



**UK creativity means business – in any language.**

Service exports from the UK creative industries were worth **£27bn** in 2016, growing **three times faster** than service exports from the rest of the UK economy. Since 2010, the figure has increased by **83.9%**

### Why it should matter to you

The UK is the top destination in Europe for foreign direct investment, and the high reputation of our creative industries led to 121 inward creative investment projects in 2017-18.

This international success has helped expand the number of UK creative jobs at triple the rate of job creation for the rest of the economy.

**In 2016, there were more than 3m jobs in the UK creative economy – including businesses in your area – with growth spread across the UK.**

And according to the independent Bazalgette Review, commissioned by the government, a further 1m new creative jobs could be added in the UK by 2030.

Collectively, this represents a massive investment in high quality skills, diverse creative talent and intellectual property assets for the future knowledge economy.

**By growing exports and international partnerships, UK creative businesses are broadening their markets,**

**increasing competitiveness, and building resilience to economic and technological change.**

But we have only scratched the surface of international demand for UK creativity and collaboration.

**To ensure UK creative businesses realise their global potential, we need to increase both the number of UK creative exporters and the volume of creative exports, and attract more inward investors.**

For information on help for exporters, go to **Great.gov.uk**

For information and statistics on the creative industries, go to **thecreativeindustries.co.uk**

Download the Sector Deal from **thecreativeindustries.co.uk/resources/strategy**

  
Creative Industries Council  
Commissioned and paid for by industry members of the CIC

In association with  
  
Department for  
International Trade

PROUD TO SUPPORT  
**EXPORTING IS GREAT**  
BRITAIN & NORTHERN IRELAND

2011-2017

**Change in Creative Industries jobs**

Change in Total UK jobs

**28.6%**

9.3%

**25.1%**  
4.8%**-14.3%**  
2.3%**18.2%**  
6.0%**48.5%**  
5.4%**33.2%**  
9.4%**49.8%**  
6.3%**36.4%**  
5.3%**38.9%**  
10%**24.3%**  
5.8%**31.8%**  
20.8%**35.5%**  
9.5%**17.6%**  
7.0%

**Bold percentage figures underlined = % change in Creative Industries jobs**  
Percentage figures white out = % change all UK jobs by region

● North East\*  
 ● North West  
 ● Yorkshire & The Humber  
 ● East Midlands  
 ● West Midlands  
 ● East  
 ● London  
 ● South East  
 ● South West  
 ● Wales\*  
 ● Scotland  
 ● Northern Ireland\*

\*Due to small sample size, figures are 7-year averages  
Source: DCMS Statistics 2018

About

**1 in 8**

UK businesses is a creative business.

Creative industries jobs have grown **3 times faster** than all UK jobs.

Source: DCMS Statistics 2018

**How you can help**

**Did you know that about one in 8 UK businesses is a creative business?\***

You may come across such businesses and the people who work in them in many different contexts. If you do nothing else, you should encourage them to take advantage of free support and advice available from government bodies and representatives, including the Department for International Trade (DIT), UK Export Finance, HMG's international network, and the Prime Minister's Trade Envoys.

If they haven't already done so, businesses can register on [www.great.gov.uk](http://www.great.gov.uk), the government portal for businesses, and access its guides, tools and contacts.

By profiling their businesses on the GREAT website, creative companies can opt to receive information on current business opportunities in international markets.

The site includes beginners' guides, such as 'How to sell overseas'. This provides step by step advice on researching overseas markets, accessing finance, developing a plan, and finding customers. It also includes contacts for international trade advisers in all parts of the UK, available for face-to-face meetings to talk businesses through exporting issues.

\*Source: DCMS statistics 2018

Trade missions supported by the DIT and industry associations provide opportunities for businesses to research overseas markets, showcase their creative expertise and network with potential international customers and investment partners. Trade bodies also provide other forms of help to companies seeking international growth. You can also encourage your own overseas business contacts to host or participate in such missions.

If you know successful local creative exporters, persuade them to share their stories with government publications and on [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk), the website supported by the industry members of the CIC, to raise the profile of creative businesses to audiences in both the UK and overseas.

You can email contacts on:  
**[www.great.gov.uk](http://www.great.gov.uk)** or  
**[info@thecreativeindustries.co.uk](mailto:info@thecreativeindustries.co.uk)**

There were **121** inward investments in UK creative industries in 2017-18

Source: DIT 2017-18 report

**Working to grow the UK's creative industries**

**You can support organisations aiming to build the international success of the UK creative industries by attending their events and promoting awareness of their initiatives and objectives.**

The DIT helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade. Its objectives include supporting and encouraging UK businesses to drive sustainable international growth, and ensuring the UK remains a leading destination for international investment.

The Creative Industries Council (CIC) is a forum between the creative industries and government, which works to identify and address barriers to, and opportunities for, future growth in the creative sectors.

In 2018, the government announced a wide-ranging Sector Deal to help unlock further growth in the creative industries. As part of the deal, a new industry-led Creative Industries Trade & Investment Board was established, which aims to increase UK creative exports by 50 per cent by 2023.