

The Creative and Heritage Economy of the North East: Methodology

North East Culture Partnership



This paper describes the data sources and measures used in NECP's *Creative & Cultural Industries in the North East* statistics.

Terminology

The creative/heritage economy includes the contribution of those who are in creative/heritage occupations outside the creative/heritage industries, as well as all those employed in creative/heritage industries. Creative/heritage industries are a subset of the creative/heritage economy which includes only those working in the creative/heritage industries themselves (and who may either be in creative/heritage occupations or in other roles, e.g. finance).

GVA

Source: DCMS Creative Industries Economic Estimates, Historic England Heritage Economic Impact Indicators **Data Owner:** DCMS, Historic England

Link: <https://www.gov.uk/government/collections/creative-industries-economic-estimates>;
<https://historicengland.org.uk/research/heritage-counts/heritage-and-the-economy/>

Latest data: 2014/2013

Frequency of updates: Annual

Availability: Online, free

Measure: Creative economy GVA (apportioned to the North East from UK total on the basis of the region's share of the UK's creative economy employment) and direct heritage GVA, North East.

Employment

Source: DCMS Creative Industries Economic Estimates, Historic England Heritage Economic Impact Indicators **Data Owner:** DCMS, Historic England

Link: <https://www.gov.uk/government/collections/creative-industries-economic-estimates>;
<https://historicengland.org.uk/research/heritage-counts/heritage-and-the-economy/>

Latest data: 2015/2013

Frequency of updates: Annual

Availability: Online, free

Measure: Creative economy employment, North East and direct heritage employment, North East.

Organisations

Source: Trends Central Resource (TCR)

Data Owner: TBR

Link: <http://www.tbr.co.uk/pages/tbr-observatory/tcr-database.php>

Latest data: 2014

Frequency of updates: Twice yearly

Availability: Commercial dataset

Measure: Count of entities in creative industries and heritage industries, including SICs 32120, 43310 (31%), 43320 (31%), 43330 (31%), 43341 (31%), 43342 (31%), 43390 (31%), 43910 (31%), 43991 (31%), 43999 (31%), 58110, 58120, 58130, 58141, 58142, 58190, 58210, 58290, 59110, 59120, 59130, 59141, 59142, 59200, 60100, 60200, 62011, 62012, 62020, 70210, 71111, 71112, 71122 (20%), 73110, 73120, 74100, 74201, 74202, 74203, 74209, 74300, 85520, 90010, 90020, 90030, 90040, 91011, 91012, 91020, 91030. Some heritage industry SICs are apportioned on the same basis as heritage employment, with multipliers taken from the Historic England Heritage Economic Impact Indicators.

Average employment per organisation

Source: Trends Central Resource (TCR)

Data Owner: TBR

Link: <http://www.tbr.co.uk/pages/tbr-observatory/tcr-database.php>

Latest data: 2014

Frequency of updates: Twice yearly

Availability: Commercial dataset

Measure: Derived – sum of employment divided by count of entities.

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Proportion of workforce who work independently

Source: Trends Central Resource (TCR)

Data Owner: TBR

Link: <http://www.tbr.co.uk/pages/tbr-observatory/tcr-database.php>

Latest data: 2014

Frequency of updates: Twice yearly

Availability: Commercial dataset

Measure: Count of entities in creative industries and heritage industries by employment size-band: proportion with no employees. SICs as listed under 'Organisations'. Apportioning is applied to each employment size-band.

Number of overnight trips

Source: Great Britain Tourism Survey

Data Owner: Visit Britain/Visit England

Link: <https://www.visitbritain.org/online-data-browser>

Latest data: 2015

Frequency of updates: Annual

Availability: Online, free

Measure: Total trips (including child trips) by region visited, all destinations.

Expenditure associated with overnight trips

Source: Great Britain Tourism Survey

Data Owner: Visit Britain/Visit England

Link: <https://www.visitbritain.org/online-data-browser>

Latest data: 2015

Frequency of updates: Annual

Availability: Online, free

Measure: Total expenditure by region visited, all destinations.

Change in number of organisations

Source: Trends Central Resource (TCR)

Data Owner: TBR

Link: <http://www.tbr.co.uk/pages/tbr-observatory/tcr-database.php>

Latest data: 2014

Frequency of updates: Twice yearly

Availability: Commercial dataset

Measure: Count of entities in creative industries by subsector, five-year comparison. Subsectors are defined in line with DCMS Creative Industries Economic Estimates and Historic England Heritage Economic Impact Indicators.

Number of students in Further Education

Source: Single Individualised Learner Record

Data Owner: Skills Funding Agency

Link: <https://www.gov.uk/government/collections/individualised-learner-record-ilr>

Latest data: 2014/15

Frequency of updates: Annual

Availability: Bespoke request, free

Measure: Number of North East resident learners participating in a learning aim in the Arts, Media & Publishing sector subject area.

Number of students in Higher Education

Source: Students in Higher Education, table 10j

Data Owner: Higher Education Statistics Agency

Link: <https://www.hesa.ac.uk/publications-and-products>

Latest data: 2014/15

Frequency of updates: Annual

Availability: Commercial publication

Measure: Number of North East based students participating in a course in JACS codes I100, I300, I400, I600, I700, K100, K300, P400, P500, V700, , W100, W200, W300, W400, W500, W600, W700, W800, W900.