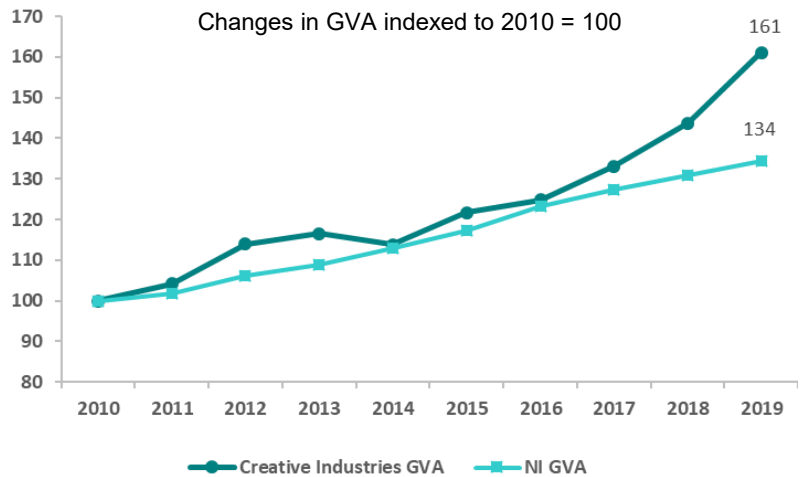
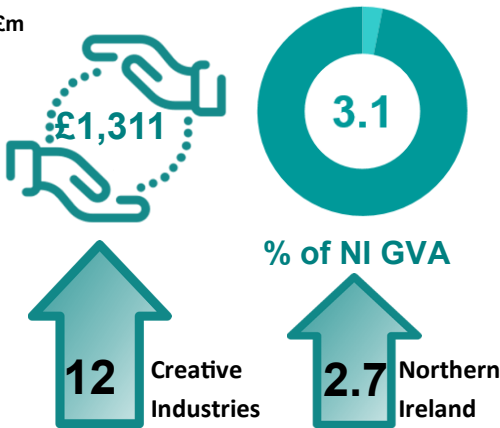


DCMS Sector Economic Estimates 2021

Gross Value Added (2019)

Creative industries

Unit: £m

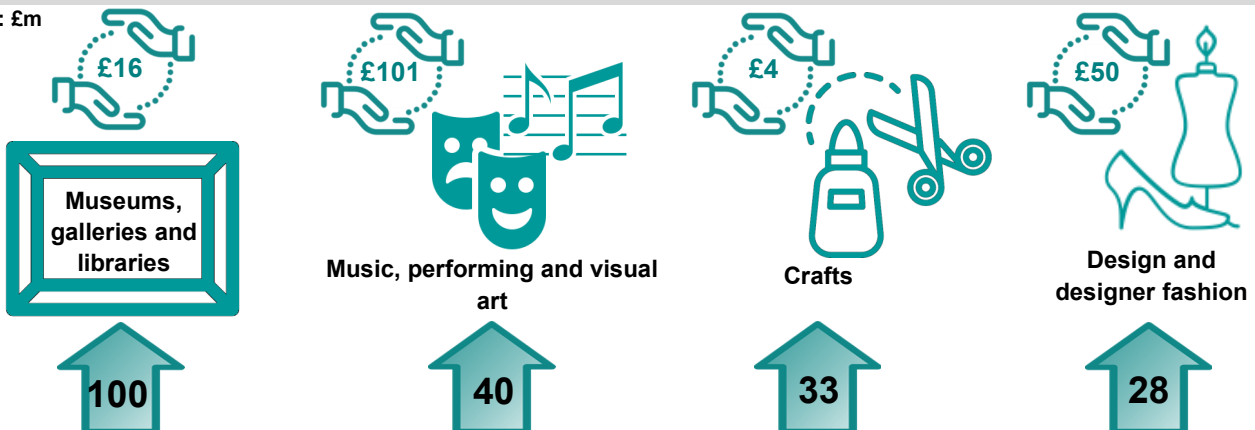


Percentage change from previous year

- Gross Value Added (GVA)¹ for the creative industries was £1,311 million in 2019, representing 3.1% of Northern Ireland's total GVA.
- In absolute terms, GVA for the creative industries increased by 12% between 2018 and 2019 (£1,170 million to £1,311 million), compared to a 2.7% increase for total GVA. Overall, GVA for the creative industries has generally increased over the trend period from 2010 to 2019.

Creative industries groups

Unit: £m



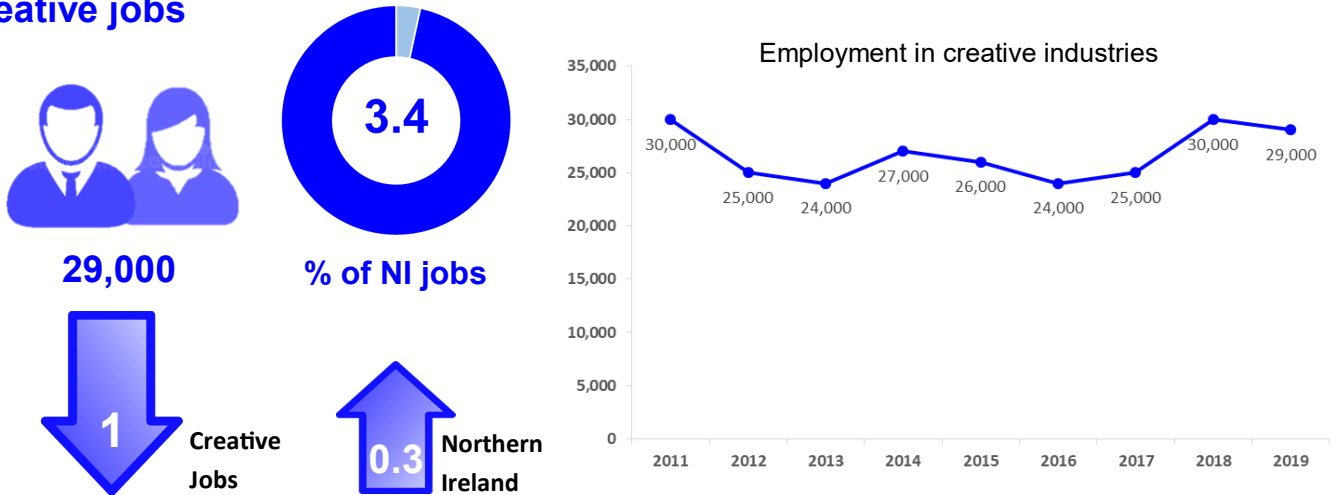
Percentage change from previous year

- Among the creative industries groups, IT software and computer services provided the greatest contribution to NI GVA (£831 million).
- The greatest increase in GVA from 2018 to 2019 was in the Museums, galleries and libraries group (100%). However, this increase followed a 33% decrease in 2018.
- GVA for Music, performing and visual arts in 2018 and 2019 increased by 40% while there was a 28% increase in GVA for the Design and designer fashion group between 2018 and 2019.

¹GVA for the latest year (2019) is provisional. Response rates for the Annual Business Survey in 2019 were lower than usual because of the coronavirus (COVID-19) pandemic. This means that the estimates for 2019 are subject to more uncertainty than usual. GVA for all other years has been revised since the previous release.

Employment (2019)

Creative jobs

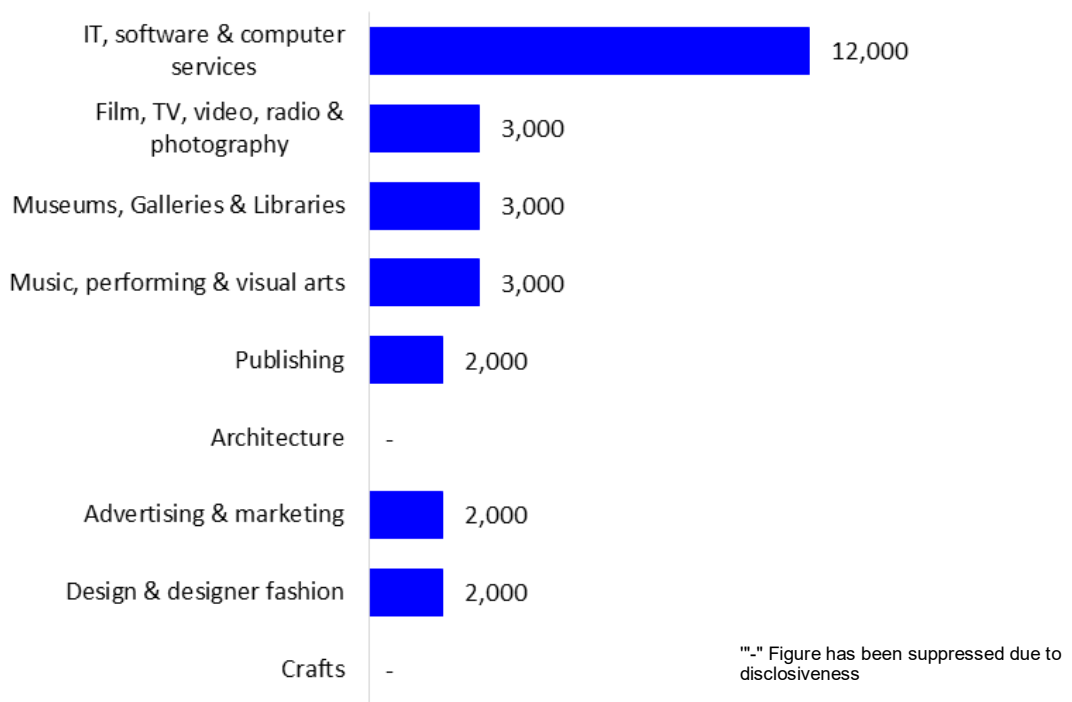


Percentage change from previous year

- In 2019, employment in the creative industries accounted for 29,000 jobs, representing 3.4% of total employment in Northern Ireland. This proportion of all jobs has remained steady at around 3% since 2012, with a peak of 4% in 2011 and 2018.
- The number of jobs in the creative industries decreased by less than 1% compared with 2018, while employment in Northern Ireland increased by 0.3%.

Creative industries groups

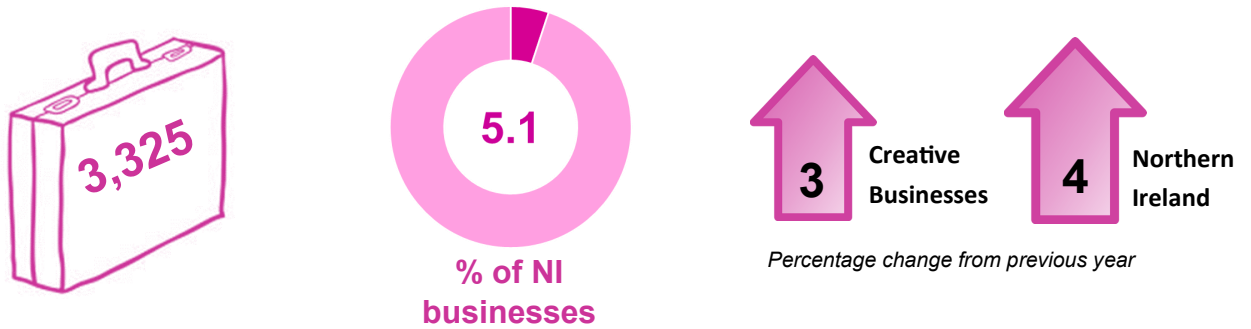
Employment in creative industries groups



- Within the creative industries group, IT software and computer services provided the largest level of employment of around 12,000 jobs in 2019.

Businesses (2019)

Creative businesses



- In 2019, there were 3,325 creative businesses in Northern Ireland, accounting for 5.1% of all business units in Northern Ireland. The number of creative enterprises increased by 1% in 2019 compared with 2018.
- There were a total of 65,600 businesses in Northern Ireland in 2019, an increase of 4% in 2018. The proportion of creative enterprises relative to all businesses in Northern Ireland remained steady at around 5% from 2014 to 2019.

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 from April 2020 and August/October 2021.

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.
- GVA for the latest year (2019) is provisional. Response rates for the Annual Business Survey in 2019 were lower than usual because of the coronavirus (COVID-19) pandemic. This means that the estimates for 2019 are subject to more uncertainty than usual. GVA for all other years has been revised since the previous release. These are planned revisions and part of the annual adjustment and balancing process of regional accounts.
- 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 occupations 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 they are 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.