



Employment in the North East’s creative sectors since 2015 and the effect of the Covid-19 pandemic

25 January 2023

Introduction

The North East Culture Partnership has analysed the latest employment for the period 2015 to 2021 to examine the changes to the DCMS sectors (excluding tourism), the creative industries, and the culture and digital sectors, with an in-depth look at the impact of the Covid-19 pandemic between 2019 and 2021.

North East Employment between 2015 and 2021

The following table uses the latest DCMS employment estimates for the period 2015 to 2021.

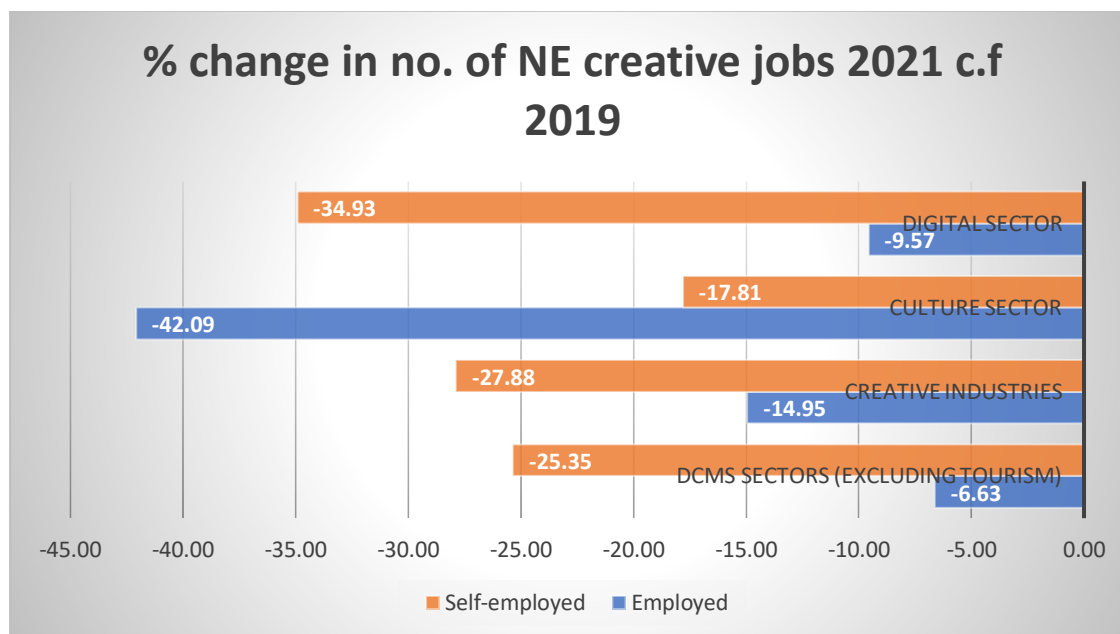
When comparing 2021 with 2015, two sectors have increased in terms of numbers of employees, but the culture sector has contracted by nearly 19%, with the digital sector showing no change.

However, the Covid-19 pandemic led to a considerable contraction in employee numbers across all four sectors with a nearly 32% reduction in the culture sector employee base.

No. NE employees	2015	2016	2017	2018	2019	2020	2021	% change 2015 to 2021	% change 2019 to 2021
DCMS sectors (excluding tourism)	110,000	107,000	103,000	109,000	124,000	118,000	111,000	0.91	- 10.48
Creative Industries	38,000	43,000	46,000	46,000	56,000	47,000	45,000	18.42	- 19.64
Culture sector	16,000	15,000	17,000	13,000	19,000	18,000	13,000	- 18.75	- 31.58
Digital sector	37,000	36,000	33,000	34,000	43,000	45,000	37,000	-	- 13.95
Total	201,000	201,000	199,000	202,000	242,000	228,000	206,000	2.49	- 14.88

North East changes between self employed and employed: 2019 to 2021

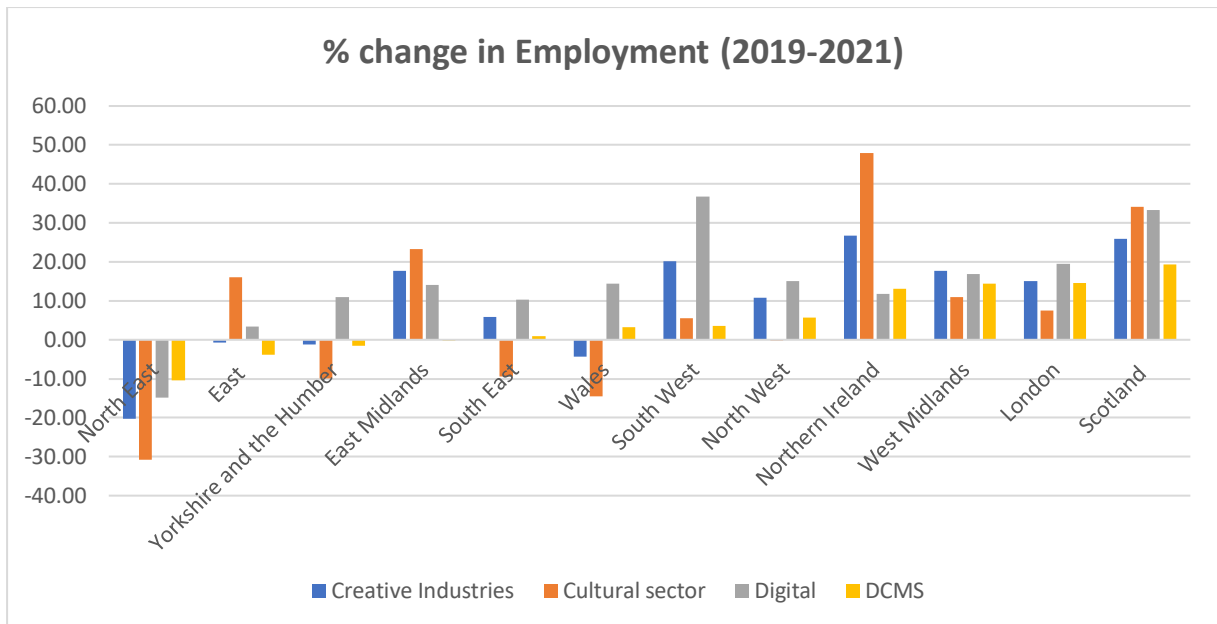
The percentage job loss among the self-employed was greater than the employed in three sectors. However, the culture sector employee numbers show a reversed trend, with more than twice as many employed as self-employed losing their jobs between 2019 and 2021 as the employed:



The Covid-19 pandemic affected creative sector employment in the regions differently

When comparing between regions for 2019 to 2021, the North East was particularly badly affected by the pandemic – with the **largest % reductions in workforce for each of the four creative sectors out of all 12 regions**, as shown in the following table and bar chart:

% change in employee numbers in 2021 c.f 2019				
Region	Creative Industries	Cultural sector	Digital	DCMS
North East	-20.26	-30.86	-14.88	-10.46
East	-0.79	16.02	3.34	-3.80
Yorkshire and the Humber	-1.27	-9.89	10.96	-1.48
East Midlands	17.74	23.20	14.15	-0.11
South East	5.86	-9.38	10.34	0.97
Wales	-4.28	-14.57	14.46	3.29
South West	20.18	5.52	36.76	3.56
North West	10.71	-0.22	14.99	5.70
Northern Ireland	26.79	47.90	11.70	13.03
West Midlands	17.65	11.03	16.81	14.33
London	15.07	7.49	19.43	14.61
Scotland	25.89	34.06	33.37	19.32



Information sources

Employment in DCMS sectors

DCMS Sector National Economic Estimates: 2011 to 2020 - GOV.UK (www.gov.uk)

DCMS Sector Economic Estimates: Workforce, 2021 - GOV.UK (www.gov.uk) - Estimates for employment (number of filled jobs) and earnings (median hourly pay) in the DCMS Sectors, for the period January 2021 to December 2021.