

Gross Value Added (2016)

Creative industries

Unit: £m



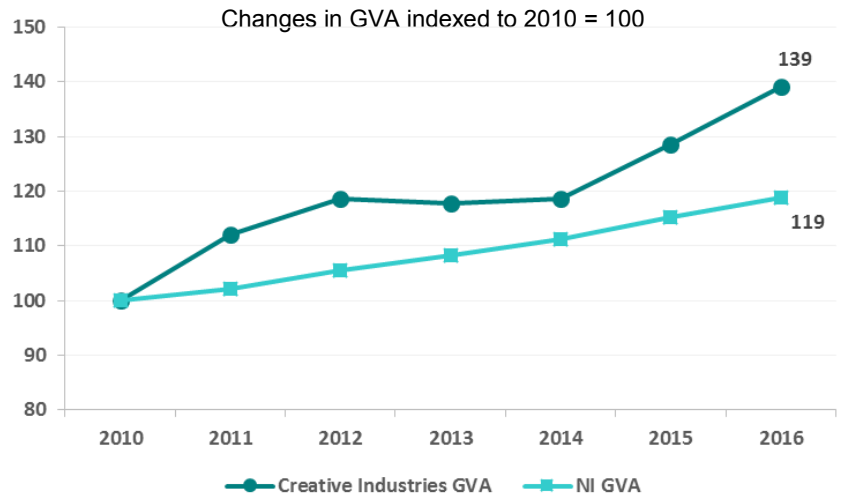
% of NI GVA



Creative Industries



Northern Ireland

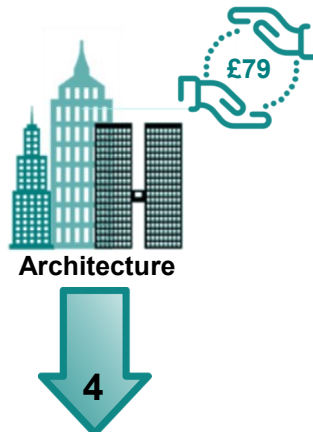
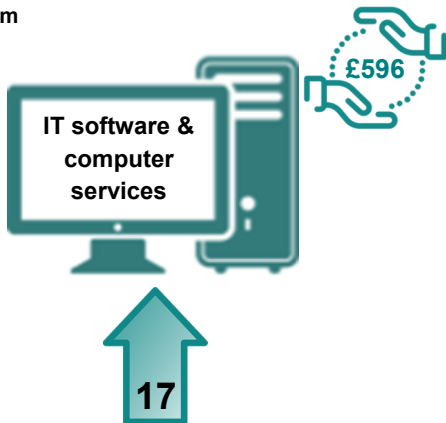


Percentage change from previous year

- Gross Value Added (GVA) for the creative industries was £1,012 million in 2016, representing 2.7% of Northern Ireland's total GVA.
- In absolute terms, GVA for the creative industries increased by 8% between 2015 and 2016 (£935 million to £1,012 million), compared to a 3% increase for total GVA.

Creative industries groups

Unit: £m

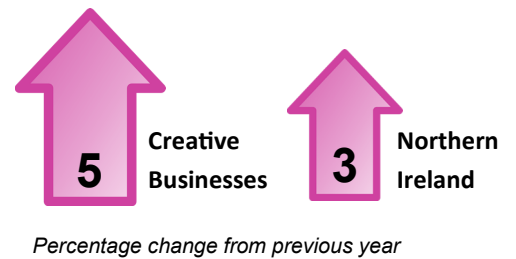
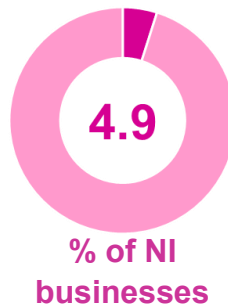


Percentage change from previous year

- Among the creative industries groups, IT software and computer services provided the greatest contribution to NI GVA (£596 million). This group also provided the largest annual average increase over 2010 - 2016 at 14% as well as the greatest increase in GVA compared with 2015 (17%).
- In contrast, comparison of GVA for both Publishing and Architecture in 2015 and 2016 showed decreases of 22% and 4% respectively. Indeed, over the period 2010 to 2016, GVA for publishing has decreased by 38%, with an annual average decrease of 8%.

Businesses (2015)

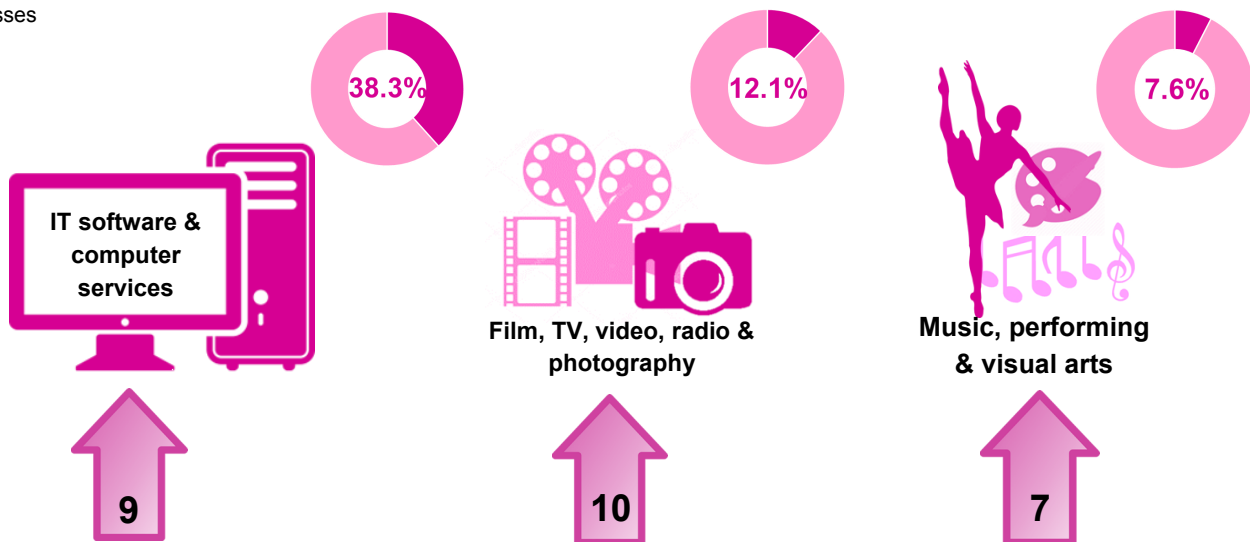
Creative businesses



- In 2015, there were 2,918 creative enterprises in Northern Ireland, accounting for 4.9% of all business units in Northern Ireland. The number of creative enterprises increased by 5% in 2015 compared with 2014.
- There were a total of around 59,524 enterprises in Northern Ireland in 2015, an increase of 3% in 2014. In addition, there was a slight increase in the proportion of creative enterprises relative to all enterprises in Northern Ireland (4.8% to 4.9%).

Creative industries groups

Percentage of creative
businesses

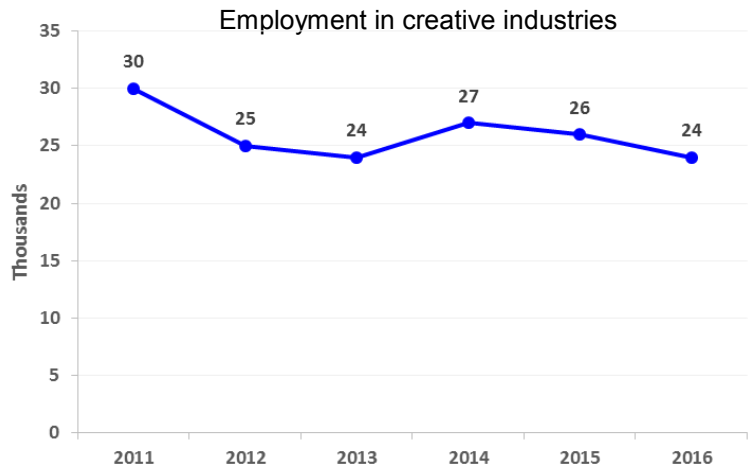
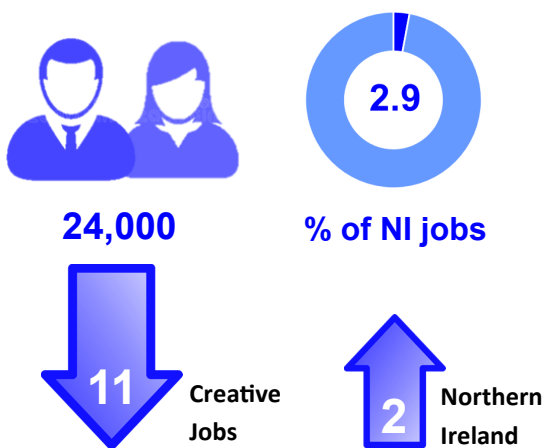


Percentage change from previous year

- Almost two-fifths (38%) of all creative industries in Northern Ireland in 2015 were in IT, software and computer services group. In addition, this group showed an increase of 9% when compared with 2014.
- The largest increase from 2014 to 2015 was seen in the Film, TV, video, radio and photography group (10%).

Employment (2016)

Creative jobs



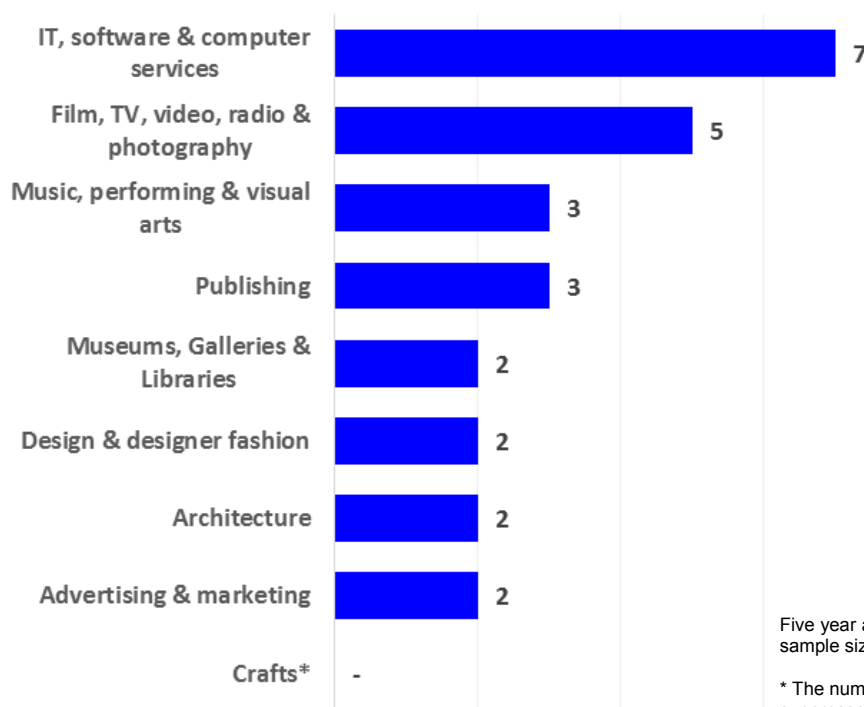
Percentage change from previous year

- In 2016, employment in the creative industries accounted for an estimated 24,000 jobs, representing 2.9% 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 decreased by 11% compared with 2015, while employment in Northern Ireland increased by 2%.

Creative industries groups

Unit: Thousands

Average employment (2011 to 2016)



Five year average shown due to small sample sizes.

* The number of craft jobs has been suppressed 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 7,000 jobs over 2011 - 2016.

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 August 2016, with updates in February 2018.

Sources:

- Gross Value Added (GVA), calculated in current prices (i.e. not adjusted for inflation) has been estimated for businesses within the Creative Industries using approximate GVA (aGVA) from the Annual Business Survey (ABS). This refers to GVA that is directly attributable to the Creative Industries.
- Jobs/employment data are obtained from the Labour Force Survey (LFS) which feeds into the Annual Population Survey (APS).
- Data in the number of businesses is from the Annual Business Survey (ABS), available at the 4-digit SIC 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 created. 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.

More information on the methodology can be found [here](#).

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 the job is in a Creative Industries sector, regardless of the occupation. For example, an accountant 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.