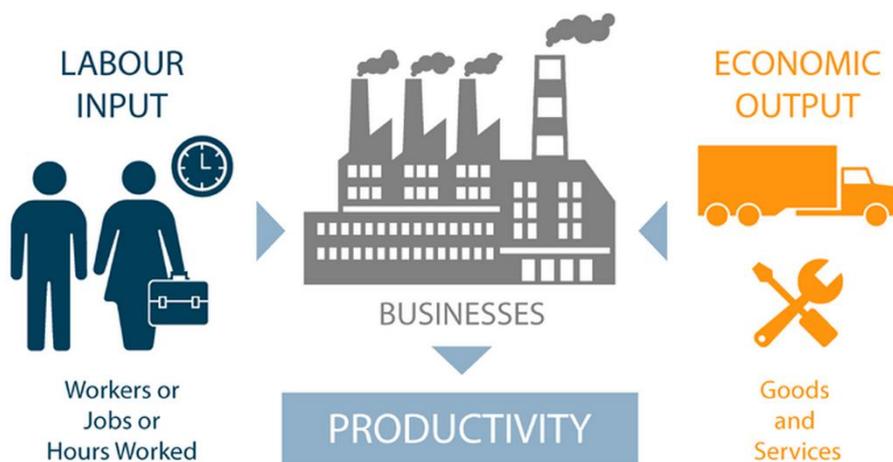
- i. Per capita – GVA would be apportioned on the basis of the number of jobs in the Creative Industries. This would be the more straight forward approach.
- ii. Hours worked – this approach would use the total number of hours worked, this is more complex but is generally considered a better measure.

The preferred option is option ii) output per hour worked. DCMS will publish new Experimental Official Statistics on productivity for the Creative Industries in a Focus on Productivity report in June 2015.

Detail

HOW IS LABOUR PRODUCTIVITY CALCULATED?

Labour productivity is calculated by dividing a measure of **economic output** by workers, jobs or hours worked*.



*Output per hour worked is the preferred measure of productivity as it takes into account changes in average hours worked by individuals in the economy.

Source: ONS

Option i) would be a straight forward calculation taking GVA for the Creative Industries and dividing by number of jobs. Based on latest published data, estimates for the Creative Industries would be as shown in Table 12.

Table 12: Creative Industries Productivity GVA per head

	2011	2012	2013	2014
Creative Industries GVA	65,180	69,849	77,187	84,067
Creative Industries Employment	1,561,691	1,691,112	1,713,004	1,808,001
Creative Industries Productivity (GVA per head)	£41,737	£41,304	£45,059	£46,497
CI Productivity Index (2011 = 100)	-	99	108	111
UK Productivity (GVA per head)	£47,908	£48,991	£50,481	£51,718
UK Productivity Index (2011 =100)	-	99	108	111

Notes:

1. For comparability the UK Productivity figures have been calculated using the same data sources as the Creative Industries estimates. They are not the same as the official UK estimates of productivity.

While this approach is more straightforward, it is not the best measure to enable comparison over time or between sectors, because it does not account for the actual time worked. For example:

- i. If an industry has a high proportion of part time workers it will appear less productive relative to other industries (compared with a per hour worked measure). This is because each worker is being treated equally irrespective of the number of hours worked. This is likely to be particularly relevant for the Creative Industries.
- ii. If an industry increases output as a result of increased working hours it will appear more productive when in fact productivity may not have changed.

The second approach considers hours worked in creative occupations. This is the preferred approach by ONS¹¹ and is a better measure of productivity. The ONS “productivity hours” (i.e. number of hours worked to inform the calculation of productivity) are derived by multiplying employee and self-employed jobs at an industry level by average actual hours worked from the Labour Force Survey (LFS) at an industry level. Results are scaled so industries sum to total unadjusted LFS hours, and then seasonally adjusted.

Given the data available for the Creative Industries DCMS proposes a slightly more straightforward approach, taking total number of hours worked from the APS. This approach is likely to be sensitive to missing data and therefore may be more volatile than the per head measure and/or miss some unreported hours, but it should provide more meaningful results.

Questions

7. Do you have a view on the best approach and data sources to measure productivity for the Creative Industries?

¹¹ See [here](#).

4. Exports of goods

Proposal

DCMS plans to publish estimates of exports of goods for the Creative Industries based on ONS data from *UK trade in goods by classification of product by activity (CPA 2008)*¹². The list of proposed categories for inclusion in a Creative Industries estimate are outlined below.

Subject to feedback, these data will be included in the June 2016 Focus on Exports report.

Detail

Currently DCMS publishes estimates of [exports of services](#) for the Creative Industries but does not produce estimates for exports of goods. DCMS intends to use the UK trade in goods by classification of product by activity (Trade in goods by CPA) to produce estimates in future publications. This will then also allow for an estimate of all Creative Industries Exports.

It is proposed that the categories shown in Table 13 will be included in the definition of Creative Industries for the purposes of measuring exports of goods. These are the categories most closely aligned with the Industries defined as Creative.

Table 13: Proposed categories for exports of goods for Creative Industries, current prices (i.e. not adjusted for inflation), not seasonally adjusted

Category	CPA (08)	£million	
		2013	2014
Architectural Plans & Drawing	P2YH Group 71.1	11	91
Jewellery, Bijouterie & Related Articles	P2XP Group 32.1	4 462	4 449
Films & Videos	P2CH Group 59.1	442	343
Exposed Photographic Film	P2CN Group 74.2	7	4
Packaged Computer Software	P2CF Group 58.2	516	395
Printed Matter	P2CE Group 58.1	1 640	1 655
Antiques & Collections	P2CS Group 91.0	804	877
Audio Recordings & Printed Music	P2CI Group 59.2	130	119
Paintings & Sculptures	P2CQ Group 90.0	2 907	2 682
Musical Instruments	P2XQ Group 32.2	62	76
Total Creative Industries		10,981	10,691

The major limitation with the categories for measurement of exports of goods is that it is not possible to value the design element for goods not included in the definition above, for example for products such as textiles and furniture.

Questions

8. Do you agree with the proposed source for export of goods (Trade in goods by CPA)?
9. Do you have any views on the proposed categories of Creative goods?

¹² See [here](#).

5. Creative Industries intensities

Proposal

Review the Creative Intensities of all sectors every three years, using a two year average as originally employed (see Annex C Table 9).

If there are significant changes to the Creative Intensities then this will justify revisions to the industries classified as Creative. Details of any planned changes will be published in June 2016 for comment prior to changes being implemented for the January 2017 publication of 2015 GVA.

Detail

The methodology for determining which industries are creative relies on their Creative Intensities, that is, the proportion of occupations per industry that are classified as Creative. These values are subject to change over time, and therefore it is possible for new industries to become sufficiently creative to fall under the Creative Industries remit. Conversely, if an industry becomes less creative over time, it may no longer be appropriate to define it as a Creative Industry.

When the methodology was introduced it was intended that there would be a regular review to make sure that the definition keeps up with the changing nature of the economy. It is proposed that a review is undertaken every three years, which will mean reviewing the Creative Intensities for the January 2017 publication of 2015 GVA.

Due to the importance of retaining a time series changes will only be made if there is a strong justification to do so.

Questions

- 10. Do you have views on the proposal to review the Creative Intensities**
- 11. Do you support the inclusion and exclusion of industries as their Creative Intensity changes over time?**
- 12. Do you have a view on the level of change which may warrant revisions to the data?**
- 13. Do you have a view on whether historic data should be revised to reflect a new definition or should retain the definition of Creative Industries associated with the period when it was published?**
- 14. Do you agree with the frequency of the review (every three years, or five years)?**

6. Sub-national GVA estimates

Region (former government office regions) and city level GVA estimates are part of DCMS' medium term development plans for Creative Industry Economic Estimates. Further updates will be included in future publications.

- 15. Would you find sub-national estimates for Creative Industries GVA useful?**
- 16. Would Region or city level estimates be more valuable?**

7. Now-casting

DCMS hopes to develop an approach to modelling more recent data so that GVA estimates can be produced with a shorter time lag. This would be like producing a forecast for the current period. E.g. In early 2016 it would be possible to have an estimate of GVA for 2015.

17. Would modelled “now-cast” estimates be helpful?

18. Do you have any views on the best approach to take this forward?

The work outlined in this section is part of a wider project to improve economic estimates across DCMS sectors. DCMS is working closely with ONS to take this work forward. As part of this work DCMS have also published the first release of [Digital Sector Economic Estimates](#). This is a part of the economy with significant overlap with the Creative Industries. This statistical release is a development of an [ad hoc analysis](#) published by DCMS in September 2015. DCMS welcomes feedback and comments on the statistics and methodology presented in this release, with a view to developing it into an annual official statistics release.

Summary of questions

Creative Economy Estimates

- 1. Do you have any views on the Creative Economy GVA estimates and the methodology used to calculate them?**
- 2. Do you have any evidence to support or contradict the assumption that productivity in Creative and non-Creative jobs outside the Creative Industries is the same, and therefore GVA should be allocated on a per head basis?**
- 3. Do you support the future publication of Official Statistics on the Creative Economy?**

Accounting for under coverage of microbusinesses

- 4. Do you have any views on the methodology used to account for under coverage in the ABS?**
- 5. Are you aware of any sources of information which would enable us to apply this approach at 4-digit SIC level?**
- 6. Do you support use of this additional adjustment in future publication of Official Statistics on the Creative Industries and Creative Economy?**

Productivity

- 7. Do you have a view on the best approach and data sources to measure productivity for the Creative Industries?**

Exports of goods

- 8. Do you agree with the proposed source for export of goods (Trade in goods by CPA)?**
- 9. Do you have any views on the proposed categories of Creative goods?**

Creative Industries Intensities

- 10. Do you have views on the proposal to review the Creative Intensities**

- 11. Do you support the inclusion and exclusion of industries as their Creative Intensity changes over time?**
- 12. Do you have a view on the level of change which may warrant revisions to the data?**
- 13. Do you have a view on whether historic data should be revised to reflect a new definition or should retain the definition of Creative Industries associated with the period when it was published?**
- 14. Do you agree with the frequency of the review (every three years, or five years)?**

Sub-national GVA estimates

- 15. Would you find sub-national estimates for Creative Industries GVA useful?**
- 16. Would Region or city level estimates be more valuable?**

Now-casting

- 17. Would modelled “now-cast” estimates be helpful?**
- 18. Do you have any views on the best approach to take this forward?**

DCMS welcomes feedback from users on these statistics and the proposed developments. If you have any responses to the above questions, or any general feedback or questions on this statistical release, please contact DCMS at evidence@culture.gov.uk.

You can also follow DCMS statisticians on Twitter via [@DCMSInsight](https://twitter.com/DCMSInsight) or sign up for Creative Industries Statistics newsletters [here](#).

Annex F - Background Note

1. The next update of these statistics will be published in January 2017, including estimates of GVA for 2015. Focus on employment, exports and productivity reports will be published in June 2016.
2. The responsible statistician for this release is Dr Niall Goulding. For enquiries on this release, please contact Niall on 0207 211 6085 or evidence@culture.gov.uk.
3. For general enquiries contact:
Department for Culture Media and Sport
100 Parliament Street
London
SW1A 2BQ
Telephone: 020 7211 6000
4. DCMS statisticians can be followed on Twitter via [@DCMSInsight](https://twitter.com/DCMSInsight).
5. Sign up for the Creative Industries Statistics newsletters is available [here](#).
6. DCMS would like to thank the ONS Methodology Advisory Service for work on developing methodologies for the historic time series, the Creative Economy and microbusiness under-coverage. DCMS would also like to thank members of the Creative Industries Council Technical Working Group for their invaluable advice.
7. The Creative Industries Economic Estimates release is an Official Statistics publication and has been produced to the standards set out in the Code of Practice for Official Statistics. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. Details of the pre-release access arrangements for this dataset have been published alongside this release.

© Crown copyright 2015

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence, visit www.nationalarchives.gov.uk/doc/open-government-licence or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gov.uk.

Annex G - Glossary

Standard Occupational Classification SOC 2010

The Standard Occupational Classification is a means of classifying the occupation of a person according to the work they do and the skill level required. The latest version (SOC 2010) is available [here](#).

The Standard Industrial Classification SIC 2007

The Standard Industrial Classification, a means of classifying businesses according to the type of economic activity that they are engaged in. The latest version (SIC 2007) is available [here](#).

Creative Intensities methodology

This methodology which is used to determine industries which make up the Creative Industries. The methodology comprises 3 steps.

1. A set of occupations are identified as creative.
2. Creative intensity is calculated for all industries in the economy.
3. All industries with a creative intensity above a certain “threshold” are classified as Creative Industries.

Further explanation can be found in the accompanying [methodology note](#).

Creative Occupations

Creative Occupations are a set of roles considered Creative on the basis of the skills required for the role (see Annex B).

Creative Industries

The Creative Industries are those industries with a high intensity of Creative Occupations. It include those in Creative and non-Creative jobs within the Creative Industries and is a subset of the Creative Economy.

Creative Economy

The Creative Economy includes the contribution of all those employed in the Creative Industries as well as the contribution of those who are in Creative Occupations outside the Creative Industries.

Gross Value Added

Gross value added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom. GVA is closely linked to the more commonly used gross domestic product (GDP)

$$GVA + Taxes\ on\ products - Subsidies\ on\ Products = GDP$$