

The Creative Economy: Key Facts & Figures



What do we mean by the 'Creative Industries'?

The UK Government defines the Creative Industries as:

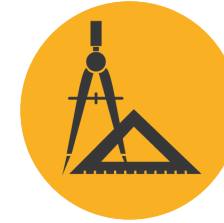
“

Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the general and exploitation of intellectual property ¹

”



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ARCHITECTURE



CRAFTS



DESIGN & DESIGNER FASHION



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PUBLISHING



MUSEUMS, GALLERIES & LIBRARIES



MUSIC, PERFORMING & VISUAL ARTS

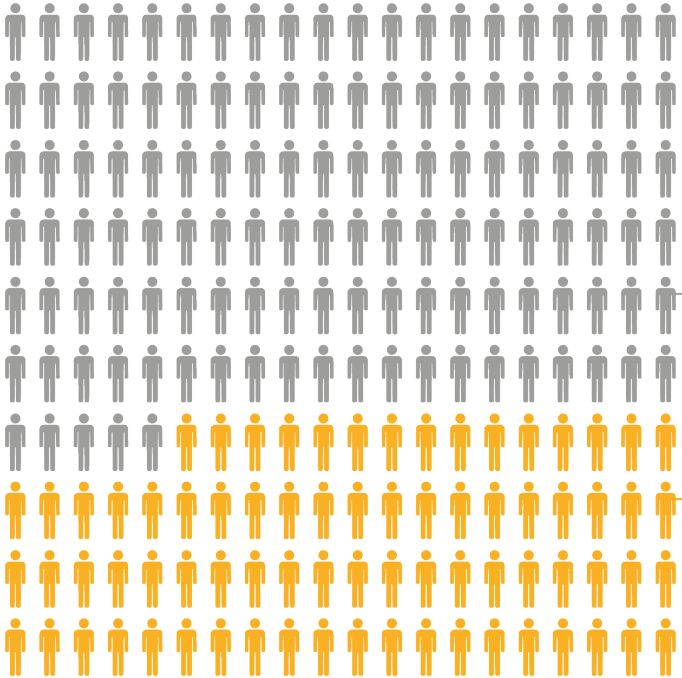
¹ <https://www.gov.uk/government/publications/creative-industries-mapping-documents-2001>

What do we mean by the 'Creative Economy'?

Employment in the Creative Industries means occupations in the Creative Industries, whether they are creative roles or not.

The **Creative Economy** include all occupations in the Creative Industries, plus all creative occupations outside the Creative Industries.²

In 2018, 2 million people were employed in the UK's Creative Industries but there were 3.2 million employed overall in the Creative Economy.³



2 million jobs
in the creative industries

1.2 million jobs
in creative roles outside
the creative industries

= 3.2 million jobs
in the creative economy

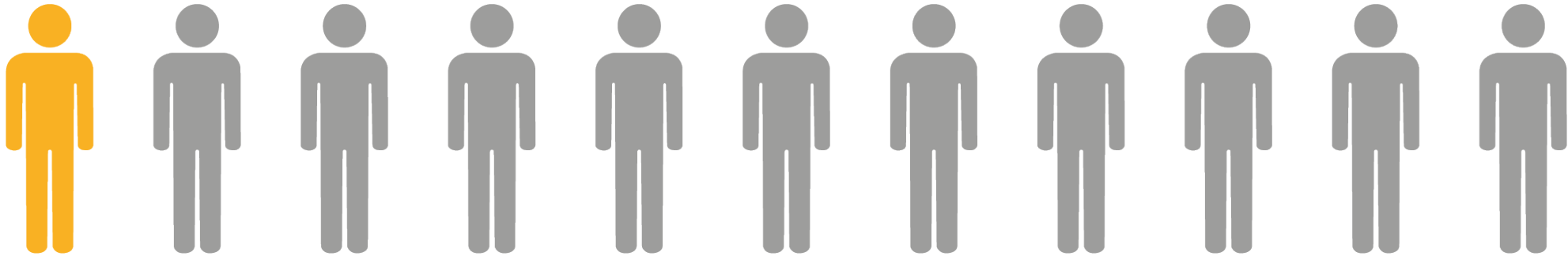
² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/523024/Creative_Industries_Economic_Estimates_January_2016_Updated_201605.pdf

³ <https://thecreativeindustries.co.uk/media/533984/creative-jobs-update-2018.pdf>

UK Statistics

The UK Creative Economy jobs market

In 2018, **1** in every **11** UK jobs were in the UK Creative Economy. ⁴

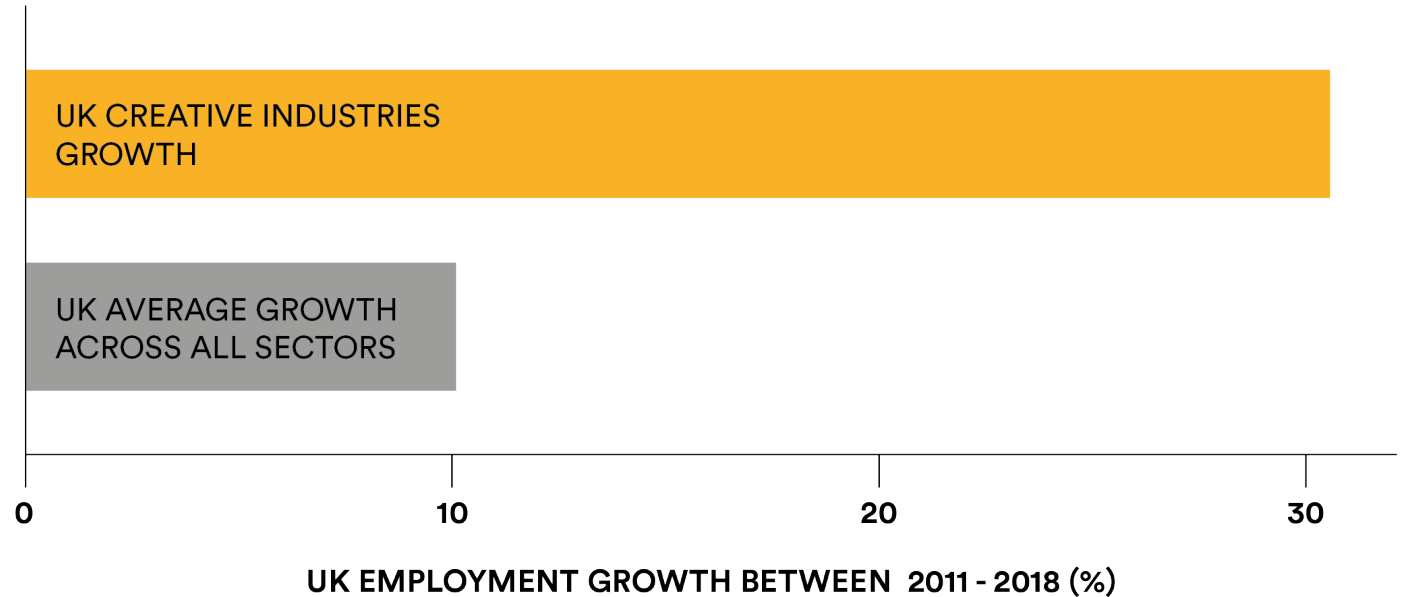


⁴ <https://thecreativeindustries.co.uk/media/533984/creative-jobs-update-2018.pdf>

Jobs growth in the UK Creative Industries

Employment growth in the UK Creative Industries has been **over 30% between 2011 and 2018**, compared to 10% on average for other sectors of the economy.

As a people-based sector, the Creative Industries are capable of rapid growth and further job creation.⁵

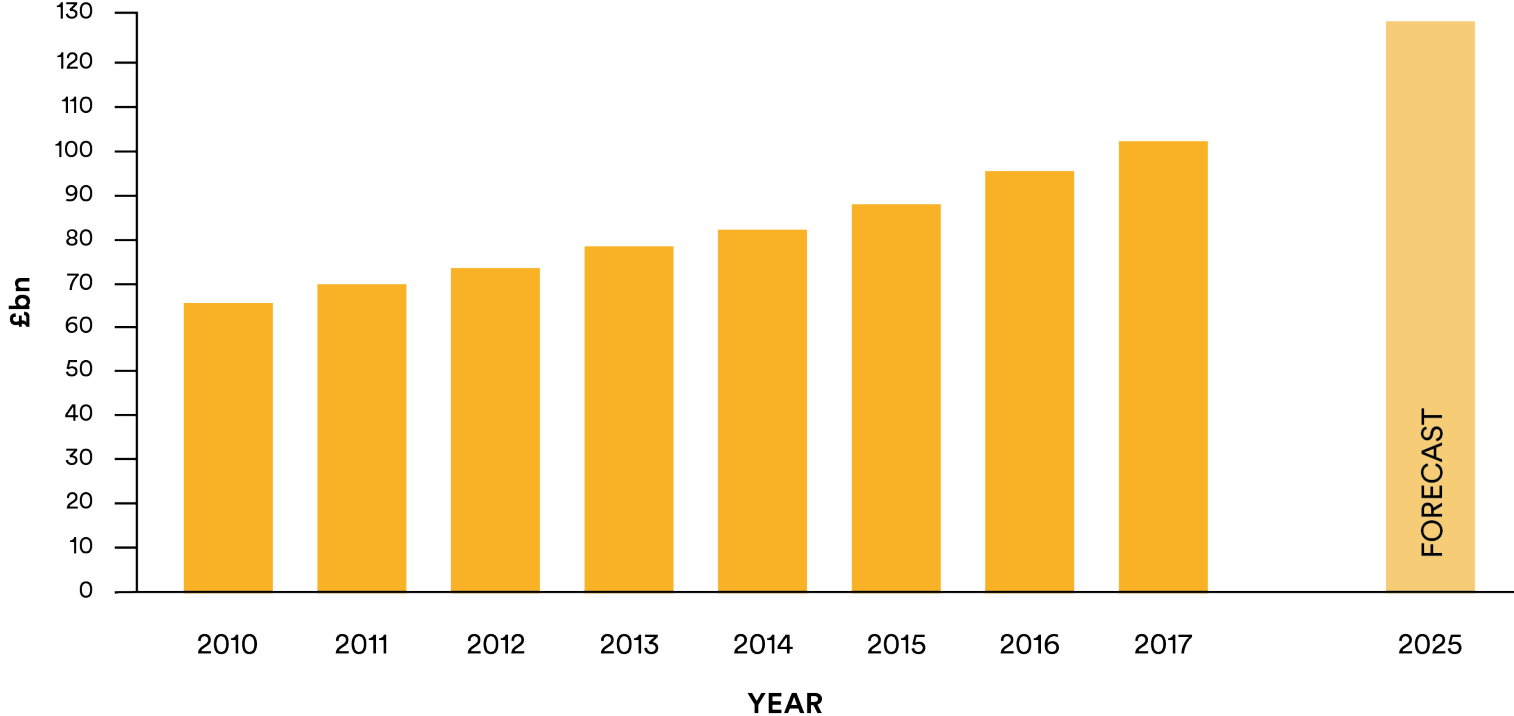


⁵ <https://thecreativeindustries.co.uk/uk-creative-overview/facts-and-figures/employment-figures>

Gross Value Added (GVA) for the UK Creative Industries

In 2017, the Creative Industries contributed **£101.5bn** GVA to the UK economy – greater than the automotive, aerospace, life sciences and oil and gas sectors combined.⁶

This figure has risen year-on-year^{7/8} and is forecast to reach nearly **£130bn** by 2025.⁹



⁶ <https://www.creativeindustriesfederation.com/sites/default/files/2018-12/Creative%20Industries%20Federation%20-%20Growing%20the%20UK's%20Creative%20Industries.pdf>

⁷ <https://www.parliament.uk/documents/commons-committees/Exiting-the-European-Union/17-19/Sectoral%20Analyses/10-Creative-Industries-Report.pdf>

⁸ <https://www.gov.uk/government/news/britains-creative-industries-break-the-100-billion-barrier>

⁹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/649980/Independent_Review_of_the_Creative_Industries.pdf

Cornwall & Isles of Scilly Statistics

Jobs growth in the Cornwall & Isles of Scilly Creative Industries

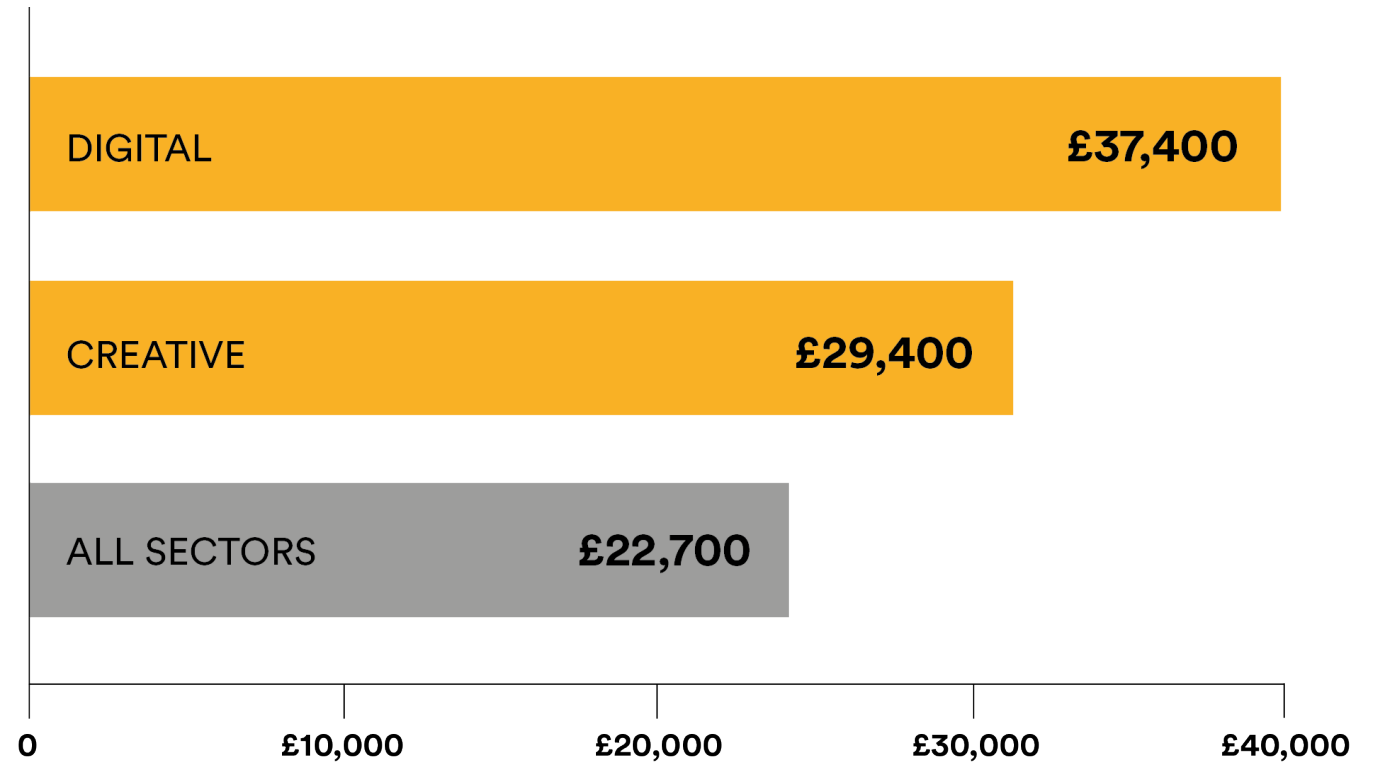
Jobs growth in the digital and creative sectors will be the **first** and **third highest** of any sector in Cornwall & the Isles of Scilly between 2017 and 2027, at 38.5% and 22% respectively.

Cluster	2017 Jobs	2027 Jobs	% Change
01 Digital	2,527	3,500	38.5%
02 Utility	1,010	1,252	24.0%
03 Creative	1,520	1,854	22.0%
04 Professional Services	2,583	3,133	21.3%
05 Passenger Transport	933	1,086	16.4%
06 Business Services	2,663	3,033	13.9%
07 Education & Knowledge Creation	1,726	1,955	13.3%
08 Production Technology	2,281	2,565	12.5%

Average wages in Cornwall (2017)

Average wages in the digital and creative clusters are higher at **£37,400** (digital) and **£29,400** (creative) compared with the overall average for Cornwall (**£22,700**).

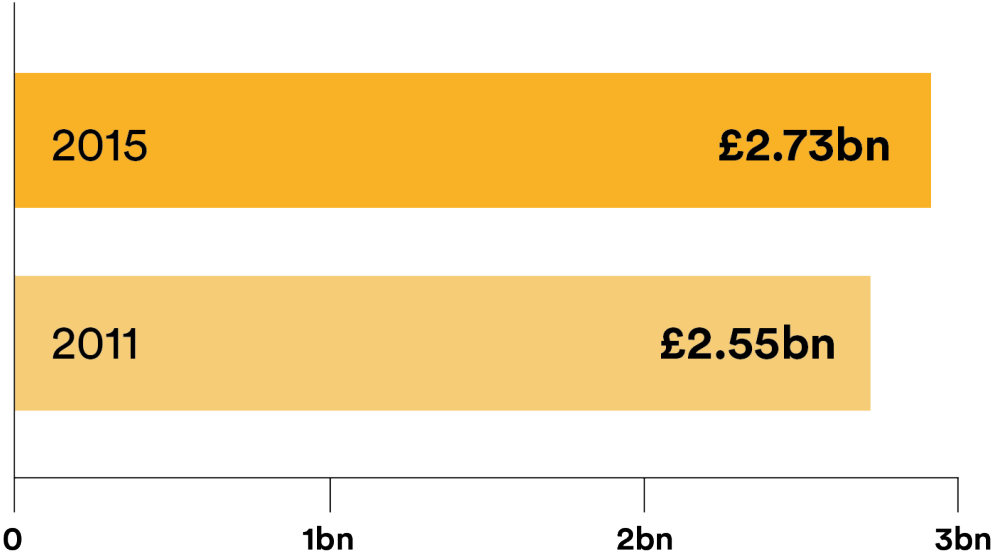
This does not account for additional digital and creative jobs in other sectors which Government data does not readily track.



Contribution of the Creative Economy to Cornwall & the Isles of Scilly

In 2015, the Creative Economy contributed **£2.73bn** to the economy of Cornwall & the Isles of Scilly, representing **10.6%** of all economic activity in the area.

In 2011, the figure was **£2.55bn**.¹⁰



¹⁰ <https://www.cioslep.com/assets/file/Archive/The%20creative%20economy%20in%20Cornwall%20and%20the%20Isles%20of%20Scilly%20Final%20July17.pdf>



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