

Current Issues Note 33

London's creative industries 2011 update

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Contents

Introduction.....	2
Second jobs	3
Occupations.....	4

Introduction

The data in this note are an update to the GLA's creative industry employment and firm count statistics, most recently published by GLA Economics in 2010. They depart from the previous series in two essential respects. In 2007, the UK Office for National Statistics (ONS), in conjunction with other users of the Europe-wide *Nomenclature statistique des activités économiques dans la Communauté européenne* (NACE), undertook a major revision of its Standard Industrial Classification (SIC) which classifies enterprises according to the type of industrial activity they are engaged in. In consequence, the Department for Culture, Media and Sport (DCMS) revised and significantly altered its definition of the creative industry sectors that form the basis of the standard definition so far used by the GLA. Unfortunately, provision has not been made at the time of writing to produce backdated employment or firm count data using the revised SIC 2007 codes. Therefore, this note does not include, as past updates did, time series information on the basis of which trends in the creative industries can be detected. However, SIC 2007 makes possible a more precise classification of the creative industries so that, as a snapshot at the present time, the data in this update can be considered superior to what has been published before.

On the occasion of this update, however, we depart from past practice in a second respect: we have revised the definitions of the creative industries in accordance with the new SIC 2007 codes defined by DCMS. We have taken this opportunity also to align the GLA's methodology more precisely with that of DCMS, in order to provide for strict comparability between London Creative Industry data and UK data.

One consequence is that these data are no longer strictly comparable with the GLA's workforce jobs series. DCMS calculates employment, rather than jobs. Moreover it uses the Labour Force Survey¹ – a household survey – to estimate the employee component of its statistics, rather than the Annual Business Survey (ABS), which is an employer survey. As noted in 'Creativity: London's Core Business' GLA Economics (2002) the two surveys produce significantly different results for London, although for the UK as a whole the results are broadly similar.

For the purposes of comparison with the London workforce series, this update therefore reports two sets of estimates, the first strictly comparable with DCMS UK figures, and the second strictly comparable with the GLA's London workforce figures.

Creative workforce jobs, as defined in London's Creative Workforce: 2009 Update (Working Paper 40, GLA Economics, February 2010) comprise three components:

1. Employee jobs in 12 DCMS-defined creative sectors
2. Self-employed jobs in the same 12 sectors
3. Jobs in creative occupations outside the 12 DCMS creative sectors

There are two sources that can be used to estimate component (1), the ABS and the APS/LFS. Table 1 shows employee jobs as estimated using the LFS, and Table 2 as estimated using the ABS.

¹ LFS data are now normally provided, by the ONS, into the Annual Population Survey (APS). However following DCMS we use LFS data which is reported quarterly, rather than the APS which (as the name implies) is reported annually and incorporates the LFS. To clarify this, we use the designation 'LFS' throughout.

Table 1: Employee jobs in London's creative sectors, estimated using LFS, 2009 and 2010

	Employment in the Creative Industries			Employment outside the Creative Industries			Total Creative Employment
	Employees	Self-Employed	Sub-Total	Employees	Self-Employed	Sub-Total	
2009							
Advertising	35,100	5,200	40,300	40,500	5,400	45,900	86,200
Architecture	17,900	8,300	26,200	8,400	300	8,700	34,900
Arts and Antiques	900	700	1,600	-	-	-	1,600
Crafts	-	-	-	7,200	4,000	11,200	11,200
Design	12,600	14,000	26,600	9,700	3,600	13,200	39,900
Designer Fashion	800	900	1,700	300	100	400	2,200
Digital and Entertainment Media	1,400	600	2,000	-	-	-	2,000
Music and the Visual and Performing Arts	21,100	38,000	59,100	7,900	16,400	24,300	83,400
Publishing	65,800	11,000	76,800	8,900	1,100	10,000	86,800
Radio and TV	46,100	17,000	63,100	2,800	600	3,400	66,400
Software and Electronic Publishing	79,900	14,700	94,600	69,600	5,300	74,900	169,500
Video, Film and Photography	8,400	3,800	12,200	3,500	-	3,500	15,700
Total Creative Employment	289,900	114,300	404,300	158,600	36,900	195,500	599,800
2010							
Advertising	31,500	6,500	38,000	48,900	-	48,900	86,900
Architecture	23,700	7,500	31,200	6,000	6,300	12,300	43,400
Arts and Antiques	700	400	1,100	-	2,200	2,200	3,400
Crafts	-	-	-	6,000	100	6,100	6,100
Design	15,700	13,300	28,900	14,000	-	14,000	42,900
Designer Fashion	1,000	900	1,900	300	10,800	11,100	13,000
Digital and Entertainment Media	1,900	3,800	5,700	-	600	600	6,300
Music and the Visual and Performing Arts	19,800	40,900	60,700	6,200	800	7,000	67,800
Publishing	74,700	9,800	84,500	10,400	7,200	17,600	102,100
Radio and TV	40,800	18,400	59,200	1,500	-	1,500	60,700
Software and Electronic Publishing	76,700	13,700	90,300	71,600	34,400	105,900	196,300
Video, Film and Photography	8,700	18,900	27,600	1,600	-	1,600	29,200
Total Creative Employment	295,200	134,000	429,100	166,600	62,300	228,900	658,000

Current Issues Note 33:

London's creative industries 2011 update

Table 2: Employee jobs in London's creative sectors, estimated using ABS for employee jobs, 2008 and 2009

	Employment in the Creative Industries			Employment outside the Creative Industries			Total Creative Employment
	Employees	Self-Employed	Sub-Total	Employees	Self-Employed	Sub-Total	
2008							
Advertising	37,900						
Architecture	20,900						
Arts and Antiques	3,000						
Crafts	-						
Design	9,800						
Designer Fashion	500						
Digital and Entertainment Media	1,700						
Music and the Visual and Performing Arts	36,200						
Publishing	57,500						
Radio and TV	44,800						
Software and Electronic Publishing	91,200						
Video, Film and Photography	22,200						
Total Creative Employment	325,800						
2009							
Advertising	29,900	5,200	35,200	40,500	5,400	45,900	81,100
Architecture	18,300	8,300	26,600	8,400	300	8,700	35,400
Arts and Antiques	2,900	700	3,600	-	-	-	3,600
Crafts	-	-	-	7,200	4,000	11,200	11,200
Design	8,900	14,000	22,900	9,700	3,600	13,200	36,200
Designer Fashion	500	900	1,400	300	100	400	1,800
Digital and Entertainment Media	2,200	600	2,800	-	-	-	2,800
Music and the Visual and Performing Arts	18,900	38,000	56,900	7,900	16,400	24,300	81,200
Publishing	58,600	11,000	69,600	8,900	1,100	10,000	79,500
Radio and TV	40,800	17,000	57,800	2,800	600	3,400	61,200
Software and Electronic Publishing	83,600	14,700	98,300	69,600	5,300	74,900	173,200
Video, Film and Photography	19,300	3,800	23,100	3,500	-	3,500	26,600
Total Creative Employment	283,900	114,300	398,200	158,600	36,900	195,500	593,800

Note: For 2008, only the first column is available because of data unavailability in that year for self-employed jobs using the new SIC2007 codes.

Second jobs

A significant number of creative industry employees have a second job which is creative: for example a game-designer who earns a regular income as a software engineer. Such jobs are included in the count of employee and self-employed jobs when the LFS is the source. When the ABS is used as a source, in theory it includes second jobs since it is an employer-based survey. In practice it should be borne in mind that partnerships and sole traders – which are common forms of creative employment – are not recorded as employee jobs and may therefore be omitted from ABS employee job totals. Table 3 shows the breakdown of first and second jobs in the figures in Table 1.

Table 3: First and second jobs in London's creative sectors

	Employee Jobs			Self-Employed			Total employment
	First Job	Second Job	Total	First Job	Second Job	Total	
2009							
Advertising	34,700	500	35,100	5,200	-	5,200	40,300
Architecture	17,900	-	17,900	8,300	-	8,300	26,200
Arts and Antiques	900	-	900	600	100	700	1,600
Design	12,600	-	12,600	13,100	900	14,000	26,600
Designer Fashion	800	-	800	900	100	900	1,700
Digital and Entertainment Media	1,400	-	1,400	600	-	600	2,000
Music and the Visual and Performing Arts	20,700	400	21,100	33,400	4,600	38,000	59,100
Publishing	65,800	-	65,800	9,500	1,500	11,000	76,800
Radio and TV	45,900	200	46,100	16,200	800	17,000	63,100
Software and Electronic Publishing	79,700	100	79,900	13,300	1,400	14,700	94,600
Video, Film and Photography	7,700	700	8,400	3,600	200	3,800	12,200
Total Creative Sectors	288,100	1,900	289,900	104,700	9,600	114,300	404,300
2010							
Advertising	31,500	-	31,500	6,100	400	6,500	38,000
Architecture	22,700	1,000	23,700	7,300	200	7,500	31,200
Arts and Antiques	700	-	700	400	-	400	1,100
Design	15,700	-	15,700	13,000	300	13,300	28,900
Designer Fashion	1,000	-	1,000	800	-	900	1,900
Digital and Entertainment Media	1,000	1,000	1,900	100	3,700	3,800	5,700
Music and the Visual and Performing Arts	19,800	-	19,800	40,700	200	40,900	60,700
Publishing	74,300	400	74,700	9,800	-	9,800	84,500
Radio and TV	40,800	-	40,800	18,100	300	18,400	59,200
Software and Electronic Publishing	76,400	200	76,700	13,500	200	13,700	90,300
Video, Film and Photography	4,200	4,500	8,700	4,000	14,900	18,900	27,600
Total Creative Sectors	288,100	7,100	295,200	113,700	20,300	134,000	429,100

Occupations

Table 4 shows the distribution of employment for creatively-occupied workers. Note that while the sectors share the same classification as the DCMS industrial sectors, the numbers recorded here refer to occupations (SOC) not to sector of employment (SIC).

Table 4: Creatively occupied workers, all industrial sectors

	Employee	Self-Employed	Grand Total
2009			
Advertising	55,900	6,400	62,200
Architecture	17,400	6,500	23,900
Arts and Antiques	-	-	-
Crafts	7,800	4,300	12,100
Design	31,000	27,600	58,500
Designer Fashion	600	400	1,000
Digital and Entertainment Media	-	-	-
Music and the Visual and Performing Arts	23,500	44,300	67,700
Publishing	32,300	11,500	43,800
Radio and TV	21,700	7,600	29,400
Software and Electronic Publishing	103,100	12,900	115,900
Video, Film and Photography	9,900	3,800	13,700
	303,000	125,300	428,300

2010			
Advertising	65,400	7,600	73,000
Architecture	23,000	5,600	28,600
Arts and Antiques	-	-	-
Crafts	6,700	8,100	14,800
Design	26,900	27,600	54,500
Designer Fashion	500	500	1,000
Digital and Entertainment Media	-	-	-
Music and the Visual and Performing Arts	17,800	42,600	60,400
Publishing	38,800	8,800	47,600
Radio and TV	19,000	9,800	28,800
Software and Electronic Publishing	100,800	13,100	113,900
Video, Film and Photography	8,500	4,200	12,700
	307,400	127,900	435,300

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