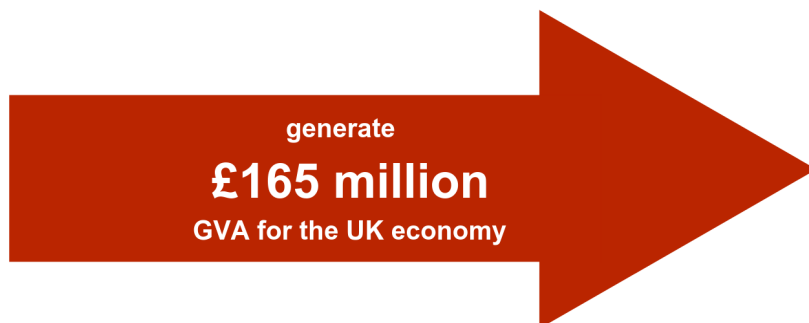


ECONOMIC IMPACT REPORT

CREATIVE RAMSGATE



RAMSGATE CREATIVES



Our Creative Ramsgate report shows that the creative sector in Ramsgate is vibrant, diverse, and has grown substantially in the last decade.

In this short report we provide some estimates for the size and economic value of **Creative Ramsgate** – Ramsgate’s vibrant creative economy.

Additionally, given Ramsgate’s popularity as a place to live, and its proximity to London and the Thames Estuary Creative Corridor, we also estimate the size and value to the

CREATIVE RAMSGATE



Ramsgate Creative Enterprises generate



annual Gross Value Added (GVA) for the local economy



self employed or freelance generate



micro businesses generate



small and medium businesses generate

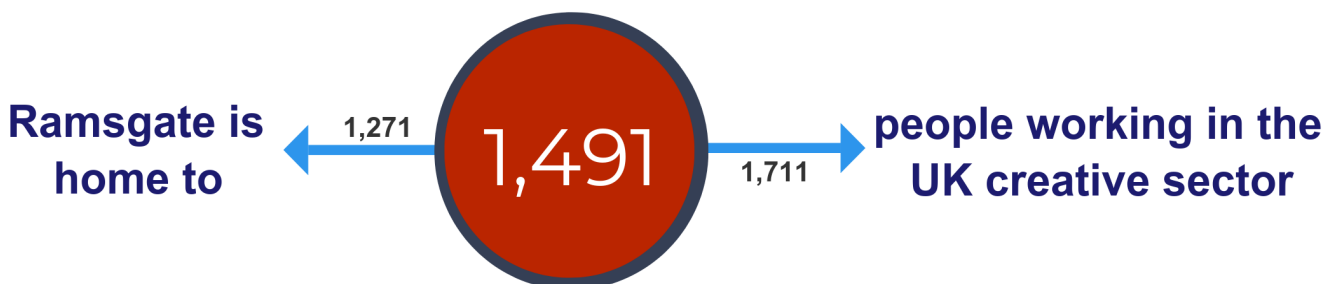
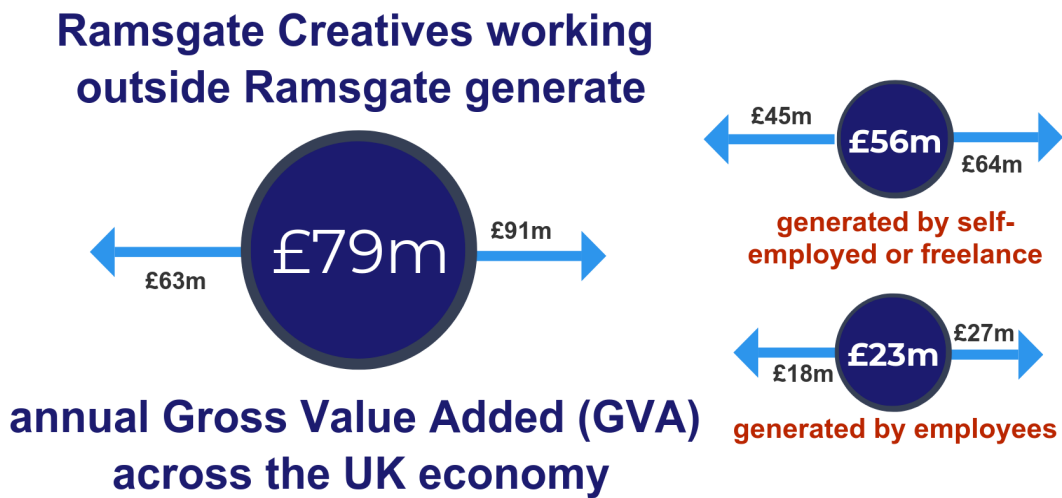


people work in the Ramsgate Creative Sector

UK economy of **Ramsgate Creatives** - those living in Ramsgate who work in the creative sector, either in Ramsgate or across the UK.

We use data from our Creative Ramsgate report, together with government data on the value of the creative industries and the size and value of small and medium enterprises, to estimate the number of businesses, the size of the workforce, and the gross value added that Ramsgate generates for the creative economy, locally and across the UK. Information on GVA, size of the UK creative industries and methodology is provided on the back page.

RAMSGATE CREATIVES



WHAT IS GROSS VALUE ADDED (GVA)?

GVA (Gross Value Added) is a measure of economic impact. It is the value generated by any organisation or individual engaged in the production of goods and services as a result of the production of those goods and services. For the creative industries, defined by the government's Department for Digital, Culture, Media and Sport 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*, both goods and services are significant in the generation of GVA.

GVA AND EMPLOYMENT ESTIMATES FOR CREATIVE INDUSTRIES IN THE UK

The UK's creative industries are estimated by the Department for Digital, Culture, Media and Sport to generate £102 billion in GVA and to employ over 2 million people. In the South East, the creative industries generate £17 billion GVA and employ over 300,000 people. Our local estimate is that the creative industries in Kent & Medway generate £3.4 billion GVA and employ over 60,000 people.

TECHNICAL NOTE ON THE CALCULATIONS OF THE ESTIMATES

Department for Digital, Culture, Media and Sport estimates for Gross Value Added and employment in the creative industries in the South East were used to derive an estimate for Gross Value Added per employee and per self-employed or freelancer.

Office for National Statistics population data for Ramsgate, Kent and Medway, the South East and the UK were used alongside DCMS creative industries estimates to generate one estimate of the size of the creative industries in Ramsgate, GVA and employment (including disaggregation to self-employment and freelance).

Department for Business, Energy and Industrial Strategy estimates for numbers and rates of employment in small and medium enterprises (SMEs), including sole-traders, freelancers and micro-businesses, were used alongside population data and creative industries estimates to generate a second estimate for the size of the creative industries in Ramsgate, GVA, employment (including disaggregation to self-employment and freelance, micro businesses, small and medium enterprises).

Survey responses from our Creative Ramsgate report were used alongside all other estimates to generate a third estimate for the size of the creative industries in Ramsgate, GVA, employment and numbers of creative enterprises based on actual survey responses. A fourth estimate was then generated based on estimates of the sample size of the survey in relation to the estimated population of creative enterprises in Ramsgate.

The central estimates for GVA, employment and numbers of creative enterprises provided in this report are derived from the convergence of the four estimates, with the minimum values in the range provided by the confirmed numbers of creative enterprises (derived from our survey), and the maximum values provided by the largest estimates of the four generated.

Sources

DCMS estimates: <https://www.gov.uk/government/statistics/dcms-official-statistics-publications>

ONS estimates: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates>

BEIS estimates: <https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy/about/statistics>

Report Author: Professor Mike Weed

Design and Layout: Katy Russ



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