

Creative & Cultural Industries in the North East

The Northern Cultural Partnership



Value

The creative and cultural industries are worth £755m in Gross Value Added (GVA) to the North East Economy; 2% of total GVA.

Jobs

Just over 20k people are employed in 6k organisations, an average of 3.4 employees per organisation. However, 1 in 5 work independently.

Visitors

In 2012 there were 4.3m trips by British Residents to the North East. This generated £777m in revenue for the region.

Growth

Between 2005 and 2010 the number of organisation operating in the Creative and Cultural industries grew by 8% and employment by 0.5%. Key growth sectors were:

- Interactive Media
- Visual Arts
- Music
- Performing Arts
- Television

Students

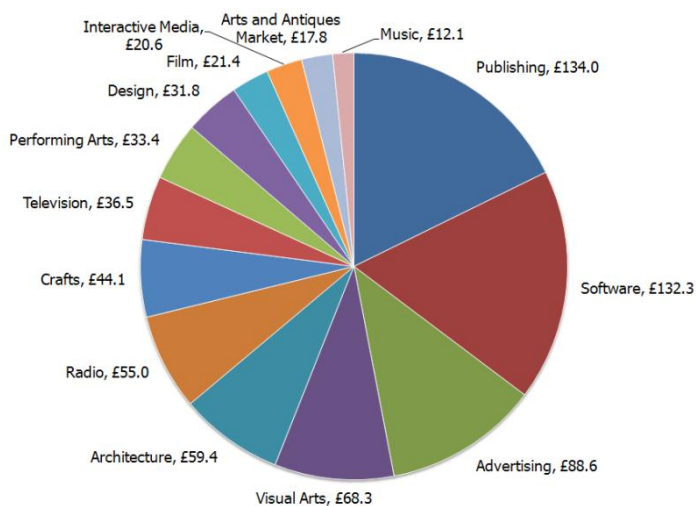
In the 2011/12 academic year there were just over 38k students studying related courses in the North East:

- 25,450 at FE level
- 12,920 at HE level

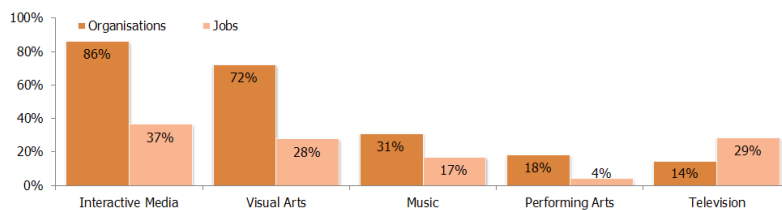
Sources:

TBR for Northern Film and Media 2011
Office for National Statistics 2012
Great Britain Tourism Survey 2012
Higher Education Statistics Agency 2011/12
Individualised Learner Record 2011/12

Gross Value Added (GVA)



% change in organisations and employment



Total employment

