How our world-leading Cultural and Creative Industries are key to driving inclusive growth in the UK

The Cultural and Creative Industries are a priority growth sector for the UK Government.

They are key to the central mission of driving inclusive growth across the country.

Creative organisations and people power the country

- The sector's GVA contribution is around **£125bn** annually. That's around **6% of the economy** - more than life sciences, automotive manufacturing, aerospace and the oil and gas sectors **combined**.
- Between 2019 and 2022, the Cultural and Creative Industries grew over **six times faster** than the economy at large.
- More than **9% of all UK businesses are in the Creative Industries** – and **99.8% of all creative businesses have SME status**. Just under 3% of all UK businesses are in the cultural sector.
- The Creative Industries are **a net exporter, sharing over £54bn of goods and services** annually – accounting for 14% of all services exports in the UK. That makes us the fifth largest exporter of creative services **globally**.
- In 19 of the G20 nations 23% of 18–34-year-olds think the UK is in the top three most attractive countries in the world as a source of arts and culture.

...but the full potential of the sector is yet to be unleashed.

- 263,000 additional working-class people would need to be employed in the Creative Industries to make it as socio-economically diverse as the rest of the economy.
- In England, people from working class backgrounds are less likely to have attended or participated in cultural activities compared to those working in managerial or professional roles.
- Just 5% of those from working-class origins based outside of London and the South East work in a creative occupation, compared to 15% of those from privileged backgrounds living in these regions
- Black/ African/Caribbean/Black British people working in the Cultural and Creative Industries earn a median hourly income of £18.40, significantly less than their White or Asian/Asian British counterparts, who receive a median hourly income of £21.43 and £21.16 respectively.
- Between 2015 and 2023, entry to creative GCSE subjects fell by 35%, whilst over the same period, entry to arts subjects at A Level fell by 16%.
- Creative Further Education enrolments are declining in all parts of the UK, and at a faster rate than average across all subject disciplines.
- Over 70% of creative businesses report not having enough finance - and 62% believe their growth is restricted by lack of funding.
- Despite accounting for almost 6% of the UK's GVA, the Cultural and Creative Industries only receive 1% of public research and development funds.

Creativity sparks jobs and purposeful work

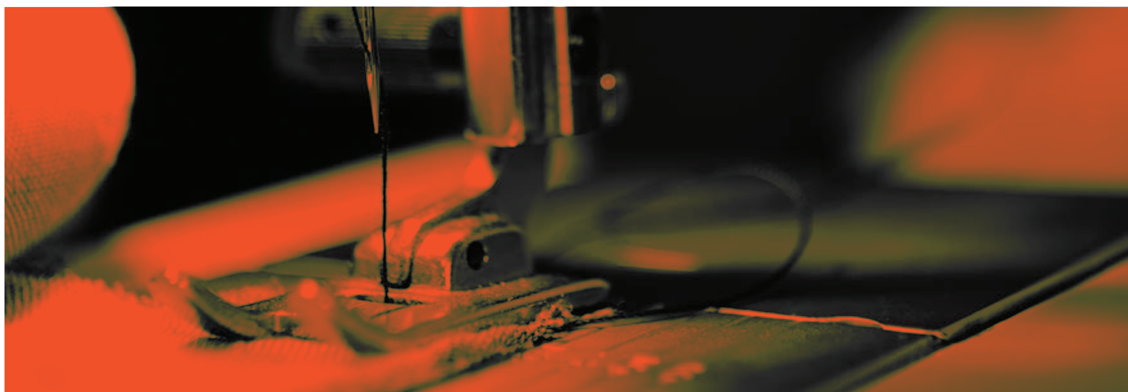
- As of 2023, 2.40m filled jobs are in the Creative Industries (that's over 7% of all jobs in the country). Just under 2% of UK jobs are in the Cultural Sector (666,000).
- 28% of the workforce in the Cultural and Creative Industries are self-employed (compared to 14% of all workers in the UK). Almost 50% of people who work in the Cultural Sector are self-employed.
- 93% of 16-18 year olds say studying a creative subject impacted positively on their mental health and wellbeing.
- Creative Industries hotspots can be found across the UK: there are 55 creative clusters and over 700 creative microclusters in places such as Cardiff to Manchester, Brighton and Dundee.
- The UK is a culturally active nation: 90% of people over 16 in England engaged with the arts in the last year of data (2022-23), with similar trends found in Northern Ireland, Scotland and Wales.

So. what does this mean?

It means the sector is bursting with potential, but there is work to do to unlock it.

To really drive inclusive growth, the UK Government must **prioritise the Cultural and Creative Industries as central** to the UK's Industrial Strategy, and drive public, private and philanthropic investment into the sector.

If we invest now, the returns will be huge – for businesses, communities and people up and down the UK.



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