



Department
for Culture
Media & Sport

DCMS Sectors Economic Estimates

Employment Update

August 2016

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Chapter 1 - Introduction

Released: 16 August 2016

Geographic Coverage: United Kingdom

Background

This release provides an estimate of the contribution of DCMS sectors to UK jobs. It follows the publication of [DCMS Sectors Economic Estimates](#) covering gross value added (GVA), imports and exports of services and number of enterprises. Analysis is presented on a workplace basis.

It provides estimates for the number of jobs in DCMS sectors (2011 – 2015) as well as breakdowns for 2015 for the following (for all sectors except Tourism):

- region and devolved administration (Scotland, Wales and Northern Ireland);
- employed, self-employed; and
- UK national, EU national, or other national.

Employment estimates are based on the Annual Population Survey. Estimates cover both first and second jobs, and employed and self-employed. The number of jobs in each sector is the total number of jobs in Standard Industrial Classification 2007 (SIC07) codes classified in that sector regardless of occupation, for example the Creative Industries estimates represent creative occupations and non-creative occupations within the Creative Industries. The DCMS sectors cover:

- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- Telecoms
- Tourism

The estimates do not currently cover the contribution of the sectors covered by the Office for Civil Society. A definition for each sector is available in the associated [methodology note](#), along with details of methods and data limitations. Estimates in this report are consistent with previous [Creative Industries](#) and [Digital Sector](#) jobs estimates.

Limitations

Industry breakdowns - The estimates in this report are based on survey data from the Annual Population Survey (APS). This is a household survey with industry self-reported by the individual completing the survey. This provides good information on demographics, but leads to some inaccuracies on the industry breakdown. This should be borne in mind when using these estimates. More information is included in the accompanying methodology note.

Office for Civil Society – Responsibility for the Office for Civil Society was transferred from Cabinet Office to DMCS on 21 July 2016. The Office for Civil Society leads cross-government work in support of the voluntary, community and social enterprise sector (VCSE). The estimates included in this report do not currently attempt to measure jobs for

this sector (though some elements will be included through the sectors which are covered e.g. Sport and Culture).

Sport - For the purposes of this publication the statistical definition of sport has been used, this incorporates only those 4-digit SIC codes which are predominately sport (see methodology note Table 2.1). DCMS also publishes estimates of sport based on the EU agreed [Vilnius definition](#). The Vilnius definition is a more comprehensive measure of sport which considers the contribution of sport across of range of industries, for example sport advertising, and sport related construction. The [DCMS Sport Satellite Account](#), based on the EU agreed methodology, should continue to be used as the best headline measure of sport's contribution to the UK economy.

Tourism – Tourism direct employment figures are used in this publication. These are defined as the number of jobs that are directly supported by tourism consumption across the tourism industries. The 2015 figures have been estimated using previous data, and this has been outlined further on in this chapter.

Estimates for tourism used in this publication are based on a different methodology to all other sectors, they are taken from the Tourism Satellite Account. This methodology uses survey data to allocate spend by industry, which produces robust measures of GVA and “tourism ratios”. The tourism ratios are then applied to employment (for the groups of “tourism industries” and all “other” industries) to get estimates of direct tourism for these measures. Jobs data are taken from the Annual Population Survey, the same source as the other DCMS sectors, but is then pro-rated to Workforce Job estimates. The TSA only provides headline estimates, since the tourism ratios are not robust for demographic breakdowns for Tourism direct jobs. Therefore tourism is only included in the headline figures in this report.

The TSA does not include employment estimates for 2015, however tourism ratios are available. To produce the 2015 tourism direct employment estimate, the growth rate for the relevant SICs for the broad tourism industries (from the APS data) is applied to the tourism satellite account tourism industries employment estimates for 2014. This gives total employment for 2015 (by tourism industry group), which the 2015 tourism ratios can then be applied to in order to get an estimate of direct tourism employment for 2015.

More details of limitations are available in the methodology note.

Feedback and consultation

DCMS aims to continuously improve the quality of estimates and better meet user needs. Alongside this release DCMS is [consulting](#) on the methodology used to produce these estimates and, on the definition of the Cultural Sector. Feedback on this experimental release and responses to the consultation are particularly welcome, and can be sent via email to evidence@culture.gov.uk.

Chapter 2- Findings

2.1 Summary

In 2015, there were 4.4 million jobs in DCMS sectors, 13.7 per cent of all jobs in the UK. This represents a 5.5 per cent increase since 2014 (4.2 million), and 11.6 per cent increase since 2011 (3.9 million). Over the same time periods, UK employment increased by 2.0 per cent and 6.3 per cent respectively.

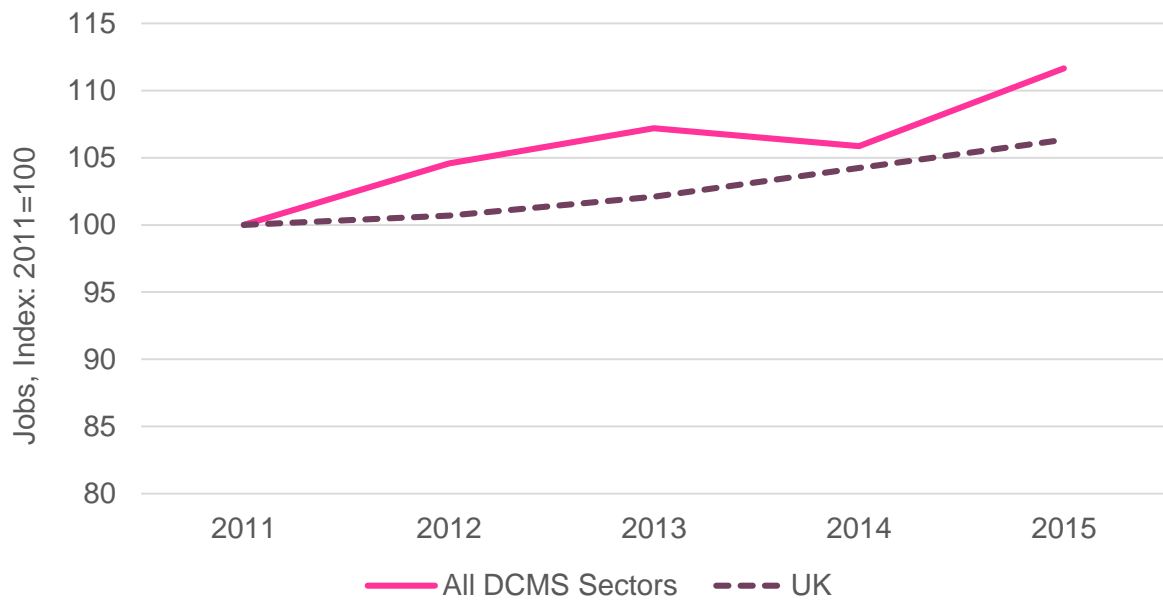
Table 4.1: Employment by DCMS sectors: 2011 – 2015

Sector	Employment (thousands)					% change since 2014	% change since 2011	% of UK jobs 2015
	2011	2012	2013	2014	2015			
Creative Industries	1,562	1,691	1,713	1,808	1,866	3.2	19.5	5.8
Cultural Sector	545	582	594	623	642	3.1	17.8	2.0
Digital Sector	1,292	1,378	1,376	1,394	1,421	2.0	10.0	4.4
Gambling	89	84	92	84	85	1.3	-4.4	0.3
Sport	492	505	488	526	563	7.0	14.5	1.8
Telecoms	174	164	174	184	174	-5.6	0.3	0.5
Tourism	1,457	1,532	1,604	1,432	1,587	10.8	8.9	5.0
All DCMS sectors²	3,932	4,112	4,215	4,162	4,390	5.5	11.6	13.7
% of UK jobs	13.1	13.6	13.7	13.3	13.7	N/A	N/A	N/A
UK	30,129	30,334	30,760	31,410	32,037	2.0	6.3	100.0

Notes:

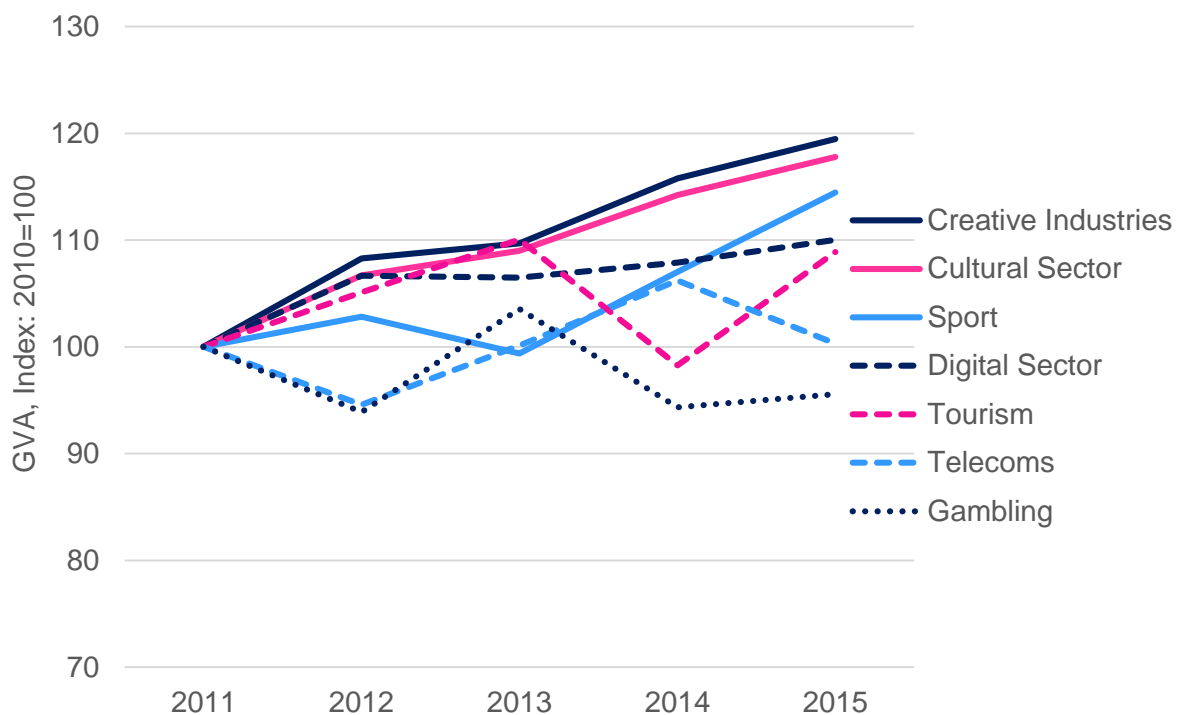
1. The total for all DCMS sectors does not equal the sum of each sector due to overlap between sectors.
2. Tourism total employment up to 2014 is provided in the [Tourism Satellite Account \(TSA\)](#) Table 7. Tourism ratios are applied to Tourism Industry figures to give an estimate of tourism direct employment. The TSA does not include employment estimates for 2015, however tourism ratios are available. To produce the 2015 tourism direct employment estimate, the growth rate for the relevant SICs for the broad tourism industries (from the APS data) is applied to the tourism satellite account tourism industries employment estimates for 2014. This gives total employment for 2015 (by tourism industry group), which the 2015 tourism ratios can then be applied to in order to get an estimate of direct tourism employment for 2015.

Figure 2.1: Indexed growth in jobs (2011=100) in DCMS sectors and UK: 2011-2015



Employment grew at the greatest rate since 2014 in the Tourism sector (10.8%) and the greatest percentage increase since 2011 was in the Creative Industries (19.5%). Telecoms (0.3%) and Gambling (-4.4%) were the only sectors that experienced growth below the rate of the rest of the whole UK (6.3%) between 2011 and 2015.

Figure 2.2: Indexed growth in jobs (2011=100) by DCMS sector: 2011-2015

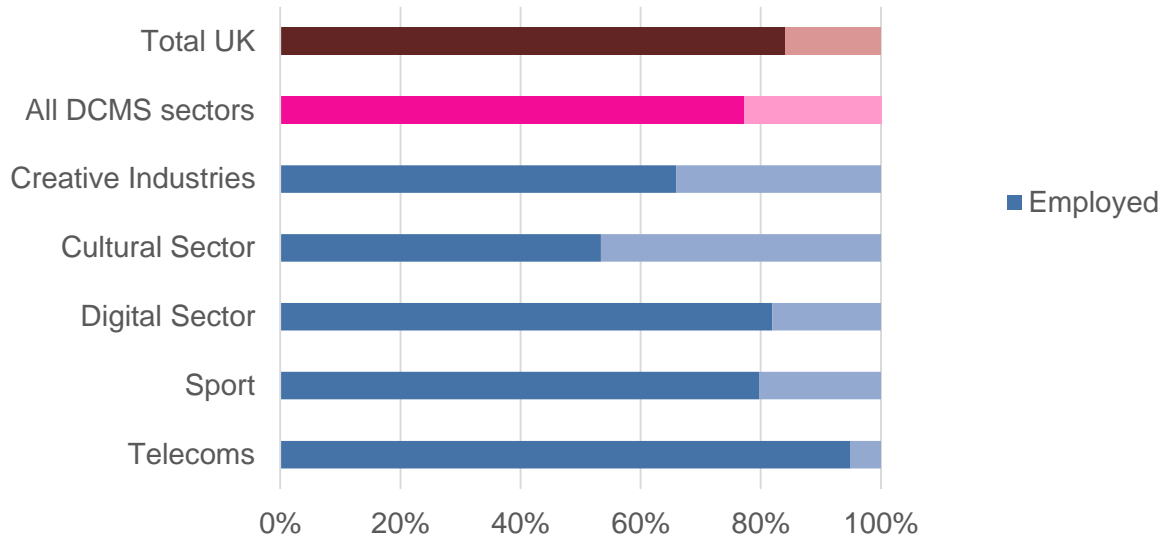


[More detailed tables](#) including further data have been published alongside this report. A summary of the key breakdowns is provided below.

2.2 Employment status

In 2015, 73.2 per cent of jobs in DCMS sectors (excluding tourism¹) were employed (rather than self-employed), compared to 84.2 per cent in the UK as a whole. This varied from 96.7 per cent in the Gambling sector to 53.4 per cent in the Cultural Sector.

Figure 2.3: Proportion of employed and self-employed jobs, by DCMS sector: 2015



2.3 Region and Devolved Administration

DCMS sectors accounted for more than 1 in 8 (13.7%) of all jobs in the UK in 2015, similar to 2014 (13.3%). Excluding Tourism from the DCMS sectors, they accounted for approximately 1 in 11 (9.2%) UK jobs in 2015. Of all jobs in DCMS sectors (excluding Tourism), nearly a quarter were in London (24.5%), with a further 16.9 per cent in the South East.

Table 2.2: Employment in DCMS sectors (excluding Tourism), by region: 2015

Region	Jobs 2015 (thousands)	% of UK DCMS sector Jobs	% of all UK jobs
North East	83	2.8	7.1
North West	252	8.5	7.4
Yorkshire & The Humber	192	6.5	7.4
East Midlands	175	5.9	8.0
West Midlands	204	6.9	7.7
East of England	224	7.6	8.0
London	724	24.5	14.5
South East	500	16.9	11.5
South West	252	8.5	9.0
Wales	96	3.3	6.9

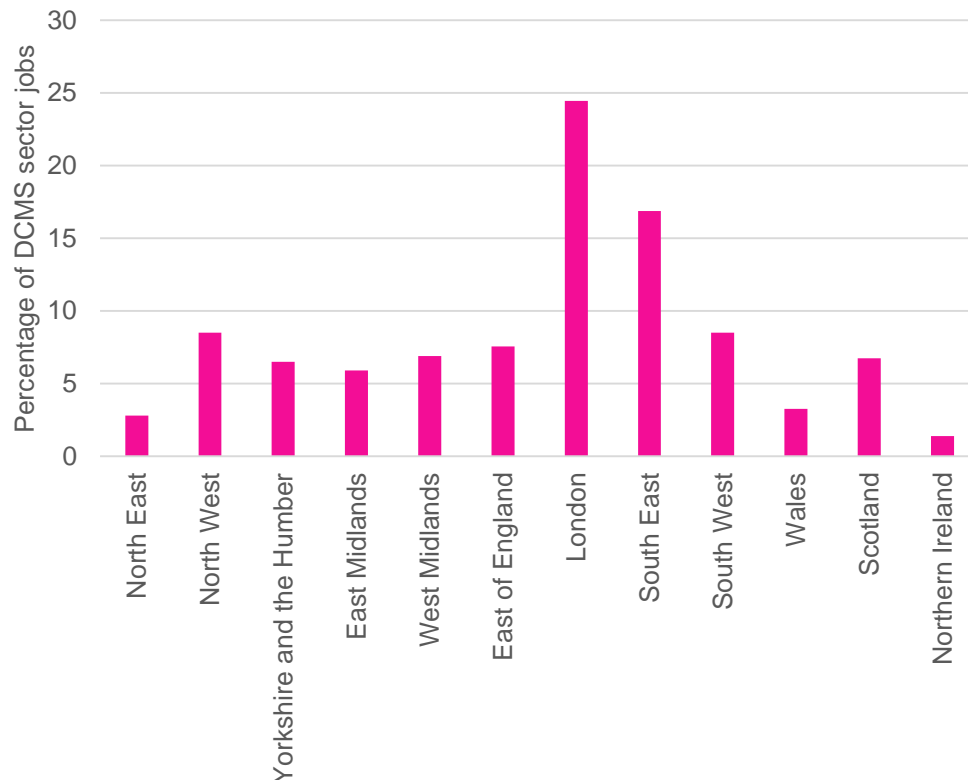
¹ Tourism data are from the Tourism Satellite Account which does not split Tourism direct employment by employed and self-employed status. However in 2014, 84.4 per cent of jobs in the Tourism Industries (not just tourism direct jobs) were employed jobs.

Scotland	200	6.7	7.5
Northern Ireland	41	1.4	5.1
UK	2,959	100.0	9.2

Notes:

1. Total not equal to sum of regions as a small number of jobs are allocated outside UK.
2. Table does not include jobs in the Tourism sector (see [here](#) for more info on Tourism Industry jobs 2015).

Figure 2.4: Percentage of jobs in DCMS sectors (excluding Tourism), by region: 2015



[More detailed tables](#) on employment within each DCMS sector by region and devolved administration have been published alongside this report.

2.4 EU nationals

In 2015, 5.4 per cent of jobs in DCMS sectors (excluding Tourism) were filled by EU nationals (not including UK nationals), 90.1 per cent were filled by UK Nationals and the remaining 4.5 per cent were filled by non-EU nationals. These proportions are similar to the proportions for the UK economy as a whole, where 6.1 per cent were EU (non-UK) nationals, 90.0 per cent were UK nationals and 3.9 per cent were non-EU nationals.

There is variation between different DCMS sectors, the Creative Industries had the highest proportion of EU nationals (6.1 per cent of jobs), compared to 3.3 per cent in Sport.

The Tourism sector is not included in the DCMS total due to data not being available, the [ONS release](#) has estimates for “Tourism Industries”. In the broader tourism industries just over 9 per cent of jobs were filled by EU nationals (not including UK nationals), approximately 85 per cent were filled by UK nationals and the rest (6%) by non-EU nationals.

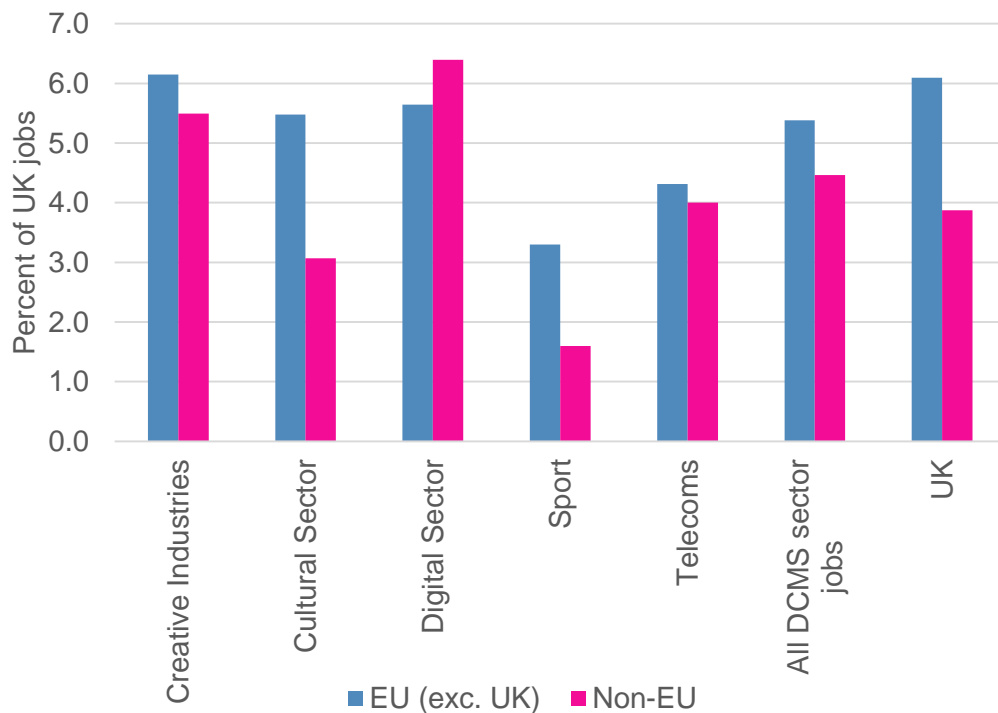
Table 2.3: Percentage of jobs by nationality: 2015

Nationality		Creative Industries	Cultural Sector	Digital Sector	Gambling	Sport	Telecoms	All DCMS (excl Tourism)	All UK
UK	Employed	88.0	91.7	87.8	93.6	95.5	91.9	90.2	90.1
	Self-employed	89.0	91.2	88.4	100.0	93.5	87.9	89.8	89.7
	Total	88.4	91.5	87.9	93.8	95.1	91.7	90.1	90.0
EU	Employed	6.1	5.3	5.9	-	-	-	5.3	6.1
	Self-employed	6.2	5.6	4.4	-	-	-	5.7	6.3
	Total	6.1	5.5	5.6	-	3.3	4.3	5.4	6.1
Non-EU	Employed	5.9	2.9	6.2	-	-	-	4.5	3.9
	Self-employed	4.8	3.2	7.3	-	-	-	4.5	4.0
	Total	5.5	3.1	6.4	-	1.6	4.0	4.5	3.9

Notes:

1. " – "denotes figures have been suppressed. All figures under 6,000 are suppressed in order to prevent any disclosure of personal data in the statistics in accordance with APS guidance. Where one category has been suppressed, the second lowest category is also suppressed.

Figure 2.5: Percentage of jobs by EU national: 2015



Chapter 3- Summary and next steps

This publication brings together estimates of the number of jobs in DCMS sectors (for each sector individually and DCMS sectors combined). It is the first time it has been possible to compare the different sectors on a basis which is consistent with each other and the rest of the UK. It also enables better consideration of changes over time.

The results show the importance of DCMS sectors and highlights the fact that many of the sectors which DCMS has policy responsibility for are creating jobs at a faster rate than the rest of the economy. Over the period 2011 to 2015, there has been particularly strong growth in the contribution which the Creative Industries and Sport (which are also the sectors which saw the greatest increase in GVA).

With the increasing importance of understanding the UK's relationship with the rest of the EU it is valuable to see how many jobs in the UK are filled by individuals from the EU.

While huge progress has been made in order to produce these estimates, DCMS will continue to take forward work to develop the outputs further:

- **Contribution of VCSE** – DCMS is looking to include the value of the sectors which the Office for Civil Society has responsibility for; volunteering, community and social enterprise (VCSE).
- **Feedback** - Views on this publication are welcomed from users, in particular in response to the [request for feedback](#). **Responses should be provided to evidence@culture.gov.uk by October 14 2016**. These will feed into decisions on future publications of economic estimates for DCMS sectors (including Creative Industries Economic Estimates planned for publication in December 2016).
- **Sport Satellite Account** - DCMS will publish an updated Sport Satellite Account by the end of 2016. This will include updated estimates of employment in sport.

Feedback on this report and proposed developments is welcomed via email to evidence@culture.gov.uk.

The next publication of DCMS Sectors Economic Estimates will be in Autumn 2017, estimates of employment will be included in the full release alongside estimates for GVA, exports and imports and number of enterprises. The date will be announced via the [DCMS statistical release calendar](#) nearer the time.

Annex A - Background Note

1. The next update of these statistics will be published in Autumn 2017, once the National Accounts have been balanced and published for 2016.
2. The responsible statistician for this release is Penny Allen. For enquiries on this release, please contact Penny on 0207 211 2380 or evidence@culture.gov.uk.
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4. DCMS statisticians can be followed on Twitter via [@DCMSInsight](https://twitter.com/DCMSInsight).
5. Sign up [here](#) to receive email updates on DCMS statistical outputs.
6. The Economic estimates of DCMS Sectors release is an experimental Official Statistics publication and has been produced to the standards set out in the Code of Practice for Official Statistics. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. Details of the pre-release access arrangements for this dataset have been published alongside this release.

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