Department of
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Creative Industries Economic Estimates

Northern Ireland

2015

Annual report

DCAL Findings 3/2015-16

Northern Ireland
Statistics & Research agency

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Contents

Acknowledgements

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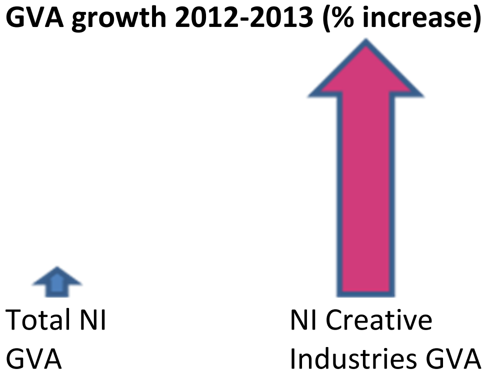
Key economic estimates - summary

Gross Value Added

- Gross Value Added (GVA) for the creative industries was £797 million in 2013, representing 2.4% of Northern Ireland's total GVA[1].
- The GVA for creative industries increased by 11.3% between 2012 and 2013, compared to a 1.2% increase for total GVA.
- Among the creative industries groups, IT, software and computer services provided the greatest contribution to NI GVA (£481 million).

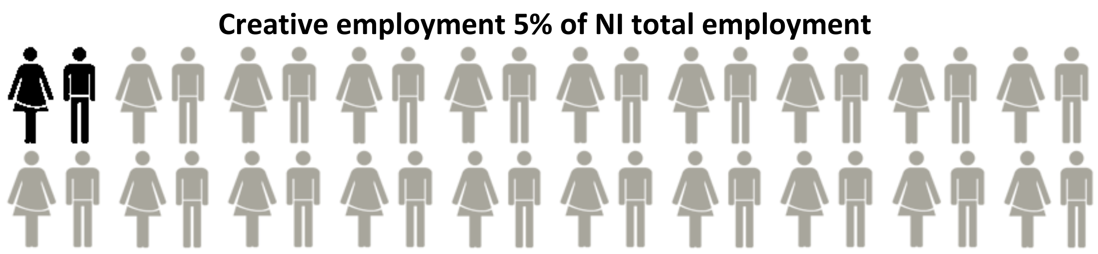


Businesses

- The estimated number of business units in the creative industries sector was 2,610 in 2015. This represented 3.8% of all business units in Northern Ireland.
- Almost two-fifths (39.7%) of all creative industries in Northern Ireland in 2015 were in the IT, software and computer services group.

Employment

- The number of people in creative employment in 2013 was estimated at 43,000. This represented 5% of total employment in Northern Ireland.



[1] Total GVA is taken from the Office for National Statistics Regional Gross Value Added (Income Approach) and thus includes all of the Northern Ireland economy. In previous bulletins, GVA for all industries was taken from the NI Annual Business Inquiry which does not have complete coverage.

1. Background

1.1. The Department of Culture, Arts and Leisure (DCAL) is the government lead on the creative industries in Northern Ireland. The Department works in partnership with other departments, agencies and sectoral stakeholders to support the growth and development of the creative industries. By supporting the culture, arts and leisure infrastructure and initiatives across the region, DCAL also aims to nurture an environment from which creative ideas, creative talent and creative entrepreneurs emerge.

1.2. The creative industries are defined in the 2001 Creative Industries Mapping Document as 'those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property'.

1.3. As in 2014, the statistics in this bulletin are produced following the same methodology as that used by the Department for Culture, Media and Sport (DCMS). The methodology comprises three steps. First, a set of occupations are identified as 'creative'. Then, creative intensity, that is the proportion of the workforce in creative occupations, is calculated for all industries in the economy. Finally, all industries with creative intensity above a certain threshold are classified as 'Creative Industries'.

1.4. Comparisons with estimates produced before 2014 should not be made due to changes in the methodology to define creative industries. More information on the methodology can be found in Appendix 2.

1.5. The statistics presented in this bulletin are derived from various databases and refer to different years. In each case, the figures are the latest available.

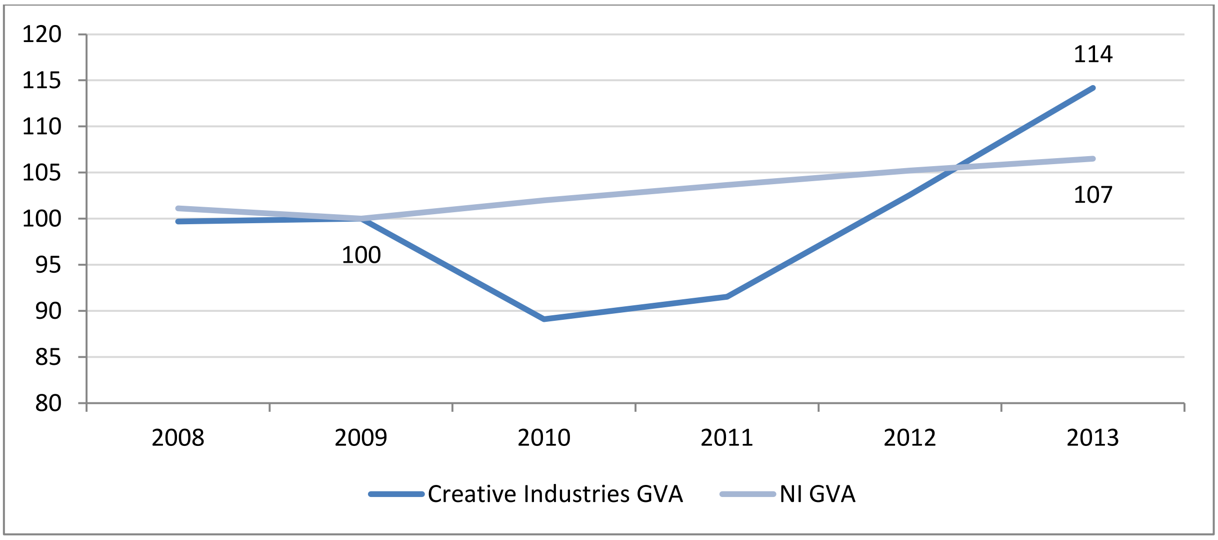
2. Gross value added

2.1. Overall in 2013, the creative industries contributed £797 million to Gross Value Added (GVA) in Northern Ireland (2.4% of NI GVA) (Table 2.1).

2.2. In absolute terms, GVA for the creative industries increased by 11.3% between 2012 and 2013 (£716 million to £797 million respectively), compared with a 1.2% increase in total GVA. As a result, GVA for creative industries increased relatively (as a proportion of NI GVA) from 2.2% to 2.4%. Over the period 2008-2013, GVA for the creative industries has been relatively variable. There were large falls in the industries' GVA in 2010 and 2011 before it recovered and increased in both 2012 and 2013. These increases were driven primarily by increases in GVA from the IT, software and computer services group.

2.3. For the UK as a whole, GVA for the creative industries accounted for 5% of the UK economy in 2013. The GVA for the creative industries in the UK displayed a similar pattern to that in Northern Ireland over the period 2008 to 2013, although the decreases and recovery each happened one year earlier in the UK than in Northern Ireland. GVA for the UK creative industries dropped in 2009 and 2010, before increasing through 2011, 2012 and 2013. These increases were driven by growth in IT, software and computer services (the largest creative industry group), but the period also saw large proportionate increases in the output of the Design (product, graphic and fashion) and Music, performing and visual arts groups.

Figure 2.1 Changes in GVA indexed to 2009=100



Sources: Northern Ireland Annual Business Inquiry; Office for National Statistics Regional Gross Value Added

2.4. Within the creative industries groups, IT, software and computer services provided the greatest contribution to NI GVA (£481 million). This group also provided the largest annual average increase 2008-2013 at 11.3%. However, Advertising and marketing provided the greatest increase in GVA compared with 2012 (68.5%), following a downward trend from 2008 to 2012.

2.5. In contrast, comparison of GVA for both Publishing and Architecture in 2012 and 2013 showed decreases of 26.1% and 21.6% respectively. Indeed, over the period 2008-2013, GVA for Architecture has decreased by 72.8%, with an annual average decrease of 22.9%.

Table 2.1 Gross Value Added of the creative industries (reporting unit results[1]) in Northern Ireland, 2008-2013

Creative Industries Group	Gross value added (£m)[2]					
	2008	2009	2010	2011	2012	2013
Advertising and marketing	85	78	56	59	54	91
Architecture	147	104	87	65	51	40
Crafts	d	d	d	d	d	d
Design: product, graphic and fashion design	22	19	d	19	d	d
Film, TV, video, radio and photography	d	d	d	d	d	d
IT, software and computer services	282	361	341	354	439	481
Museums, galleries and libraries	d	d	d	d	d	d
Music, performing and visual arts	11	28	17	39	d	d
Publishing	124	96	99	84	88	65
Total GVA for Creative Industries	**696**	**698**	**622**	**639**	**716**	**797**
Total NI GVA [3]	31,180	30,830	31,444	31,961	32,444	32,841
Percentage share of NI total[3]	2.2%	2.3%	2.0%	2.0%	2.2%	2.4%

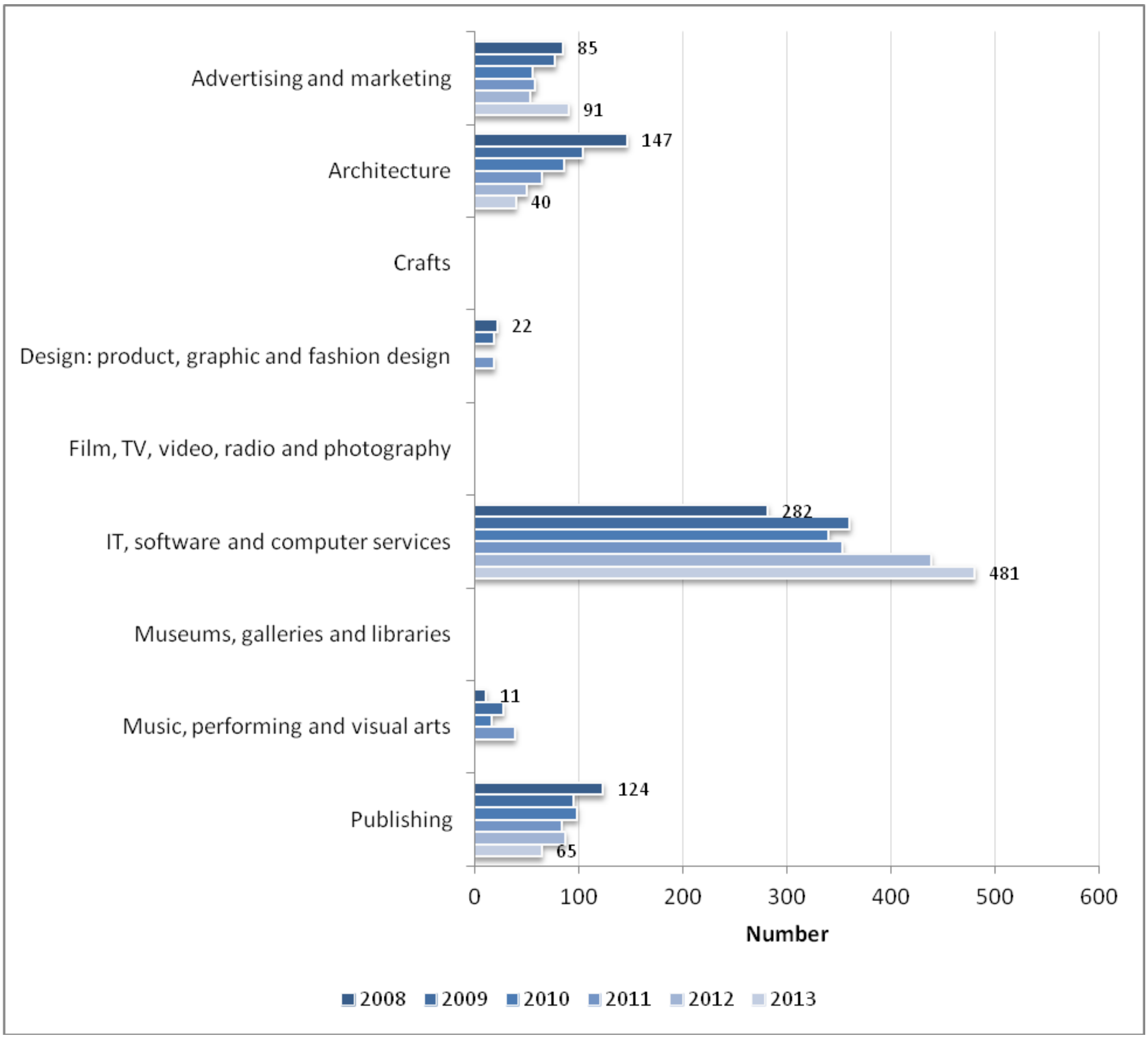
Source: Northern Ireland Annual Business Inquiry; Office for National Statistics Regional Gross Value Added

Notes

d – Data suppressed to avoid disclosure.

1. Reporting Unit results (industry sic-code based on dominant Reporting Unit, not each local unit).
2. 2013 results are provisional, while 2008-2012 are revised.
3. Total GVA is taken from the Office for National Statistics Regional Gross Value Added (Income Approach) and thus includes all of the Northern Ireland economy. In previous bulletins, GVA for all industries was taken from the NI Annual Business Inquiry which does not have complete coverage.

Figure 2.2 Gross Value Added of the creative industries, 2008-2013[1,2,3]



Source: Northern Ireland Annual Business Inquiry

Notes

1. Reporting Unit results (industry sic-code based on dominant Reporting Unit, not each local unit).
2. 2013 results are provisional, while 2008-2012 are revised.
3. Results for Crafts; Film, TV, video, radio and photography; Museums, galleries and libraries; Design: product, graphic, and fashion design (2010, 2012, 2013); and Music, performing and visual arts (2012, 2013) have been suppressed to avoid disclosure.

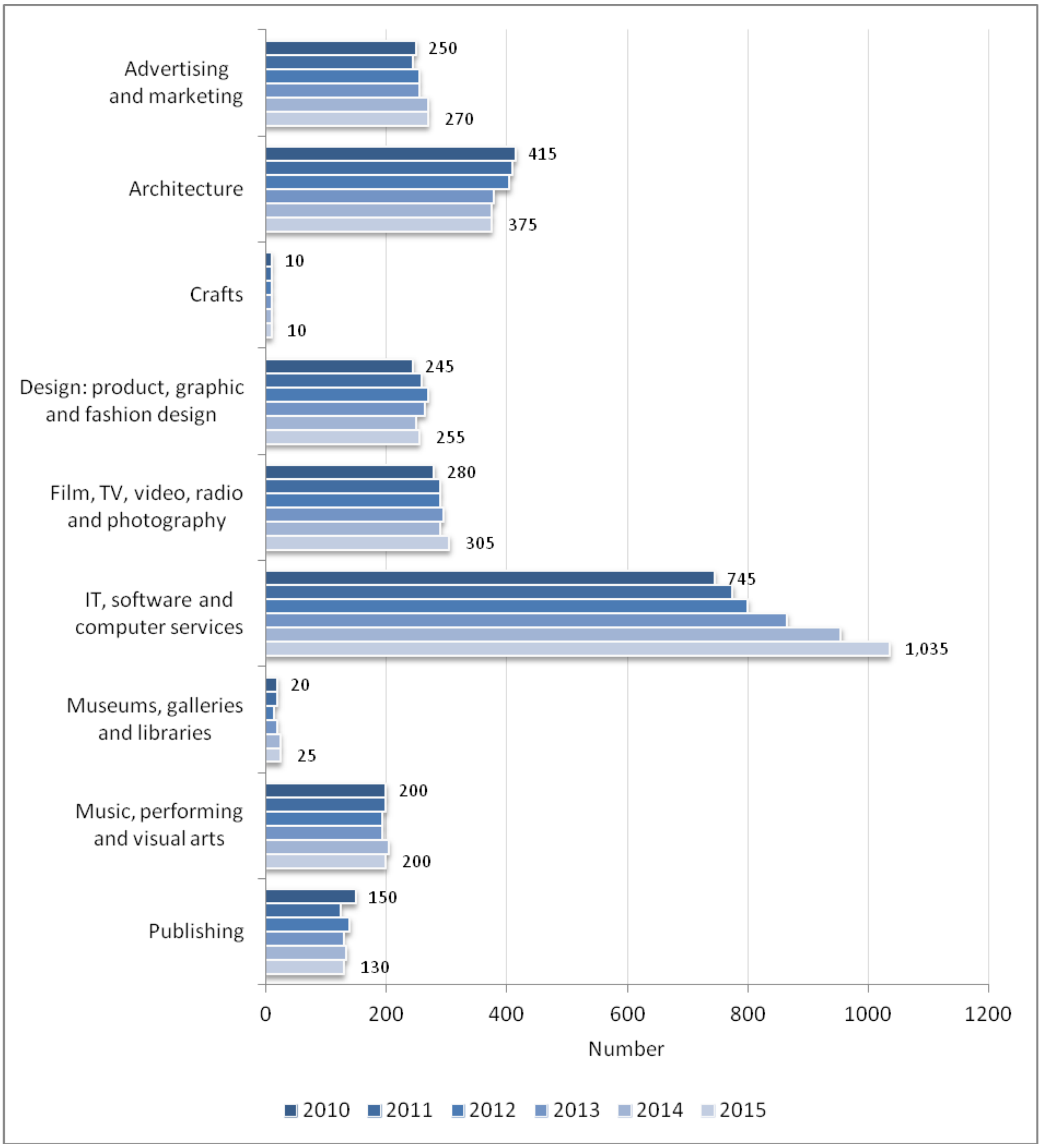
3. Creative businesses

3.1. At March 2015, there were 2,610 creative enterprises in Northern Ireland, accounting for 3.8% of all NI businesses (Table 3.1). The number of creative enterprises increased by 4% in 2015 compared with 2014. In addition, there was a slight increase in the proportion of creative enterprises relative to all enterprises in Northern Ireland (3.7% to 3.8%).

3.2. Comparison over the longer period of 2010-2015 shows the number of creative enterprises increased by 13%, while the total number of enterprises in Northern Ireland was 2.1% lower in 2015 than in 2010. On average over the same period, the number of creative enterprises increased by 2.5% annually, while the total number of enterprises in Northern Ireland decreased annually by 0.4%.

3.3. Almost two-fifths (39.7%) of all creative enterprises in Northern Ireland in 2015 were in the IT, software and computer services group. In addition, this group showed the largest annual average increase over the period 2010-2015 of 6.8%, with 2015 showing an increase of 8.4% when compared with 2014. Publishing and Architecture were the only creative industry groups with annual average decreases in their number of enterprises for 2010-2015 (-2.8% and -2%, respectively).

Figure 3.1 Creative enterprises operating in Northern Ireland, 2010-2015



Source: Inter-Departmental Business Register (March of each year)

Notes

1. These figures only include businesses (or enterprises) which are VAT registered and/or operate a PAYE scheme. This means that many self-employed workers and some very small businesses without employees will be excluded.

2. All enterprises operating in Northern Ireland are included even if their main (or registered) UK address is elsewhere in the UK.

Table 3.1 Creative enterprises operating in Northern Ireland, 2010-2015

Creative Industries Group	Number of creative enterprises					
	2010	2011	2012	2013	2014	2015
Advertising and marketing	250	245	255	255	270	270
Architecture	415	410	405	380	375	375
Crafts	10	10	10	10	10	10
Design: product, graphic and fashion design	245	260	270	265	250	255
Film, TV, video, radio and photography	280	290	290	295	290	305
IT, software and computer services	745	775	800	865	955	1,035
Museums, galleries and libraries	20	20	15	20	25	25
Music, performing and visual arts	200	200	195	195	205	200
Publishing	150	125	140	130	135	130
All Creative Enterprises	**2,310**	**2,340**	**2,385**	**2,415**	**2,510**	**2,610**
All enterprises	69,580	69,080	68,660	67,745	67,710	68,085
Percentage share of all enterprises	3.3	3.4	3.5	3.6	3.7	3.8

Source: Inter-Departmental Business Register (March of each year)

Notes

1. These figures only include businesses (or enterprises) which are VAT registered and/or operate a PAYE scheme. This means that many self-employed workers and some very small businesses without employees will be excluded.
2. All enterprises operating in Northern Ireland are included even if their main (or registered) UK address is elsewhere in the UK.
3. Figures have been rounded to the nearest 5 and thus may not add to totals.

3.4. There were a total of 68,085 enterprises in Northern Ireland at March 2015, an increase of 0.6% on 2014. Table 3.2 shows the enterprises broken down by broad industry group for 2014 and 2015, with the percentage change. It should be noted that Creative Industries is entirely made up of contributions from a number of the sectors listed in the table. The number of enterprises for a number of the broad industry groups decreased between 2014 and 2015, with the largest decrease in Construction (-2.2%).

Table 3.2 Enterprises by Broad Industry Group and Creative enterprises, 2014 and 2015

Broad Industry Group & Creative Industries	2014	2015	Percentage change 2014-2015
Creative industries	2,510	2,610	4.0%
Public administration and defence	55	65	18.2%
Information & communication	1,525	1,615	5.9%
Education	575	600	4.3%
Professional, scientific & technical	5,040	5,210	3.4%
Agriculture, forestry & fishing	16,955	17,255	1.8%
Business administration and support services	2,325	2,365	1.7%
Production	4,310	4,380	1.6%
Health	2,835	2,875	1.4%
Finance & insurance	1,040	1,050	1.0%
Arts, entertainment, recreation and other services	4,255	4,275	0.5%
Motor trades	2,355	2,350	-0.2%
Property	1,935	1,925	-0.5%
Wholesale	3,295	3,265	-0.9%
Retail	6,205	6,140	-1.0%
Transport & storage (inc. postal)	2,190	2,160	-1.4%
Accommodation & food services	3,635	3,580	-1.5%
Construction	9,170	8,970	-2.2%

Source: Inter-Departmental Business Register (March of each year)

Notes

1. Creative industries is entirely made up of contributions from a number of the sectors listed in the table, thus any enterprise included in creative industries will also be included in another sector.

2. These figures only include businesses (or enterprises) which are VAT registered and/or operate a PAYE scheme. This means that many self-employed workers and some very small businesses without employees will be excluded.

3. All enterprises operating in Northern Ireland are included even if their main (or registered) UK address is elsewhere in the UK.

4. Figures have been rounded to the nearest 5.

4. Creative employment

4.1. Creative employment covers two categories:

- Employment in the creative industries, and
- Creative employment outside the creative industries

4.2. In 2013, creative employment accounted for an estimated 43,000 jobs, representing 5% of total employment in Northern Ireland (Table 4.1). This is not an exact figure as it is based on a sample survey. The creative employment level has therefore been broadly similar over the period 2011 to 2013.

4.3. For the UK as a whole, creative employment accounted for 2.62 million jobs in 2013, representing 8.5% of total employment in the UK.

Table 4.1 Creative employment in Northern Ireland, 2011-2013

Type of employment	2011	2012	2013
	Thousands	Thousands	Thousands
Employment in the creative industries	28	25	24
Creative employment outside the creative industries	13	15	19
Total creative employment	**41**	**40**	**43**
Total employment in Northern Ireland	797	796	804
Creative employment as a percentage of all employment in Northern Ireland	5%	5%	5%

Source: Labour Force Survey Local Area Database

Notes

1. Estimates are based on small sample sizes and are subject to a relatively high degree of sampling variability. They should, therefore, be treated with caution. For this reason, it is not possible to disaggregate data by creative industry sectors.

2. The employment estimates have been rounded to the nearest 1,000 for publication.

3. The figures include employees and self-employed.

Appendix 1 Additional data tables

Table A1.1 Percentage change in Gross Value Added (GVA)[1], 2008-2013

Creative Industries Group	Percentage change on previous year[2]					Percentage change 2008-2013	Annual average change 2008-2013
	2009	2010	2011	2012	2013		
Advertising and marketing	-8.2%	-28.2%	5.4%	-8.5%	68.5%	7.1%	1.4%
Architecture	-29.3%	-16.3%	-25.3%	-21.5%	-21.6%	-72.8%	-22.9%
Crafts	d	d	d	d	d	d	d
Design: product, graphic and fashion design	-13.6%	d	d	d	d	d	d
Film, TV, video, radio and photography	d	d	d	d	d	d	d
IT, software and computer services	28.0%	-5.5%	3.8%	24.0%	9.6%	70.6%	11.3%
Museums, galleries and libraries	d	d	d	d	d	d	d
Music, performing and visual arts	154.5%	-39.3%	129.4%	d	d	d	d
Publishing	-22.6%	3.1%	-15.2%	4.8%	-26.1%	-47.6%	-12.1%
Total GVA for Creative Industries	0.3%	-10.9%	2.7%	12.1%	11.3%	14.5%	2.7%
Total NI GVA[3]	-1.1%	2.0%	1.6%	1.5%	1.2%	5.3%	1.0%

Source: Northern Ireland Annual Business Inquiry; Office for National Statistics

Notes

d – Data suppressed to avoid disclosure.

1. Reporting Unit results (industry sic-code based on dominant Reporting Unit, not each local unit).
2. 2013 results are provisional, while 2008-2012 are revised.
3. Total GVA is taken from the Office for National Statistics Regional Accounts and thus includes all of the Northern Ireland economy. In previous bulletins, GVA for all industries was taken from the NI Annual Business Inquiry which does not have complete coverage.

Table A1.2 Percentage change in creative enterprises operating in Northern Ireland, 2010-2015

Creative Industries Group	Percentage change in number of enterprises on previous year					Percentage change 2010-2015	Annual average change 2010-2015
	2011	2012	2013	2014	2015		
Advertising and marketing	-2.0%	4.1%	0.0%	5.9%	0.0%	8.0%	1.6%
Architecture	-1.2%	-1.2%	-6.2%	-1.3%	0.0%	-9.6%	-2.0%
Crafts	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Design: product, graphic and fashion design	6.1%	3.8%	-1.9%	-5.7%	2.0%	4.1%	0.8%
Film, TV, video, radio and photography	3.6%	0.0%	1.7%	-1.7%	5.2%	8.9%	1.7%
IT, software and computer services	4.0%	3.2%	8.1%	10.4%	8.4%	38.9%	6.8%
Museums, galleries and libraries	0.0%	-25.0%	33.3%	25.0%	0.0%	25.0%	4.6%
Music, performing and visual arts	0.0%	-2.5%	0.0%	5.1%	-2.4%	0.0%	0.0%
Publishing	-16.7%	12.0%	-7.1%	3.8%	-3.7%	-13.3%	-2.8%
All Creative Enterprises	**1.3%**	**1.9%**	**1.3%**	**3.9%**	**4.0%**	**13.0%**	**2.5%**
All enterprises	-0.7%	-0.6%	-1.3%	-0.1%	0.6%	-2.1%	-0.4%

Source: Inter-Departmental Business Register (March of each year)

Notes

1. These figures only include businesses (or enterprises) which are VAT registered and/or operate a PAYE scheme. This means that many self-employed workers and some very small businesses without employees will be excluded.

2. All enterprises operating in Northern Ireland are included even if their main (or registered) UK address is elsewhere in the UK.

Appendix 2 Creative intensities methodology

Defining the creative industries

The creative industries are defined in the 2001 Creative Industries Mapping Document as ‘those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property’.

Classification of the creative industries

DCMS (2014) classifies the creative industries using a creative intensities methodology.

The methodology involves three steps.

1. <u>Identify creative occupations</u>
   Nesta (2013) define a creative occupation as:

   ‘a role within the creative process that brings cognitive skills to bear to bring about differentiation to yield either novel, or significantly enhanced products whose final form is not fully specified in advance’

   Creative Skillset (2013) developed a list of creative occupations using SOC 2010 by adding to and deleting from the list previously used by DCMS in producing estimates. The final list used in DCMS (2014) contains five additional SOC codes to represent occupations in the crafts sector, which were added following the consultation (Table A2.1).

2. <u>Calculate the creative intensities for all industries in the economy and identify those that can be classified as creative industries</u>
   This stage involves identifying those industries which employ a relatively high proportion of creative occupations. Creative Skillset (2013) conclude that the threshold should be set at 30%. DCMS (2014) includes two SIC codes which do not meet this threshold, namely, 91.01 Library and archive activities and 91.02 Museum activities, which were included following the consultation. The reason given for these codes having a lower creative intensity was due to large numbers employed in facilities maintenance in museums, galleries and libraries.

The final list of industries included in the estimates is given in Table A2.2, with their respective creative intensities in Table A2.3.

3. <u>Group these SIC sectors into broad creative industries groups</u>
   DCMS (2014) groups the SIC codes identified into the following industry groups:

   - Advertising and marketing
   - Architecture
   - Crafts
   - Design: product, graphic and fashion design
   - Film, TV, video, radio and photography
   - IT, software and computer services
   - Publishing
   - Museums, galleries and libraries
   - Music, performing and visual arts

Table A2.1 Creative occupations

Creative Occupations Group	SOC (2010)	Description
Advertising and marketing	1132	Marketing and sales directors
	1134	Advertising and public relations directors
	2472	Public relations professionals
	2473	Advertising accounts managers and creative directors
	3543	Marketing associate professionals
Architecture	2431	Architects
	2432	Town planning officers
	2435	Chartered architectural technologists
	3121	Architectural and town planning technicians
Crafts	5211	Smiths and forge workers
	5411	Weavers and knitters
	5441	Glass and ceramics makers, decorators and finishers
	5442	Furniture makers and other craft woodworkers
	5449	Other skilled trades not elsewhere classified
Design: product, graphic and fashion design	3421	Graphic designers
	3422	Product, clothing and related designers
Film, TV, video, radio and photography	3416	Arts officers, producers and directors
	3417	Photographers, audio-visual and broadcasting equipment operators
IT, software and computer services	1136	Information technology and telecommunications directors
	2135	IT business analysts, architects and systems designers
	2136	Programmers and software development professionals
	2137	Web design and development professionals
Publishing	2471	Journalists, newspaper and periodical editors
	3412	Authors, writers and translators
Museums, galleries and libraries	2451	Librarians
	2452	Archivists and curators
Music, performing and visual arts	3411	Artists
	3413	Actors, entertainers and presenters
	3414	Dancers and choreographers
	3415	Musicians

Source: Department for Culture, Media and Sport (2014)

Notes

1. Occupations used are 4 digit Standard Occupational Classification 2010 (SOC) codes.

Table A2.2 Creative Industries

Creative Industries Group	SIC	Description
Advertising and marketing	70.21	Public relations and communication activities
	73.11	Advertising agencies
	73.12	Media representation
Architecture	71.11	Architectural activities
Crafts	32.12	Manufacture of jewellery and related articles
Design: product, graphic and fashion design	74.10	Specialised design activities
Film, TV, video, radio and photography	59.11	Motion picture, video and television programme production activities
	59.12	Motion picture, video and television programme post-production
	59.13	Motion picture, video and television programme distribution
	59.14	Motion picture projection activities
	60.10	Radio broadcasting
	60.20	Television programming and broadcasting activities
	74.20	Photographic activities
IT, software and computer services	58.21	Publishing of computer games
	58.29	Other software publishing
	62.01	Computer programming activities
	62.02	Computer consultancy activities
Publishing	58.11	Book publishing
	58.12	Publishing of directories and mailing lists
	58.13	Publishing of newspapers
	58.14	Publishing of journals and periodicals
	58.19	Other publishing activities
	74.30	Translation and interpretation activities
Museums, galleries and libraries	91.01	Library and archive activities
	91.02	Museum activities
Music, performing and visual arts	59.20	Sound recording and music publishing activities
	85.52	Cultural education
	90.01	Performing arts
	90.02	Support activities to performing arts
	90.03	Artistic creation
	90.04	Operation of arts facilities

Source: Department for Culture, Media and Sport (2014)

Notes

1. The ‘creative intensity’ of each 4-digit Standard Industrial Classification 2007 (SIC) code was calculated and used to inform the identification of ‘creative’ industries from other industries in the economy.

Table A2.3 Creative intensities

SIC	Description	Creative Intensity
		%
90.03	Artistic creation	91.5
74.30	Translation and interpretation activities	82.2
90.01	Performing arts	78.8
74.20	Photographic activities	77.8
60.10	Radio broadcasting	62.7
74.10	Specialised design activities	62.1
71.11	Architectural activities	61.5
70.21	Public relations and communication activities	59.3
58.14	Publishing of journals and periodicals	58.3
90.02	Support activities to performing arts	56.8
59.1	Motion picture, video and television programme activities	56.4
32.12	Manufacture of jewellery and related articles	56.2
62.01	Computer programming activities	55.8
59.20	Sound recording and music publishing activities	54.1
60.20	Television programming and broadcasting activities	53.5
73.11	Advertising agencies	50.5
58.11	Book publishing	49.9
58.13	Publishing of newspapers	48.8
73.12	Media representation	48.3
58.21	Publishing of computer games	43.1
58.29	Other software publishing	40.8
90.04	Operation of arts facilities	38.4
58.19	Other publishing activities	37.8
85.52	Cultural education	34.6
62.02	Computer consultancy activities	32.8
58.12	Publishing of directories and mailing lists	31.0
91.01	Library and archive activities	23.8
91.02	Museum activities	22.5

Source: Department for Culture, Media and Sport (2014)

Notes

1. Creative intensity for SIC 59.1 is calculated at 3-digit level in order to capture the whole industry as data at the 4-digit level are not statistically robust (due to low levels of employment of the 4-digit codes).
2. SIC codes 91.01 and 91.02 were included after consultation, despite having creative intensities below the 30% threshold. One reason they may have a lower creative intensity is due to large numbers employed in facilities maintenance in museums, galleries and libraries.
3. SIC code 32.12 Manufacture of jewellery and related articles has been included after consultation to represent the Crafts industry, although due to limitations in the underlying SIC codes (which are agreed internationally) this clearly does not fully capture the crafts sector.
4. Industry codes proposed and the rationale for inclusion can be found in the consultation https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes.

Appendix 3 Technical notes

Standard Industrial Classification

The UK Standard Industrial Classification (SIC) classifies businesses by the type of activity they engage in. It provides a framework for collecting and presenting data. It is comparable with the Eurostat system (NACE), meaning that business data are consistent across much of Europe.

The system works by classifying businesses in a hierarchical manner, starting at a very basic (1 digit) level, then classifying them in more and more detail down to the lowest (5 digit) level possible. However, even at this level of detail, it is not practical to have a code for every single individual industry, and so some industries may be put together with others to make up a category. The SIC was last revised by the Office for National Statistics in 2007. SIC 2007 uses 615 classes and a further 191 sub-classes to classify businesses.

Standard Occupational Classification

The Standard Occupation Classification (SOC) is a means of classifying the occupation of a person according to the type of work they do. Like the SIC, it provides a framework within which data can be collected for major surveys such as the Labour Force Survey. The SOC was last updated in 2010.

Much like the SIC, the SOC system works by classifying someone’s occupation firstly at a very basic (1 digit) level, and then classifying them in more and more detail down to the lowest (4 digit) level possible.

Gross Value Added (GVA)

Gross Value Added (GVA) represents the income generated by businesses, out of which is paid wages and salaries, the cost of capital investment and financial charges before arriving at a figure for profit. It includes taxes on production (e.g. business rates), net of subsidies but excludes subsidies and taxes on products (e.g. VAT and excise duty).

The source of GVA for Creative Industries presented in this bulletin is the Northern Ireland Annual Business Inquiry (ABI), a statutory survey which adopts a stratified sample. All businesses with 50 or more employees, or 20 or more employees and more than one local unit, are fully enumerated. Smaller enterprises are selected on a random stratified basis. Since the GVA estimates are partly based on a sample, they are subject to sampling error. Further details on how GVA is calculated can be found in the Northern Ireland Annual Business Inquiry 2010, published in December 2011[2].

Change from previous bulletins: In previous bulletins, the total GVA for all industries in Northern Ireland was also taken from the ABI. However, the ABI does not provide complete coverage of the Northern Ireland economy. For this bulletin, therefore, total GVA is taken from the Office for National Statistics Regional Gross Value Added (Income Approach).

Creative businesses

The source of data is the Inter-Departmental Business Register (IDBR). The IDBR is located in the Office for National Statistics (ONS) Newport, but the Northern Ireland element of the register is updated and maintained by Economic and Labour Market Statistics Branch (ELMSB) within the Northern Ireland Statistics and Research Agency (NISRA), an agency of the Department of Finance and Personnel (DFP). The IDBR contains information on all businesses which are either VAT registered or operating a PAYE scheme. It, therefore, excludes very small businesses which are not VAT registered (the threshold for VAT in 2014/15 was £81,000) unless they operate a PAYE scheme. This means that many self-employed workers will not be included on the IDBR. The IDBR figures will inevitably also include some enterprises that were no longer VAT and/or PAYE registered or had actually ceased trading at the time the results were extracted. Similarly, some new business start-ups will be excluded because of delays in notification.

A group of legal units under common ownership is called an Enterprise Group. An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group.

[2] http://www.detini.gov.uk/web_2010_ru_statistical_press_release.pdf

The information on creative businesses in this report is based on Enterprises operating within Northern Ireland. Any business operating in Northern Ireland is included, even if the business' registered UK address is elsewhere in the UK.

Further technical notes can be found on the IDBR webpage:

http://www.detini.gov.uk/deti-stats-index/stats-surveys/stats-inter-dept-bus-register.htm

Creative employment

Creative employment consists of those in employment within the creative industries and those who do creative jobs in businesses outside the creative industries.

There are two components:

1. Employment in creative industries
2. Employment in creative jobs outside creative industries

Creative industries employment estimates produced are based on the Labour Force Survey (LFS). The main advantage of the LFS is that it includes employees and self-employed persons in both creative industries and creative occupations outside the creative industries. The estimates can also be compared with those produced for the UK by DCMS.

Limitations in the creative employment estimates

The main limitation of the LFS is that the sample size is such that the confidence interval for the total creative employment estimate is relatively high (±7,000). Consideration was given to combining LFS data for two years to increase the precision of the estimates, however, the change in the confidence interval was minimal and when compared with the cost and time considerations of producing combined datasets was deemed an inefficient use of resources.

Estimates are only available from 2011 as earlier years LFS datasets are constructed using different SOC codes (SOC2000 rather than SOC2010), and are therefore not comparable.

In Northern Ireland, unlike in the UK, it is not possible to look at employment in the various groups that comprise the creative industries. This analysis would require data disaggregated by 4 digit SIC code. Given that each group within the creative industries is quite small, the sampling error associated with the LFS at this level of analysis would be too large to enable reliable estimates to be made.

Further limitations include the possibility that official statistics are not picking up people who are engaged in the sector on a spare time basis.

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