



Creative Industries Economic Estimates: Consultation on Proposed Developments

Creative Economy Estimates

1. Do you have any views on the Creative Economy GVA estimates and the methodology used to calculate them?

The current approach is robust given data limitations.

2. Do you have any evidence to support or contradict the assumption that productivity in Creative and non-Creative jobs outside the Creative Industries is the same, and therefore GVA should be allocated on a per head basis?

There is some interesting firm level research by Andres Rodriguez Pose that may help uncover the “added value” of creative occupations but would need further research to apply this evidence.

Lee N, Rodríguez-Pose A, 2013, “Original innovation, learnt innovation and cities: evidence from UK SMEs” Urban Studies 50 1742–1759

Lee N, Rodríguez-Pose A, Creativity, cities, and innovation, Environment and Planning A 2014, volume 46, pages 1139 – 1159

3. Do you support the future publication of Official Statistics on the Creative Economy?

Yes – provided the health warnings are made clear. Also, there must be an acknowledgement of the risk (it may be as the methodology develops it becomes clear that certain aspects are not achievable due to data limitations) and a commitment to publish only what is felt to be robust – therefore a clear exit plan would be beneficial – with political buy-in.

This is important as it will provide the best practice guidance for other industries.

Accounting for under coverage of microbusinesses

4. Do you have any views on the methodology used to account for under coverage in the ABS?

It is fair enough to consider under-coverage which is likely to impact the creative economy more than other sectors. A commitment to timetabled review of the estimated uplift would be needed.

5. Are you aware of any sources of information which would enable us to apply this approach at 4-digit SIC level?

No.

6. Do you support use of this additional adjustment in future publication of Official Statistics on the Creative Industries and Creative Economy?

Yes – provided that the data is clearly presented showing the pre- and post- uplift estimates. The main risk is where the uplifted data is used to compare with other sectors where the uplift has not been applied.

Productivity

7. Do you have a view on the best approach and data sources to measure productivity for the Creative Industries?

Clearly the second approach is favourable but the question is whether it is viable. See point 3 above. This approach would need sensitivity testing and possibly a qualitative assessment. The concern is the volatility in the detailed LFS data.

Exports of goods

8. Do you agree with the proposed source for export of goods (Trade in goods by CPA)?

Don't know.

9. Do you have any views on the proposed categories of Creative Goods?

The categories feel too narrow to properly reflect the sector but I do not know this dataset.

Creative Industries Intensities

10. Do you have views on the proposal to review the Creative Intensities?

The creative intensities of the current C.I. definition should be monitored on a regular basis in the short to medium term, and depending on how stable or otherwise the data proves to be, a change to definitions may be warranted. It would be optimal to analyse historic data to monitor change over time in the creative economy – present Table 9 (Annex C) as a time series.

More work is needed on craft sectors particularly traditional crafts within the construction industry.

11. Do you support the inclusion and exclusion of industries as their Creative Intensity changes over time?

In principal yes because the creative economy is in theory growing and creative occupations becoming an important part of all industries. In the short term there should be a commitment to the current definitions but as noted above if there is a significant variation over time the definition should be revised. The rationale behind the 30% threshold should be reviewed in the analysis of historic data.

12. Do you have a view on the level of change which may warrant revisions to the data?

Should depend on the levels of change over time based on the analysis of historic data or of the short/medium term analysis.

13. Do you have a view on whether historic data should be revised to reflect a new definition or should retain the definition of Creative Industries associated with the period when it was published?

To start with current definition should be used.

14. Do you agree with the frequency of the review (every three years, or five years)?

Yes in principle but it should depend on the analysis of historic data – see point 10.

Sub-national GVA estimates

15. Would you find sub-national estimates for Creative Industries GVA useful?

Yes very

16. Would Region or city level estimates be more valuable?

Regions – aligned with Blue book/ ONS subregional GVA spatial definitions.

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