

# THE CREATIVE INDUSTRIES SECTOR IS IN AN EXCELLENT POSITION TO GROW, AS IT BUILDS ON A VERY STRONG BASE:

- £1 of advertising spend generates £6 for the economy. The £16 billion spent on UK advertising in 2011 generated £100 billion in the UK economy<sup>6</sup>.
- The UK is a recognised global leader in the field of architectural education and there are around 15,000 students currently distributed amongst 47 schools of architecture in the UK<sup>7</sup>.
- Craft is a core component of the UK's thriving creative industries, employing over 100,000 people and showing an above average increase in Gross Value Added (GVA) between 2008 and 2012<sup>8</sup>.
- The UK has the second largest design sector in the world<sup>9</sup> and design accounted for £131 million of services exported in 2011<sup>10</sup>.
- In 2012, British films earned a worldwide gross of \$5.3 billion, which amounted to 15% of global box office<sup>11</sup>. The UK is the second largest exporter of television in the world by hours behind the United States<sup>12</sup>. International sales from UK TV programmes were £1.2 billion in 2012<sup>13</sup>.
- Fashion's total contribution to the economy via indirect support for supply chain industries and induced spending of employee's wage income is estimated to have risen to over £46 billion<sup>14</sup>.
- IT, software and computer services increased employment by 15% between 2011 and 2012, to over half a million jobs<sup>15</sup>. The UK games industry, which is the largest in Europe, is responsible for creating some of the most recognisable games in the world<sup>16</sup>.
- The UK is home to some of the world's biggest publishing companies. The estimated value of the entire UK publishing industry is £10 billion<sup>17</sup>, with 40% of revenues coming from exports<sup>18</sup>.
- The UK music industry generates around £3.5 billion globally<sup>19</sup> and is the largest global exporter of music after the United States<sup>20</sup>.
- The arts in England created a GVA of £5.9 billion in 2011<sup>21</sup>.

More sector stats and case studies can be found at the new online hub for the creative industries –

[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)

# THE UK'S CREATIVE INDUSTRIES ARE ONE OF OUR PRIME ASSETS PLACING CULTURE AND CREATIVITY AT THE FOREFRONT OF THE UK'S GLOBAL APPEAL. THE CREATIVE INDUSTRIES COUNCIL STRATEGY NOT ONLY RECOGNISES THE VITAL CONTRIBUTION THEY MAKE TO OUR ECONOMIC AND CULTURAL CAPITAL BUT ALSO CHAMPIONS THE WAY FORWARD. THE INNOVATIVE IDEAS IN THIS STRATEGY CAN HELP ENSURE THE UK'S CREATIVE INDUSTRIES REMAIN WORLD LEADERS.

Katja Hall

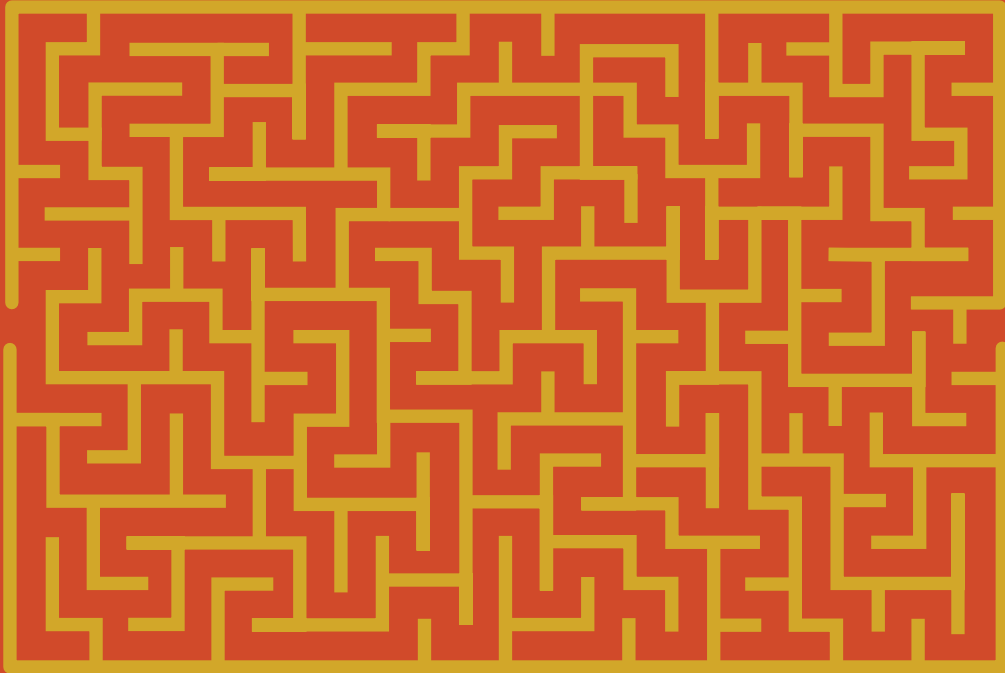
Deputy director-general, CBI

## NOTES

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- 1 *Creative Industries Economic Estimates*, DCMS: January 2014
- 2 A full list of members is on the Acknowledgments page.
- 3 *Creative Industries Council Access to Finance Working Group Report*: December 2012
- 4 *Creative Industries Council Skillset Skills Group Report*: January 2012
- 5 *A Manifesto for the Creative Economy*, Nesta: April 2013; *The Creative Nation*, CBI: January 2014; Livingstone Hope Next Gen. *Transforming the UK into the world's leading talent hub for the video games and visual effects industries*: January 2011
- 6 *Advertising Pays*, Advertising Association & Deloitte, January 2013
- 7 *Architects' Journal*
- 8 *Creative Industries Estimates*, DCMS: January 2014
- 9 *International Design Scoreboard*, Design Council and Institute for Manufacturing: 2009 [www.ifm.eng.cam.ac.uk/uploads/Research/CIG/090406int\\_design\\_scoreboard.pdf](http://www.ifm.eng.cam.ac.uk/uploads/Research/CIG/090406int_design_scoreboard.pdf)  
The Design Council believe that the Creative Industries economic estimates for design exports are a very conservative figure and that a substantial amount of design contribution is not being accounted for when estimating the value of design exports.
- 10 *Creative Industries Estimates*, DCMS: January 2014
- 11 *British Film Institute Statistical Yearbook*, BFI: 2013
- 12 [www.gov.uk/government/news/budget-boost-for-creative-industries](http://www.gov.uk/government/news/budget-boost-for-creative-industries)
- 13 *UK TV Exports report*, PACT: 2013
- 14 British Fashion Council / Oxford Economics: 2014
- 15 *Creative Industries Estimates*, DCMS: January 2014
- 16 *Video Games*, UKTI [www.ukti.gov.uk/export/sectors/creativemedia/videogames.html](http://www.ukti.gov.uk/export/sectors/creativemedia/videogames.html)
- 17 *Creative Industries Estimates*, DCMS: January 2014
- 18 *Statistics Yearbook*, Publishers Association: 2012
- 19 UK Music [www.ukmusic.org/assets/general/The\\_Economic\\_Contribution\\_of\\_the\\_Core\\_UK\\_Music\\_Industry\\_\\_WEB\\_Version.pdf](http://www.ukmusic.org/assets/general/The_Economic_Contribution_of_the_Core_UK_Music_Industry__WEB_Version.pdf)
- 20 *ibid*
- 21 *The Contribution of the Arts and Culture to the National Economy*, CEBR: 2013 [www.artscouncil.org.uk/advice-and-guidance/browse-advice-and-guidance/contribution-arts-and-culture-national-economy](http://www.artscouncil.org.uk/advice-and-guidance/browse-advice-and-guidance/contribution-arts-and-culture-national-economy)

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**THERE'S NO QUESTION THAT THIS COUNTRY IS ONE OF THE BEST PLACES TO MAKE MOVIES IN THE WORLD TODAY. WITH CONTINUED GOVERNMENT SUPPORT, FURTHER INVESTMENT IN DIVERSE TALENT AND ROBUST COPYRIGHT PROTECTION, BRITAIN WILL CONTINUE TO BE A HOME FOR PHENOMENAL INNOVATION AND CREATIVITY.**

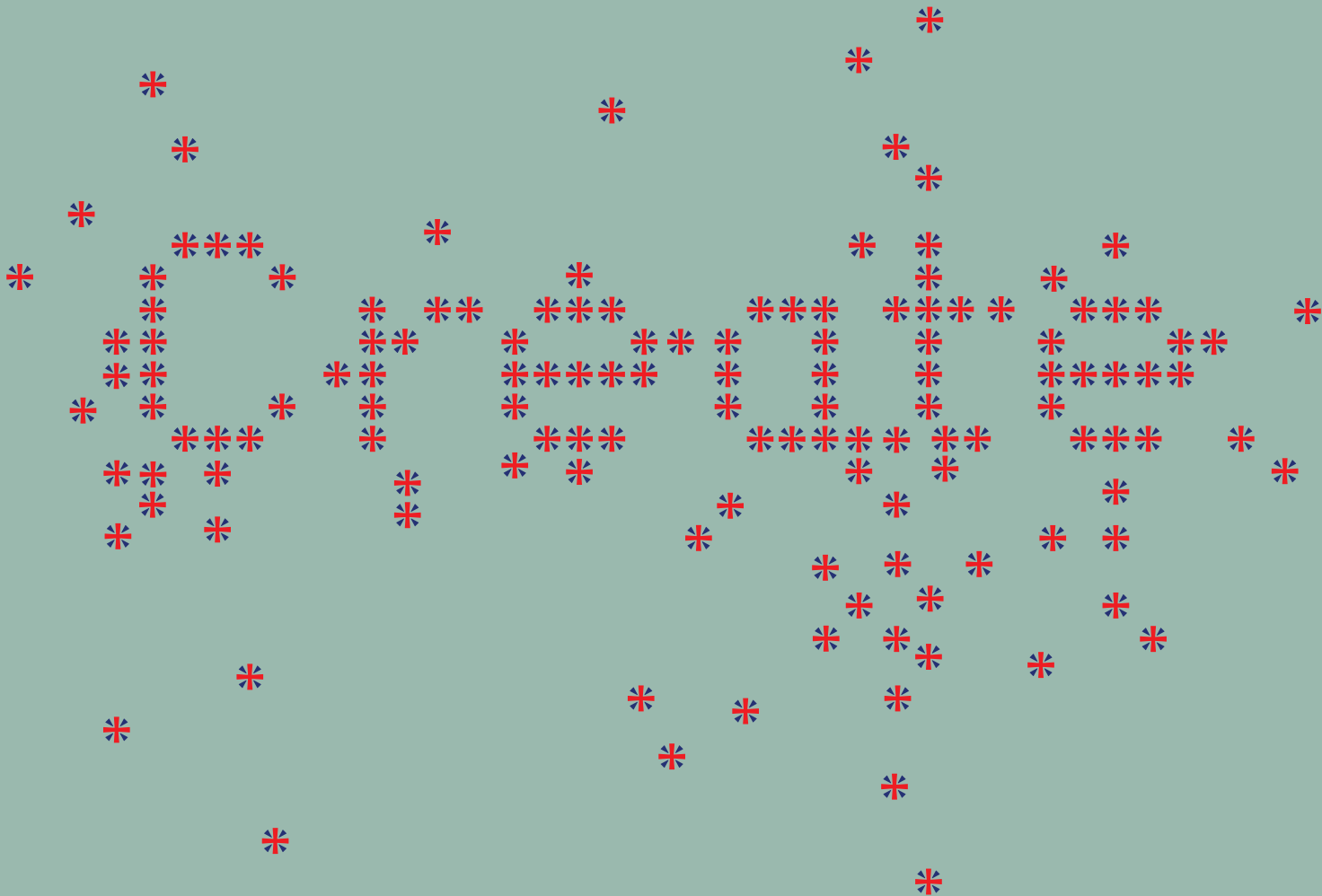
**Josh Berger CBE**

President & Managing Director, Warner Bros. UK, Ireland & Spain

**NEW, ORIGINAL DESIGNS AND IDEAS THAT CAN BE PATENTED ARE THE KEY TO BRITISH CREATIVITY AND INVENTION. DYSON INVESTS £3M A WEEK IN RESEARCH DESIGN AND DEVELOPMENT TO CREATE LEADING TECHNOLOGIES.**

**James Dyson CBE**

British Inventor, Industrial Designer & Founder The Dyson Company



**BUILT ON TWO CORE STRENGTHS OF THE UK — CREATIVITY AND HIGH TECHNOLOGY — THE VIDEO GAMES INDUSTRY DEVELOPS WORLD-LEADING DIGITAL CONTENT FOR GLOBAL MARKETS. IP-CREATING, SKILLS-BASED, BROADBAND-ENABLED AND SCALABLE, VIDEO GAMES ARE CENTRAL TO THE CREATIVE INDUSTRIES AND TICK ALL THE RIGHT BOXES FOR JOBS AND GROWTH IN THE KNOWLEDGE ECONOMY.**

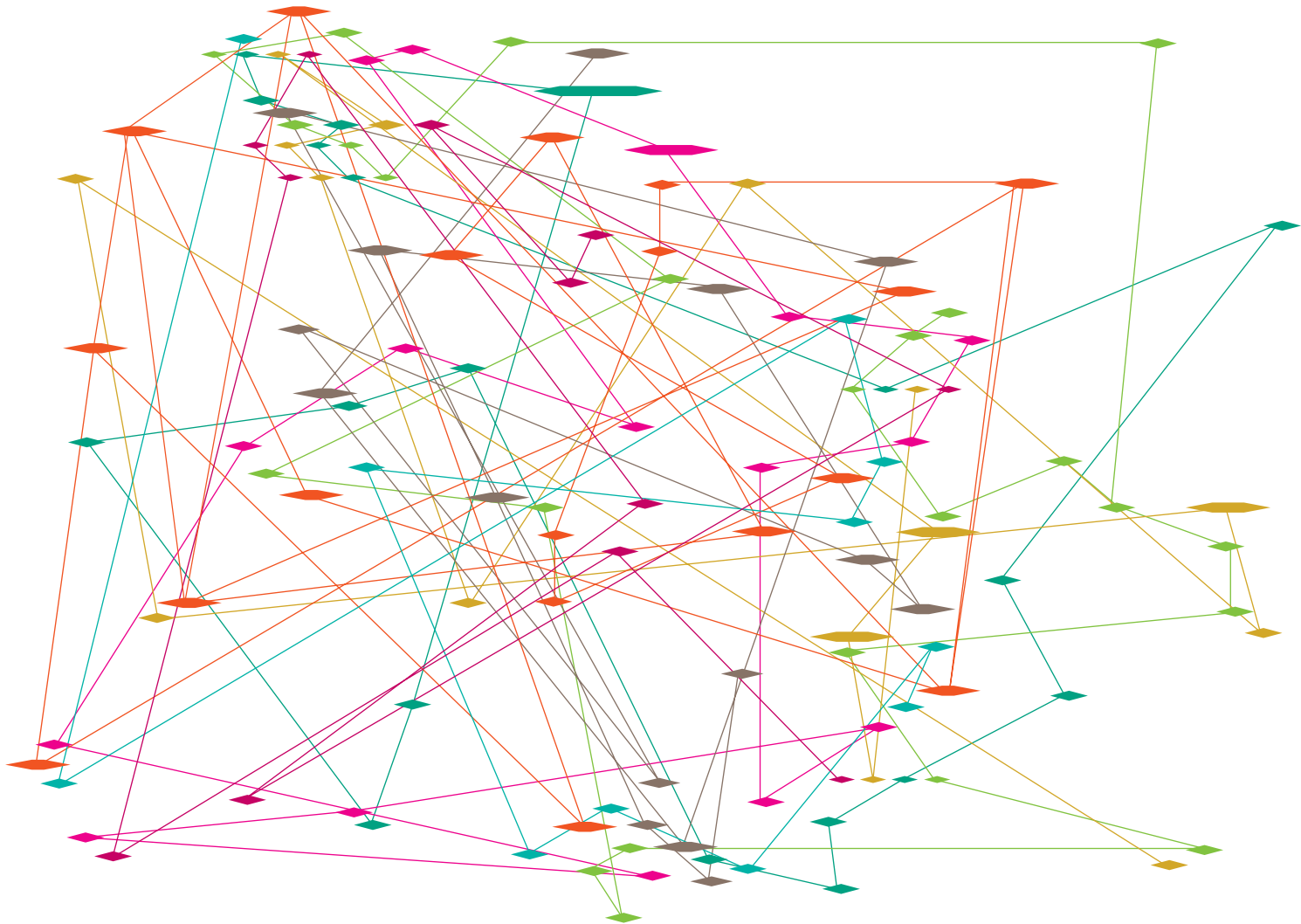
**Ian Livingstone CBE**

Co-Founder Games Workshop, Chairman Playdemic, Chairman Midoki, Chair Next Gen Skills

**THE UK IS ONE OF THE WORLD LEADERS IN ADVERTISING, AND IF WE WANT A VIBRANT ECONOMY WITH RAPIDLY EVOLVING PRODUCTS AND SERVICES — AND ALL THAT MEANS FOR JOBS AND GROWTH — WE MUST SUPPORT IT.**

**Cilla Snowball CBE**

Group Chairman & Group CEO, AMV BBDO, Chairman, Advertising Association



**CREATIVE BUSINESSES LIKE MUSIC HAVE ENORMOUS POTENTIAL IN A GLOBAL DIGITAL MARKET AND CAN POWER FUTURE GROWTH FOR BRITAIN'S ECONOMY. SWIFT IMPLEMENTATION OF THIS STRATEGY WOULD BUILD ON THE UK'S COMPETITIVE ADVANTAGE IN CREATIVITY.**

David Joseph  
Chairman, Universal Music UK

**BRITISH PUBLISHING IS A GLOBAL LEADER IN INSPIRING READERS, DRIVING INNOVATION, AND UNDERPINNING EDUCATION AND RESEARCH. THE CREATIVE INDUSTRIES COUNCIL STRATEGY WILL ALLOW PUBLISHING, TOGETHER WITH ALL OF THE CREATIVE SECTORS, TO MAINTAIN ITS SUCCESS IN THE TWENTY-FIRST CENTURY AND TO CONTINUE INSPIRING THE WORLD.**

Dominic Knight  
Chairman, Palgrave MacMillan & Chairman, Publishers Association



# ACTION PLAN



- FOCUS INVESTMENT AND RESOURCES ON PRIORITY OVERSEAS CREATIVE CLUSTERS
- SIGN INDUSTRY-LED ALLIANCES WITH THE HIGHEST GROWTH MARKETS
- CREATE NEW BUSINESS-TO-BUSINESS TRADING ALLIANCES WITH THE BIGGEST GLOBAL PLAYERS
- CAPTURE MORE HIGH VALUE OPPORTUNITIES FOR BUSINESSES ACROSS THE WHOLE CREATIVE INDUSTRIES' SUPPLY CHAIN
- OVERHAUL THE UK'S PITCH FOR INWARD INVESTMENT TO IMPROVE COMPETITIVENESS

**THE UK'S CREATIVE INDUSTRIES HAVE A VITAL ROLE TO PLAY IN GROWING THE UK ECONOMY. INTERNATIONALLY, THE SECTOR MAKES UP 8% OF UK SERVICE EXPORTS AND SHOWCASES BRITISH CREATIVITY AROUND THE WORLD — PLAYING AN IMPORTANT ROLE IN BOTH DRIVING TRADE AND INWARD INVESTMENT AND ITS SOFT POWER BUILDING POSITIVE PERCEPTIONS OF THE UK OVERSEAS.**

Tim Davie  
CEO, BBC Worldwide & Director, Global

**THIS STRATEGY MARKS A STEP CHANGE IN THE DEVELOPMENT OF THE UK CREATIVE INDUSTRIES. TOGETHER WE CAN HELP RESHAPE THE UK ECONOMY AND ADD VALUE TO BUSINESSES, COMMUNITIES AND GOVERNMENTS GLOBALLY.**

Janet Hull OBE  
Director of Marketing, IPA