

## Creative Economy – useful stats

### Cornwall Specific

Propelled by digital connectivity and content, Cornwall's high-growth creative sector has been recognised by the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) as its number one sector opportunity.

<https://www.cioslep.com/vision/10-opportunities>

Cornwall and Isles of Scilly supports a density of creative businesses normally found in cities and hosts the UK's third fastest tech sector cluster (Truro-Redruth) with 153% turnover growth recorded in 2017.

NESTA's 'The Geography of Creativity in the UK' report (2016) confirmed that Cornwall is a nationally significant creative cluster.

[https://www.nesta.org.uk/report/the-geography-of-creativity-in-the-uk/?gclid=EAlaIQobChMImeqt3--d7QIV6xoGAB1dKwbbEAAYASAAEgLTafD\\_BwE](https://www.nesta.org.uk/report/the-geography-of-creativity-in-the-uk/?gclid=EAlaIQobChMImeqt3--d7QIV6xoGAB1dKwbbEAAYASAAEgLTafD_BwE)

The creative industries contribute £111.7bn GVA to the UK Economy and are growing more than 5x the rate of the UK economy as a whole".

DCMS Sectors Economic Estimates 2018

"...the creative industries' importance as a driver of job creation and economic growth in all types of settings....It is often argued that creative industries can only thrive in large urban centres, like London... whilst some rural areas (notably Yorkshire and Cornwall) had seen significant growth."

Nesta's Policy and Evidence Centre, June 2020

For Cornwall's creative industries our key strengths and emerging trends lie in digital; screen (including immersive tech); and advertising and marketing. "Cornwall's digital tech cluster might be small, but it is increasingly mighty – centred on Redruth and Truro, but expanding to Camborne, Falmouth, Newquay and beyond. People and businesses come for the coastal quality of life. They stay, however, for the community and the connectivity."

Tech National report 2018

Falmouth University – one of the top arts universities in the UK – feeds Cornwall's talent pool with skilled graduates and researchers in everything from games programming to graphic design. Its Launchpad project is establishing 65 new creative and digital companies by 2022.

### National picture

- In 2018/19 there were 550,000 businesses registered in rural areas, accounting for 23 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.6 million people, accounting for 13 per cent of all those employed by registered businesses in England.

- There are more registered businesses per head of population in predominantly rural areas than in predominantly urban areas (excluding London).
- There are proportionately more small businesses in rural areas.
- In 2017 there were 44 registered business start-ups per 10,000 population in predominantly rural areas compared with 54 per 10,000 population in predominantly urban areas (excluding London).

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/912405/Businesses\\_August\\_2020.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/912405/Businesses_August_2020.pdf)

LGA's Creative Places Report (the following are all extracted from this report)

<https://www.local.gov.uk/creative-places-supporting-your-local-creative-economy>

The UK's creative industries have been an international powerhouse and, prior to the coronavirus pandemic were the fastest growing sector of our economy.

Government statistics published in February 2020 showed that in 2018 the UK's creative industries contributed more than £111 billion to the UK economy, equivalent to £306 million every day or £13 million every hour. That's more than the automotive, aerospace, life sciences and oil and gas industries combined.

[www.gov.uk/government/news/uks-creative-industries-contributes-almost-13-million-to-the-uk-economy-every-hour](http://www.gov.uk/government/news/uks-creative-industries-contributes-almost-13-million-to-the-uk-economy-every-hour)

This was a 7.4 per cent increase on 2017, so growth in the creative industries was more than five times larger than growth across the UK economy as a whole.

[www.gov.uk/government/statistics/dcms-sectors-economic-estimates-2018-gva](http://www.gov.uk/government/statistics/dcms-sectors-economic-estimates-2018-gva)

Meanwhile statistics released in February 2020 show the creative industries have increased their combined contribution to Gross Value Added (GVA) by 43.2 per cent in current prices since 2010.

More than 2 million people work in the UK's creative industries and, before the COVID-19 crisis, the sector was projected to create another million jobs by 2030. Jobs in the creative economy tend to be higher value, better paid and be more skilled than the average in the wider economy.

The creative industries have always adopted employment trends before other sectors – more than a third of people who work in the sector are self-employed and 94 per cent companies in the sector are microbusinesses.

[www.nesta.org.uk/blog/mapping-a-creative-nation](http://www.nesta.org.uk/blog/mapping-a-creative-nation)

These are also the jobs of the future, research from Nesta found that only 15 per cent of jobs in the creative sector are likely to be replaced by automation.