

NORTH EAST CULTURE PARTNERSHIP

STATISTICAL UPDATE

September 2017



1. Introduction

This statistical update presents the latest data available on: jobs, Gross Value Added, visitor numbers and HE student in the North East's arts and heritage sector.

2. Jobs in DCMS sectors

The **number of jobs** in the Department for Culture, Media and Sport (**DCMS**) sectors in the **North East increased by 30% between 2015 and 2016**, according to the latest government statistics:

Metric	2015	2016	% increase
No. employees in DCMS sectors (excluding tourism)	83,000	108,000	30%
And of DCMS sectors, number of employees in creative industries	38,000	43,000	13%
% of jobs in NE	7.1%	9.2%	29.6%

<https://www.gov.uk/government/statistics/dcms-sectors-economic-estimates-2016>

<https://www.gov.uk/government/statistics/dcms-sectors-economic-estimates-2017-employment-and-trade>

3. Gross Value Added in DCMS sectors

The latest DCMS statistics show that the Creative Industries were worth **£900.6m of GVA# to the North East in 2015, 1% of total UK GVA for the creative industries.**

Creative Industries GVA

	2010	2011	2012	2013	2014	2015
North East	654	818.9	899.9	733.2	811	900.6
UK Total	65,188	69,398	73,033	77,885	81,625	87,350
%	1.00	1.18	1.23	0.94	0.99	1.03

(£million)

#GVA is the measure of the value of goods and services produced in an area, industry or sector of the economy.

4. Heritage GVA and jobs

The heritage economy was worth £0.5m in 2013, 1.0% of total GVA and an increase of 6.9% since 2011. However, **heritage is worth £1 billion in GVA to the regional economy when indirect and linked factors are included.**

<https://content.historicengland.org.uk/content/heritage-counts/pub/2016/heritage-and-the-economy-2016.pdf>

In “Heritage Counts 2016”, the latest data (2013) shows that more than **9,300 people** are **directly employed in heritage in the North East**; this rises to 18,700 when taking into account jobs linked indirectly to the heritage field:

<https://historicengland.org.uk/research/heritage-counts/2016-heritage-and-place-branding/heritage-and-the-economy/>

5. Visitors

The latest visitor information is for 2015, and shows that there were 3.8m overnight trips by British residents to the North East. These generated £710m in revenue for the region.

<http://dservuk.tns-global.com/GBTSenglandlightviewer/ViewTable.aspx>

6. Students

In the 2015/16 academic year, there were **11,385 higher education students** studying creative and heritage courses in the North East’s five universities.