



WHAT MPs THINK ABOUT THE UK CREATIVE INDUSTRIES

A CIC PARLIAMENTARY POLL

A CREATIVE INDUSTRIES COUNCIL REPORT COMMISSIONED BY INDUSTRY MEMBERS
IN ASSOCIATION WITH DODS RESEARCH / NOVEMBER 2017



RESEARCH

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FOREWORD

NICOLA MENDELSONH^{CBE}



Nicola Mendelsohn^{CBE}
Industry Co-Chair
Creative Industries Council
VP EMEA, Facebook

More than 90% of all MPs polled agree that the UK creative industries are vitally important for future economic growth, the creation of new jobs, and positive perceptions of Brand Britain internationally.

And you can see why.

The creative industries now make up over 5% of the UK economy. We represent one of the fastest growing sectors for employment, expanding at four times the rate of the UK workforce as a whole. Now, almost 2 million people work in the UK creative industries, rising to 3.04 million jobs when you take account of creative roles in the wider economy.

London remains our main hub, but there is significant growth in regions around the UK. In the last year, the West Midlands experienced a 66% increase in employment, and the East Midlands enjoyed an increase of 54%.

In Yorkshire & Humber the film and TV industries rose by 40% last year; and, in the North West, advertising and marketing grew by more than 20%.

And this study, commissioned by the industry members of the Creative Industries Council, pinpoints the rising importance of the creative industries for the growth of cities, with London, Edinburgh, Manchester and Liverpool topping the bill.

So it's good to see an increasing number of MPs, from constituencies all around the country, making the development of the creative industries a political priority.

When it comes to international trade, the UK creative industries are also an engine of dynamic growth: with exports of goods increasing by over 20% in 2014-2015, and exports of services growing over twice as fast as the national average.

Working in partnership with Government, our aim is to use British creativity to inspire the UK and the world: with a strategy for growth which will focus on developing UK skills, supporting businesses to start and grow, and boosting exports and inward investment.

Source: DCMS statistics (2017)

METHODOLOGY

- Dods Research was commissioned by the Creative Industries Council to poll UK MPs on the creative industries, their impact on the economy, and the effect of Brexit.
- Fieldwork was carried out during June-August 2017 using an online survey, with a hard copy top via House Magazine.
- 50 MPs of all parties and regions of the UK completed the poll.
- Two previous polls were conducted in November 2015 and November 2014, and, where helpful, comparisons are made with previous research.
- Percentages may not total 100%.

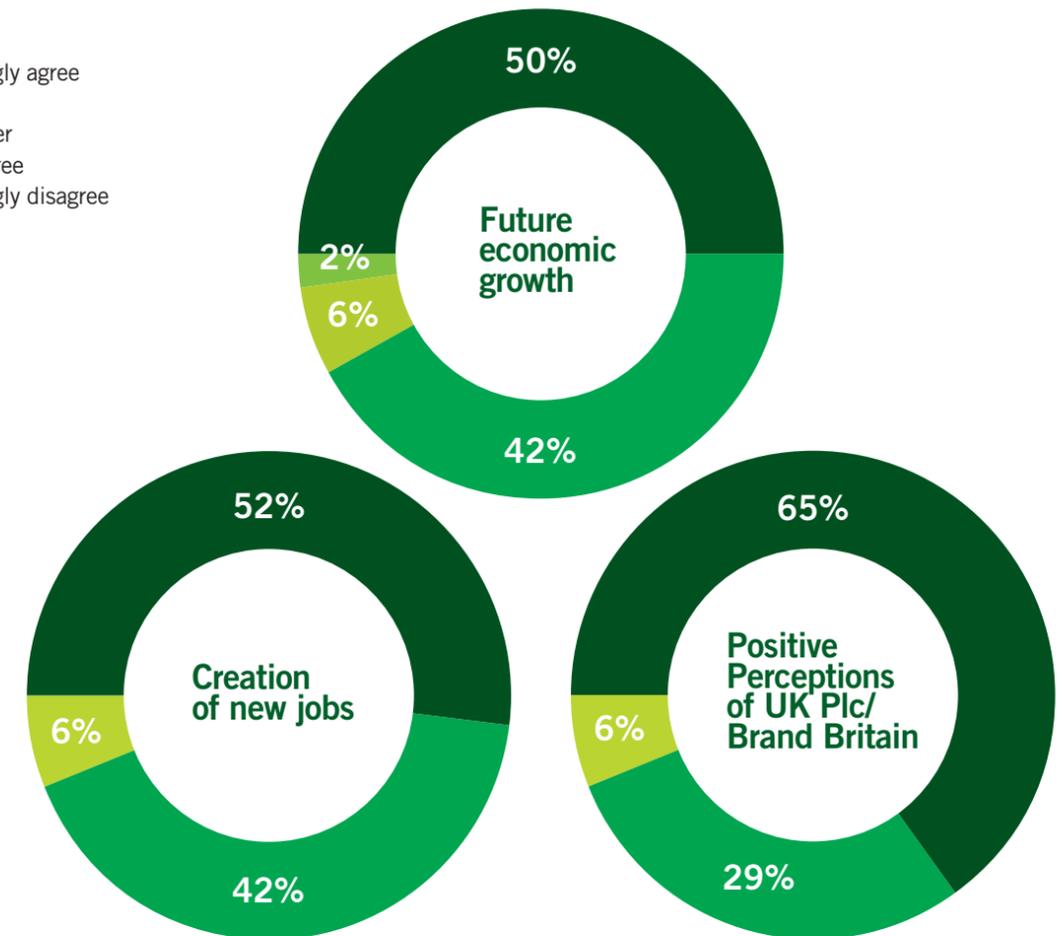
01 THE IMPORTANCE OF THE UK CREATIVE INDUSTRIES



To what extent do you agree or disagree with the following:
The UK creative industries are vitally important for...

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree

ALL MPs



SUMMARY

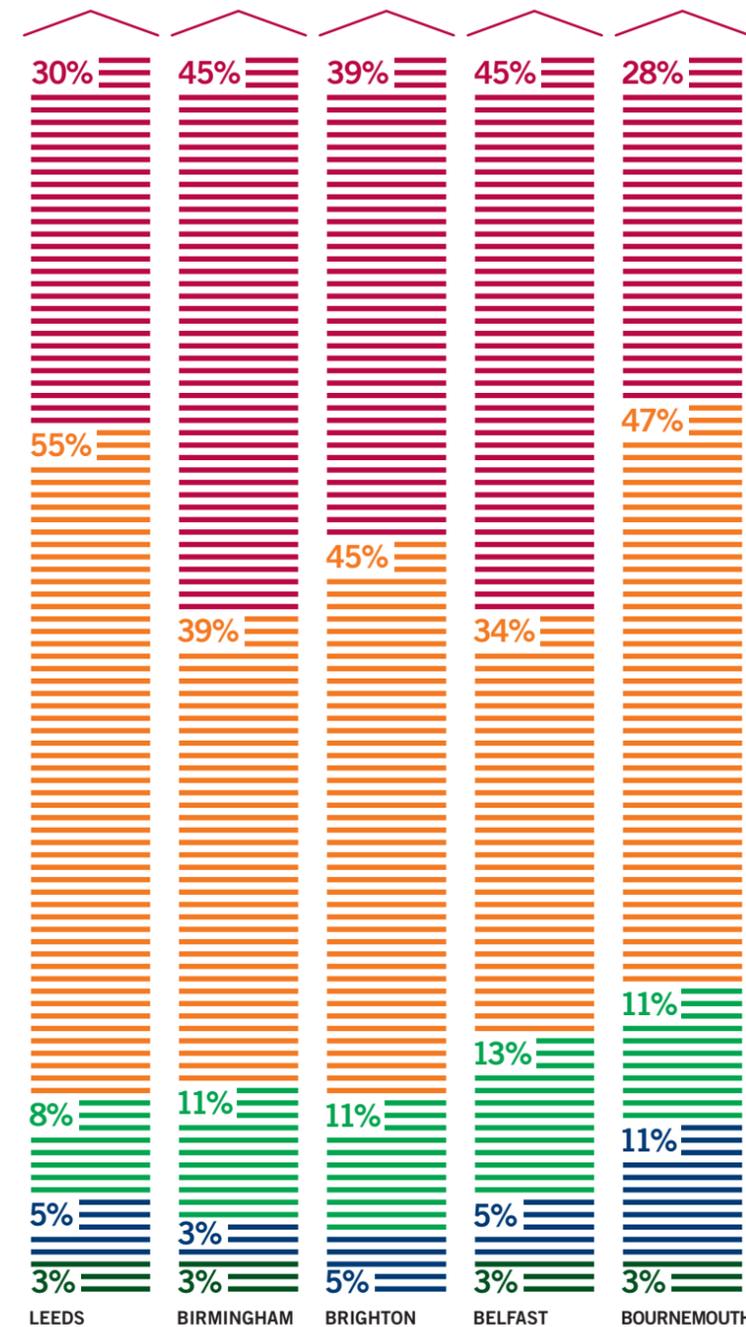
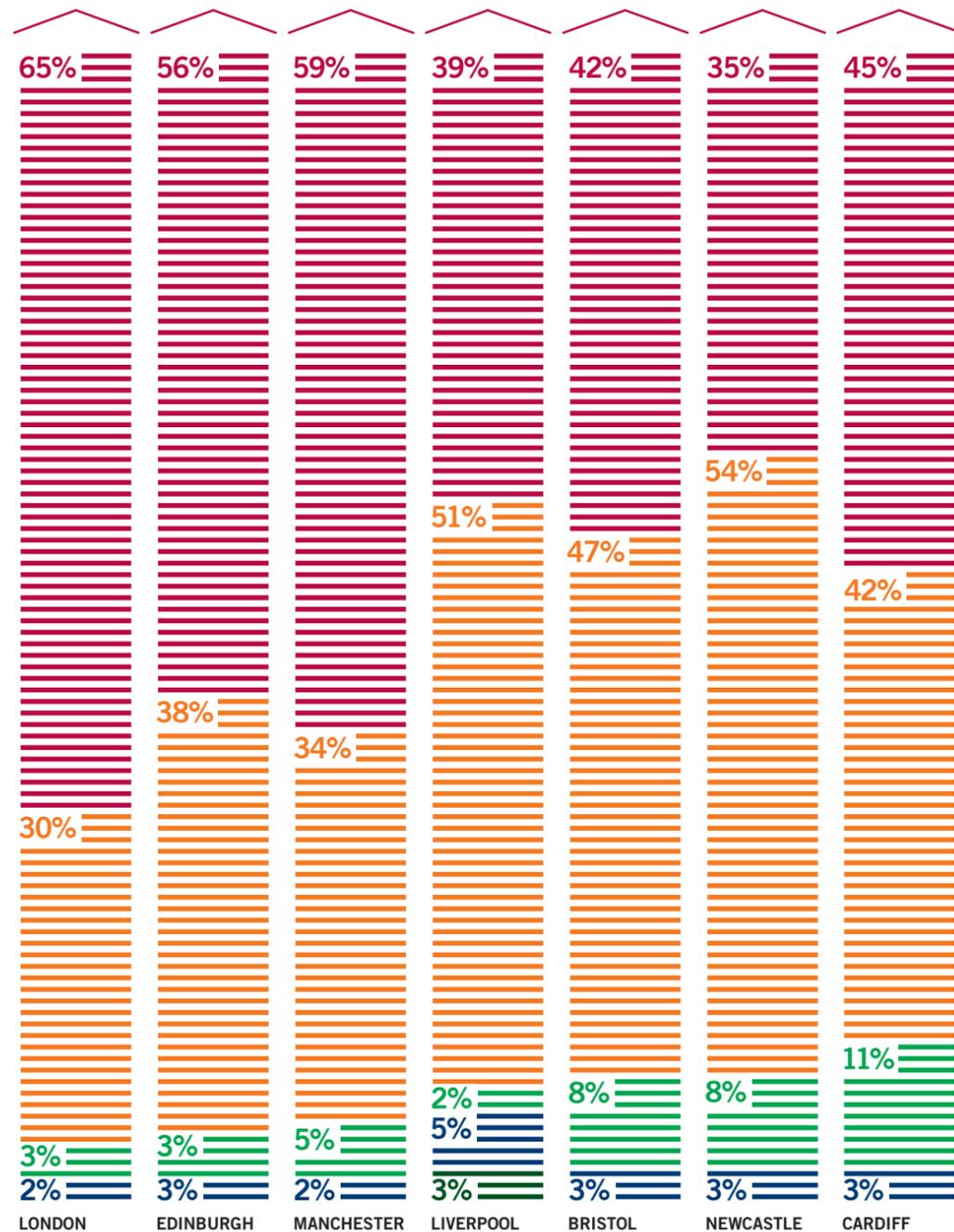
- More than 90% of all MPs agree with each of the statements that the UK creative industries are vitally important for (a) future economic growth, (b) the creation of new jobs and (c) positive perceptions of UK Plc/Brand Britain internationally.
- When we look at the results over time we find that overall agreement about the importance of UK creative industries is up for new jobs and positive perceptions of UK Plc/Brand Britain. We also see more MPs expressing strong levels of agreement with the importance of UK creative industries over time.

02 THE IMPORTANCE OF THE UK CREATIVE INDUSTRIES FOR GROWTH OF CITIES

Q How important do you believe the creative industries to be for the future growth of the following cities?

- Very important
- Important
- Neither
- Not important
- Not at all important

ALL MPs



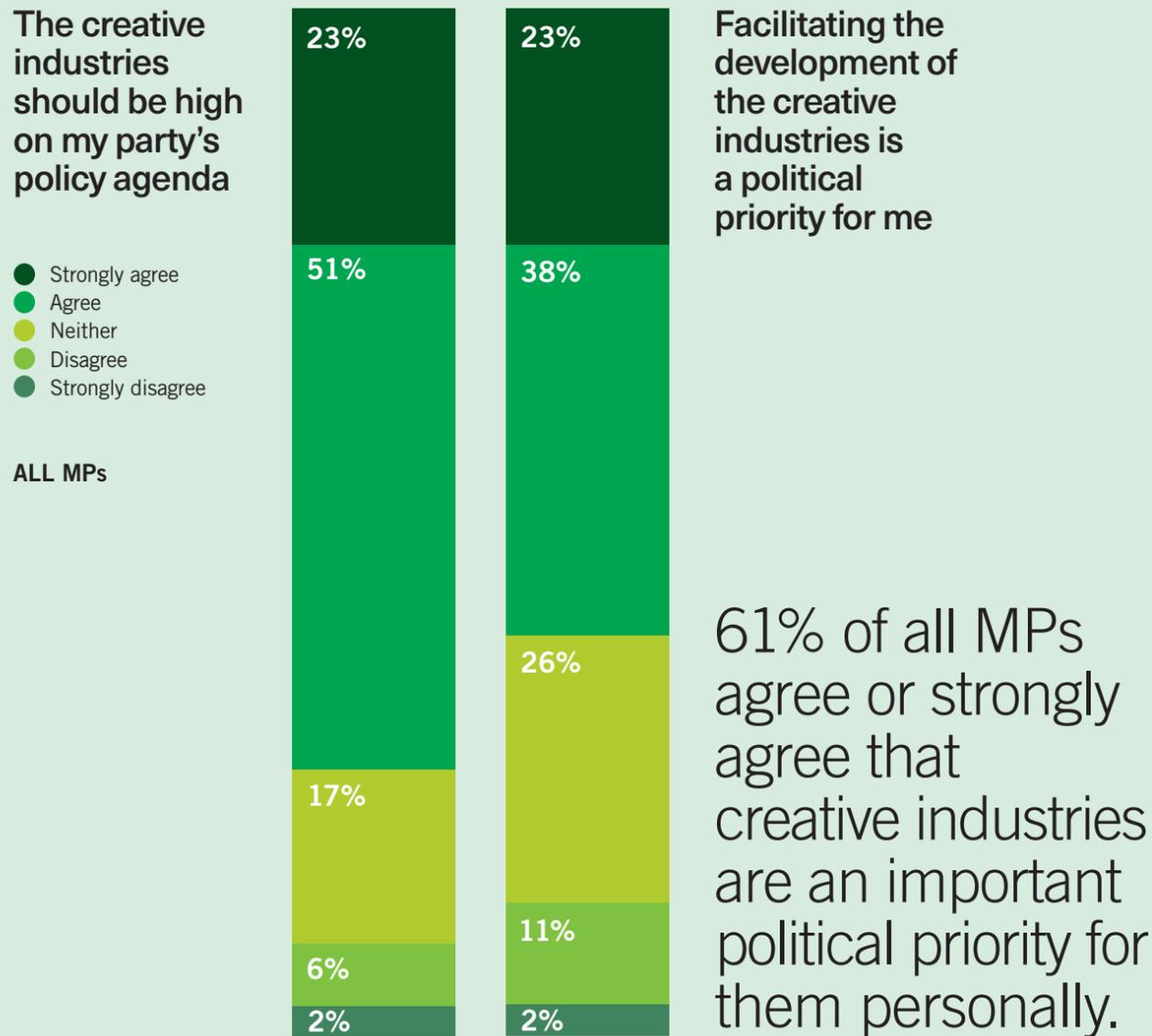
SUMMARY

- MPs were presented with a list of cities and asked the extent to which the UK creative industries are important for the growth of each of the cities.
- There was general agreement across all the cities that UK creative industries are important for their growth. The top 3 cities across all MPs are: London, Edinburgh and Manchester. But there is at least 90% agreement for the top four cities, with Liverpool in fourth place.
- Over time, London is consistently cited highest for the importance of UK creative industries for the growth of cities.

The top 3 cities across all MPs are:
 London
 Edinburgh and
 Manchester.

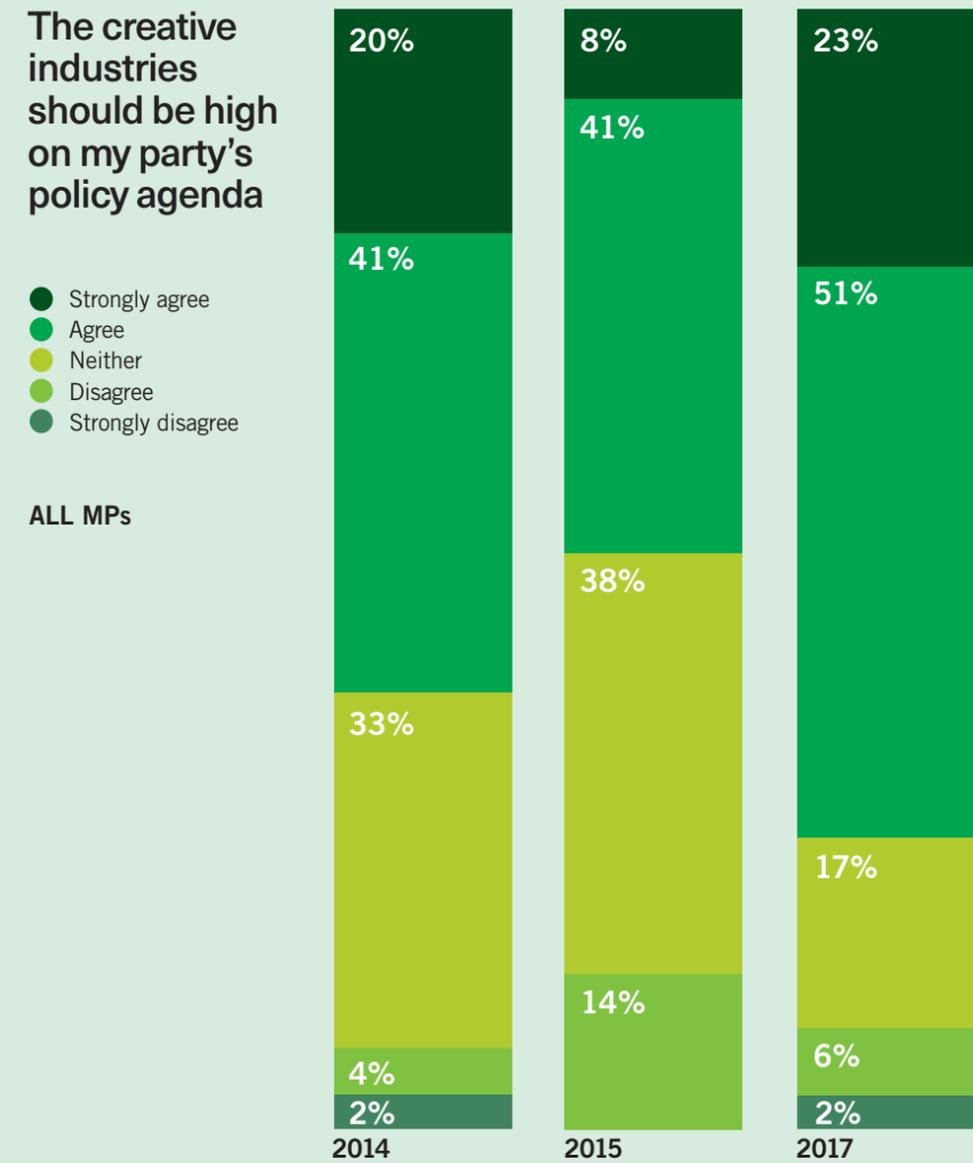
03 POLICY PRIORITIES

Q To what extent do you agree or disagree with the following statements about policy priorities:

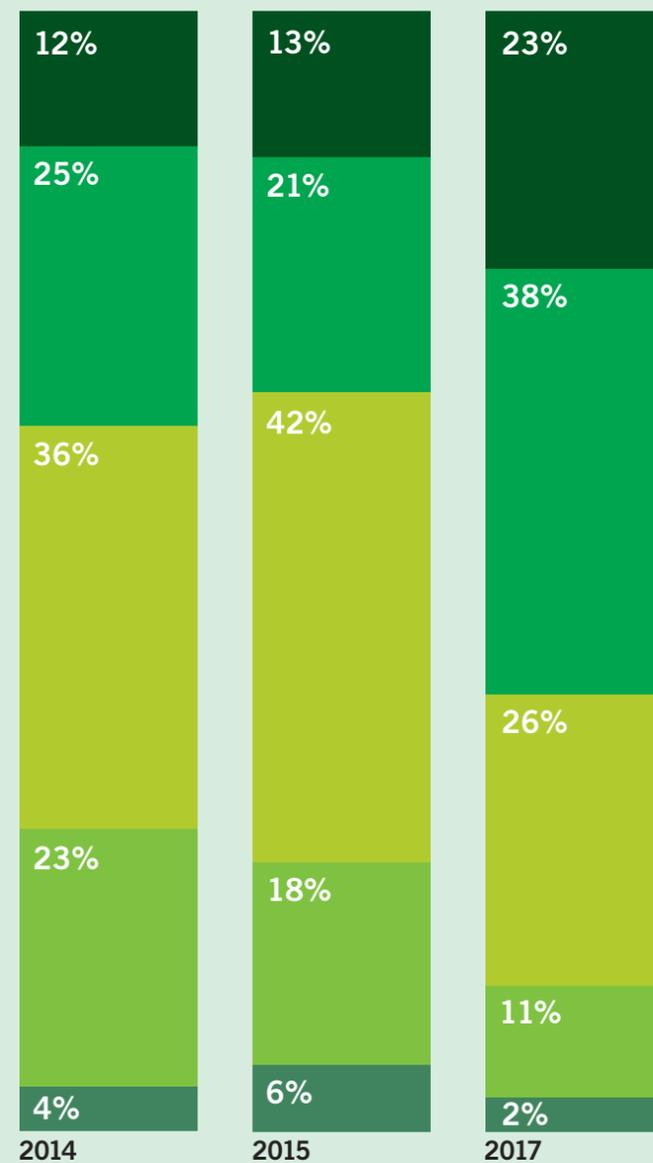


03.1 POLICY PRIORITIES – OVER TIME

Q To what extent do you agree or disagree with the following statements about policy priorities:



Facilitating the development of the creative industries is a political priority for me



SUMMARY

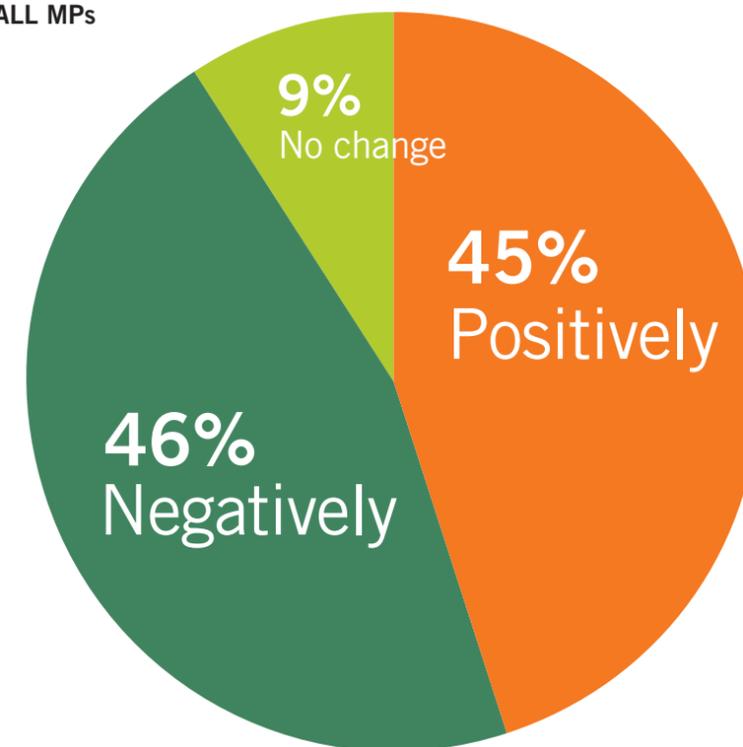
- There is broad agreement that the creative industries should feature high on both party and personal policy agendas.
- 74% of all MPs say that creative industries should feature high on their party's policy agenda (23% strongly agree and 51% agree).
- 61% of all MPs agree or strongly agree that creative industries are an important political priority for them personally.
- Over time we see a significant increase in the proportion of MPs who say that the creative industries should be a high priority both for their party and for them personally. There is a particular increase between 2015 and 2017.

04 IMPACT OF BREXIT ON THE CREATIVE INDUSTRIES



How do you think Brexit will impact the UK creative industries?

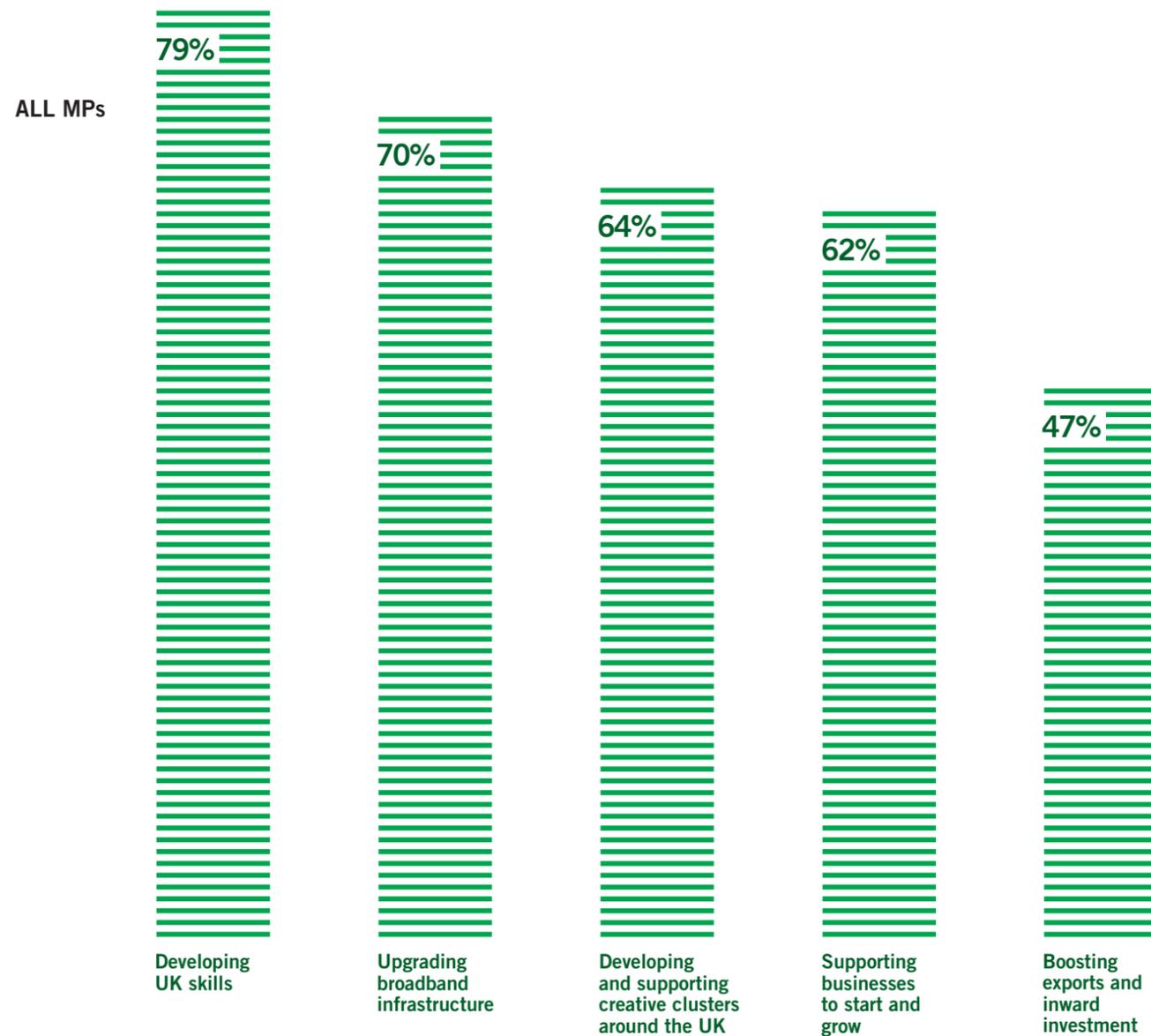
ALL MPs



45% of all MPs think that Brexit will have a positive effect on the creative industries, compared with **46%** who think that there will be a negative effect. Only **9%** think there will be no impact.

05 DRIVERS OF LONG-TERM SUCCESS FOR THE UK CREATIVE INDUSTRIES

Q Which of the following are important drivers of the long-term success of the UK creative industries?



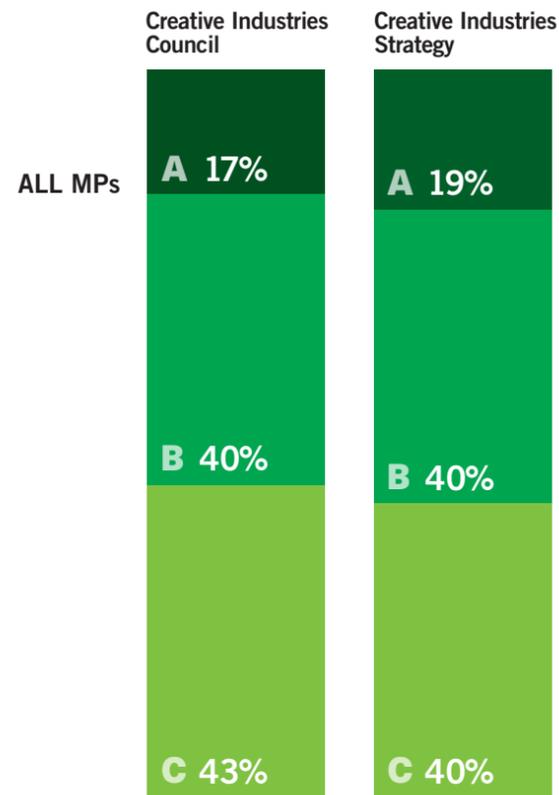
When asked what the drivers of long-term success for the UK creative industries are, two items were selected by more than **70%** of all MPs: developing UK skills and upgrading broadband infrastructure.

SUMMARY

- When asked what the drivers of long-term success for the UK creative industries are, two items were selected by more than 70% of all MPs: developing UK skills (79%) and upgrading broadband infrastructure (70%). Two further items were selected by more than half of all MPs: developing and supporting creative clusters around the UK (64%) and supporting businesses to start and grow (62%).

06 AWARENESS OF CREATIVE INDUSTRIES COUNCIL

Q Which of the three statements below best describes your awareness of...



- A** Heard of it, feel I know about it
- B** Heard of it, don't know much
- C** Not heard of it

One in five MPs have heard of the Creative Industries Strategy and feel they know about it.

SUMMARY

- MPs were asked about their awareness of (a) the Creative Industries Council, and (b) the Creative Industries Strategy. MPs were most likely to describe themselves as having heard of these but not knowing much about them.
- For the Creative Industries Council, 17% of All MPs have heard of it and feel they know about it. 40% say they have heard of it but don't know much about it.
- For the Creative Industries Strategy, just under one in five MPs, 19%, have heard of it and feel they know about it.
- Over time, overall awareness is growing steadily, from a small base.

OUR MISSION

USING BRITISH CREATIVITY TO INSPIRE THE UK AND THE WORLD

- ADVERTISING
- ARCHITECTURE
- ARTS & CULTURE
- CRAFT
- DESIGN
- FASHION
- GAMES
- MUSIC
- PUBLISHING
- TECH
- TV & FILM

The UK creative industries are admired the world over. Their success is no accident and their future can be no gamble.

The Creative Industries Council (CIC) is a joint forum between the creative industries and government which focuses on removing barriers to growth in finance, skills, export markets, regulation, intellectual property (IP) and infrastructure. Council members are leading figures drawn from across the creative and digital industries including TV and film, technology, computer games, fashion, music, arts and culture, crafts, design, architecture, advertising, and publishing.

INDUSTRY CHAIR

Nicola Mendelsohn CBE *Facebook*

INDUSTRY MEMBERS

Hasan Bakhshi MBE *Nesta*

Josh Berger CBE *Warner Brothers*

Dinah Caine CBE *Creative Skillset*

Tim Davie *BBC Worldwide*

Clare Devine *Design Council*

Rosy Greenlees *Crafts Council*

Tony Hall CBE *BBC*

Ronan Harris *Google*

Andy Heath MBE *UK Music*

Darren Henley OBE *ACE*

Janet Hull OBE *IPA*

John Kampfner *CIF*

Ian Livingstone *Playdemic*

Stephen Loting *Publishers Association*

John McVay *Pact*

Amanda Nevill CBE *BFI*

John Newbigin OBE *Creative England*

Caroline Norbury MBE *Creative England*

Andy Payne OBE *AppyNation*

Denise Proctor *NOISE Festival*

Caroline Rush CBE *BFC*

Jeremy Silver *Digital Catapult*

Geoff Taylor *BPI*

Dr Jo Twist OBE *UKIE*

Alan Vallance *RIBA*

Sarah Weir OBE *Design Council*

Stephen Woodford *Advertising Association*

Riccardo Zacconi *King*

For more information on the work of the CIC, visit:

www.thecreativeindustries.co.uk

[@CreativeIndsUK](https://twitter.com/CreativeIndsUK)

[#createuk](https://twitter.com/#createuk)

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