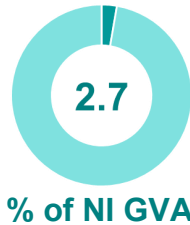


DCMS Sector Economic Estimates 2019

**Gross Value Added (2017)**

**Creative industries**

Unit: £m



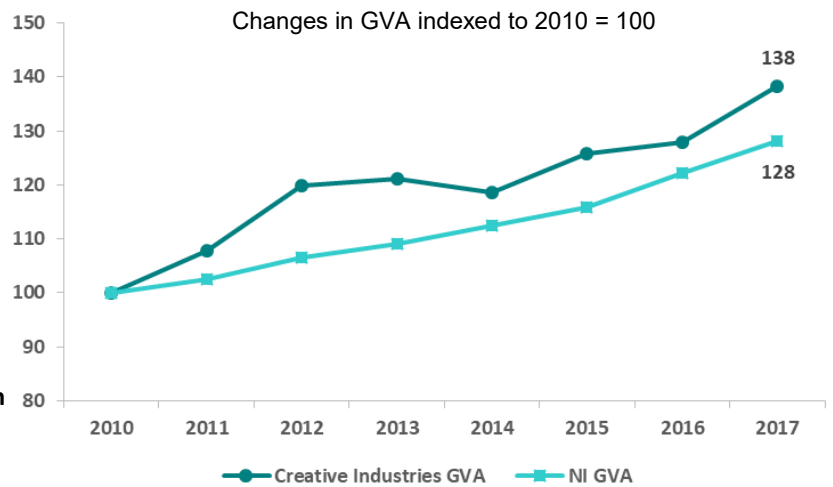
% of NI GVA



Creative Industries



Northern Ireland

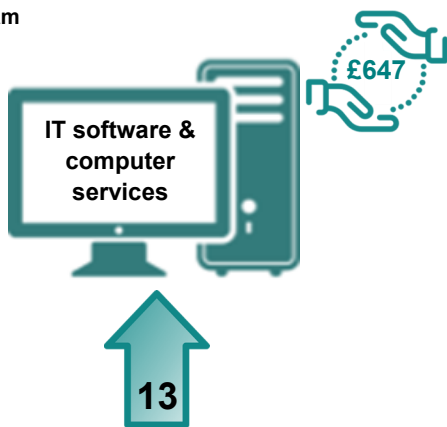


Percentage change from previous year

- Gross Value Added (GVA) for the creative industries was £1,088 million in 2017, representing 2.7% of Northern Ireland's total GVA.
- In absolute terms, GVA for the creative industries increased by 8% between 2016 and 2017 (£1,008 million to £1,088 million), compared to a 5% increase for total GVA. Overall, GVA for the creative industries has generally increased over the trend period from 2010 to 2017.

**Creative industries groups**

Unit: £m

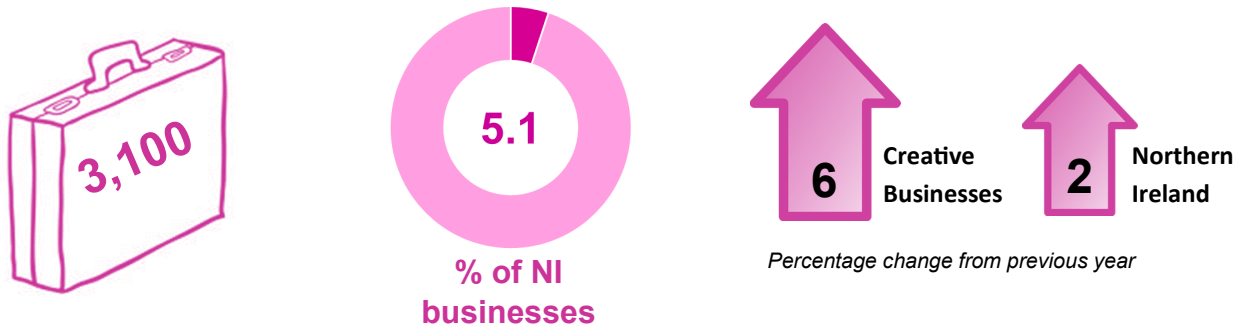


Percentage change from previous year

- Among the creative industries groups, IT software and computer services provided the greatest contribution to NI GVA (£647 million). This group also provided the largest annual average increase over 2010 - 2017 at 12% as well as the greatest increase in GVA compared with 2016 (13%).
- GVA for both Publishing and Film, TV, video, radio and photography in 2016 and 2017 decreased by 7% and 9% respectively. Over the period 2010 to 2017, GVA for the latter has decreased by 43%, with an annual average decrease of 8%.

## Businesses (2016)

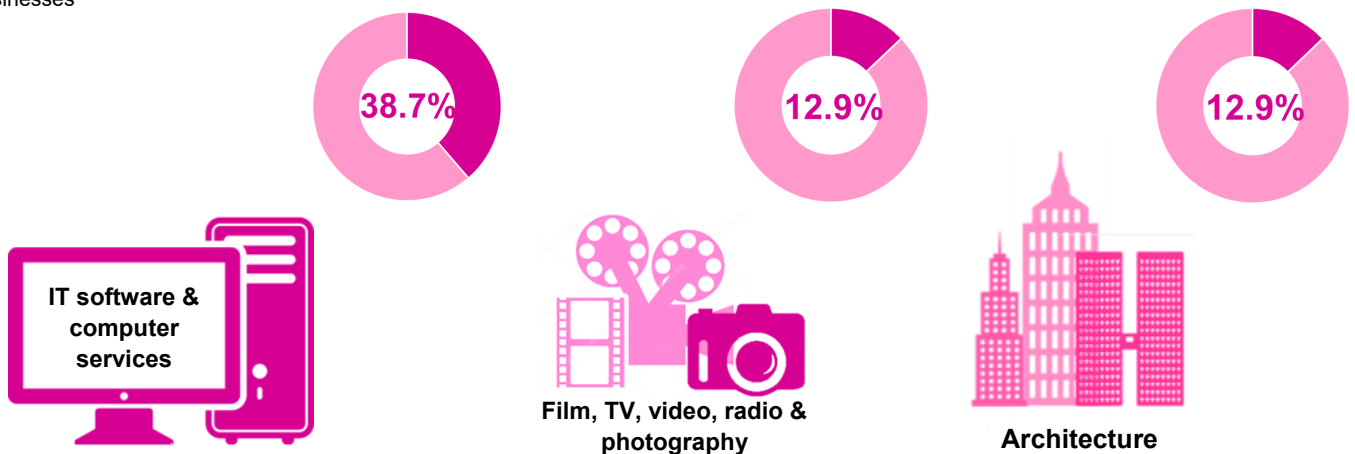
### Creative businesses



- In 2015, there were 3,100 creative businesses in Northern Ireland, accounting for 5.1% of all business units in Northern Ireland. The number of creative enterprises increased by 6% in 2016 compared with 2015.
- There were a total of around 60,900 businesses in Northern Ireland in 2016, an increase of 2% in 2015. In addition, there was a slight increase in the proportion of creative enterprises relative to all businesses in Northern Ireland (4.9% to 5.1%).

### Creative industries groups

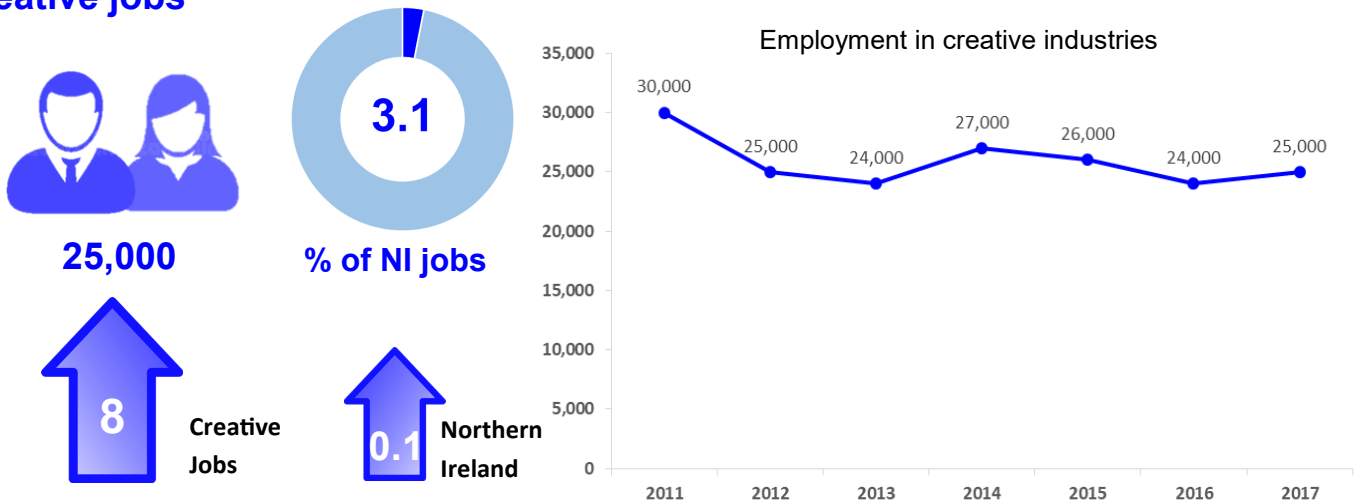
Percentage of creative businesses



- Almost two-fifths (39%) of all creative industries in Northern Ireland in 2016 were in IT, software and computer services group.
- Both Architecture and Film, TV, video, radio and photography both comprise around 13% of all creative industries in Northern Ireland, followed by Advertising and marketing and Design and designer fashion at around 10%.

## Employment (2017)

### Creative jobs

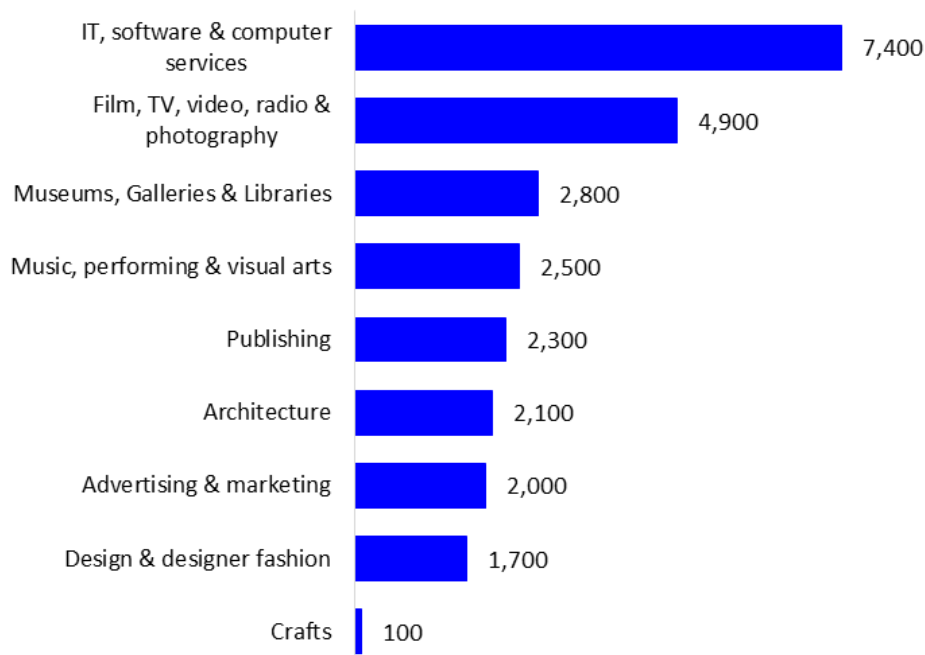


Percentage change from previous year

- In 2017, employment in the creative industries accounted for 25,000 jobs, representing 3.1% of total employment in Northern Ireland. This proportion of all jobs has remained steady at around 3% since 2012 after decreasing from 4% in 2011.
- The number of jobs in the creative industries increased by 8% compared with 2016, while employment in Northern Ireland increased by 0.1%.

### Creative industries groups

Average employment (2011 to 2017)



Five year average shown due to small sample sizes.

- Within the creative industries group, IT software and computer services provided the largest level of employment at an average of 7,400 jobs over 2011 - 2017.

## Definitions and technical notes

The Department for Communities (DfC) is the government lead on the creative industries in Northern Ireland. This publication covers gross value added (GVA) expressed in current prices (not taking into account inflation), jobs, and number of enterprises. The estimates in the publication are sourced from the Department for Digital, Culture, Media and Sport (DCMS) [Economic Estimates reports](#) published July 2018, January 2019 and February 2019.

### Sources:

- Gross Value Added (GVA) has been estimated for businesses within the Creative Industries using; approximate GVA (aGVA) from the Annual Business Survey (ABS) and Office for National Statistics (ONS) regional Gross Value Added balanced tables.
- Jobs/employment data are obtained from the Labour Force Survey (LFS) which forms part of the Annual Population Survey (APS).
- Data on the number of businesses is from the Annual Business Survey (ABS), available at the 4-digit SIC 2007 code level.

### Definitions:

**Creative Industries** - The creative industries are defined in the [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 determined which occupation 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 in each industry was calculated (the creative intensity).
3. Industries with creative intensity above a specified threshold are considered Creative Industries.

**Gross Value Added (GVA)** - GVA measures the contribution to the economy of each individual producer, industry or sector in the UK. It is used in the estimation of gross domestic product (GDP). The GVA estimates in this release have been produced to provide a ONS Regional GVA consistent estimate of GVA for Creative Industries Sectors.

**Creative Businesses** - A business is defined as any Reporting Unit held on the Inter Departmental Business Register (IDBR). A business is held on the IDBR if it is registered for Value Added Tax (VAT) with HM Revenue and Customs (HMRC); registered for a Pay As You Earn (PAYE) scheme with HMRC or an incorporated business registered at Companies House.

**Creative Employment** - Employment estimates are made up of all first and second jobs in each of the Creative Industries sectors. The jobs are included if it is in a Creative Industries sector, regardless of the occupation. For example, human resources in an advertising firm would be counted as being in the Creative Industries, despite the occupation not being creative.

**The Standard Industrial Classification SIC 2007** - The Standard Industrial Classification is a means of classifying businesses according to the type of economic activity that they are engaged in.

Further information on the methodology can be found here -

<https://www.gov.uk/government/publications/dcms-sectors-economic-estimates-methodology>