

## Creative industries in Kent

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

### Further Information

Kent Analytics  
Kent County Council  
Invicta House  
Maidstone  
Kent  
ME14 1XX

Email:

[research@kent.gov.uk](mailto:research@kent.gov.uk)

Tel: 03000 417444

**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

- The UK government launched its Creative Industries Sector Deal in 2018 to help develop Creative Industries in the UK.
- In 2019 Creative Industries account for 1.4% of employee jobs in Kent compared to 2.4% in England.
- The number of employee jobs in Creative Industries in Kent has fallen by 800 (-8.0%) since 2018. This pattern is also reflected regionally however nationally they have increased by 3.2%.
- In 2020 10.3% of enterprises in Kent (6,575 enterprises) are within creative industries
- There has been a small increase in the number of creative enterprises in Kent since the previous year (+0.6%)
- IT, software and computer services make up the highest proportion of creative enterprises in Kent (47.7%)

## 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](#).

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](#).

Creative Industries Group	Industry		Creative Intensity
	code	Industry description	
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%
	74.2	Photographic activities	77.8%
IT, software & computer services	58.21	Publishing of computer games	43.1%
	58.29	Other software publishing	40.8%
	62.01	Computer programming activities	55.8%
	62.02	Computer consultancy activities	32.8%
Publishing	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%
	74.3	Translation and interpretation activities	82.2%
Museums, Galleries & libraries	91.01	Library and archive activities	23.8%
	91.02	Museum activities	22.5%
Music, performing & visual arts	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%

## 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 2019. 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**

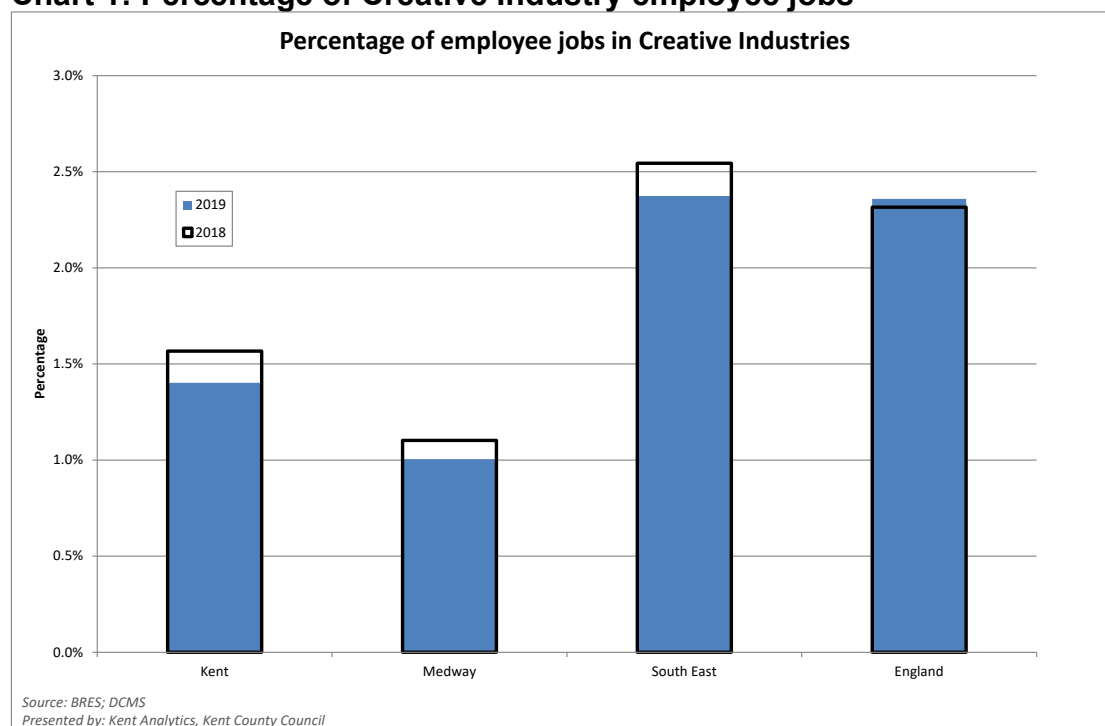
	Number					Percentage				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
<b>Kent</b>	8,800	8,500	8,200	9,600	8,800	1.4%	1.4%	1.3%	1.6%	1.4%
<b>Medway</b>	900	900	800	1,000	1,000	1.1%	1.0%	0.9%	1.1%	1.0%
<b>South East</b>	101,900	102,900	95,500	105,600	100,100	2.5%	2.5%	2.3%	2.5%	2.4%
<b>England</b>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

Source: BRES; DCMS

Presented by: Kent 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 employee jobs**



Kent has seen a reduction in creative jobs (-8.0%) while nationally creative jobs have grown (+3.2%). In Kent in 2019 there were an estimated 800 fewer creative jobs than the previous year. Since 2015 Kent has seen 0.1% growth.

**Table 2: Change in Creative Industry employee jobs**

	1 year change		Change since 2015	
	Number	%	Number	%
<b>Kent</b>	-800	-8.0%	0	0.1%
<b>Medway</b>	-100	-7.6%	0	1.3%
<b>South East</b>	-5,500	-5.2%	-1,800	-1.8%
<b>England</b>	19,200	3.2%	67,300	12.2%

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 Industries employee jobs are within the IT, Software and Computer Services category. In the South East this accounts for more than half of all Creative Industry employee jobs, however Kent has a lower proportion at 39.1%, or 3,400 employee jobs.

Architecture makes up the second largest proportion in Kent with 11.4% of Creative employee jobs in this category.

Kent has a higher proportion of employee jobs in Architecture, Design, Publishing, IT and Museums than seen nationally.

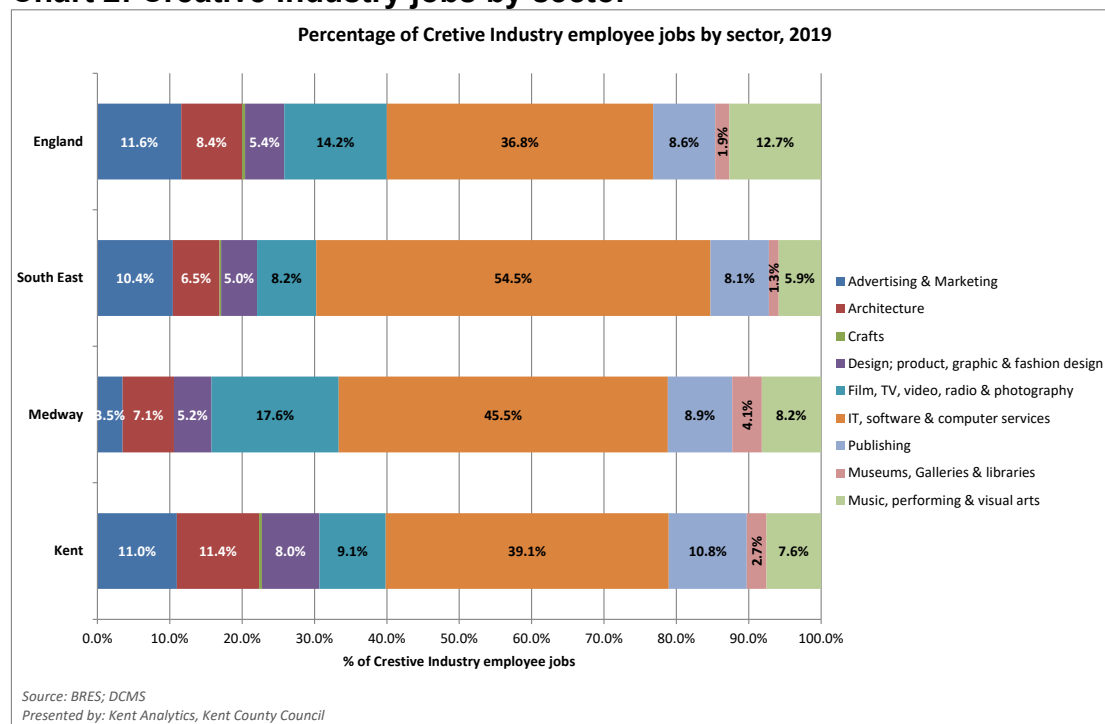
**Table 3: Creative Industry jobs by sector**

2019	Number				Percentage			
	Kent	Medway	South East	England	Kent	Medway	South East	England
Advertising & Marketing	1,000	0	10,400	71,800	11.0%	3.5%	10.4%	11.6%
Architecture	1,000	100	6,500	52,300	11.4%	7.1%	6.5%	8.4%
Crafts	0	0	200	2,500	0.4%	0.0%	0.2%	0.4%
Design; product, graphic & fashion design	700	0	5,000	33,500	8.0%	5.2%	5.0%	5.4%
Film, TV, video, radio & photography	800	200	8,200	88,000	9.1%	17.6%	8.2%	14.2%
IT, software & computer services	3,400	400	54,500	228,400	39.1%	45.5%	54.5%	36.8%
Publishing	900	100	8,100	53,300	10.8%	8.9%	8.1%	8.6%
Museums, Galleries & libraries	200	0	1,300	12,000	2.7%	4.1%	1.3%	1.9%
Music, performing & visual arts	700	100	5,900	78,700	7.6%	8.2%	5.9%	12.7%
<b>Total Creative Industries</b>	<b>8,800</b>	<b>1,000</b>	<b>100,100</b>	<b>620,600</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

**Chart 2: Creative Industry jobs by sector**



## Creative Industry Enterprises

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

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 2020.

Kent has an estimated 6,575 Creative enterprises as at March 2020 although they account for a lower proportion (9.9%) of total enterprises in the area than the national average. Creative enterprises have increased by 21.6% 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 (970 enterprises equivalent to 15.3% of all enterprises in the area).

Seven districts saw an increase in Creative enterprises since 2019. The biggest increase was in Thanet which had 45 more Creative Industry enterprises than the year before, an increase of 12.9%.

Five districts saw a reduction in Creative enterprises. The biggest reduction was in Tunbridge Wells which had 45 fewer Creative enterprises than the year before, a fall of 4.4%.

**Table 4: Creative Industry Enterprises**

2020			Change since last year		5 year change	
	Number	%	Number	%	Number	%
Ashford	595	9.0%	25	4.4%	110	22.7%
Canterbury	595	11.0%	15	2.6%	125	26.6%
Dartford	575	11.8%	25	4.5%	250	76.9%
Dover	255	7.1%	-10	-3.8%	25	10.9%
Folkestone & Hythe	310	8.3%	5	1.6%	60	24.0%
Gravesham	315	7.8%	5	1.6%	50	18.9%
Maidstone	625	8.2%	-15	-2.3%	30	5.0%
Sevenoaks	840	12.5%	-20	-2.3%	55	7.0%
Swale	345	6.9%	-25	-6.8%	40	13.1%
Thanet	395	9.8%	45	12.9%	180	83.7%
Tonbridge and Malling	745	12.3%	25	3.5%	160	27.4%
Tunbridge Wells	970	15.3%	-45	-4.4%	75	8.4%
Kent	6,575	10.3%	40	0.6%	1,170	21.6%
Medway	660	7.4%	5	0.8%	80	13.8%
Kent + Medway	7,235	9.9%	50	0.7%	1,250	20.9%
South East LEP	17,485	9.9%	-25	-0.1%	2,485	16.6%
South East Region	56,445	13.5%	-205	-0.4%	6,925	14.0%
England	275,265	11.5%	390	0.1%	37,135	15.6%
Great Britain	294,820	11.0%	365	0.1%	39,240	15.4%

Source: UK Business Counts

Presented by: Kent 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 south west of the county and in Ashford district.

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

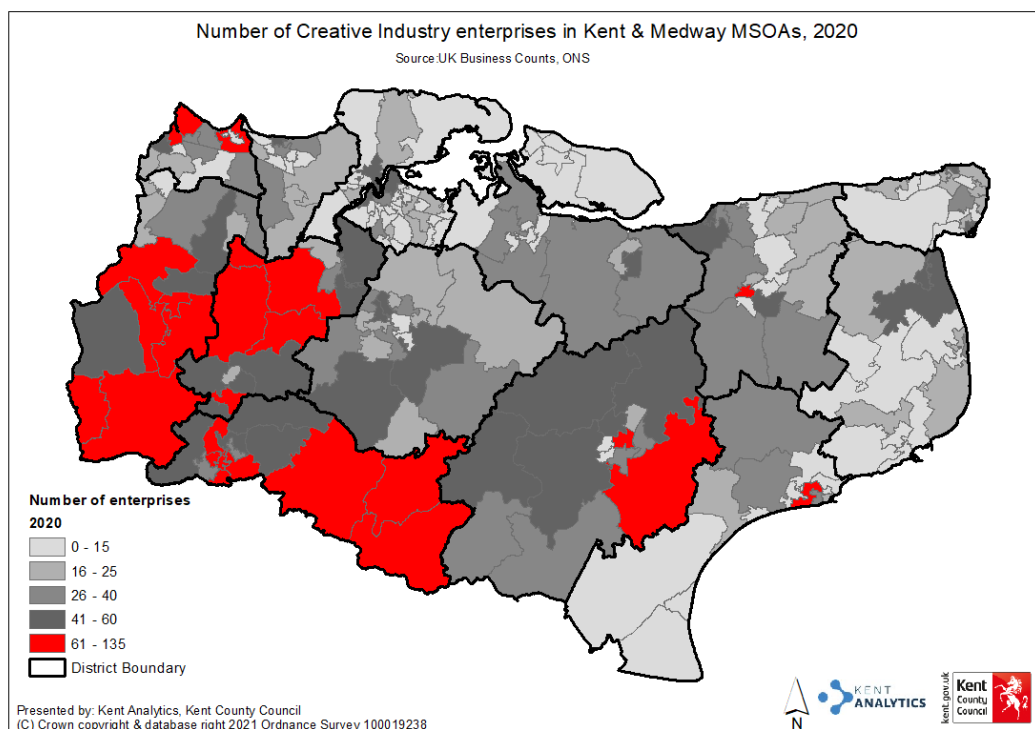


Chart 3 shows the proportion of Creative enterprises in local authorities in England. Tunbridge Wells district is within the top 20% of authorities with the highest concentration of Creative enterprises in the country.

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

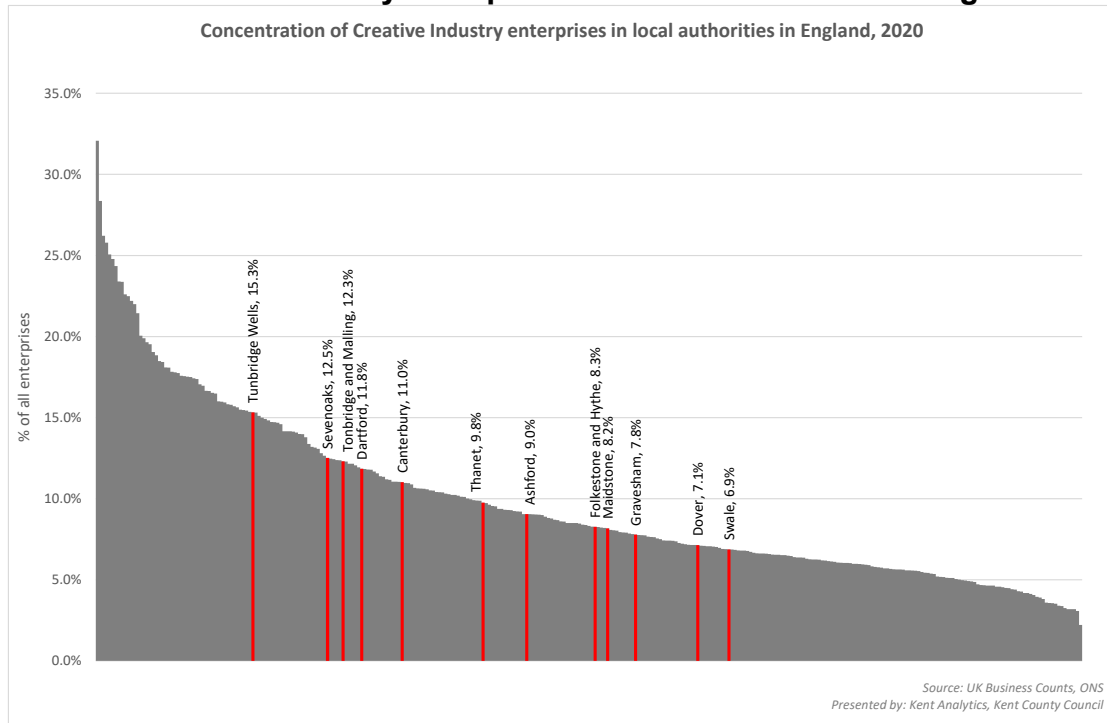
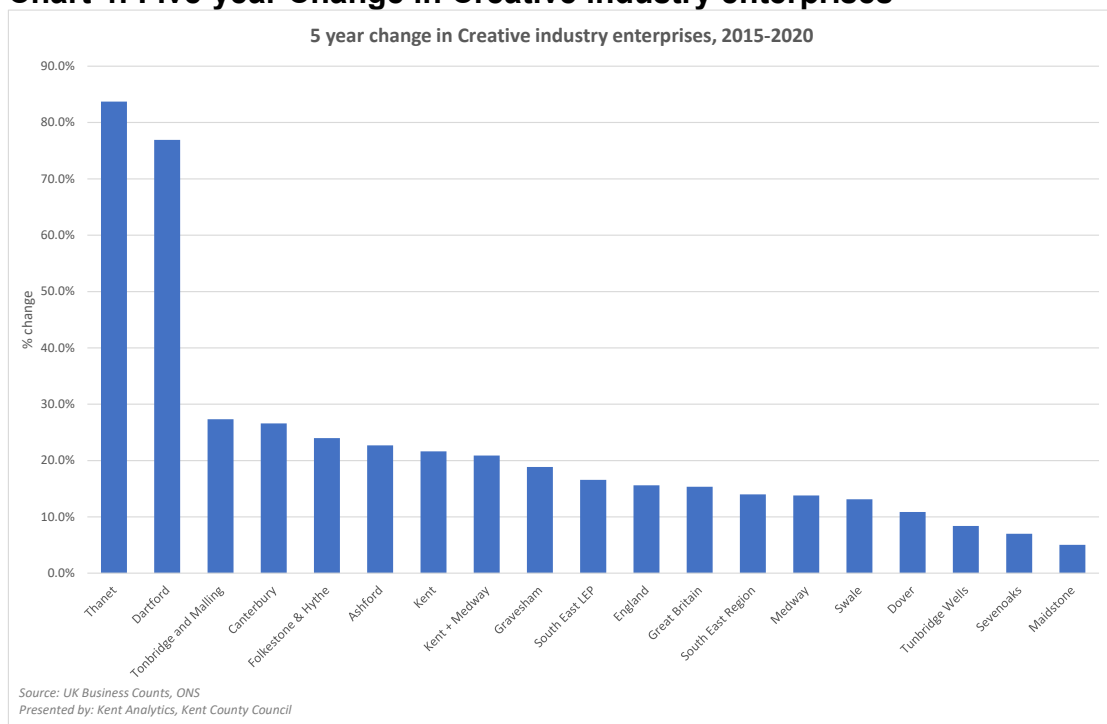


Chart 5 shows the percentage growth in Creative Industry enterprises over the last five years.

**Chart 4: Five-year Change in Creative industry enterprises**



Over the last five years the number of Creative industry enterprises has grown in all Kent local authorities. Seven authorities in Kent saw five-year percentage growth above the national average of 15.6%. Dartford district saw the largest growth in number of Creative enterprises in Kent (+250) over the last five years and Thanet saw the highest percentage growth (+83.7%).

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 5: Creative industry enterprises by sector**

2020	Kent	Medway	South East	England	Kent	Medway	South East	England
Advertising & Marketing	605	50	4,410	23,875	9.2%	7.6%	7.8%	8.7%
Architecture	445	45	2,700	14,825	6.8%	6.8%	4.8%	5.4%
Crafts	50	5	180	1,215	0.8%	0.8%	0.3%	0.4%
Design; product, graphic & fashion design	570	50	4,090	21,975	8.7%	7.6%	7.2%	8.0%
Film, TV, video, radio & photography	700	40	5,695	31,930	10.6%	6.1%	10.1%	11.6%
IT, software & computer services	3,135	370	31,705	137,505	47.7%	56.1%	56.2%	50.0%
Publishing	305	25	1,995	9,930	4.6%	3.8%	3.5%	3.6%
Museums, Galleries & libraries	15	0	140	835	0.2%	0.0%	0.2%	0.3%
Music, performing & visual arts	740	70	5,535	33,175	11.3%	10.6%	9.8%	12.1%
<b>Total Creative Industries</b>	<b>6,575</b>	<b>660</b>	<b>56,445</b>	<b>275,265</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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. Tunbridge Wells has the highest number of IT, software and computer services enterprises (390) accounting for 49.7% of all creative enterprises in the area. Thanet has a considerably lower proportion of IT, software and computer services than anywhere else in Kent (27.8%). Music, performing & visual arts and Film, TV video, radio & photography make up a much higher proportion of creative enterprises in Thanet.

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

2020	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	595	60	45	5	50	50	285	25	0	65
Canterbury	595	50	60	5	55	80	240	30	0	70
Dartford	575	20	20	5	25	30	430	10	0	25
Dover	255	30	15	5	20	25	95	15	0	45
Folkestone & Hythe	310	30	25	0	30	25	125	10	0	40
Gravesham	315	15	25	5	20	15	185	5	0	30
Maidstone	625	65	50	5	45	65	310	30	0	50
Sevenoaks	840	85	50	0	70	85	410	40	5	95
Swale	345	15	30	5	40	40	155	10	0	40
Thanet	395	25	20	0	55	80	110	15	0	90
Tonbridge and Malling	745	85	40	5	60	65	370	40	0	75
Tunbridge Wells	970	125	65	10	100	110	390	60	0	110
<b>Kent</b>	<b>6,575</b>	<b>605</b>	<b>445</b>	<b>50</b>	<b>570</b>	<b>700</b>	<b>3,135</b>	<b>305</b>	<b>15</b>	<b>740</b>
<b>Medway</b>	<b>660</b>	<b>50</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>40</b>	<b>370</b>	<b>25</b>	<b>0</b>	<b>70</b>
<b>Kent + Medway</b>	<b>7,235</b>	<b>665</b>	<b>490</b>	<b>50</b>	<b>620</b>	<b>740</b>	<b>3,510</b>	<b>330</b>	<b>20</b>	<b>815</b>
<b>South East Region</b>	<b>56,445</b>	<b>4,410</b>	<b>2,700</b>	<b>180</b>	<b>4,090</b>	<b>5,695</b>	<b>31,705</b>	<b>1,995</b>	<b>140</b>	<b>5,535</b>
<b>England</b>	<b>275,265</b>	<b>23,875</b>	<b>14,825</b>	<b>1,215</b>	<b>21,975</b>	<b>31,930</b>	<b>137,505</b>	<b>9,930</b>	<b>835</b>	<b>33,175</b>

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council



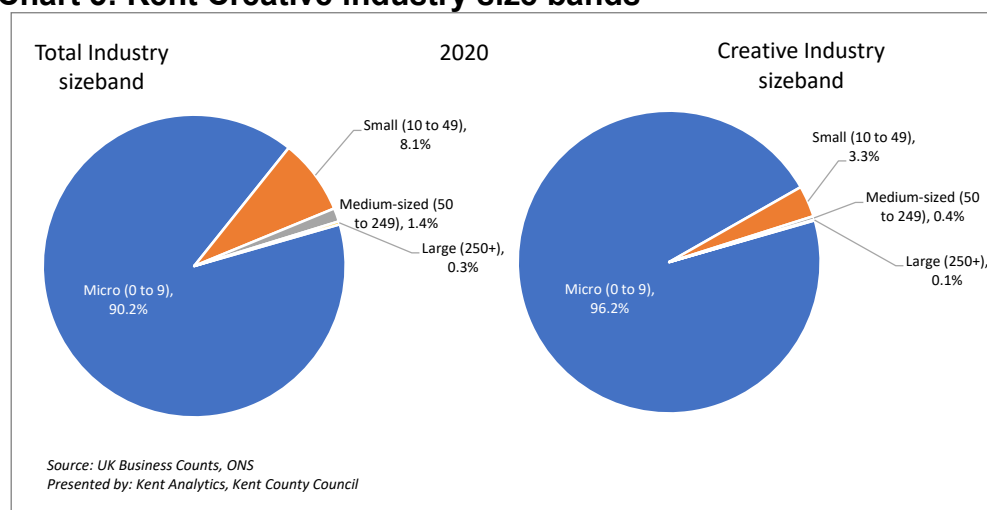
**Table 7: Proportion of creative industry enterprises – local authority district**

2020	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%	10.1%	7.6%	0.8%	8.4%	8.4%	47.9%	4.2%	0.0%	10.9%
Canterbury	100%	8.4%	10.1%	0.8%	9.2%	13.4%	40.3%	5.0%	0.0%	11.8%
Dartford	100%	3.5%	3.5%	0.9%	4.3%	5.2%	74.8%	1.7%	0.0%	4.3%
Dover	100%	11.8%	5.9%	2.0%	7.8%	9.8%	37.3%	5.9%	0.0%	17.6%
Folkestone & Hythe	100%	9.7%	8.1%	0.0%	9.7%	8.1%	40.3%	3.2%	0.0%	12.9%
Gravesham	100%	4.8%	7.9%	1.6%	6.3%	4.8%	58.7%	1.6%	0.0%	9.5%
Maidstone	100%	10.4%	8.0%	0.8%	7.2%	10.4%	49.6%	4.8%	0.0%	8.0%
Sevenoaks	100%	10.1%	6.0%	0.0%	8.3%	10.1%	48.8%	4.8%	0.6%	11.3%
Swale	100%	4.3%	8.7%	1.4%	11.6%	11.6%	44.9%	2.9%	0.0%	11.6%
Thanet	100%	6.3%	5.1%	0.0%	13.9%	20.3%	27.8%	3.8%	0.0%	22.8%
Tonbridge and Malling	100%	11.4%	5.4%	0.7%	8.1%	8.7%	49.7%	5.4%	0.0%	10.1%
Tunbridge Wells	100%	12.9%	6.7%	1.0%	10.3%	11.3%	40.2%	6.2%	0.0%	11.3%
<b>Kent</b>	<b>100%</b>	<b>9.2%</b>	<b>6.8%</b>	<b>0.8%</b>	<b>8.7%</b>	<b>10.6%</b>	<b>47.7%</b>	<b>4.6%</b>	<b>0.2%</b>	<b>11.3%</b>
<b>Medway</b>	<b>100%</b>	<b>7.6%</b>	<b>6.8%</b>	<b>0.8%</b>	<b>7.6%</b>	<b>6.1%</b>	<b>56.1%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>10.6%</b>
<b>Kent + Medway</b>	<b>100%</b>	<b>9.2%</b>	<b>6.8%</b>	<b>0.7%</b>	<b>8.6%</b>	<b>10.2%</b>	<b>48.5%</b>	<b>4.6%</b>	<b>0.3%</b>	<b>11.3%</b>
<b>South East Region</b>	<b>100%</b>	<b>7.8%</b>	<b>4.8%</b>	<b>0.3%</b>	<b>7.2%</b>	<b>10.1%</b>	<b>56.2%</b>	<b>3.5%</b>	<b>0.2%</b>	<b>9.8%</b>
<b>England</b>	<b>100%</b>	<b>8.7%</b>	<b>5.4%</b>	<b>0.4%</b>	<b>8.0%</b>	<b>11.6%</b>	<b>50.0%</b>	<b>3.6%</b>	<b>0.3%</b>	<b>12.1%</b>

Source: UK Business Counts

A higher proportion of Creative enterprises are micro enterprises (those employing 0-9 people) than the average for total industries. Micro enterprises account for 96.2% of Creative enterprises in Kent.

**Chart 5: Kent Creative industry size bands**



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

**Table 8: Creative enterprises - size bands**

2020	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+)
Ashford	595	570	20	5	0	95.8%	3.4%	0.8%	0.0%
Canterbury	595	560	30	5	0	94.1%	5.0%	0.8%	0.0%
Dartford	575	560	15	0	0	97.4%	2.6%	0.0%	0.0%
Dover	255	250	5	0	0	98.0%	2.0%	0.0%	0.0%
Folkestone & Hythe	310	300	10	0	0	96.8%	3.2%	0.0%	0.0%
Gravesham	315	310	5	0	0	98.4%	1.6%	0.0%	0.0%
Maidstone	625	580	40	5	0	92.8%	6.4%	0.8%	0.0%
Sevenoaks	840	820	20	0	0	97.6%	2.4%	0.0%	0.0%
Swale	345	335	10	0	0	97.1%	2.9%	0.0%	0.0%
Thanet	395	385	10	0	0	97.5%	2.5%	0.0%	0.0%
Tonbridge and Malling	745	720	20	5	0	96.6%	2.7%	0.7%	0.0%
Tunbridge Wells	970	930	40	0	0	95.9%	4.1%	0.0%	0.0%
Kent	6,575	6,325	220	25	5	96.2%	3.3%	0.4%	0.1%
Medway	660	640	15	5	0	97.0%	2.3%	0.8%	0.0%
Kent + Medway	7,235	6,965	240	25	5	96.3%	3.3%	0.3%	0.1%
South East LEP	17,485	16,920	495	65	5	96.8%	2.8%	0.4%	0.0%
South East	56,445	53,905	2,110	340	90	95.5%	3.7%	0.6%	0.2%
England	275,265	260,630	11,965	2,255	410	94.7%	4.3%	0.8%	0.1%
Great Britain	294,820	279,160	12,815	2,410	435	94.7%	4.3%	0.8%	0.1%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

86.3% Kent Creative enterprises have a turnover of £199 thousand or less, which is higher than is seen nationally (83.8%).

**Table 9: Creative enterprises - turnover**

2020	Number of Creative enterprises				% of total Creative enterprises			
	Kent	Medway	South East	England	Kent	Medway	South East	England
Total	6,575	660	56,445	275,265	100%	100%	100%	100%
0 to 49 (thousand)	995	85	8,120	41,655	15.1%	12.9%	14.4%	15.1%
50 to 99 (thousand)	1,905	235	16,160	79,065	29.0%	35.6%	28.6%	28.7%
100 to 199 (thousand)	2,775	265	24,100	110,075	42.2%	40.2%	42.7%	40.0%
200 to 499 (thousand)	440	40	3,490	18,390	6.7%	6.1%	6.2%	6.7%
500 to 999 (thousand)	220	15	1,930	10,660	3.3%	2.3%	3.4%	3.9%
1000 to 1999 (thousand)	125	15	1,155	6,540	1.9%	2.3%	2.0%	2.4%
2000 to 4999 (thousand)	65	5	830	4,760	1.0%	0.8%	1.5%	1.7%
5000 to 9999 (thousand)	25	0	300	1,895	0.4%	0.0%	0.5%	0.7%
10000 to 49999 (thousand)	15	5	265	1,695	0.2%	0.8%	0.5%	0.6%
50000+ (thousand)	5	0	95	525	0.1%	0.0%	0.2%	0.2%

Source: UK Business Counts

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