

## Creative Industries in Kent

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**NOTE:** within this bulletin 'Kent' refers to the Kent County Council (KCC) area which excludes Medway

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The Creative Industries are defined by the UK Government 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”.

This bulletin looks at the number of jobs in creative industries in Kent.

### Summary

- In 2018 the UK government launched its Creative Industries Sector Deal to help develop Creative Industries in the UK.
- In 2016 Creative Industries accounts for 1.3% of employees in Kent compared to 2.2% in England.
- The number of employees in Creative Industries in Kent has fallen since 2015. This pattern is also reflected nationally and regionally.
- 35.7% of Kent Creative Industries employees work in IT, Software and Computer Services.
- A higher proportion of Kent's creative jobs are in Architecture, Crafts, Design, Publishing, Museums & galleries and Music, performing and visual arts than seen nationally.
- IT, software and computer services make up the highest proportion of creative enterprises in Kent

## Introduction

In 2017 the UK government launched its Industrial Strategy White Paper. The aim of the Industrial Strategy is to “boost productivity by backing businesses to create good jobs and increase the earning power of people throughout the UK with investment in skills, industries and infrastructure”<sup>1</sup>. As part of this strategy, in 2018 it launched its Creative Industries Sector Deal to help develop Creative Industries in the UK.

Creative Industries is not a standard industrial sector, rather it is made up of a number of sub sectors. In 2016 the Department of Culture, Media and Sport (DCMS) developed a definition of Creative Industries, identifying nine creative sectors. It did this by calculating the percentage of the workforce in a creative occupation in every industry in the UK economy (the creative intensity) and analysing how this creative intensity was distributed across different sectors. This enabled them to identify those with exceptionally high creative intensities. Industries with creative intensity above a specified threshold are considered Creative Industries. Industries with a creative intensity of 30% or more were considered for inclusion. Industries on the threshold were considered through consultation. Further information on the DCMS methodology can be found on the [DCMS website](#).

Creative Industries Group	Industry description	SIC 2007	Creative Intensity
Advertising & Marketing	Public relations and communication activities	70.21	59.3%
	Advertising agencies	73.11	50.5%
	Media representation	73.12	48.3%
Architecture	Architectural activities	71.11	61.5%
Crafts	Manufacture of jewellery and related articles	32.12	56.2%
Design; product, graphic & fashion design	Specialised design activities	74.10	62.1%
Film, TV, video, radio & photography	Motion picture, video and television programme production activities	59.11	56.4%
	Motion picture, video and television programme post-production activities	59.12	56.4%
	Motion picture, video and television programme distribution activities	59.13	56.4%
	Motion picture projection activities	59.14	56.4%
	Radio broadcasting	60.10	62.7%
	Television programming and broadcasting activities	60.20	53.5%
	Photographic activities	74.20	77.8%
IT, software & computer services	Publishing of computer games	58.21	43.1%
	Other software publishing	58.29	40.8%
	Computer programming activities	62.01	55.8%
	Computer consultancy activities	62.02	32.8%
Publishing	Book publishing	58.11	49.9%
	Publishing of directories and mailing lists	58.12	31.0%
	Publishing of newspapers	58.13	48.8%
	Publishing of journals and periodicals	58.14	58.3%
	Other publishing activities	58.19	37.8%
	Translation and interpretation activities	74.30	82.2%
Museums, Galleries & libraries	Library and archive activities	91.01	23.8%
	Museum activities	91.02	22.5%
Music, performing & visual arts	Sound recording and music publishing activities	59.20	54.1%
	Cultural education	85.52	34.6%
	Performing arts	90.01	78.8%
	Support activities to performing arts	90.02	56.8%
	Artistic creation	90.03	91.5%
	Operation of arts facilities	90.04	38.4%

<sup>1</sup> Industrial Strategy: Building a Britain Fit For The Future

<https://www.gov.uk/government/publications/industrial-strategy-building-a-britain-fit-for-the-future>

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The creative intensity can be applied to the total number of employee jobs from the Business Register and Employment Survey (BRES) in each industry to calculate the estimated number of employee jobs in Creative Industries. The BRES is produced by the Office for National Statistics and is the official source of employee and employment estimates by detailed geography and industry. Data is available for the years 2015 to 2017.

This bulletin also looks at the number of Creative enterprises using information from the UK Business Counts dataset from the Office for National Statistics (ONS). The UK Business Counts dataset is an extract compiled from the Inter Departmental Business Register (IDBR) which contains information on VAT traders and PAYE employers. The UK Business Counts dataset records the number of enterprises that were live at a reference date in March each year giving a snap shot of businesses that were live at this point in time. It is broken down by size band, industry, turnover and age of business.

The latest data available is for 2018. This data is due to be updated by ONS in October 2019.

## Creative Industry Employees in Kent

Using the DCMS definition of Creative Industries we are able to calculate the estimated number of creative employee jobs in Kent. Table 1 shows the estimated number of creative jobs in Kent and Medway compared to the South East region and England.

All numbers are rounded to the nearest 100 in accordance with guidelines however percentages are calculated using unrounded figures.

**Table 1: Creative Industry employees**

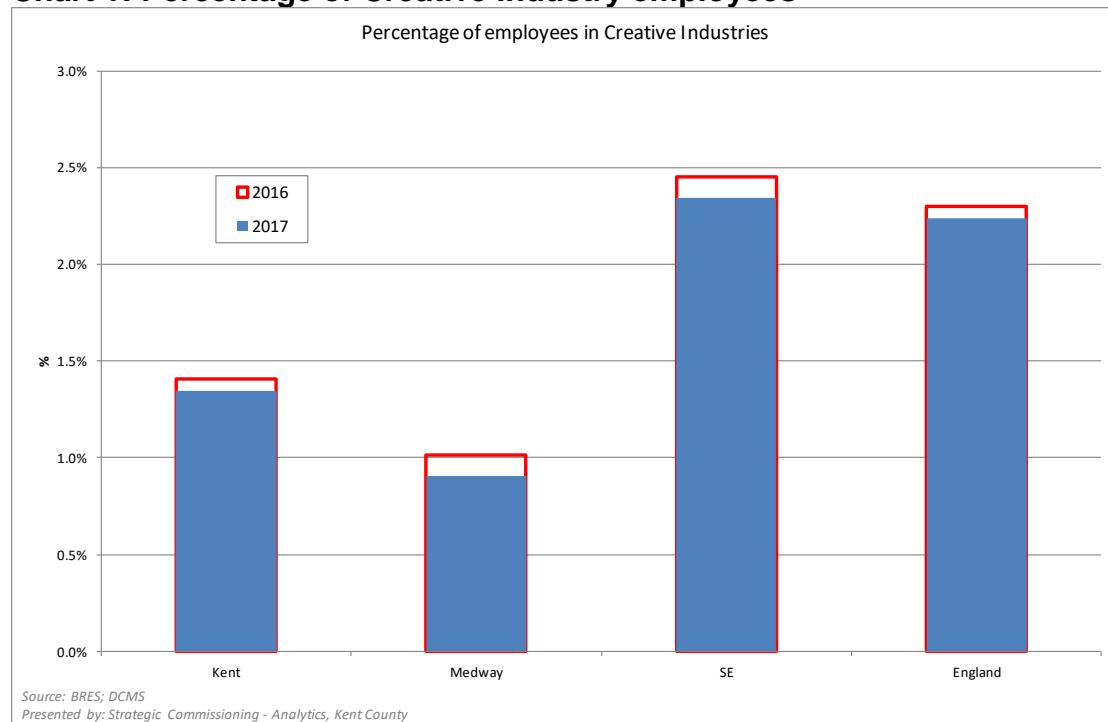
	Number			Percentage of total		
	2015	2016	2017	2015	2016	2017
<b>Kent</b>	8,800	8,500	8,200	1.4%	1.4%	1.3%
<b>Medway</b>	900	900	800	1.1%	1.0%	0.9%
<b>SE</b>	101,900	102,900	96,000	2.5%	2.5%	2.3%
<b>England</b>	553,300	585,200	577,000	2.2%	2.3%	2.2%

Source: BRES; DCMS

Presented by: Strategic Commissioning - Analytics, Kent County Council

Chart 1 shows the proportion of employee jobs in Creative Industries and how this compares to the previous year.

**Chart 1: Percentage of Creative Industry employees**



Creative Industries are grouped into 9 main categories as shown in table 2.

The highest proportion of Creative Industries employees are within the IT, Software and Computer Services category. In the South East this accounts for

more than half of all Creative Industry employees, however Kent has a much lower proportion at 35.7%, or 2,900 employees.

Publishing makes up the second largest proportion in Kent with 12.6% of Creative employees working in this category.

Kent has a higher proportion of employees in Architecture, Crafts, Design, Publishing, Music, performing and visual arts and Museums than seen nationally.

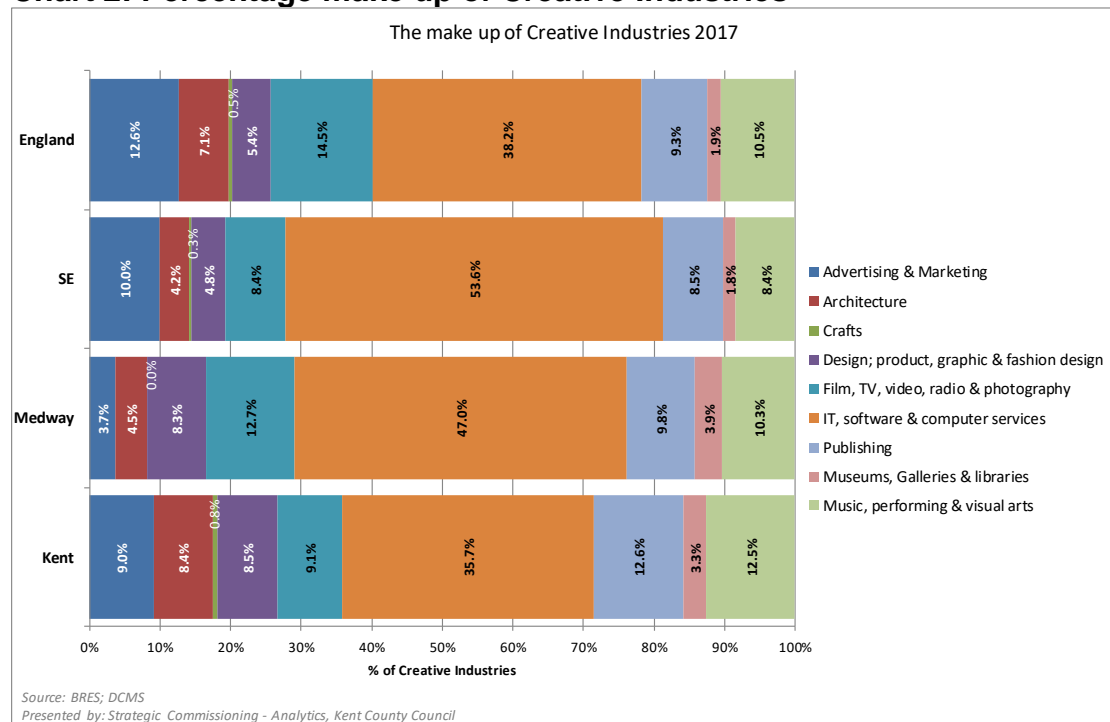
**Table 2: Make up of Creative Industries**

2017					Percentage of Creative Industries			
	Kent	Medway	SE	England	Kent	Medway	SE	England
Advertising & Marketing	700	0	9,600	72,900	9.0%	3.7%	10.0%	12.6%
Architecture	700	0	4,000	41,200	8.4%	4.5%	4.2%	7.1%
Crafts	100	0	300	2,700	0.8%	0.0%	0.3%	0.5%
Design; product, graphic & fashion design	700	100	4,700	31,100	8.5%	8.3%	4.8%	5.4%
Film, TV, video, radio & photography	800	100	8,100	83,500	9.1%	12.7%	8.4%	14.5%
IT, software & computer services	2,900	400	51,500	220,500	35.7%	47.0%	53.6%	38.2%
Publishing	1,000	100	8,200	53,600	12.6%	9.8%	8.5%	9.3%
Museums, Galleries & libraries	300	0	1,700	11,300	3.3%	3.9%	1.8%	1.9%
Music, performing & visual arts	1,000	100	8,100	60,500	12.5%	10.3%	8.4%	10.5%
<b>Total Creative Industries</b>	<b>8,200</b>	<b>800</b>	<b>96,000</b>	<b>577,000</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: BRES; DCMS

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Chart 2: Percentage make up of Creative Industries**



Source: BRES; DCMS

Presented by: Strategic Commissioning - Analytics, Kent County Council

## Creative Industry Enterprises

Using UK Business Counts information from ONS it is possible to estimate the number of businesses in Kent within the Creative Industries definition from DCMS.

All numbers are rounded at source. Values may be rounded down to zero and so all zeros are not necessarily true zeros. Totals across tables may differ by minor amounts due to the disclosure methods used.

Kent has a slightly lower proportion of Creative Industry enterprises than the national average as at March 2018. 6,250 (10.2%) enterprises in Kent fall within the DCMS Creative Industries definition.

Tunbridge Wells district has the highest number and proportion of Creative Industry enterprises in Kent (980 enterprises equivalent to 15.4% of all enterprises in the area).

All districts saw an increase in Creative enterprises since 2017 with the exception of Dover (-15), Maidstone (-10) and Swale (-5).

**Table 3: Creative Industry Enterprises**

2018			Change since last year		5 year change	
	Number	%	Number	%	Number	%
Ashford	555	8.9%	10	1.8%	120	27.6%
Canterbury	565	10.7%	20	3.7%	135	31.4%
Dartford	475	11.2%	30	6.7%	200	72.7%
Dover	240	7.1%	-15	-5.9%	15	6.7%
Folkestone & Hythe	300	8.2%	10	3.4%	85	39.5%
Gravesham	310	8.1%	0	0.0%	90	40.9%
Maidstone	625	8.6%	-10	-1.6%	55	9.6%
Sevenoaks	850	12.9%	5	0.6%	165	24.1%
Swale	335	7.0%	-5	-1.5%	65	24.1%
Thanet	320	8.3%	25	8.5%	145	82.9%
Tonbridge and Malling	695	12.1%	20	3.0%	180	35.0%
Tunbridge Wells	980	15.4%	15	1.6%	150	18.1%
Kent	6,250	10.2%	105	1.7%	1,400	28.9%
Medway	660	7.8%	15	2.3%	160	32.0%
Kent + Medway	6,910	9.9%	115	1.7%	1,560	29.2%
South East LEP	16,990	10.0%	150	0.9%	3,845	29.3%
South East Region	55,085	13.6%	410	0.7%	11,170	25.4%
England	267,910	11.6%	2,295	0.9%	61,645	29.9%
Great Britain	287,005	11.1%	2,200	0.8%	65,490	29.6%

Source: UK Business Counts

Prepared by: Strategic Commissioning - Analytics, Kent County Council

The distribution of Creative Industry enterprises in Kent and Medway is shown in map 1.

A higher number of Creative enterprises can be found largely in the west of the county and in Ashford district.

### Map 1: Creative industry enterprises in Kent & Medway

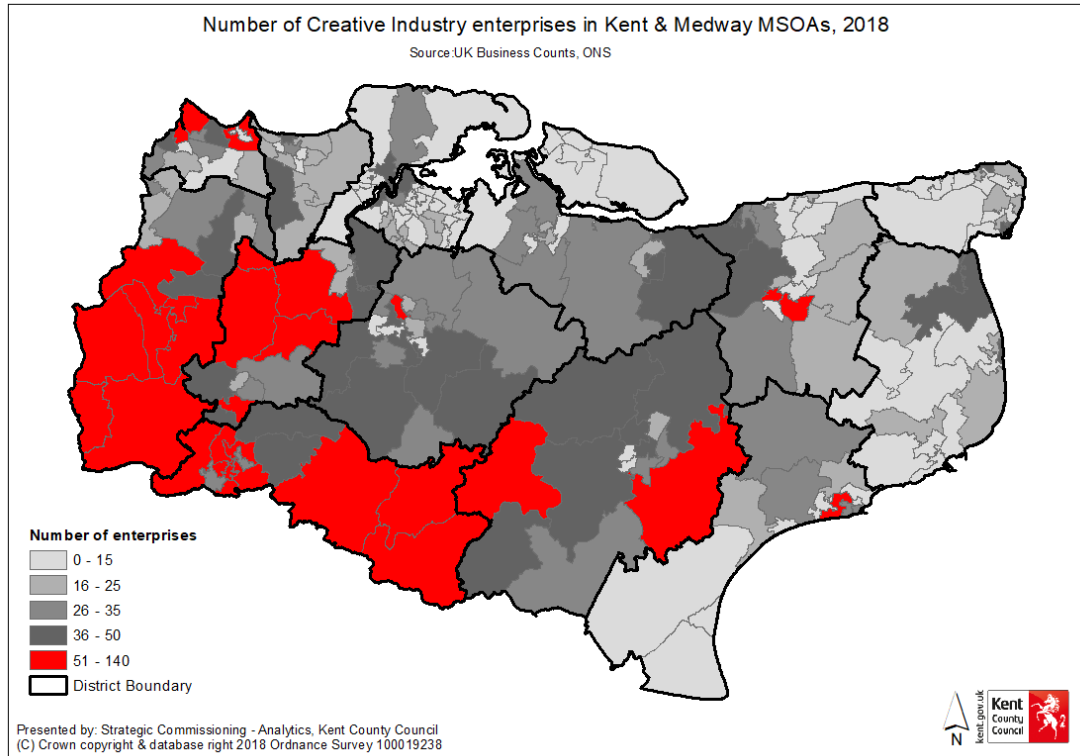
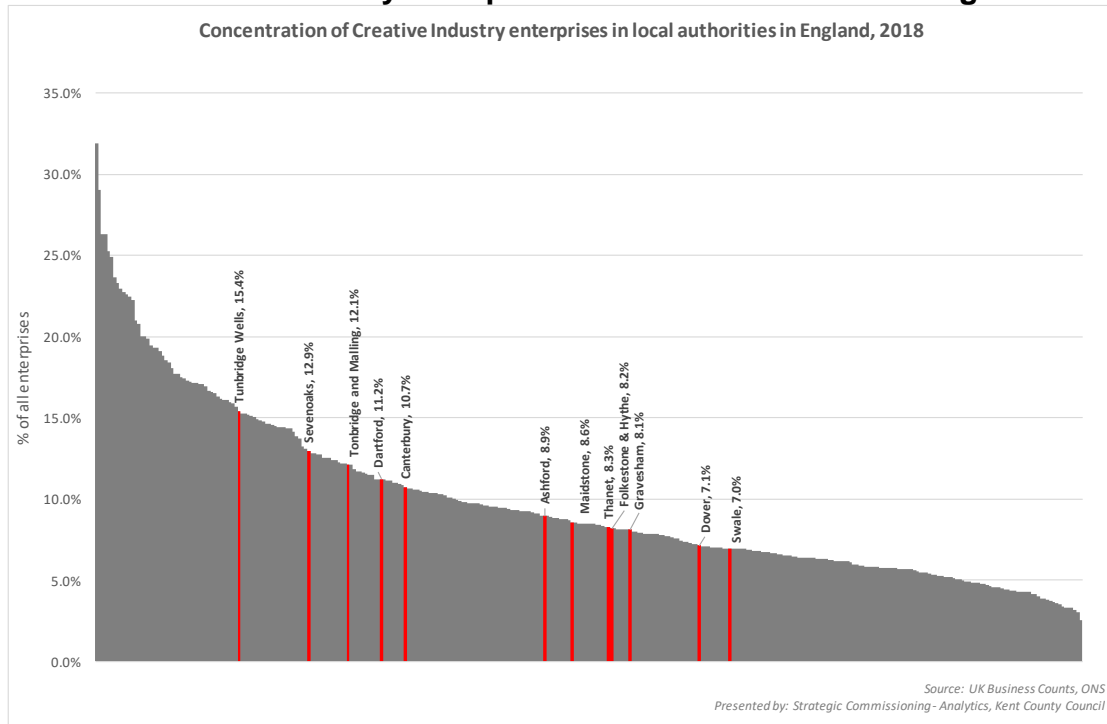


Chart 3 shows the proportion of Creative enterprises in local authorities in England. Tunbridge Wells district is within the top 20% of authorities with the highest concentration of Creative enterprises in the country.

### Chart 3: Creative industry enterprises in local authorities in England



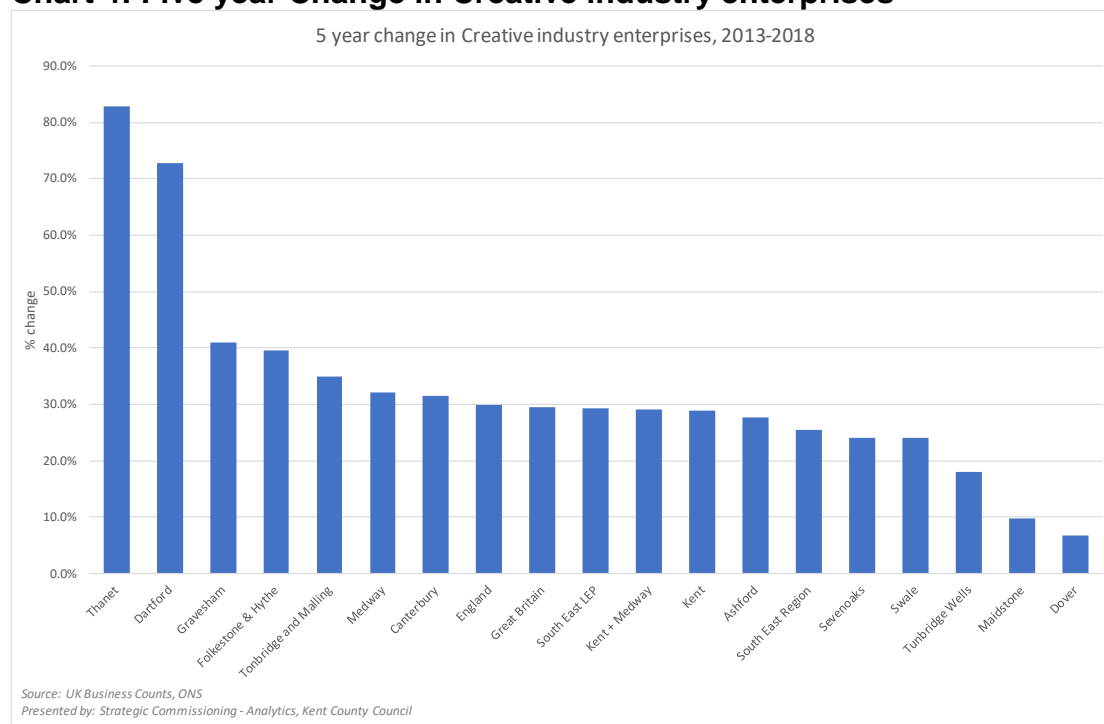
Over the last five years the number of Creative industry enterprises has grown in all Kent local authorities. Six authorities in Kent saw growth above the national average (+29.9%).

Dartford district saw the largest growth in number of Creative enterprises in Kent (+200) over the last five years. Thanet saw the largest percentage growth (82.9%) equating to 180 more enterprises.

Dover district saw the least growth with 15 more Creative enterprises than seen in 2013, an increase of just 6.7%.



## Chart 4: Five year Change in Creative industry enterprises



The Creative Industry sector is made up of nine main subsectors, the largest of which is IT, software and computer services accounting for almost half of all Creative enterprises in Kent.

**Table 4: Make up of Creative industry enterprises**

2018	Kent	Medway	South East	England	Kent	Medway	South East	England
Advertising & Marketing	575	45	4,215	23,020	9.2%	6.8%	7.7%	8.6%
Architecture	435	50	2,655	14,425	7.0%	7.6%	4.8%	5.4%
Crafts	45	0	175	1,190	0.7%	0.0%	0.3%	0.4%
Design; product, graphic & fashion design	545	60	4,005	21,605	8.7%	9.1%	7.3%	8.1%
Film, TV, video, radio & photography	655	35	5,400	30,575	10.5%	5.3%	9.8%	11.4%
IT, software & computer services	2,955	370	31,050	133,880	47.3%	56.1%	56.4%	50.0%
Publishing	315	20	2,005	9,935	5.0%	3.0%	3.6%	3.7%
Museums, Galleries & libraries	20	0	140	815	0.3%	0.0%	0.3%	0.3%
Music, performing & visual arts	710	70	5,425	32,460	11.4%	10.6%	9.8%	12.1%
<b>Total Creative Industries</b>	<b>6,250</b>	<b>660</b>	<b>55,085</b>	<b>267,910</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: UK Business Counts

Prepared by: Strategic Commissioning - Analytics, Kent County Council

At local authority district level IT, software and computer services account for the largest proportion of creative industry enterprises in all areas. Tunbridge Wells has the highest number creative industries. It has the highest number of enterprises in each subsector with the exception of IT, software and computer services. Sevenoaks had the highest number of IT, software and computer services enterprises (420) accounting for 49.4% of the creative enterprises in the district.

**Table 5: Number of creative industry enterprises – local authority district level**

2018	Total Creative Industries	Advertising & Marketing	Architecture	Crafts	Design; product, graphic & fashion design	Film, TV, video, radio & photography	IT, software & computer services	Publishing	Museums, Galleries & libraries	Music, performing & visual arts
Ashford	555	60	40	5	50	50	275	20	0	55
Canterbury	565	50	50	5	60	70	230	25	0	75
Dartford	475	25	25	5	20	25	335	15	0	25
Dover	240	20	15	0	25	30	90	15	0	40
Folkestone & Hythe	300	25	25	0	25	25	130	20	0	45
Gravesham	310	20	20	10	25	20	185	10	0	25
Maidstone	625	55	55	5	50	60	300	35	0	65
Sevenoaks	850	70	50	0	70	100	420	45	5	85
Swale	335	25	30	5	30	40	160	10	0	35
Thanet	320	15	15	0	40	55	100	25	0	70
Tonbridge and Malling	695	85	35	5	55	60	340	45	0	70
Tunbridge Wells	980	130	75	10	95	115	390	60	0	115
<b>Kent</b>	<b>6,250</b>	<b>575</b>	<b>435</b>	<b>45</b>	<b>545</b>	<b>650</b>	<b>2,955</b>	<b>320</b>	<b>15</b>	<b>705</b>
<b>Medway</b>	<b>660</b>	<b>45</b>	<b>50</b>	<b>0</b>	<b>60</b>	<b>35</b>	<b>370</b>	<b>25</b>	<b>5</b>	<b>70</b>
<b>Kent + Medway</b>	<b>6,910</b>	<b>620</b>	<b>485</b>	<b>50</b>	<b>600</b>	<b>690</b>	<b>3,325</b>	<b>345</b>	<b>20</b>	<b>775</b>
<b>South East Region</b>	<b>55,085</b>	<b>4,220</b>	<b>2,655</b>	<b>175</b>	<b>4,005</b>	<b>5,405</b>	<b>31,050</b>	<b>2,005</b>	<b>145</b>	<b>5,425</b>
<b>England</b>	<b>267,910</b>	<b>23,020</b>	<b>14,425</b>	<b>1,190</b>	<b>21,605</b>	<b>30,575</b>	<b>133,880</b>	<b>9,940</b>	<b>810</b>	<b>32,455</b>

Source: UK Business Counts

Prepared by: Strategic Commissioning - Analytics, Kent County Council

A higher proportion of Thanet’s creative businesses are film, tv, video, radio & photography enterprises (17.2%), higher than anywhere else in Kent and above the national average of 11.4%.

**Table 6: Proportion of creative industry enterprises – local authority district**

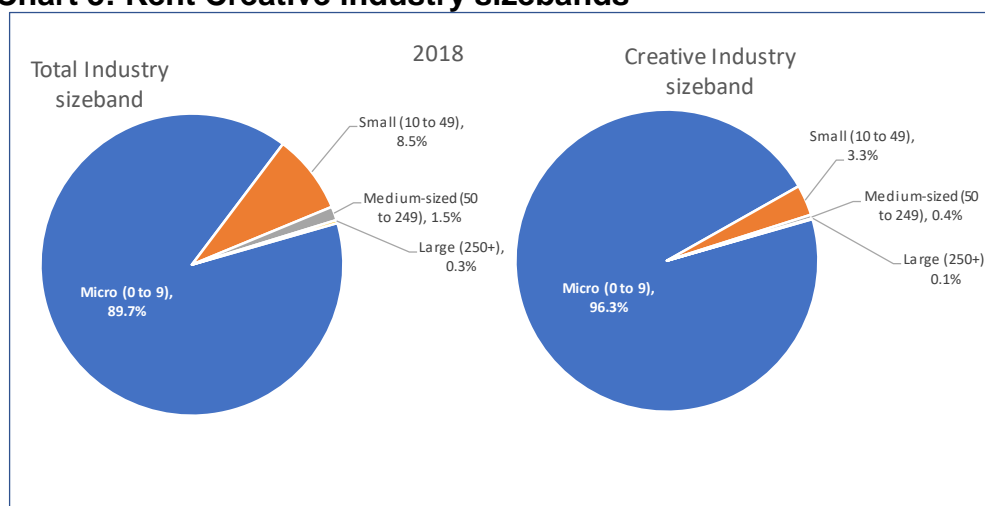
2018	Total Creative Industries	Advertising & Marketing	Architecture	Crafts	Design; product, graphic & fashion design	Film, TV, video, radio & photography	IT, software & computer services	Publishing	Museums, Galleries & libraries	Music, performing & visual arts
Ashford	100%	10.8%	7.2%	0.9%	9.0%	9.0%	49.5%	3.6%	0.0%	9.9%
Canterbury	100%	8.8%	8.8%	0.9%	10.6%	12.4%	40.7%	4.4%	0.0%	13.3%
Dartford	100%	5.3%	5.3%	1.1%	4.2%	5.3%	70.5%	3.2%	0.0%	5.3%
Dover	100%	8.3%	6.3%	0.0%	10.4%	12.5%	37.5%	6.3%	0.0%	16.7%
Folkestone & Hythe	100%	8.3%	8.3%	0.0%	8.3%	8.3%	43.3%	6.7%	0.0%	15.0%
Gravesham	100%	6.5%	6.5%	3.2%	8.1%	6.5%	59.7%	3.2%	0.0%	8.1%
Maidstone	100%	8.8%	8.8%	0.8%	8.0%	9.6%	48.0%	5.6%	0.0%	10.4%
Sevenoaks	100%	8.2%	5.9%	0.0%	8.2%	11.8%	49.4%	5.3%	0.6%	10.0%
Swale	100%	7.5%	9.0%	1.5%	9.0%	11.9%	47.8%	3.0%	0.0%	10.4%
Thanet	100%	4.7%	4.7%	0.0%	12.5%	17.2%	31.3%	7.8%	0.0%	21.9%
Tonbridge and Malling	100%	12.2%	5.0%	0.7%	7.9%	8.6%	48.9%	6.5%	0.0%	10.1%
Tunbridge Wells	100%	13.3%	7.7%	1.0%	9.7%	11.7%	39.8%	6.1%	0.0%	11.7%
<b>Kent</b>	<b>100%</b>	<b>9.2%</b>	<b>7.0%</b>	<b>0.7%</b>	<b>8.7%</b>	<b>10.4%</b>	<b>47.3%</b>	<b>5.1%</b>	<b>0.2%</b>	<b>11.3%</b>
<b>Medway</b>	<b>100%</b>	<b>6.8%</b>	<b>7.6%</b>	<b>0.0%</b>	<b>9.1%</b>	<b>5.3%</b>	<b>56.1%</b>	<b>3.8%</b>	<b>0.8%</b>	<b>10.6%</b>
<b>Kent + Medway</b>	<b>100%</b>	<b>9.0%</b>	<b>7.0%</b>	<b>0.7%</b>	<b>8.7%</b>	<b>10.0%</b>	<b>48.1%</b>	<b>5.0%</b>	<b>0.3%</b>	<b>11.2%</b>
<b>South East Region</b>	<b>100%</b>	<b>7.7%</b>	<b>4.8%</b>	<b>0.3%</b>	<b>7.3%</b>	<b>9.8%</b>	<b>56.4%</b>	<b>3.6%</b>	<b>0.3%</b>	<b>9.8%</b>
<b>England</b>	<b>100%</b>	<b>8.6%</b>	<b>5.4%</b>	<b>0.4%</b>	<b>8.1%</b>	<b>11.4%</b>	<b>50.0%</b>	<b>3.7%</b>	<b>0.3%</b>	<b>12.1%</b>

Source: UK Business Counts

Prepared by: Strategic Commissioning - Analytics, Kent County Council

A higher proportion of Creative enterprises are micro enterprises (those employing 0-9 people) than the average for total industries. Micro enterprises account for 96.3% of Creative enterprises in Kent.

**Chart 3: Kent Creative industry sizebands**



The proportion of Creative enterprises in each sizeband is largely similar to that seen nationally.

**Table 7: Creative enterprises - sizebands**

	Employment sizeband					Percentage			
	Total	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)
<b>2018</b>									
Ashford	555	540	15	0	0	97.3%	2.7%	0.0%	0.0%
Canterbury	565	540	25	5	0	95.6%	4.4%	0.9%	0.0%
Dartford	475	455	15	0	0	95.8%	3.2%	0.0%	0.0%
Dover	240	235	5	0	0	97.9%	2.1%	0.0%	0.0%
Folkestone & Hythe	300	290	10	0	0	96.7%	3.3%	0.0%	0.0%
Gravesham	310	305	5	0	0	98.4%	1.6%	0.0%	0.0%
Maidstone	625	590	35	0	0	94.4%	5.6%	0.0%	0.0%
Sevenoaks	850	820	25	5	0	96.5%	2.9%	0.6%	0.0%
Swale	335	325	10	0	0	97.0%	3.0%	0.0%	0.0%
Thanet	320	310	10	0	0	96.9%	3.1%	0.0%	0.0%
Tonbridge and Malling	695	670	20	5	0	96.4%	2.9%	0.7%	0.0%
Tunbridge Wells	980	940	40	0	0	95.9%	4.1%	0.0%	0.0%
<b>Kent</b>	<b>6,250</b>	<b>6,020</b>	<b>205</b>	<b>25</b>	<b>5</b>	<b>96.3%</b>	<b>3.3%</b>	<b>0.4%</b>	<b>0.1%</b>
Medway	660	640	20	5	0	97.0%	3.0%	0.8%	0.0%
<b>Kent + Medway</b>	<b>6,910</b>	<b>6,655</b>	<b>225</b>	<b>25</b>	<b>5</b>	<b>96.3%</b>	<b>3.3%</b>	<b>0.4%</b>	<b>0.1%</b>
<b>South East LEP</b>	<b>16,990</b>	<b>16,405</b>	<b>510</b>	<b>65</b>	<b>10</b>	<b>96.6%</b>	<b>3.0%</b>	<b>0.4%</b>	<b>0.1%</b>
<b>South East</b>	<b>55,085</b>	<b>52,635</b>	<b>2,045</b>	<b>320</b>	<b>80</b>	<b>95.6%</b>	<b>3.7%</b>	<b>0.6%</b>	<b>0.1%</b>
<b>England</b>	<b>267,910</b>	<b>254,030</b>	<b>11,485</b>	<b>2,005</b>	<b>390</b>	<b>94.8%</b>	<b>4.3%</b>	<b>0.7%</b>	<b>0.1%</b>
<b>Great Britain</b>	<b>287,005</b>	<b>272,140</b>	<b>12,315</b>	<b>2,130</b>	<b>415</b>	<b>94.8%</b>	<b>4.3%</b>	<b>0.7%</b>	<b>0.1%</b>

Source: UK Business Counts

Prepared by: Strategic Commissioning - Analytics, Kent County Council

87.0% Kent Creative enterprises have a turnover of £199 thousand or less, which is higher than is seen nationally (84.6%).

**Table 8: Creative enterprises - turnover**

2018	Number of Creative enterprises				% of total Creative enterprises			
	Kent	Medway	South East	England	Kent	Medway	South East	England
<b>Total</b>	6,250	660	55,085	267,910	100%	100%	100%	100%
0 to 49 (thousand)	1,085	115	9,000	45,435	17.4%	17.4%	16.3%	17.0%
50 to 99 (thousand)	1,930	235	16,835	82,885	30.9%	35.6%	30.6%	30.9%
100 to 199 (thousand)	2,425	245	21,815	98,270	38.8%	37.1%	39.6%	36.7%
200 to 499 (thousand)	400	30	3,175	16,835	6.4%	4.5%	5.8%	6.3%
500 to 999 (thousand)	210	15	1,850	10,600	3.4%	2.3%	3.4%	4.0%
1000 to 1999 (thousand)	105	10	1,090	6,125	1.7%	1.5%	2.0%	2.3%
2000 to 4999 (thousand)	55	5	715	4,195	0.9%	0.8%	1.3%	1.6%
5000 to 9999 (thousand)	25	0	280	1,665	0.4%	0.0%	0.5%	0.6%
10000 to 49999 (thousand)	15	5	240	1,445	0.2%	0.8%	0.4%	0.5%
50000+ (thousand)	5	0	80	460	0.1%	0.0%	0.1%	0.2%

Source: UK Business Counts

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