Beyond the Creative Industries: mapping the creative economy in the UK

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Our Objectives:

- To better inform policy makers
- To provide “defensible” evidence of the extent and contribution of Creative Workforce to the economy
- To more reliably “ground” the creative workforce sizing and characteristics studies within the whole economy so that meaningful comparisons can be made
- How to measure reliably the level of Intermediate Outputs from Creative Industries to the rest of the economy?

The Creative Trident Approach

Creative Industries
- Creative Occupations
  - Creative Specialists
- Other Occupations
  - Support
- Embedded Creation
  - Balance of Workforce
- Other Industries

Whole of economy employment datasets: Census is best
- Count of employment for each occupation within every industry
- Creative Employment is three quadrants within the workforce
- Each quadrant or mode is interdependent
- Applies to segments and sub-segments

Approach: Census & LFS Cubes:

- 1981, 1991 and 2001 Census for whole of economy: 121,000 records
- 2001 Trident would be too high due to data for three industries only being available at 2 digits
- 2001 to 2006 LFS matrices detailed industries + income, main job only, employee and self-employed
- Recalibrate 2001 with LFS data and apply mean incomes
The datasource: count of Employment of each Occupation within each Industry (and with mean income if available)

- Census 122,000 records across 3 census periods
- Classifications in the data table mapped through common classification databases

Verifying all Classification Selections (and rejections)

Employment for specialist and embedded creative and support staff by segment - 1981

54% of employment is in Creative Occupations.

78% of employment is in Creative Industries.
The total earnings contributed by specialist and embedded creatives and support staff by segment - 2002

The total earnings contributed by specialist and embedded creatives and support staff by segment - 2003

The total earnings contributed by specialist and embedded creatives and support staff by segment - 2004

The total earnings contributed by specialist and embedded creatives and support staff by segment - 2005
The total earnings contributed by specialist and embedded creatives and support staff by segment - 2006

The Mean Incomes of specialist and embedded creatives and support staff by segment - 2001

The Mean Incomes of specialist and embedded creatives and support staff by segment - 2002

The Mean Incomes of specialist and embedded creatives and support staff by segment - 2003
The Mean Incomes of specialist and embedded creatives and support staff by segment - 2004

The Mean Incomes of specialist and embedded creatives and support staff by segment - 2005

The Mean Incomes of specialist and embedded creatives and support staff by segment - 2006

Key Findings

- The creative economy accounts for over 7 per cent of UK employment, consistent with the official estimates
- Creative employment has grown strongly over the long run
- The largest growth has been in the software, computer games and electronic publishing segment
- Creative incomes are higher than average
- The creative workforce earned 9.6 per cent of all UK earnings
- More creative people work outside the creative industries than inside them
The following figures show the degree of correlation between CCI’s estimates of employment within the segments and those in the DCMS Economic Estimates.

Each segment’s share of total creative employment is shown in Figure 8, which also illustrates the long-run growth in the Software, Computer Games and Electronic Publishing segment and the declining shares of the Publishing and Architecture, Visual Arts and Design segments.

Figure 7: Comparison of the CCI employment estimates for each segment with those of the DCMS Economic Estimates.

Source: Analysis by CCI of DCMS reports, and custom Census and LFS data tables from the Office for National Statistics CCI.

The Growth in Embedded Creatives

- Account for 2% to 2.5% of workforce and growing
- Accounts for over a third of Creative workforce
- Some sectors/divisions of the economy have high percentages
- Relative mean incomes of embeddeds vary by their segments and division.
- Knowing the shifts in embedded, specialist and support employment can make important contribution to understanding the trends in creative employment.
Metrics Related Findings:

- No single measure (such as employment) could provide a complete answer - maximise usefulness and improve.
- Important to ground measurements against the whole of economy - relative impact, consistency & calibration of other measures
- Adjust classifications within segments to suit purpose and data set: employment vs Input/Output vs exports.
- Variations seen over time and place are probably more significant than the absolute size of a particular measure
- The 'friction' involved in finding, acquiring and preparing data for research can be considerable - Research data friction reduces investigation.

Policy Implications

A shift in focus:
- from creative industries to creative economy
- industry to occupation
- outputs to inputs into wider economy
Measuring Creative Economies: Beyond Creative Industries

Implications of this seen in light of:
- Staying Ahead
- Creative Britain
- Innovation Nation

Discussion
- Policy implications - embedded?
- Relevance to industry specific measurements?
- Availability of data - regional and local areas?
- “Research Data Friction”?
- Creative employment and agglomeration forces
- Segment, sub-segment definitions
- Data sharing/ peer review/bottom up benchmarking

https://wiki.cci.edu.au/display/CEMP/