



APPENDIX 1: SUPPORTING ECONOMIC ANALYSIS FOR CULTURE, ARTS AND CREATIVE INDUSTRIES COMMITTEE

Introduction

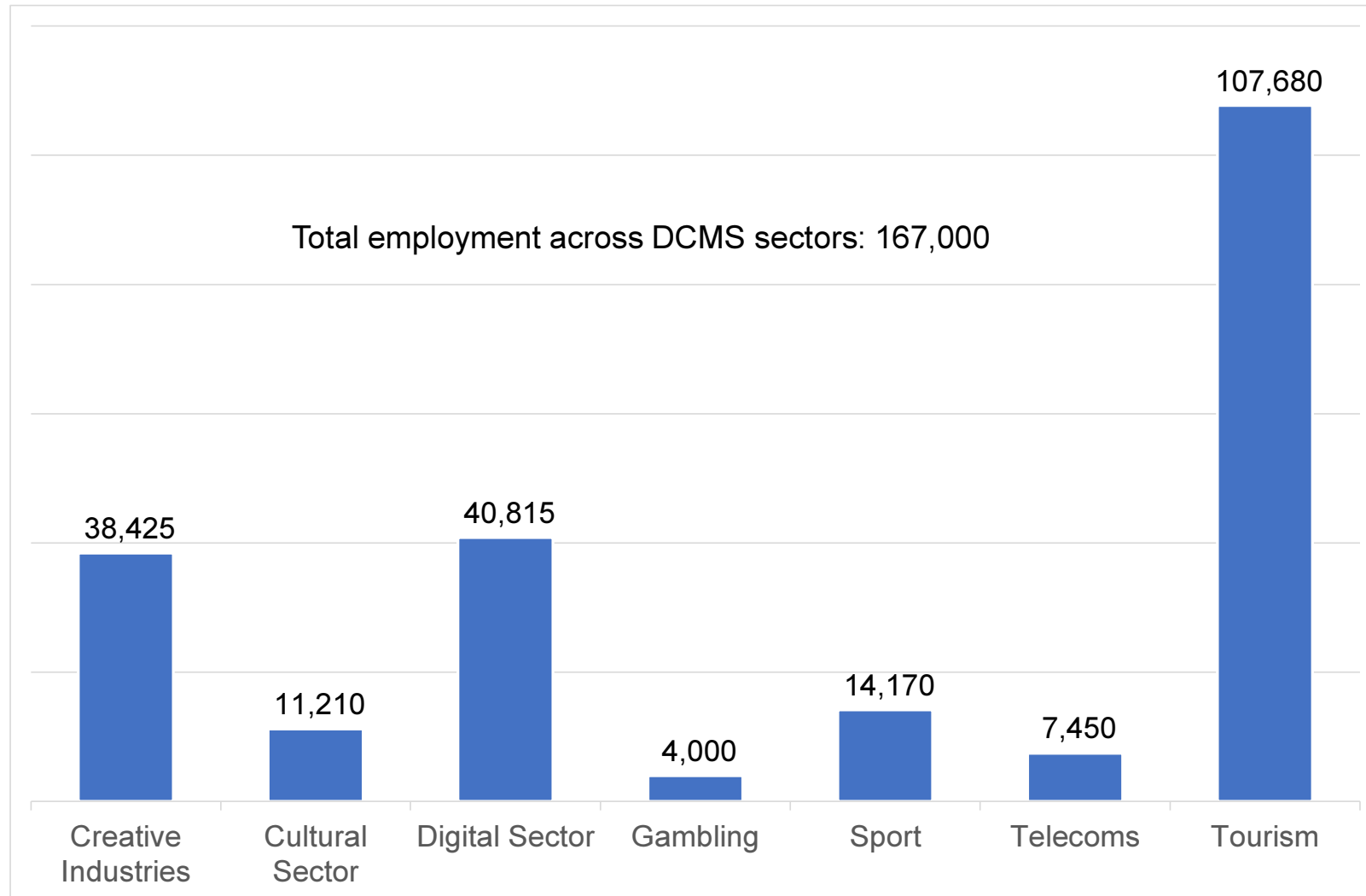
- This appendix provides supporting analysis to the Culture, Arts and Creative industries economic and sector reporting paper
- It contains information about the scale and composition of employment and the business base, the characteristics of the labour force, vacancies for relevant occupations and the provision of education and training in relevant disciplines.
- The analysis is framed by the sectoral and occupational definitions used by the Department for Digital, Culture, Media and Sport, which are set out in appendix 2.



Size and composition of the sector

Tourism accounts for a high proportion of employment in DCMS sectors, followed by Digital and Creative

Figure: Employment by DCMS sector in West Yorkshire

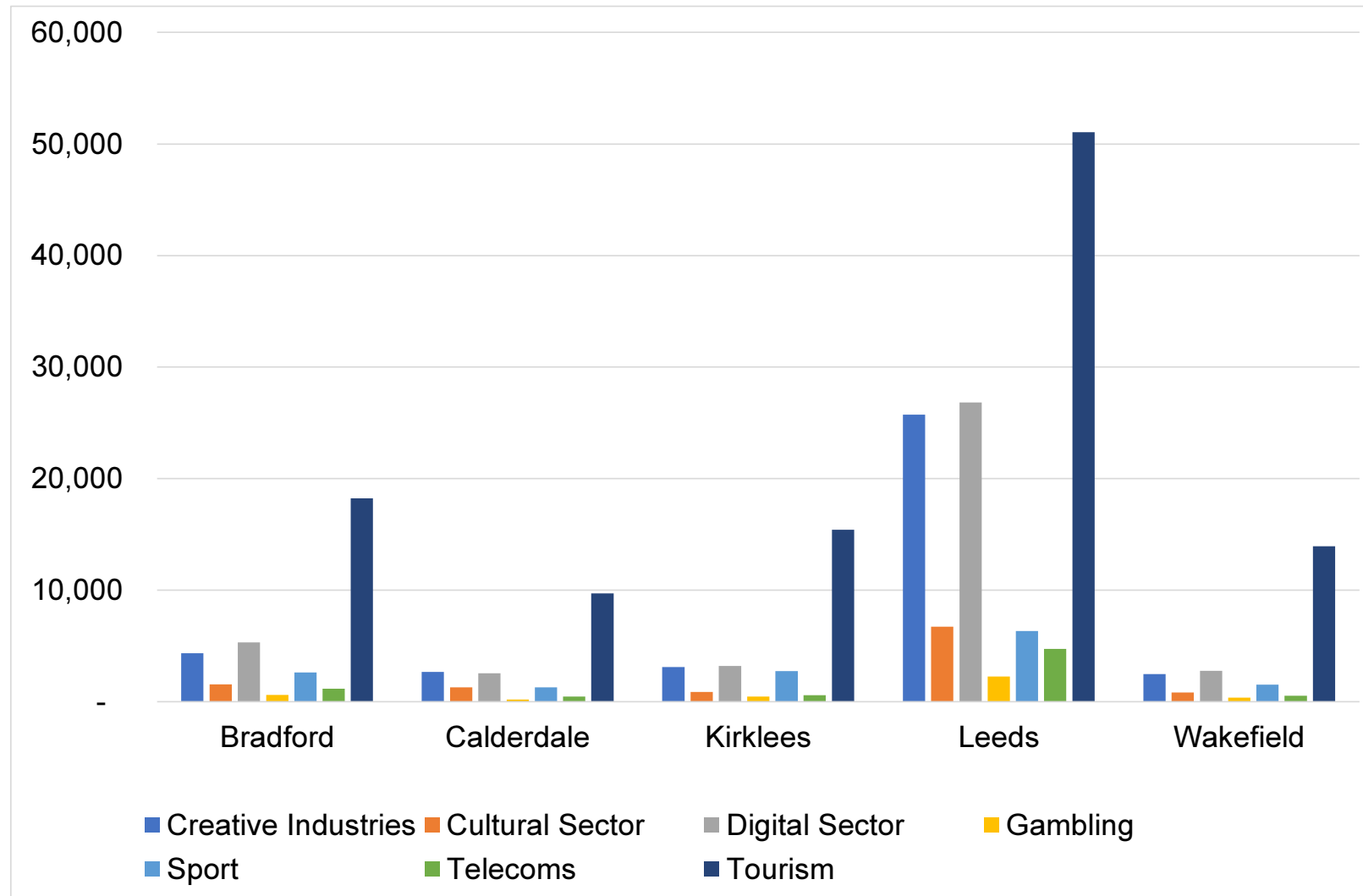


Source: Business Register and Employment Survey, 2019

Note: There are overlapping sector footprints under DCMS definitions

Employment in most DCMS sectors is highest in Leeds in absolute terms

Figure: Employment by DCMS sector by West Yorkshire local authority

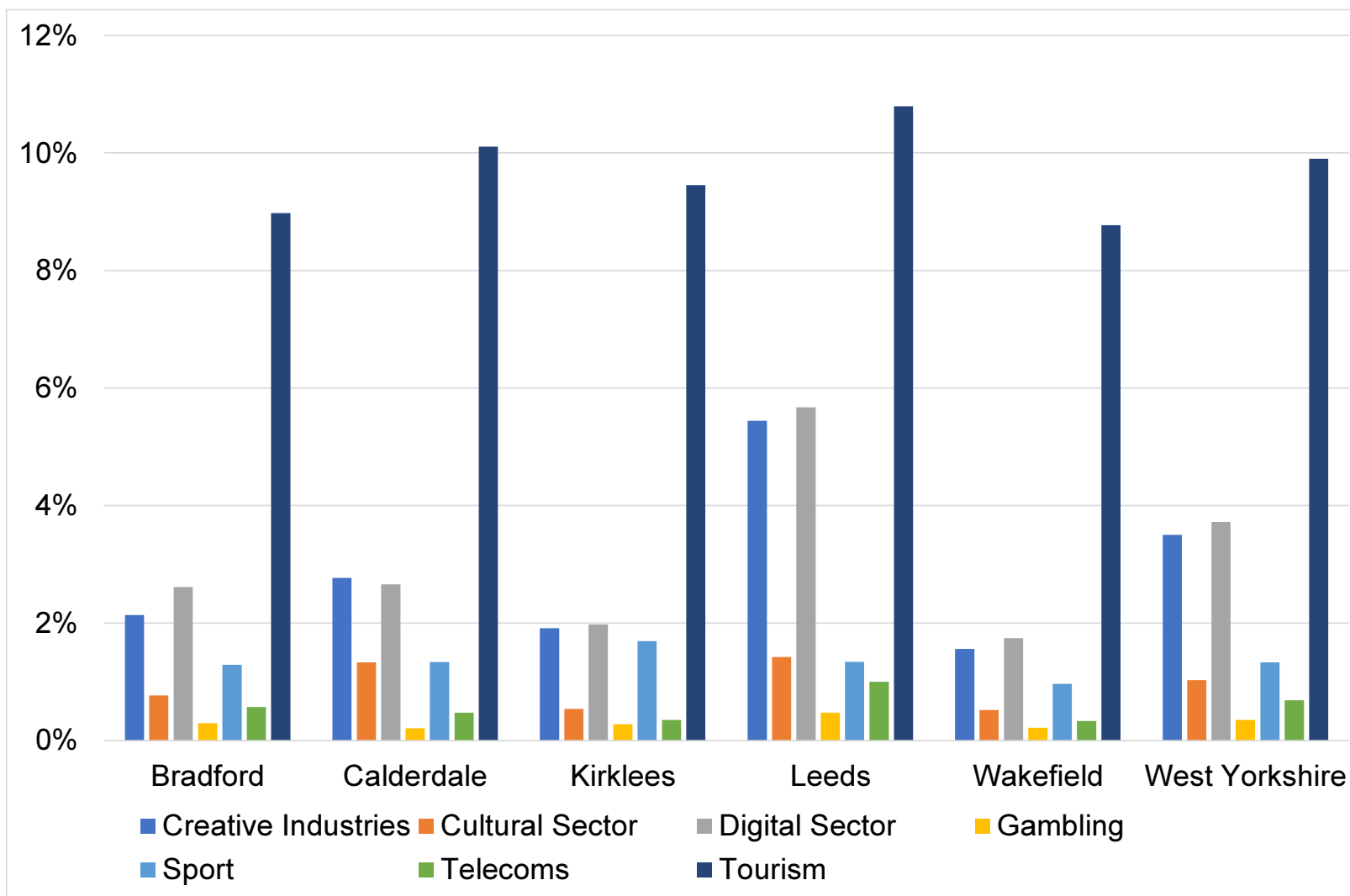


Source: Business Register and Employment Survey, 2019

Note: There are overlapping sector footprints under DCMS definitions

Creative, digital and tourism employment are all strongly represented in Leeds as % of total employment base

Figure: Employment in DCMS sector as % of total employment in each West Yorkshire local authority

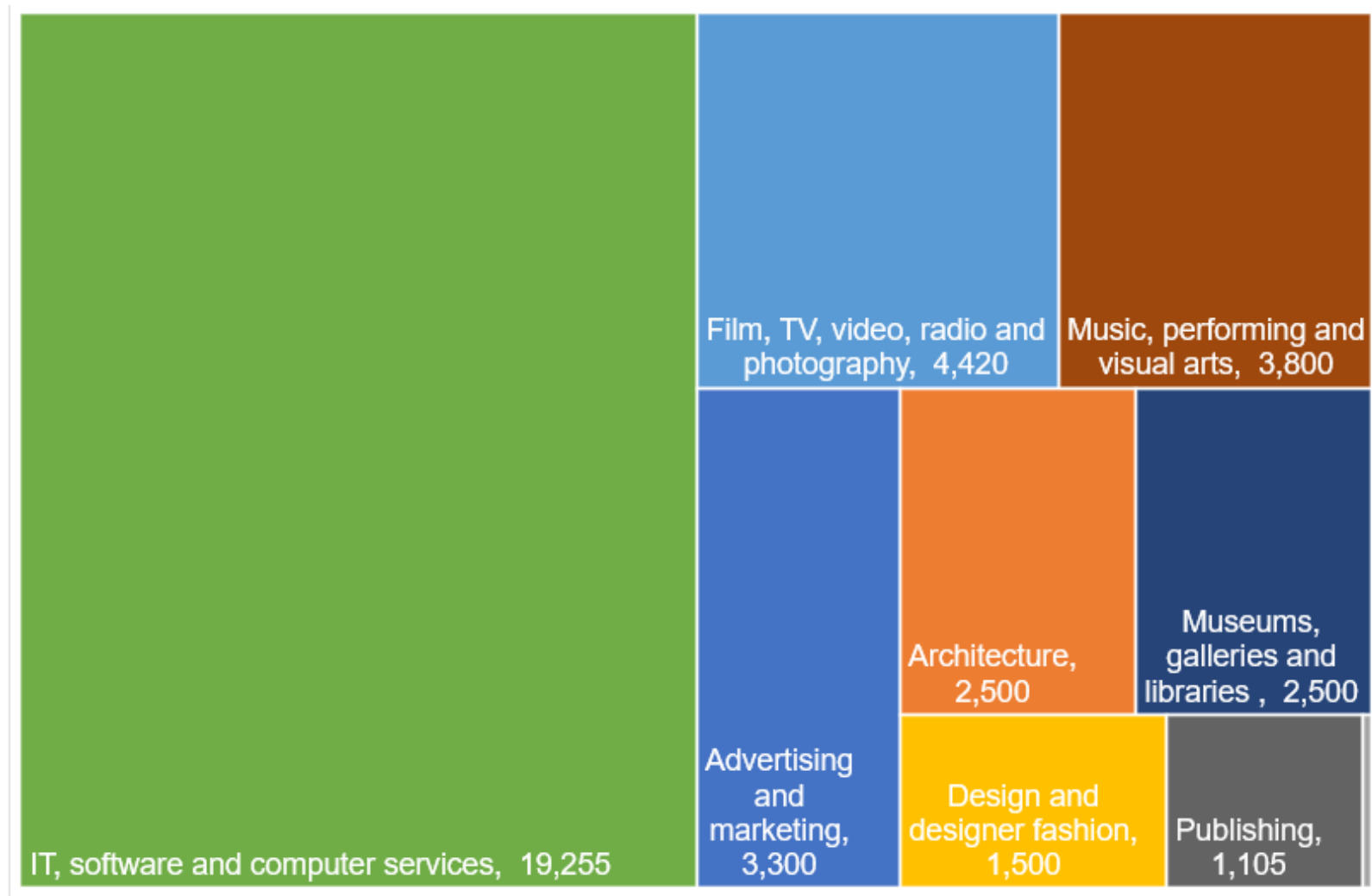


Source: Business Register and Employment Survey, 2019

Note: There are overlapping sector footprints under DCMS definitions

Digital activities comprise biggest sub-sector within Creative industries

Figure: Employment by sub-sector within Creative Industries

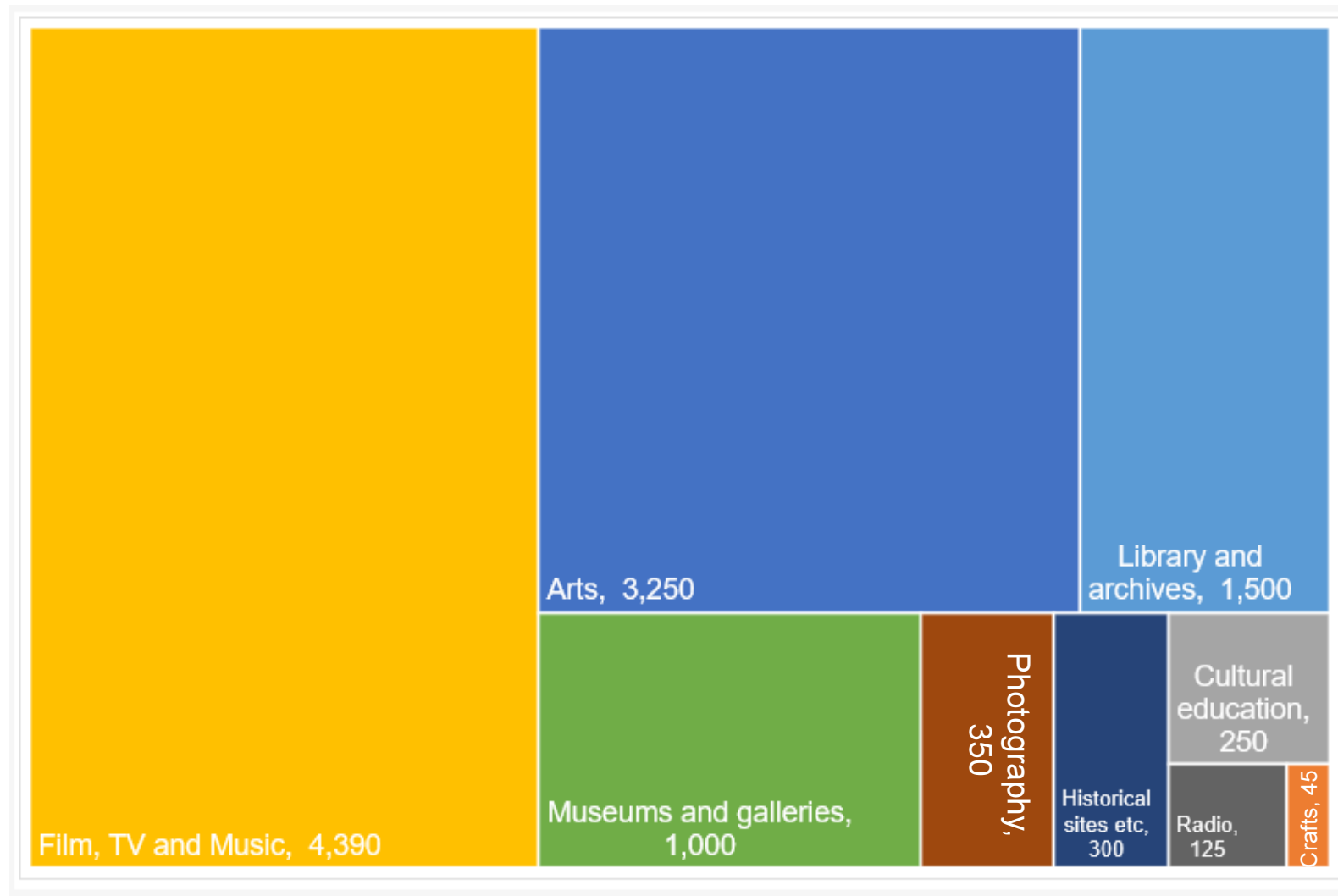


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

Film, TV and Music and the Arts are the largest elements of the Cultural sector

Figure: Employment by sub-sector within Cultural sector

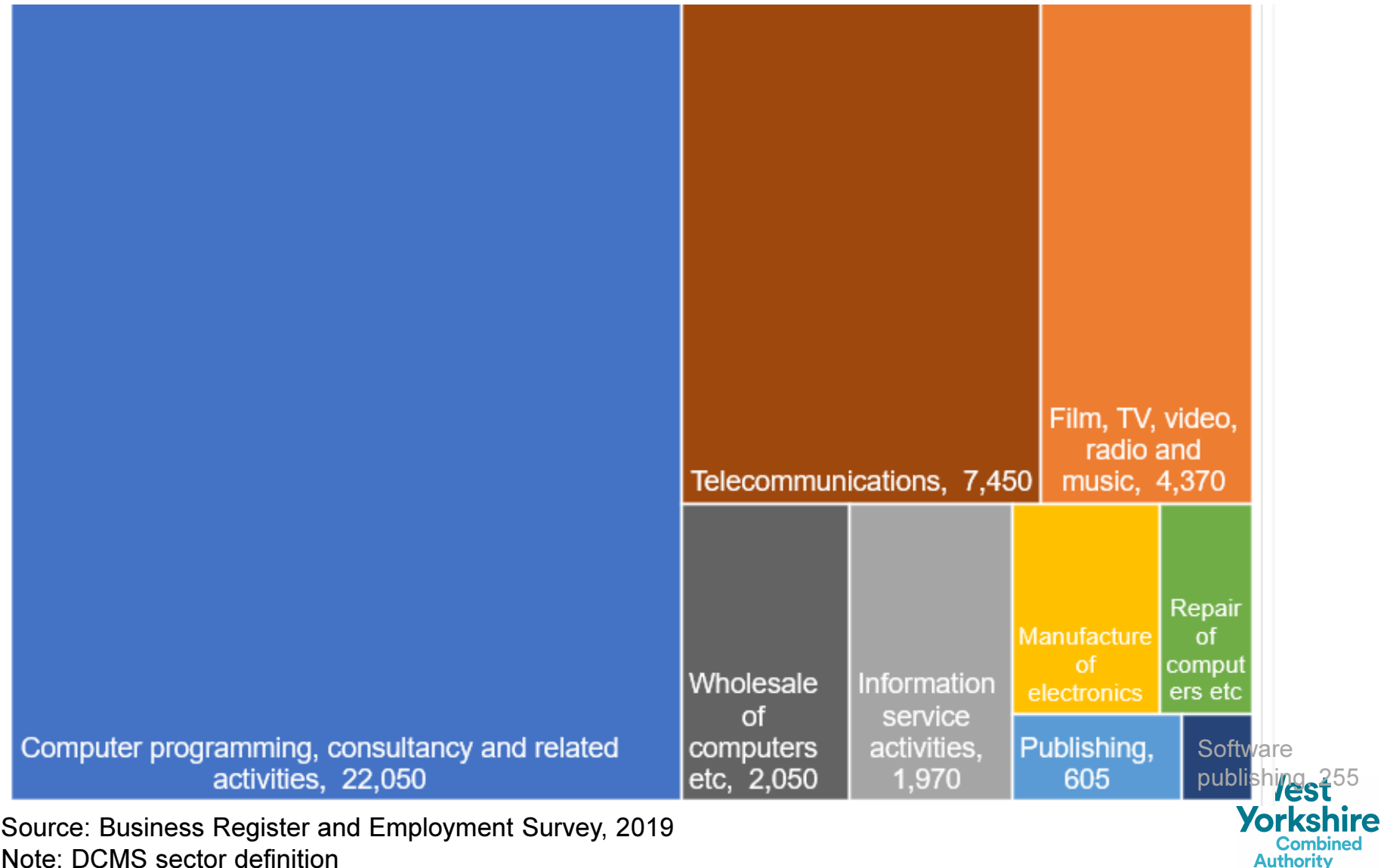


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

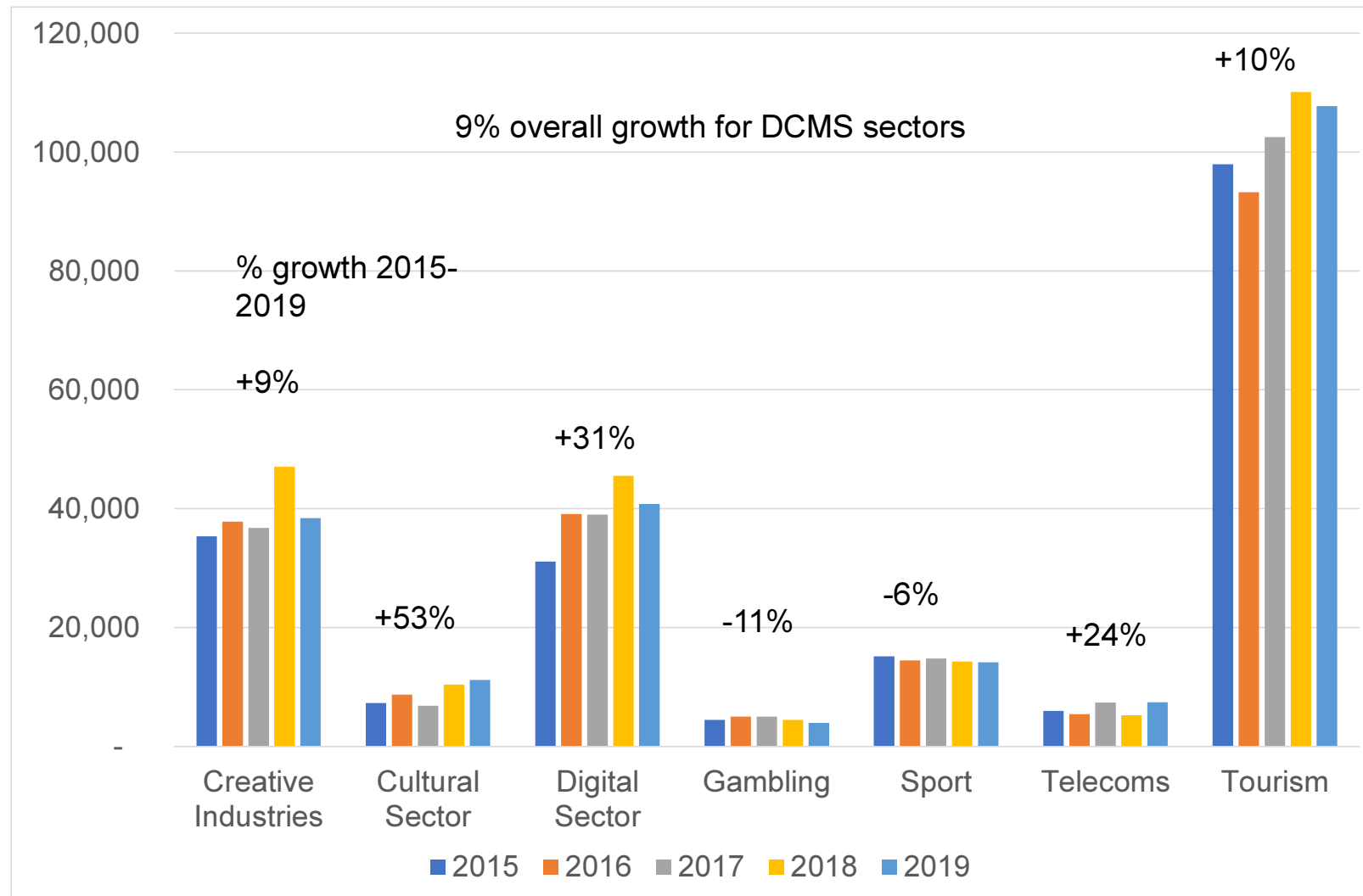
Computer programming / consultancy and Telecoms are largest elements of Digital

Figure: Employment by sub-sector within Digital sector



Most of the DCMS sectors registered employment growth between 2015 and 2019 but the data are volatile

Figure: Employment by DCMS sector

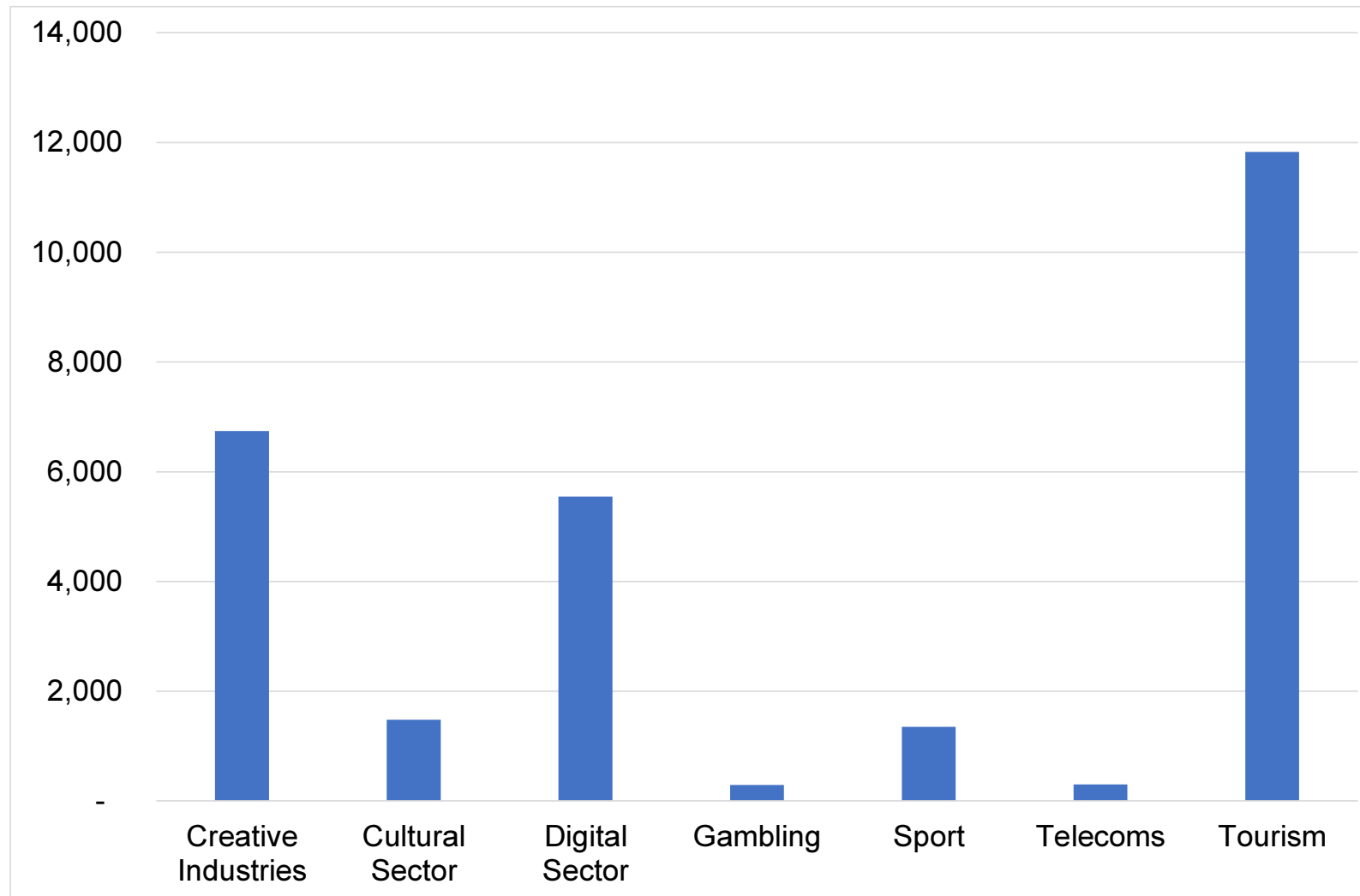


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

Tourism, Creative and Digital have the largest business bases of the DCMS sectors

Figure: Businesses (local units) by DCMS sector, West Yorkshire, 2021

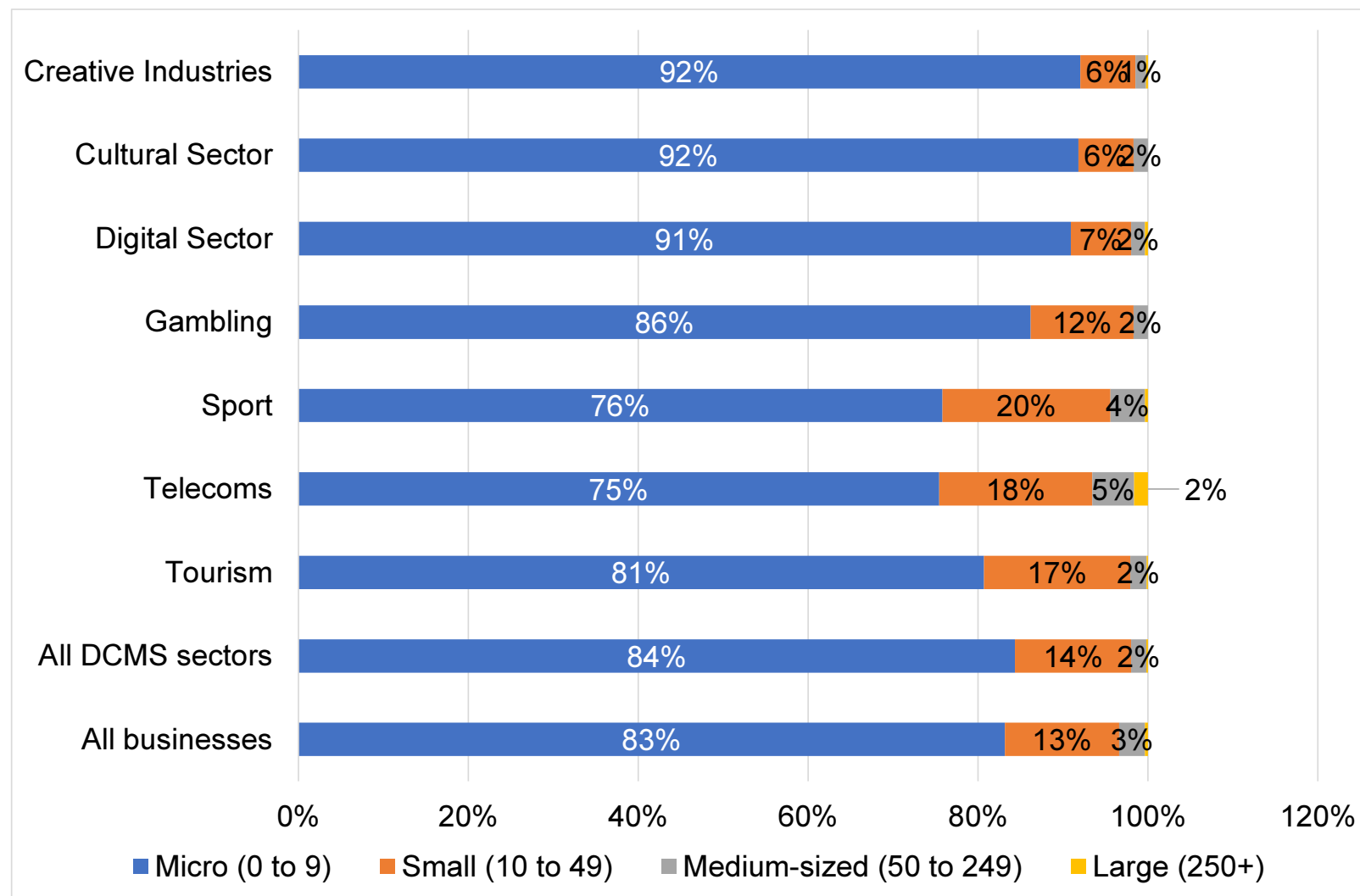


Source: Interdepartmental Business Register 2021, ONS

Note: DCMS sector definition

A high proportion of Creative, Cultural and Digital businesses are micro in size

Figure: Businesses (local units) by DCMS sector and employment size band, West Yorkshire, 2021

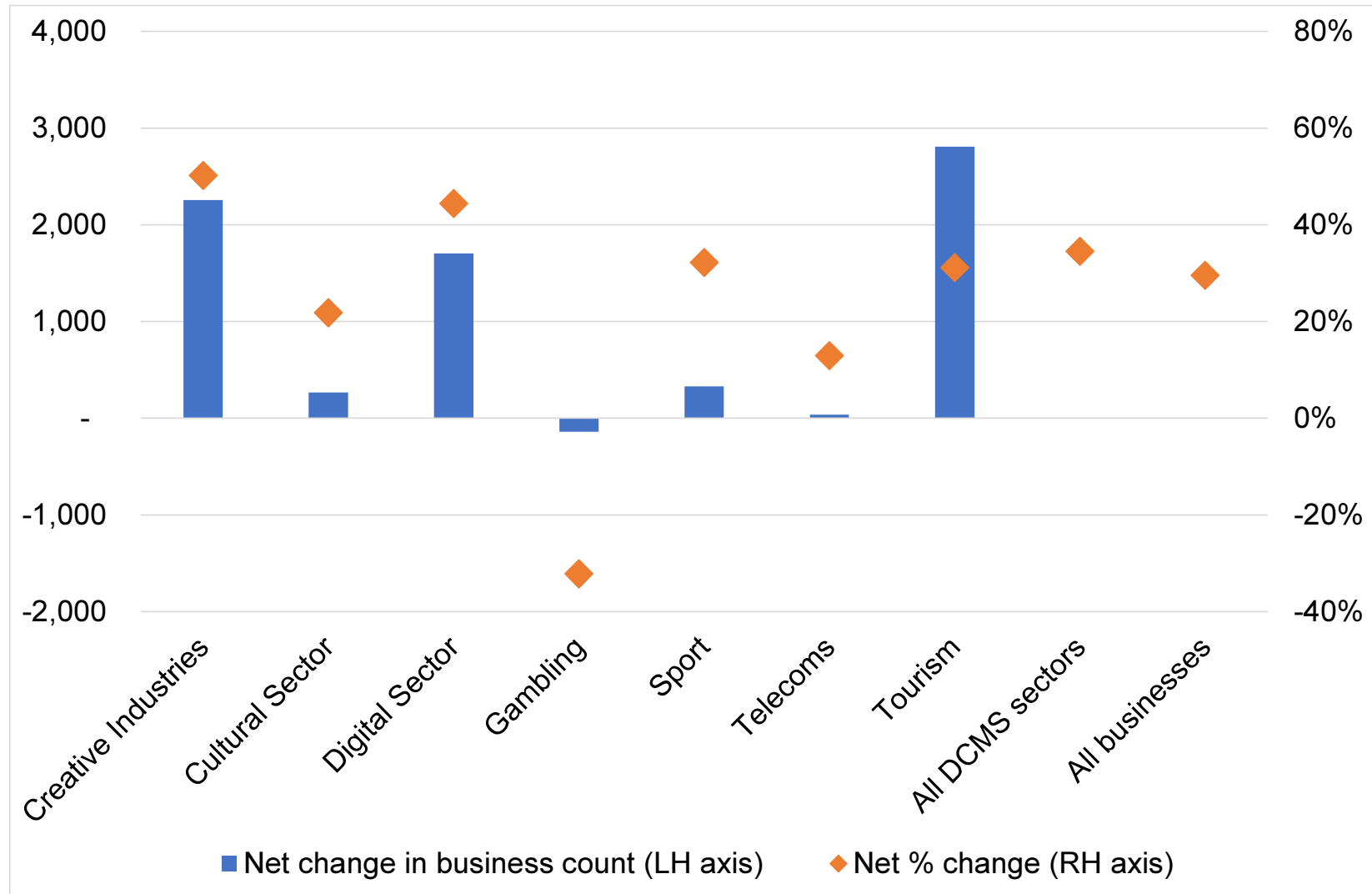


Source: Interdepartmental Business Register 2021, ONS

Note: DCMS sector definition

All DCMS sectors, except Gambling, saw an increase in their business base between 2010 and 2021

Figure: Net change in businesses (local units) by DCMS sector, 2010 to 2021, West Yorkshire



Source: Interdepartmental Business Register, ONS

Note: DCMS sector definition

Level of engagement with the arts and cultural activities in Yorkshire and the Humber is similar to the UK average

Figure: Engagement with cultural activities (% of adults who have engaged / visited in last 12 months), 2019/20



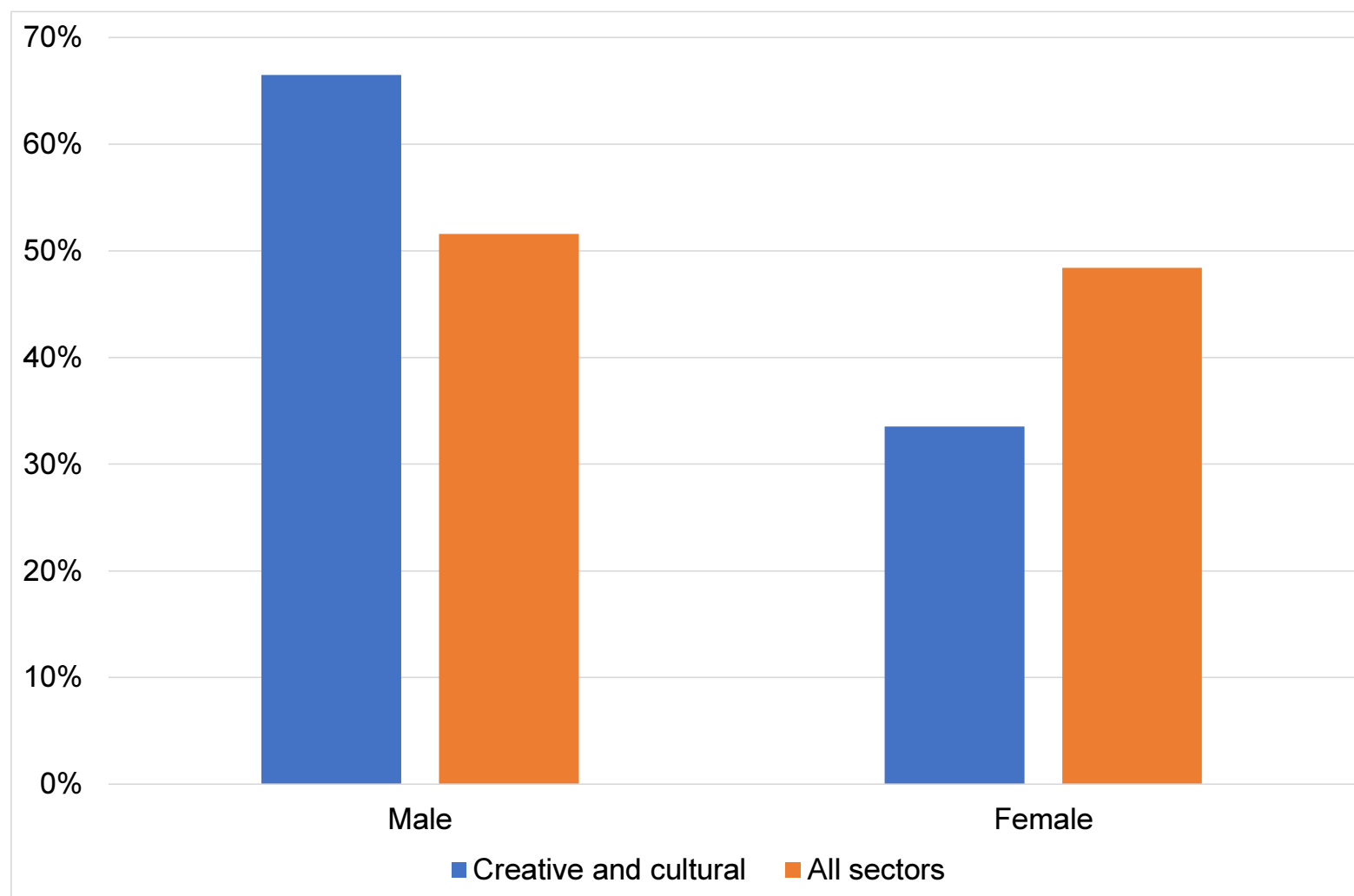
Source: "Taking Part" survey 2019/20, DCMS



Characteristics of the labour force

Males account for the majority of employment in Creative and Cultural

Figure: Employment in Creative and Cultural by sex in West Yorkshire

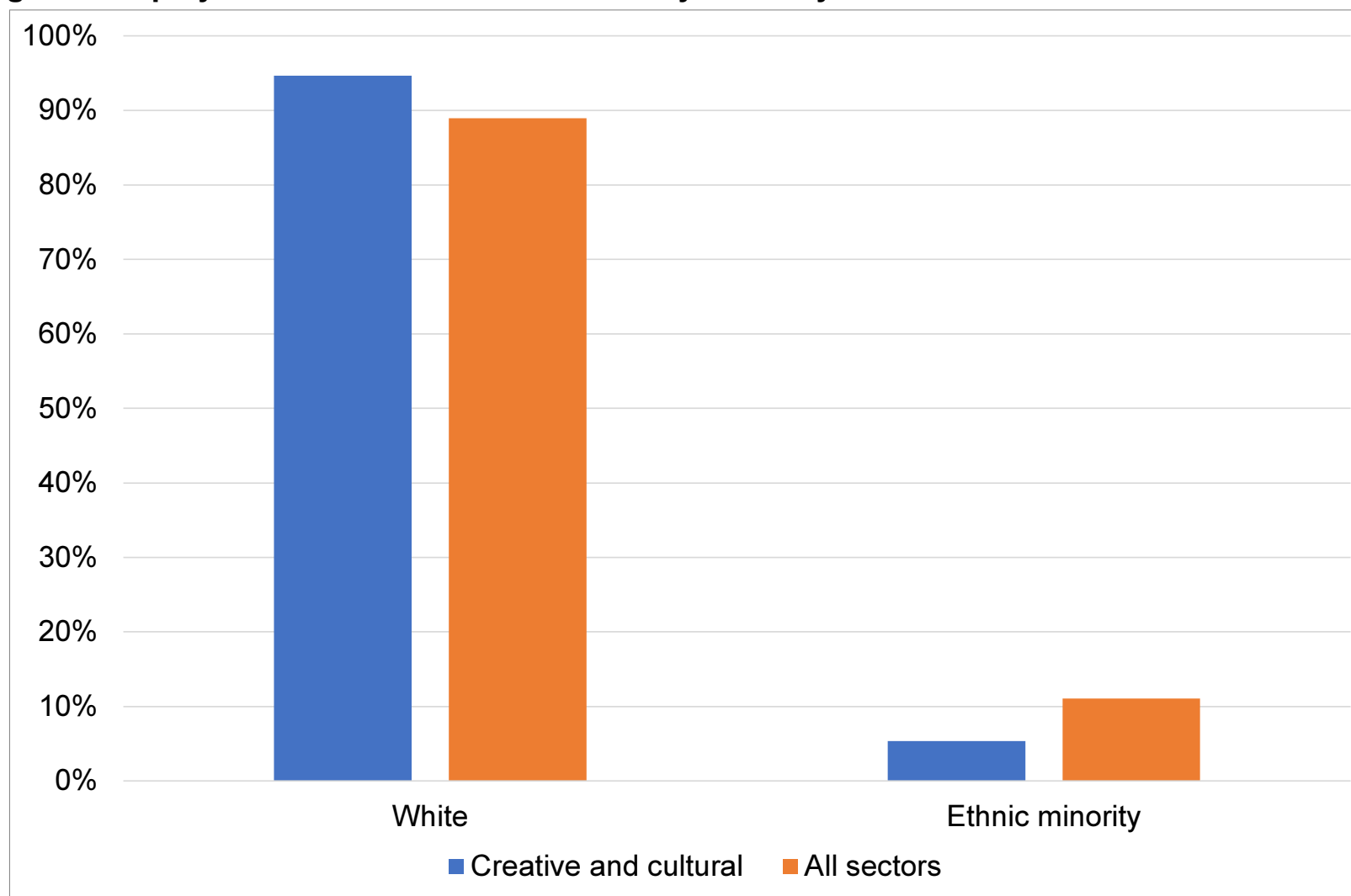


Source: Labour Force Survey

Note: Creative Industries and Cultural Sector employment only

People from ethnic minorities are under-represented in Creative and Cultural employment

Figure: Employment in Creative and Cultural by ethnicity in West Yorkshire

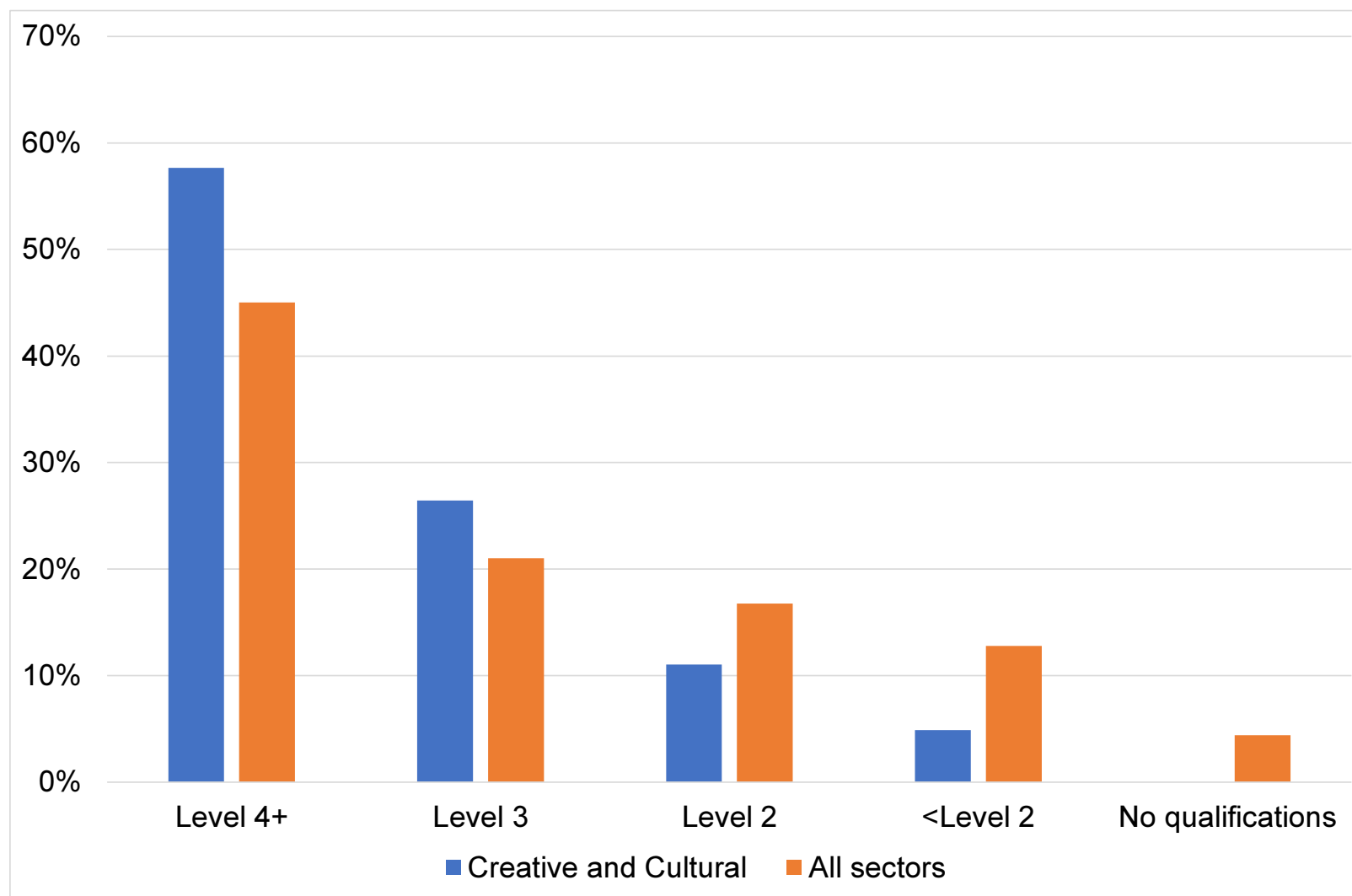


Source: Labour Force Survey

Note: Creative Industries and Cultural Sector employment only

Workers in Creative and Cultural sectors tend to be well-qualified

Figure: Employment in Creative and Cultural by level of highest qualification held, West Yorkshire

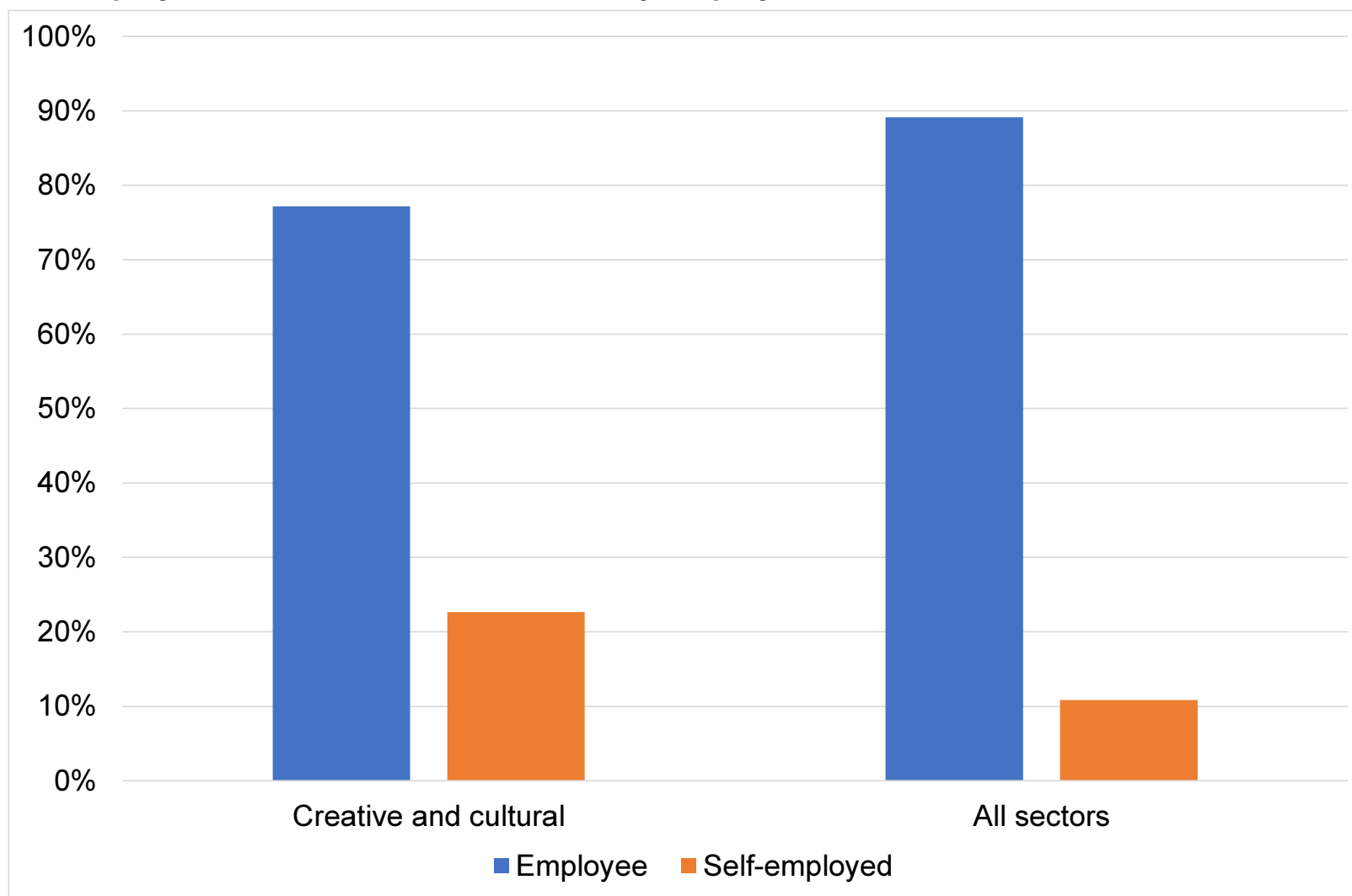


Source: Labour Force Survey

Note: Creative Industries and Cultural Sector employment only

Workers in Creative and Cultural sectors are twice as likely to be self-employed as across wider economy

Figure: Employment in Creative and Cultural by employment status, West Yorkshire



Source: Labour Force Survey

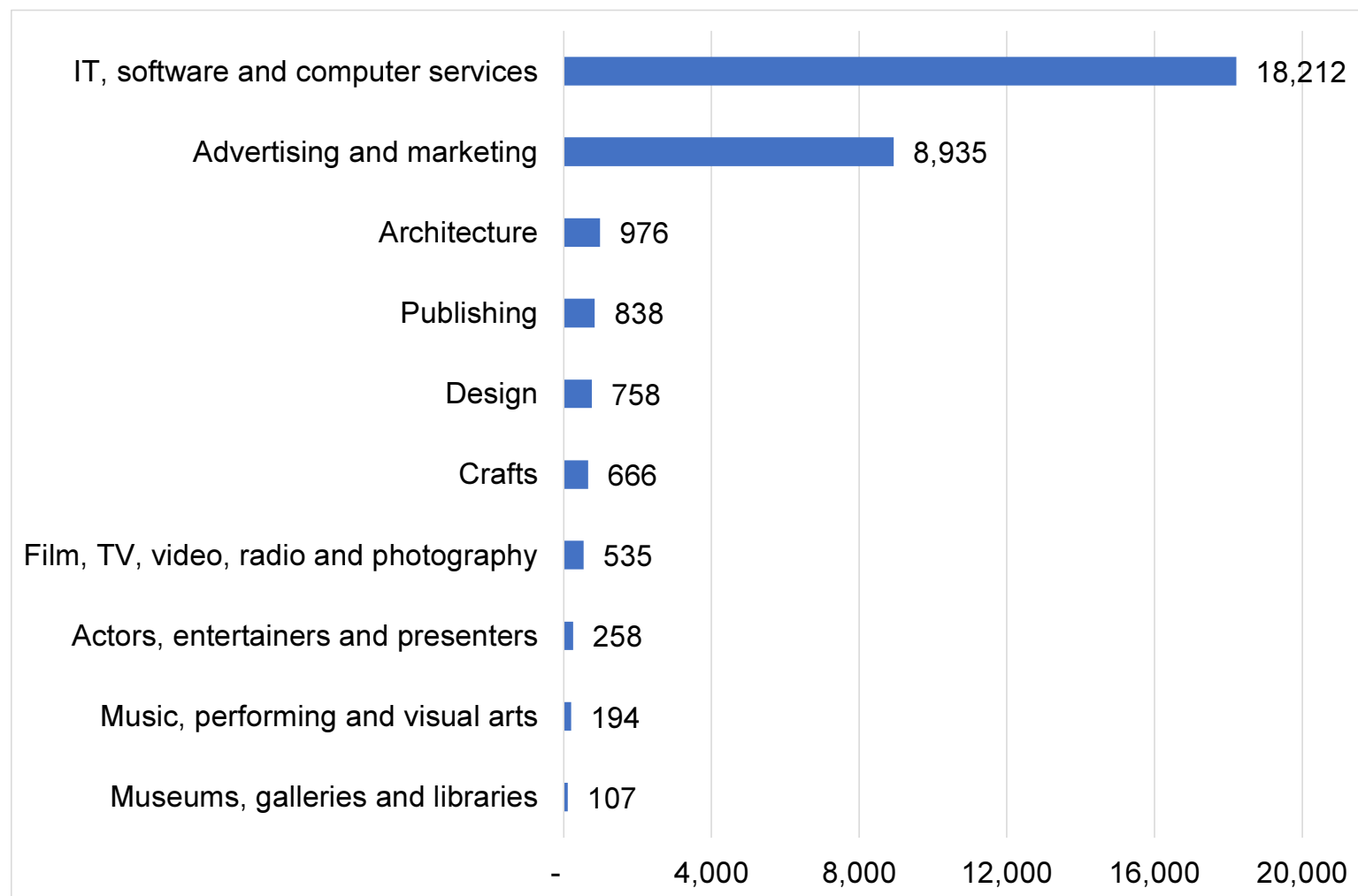
Note: Creative Industries and Cultural Sector employment only



Current vacancies

Greatest number of vacancies are in digital and advertising / marketing roles

Figure: Count of vacancies (online job postings) by broad creative occupation, Oct 2020 to Sept 2021, West Yorkshire

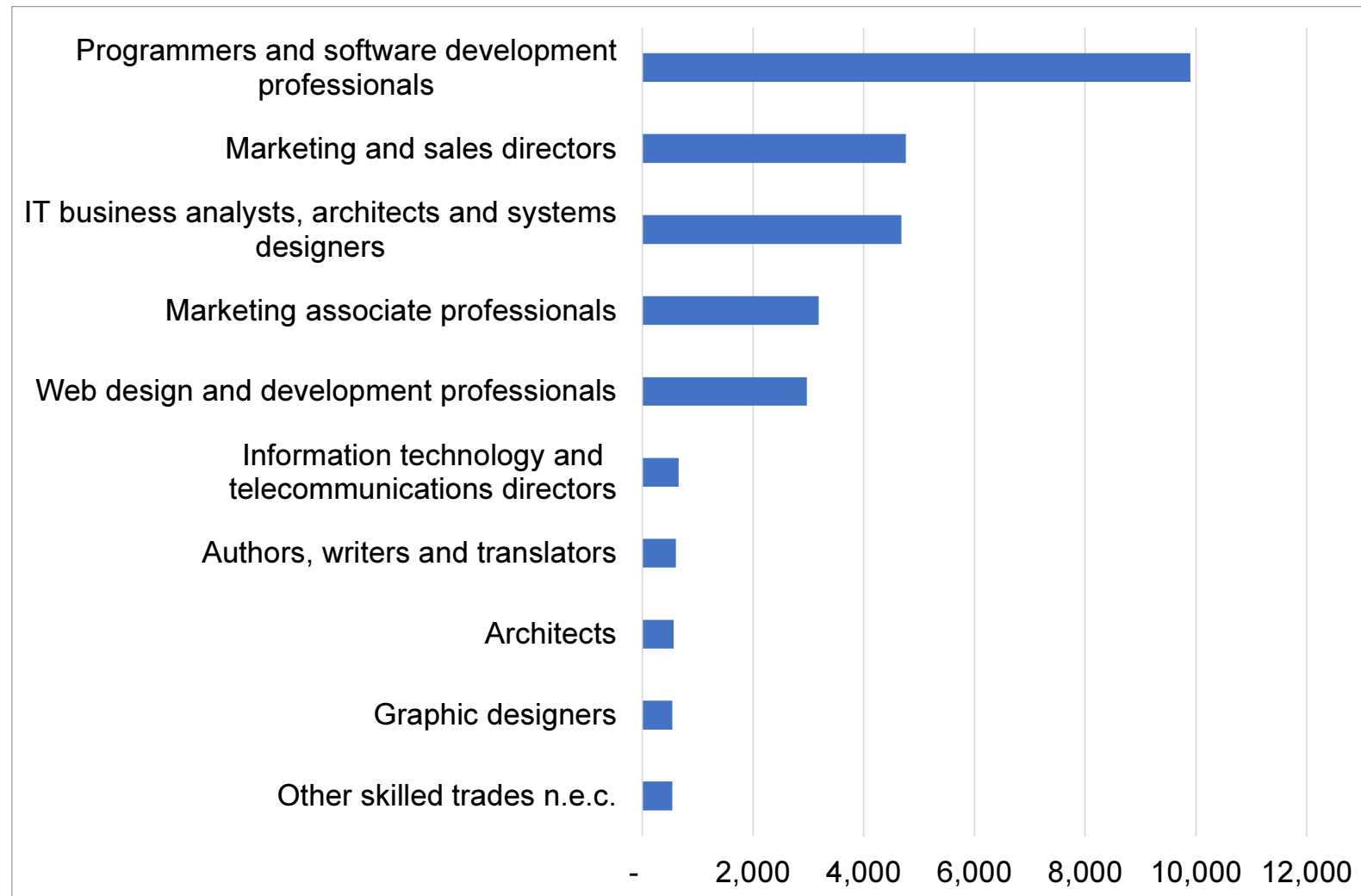


Source: Labour Insight

Note: Categories reflect DCMS creative occupations

At a more detailed level the biggest number of vacancies is for programmers / software developers

Figure: Top 10 detailed creative roles by number of online job postings , Oct 2020 to Sept 2021, West Yorkshire

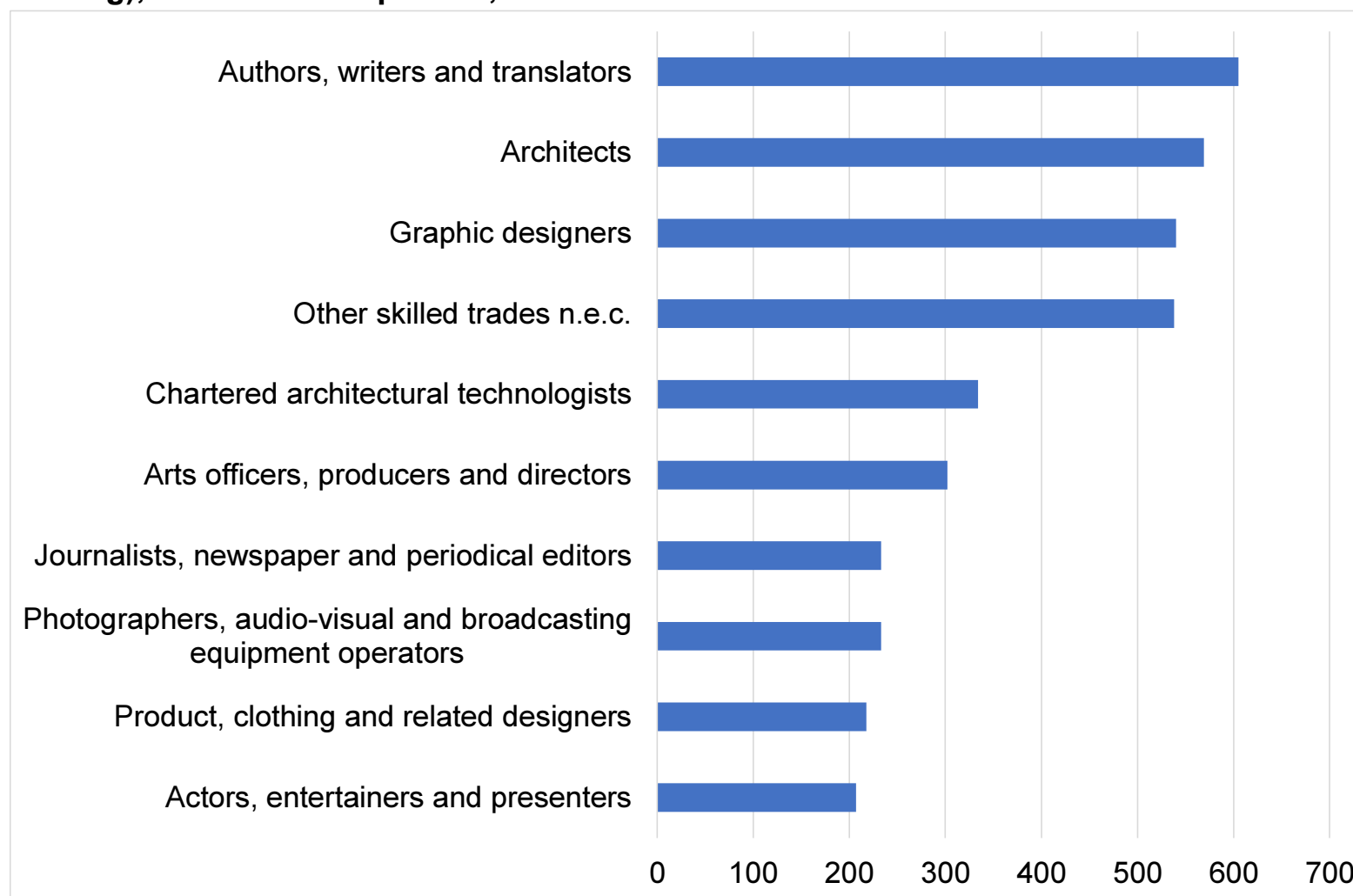


Source: Labour Insight

Note: Categories reflect DCMS creative occupations

Excluding digital and marketing roles, the most in-demand occupations are authors, architects and graphic designers

Figure: Top 10 detailed creative roles by number of online job postings (excluding digital and marketing), Oct 2020 to Sept 2021, West Yorkshire

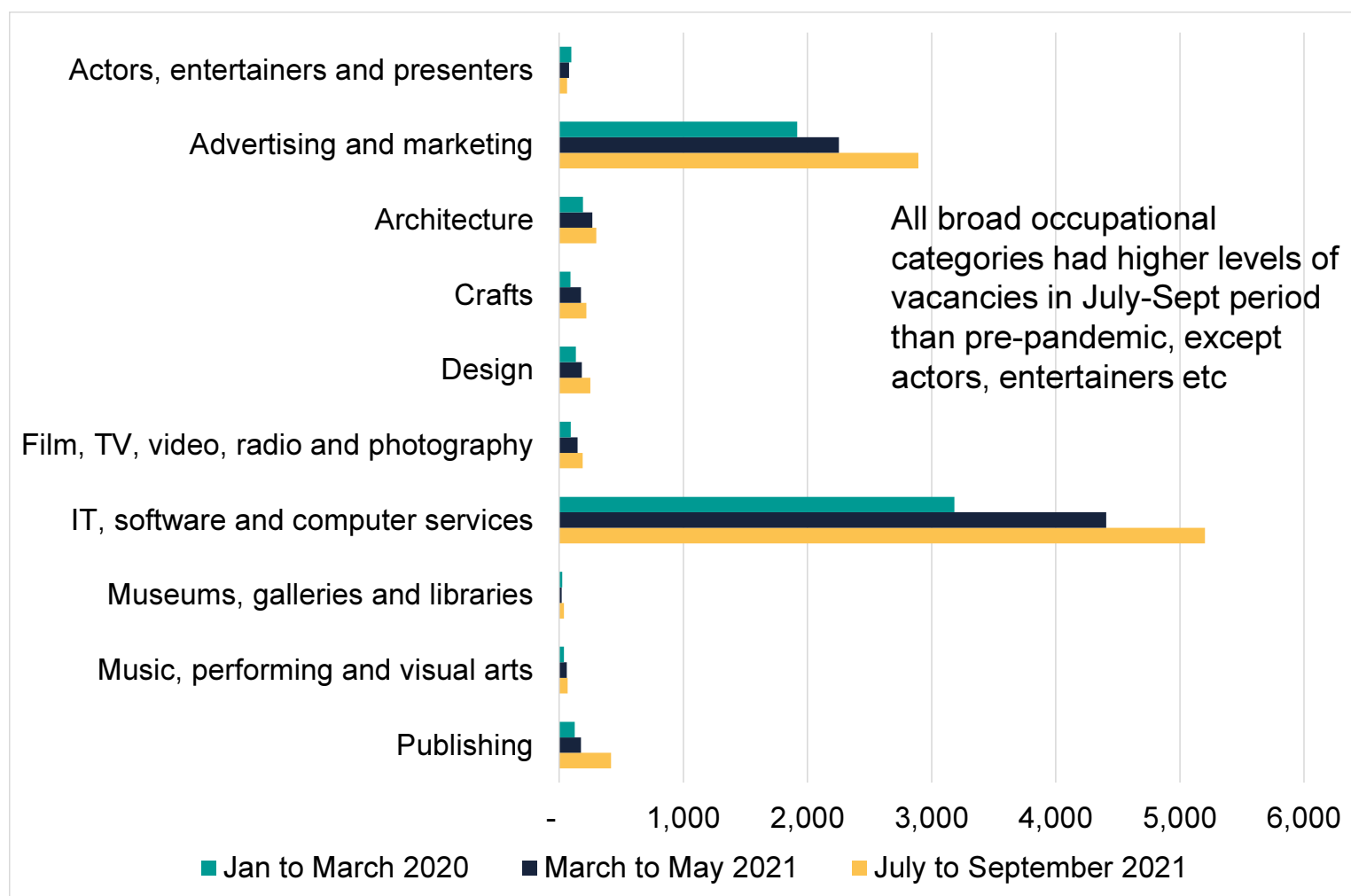


Source: Labour Insight

Note: Categories reflect DCMS creative occupations

There has been a recovery in vacancies for all creative categories except actors/entertainers/presenters

Figure: Count of vacancies (online job postings) by broad creative occupation, West Yorkshire



Source: Labour Insight

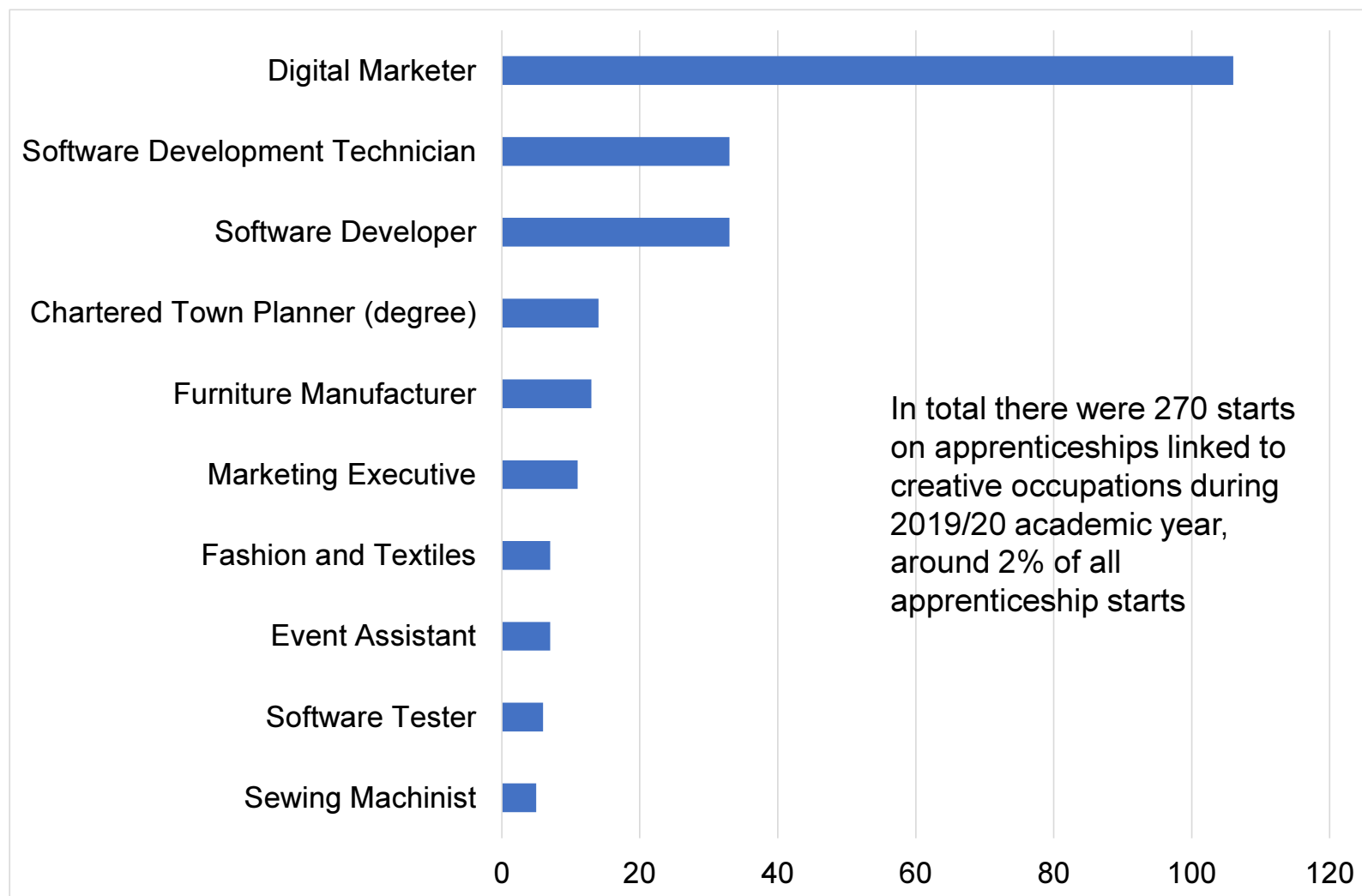
Note: Categories reflect DCMS creative occupations



Education and Training

Digital Marketing is the most popular apprenticeship among Creative and Cultural disciplines

Figure: Top 10 apprenticeships by number of starts during 2019/20 academic year, West Yorkshire

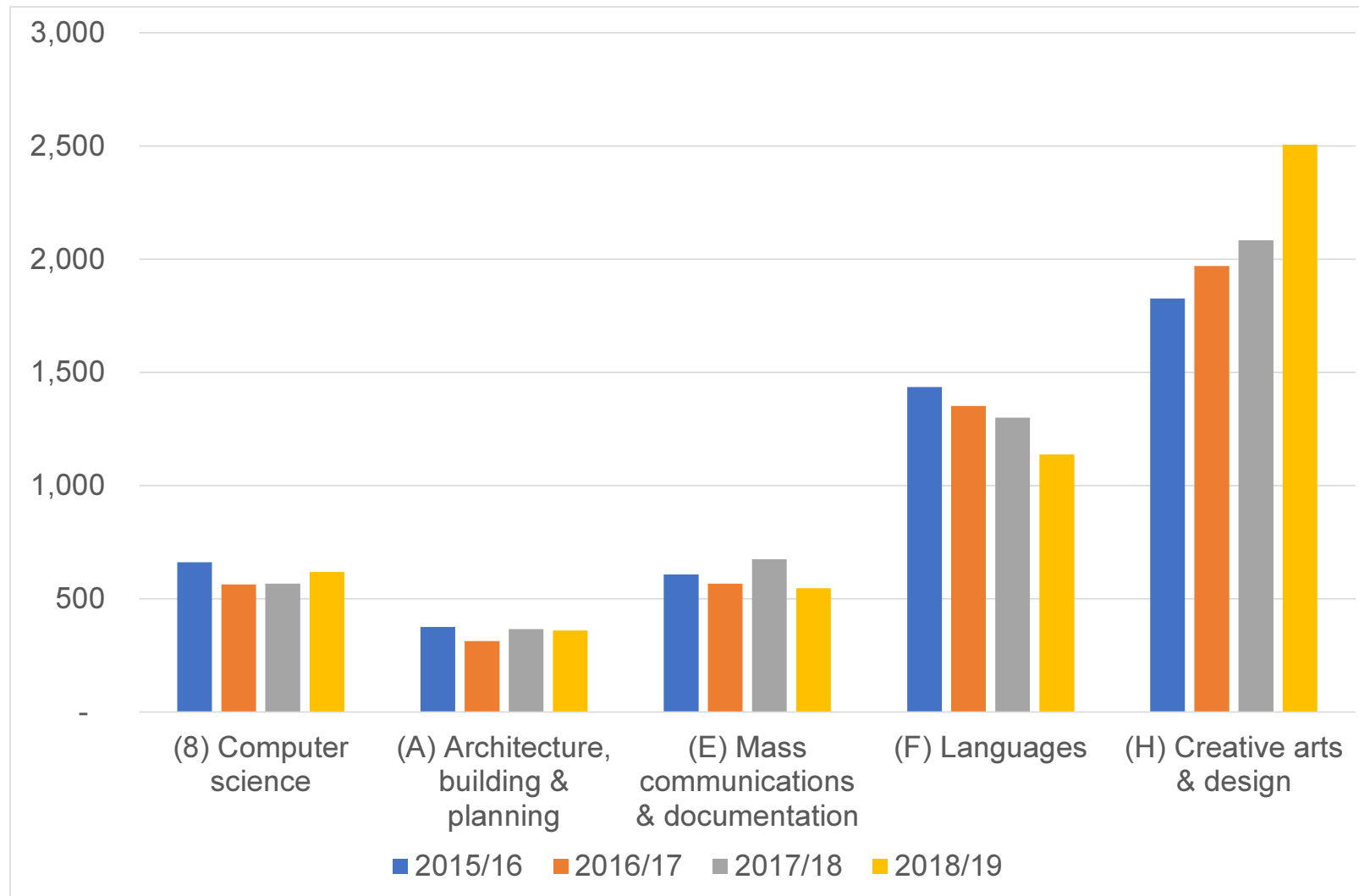


Source: Department for Education

Note: Categories reflect DCMS creative occupations

There has been strong growth in the number of people qualifying from higher education in Creative, arts and design subjects

Figure: Trend in number of graduates in creative and cultural subjects, West Yorkshire institutions



Source: Higher Education Statistics Agency