

Creative Industries in Kent

Related documents

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

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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 and the number of enterprises in creative industries in Kent.

Summary

- There were an estimated 9,700 employee jobs in the Creative Industry in Kent in 2020 accounting for 1.6% of all jobs. This is below the regional (2.6%) and national (2.3%) average.
- Over the last 5 years creative jobs in Kent have increased by 10%, above the regional increase of 6.0% and national increase of 6.3%.
- The biggest proportion of creative jobs in Kent was in IT, software & computer services (35.7%).
- There were 6,385 creative enterprises in Kent in March 2021 accounting for 9.9% of all enterprises.
- The number of creative enterprises in Kent has grown by 9.4% over the last 5 years.
- 95.8% of creative enterprises in Kent are micro enterprises employing fewer than 10 people.

Introduction

In 2017 the UK government launched its Industrial Strategy White Paper. The aim of the Industrial Strategy is to enable strong economic growth.

As part of the strategy, the government launched a number of sector deals to help develop certain industries in the UK. In 2018 it launched its Creative Industries Sector Deal to help develop Creative Industries in the UK. More information on this sector deal can be found on the [UK government website](#).

Definition of creative industries

Creative Industries is not a standard industrial sector. It is made up of several 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 industries 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](#).

The following table shows the 31 individual industries included in the Creative Industries sector and their creative density (see overleaf). The creative intensity shows the proportion of jobs within each individual sector which were considered to be creative jobs.

Creative Industries Group	Industry code	Industry description	Creative Intensity
Advertising & Marketing	70.21	Public relations and communication activities	59.3%
	73.11	Advertising agencies	50.5%
	73.12	Media representation	48.3%
Architecture	71.11	Architectural activities	61.5%
Crafts	32.12	Manufacture of jewellery and related articles	56.2%
Design; product, graphic & fashion design	74.1	Specialised design activities	62.1%
Film, TV, video, radio & photography	59.11	Motion picture, video and television programme production activities	56.4%
	59.12	Motion picture, video and television programme post-production activities	56.4%
	59.13	Motion picture, video and television programme distribution activities	56.4%
	59.14	Motion picture projection activities	56.4%
	60.1	Radio broadcasting	62.7%
	60.2	Television programming and broadcasting activities	53.5%
IT, software & computer services	74.2	Photographic activities	77.8%
	58.21	Publishing of computer games	43.1%
	58.29	Other software publishing	40.8%
	62.01	Computer programming activities	55.8%
Publishing	62.02	Computer consultancy activities	32.8%
	58.11	Book publishing	49.9%
	58.12	Publishing of directories and mailing lists	31.0%
	58.13	Publishing of newspapers	48.8%
	58.14	Publishing of journals and periodicals	58.3%
	58.19	Other publishing activities	37.8%
Museums, Galleries & libraries	74.3	Translation and interpretation activities	82.2%
	91.01	Library and archive activities	23.8%
Music, performing & visual arts	91.02	Museum activities	22.5%
	59.2	Sound recording and music publishing activities	54.1%
	85.52	Cultural education	34.6%
	90.01	Performing arts	78.8%
	90.02	Support activities to performing arts	56.8%
	90.03	Artistic creation	91.5%
	90.04	Operation of arts facilities	38.4%

Employee jobs

The number of employee jobs in the creative sector comes from information from the Business Register and Employment Survey (BRES) produced by the ONS. The BRES is a sample survey which collects employment information from businesses across the whole of the Great Britain economy for each site that they operate. The survey covers all businesses in Great Britain registered for VAT and/or PAYE. BRES does not cover the very small businesses neither registered for VAT nor PAYE, neither does it include self-employed workers unless they are registered for VAT or PAYE.

The data provides us with an estimate of employee jobs and total employment (number of employees plus the number of working owners).

BRES is a sample survey and produces estimated employment figures. These estimates are of a good quality at higher levels of geography, for example region, however the

quality of the estimates deteriorates as the geographies get smaller. This should be remembered when considering the quality of county and district estimates.

The survey provides us with estimates of employees by industrial sector based upon the UK Standard Industrial Classification of Economic Activity. The number of creative jobs used in this bulletin is calculated by applying the creative industry proportions identified by DCMS for each of the individual industries which make up the sector. More information about the types of industry which make up each of the industrial sectors is available from [the UK Standard Industrial Classification of Economic Activities](#) published by the Office for National Statistics.

Impact of Coronavirus on BRES data

The Business Register and Employment Survey (BRES) reference date of 11 September 2020 meant that coronavirus (COVID-19) had a tangible effect on producing estimates. This indicates lower levels of precision than in previous years. The response rate for the 2020 BRES was 72.6%, which was lower than the 2019 BRES response rate of 83.6%. For this reason, figures for 2020 should be considered with caution.

More information on how Coronavirus has affected labour market statistics can be found [on the Office for National Statistics' website](#).

Enterprises

The number of creative enterprises comes from information from the UK Business Counts dataset produced by 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 snapshot of businesses that were live at that time. It is broken down by size band, industry, and turnover. Further information about the methodology used for producing these data is available from [the Office for National Statistics](#).

All enterprises within the 31 industrial sectors that are identified as have a high creative intensity are included.

Creative Industry Employee jobs in Kent

Using the DCMS definition of Creative Industries we can 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.

The latest figures are for 2020. All numbers are rounded to the nearest 100 in accordance with guidelines however percentages are calculated using unrounded figures.

Table 1: Creative Industry employee jobs

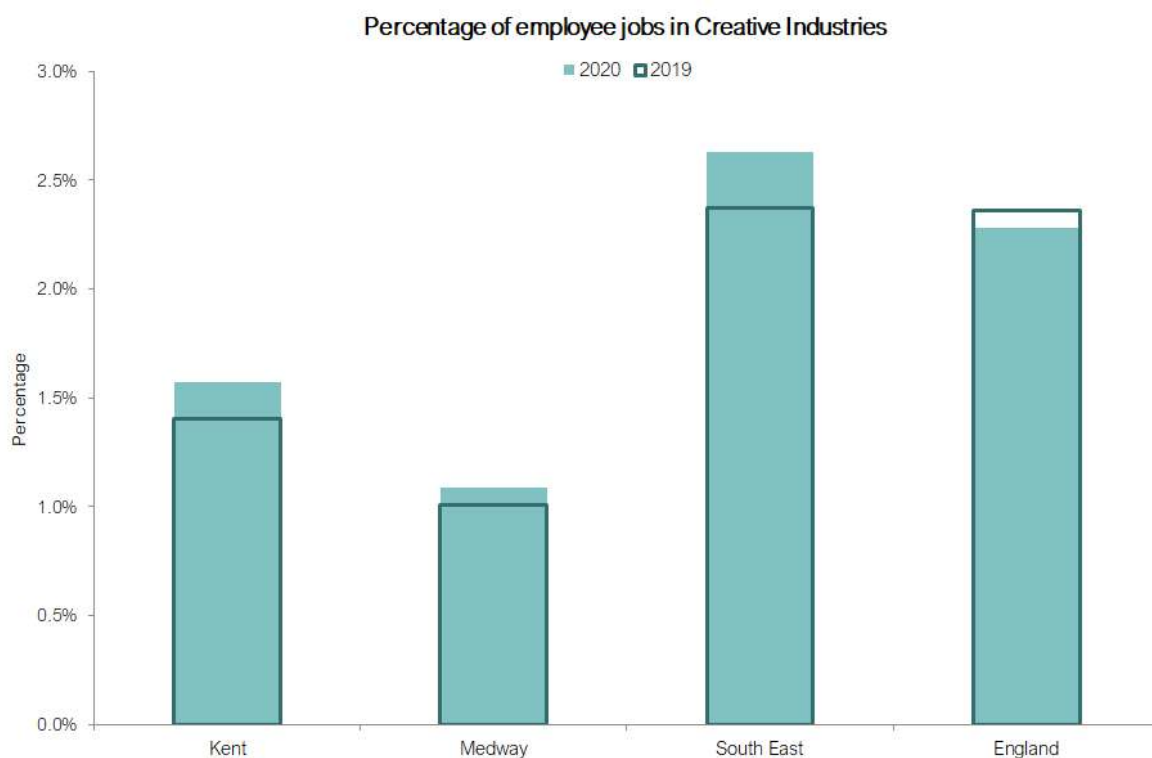
	Number						Percentage					
	2015	2016	2017	2018	2019	2020	2015	2016	2017	2018	2019	2020
Kent	8,800	8,500	8,200	9,600	8,800	9,700	1.4%	1.4%	1.3%	1.6%	1.4%	1.6%
Medway	900	900	800	1,000	1,000	1,000	1.1%	1.0%	0.9%	1.1%	1.0%	1.1%
South East	101,900	102,900	95,500	105,600	100,100	108,000	2.5%	2.5%	2.3%	2.5%	2.4%	2.6%
England	553,300	585,200	576,000	601,400	620,600	588,300	2.2%	2.3%	2.2%	2.3%	2.4%	2.3%

Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

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

Chart 1: Percentage of Creative Industry employee jobs



Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

Kent has seen an increase in creative jobs (+9.9%) while nationally creative jobs have fallen (-5.2%). In Kent in 2020 there were an estimated 900 more creative jobs than the previous year. Since 2015 Kent has seen 10% growth.

Table 2: Change in Creative Industry employee jobs

	1 year change		5 year change	
	No.	%	No.	%
Kent	900	9.9%	900	10.0%
Medway	100	8.5%	100	9.8%
South East	7,900	7.9%	6,100	6.0%
England	-32,300	-5.2%	35,000	6.3%

Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

Creative industries are grouped into 9 main categories as shown in table 3.

The highest proportion of creative employee jobs are within the IT, Software and Computer Services category. In the South East this accounts for more than half of all creative employee jobs, however Kent has a lower proportion at 35.7%, or 3,400 employee jobs.

Kent has a higher proportion of employee jobs in six of the nine creative sectors than seen nationally: Architecture, Crafts, Design, Publishing, Museums, galleries and libraries, and music and performing arts.

Table 3 shows creative industry jobs by sector. All data is rounded to the nearest 100 so zero may not be true zero. Percentages are calculated using unrounded data.

Table 3: Creative Industry jobs by sector

2020	Number				Percentage			
	Kent	Medway	South East	England	Kent	Medway	South East	England
Advertising & Marketing	700	0	8,000	62,200	7.7%	2.8%	7.4%	10.6%
Architecture	1,000	100	6,500	50,100	10.4%	7.1%	6.0%	8.5%
Crafts	0	0	300	1,700	0.4%	0.0%	0.2%	0.3%
Design; product, graphic & fashion design	900	100	5,900	31,100	9.6%	6.0%	5.5%	5.3%
Film, TV, video, radio & photography	1,300	200	12,900	94,100	13.4%	18.7%	11.9%	16.0%
IT, software & computer services	3,400	400	55,700	233,800	35.7%	41.7%	51.6%	39.7%
Publishing	900	100	7,600	46,800	9.1%	8.7%	7.1%	8.0%
Museums, Galleries & libraries	200	100	1,300	10,400	2.2%	4.9%	1.2%	1.8%
Music, performing & visual arts	1,100	100	9,900	58,200	11.5%	10.0%	9.1%	9.9%
Total Creative Industries	9,700	1,000	108,000	588,300	100%	100%	100%	100%

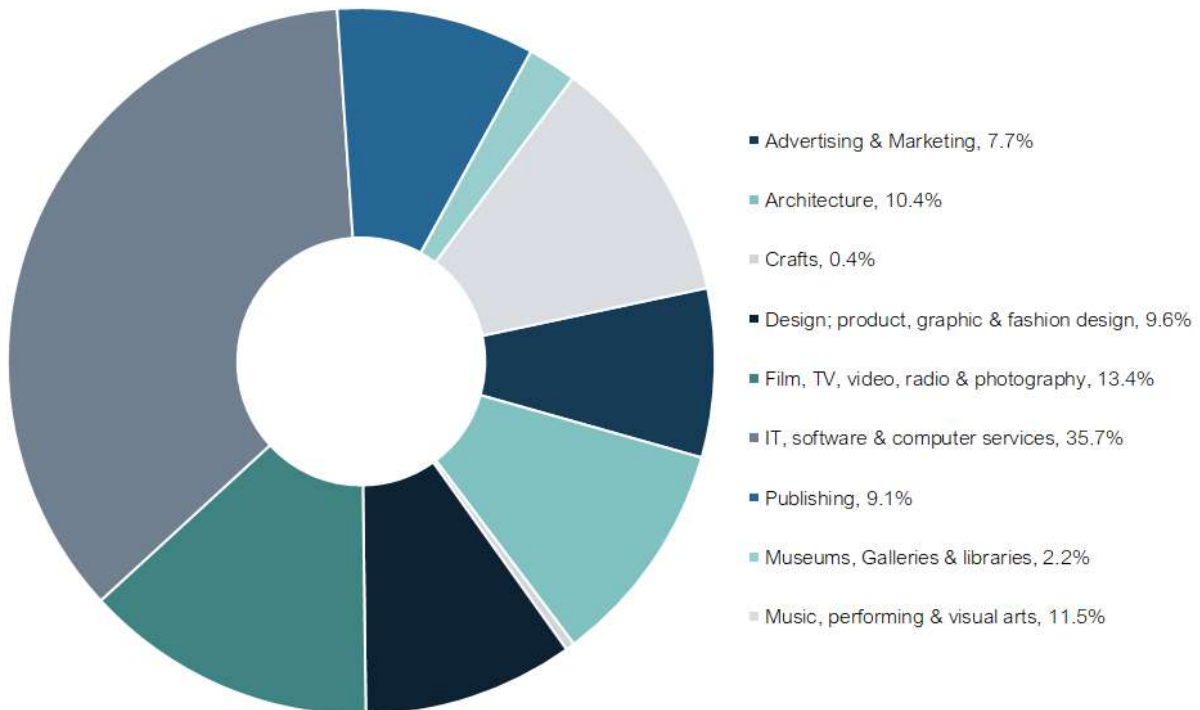
Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

Chart 2 overleaf shows the proportion of creative jobs in Kent by sector.

Chart 2: Creative Industry jobs by sector

Percentage of Kent Creative Industry employee jobs by sector, 2020



Source: BRES; DCMS
Presented by: Kent 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 sector.

All numbers are rounded at source. Values may be rounded down to zero, so all zeros are not necessarily true zeros. Totals across tables may differ by minor amounts due to the disclosure methods used by ONS. The latest figures are for 2021.

Kent has an estimated 6,385 creative enterprises as at March 2021 although they account for a lower proportion (9.9%) of total enterprises in the area than the national and regional average. Creative enterprises have increased by 9.4% in Kent over the last five years, a bigger increase than was seen nationally.

Tunbridge Wells district has the highest number and proportion of creative enterprises in Kent (950 enterprises equivalent to 15.1% of all enterprises in the area).

Three districts saw an increase in creative enterprises since 2020. The biggest increase was in Thanet which had 25 more creative Industry enterprises than the year before, an increase of 6.3%.

Eight districts saw a reduction in creative enterprises. The biggest reductions were in Dartford and Tonbridge & Malling where each had 50 fewer creative enterprises than the year before.

Thanet has also seen the biggest five-year change with 155 more creative enterprises (an increase of 58.5%) closely followed by Dartford with 145 more creative enterprises (an increase of 38.2%).

Maidstone and Sevenoaks are the only Kent districts to see a five-year fall in creative enterprises.

Creative industry enterprises in Kent districts in 2021, and the one-year and five-year change is shown in table 4.

Table 4: Creative Industry Enterprises

2021			Change since last year		5 year change	
	Number	%	Number	%	Number	%
Ashford	570	8.6%	-25	-4.2%	60	11.8%
Canterbury	595	10.9%	0	0.0%	85	16.7%
Dartford	525	11.0%	-50	-8.7%	145	38.2%
Dover	265	7.2%	10	3.9%	30	12.8%
Folkestone & Hythe	315	8.3%	5	1.6%	40	14.5%
Gravesham	305	7.4%	-10	-3.2%	5	1.7%
Maidstone	605	7.6%	-20	-3.2%	-15	-2.4%
Sevenoaks	800	12.1%	-40	-4.8%	-40	-4.8%
Swale	335	6.6%	-10	-2.9%	10	3.1%
Thanet	420	10.0%	25	6.3%	155	58.5%
Tonbridge and Malling	695	11.3%	-50	-6.7%	60	9.4%
Tunbridge Wells	950	15.1%	-20	-2.1%	15	1.6%
Kent	6,385	9.9%	-190	-2.9%	550	9.4%
Medway	640	7.0%	-20	-3.0%	15	2.4%
Kent + Medway	7,025	9.5%	-210	-2.9%	565	8.7%
South East Region	53,970	12.8%	-2,475	-4.4%	1,250	2.4%
England	264,790	11.0%	-10,475	-3.8%	10,440	4.1%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

The distribution of creative enterprises in Kent and Medway is shown in map 1 overleaf.

Map 1: Creative industry enterprises in Kent & Medway

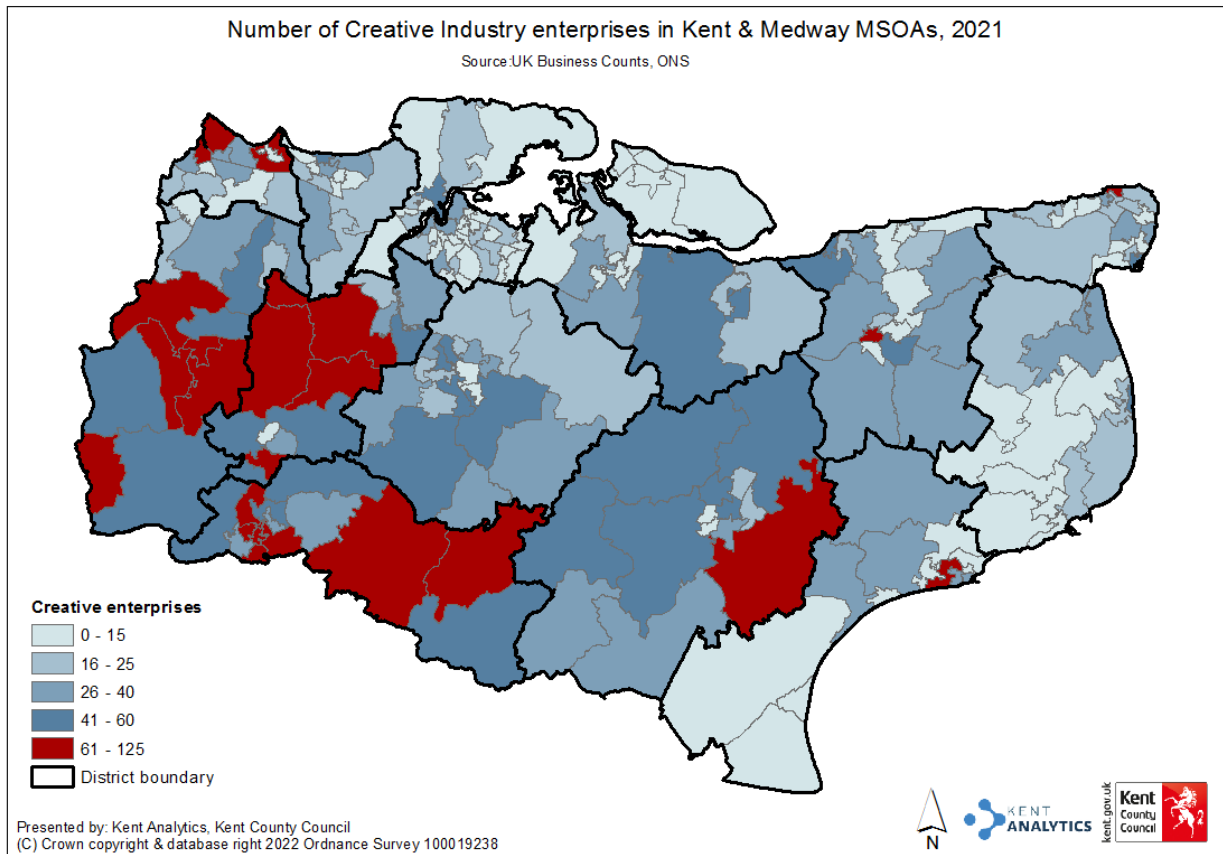


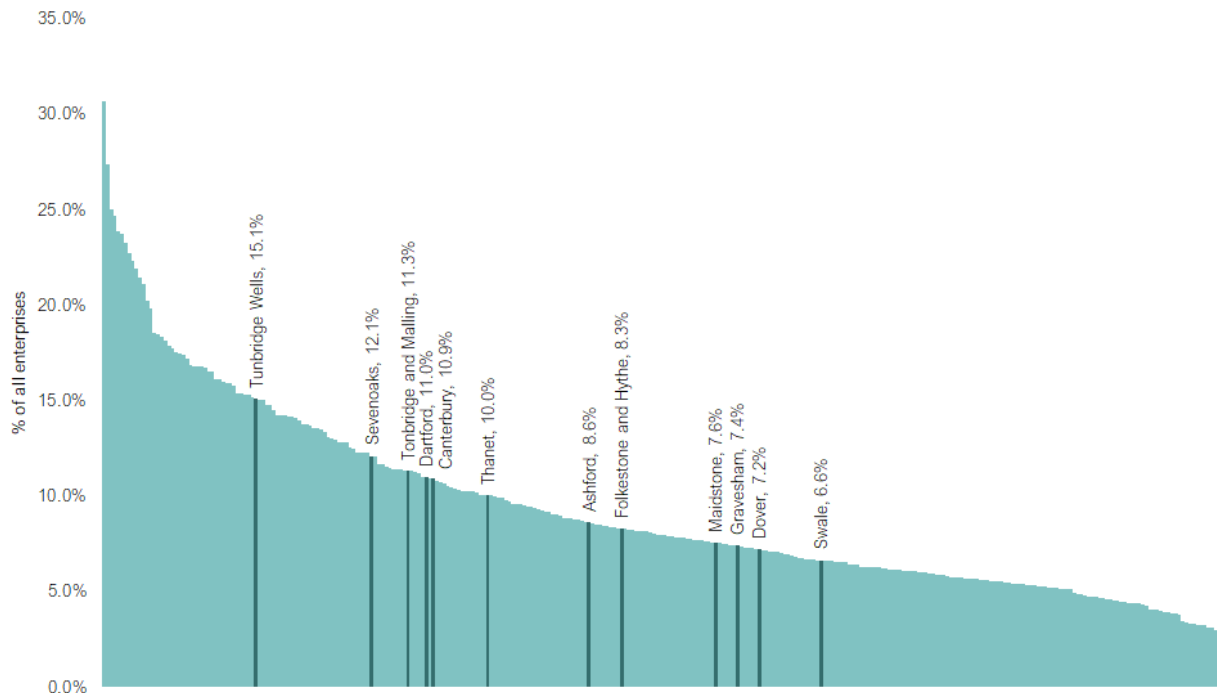
Chart 3 overleaf shows the proportion of Creative enterprises in local authorities in England.

Tunbridge Wells district is the only Kent district to be within the top 20% of authorities with the highest concentration of Creative enterprises in the country, where 13.4% or more enterprises are considered creative enterprises.

There are no Kent districts within the bottom 20% where 5.5% or fewer enterprises are considered creative enterprises.

Chart 3: Creative industry enterprises in local authorities in England

Percentage of Creative Industry enterprises in local authorities in England, 2021



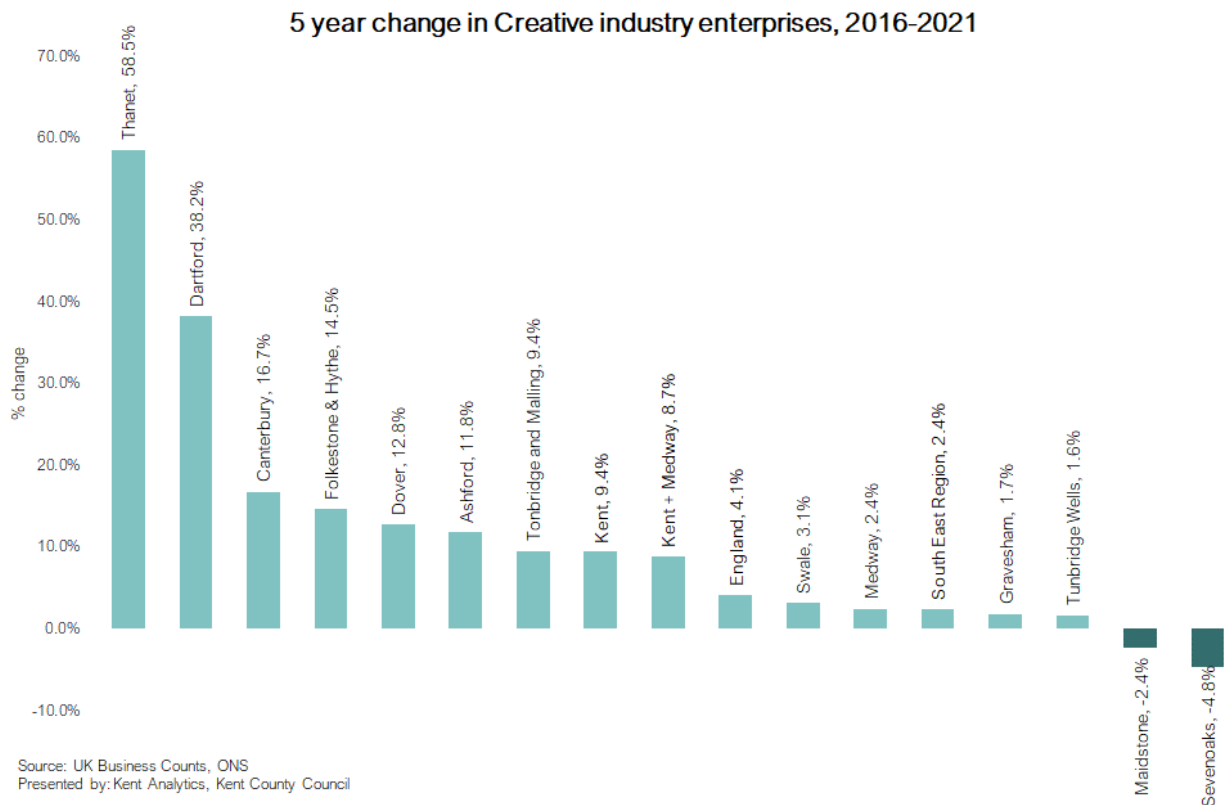
Source: UK Business Counts, ONS
Presented by: Kent Analytics, Kent County Council

Over the last five years the number of creative enterprises has grown in all but two of Kent local authorities.

Seven authorities in Kent saw five-year percentage growth above the national average of 4.1%. Thanet district saw the largest growth in number of creative enterprises in Kent (+155) over the last five years and the highest percentage growth (+58.5%).

Chart 4 overleaf shows the percentage growth in creative enterprises over the last five years.

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 45.1% of all creative enterprises in Kent.

Kent has a higher proportion of advertising & marketing, architecture, crafts, design, and publishing enterprises than the national average. This is shown in table 5.

Table 5: Creative industry enterprises by sector

2021	Kent	Medway	South East	England	Kent	Medway	South East	England
Advertising & Marketing	620	50	4,515	24,375	9.7%	7.8%	8.4%	9.2%
Architecture	455	45	2,735	14,960	7.1%	7.0%	5.1%	5.6%
Crafts	45	5	180	1,240	0.7%	0.8%	0.3%	0.5%
Design; product, graphic & fashion design	590	55	4,135	22,165	9.2%	8.6%	7.7%	8.4%
Film, TV, video, radio & photography	730	40	5,890	32,515	11.4%	6.3%	10.9%	12.3%
IT, software & computer services	2,880	360	28,865	125,495	45.1%	56.3%	53.5%	47.4%
Publishing	305	20	1,930	9,915	4.8%	3.1%	3.6%	3.7%
Museums, Galleries & libraries	15	5	140	830	0.2%	0.8%	0.3%	0.3%
Music, performing & visual arts	735	60	5,580	33,300	11.5%	9.4%	10.3%	12.6%
Total Creative Industries	6,385	640	53,970	264,790	100%	100%	100%	100%

Source: UK Business Counts
Presented by: Kent 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.

Dartford has the highest number of IT, software, and computer services enterprises (390) accounting for almost three quarters of all creative enterprises in the area.

The number of creative enterprises in Kent districts by subsector is shown in table 6.

Table 6: Number of creative industry enterprises – local authority district level

2021	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	570	60	45	5	60	60	260	20	0	65
Canterbury	595	55	55	5	55	85	240	25	0	70
Dartford	525	20	20	5	25	30	390	10	0	25
Dover	265	30	20	5	25	35	95	15	0	45
Folkestone & Hythe	315	30	30	0	35	30	125	15	0	45
Gravesham	305	15	20	5	25	25	175	15	0	25
Maidstone	605	65	50	5	45	70	275	35	0	60
Sevenoaks	800	90	50	0	65	90	380	35	5	85
Swale	335	20	30	5	40	40	145	15	0	35
Thanet	420	35	20	0	60	80	105	15	0	105
Tonbridge and Malling	695	80	40	5	65	70	325	45	0	65
Tunbridge Wells	950	125	65	10	100	115	365	60	0	110
Kent	6,385	620	455	45	590	730	2,880	305	15	735
Medway	640	50	45	5	55	40	360	20	5	60
Kent + Medway	7,025	675	500	50	645	775	3,245	330	20	795
South East Region	53,970	4,515	2,735	180	4,135	5,890	28,865	1,930	140	5,580
England	264,790	24,375	14,960	1,240	22,165	32,515	125,495	9,915	830	33,300

Source: UK Business Counts
Presented by: Kent Analytics, Kent County Council

Thanet has a considerably lower proportion of IT, software, and computer services than anywhere else in Kent (25.0%). Music, performing & visual arts, Film, TV video, radio & photography and design enterprises make up a higher proportion of creative enterprises in Thanet than anywhere else in Kent.

The proportion of creative enterprises in Kent districts by subsector is shown in table 7 overleaf.

Table 7: Proportion of creative industry enterprises – local authority district

2021	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%	10.5%	7.9%	0.9%	10.5%	10.5%	45.6%	3.5%	0.0%	11.4%
Canterbury	100%	9.2%	9.2%	0.8%	9.2%	14.3%	40.3%	4.2%	0.0%	11.8%
Dartford	100%	3.8%	3.8%	1.0%	4.8%	5.7%	74.3%	1.9%	0.0%	4.8%
Dover	100%	11.3%	7.5%	1.9%	9.4%	13.2%	35.8%	5.7%	0.0%	17.0%
Folkestone & Hythe	100%	9.5%	9.5%	0.0%	11.1%	9.5%	39.7%	4.8%	0.0%	14.3%
Gravesham	100%	4.9%	6.6%	1.6%	8.2%	8.2%	57.4%	4.9%	0.0%	8.2%
Maidstone	100%	10.7%	8.3%	0.8%	7.4%	11.6%	45.5%	5.8%	0.0%	9.9%
Sevenoaks	100%	11.3%	6.3%	0.0%	8.1%	11.3%	47.5%	4.4%	0.6%	10.6%
Swale	100%	6.0%	9.0%	1.5%	11.9%	11.9%	43.3%	4.5%	0.0%	10.4%
Thanet	100%	8.3%	4.8%	0.0%	14.3%	19.0%	25.0%	3.6%	0.0%	25.0%
Tonbridge and Malling	100%	11.5%	5.8%	0.7%	9.4%	10.1%	46.8%	6.5%	0.0%	9.4%
Tunbridge Wells	100%	13.2%	6.8%	1.1%	10.5%	12.1%	38.4%	6.3%	0.0%	11.6%
Kent	100%	9.7%	7.1%	0.7%	9.2%	11.4%	45.1%	4.8%	0.2%	11.5%
Medway	100%	7.8%	7.0%	0.8%	8.6%	6.3%	56.3%	3.1%	0.8%	9.4%
Kent + Medway	100%	9.6%	7.1%	0.7%	9.2%	11.0%	46.2%	4.7%	0.3%	11.3%
South East Region	100%	8.4%	5.1%	0.3%	7.7%	10.9%	53.5%	3.6%	0.3%	10.3%
England	100%	9.2%	5.6%	0.5%	8.4%	12.3%	47.4%	3.7%	0.3%	12.6%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

The size of an enterprise can be classified as micro, small, medium, or large depending upon the number of workers it employs.

Enterprise size	Number of employees
Micro	0 to 9
Small	10 to 49
Medium	50 to 249
Large	250+

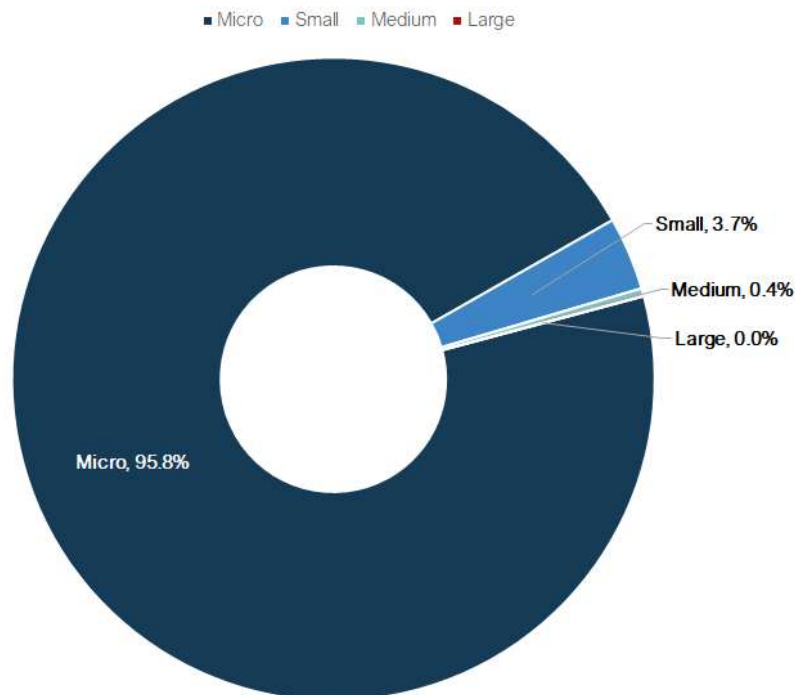
The proportion of Creative enterprises in each size band is similar to that seen nationally.

A higher proportion of creative enterprises are micro enterprises (those employing 0-9 people) than the average for total industries. Micro enterprises account for 95.8% of creative enterprises in Kent. There are no creative enterprises in Kent that are classified as large enterprises (employing 250 people or more).

Chart 6 overleaf shows Kent creative enterprises by employment size band and table 8 shows the number and proportion of creative enterprises by size band in Kent districts.

Chart 5: Kent Creative industry size bands

Kent creative enterprises employment sizebands 2021



Source: UK Business Counts, ONS
Presented by: Kent Analytics, Kent County Council

Table 8: Creative enterprises - size bands

	Employment sizeband					Percentage			
	Total	Micro	Small	Medium	Large	Micro	Small	Medium	Large
2021									
Ashford	570	550	20	5	0	96.5%	3.5%	0.9%	0.0%
Canterbury	595	555	35	5	0	93.3%	5.9%	0.8%	0.0%
Dartford	525	510	10	0	0	97.1%	1.9%	0.0%	0.0%
Dover	265	260	5	0	0	98.1%	1.9%	0.0%	0.0%
Folkestone & Hythe	315	305	10	0	0	96.8%	3.2%	0.0%	0.0%
Gravesham	305	300	5	0	0	98.4%	1.6%	0.0%	0.0%
Maidstone	605	565	40	5	0	93.4%	6.6%	0.8%	0.0%
Sevenoaks	800	775	25	0	0	96.9%	3.1%	0.0%	0.0%
Swale	335	320	10	5	0	95.5%	3.0%	1.5%	0.0%
Thanet	420	405	10	0	0	96.4%	2.4%	0.0%	0.0%
Tonbridge and Malling	695	660	25	5	0	95.0%	3.6%	0.7%	0.0%
Tunbridge Wells	950	905	40	0	0	95.3%	4.2%	0.0%	0.0%
Kent	6,385	6,120	235	25	0	95.8%	3.7%	0.4%	0.0%
Medway	640	620	15	5	0	96.9%	2.3%	0.8%	0.0%
Kent + Medway	7,025	6,740	255	30	0	95.9%	3.6%	0.4%	0.0%
South East	53,970	51,410	2,120	355	85	95.3%	3.9%	0.7%	0.2%
England	264,790	250,085	12,035	2,260	410	94.4%	4.5%	0.9%	0.2%

Source: UK Business Counts
Presented by: Kent Analytics, Kent County Council

84.9% Kent Creative enterprises have a turnover of £199 thousand or less, which is higher than is seen nationally (82.7%).

Table 9: Creative enterprises - turnover

2021	Number of Creative enterprises				% of total Creative enterprises			
	Kent	Medway	South East	England	Kent	Medway	South East	England
Total	6,385	640	53,970	264,790	100%	100%	100%	100%
0 to 49 (thousand)	1,000	85	8,315	42,380	15.7%	13.3%	15.4%	16.0%
50 to 99 (thousand)	1,780	205	14,460	70,825	27.9%	32.0%	26.8%	26.7%
100 to 199 (thousand)	2,640	265	22,800	105,785	41.3%	41.4%	42.2%	40.0%
200 to 499 (thousand)	480	45	3,730	19,300	7.5%	7.0%	6.9%	7.3%
500 to 999 (thousand)	225	20	1,945	10,710	3.5%	3.1%	3.6%	4.0%
1000 to 1999 (thousand)	140	10	1,185	6,720	2.2%	1.6%	2.2%	2.5%
2000 to 4999 (thousand)	75	5	845	4,855	1.2%	0.8%	1.6%	1.8%
5000 to 9999 (thousand)	25	0	320	1,975	0.4%	0.0%	0.6%	0.7%
10000 to 49999 (thousand)	15	5	265	1,700	0.2%	0.8%	0.5%	0.6%
50000+ (thousand)	5	0	100	540	0.1%	0.0%	0.2%	0.2%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

