

What is meant by creative businesses?

The Creative Industries were defined in the Government's 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".

Based on this definition the Department for Culture, Media and Sport (DCMS) worked closely with stakeholders to determine which occupations and industries should be considered creative.

This definition and the classification of creative occupations and industries is nationally recognised and widely used.

Creative occupations

The Standard Occupational Classification is a means of classifying the occupation of a person according to the work they do and the skill level required. Table 1 is a list of occupations considered creative.

Table 1

Creative occupations group	Description
Advertising and marketing	Marketing and sales directors Advertising and public relations directors Public relations professionals Advertising accounts managers and creative directors Marketing associate professionals
Architecture	Architects Town planning officers Chartered architectural technologists Architectural and town planning technicians
Crafts	Smiths and forge workers Weavers and knitters Glass and ceramics makers, decorators and finishers Furniture makers and other craft woodworkers Other skilled trades not elsewhere classified
Design: product, graphic and fashion design	Graphic designers Product, clothing and related designers
Film, TV, video, radio and photography	Arts officers, producers and directors Photographers, audio-visual and broadcasting equipment operators
IT, software and computer services	Information technology and telecommunications directors IT business analysts, architects and systems designers Programmers and software development professionals Web design and development professionals

Publishing	Journalists, newspaper and periodical editors Authors, writers and translators
Museums, galleries and libraries	Librarians Archivists and curators
Music, performing and visual arts	Artists Actors, entertainers and presenters Dancers and choreographers Musicians

Creative businesses

The Standard Industrial Classification is a means of classifying businesses according to the type of economic activity that they are engaged in. Table 2 is a list of businesses considered creative.

Table 2

Creative industries group	Description
Advertising and marketing	Public relations and communication activities Advertising agencies Media representation
Architecture	Architectural activities
Crafts	Manufacture of jewellery and related articles
Design: product, graphic and fashion design	Specialised design activities
Film, TV, video, radio and photography	Motion picture, video and television programme production activities Motion picture, video and television programme post-production Motion picture, video and television programme distribution Motion picture projection activities Radio broadcasting Television programming and broadcasting activities Photographic activities
IT, software and computer services	Publishing of computer games Other software publishing Computer programming activities Computer consultancy activities
Publishing	Book publishing Publishing of directories and mailing lists Publishing of newspapers Publishing of journals and periodicals Other publishing activities Translation and interpretation activities
Museums, galleries and libraries	Library and archive activities Museum activities Music, performing and visual arts Sound recording and music publishing activities

Appendix 2

	Cultural education Performing arts Support activities to performing arts Artistic creation Operation of arts facilities
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Source: Department for Culture, Media and Sport (January 2016) *Creative Industries Economic Estimates*

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/523024/Creative_Industries_Economic_Estimates_January_2016_Updated_201605.pdf