

# Creative Industries in Kent

This bulletin uses data from the Business Register & Employment Survey (2023) and the UK Business Counts (2024) data sets from the Office for National Statistics.

**NOTE:** within this bulletin “Kent” refers to the Kent County Council area which excludes Medway.

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[Kent Facts and Figures](#)

**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 8,900 jobs within creative industries in Kent in 2023 accounting for 1.4% of all jobs. This is below the national average of 2.5%.
- The number of creative jobs has fallen by 6.9% in Kent over the last 5 years.
- 37.2% of the creative jobs in Kent were in IT, software & computer services.
- The 6,195 creative enterprises in Kent in 2024 account for 9.6% of all enterprises.
- Thanet has seen the biggest growth in creative enterprises over the last 5 years (51.4% rise).
- IT, software & computer services make up the biggest proportion of creative enterprises in Kent (38.0%).

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## 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 can be found on the [DCMS website](#) on the DCMS methodology.

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%
Advertising & Marketing	73.11	Advertising agencies	50.5%
Advertising & Marketing	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%

<b>Creative Industries Group</b>	<b>Industry code</b>	<b>Industry description</b>	<b>Creative Intensity</b>
Film, TV, video, radio & photography	59.12	Motion picture, video and television programme post-production activities	56.4%
Film, TV, video, radio & photography	59.13	Motion picture, video and television programme distribution activities	56.4%
Film, TV, video, radio & photography	59.14	Motion picture projection activities	56.4%
Film, TV, video, radio & photography	60.1	Radio broadcasting	62.7%
Film, TV, video, radio & photography	60.2	Television programming and broadcasting activities	53.5%
Film, TV, video, radio & photography	74.2	Photographic activities	77.8%
IT, software & computer services	58.21	Publishing of computer games	43.1%
IT, software & computer services	58.29	Other software publishing	40.8%
IT, software & computer services	62.01	Computer programming activities	55.8%
IT, software & computer services	62.02	Computer consultancy activities	32.8%
Publishing	58.11	Book publishing	49.9%
Publishing	58.12	Publishing of directories and mailing lists	31.0%
Publishing	58.13	Publishing of newspapers	48.8%
Publishing	58.14	Publishing of journals and periodicals	58.3%
Publishing	58.19	Other publishing activities	37.8%
Publishing	74.3	Translation and interpretation activities	82.2%
Museums, Galleries & libraries	91.01	Library and archive activities	23.8%
Museums, Galleries & libraries	91.02	Museum activities	22.5%
Music, performing & visual arts	59.2	Sound recording and music publishing activities	54.1%
Music, performing & visual arts	85.52	Cultural education	34.6%
Music, performing & visual arts	90.01	Performing arts	78.8%
Music, performing & visual arts	90.02	Support activities to performing arts	56.8%
Music, performing & visual arts	90.03	Artistic creation	91.5%
Music, performing & visual arts	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.

## 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 having 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 2023 and are subject to revision. All numbers are rounded to the nearest 100 in accordance with guidelines however percentages are calculated using unrounded figures.

In 2023 there were an estimated 8,900 creative industry jobs in Kent accounting for 1.4% of all jobs. This is below the national average of 2.5% and the regional average of 2.4%.

**Table 1: Number of creative industry jobs**

Number of creative industry employee jobs	2016	2017	2018	2019	2020	2021	2022	2023
Kent	8,500	8,200	9,600	8,800	9,700	9,100	10,100	8,900
Medway	900	800	1,000	1,000	1,000	1,000	1,200	1,000
South East	102,900	95,500	105,600	100,100	108,000	101,200	115,200	104,900
England	585,200	576,000	601,400	620,600	588,500	622,600	657,800	676,800

Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

**Table 2: Percentage of creative industry jobs**

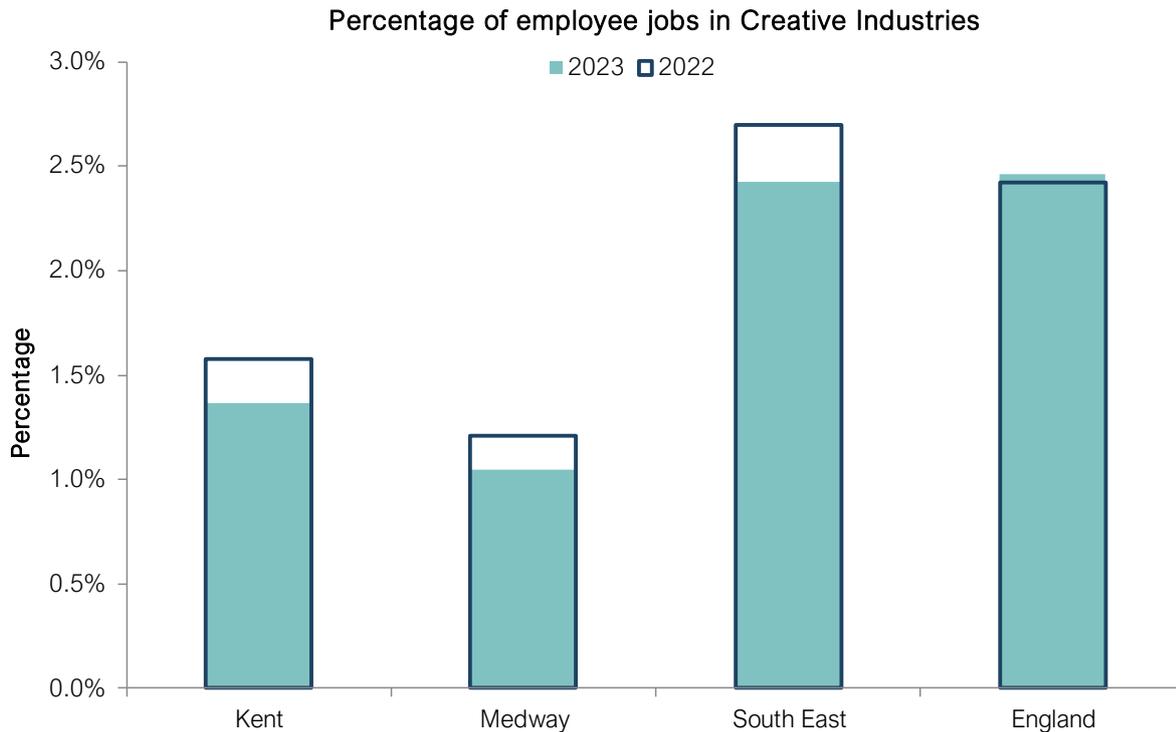
Percentage of creative industry employee jobs	2016	2017	2018	2019	2020	2021	2022	2023
Kent	1.4%	1.3%	1.6%	1.4%	1.6%	1.4%	1.6%	1.4%
Medway	1.0%	0.9%	1.1%	1.0%	1.1%	1.0%	1.2%	1.0%
South East	2.5%	2.3%	2.5%	2.4%	2.6%	2.4%	2.7%	2.4%
England	2.3%	2.2%	2.3%	2.4%	2.3%	2.3%	2.4%	2.5%

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 jobs 2022 and 2023**



Source: BRES; DCMS  
Presented by: Kent Analytics, Kent County Council

Kent has seen a fall in creative jobs over the previous year (-12.3%). This is in line with the South East where creative jobs have also fallen (-9.0%) while nationally they have grown by 2.9%. In Kent in 2023 there were an estimated 1,200 fewer creative jobs than the previous year. Since 2018 Kent has seen creative jobs fall by 6.9%.

**Table 3: Change in Creative Industry employee jobs**

Change in creative industry employee jobs	1 year		5 year	
	change	% change	change	% change
Kent	-1,200	-12.3%	-700	-6.9%
Medway	-100	-12.8%	0	-2.0%
South East	-10,300	-9.0%	-700	-0.7%
England	18,900	2.9%	75,400	12.5%

Source: BRES; DCMS  
Presented by: Kent Analytics, Kent County Council

Creative industries are grouped into 9 main categories as shown in table 4.

The highest proportion of creative employee jobs were 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 had a lower proportion at 37.2%, or 3,300 employee jobs.

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

Tables 4 and 5 show the number and proportion of 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 4: Creative Industry jobs by sector**

Number of creative jobs in 2023	Kent	Medway	South East	England
Advertising & Marketing	1,200	0	11,600	88,800
Architecture	800	100	5,800	50,100
Crafts	100	0	300	2,200
Design; product, graphic & fashion design	700	100	4,000	32,600
Film, TV, video, radio & photography	1,000	200	10,100	100,700
IT, software & computer services	3,300	400	54,900	266,600
Publishing	600	100	8,200	50,000
Museums, Galleries & libraries	200	100	1,900	12,500
Music, performing & visual arts	1,000	100	8,100	73,100
<b>Total Creative Industries</b>	<b>8,900</b>	<b>1,000</b>	<b>104,900</b>	<b>676,800</b>

Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

**Table 5: Percentage of creative Industry jobs by sector**

Percentage of creative jobs in 2023	Kent	Medway	South East	England
Advertising & Marketing	13.1%	4.0%	11.1%	13.1%
Architecture	9.5%	7.3%	5.6%	7.4%
Crafts	0.6%	0.0%	0.3%	0.3%
Design; product, graphic & fashion design	7.9%	5.5%	3.8%	4.8%
Film, TV, video, radio & photography	11.4%	17.1%	9.6%	14.9%
IT, software & computer services	37.2%	44.0%	52.4%	39.4%
Publishing	6.6%	6.2%	7.8%	7.4%
Museums, Galleries & libraries	2.6%	6.6%	1.8%	1.8%
Music, performing & visual arts	11.0%	9.3%	7.7%	10.8%
<b>Total Creative Industries</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

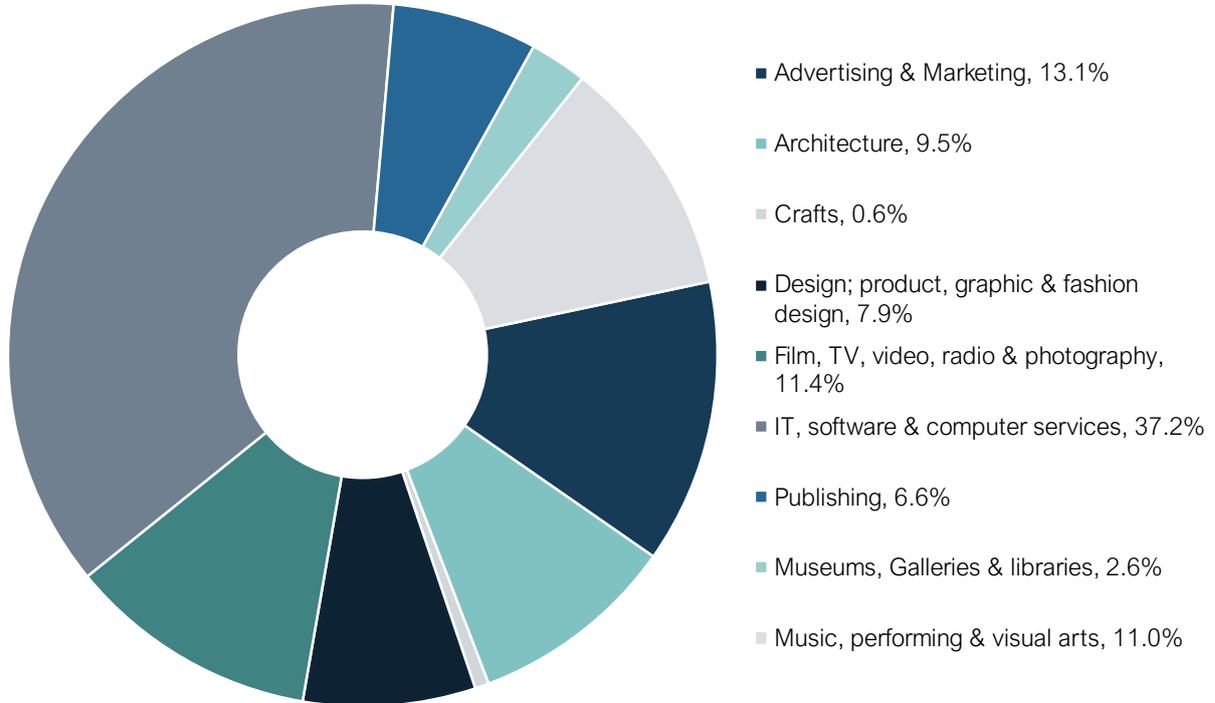
Source: BRES; DCMS

Presented by: Kent Analytics, Kent County Council

Chart 2 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, 2023



Source: BRES; DCMS  
Presented by: Kent Analytics, Kent County Council

## Creative Industry Enterprises in Kent

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 2024.

Kent had an estimated 6,195 creative enterprises as of March 2024 although they accounted for a lower proportion (9.6%) of total enterprises in the area than the national (10.4%) and regional (12.1%) average.

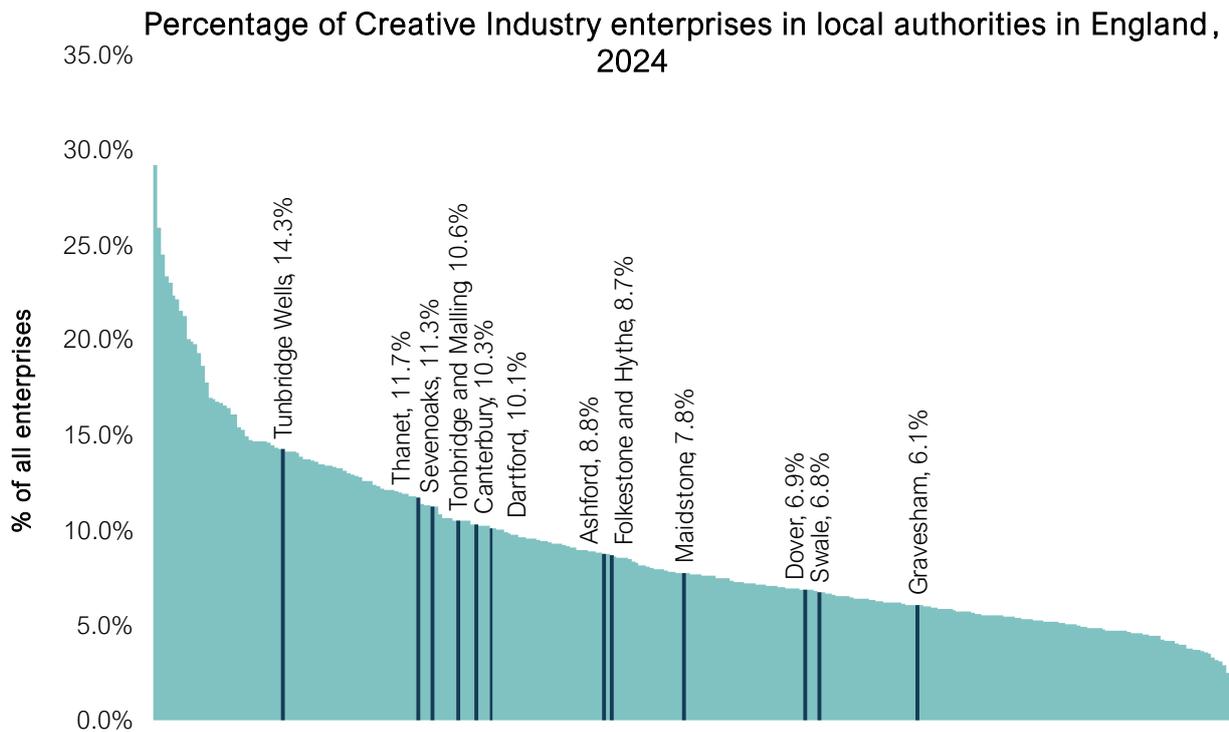
Chart 3 overleaf shows the proportion of Creative enterprises in local authorities in England.

Tunbridge Wells (14.3%) district was the only Kent district to be within the top 20% of authorities with the highest concentration of Creative enterprises in the country, where 12.6% or more enterprises are considered creative enterprises.

There were no Kent districts within the bottom 20% where 5.4% or fewer enterprises are considered creative enterprises.

Table 15 in the annex at the end of this bulletins shows the number and proportion of creative industry enterprises in English local authorities.

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



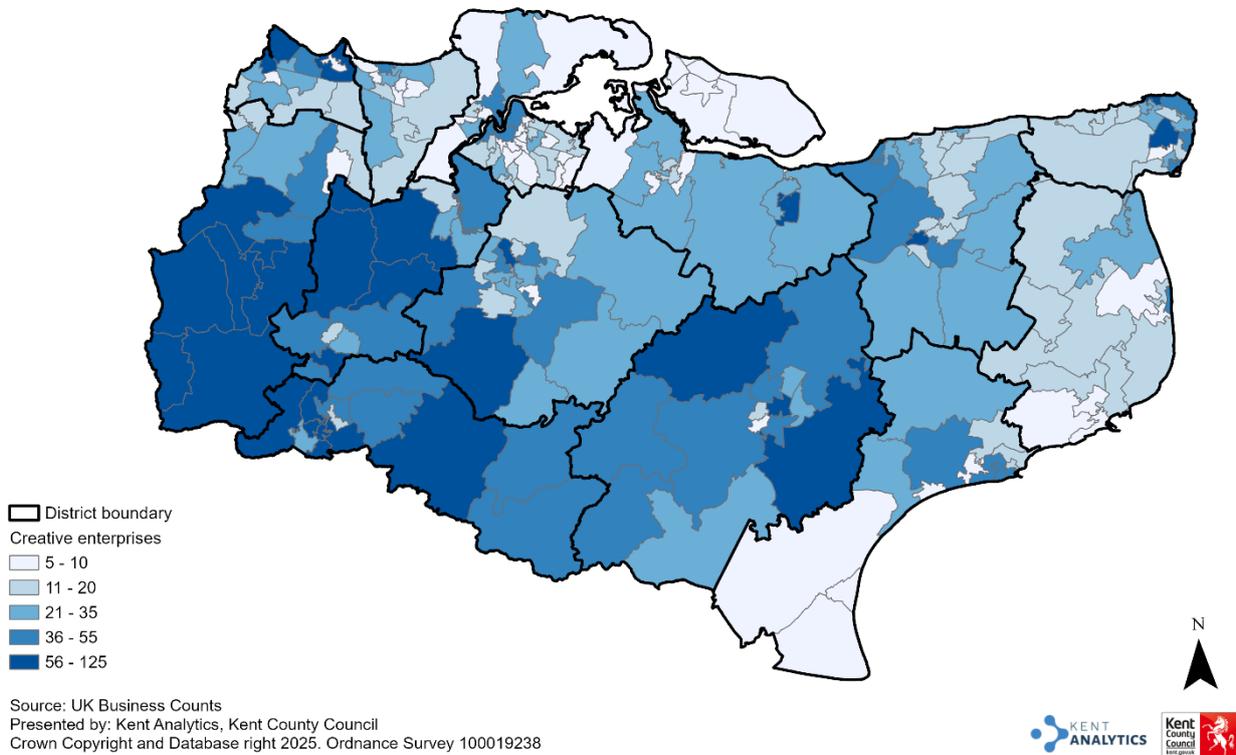
Source: UK Business Counts, ONS  
Presented by: Kent Analytics, Kent County Council

Map 1 shows the distribution of creative enterprises in Kent and Medway MSOAs. MSOAs are a geographical hierarchy designed to improve the reporting of small area statistics in England and Wales.

The map shows that across Kent, there are multiple areas with the highest density of creative enterprises. Tunbridge Wells, Sevenoaks and Tonbridge & Malling districts all have large areas of the highest density whereas Gravesham, Dover, and Folkestone & Hythe districts have none.

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

Number of creative enterprises in Kent & Medway MSOAs, 2024



Tunbridge Wells had the highest number of creative industry enterprises in Kent in 2024 with 875 creative enterprises accounting for 14.3% of all enterprises in the area.

Gravesend had the fewest creative enterprises with 245 enterprises accounting for 6.1% of all enterprises.

Creative enterprises increased by 1.9% in Kent over the last year but decreased by 5.2% over the past five-years.

Eight districts saw an increase in creative enterprises over the last year. The biggest increase was in Thanet where there were 50 more creative enterprises than the year before.

Eight Kent districts saw a five-year fall in creative enterprises. The biggest five-year reduction in creative enterprises was in Tunbridge Wells where there were 140 fewer creative enterprises, a reduction of 13.8%.

Two districts saw an increase in creative enterprises over the last five years. Thanet saw an increase of 180 creative enterprises (+51.4%) and Folkestone & Hythe saw an increase of

20 enterprises (+6.6%). The remaining districts (Ashford and Canterbury) saw no change in creative enterprises.

Creative industry enterprises in Kent districts in 2024, and the one-year and five-year change is shown in table 6.

**Table 6: Creative Industry Enterprises**

Creative enterprises 2024	Number	%	1 year change	1 year % change	5 year change	5 year % change
Ashford	570	8.8%	15	2.7%	0	0.0%
Canterbury	580	10.3%	20	3.6%	0	0.0%
Dartford	465	10.1%	5	1.1%	-85	-15.5%
Dover	255	6.9%	15	6.3%	-10	-3.8%
Folkestone & Hythe	325	8.7%	5	1.6%	20	6.6%
Gravesham	245	6.1%	-15	-5.8%	-65	-21.0%
Maidstone	615	7.8%	20	3.4%	-25	-3.9%
Sevenoaks	740	11.3%	0	0.0%	-120	-14.0%
Swale	350	6.8%	25	7.7%	-20	-5.4%
Thanet	530	11.7%	50	10.4%	180	51.4%
Tonbridge & Malling	640	10.6%	-10	-1.5%	-80	-11.1%
Tunbridge Wells	875	14.3%	-20	-2.2%	-140	-13.8%
<b>Kent</b>	<b>6,195</b>	<b>9.6%</b>	<b>115</b>	<b>1.9%</b>	<b>-340</b>	<b>-5.2%</b>
Medway	630	7.1%	20	3.3%	-25	-3.8%
Kent + Medway	6,825	9.3%	135	2.0%	-360	-5.0%
South East Region	48,750	12.1%	45	0.1%	-7,900	-13.9%
England	247,445	10.4%	2,350	1.0%	-27,430	-10.0%

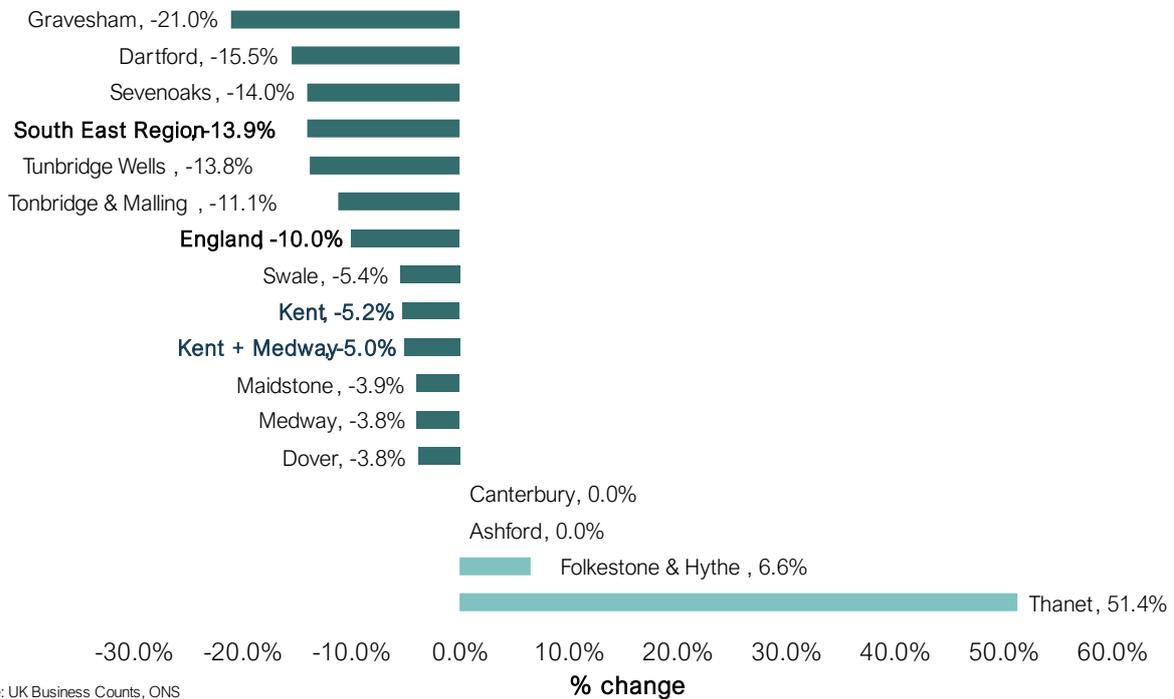
Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

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

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

5 year change in Creative industry enterprises, 2019 to 2024



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

The Creative Industry sector is made up of nine main subsectors, the largest of which is IT, software, and computer services, where 2,355 enterprises accounted for 38.0% of all creative enterprises in Kent in 2024.

Kent had a higher proportion of advertising & marketing; architecture; crafts; design; and publishing enterprises than the national average. This is shown in tables 7 and 8.

**Table 7: Creative industry enterprises by sector**

Number of creative enterprises 2024	Kent	Medway	South East	England
Advertising & Marketing	660	45	4,630	25,065
Architecture	450	45	2,680	14,620
Crafts	55	5	200	1,365
Design; product, graphic & fashion design	655	55	4,225	22,050
Film, TV, video, radio & photography	880	60	6,685	35,785
IT, software & computer services	2,355	325	22,490	101,980
Publishing	295	25	1,790	9,535
Museums, Galleries & libraries	20	0	150	865
Music, performing & visual arts	825	75	5,905	36,175
<b>Total Creative Industries</b>	<b>6,195</b>	<b>630</b>	<b>48,750</b>	<b>247,445</b>

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

**Table 8: Proportion of creative enterprises by sector**

Proportion of creative enterprises 2024	Kent	Medway	South East	England
Advertising & Marketing	10.7%	7.1%	9.5%	10.1%
Architecture	7.3%	7.1%	5.5%	5.9%
Crafts	0.9%	0.8%	0.4%	0.6%
Design; product, graphic & fashion design	10.6%	8.7%	8.7%	8.9%
Film, TV, video, radio & photography	14.2%	9.5%	13.7%	14.5%
IT, software & computer services	38.0%	51.6%	46.1%	41.2%
Publishing	4.8%	4.0%	3.7%	3.9%
Museums, Galleries & libraries	0.3%	0.0%	0.3%	0.3%
Music, performing & visual arts	13.3%	11.9%	12.1%	14.6%
<b>Total Creative Industries</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 Kent local authority district level IT, software, and computer services account for the largest proportion of creative industry enterprises in all areas except Thanet where it was joint highest with Music, performing and visual arts (each accounting for 23.6%).

Dartford had the highest number and proportion of IT, software, and computer services enterprises (290) accounting for 62.4% of all creative enterprises in the area.

Thanet had the lowest proportion of IT, software, and computer services than anywhere else in Kent (23.6%). Music, performing & visual arts (23.6%), Film, TV video, radio & photography (19.8%) and design enterprises (13.2%) made up a higher proportion of creative enterprises in Thanet than anywhere else in Kent.

The number and proportion of creative enterprises in Kent districts by subsector is shown in tables 9 and 10.

**Table 9: Number of creative industry enterprises – local authority district level**

2024	Total Creative Industries	Advertising & Marketing	Architecture	Crafts	Design; product, graphic & fashion design	Film, TV, video, radio & photography	IT, software & computer services	Museums, galleries & libraries	Music, performing & visual arts	Publishing
Ashford	570	55	55	5	60	70	235	0	75	20
Canterbury	580	60	50	10	65	105	195	0	60	25
Dartford	465	35	20	5	20	50	290	0	30	15
Dover	255	35	20	0	30	35	80	0	45	10
Folkestone & Hythe	325	30	30	5	35	45	95	0	65	15
Gravesham	245	15	15	5	20	25	130	0	25	10
Maidstone	615	65	45	5	55	80	255	5	75	35
Sevenoaks	740	95	45	5	70	100	280	5	100	35
Swale	350	25	35	5	40	45	140	0	50	10
Thanet	530	50	30	0	70	105	125	5	125	25
Tonbridge & Malling	640	85	45	5	70	75	250	0	65	45
Tunbridge Wells	875	110	65	10	110	145	275	0	105	50
<b>Kent</b>	<b>6,195</b>	<b>660</b>	<b>450</b>	<b>55</b>	<b>655</b>	<b>880</b>	<b>2,355</b>	<b>20</b>	<b>825</b>	<b>295</b>
Medway	630	45	45	5	55	60	325	0	75	25
Kent + Medway	6,825	705	495	60	705	940	2,680	20	900	320
South East Region	48,750	4,630	2,680	200	4,225	6,685	22,490	150	5,905	1,790
England	247,445	25,065	14,620	1,365	22,050	35,785	101,980	865	36,175	9,535

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

**Table 10: Proportion of creative industry enterprises – local authority district**

2024	Total Creative Industries	Advertising & Marketing	Architecture	Crafts	Design; product, graphic & fashion design	Film, TV, video, radio & photography	IT, software & computer services	Museums, Galleries & libraries	Music, performing & visual arts	Publishing
Ashford	100%	9.6%	9.6%	0.9%	10.5%	12.3%	41.2%	0.0%	13.2%	3.5%
Canterbury	100%	10.3%	8.6%	1.7%	11.2%	18.1%	33.6%	0.0%	10.3%	4.3%
Dartford	100%	7.5%	4.3%	1.1%	4.3%	10.8%	62.4%	0.0%	6.5%	3.2%
Dover	100%	13.7%	7.8%	0.0%	11.8%	13.7%	31.4%	0.0%	17.6%	3.9%
Folkestone & Hythe	100%	9.2%	9.2%	1.5%	10.8%	13.8%	29.2%	0.0%	20.0%	4.6%
Gravesham	100%	6.1%	6.1%	2.0%	8.2%	10.2%	53.1%	0.0%	10.2%	4.1%
Maidstone	100%	10.6%	7.3%	0.8%	8.9%	13.0%	41.5%	0.8%	12.2%	5.7%
Sevenoaks	100%	12.8%	6.1%	0.7%	9.5%	13.5%	37.8%	0.7%	13.5%	4.7%
Swale	100%	7.1%	10.0%	1.4%	11.4%	12.9%	40.0%	0.0%	14.3%	2.9%
Thanet	100%	9.4%	5.7%	0.0%	13.2%	19.8%	23.6%	0.9%	23.6%	4.7%
Tonbridge & Malling	100%	13.3%	7.0%	0.8%	10.9%	11.7%	39.1%	0.0%	10.2%	7.0%
Tunbridge Wells	100%	12.6%	7.4%	1.1%	12.6%	16.6%	31.4%	0.0%	12.0%	5.7%
<b>Kent</b>	<b>100%</b>	<b>10.7%</b>	<b>7.3%</b>	<b>0.9%</b>	<b>10.6%</b>	<b>14.2%</b>	<b>38.0%</b>	<b>0.3%</b>	<b>13.3%</b>	<b>4.8%</b>
Medway	100%	7.1%	7.1%	0.8%	8.7%	9.5%	51.6%	0.0%	11.9%	4.0%
Kent + Medway	100%	10.3%	7.3%	0.9%	10.3%	13.8%	39.3%	0.3%	13.2%	4.7%
South East Region	100%	9.5%	5.5%	0.4%	8.7%	13.7%	46.1%	0.3%	12.1%	3.7%
England	100%	10.1%	5.9%	0.6%	8.9%	14.5%	41.2%	0.3%	14.6%	3.9%

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.

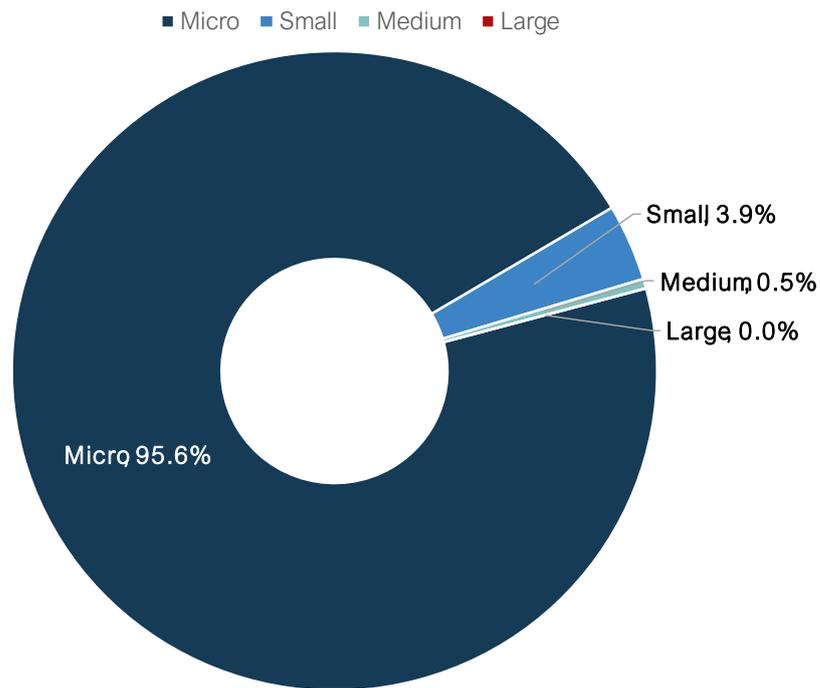
A higher proportion of creative enterprises were micro enterprises (those employing 0-9 people) than the average for total industries. Micro enterprises accounted for 95.6% of creative enterprises in Kent compared to 89.9% when all industries are considered. There

were no creative enterprises in Kent classified as large enterprises (employing 250 people or more).

Chart 5 shows Kent creative enterprises by employment size band in Kent and tables 11 and 12 overleaf show 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 2024



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

**Table 11: Number of creative enterprises by employment size band**

2024	Total	Micro (0 to 9)	Small (10 to 49)	Medium (50 to 249)	Large (250+)
Ashford	570	540	30	0	0
Canterbury	580	540	30	5	0
Dartford	465	450	15	0	0
Dover	255	245	10	0	0
Folkestone & Hythe	325	320	5	0	0
Gravesham	245	240	5	0	0
Maidstone	615	575	35	5	0
Sevenoaks	740	710	25	0	0
Swale	350	340	10	0	0
Thanet	530	515	15	0	0
Tonbridge and Malling	640	610	25	5	0
Tunbridge Wells	875	830	40	5	0
<b>Kent</b>	<b>6,195</b>	<b>5,920</b>	<b>240</b>	<b>30</b>	<b>0</b>
Medway	630	605	20	5	0
Kent + Medway	6,825	6,530	260	35	0
South East	48,750	46,045	2,265	350	90
England	247,445	231,180	13,215	2,555	490

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

**Table 12: Proportion of creative enterprises by employment size band**

2024	Total	Micro (0 to 9)	Small (10 to 49)	Medium (50 to 249)	Large (250+)
Ashford	100%	94.7%	5.3%	0.0%	0.0%
Canterbury	100%	93.1%	5.2%	0.9%	0.0%
Dartford	100%	96.8%	3.2%	0.0%	0.0%
Dover	100%	96.1%	3.9%	0.0%	0.0%
Folkestone & Hythe	100%	98.5%	1.5%	0.0%	0.0%
Gravesham	100%	98.0%	2.0%	0.0%	0.0%
Maidstone	100%	93.5%	5.7%	0.8%	0.0%
Sevenoaks	100%	95.9%	3.4%	0.0%	0.0%
Swale	100%	97.1%	2.9%	0.0%	0.0%
Thanet	100%	97.2%	2.8%	0.0%	0.0%
Tonbridge and Malling	100%	95.3%	3.9%	0.8%	0.0%
Tunbridge Wells	100%	94.9%	4.6%	0.6%	0.0%
<b>Kent</b>	<b>100%</b>	<b>95.6%</b>	<b>3.9%</b>	<b>0.5%</b>	<b>0.0%</b>
Medway	100%	96.0%	3.2%	0.8%	0.0%
Kent + Medway	100%	95.7%	3.8%	0.5%	0.0%
South East	100%	94.5%	4.6%	0.7%	0.2%
England	100%	93.4%	5.3%	1.0%	0.2%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

18.2% of creative enterprises in Kent had a turnover of more than £199k, lower than is seen nationally (21.9%).

**Table 13: Number of creative enterprises by turnover**

2024	Kent	Medway	South East	England
<b>Total</b>	<b>6,195</b>	<b>630</b>	<b>48,750</b>	<b>247,445</b>
0 to 49 (thousand)	995	100	7,975	40,010
50 to 99 (thousand)	1,645	185	12,290	61,980
100 to 199 (thousand)	2,430	240	18,910	91,330
200 to 499 (thousand)	550	50	4,335	22,775
500 to 999 (thousand)	270	20	2,170	12,575
1000 to 1999 (thousand)	150	15	1,335	7,785
2000 to 4999 (thousand)	95	10	965	5,875
5000 to 9999 (thousand)	30	0	380	2,350
10000 to 49999 (thousand)	25	5	280	2,120
50000+ (thousand)	10	0	115	650

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

**Table 14: Proportion of creative enterprises by turnover**

2024	Kent	Medway	South East	England
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
0 to 49 (thousand)	16.1%	15.9%	16.4%	16.2%
50 to 99 (thousand)	26.6%	29.4%	25.2%	25.0%
100 to 199 (thousand)	39.2%	38.1%	38.8%	36.9%
200 to 499 (thousand)	8.9%	7.9%	8.9%	9.2%
500 to 999 (thousand)	4.4%	3.2%	4.5%	5.1%
1000 to 1999 (thousand)	2.4%	2.4%	2.7%	3.1%
2000 to 4999 (thousand)	1.5%	1.6%	2.0%	2.4%
5000 to 9999 (thousand)	0.5%	0.0%	0.8%	0.9%
10000 to 49999 (thousand)	0.4%	0.8%	0.6%	0.9%
50000+ (thousand)	0.2%	0.0%	0.2%	0.3%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

## Annexe

**Table 15: Creative enterprises in English local authorities – ONS UK Business Counts**

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
Hackney	E09000012	25,730	7,535	29.3%
Islington	E09000019	22,655	5,875	25.9%
Southwark	E09000028	15,755	3,865	24.5%
Lewisham	E09000023	9,640	2,255	23.4%
Camden	E09000007	36,290	8,360	23.0%
Lambeth	E09000022	13,190	2,955	22.4%
Richmond upon Thames	E09000027	12,400	2,755	22.2%
Tower Hamlets	E09000030	16,445	3,550	21.6%
Hammersmith and Fulham	E09000013	12,095	2,575	21.3%
Brighton and Hove	E06000043	13,985	2,815	20.1%
Wokingham	E06000041	8,340	1,665	20.0%
Haringey	E09000014	12,905	2,555	19.8%
Wandsworth	E09000032	15,060	2,920	19.4%
Westminster	E09000033	54,140	10,110	18.7%
Kensington and Chelsea	E09000020	13,060	2,325	17.8%
Elmbridge	E07000207	8,440	1,435	17.0%
Waltham Forest	E09000031	12,015	2,035	16.9%
Cambridge	E07000008	4,970	835	16.8%
Hounslow	E09000018	13,145	2,195	16.7%
Reading	E06000038	6,575	1,090	16.6%
St Albans	E07000240	8,280	1,365	16.5%
Kingston upon Thames	E09000021	8,455	1,365	16.1%
Greenwich	E09000011	9,840	1,585	16.1%
Windsor and Maidenhead	E06000040	9,040	1,395	15.4%
Woking	E07000217	4,665	715	15.3%
Milton Keynes	E06000042	12,405	1,855	15.0%
Epsom and Ewell	E07000208	3,625	535	14.8%
Oxford	E07000178	4,885	720	14.7%
Bromley	E09000006	14,445	2,125	14.7%
Bristol, City of	E06000023	18,330	2,695	14.7%
Slough	E06000039	6,395	940	14.7%
Waverley	E07000216	8,125	1,190	14.6%
Guildford	E07000209	7,135	1,035	14.5%
Bracknell Forest	E06000036	4,490	645	14.4%
Dacorum	E07000096	7,860	1,125	14.3%
<b>Tunbridge Wells</b>	<b>E07000116</b>	<b>6,130</b>	<b>875</b>	<b>14.3%</b>
Hart	E07000089	4,450	630	14.2%
Sutton	E09000029	8,195	1,160	14.2%
Hastings	E07000062	2,900	410	14.1%
Merton	E09000024	11,100	1,565	14.1%
Ealing	E09000009	17,730	2,470	13.9%

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
Bath and North East Somerset	E06000022	8,480	1,170	13.8%
Spelthorne	E07000213	4,535	625	13.8%
Buckinghamshire	E06000060	31,180	4,270	13.7%
Worthing	E07000229	3,895	530	13.6%
Watford	E07000103	5,065	685	13.5%
North Hertfordshire	E07000099	6,225	840	13.5%
South Oxfordshire	E07000179	7,925	1,065	13.4%
Croydon	E09000008	14,470	1,940	13.4%
Mole Valley	E07000210	5,190	695	13.4%
Hertsmere	E07000098	7,660	1,020	13.3%
Three Rivers	E07000102	5,335	710	13.3%
Basingstoke and Deane	E07000084	6,915	910	13.2%
Reigate and Banstead	E07000211	6,795	885	13.0%
Brent	E09000005	15,515	2,005	12.9%
Surrey Heath	E07000214	4,450	575	12.9%
Lewes	E07000063	4,215	540	12.8%
Cheltenham	E07000078	5,190	655	12.6%
West Berkshire	E06000037	8,045	1,015	12.6%
Warwick	E07000222	7,180	905	12.6%
Runnymede	E07000212	4,380	545	12.4%
Barnet	E09000003	25,115	3,105	12.4%
City of London	E09000001	22,485	2,750	12.2%
West Oxfordshire	E07000181	5,880	715	12.2%
Mid Sussex	E07000228	7,210	875	12.1%
Trafford	E08000009	11,420	1,385	12.1%
Newham	E09000025	13,140	1,585	12.1%
Manchester	E08000003	22,895	2,755	12.0%
South Cambridgeshire	E07000012	8,105	970	12.0%
East Hampshire	E07000085	6,415	765	11.9%
Harrow	E09000015	15,245	1,800	11.8%
Welwyn Hatfield	E07000241	5,010	590	11.8%
<b>Thanet</b>	<b>E07000114</b>	<b>4,525</b>	<b>530</b>	<b>11.7%</b>
Stroud	E07000082	5,785	660	11.4%
Redbridge	E09000026	14,640	1,660	11.3%
Rushmoor	E07000092	3,220	365	11.3%
<b>Sevenoaks</b>	<b>E07000111</b>	<b>6,560</b>	<b>740</b>	<b>11.3%</b>
East Hertfordshire	E07000242	7,910	890	11.3%
Stevenage	E07000243	3,320	360	10.8%
Vale of White Horse	E07000180	5,940	635	10.7%
Winchester	E07000094	8,095	865	10.7%
Tandridge	E07000215	4,925	525	10.7%
Enfield	E09000010	14,910	1,575	10.6%
Tonbridge and Malling	E07000115	6,060	640	10.6%

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
Norwich	E07000148	5,020	530	10.6%
Chichester	E07000225	6,775	715	10.6%
Horsham	E07000227	7,550	795	10.5%
Hillingdon	E09000017	14,355	1,485	10.3%
<b>Canterbury</b>	<b>E07000106</b>	<b>5,630</b>	<b>580</b>	<b>10.3%</b>
Newcastle upon Tyne	E08000021	8,705	895	10.3%
Wealden	E07000065	8,615	885	10.3%
Brentwood	E07000068	4,390	450	10.3%
<b>Dartford</b>	<b>E07000107</b>	<b>4,600</b>	<b>465</b>	<b>10.1%</b>
Leeds	E08000035	29,020	2,930	10.1%
Chelmsford	E07000070	8,165	820	10.0%
Cotswold	E07000079	6,075	610	10.0%
Southend-on-Sea	E06000033	6,915	685	9.9%
Rushcliffe	E07000176	5,140	505	9.8%
Adur	E07000223	2,350	230	9.8%
Uttlesford	E07000077	5,625	550	9.8%
Cherwell	E07000177	7,125	690	9.7%
Solihull	E08000029	8,355	805	9.6%
Stockport	E08000007	12,225	1,175	9.6%
York	E06000014	7,075	680	9.6%
Bexley	E09000004	8,445	810	9.6%
Sheffield	E08000019	16,755	1,590	9.5%
Wiltshire	E06000054	21,520	2,040	9.5%
Colchester	E07000071	7,400	700	9.5%
Cheshire East	E06000049	19,275	1,805	9.4%
Bournemouth, Christchurch and Poole	E06000058	15,495	1,445	9.3%
Test Valley	E07000093	5,850	545	9.3%
Central Bedfordshire	E06000056	12,470	1,160	9.3%
North Somerset	E06000024	8,950	830	9.3%
Bromsgrove	E07000234	5,020	460	9.2%
Bedford	E06000055	7,235	660	9.1%
Swindon	E06000030	7,035	640	9.1%
Exeter	E07000041	4,385	395	9.0%
Fylde	E07000119	3,405	305	9.0%
North Tyneside	E08000022	5,365	480	8.9%
Eastbourne	E07000061	3,085	275	8.9%
Tewkesbury	E07000083	4,380	390	8.9%
Rugby	E07000220	4,800	425	8.9%
New Forest	E07000091	7,815	690	8.8%
<b>Ashford</b>	<b>E07000105</b>	<b>6,490</b>	<b>570</b>	<b>8.8%</b>
Stratford-on-Avon	E07000221	8,400	735	8.8%
<b>Folkestone and Hythe</b>	<b>E07000112</b>	<b>3,735</b>	<b>325</b>	<b>8.7%</b>
Eastleigh	E07000086	5,305	460	8.7%

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
Crawley	E07000226	3,490	300	8.6%
Liverpool	E08000012	14,360	1,230	8.6%
Cheshire West and Chester	E06000050	13,485	1,155	8.6%
Worcester	E07000237	3,340	285	8.5%
Rother	E07000064	4,170	350	8.4%
South Gloucestershire	E06000025	10,150	845	8.3%
Fareham	E07000087	4,280	350	8.2%
Epping Forest	E07000072	8,410	685	8.1%
Rutland	E06000017	1,905	155	8.1%
South Kesteven	E07000141	5,930	475	8.0%
East Cambridgeshire	E07000009	4,005	320	8.0%
Huntingdonshire	E07000011	7,785	620	8.0%
Havant	E07000090	4,345	345	7.9%
High Peak	E07000037	3,850	305	7.9%
Salford	E08000006	11,195	880	7.9%
Coventry	E08000026	9,970	780	7.8%
Calderdale	E08000033	8,090	630	7.8%
Dorset	E06000059	17,970	1,395	7.8%
<b>Maidstone</b>	<b>E07000110</b>	<b>7,930</b>	<b>615</b>	<b>7.8%</b>
Malvern Hills	E07000235	4,265	330	7.7%
Arun	E07000224	5,560	430	7.7%
Broxtowe	E07000172	3,310	255	7.7%
Portsmouth	E06000044	5,980	460	7.7%
West Northamptonshire	E06000062	18,865	1,445	7.7%
Braintree	E07000067	6,610	505	7.6%
Babergh	E07000200	4,190	320	7.6%
Derby	E06000015	7,410	565	7.6%
Warrington	E06000007	8,455	635	7.5%
Nottingham	E06000018	9,800	735	7.5%
Gateshead	E08000037	5,535	415	7.5%
Ipswich	E07000202	4,670	350	7.5%
West Suffolk	E07000245	7,750	570	7.4%
South Norfolk	E07000149	5,810	425	7.3%
Birmingham	E08000025	37,245	2,720	7.3%
Oadby and Wigston	E07000135	2,200	160	7.3%
Lichfield	E07000194	4,820	350	7.3%
Rochford	E07000075	3,670	265	7.2%
Harborough	E07000131	5,410	390	7.2%
Broxbourne	E07000095	4,400	315	7.2%
South Hams	E07000044	5,245	375	7.1%
Telford and Wrekin	E06000020	5,815	415	7.1%
Bury	E08000002	7,670	545	7.1%
Wychavon	E07000238	6,765	480	7.1%

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
<b>Medway</b>	<b>E06000035</b>	<b>8,915</b>	<b>630</b>	<b>7.1%</b>
Gloucester	E07000081	3,705	260	7.0%
Chorley	E07000118	4,495	315	7.0%
East Suffolk	E07000244	9,375	655	7.0%
Wirral	E08000015	8,610	600	7.0%
Charnwood	E07000130	6,610	460	7.0%
Isle of Wight	E06000046	4,680	325	6.9%
Somerset	E06000066	24,795	1,715	6.9%
<b>Dover</b>	<b>E07000108</b>	<b>3,705</b>	<b>255</b>	<b>6.9%</b>
Havering	E09000016	10,330	710	6.9%
Redditch	E07000236	2,985	205	6.9%
Basildon	E07000066	7,625	520	6.8%
<b>Swale</b>	<b>E07000113</b>	<b>5,170</b>	<b>350</b>	<b>6.8%</b>
South Ribble	E07000126	3,940	265	6.7%
Peterborough	E06000031	7,835	525	6.7%
Broadland	E07000144	4,870	325	6.7%
Mid Suffolk	E07000203	5,035	335	6.7%
Luton	E06000032	7,900	520	6.6%
Teignbridge	E07000045	5,865	385	6.6%
Harlow	E07000073	3,430	225	6.6%
Barking and Dagenham	E09000002	7,890	515	6.5%
Southampton	E06000045	7,400	480	6.5%
Newark and Sherwood	E07000175	4,890	315	6.4%
Sefton	E08000014	7,845	505	6.4%
Stafford	E07000197	5,360	345	6.4%
Herefordshire, County of	E06000019	10,750	690	6.4%
Gedling	E07000173	3,605	230	6.4%
Tameside	E08000008	6,310	400	6.3%
Darlington	E06000005	3,330	210	6.3%
Hinckley and Bosworth	E07000132	4,440	280	6.3%
Blaby	E07000129	4,165	260	6.2%
Torbay	E06000027	4,100	255	6.2%
Melton	E07000133	2,575	160	6.2%
Wyre Forest	E07000239	3,625	225	6.2%
Lincoln	E07000138	2,665	165	6.2%
North West Leicestershire	E07000134	4,295	265	6.2%
Lancaster	E07000121	4,660	285	6.1%
Rossendale	E07000125	2,540	155	6.1%
Cornwall	E06000052	25,275	1,540	6.1%
<b>Gravesham</b>	<b>E07000109</b>	<b>4,040</b>	<b>245</b>	<b>6.1%</b>
Plymouth	E06000026	6,280	380	6.1%
Newcastle-under-Lyme	E07000195	3,560	215	6.0%
East Devon	E07000040	6,825	410	6.0%

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
Nuneaton and Bedworth	E07000219	3,520	210	6.0%
Kirklees	E08000034	15,380	915	5.9%
Derbyshire Dales	E07000035	4,570	270	5.9%
Forest of Dean	E07000080	3,725	220	5.9%
Chesterfield	E07000034	3,330	195	5.9%
Tamworth	E07000199	2,220	130	5.9%
Wakefield	E08000036	9,930	580	5.8%
Maldon	E07000074	3,465	200	5.8%
Leicester	E06000016	13,530	780	5.8%
Gosport	E07000088	1,830	105	5.7%
Preston	E07000123	5,685	325	5.7%
Erewash	E07000036	3,800	215	5.7%
North Yorkshire	E06000065	32,695	1,840	5.6%
Castle Point	E07000069	3,315	185	5.6%
South Tyneside	E08000023	3,230	180	5.6%
Bradford	E08000032	16,510	920	5.6%
Middlesbrough	E06000002	3,415	190	5.6%
Stockton-on-Tees	E06000004	5,490	305	5.6%
Tendring	E07000076	4,775	265	5.5%
North Northamptonshire	E06000061	15,165	840	5.5%
Bolton	E08000001	10,220	560	5.5%
North Norfolk	E07000147	4,205	230	5.5%
South Derbyshire	E07000039	4,030	220	5.5%
Ribble Valley	E07000124	3,605	195	5.4%
Oldham	E08000004	7,305	395	5.4%
Wolverhampton	E08000031	8,205	440	5.4%
East Staffordshire	E07000193	4,865	260	5.3%
Northumberland	E06000057	11,425	610	5.3%
Rotherham	E08000018	7,495	395	5.3%
Shropshire	E06000051	15,760	830	5.3%
Wigan	E08000010	9,305	490	5.3%
West Devon	E07000047	3,160	165	5.2%
Amber Valley	E07000032	4,695	245	5.2%
North East Derbyshire	E07000038	3,370	175	5.2%
St. Helens	E08000013	4,630	240	5.2%
North Devon	E07000043	5,080	260	5.1%
Wyre	E07000128	4,010	205	5.1%
Dudley	E08000027	9,895	505	5.1%
East Riding of Yorkshire	E06000011	13,865	705	5.1%
Blackpool	E06000009	3,855	195	5.1%
Halton	E06000006	3,480	175	5.0%
North Warwickshire	E07000218	2,820	140	5.0%
Sunderland	E08000024	5,970	295	4.9%

Local authority name	Local authority code	Total enterprises 2024	Creative enterprises 2024	% creative enterprises 2024
Westmorland and Furness	E06000064	11,465	560	4.9%
King's Lynn and West Norfolk	E07000146	5,650	275	4.9%
South Staffordshire	E07000196	4,225	205	4.9%
Kingston upon Hull, City of	E06000010	6,505	315	4.8%
Bassetlaw	E07000171	4,255	205	4.8%
Knowsley	E08000011	3,360	160	4.8%
West Lancashire	E07000127	4,645	220	4.7%
Barnsley	E08000016	6,760	320	4.7%
North Kesteven	E07000139	4,135	195	4.7%
Thurrock	E06000034	7,005	330	4.7%
Breckland	E07000143	5,210	245	4.7%
Rochdale	E08000005	6,885	320	4.6%
West Lindsey	E07000142	3,680	170	4.6%
Pendle	E07000122	3,150	145	4.6%
Mid Devon	E07000042	4,480	205	4.6%
Burnley	E07000117	2,645	120	4.5%
Ashfield	E07000170	3,095	140	4.5%
Stoke-on-Trent	E06000021	6,565	295	4.5%
Cannock Chase	E07000192	3,480	155	4.5%
Walsall	E08000030	8,320	370	4.4%
County Durham	E06000047	14,475	620	4.3%
Doncaster	E08000017	9,835	415	4.2%
Fenland	E07000010	3,680	155	4.2%
Hartlepool	E06000001	2,160	90	4.2%
Redcar and Cleveland	E06000003	3,060	125	4.1%
Bolsover	E07000033	2,240	90	4.0%
Blackburn with Darwen	E06000008	5,495	220	4.0%
Sandwell	E08000028	9,945	380	3.8%
Torridge	E07000046	3,680	140	3.8%
Staffordshire Moorlands	E07000198	4,050	150	3.7%
South Holland	E07000140	3,925	145	3.7%
Great Yarmouth	E07000145	2,745	100	3.6%
East Lindsey	E07000137	5,565	200	3.6%
Mansfield	E07000174	3,240	115	3.5%
North Lincolnshire	E06000013	5,665	190	3.4%
North East Lincolnshire	E06000012	4,590	145	3.2%
Hyndburn	E07000120	2,380	75	3.2%
Cumberland	E06000063	11,220	325	2.9%
Isles of Scilly	E06000053	200	5	2.5%
Boston	E07000136	2,350	55	2.3%

## Related documents

Further information about other industrial sectors can be found on our [Business in Kent](#) webpages.

Counts of employee jobs in Kent by industrial sector can be found in the [Employment](#) section of our website.