

# The Creative and Heritage Economy of the North East

North East Culture Partnership



## Value

The latest DCMS statistics show that the creative economy was worth £3,000m in Gross Value Added (GVA) to the North East in 2014, 6.3% of total GVA and an increase of 33.6% compared with 2011.

Statistics from Historic England show that the heritage economy was worth £0.5m in 2013, 1.0% of total GVA and an increase of 6.9% since 2011.

## Jobs

46,300 people work in 7,115 organisations in the creative and cultural industries, an average of 7 employees per organisation but 7% work independently.

The creative economy employed 66,000 people in 2015, 5.6% of total employment and an increase of 29.4% from 2011. The heritage economy employed 9,300 people in 2013, 0.8% of total employment and an increase of 5.7% since 2011.

## Visitors

In 2015 there were 3.8m overnight trips by British residents to the North East. These generated £710m in revenue for the region.

## Growth

Between 2011 and 2015, the number of organisations in the creative and cultural industries rose by 4%. Key growth sectors were:

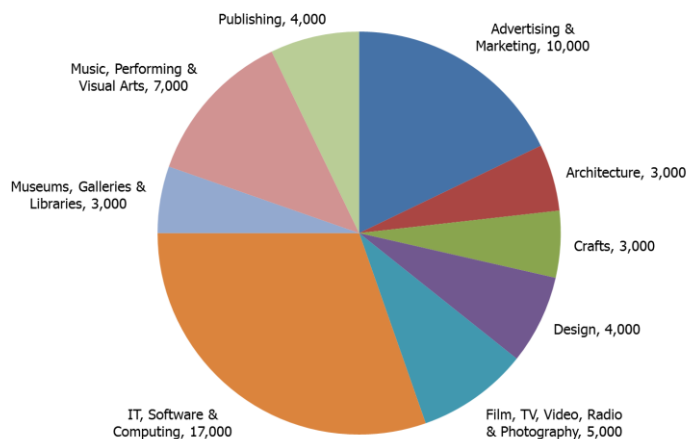
- Architecture
- Museums, galleries and libraries

## Students

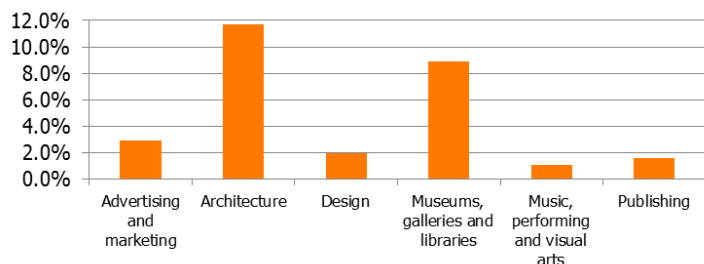
In the 2014/15 academic year there were 36,525 students studying creative and heritage courses in the North East:

- 25,320 at FE level
- 11,205 at HE level

## Average Creative Economy employment, North East, 2011–2015



## Percentage change in number of organisations (selected sectors)



## Heritage Economy employment, North East, 2013

