



SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

Creative sector overview

Emsi Q1 2018 Data Set, Sept 2018



Industry Overview

Emsi Q1 2018 Data Set

September 2018

Parameters

Industries

29 items selected. See Appendix A for details.

Regions

32 items selected. See Appendix B for details.

Timeframe

2011 - 2017

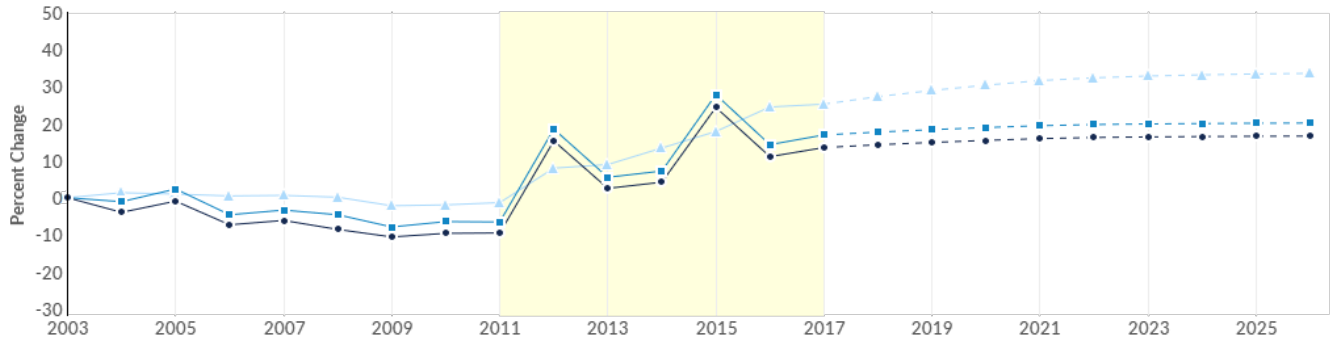
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2018.1 – Employees

Industry Summary for 29 Industries

| | | |
|--|---|--|
| 29,717 Jobs (2017) 33% below National average | 25.5% % Change (2011-2017) Nation: 26.9% | £32,507 Avg. Wages Per Job (2017) Nation: £38,481 |
|--|---|--|

Regional Trends



| | Region | 2011 Jobs | 2017 Jobs | Change | % Change |
|---|----------------------------|-----------|-----------|---------|----------|
| ● | Region | 23,682 | 29,717 | 6,035 | 25.5% |
| ● | LEP - South East (revised) | 22,872 | 28,621 | 5,749 | 25.1% |
| ● | Nation | 646,917 | 821,200 | 174,283 | 26.9% |

Occupations Employed by these Industries

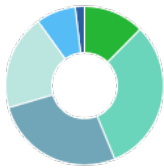
| Description | Employed in Industry Group (2017) | % of Total Jobs in Industry Group (2017) |
|--|-----------------------------------|--|
| Programmers and software development professionals | 2,044 | 6.9% |
| Journalists, newspaper and periodical editors | 1,660 | 5.6% |
| Graphic designers | 1,537 | 5.2% |
| Sales accounts and business development managers | 1,239 | 4.2% |
| Photographers, audio-visual and broadcasting equipment operators | 924 | 3.1% |

National Industry Gender Breakdown



| | Gender | 2016 Jobs |
|---|---------|---|
| • | Males | 59.8%  |
| • | Females | 40.2%  |

National Industry Age Breakdown



| | Age | 2016 Jobs |
|---|-------|---|
| ● | 16-24 | 12.5%  |
| ● | 25-34 | 31.3%  |
| ● | 35-44 | 26.8%  |
| ● | 45-54 | 19.5%  |
| ● | 55-64 | 8.1%  |
| ● | 65+ | 1.9%  |

Industry Requirements

| Purchases from | In-region Purchases | Imported Purchases | Total Purchases |
|--|---------------------|--------------------|-----------------|
| Business and other management consultancy activities | £66,907,108 | £1,694,583 | £68,601,691 |
| Temporary employment agency activities | £56,089,840 | £8,983,880 | £65,073,720 |
| Other printing | £49,753,189 | £1,636,844 | £51,390,032 |
| Activities of head offices | £28,908,646 | £7,515,992 | £36,424,638 |
| Engineering activities and related technical consultancy | £29,992,175 | £369,152 | £30,361,327 |

Top Regional Businesses

| Business Name | Industry Name |
|----------------------------|-----------------------------|
| Compare Money Transfer Ltd | Media representation (7312) |
| Pearson Education | Book publishing (5811) |
| Jobserve Holdings Limited | Advertising agencies (7311) |
| Moon Street Limited | Advertising agencies (7311) |
| Forwards & Upwards Limited | Advertising agencies (7311) |

Appendix A - Industries

| Code | Description |
|------|---|
| 1813 | Pre-press and pre-media services |
| 1820 | Reproduction of recorded media |
| 3212 | Manufacture of jewellery and related articles |
| 5811 | Book publishing |
| 5812 | Publishing of directories and mailing lists |
| 5813 | Publishing of newspapers |
| 5814 | Publishing of journals and periodicals |
| 5819 | Other publishing activities |
| 5821 | Publishing of computer games |
| 5829 | Other software publishing |
| 5911 | Motion picture, video and television programme production activities |
| 5912 | Motion picture, video and television programme post-production activities |
| 5913 | Motion picture, video and television programme distribution activities |
| 5914 | Motion picture projection activities |
| 5920 | Sound recording and music publishing activities |
| 6010 | Radio broadcasting |
| 6020 | Television programming and broadcasting activities |
| 6201 | Computer programming activities |
| 7021 | Public relations and communication activities |
| 7311 | Advertising agencies |
| 7312 | Media representation |
| 7410 | Specialised design activities |
| 7420 | Photographic activities |
| 7430 | Translation and interpretation activities |
| 9001 | Performing arts |
| 9002 | Support activities to performing arts |
| 9003 | Artistic creation |
| 9004 | Operation of arts facilities |
| 9102 | Museum activities |

Appendix B - Regions

| Code | Description |
|------|-----------------|
| 00KF | Southend-on-Sea |
| 00KG | Thurrock |
| 00LC | Medway |
| 21UC | Eastbourne |
| 21UD | Hastings |
| 21UF | Lewes |
| 21UG | Rother |
| 22UB | Basildon |
| 22UC | Braintree |
| 22UD | Brentwood |
| 22UE | Castle Point |
| 22UF | Chelmsford |
| 22UG | Colchester |
| 22UH | Epping Forest |
| 22UJ | Harlow |
| 22UK | Maldon |
| 22UL | Rochford |
| 22UN | Tendring |
| 22UQ | Uttlesford |
| 29UB | Ashford |
| 29UC | Canterbury |
| 29UD | Dartford |
| 29UE | Dover |
| 29UG | Gravesham |
| 29UH | Maidstone |
| 29UK | Sevenoaks |
| 29UL | Shepway |
| 29UM | Swale |
| 29UN | Thanet |

| Code | Description |
|-------------|-----------------------|
| 29UP | Tonbridge and Malling |
| 29UQ | Tunbridge Wells |
| 21UH | Wealden |

Appendix C - Data Sources and Calculations

Input-Output Data

This report contains data from Emsi's Input-Output model. It is based on data from Office for National Statistics's Input-Output supply and use tables, Census flows data, UK Business Counts from BRES, and several Emsi in-house data sets.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax, which maintains a database of more than 5 million business entities in Great Britain. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.