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s, Bernard Hay

Prashar

esign Council
sing in culture and the creative economy.
), an international network of more than 35 cities.

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3. Design across the United Kingdom
4. The value of design clusters to the UK
5. Who is a designer today?

6. Design in a global UK

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ekly wages in these local authorities and whether above or below average weekly wage in G

reat Britain

Table 1: Design occupations in the Design Economy by SOC (Standard Occupati

SOC	Description
2121	Civil engineers
3122	Draughtspersons
5113	Gardeners and landscape gardeners
5414	Tailors and dressmakers
2122	Mechanical engineers
2126	Design and development engineers
2129	Engineering professionals not elsewhere classified
2431	Architects
2432	Town planning officers
2435	Chartered architectural technologists
3121	Architectural and town planning technicians
3422	Product, clothing and retail designers
2473	Advertising accounts managers and creative directors
5211	Smiths and forge workers
5411	Weavers and knitters
5441	Glass and ceramics makers, decorators and freshers
5442	Furniture makers and other craft woodworkers
5449	Other skilled trades not elsewhere classified (e.g., engravers, goldsmiths)
2135	IT business analysts, architects and systems designers
2136	Programmers and software development professionals
2137	Web design and development professionals
3411	Artists
3421	Graphic designers

Table 1a: Overlap between Design Economy design occupations and Creative Ed

SOC	Description
2121	Civil engineers
3122	Draughtspersons
5113	Gardeners and landscape gardeners
5414	Tailors and dressmakers
2122	Mechanical engineers
2126	Design and development engineers
2129	Engineering professionals not elsewhere classified
2431	Architects
2432	Town planning officers
2435	Chartered architectural technologists
3121	Architectural and town planning technicians
3422	Product, clothing and retail designers
2473	Advertising accounts managers and creative directors
5211	Smiths and forge workers
5411	Weavers and knitters
5441	Glass and ceramics makers, decorators and freshers
5442	Furniture makers and other craft woodworkers
5449	Other skilled trades not elsewhere classified (e.g., engravers, goldsmiths)

3411	Artists
3421	Graphic designers
1132	Marketing and sales directors
1134	Advertising and public relations directors
2472	Public relations professionals
3543	Marketing associate professionals
3416	Arts officers, producers and directors
3417	Photographers, audio-visual and broadcasing equipment operators
1136	Information technology and telecommunications directors
2471	Journalists, newspaper and periodical editors
3412	Authors, writers and translators
2451	Librarians
2452	Archivists and curators
3413	Actors, entertainers and presenters
3414	Dancers and choreographers
3415	Musicians

Notes

1. Creative Economy - please note that this definition is not currently in use by DCMS f

Source

DCMS Creative Industries Economic Estimates Methodology (2016)
Design Economy Methodology

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Design Occupations	Design Industries Group
*	Architecture and built environment
*	Architecture and built environment
*	Architecture and built environment
*	Design (clothing)
*	Architecture and built environment
*	Design (product and industrial)
*	Design (product and industrial)
*	Architecture and built environment
*	Architecture and built environment
*	Architecture and built environment
*	Architecture and built environment
*	Design (multidisciplinary)
*	Design (advertising)
*	Design (craft)
*	Design (craft)
*	Design (craft)
*	Design (craft)
*	Design (craft)
*	Design (digital)
*	Design (digital)
*	Design (digital)
*	Design (graphic)
*	Design (graphic)

conomy creative occupations

Design Occupations	Design Industries Group	Creative Occupations
*	Architecture and built environment	
*	Architecture and built environment	
*	Architecture and built environment	
*	Design (clothing)	
*	Architecture and built environment	
*	Design (product and industrial)	
*	Design (product and industrial)	
*	Architecture and built environment	*
*	Architecture and built environment	*
*	Architecture and built environment	*
*	Architecture and built environment	*
*	Design (multidisciplinary)	*
*	Design (advertising)	*
*	Design (craft)	*
*	Design (craft)	*
*	Design (craft)	*
*	Design (craft)	*
*	Design (craft)	*

*	Design (graphic)	*
*	Design (graphic)	*
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for their economic estimates. It encompasses the aGVA of creative industries, and c

https://www.gov.uk/government/publications/creative-industries-economic-estimates

Creative Industries Group
Architecture
Architecture
Architecture
Architecture
Design: product, graphic and fashion design
Advertising and marketing
Crafts
Crafts
Crafts
Crafts
Crafts

Music, performing and visual arts
Design: product, graphic and fashion design
Advertising and marketing
Advertising and marketing
Advertising and marketing
Advertising and marketing
Film, TV, video, radio and photography
Film, TV, video, radio and photography
IT, software and computer services
Publishing
Publishing
Musuems, galleries and libraries
Musuems, galleries and libraries
Music, performing and visual arts
Music, performing and visual arts
Music, performing and visual arts

reative occupations in the wider economy.

s-methodology

Table 7: Design Industries in the Design Economy

SIC	Description
7111	Architectural activities
2341	Manufacture of ceramic household and ornamental article
3212	Manufacture of jewellery and related articles
1419	Manufacture of other wearing apparel and accessories
5821	Publishing of computer games
5829	Other software publishing
6201	Computer programming activities
7410	Specialised design activities
1629	Manufacture of other products of wood etc
2640	Manufacture of consumer electronics

Source

Design Economy Methodology

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Design Industries Group
Architecture and built environment
Design (craft)
Design (craft)
Design (clothing)
Design (digital)
Design (digital)
Design (digital)
Design (multidisciplinary)
Design (product/industrial)
Design (product/industrial)

Table 3: Overlap between Design Economy Design Intensive Industries and Standa

SIC07	Description
1419	Manufacture of other wearing apparel and accessories
1629	Manufacture of other products of wood etc
2341	Manufacture of ceramic household and ornamental articles
2611	Manufacture of electronic components
2612	Manufacture of loaded electronic boards
2620	Manufacture of computers and peripheral equipment
2630	Manufacture of communication equipment
2640	Manufacture of consumer electronics
2680	Manufacture of magnetic and optical media
3212	Manufacture of jewellery and related articles
4651	Wholesale of computers, computer peripheral equipment and software
4652	Wholesale of electronic and telecommunications equipment and parts
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
6110	Wired telecommunications activities
6120	Wireless telecommunications activities
6130	Satellite telecommunications activities
6190	Other telecommunications activities
6201	Computer programming activities
6202	Computer consultancy activities
6203	Computer facilities management activities
6209	Other information technology and computer service activities
6311	Data processing, hosting and related activities
6312	Web portals
6391	News agency activities
6399	Other information service activities n.e.c.
7021	Public relations and communication activities
7111	Architectural activities
7311	Advertising agencies
7312	Media representation
7410	Specialised design activities
7420	Photographic activities
7430	Translation and interpretation activities
8552	Cultural education
9001	Performing arts
9002	Support activities to performing arts
9003	Artistic creation
9004	Operation of arts facilities

9101	Library and archive activities
9102	Museum activities
9511	Repair of computers and peripheral equipment
9512	Repair of communication equipment

Notes

1. Design Economy - please note that this does not provide a comprehensive definition of
2. All DCMS - due to overlap between sectors, it is not accurate to add up the sector total

Source

DCMS Economic Estimates -Sector Definitions (Standard Industrial Classifications)
https://www.gov.uk/government/publications/dcms-sectors-economic-estimates-methodo

Accessed

10th May 2022

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rd Industrial Classifications used in DCMS sector estimates for Creative Industries and

Design Intensity	Creative Industries	Digital Sector
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f the Design Economy as it does not take into account design occupations outside of design ir
ls without taking into account overlap between sectors.

[logy](#)

industries. A closer comparator is the Creative Economy, currently not in use by DCMS.

Table 4: Design Skills List using O*Net database

Skill	Importance premium
Design	40%
Operations analysis	23%
Programming	22%
Drafting, laying out and specifying technical devices, parts and equipment	20%
Engineering and technology	18%
Fine arts	15%
Technology design	10%
Building and construction	9%
Computers and electronics	5%
Geography	4%
Visualisation	3%
Thinking creatively	2%
Interacting with computers	1%

Source:
Designing a Future Economy

O*NET definition
Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings and models.
Analysing needs and product requirements to create a design.
Writing computer programs for various purposes.
Providing documentation, detailed instructions, drawings, or specifications to tell others about how devices, parts, equipment, or structures are to be fabricated, constructed, assembled, modified, maintained, or used.
Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures and equipment to the design and production of various goods and services.
Knowledge of the theory and techniques required to compose, produce and perform works of music, dance, visual arts, drama and sculpture.
Generating or adapting equipment and technology to serve user needs
Knowledge of materials, methods and the tools involved in the construction or repair of houses, buildings, or other structures such as highways and roads.
Knowledge of circuit boards, processors, chips, electronic equipment and computer hardware and software, including applications and programming.
Knowledge of principles and methods for describing the features of land, sea and air masses, including their physical characteristics, locations, interrelationships and distribution of plant, animal and human life.
The ability to imagine how something will look after it is moved around or when its parts are moved or rearranged.
Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

Table 5: Design Skilled Occupations and Skills-Active industr

Design-skilled occupations	
SOC 2010	**SOC description**
1122	Production managers and directors in construction
1136	Information technology and telecommunications directors
2123	Electrical engineers
2124	Electronics engineers
2127	Production and process engineers
2133	IT specialist managers
2139	Information technology and telecommunications professionals n.e.c.
2434	Chartered surveyors
2436	Construction project managers and related professionals
2461	Quality control and planning engineers
3114	Building and civil engineering technicians
3116	Planning, process and production technicians
5214	Metal plate workers, and riveters
5315	Carpenters and joiners
5419	Textiles, garments and related trades n.e.c.
5421	Pre-press technicians
5443	Florists

Design-active industries	
SIC 2007	**SIC description**
16.23	Manufacture of other builders' carpentry and joinery
18.11	Printing of newspapers
23.49	Manufacture of other ceramic products
25.73	Manufacture of tools
27.52	Manufacture of non-electric domestic appliances
31.02	Manufacture of kitchen furniture
32.13	Manufacture of imitation jewellery and related articles
32.20	Manufacture of musical instruments
42.99	Construction of other civilengineering projects n.e.c.
43.32	Joinery installation
46.64	Wholesale of machinery for the textile industry and of sewing and knitting machines
62.02	Computer consultancy activities
62.03	Computer facilities management activities
62.09	Other information technology and computer service activities
71.12	Engineering activities and related technical consultancy

81.30	Landscape service activities
90.03	Artistic creation
95.24	Repair of furniture and home furnishings

Example job titles
Building Services manager,Construction manager
IT Director,Telecommuni cations director
Electrical engineer, Power engineer
Avionics engineer, Broadcasting engineer
Chemical engineer, Industrial engineer
Data centre manager,IT manager
ITconsultant, Software tester
Quantity surveyor,Surveyor
Project manager (building construction), Transport planner
Planning engineer,Quality assurance engineer
Civil engineering technician, Survey technician
Process technician,Production controller
Boiler maker, Metalplate worker
Carpenter, Joiner,Shop fitter
Embroiderer, Hand sewer
Compositor,Pre-press technician
Floral designer,Florist

Example sectors
Manufacture of wooden goods for the construction industry
Printing of newspapers and periodicals appearing at least four times a week
Manufacture of ceramic pots, jars and similar articles
Manufacture of knives and cutting blades for machines, Manufacture of hand tools,
Manufacture of non-electric space heaters, cooking ranges, grates, stoves,water heaters, cooking appliances
Manufacture of kitchen furniture
Manufacture of jewellery madefrom base metals plated with precious metals, Manufacture of jewellery containing imitation stones
Manufacture of stringed instruments, wind instruments, percussion musical
Construction of refineries and chemical plants,Construction of outdoor sports facilities
Installation of doors and windows, installation of fitted kitchens, built-in cupboards,
Wholesale of manual and computer-controlled sewing and knitting machines
Planning and designing of computer systems which integrate computer
On-site management and operation of clients' computer systems or data processing
Computer disaster recovery services, installation (setting-up) of personal computers, Software installation services
Engineering design for industrial process and ,geophysical,geologic and seismic surveying, architectural engineering services,drafting services

Planting, care and maintenance of parks and gardens
Sculptors,painters, cartoonists, engravers, etchers etc.,writers
Reupholstering,refinishing, repairing and restoring of furniture and home furnishings

Table 6: Design aGVA by designers in design industries,

Design Industry (2017)
Architecture and built environment
Design (multidisciplinary)
Design (Advertising)
Design (craft)
Design (digital)
Design (clothing)
Design (Graphic)
Design (product & industrial)
Total

Design Industry (2018)
Architecture and built environment
Design (multidisciplinary)
Design (Advertising)
Design (craft)
Design (digital)
Design (clothing)
Design (Graphic)
Design (product & industrial)
Total

Design Industry (2019)
Architecture and built environment
Design (multidisciplinary)
Design (Advertising)
Design (craft)
Design (digital)
Design (clothing)
Design (Graphic)
Design (product & industrial)
Total

Table 6b: Annual percentage change in design aGVA by

Design Industry (2018)
Architecture and built environment
Design (multidisciplinary)
Design (Advertising)
Design (craft)
Design (digital)
Design (clothing)
Design (Graphic)
Design (product & industrial)
Total

Design Industry (2019)
Architecture and built environment
Design (multidisciplinary)
Design (Advertising)
Design (craft)
Design (digital)
Design (clothing)
Design (Graphic)
Design (product & industrial)
Total

Source:
Annual Business Survey / Annual Population Survey

Notes:
The ABS provides aGVA figures for design industries. This is
Similarly, an estimate of the contribution to aGVA of designer
Earnings data used in this analysis from 2014 is from the Ann
Creative Economy comparisons are quoted from the DCMS C

'-' indicates not applicable/data not available

Total aGVA in Design Industries at basic prices (£m)
5,283.20
4,176.60
467.40
17,357.50
161.30
562.60
28,008.70

Total aGVA in Design Industries at basic prices (£m)
5,152.70
3,954.70
587.20
18,644.30
171.70
469.60
28,980.30

Total aGVA in Design Industries at basic prices (£m)
5,128.70
3,424.90
542.30
19,244.80
173.50
543.40
29,057.50

Total aGVA in Design Industries at basic prices (£m)
-2
-5
26
7
6
-17
3

Total aGVA in Design Industries at basic prices (£m)
0
-13
-8
3
1
16
0

apportioned to design and non-design occupations on the basis of their share of gross
s employed outside design industries is based on their share of gross earnings.
ual Survey of Hours and Earnings (ASHE).
Creative Industries Economic Estimates .

aGVA of Designers in Design Industries (£m)
3,687.60
1,580.30
102.10
6,308.30
9.80
93.90
11,781.90

aGVA of Designers in Design Industries (£m)
3,469.30
1,532.90
118.00
7,119.20
24.10
62.60
12,326.10

aGVA of Designers in Design Industries (£m)
3,601.70
1,341.00
83.50
7,458.90
18.40
62.70
12,566.20

aGVA of Designers in Design Industries (£m)
-6
-3
16
13
146
-33
5

aGVA of Designers in Design Industries (£m)
4
-13
-29
5
-24
0
2

aGVA of Other Roles in Design Industries (£m)
1,595.60
2,596.40
365.30
11,049.20
151.50
468.70
16,226.70

aGVA of Other Roles in Design Industries (£m)
1,683.40
2,421.80
469.20
11,525.10
147.70
407.00
16,654.20

aGVA of Other Roles in Design Industries (£m)
1,527.00
2,083.90
458.80
11,785.80
155.00
480.80
16,491.30

aGVA of Other Roles in Design Industries (£m)
6
-7
28
4
-3
-13
3

aGVA of Other Roles in Design Industries (£m)
-9
-14
-2
2
5
18
-1

aGVA of Designers in Other Sectors (£m)
8,394.50
1,545.90
1,957.80
1,640.40
28,645.20
99.40
2,327.90
14,781.90
59,393.10

aGVA of Designers in Other Sectors (£m)
8,265.20
1,867.70
1,892.60
1,784.00
30,022.80
90.80
2,693.40
15,183.00
61,799.60

aGVA of Designers in Other Sectors (£m)
9,069.70
1,975.30
2,170.00
1,863.40
34,630.70
73.60
2,830.80
15,709.30
68,322.80

aGVA of Designers in Other Sectors (£m)
-2
21
-3
9
5
-9
16
3
4

aGVA of Designers in Other Sectors (£m)
10
6
15
4
15
-19
5
3
11

aGVA of Design Economy (£m)
13,678
5,723
1,958
2,108
46,003
261
2,328
15,345
87,402

aGVA of Design Economy (£m)
13,418
5,822
1,893
2,371
48,667
263
2,693
15,653
90,780

aGVA of Design Economy (£m)
14,198
5,400
2,170
2,406
53,876
247
2,831
16,253
97,380

aGVA of Design Economy (£m)
-2
2
-3
12
6
1
16
2
4

aGVA of Design Economy (£m)
6
-7
15
1
11
-6
5
4
7

Table 7a: aGVA of designers in design industries, 2009-2019 (£m)

	2010
Architecture & Built Environment	£1,831
Design (Multidisciplinary)	£828
Design (Advertising)	-
Design (Craft)	£264
Design (Digital)	£3,591
Design (Clothing)	£104
Design (Graphic)	-
Design (Product & Industrial)	£160
Designers in design industries	**£6,777**

Table 7b: aGVA of other roles in design industries, 2009-2019 (£m)

	2010
Architecture & Built Environment	£807
Design (Multidisciplinary)	£1,221
Design (Advertising)	-
Design (Craft)	£137
Design (Digital)	£4,879
Design (Clothing)	£174
Design (Graphic)	-
Design (Product & Industrial)	£469
Other roles in design industries	**£7,688**

Table 7c: Sum of aGVA in design industries, 2009-2019 (£m)

	2010
Architecture & Built Environment	£2,638
Design (Multidisciplinary)	£2,049
Design (Advertising)	-
Design (Craft)	£401
Design (Digital)	£8,470
Design (Clothing)	£278
Design (Graphic)	-
Design (Product & Industrial)	£629
All roles in design industries	**£14,465**

Table 7d: aGVA of designers in other sectors, 2009-2019 (£m)

	2010
Architecture & Built Environment	£9,849
Design (Multidisciplinary)	£1,156
Design (Advertising)	£1,693
Design (Craft)	£2,542
Design (Digital)	£14,201
Design (Clothing)	£331
Design (Graphic)	£2,254
Design (Product & Industrial)	£9,913
Designers in other sectors	**£41,938**

Table 7e: Total design aGVA, 2009-2019 (£m)

	2010
Architecture & Built Environment	£12,487
Design (Multidisciplinary)	£3,205
Design (Advertising)	£1,693
Design (Craft)	£2,943
Design (Digital)	£22,671
Design (Clothing)	£609
Design (Graphic)	£2,254
Design (Product & Industrial)	£10,542
Design Economy aGVA	**£56,403**

Table 7f: Total aGVA in DCMS sectors and UK, 2010-2019 (£m)

	2010
Civil Society (Non-market charities)	£9,127
Creative Industries	£69,100
Cultural Sector	£23,685
Digital Sector	£103,040
Gambling	£4,291
Sport	£10,955
Telecoms	£26,290
All DCMS sectors (excl. Tourism)	£148,343
Tourism	-
All DCMS sectors	-
UK	£1,446,477

Table 7g: Design Industries and Design Economy aGVA as proportion of Total

	2010
Design Industries	1.0%
Design Economy as % of total UK aGVA	3.9%

Table 7h: real terms indexed growth for design economy, design industries, u

	2010
Design industries	1.00
Design Economy	1.00
UK economy	1.00

Source:
Annual Business Survey / Annual Population Survey

Notes:
The ABS provides aGVA figures for design industries. This is apportioned to design
Similarly, an estimate of the contribution to aGVA of designers employed outside des
Earnings data used in this analysis from 2014 is from the Annual Survey of Hours an
Creative Economy comparisons are quoted from the DCMS *Creative Industries Ecor*

'-' indicates not applicable/data not available

2011	2012	2013
£2,121	£2,212	£2,610
£1,075	£961	£1,111
-	-	-
£277	£241	£205
£4,642	£5,162	£5,246
£61	£17	£91
-	-	-
£100	£137	£26
£8,275	**£8,731**	**£9,288**

2011	2012	2013
£1,114	£1,268	£1,108
£1,429	£1,541	£1,664
-	-	-
£158	£174	£111
£5,785	£5,536	£6,419
£91	£141	£110
-	-	-
£470	£297	£440
£9,048	**£8,956**	**£9,853**

2011	2012	2013
£3,235	£3,480	£3,718
£2,504	£2,502	£2,775
-	-	-
£435	£415	£316
£10,427	£10,698	£11,665
£152	£158	£201
-	-	-
£570	£434	£466
£17,323	**£17,687**	**£19,141**

2011	2012	2013
£11,268	£11,419	£13,642
£1,430	£1,119	£1,488
£1,024	£993	£1,544
£3,009	£2,768	£2,730
£16,106	£17,098	£18,376
£300	£272	£91
£2,344	£2,898	£2,929
£9,959	£10,487	£11,759
£45,440	**£47,053**	**£52,559**

2011	2012	2013
£14,503	£14,899	£17,360
£3,934	£3,621	£4,263
£1,024	£993	£1,544
£3,444	£3,183	£3,046
£26,533	£27,796	£30,041
£452	£430	£292
£2,344	£2,898	£2,929
£10,529	£10,921	£12,225
£62,763	**£64,740**	**£71,700**

2011	2012	2013
£10,346	£10,327	£11,576
£72,060	£76,309	£80,993
£24,404	£25,319	£26,948
£108,439	£111,599	£113,586
£5,465	£5,033	£6,052
£11,779	£11,846	£11,995
£28,202	£28,251	£28,362
£158,087	£161,953	£169,292
-	-	-
-	-	-
£1,481,875	£1,529,665	£1,588,795

UK GVA, 2010-2019

2011	2012	2013
1.2%	1.2%	1.2%
4.2%	4.2%	4.5%

k economy, 2010-2019

2011	2012	2013
1.20	1.22	1.32
1.11	1.15	1.27
1.02	1.06	1.10

and non-design occupations on the basis of their share of gross earnings in design industries.
sign industries is based on their share of gross earnings.
d Earnings (ASHE).
nomic Estimates .

2014	2015	2016
£3,006	£3,374	£3,516
£1,177	£1,340	£1,683
-	-	-
£152	£135	£115
£4,697	£5,182	£5,966
£27	£22	£8
-	-	-
£61	£45	£93
£9,119	**£10,098**	**£11,380**

2014	2015	2016
£1,353	£1,397	£1,472
£2,092	£2,388	£2,594
-	-	-
£347	£332	£406
£8,546	£9,580	£10,574
£192	£145	£124
-	-	-
£450	£441	£481
£12,980	**£14,283**	**£15,651**

2014	2015	2016
£4,360	£4,771	£4,988
£3,269	£3,728	£4,277
-	-	-
£499	£468	£520
£13,243	£14,761	£16,540
£218	£167	£133
-	-	-
£511	£486	£574
£22,100	**£24,380**	**£27,031**

2014	2015	2016
£8,275	£8,346	£8,555
£1,468	£1,449	£1,383
£1,726	£1,658	£1,717
£1,966	£1,876	£1,665
£25,492	£25,712	£27,776
£128	£141	£86
£2,076	£2,104	£2,298
£14,128	£13,778	£14,705
£55,260	**£55,065**	**£58,184**

2014	2015	2016
£12,635	£13,117	£13,543
£4,737	£5,176	£5,659
£1,726	£1,658	£1,717
£2,465	£2,344	£2,185
£38,735	£40,473	£44,316
£346	£308	£218
£2,076	£2,104	£2,298
£14,639	£14,264	£15,278
£77,359	**£79,445**	**£85,216**

2014	2015	2016
£11,722	£12,394	£13,470
£84,833	£93,779	£98,274
£26,983	£29,628	£30,277
£115,335	£118,074	£129,671
£6,922	£7,469	£6,965
£12,617	£13,558	£14,753
£30,067	£30,859	£33,022
£173,482	£183,787	£195,677
-	-	£62,017
-	-	£250,735
£1,661,233	£1,712,072	£1,777,366

2014	2015	2016
1.3%	1.4%	1.5%
4.7%	4.6%	4.8%

2014	2015	2016
1.53	1.69	1.87
1.37	1.41	1.51
1.15	1.18	1.23

2017	2018	2019
£3,688	£3,469	£3,602
£1,580	£1,533	£1,341
-	-	-
£102	£118	£84
£6,308	£7,119	£7,459
£10	£24	£18
-	-	-
£94	£63	£63
£11,782	**£12,326**	**£12,566**

2017	2018	2019
£1,596	£1,683	£1,527
£2,596	£2,422	£2,084
-	-	-
£365	£469	£459
£11,049	£11,525	£11,786
£152	£148	£155
-	-	-
£469	£407	£481
£16,227	**£16,654**	**£16,491**

2017	2018	2019
£5,283	£5,153	£5,129
£4,177	£3,955	£3,425
-	-	-
£467	£587	£542
£17,358	£18,644	£19,245
£161	£172	£174
-	-	-
£563	£470	£543
£28,009	**£28,980**	**£29,058**

2017	2018	2019
£8,395	£8,265	£9,070
£1,546	£1,868	£1,975
£1,958	£1,893	£2,170
£1,640	£1,784	£1,863
£28,645	£30,023	£34,631
£99	£91	£74
£2,328	£2,693	£2,831
£14,782	£15,183	£15,709
£59,393	**£61,800**	**£68,323**

2017	2018	2019
£13,678	£13,418	£14,198
£5,723	£5,822	£5,400
£1,958	£1,893	£2,170
£2,108	£2,371	£2,406
£46,003	£48,667	£53,876
£261	£263	£247
£2,328	£2,693	£2,831
£15,345	£15,653	£16,253
£87,402	**£90,780**	**£97,380**

2017	2018	2019
£14,770	£15,901	£16,241
£102,771	£107,643	£115,875
£30,784	£31,269	£34,590
£134,331	£139,089	£150,646
£8,173	£8,328	£8,306
£15,585	£16,095	£16,951
£33,981	£34,287	£35,093
£205,739	£213,776	£227,169
£64,106	£71,727	£74,527
£262,386	£276,232	£291,881
£1,844,010	£1,910,247	**£1,970,311**

2017	2018	2019
1.5%	1.5%	1.5%
4.7%	4.8%	4.9%

2017	2018	2019
1.94	2.00	2.01
1.55	1.61	1.73
1.27	1.32	1.36

% change 2010-2019
97%
62%
-
-68%
108%
-82%
-
-61%
85%

% change 2010-2019
89%
71%
-
236%
142%
-11%
-
2%
115%

% change 2010-2019
94%
67%
-
35%
127%
-38%
-
-14%
101%

% change 2010-2019
-8%
71%
28%
-27%
144%
-78%
26%
58%
63%

2.7%

% change 2010-2019
14%
69%
28%
-18%
138%
-59%
26%
54%
73%

% change 2010-2019	% change 2018-2019
78%	2%
68%	8%
46%	11%
46%	8%
94%	0%
55%	5%
33%	2%
53%	6%
-	4%
-	6%
36%	3.1%

% change 2010-2019
47%
27%

Table 8a: Employment in Design Industries 2017-2020

	(A) Designers in Design Industries
Years	**2017**
Architecture & Built Environment	66,910
Design (Multidisciplinary)	38,971
Design (Advertising)	9,758
Design (Craft & Clothing)	13,020
Design (Digital)	146,392
Design (Graphic)	54,649
Design (Product & Industrial)	1,486
Designers in Design Industries	**331,186**

	(B) Other Roles in Design Industries
Design group	**2017**
Architecture & Built Environment	36,000
Design (Multidisciplinary)	66,576
Design (Advertising)	
Design (Craft)	10,794
Design (Digital)	170,044
Design (Clothing)	9,484
Design (Graphic)	
Design (Product & Industrial)	14,573
Other Roles in Design Industries	**307,471**

	(C) Designers in Other Sectors
Design group	**2017**
Architecture & Built Environment	280,617
Design (Multidisciplinary)	52,448
Design (Advertising)	31,478
Design (Craft & Clothing)	105,116
Design (Digital)	353,715
Design (Graphic)	67,490
Design (Product & Industrial)	184,145
Designers in Other Sectors	**1,075,009**

	Total = (A) + (B) + (C) Total Employment in Design Econom
Design group	**2017**
Architecture & Built Environment	383,527
Design (Multidisciplinary)	157,995
Design (Advertising)	41,236
Design (Craft)	112,770
Design (Digital)	670,151
Design (Clothing)	25,644
Design (Graphic)	122,139

Design (Product & Industrial)	200,204
Design Economy	1,713,666

Table 8b: Annual percentage change in employment in Design Economy

	Total = (A) + (B) + (C)
	Total Employment in Design Econom
Design group	**2018**
Architecture & Built Environment	4
Design (Multidisciplinary)	-1
Design (Advertising)	4
Design (Craft)	0
Design (Digital)	10
Design (Clothing)	-7
Design (Graphic)	4
Design (Product & Industrial)	0
Design Economy	5

Source:
Annual Population Survey

Notes:
'-' indicates not applicable/data not available

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2018	2019
73,945	69,275
37,907	33,617
6,604	6,238
14,040	12,344
142,609	154,352
57,517	51,241
4,992	3,687
337,614	**330,754**

2018	2019
40,685	41,503
65,063	84,169
10,062	8,722
187,511	203,332
9,109	6,430
17,928	18,867
330,358	**363,023**

2018	2019
285,374	293,979
53,011	54,701
36,472	35,177
103,227	104,840
407,207	448,559
69,668	69,839
177,053	198,171
1,132,012	**1,205,266**

ny
2018	2019
400,004	404,757
155,981	172,487
43,076	41,415
112,593	110,860
737,327	806,243
23,845	21,476
127,185	121,080

199,973	220,725
1,799,984	1,899,043

(2018, 2019, 2020)

ny	
2019	**2020**
1	5
11	-14
-4	17
-2	2
9	7
-10	13
-5	2
10	2
6	4

2020
71,020
32,717
7,929
18,718
180,244
57,237
4,740
372,605

2020
48,013
58,688
6,274
216,145
7,083
14,767
350,970

2020
305,715
56,915
40,396
105,056
469,667
66,385
205,506
1,249,640

2020	Percentage change between 2019 and 2020	Percentage change between 2018 and 2019
424,748	5	1
148,320	-14	11
48,325	17	-4
112,825	2	-2
866,056	7	9
24,306	13	-10
123,622	2	-5

225,013		2	10
1,973,215		4	6

Table 9a: Design employment, 2010-2020

	2010	2011	2012	2013
Architecture & Built Environment	318,000	325,500	331,700	362,200
Design (Multidisciplinary)	102,500	98,200	101,700	114,700
Design (Advertising)	28,900	22,400	22,600	29,300
Design (Craft)	108,500	114,700	113,600	108,700
Design (Digital)	437,900	492,700	550,500	563,700
Design (Clothing)	21,600	22,000	18,800	20,100
Design (Graphic)	105,800	103,300	118,700	114,700
Design (Product & Industrial)	186,600	190,200	193,700	199,400
Design Economy	**1,309,900**	**1,369,200**	**1,451,300**	**1,512,600**

Table 9b: Design employment, 2010-2020 as a proportion of the design economy

	2010	2011	2012	2013
Architecture & Built Environment	24%	24%	23%	24%
Design (Multidisciplinary)	8%	7%	7%	8%
Design (Advertising)	2%	2%	2%	2%
Design (Craft)	8%	8%	8%	7%
Design (Digital)	33%	36%	38%	37%
Design (Clothing)	2%	2%	1%	1%
Design (Graphic)	8%	8%	8%	8%
Design (Product & Industrial)	14%	14%	13%	13%
Design Economy	**100%**	**100%**	**100%**	**100%**

Table 9c: Total employment in DCMS sectors and the UK, 2011-2020

	2011	2012	2013	2014
Civil Society	770,507	775,489	779,718	797,465
Creative Industries	1,561,691	1,691,112	1,713,004	1,808,001
Cultural Sector	545,096	581,644	594,252	622,647
Digital Sector	1,291,811	1,377,958	1,375,771	1,393,751
Gambling	89,165	83,716	92,340	84,130
Sport	491,514	505,344	488,428	526,014
Telecoms	173,505	164,091	173,744	184,267
All DCMS Sectors (excl. Tourism)	3,352,805	3,460,092	3,479,912	3,615,816
Tourism	-	-	-	-
All DCMS Sectors	-	-	-	-
All UK Sectors	30,128,583	30,334,465	30,760,087	31,409,510

Table 9d: Design Economy Employment as a proportion of Total UK Employment, 2010-2019

2011	2012	2013	2014	2015
4.5%	4.8%	4.9%	5.1%	5.0%

Source:
Annual Population Survey

Notes:
Creative economy estimates for 2010-2014 are quoted from the DCMS *Creative Industries: Focus on Emp*
The Creative Industries estimate for 2015 and 2016 is calculated directly from the Annual Population Surve

'-' indicates not applicable/data not available

2014	2015	2016	2017	2018	2019
372,400	352,800	379,300	383,527	400,004	404,757
136,700	135,100	149,100	157,995	155,981	172,487
30,000	33,500	36,500	41,236	43,076	41,415
108,600	110,100	113,900	112,770	112,593	110,860
608,400	641,100	661,900	670,151	737,327	806,243
16,700	21,400	23,700	25,644	23,845	21,476
124,000	116,700	123,300	122,139	127,185	121,080
196,700	204,700	205,500	200,204	199,973	220,725
1,593,600	**1,615,300**	**1,693,200**	**1,713,666**	**1,799,984**	**1,899,043**

2014	2015	2016	2017	2018	2019
23%	22%	22%	22%	22%	21%
9%	8%	9%	9%	9%	9%
2%	2%	2%	2%	2%	2%
7%	7%	7%	7%	6%	6%
38%	40%	39%	39%	41%	42%
1%	1%	1%	1%	1%	1%
8%	7%	7%	7%	7%	6%
12%	13%	12%	12%	11%	12%
100%	**100%**	**100%**	**100%**	**100%**	**100%**

2015	2016	2017	2018	2019	2020
819,918	838,352	864,705	855,784	897,391	931,508
1,865,705	1,958,300	2,008,198	2,040,295	2,100,695	2,221,204
642,011	653,871	673,539	659,301	676,175	701,398
1,421,258	1,455,211	1,500,000	1,504,995	1,557,410	1,698,372
85,227	92,925	82,048	86,993	76,014	72,290
562,589	585,957	581,452	569,838	562,897	532,211
174,016	176,259	180,695	176,738	177,896	176,776
3,724,346	3,858,750	3,921,622	3,928,872	4,016,546	4,142,533
-	1,379,969	1,388,470	1,459,001	1,452,497	768,657
-	5,034,984	5,111,455	5,137,430	5,254,985	4,724,862
32,036,994	32,422,364	32,921,027	33,169,575	33,552,971	33,352,737

2016	2017	2018	2019	2020	% change 2011-2020
5.2%	5.2%	5.4%	5.7%	5.9%	30.2%

2020	% change 2011-2020
424,748	30%
148,320	51%
48,325	116%
112,825	-2%
866,056	76%
24,306	10%
123,622	20%
225,013	18%
1,973,215	44%

2020
22%
8%
2%
6%
44%
1%
6%
11%
100%

% change 2011-2020
21%
42%
29%
31%
-19%
8%
2%
24%
-
-
11%

Table 10a   Number of businesses in design industries (2011-2021)

	2011	2012	2013	2014	2015	2016
Architecture and built environme	10,955	12,095	12,975	13,830	14,700	15,545
Design (craft)	1,470	1,470	1,445	1,490	1,480	1,495
Design (clothing)	1,050	1,010	935	970	1,045	1,040
Design (digital)	20,275	27,190	30,605	32,305	32,865	34,170
Design (multidisciplinary)	16,410	18,110	19,060	20,540	21,445	22,130
Design (product/industrial)	1,805	1,760	1,630	1,565	1,540	1,500
Total	51,965	61,635	66,650	70,700	73,075	75,880

Table 10b

UK economy	2,080,860	2,149,190	2,167,580	2,263,645	2,449,420	2,554,510

Table 10c: Proportion of design businesses in design industries by sector (2011 - 2021)

	2011	2012	2013	2014	2015	2016
Architecture and built environme	21%	20%	19%	20%	20%	20%
Design (craft)	3%	2%	2%	2%	2%	2%
Design (clothing)	2%	2%	1%	1%	1%	1%
Design (digital)	39%	44%	46%	46%	45%	45%
Design (multidisciplinary)	32%	29%	29%	29%	29%	29%
Design (product/industrial)	3%	3%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%

Source:
Annual Business Survey

2017	2018	2019	2020	2021	Percentage change 2011-2021	Percentage change 2019-2021
16,330	16,355	16,560	16,745	16,870	54	2
1,480	1,510	1,520	1,540	1,570	7	3
1,030	1,080	1,090	1,120	1,195	14	10
34,895	35,095	36,120	36,345	35,695	76	-1
22,800	23,285	23,470	23,695	23,900	46	2
1,490	1,490	1,440	1,420	1,435	-20	0
78,025	78,815	80,200	80,865	80,665	55	1

2,668,810	2,669,445	2,718,440	2,749,690	2,765,145	33	2

2017	2018	2019	2020	2021
21%	21%	21%	21%	21%
2%	2%	2%	2%	2%
1%	1%	1%	1%	1%
45%	45%	45%	45%	44%
29%	30%	29%	29%	30%
2%	2%	2%	2%	2%
100%	100%	100%	100%	100%

Percentage change 2019-2021
1
2
7
-2
1
1
0

1

Table 11: Proportion of design industries businesses by employee size bands and design g

	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)
Architecture and Built Environment	91.8%	6.9%	1.2%	0.1%
Craft	93.3%	5.4%	1.0%	0.3%
Clothing	87.4%	11.3%	1.3%	0.0%
Digital	90.4%	7.7%	1.6%	0.2%
Multidisciplinary	95.6%	4.1%	0.3%	0.0%
Product and Industrial	87.1%	10.5%	2.4%	0.0%
Design Economy	92.2%	6.5%	1.1%	0.1%

Source:

UK Business Counts - ONS

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group in UK (2021)

Table 12a: Proportion of employees in firms of different sizes (excluding self-employed) (2017-2020) by

2017	1 to 10 employees	11-249 employees	250+ employees
Architecture & Built Environment	22%	53%	25%
Design (Multidisciplinary)	34%	51%	14%
Design (Advertising)	30%	70%	0%
Design (Craft)	36%	51%	13%
Design (Digital)	14%	44%	41%
Design (Clothing)	48%	52%	0%
Design (Graphic)	30%	53%	17%
Design (Product & Industrial)	11%	40%	49%
Design Economy	20%	47%	33%
2018	1 to 10 employees	11-249 employees	250+ employees
Architecture & Built Environment	27%	50%	23%
Design (Multidisciplinary)	37%	44%	19%
Design (Advertising)	100%	0%	0%
Design (Craft)	44%	46%	10%
Design (Digital)	12%	46%	42%
Design (Clothing)	100%	0%	0%
Design (Graphic)	33%	49%	18%
Design (Product & Industrial)	12%	43%	45%
Design Economy	21%	47%	32%
2019	1 to 10 employees	11-249 employees	250+ employees
Architecture & Built Environment	23%	56%	21%
Design (Multidisciplinary)	45%	55%	0%
Design (Advertising)	0%	100%	0%
Design (Craft)	30%	56%	13%
Design (Digital)	14%	43%	44%
Design (Clothing)	0%	100%	0%
Design (Graphic)	33%	47%	20%
Design (Product & Industrial)	8%	51%	41%
Design Economy	18%	47%	34%
2020	1 to 10 employees	11-249 employees	250+ employees
Architecture & Built Environment	22%	52%	26%
Design (Multidisciplinary)	34%	66%	0%
Design (Advertising)	0%	100%	0%
Design (Craft)	23%	57%	20%
Design (Digital)	11%	44%	44%
Design (Clothing)	0%	100%	0%
Design (Graphic)	28%	50%	22%
Design (Product & Industrial)	8%	50%	42%
Design Economy	16%	48%	37%

Table 12b: Percentage change in proportion of workers in firms of different sizes by Design Group (201

2017-2020	1 to 10 employees	11-249 employees	250+ employees
Architecture & Built Environment	-1	-3	8
Design (Multidisciplinary)	0	28	-100
Design (Advertising)	-100	44	n/a
Design (Craft)	-37	12	56
Design (Digital)	-20	0	7

Design (Clothing)	-100	92	n/a
Design (Graphic)	-6	-5	25
Design (Product & Industrial)	-29	25	-14
Design Economy	-20	1	11

Source:
Annual Business Survey

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Table 13a: Design productivity, 2009-2019 (aGVA per head)

	2009	2010	2011	2012	2013	2014
Designers in design industries	£31,647	£28,937	£34,097	£32,650	£33,948	£30,439
Other roles in design industries	£39,514	£38,268	£40,645	£37,133	£38,293	£46,408
Designers in other sectors	£47,177	£47,941	£50,276	£49,913	£53,538	£54,481
Design economy	£43,306	£43,059	£45,839	£44,608	£47,402	£48,544
Design industries only	£35,386	£33,245	£37,230	£34,776	£36,054	£38,149

Table 13b: Design productivity, 2009-2019 (aGVA per head)

	2009	2010	2011	2012	2013	2014
Architecture & Built Environment	41,893	39,267	44,557	44,916	47,930	33,929
Design (Multidisciplinary)	31,307	31,266	40,060	35,609	37,165	34,653
Design (Advertising)	55,504	58,582	45,707	43,918	52,699	57,533
Design (Craft)	29,040	27,126	30,024	28,021	28,020	22,694
Design (Digital)	50,107	51,772	53,852	50,493	53,293	63,667
Design (Clothing)	18,101	28,204	20,560	22,851	14,525	20,743
Design (Graphic)	21,054	21,305	22,688	24,410	25,532	16,744
Design (Product & Industrial)	59,673	56,493	55,359	56,379	61,310	74,423
Design Economy	43,306	43,059	45,839	44,608	47,402	48,544

Table 13c: Design productivity, 2009-2019 (indexed change: 2009 = 1.00)

	2009	2010	2011	2012	2013	2014
Architecture & Built Environment	1.00	0.94	1.06	1.07	1.14	0.81
Design (Multidisciplinary)	1.00	1.00	1.28	1.14	1.19	1.11
Design (Advertising)	1.00	1.06	0.82	0.79	0.95	1.04
Design (Craft)	1.00	0.93	1.03	0.96	0.96	0.78
Design (Digital)	1.00	1.03	1.07	1.01	1.06	1.27
Design (Clothing)	1.00	1.56	1.14	1.26	0.80	1.15
Design (Graphic)	1.00	1.01	1.08	1.16	1.21	0.80
Design (Product & Industrial)	1.00	0.95	0.93	0.94	1.03	1.25
Design Total	1.00	0.99	1.06	1.03	1.09	1.12

Source:
Annual Business Survey / Annual Population Survey

Notes:
Productivity estimates are calculated by dividing aGVA by employment.
Creative Economy comparisons are derived from employment and aGVA figures published in the DC

2015	2016	2017	2018	2019	% change 2009-2019	% change 2011-2019
£34,369	£35,327	£35,575	£36,509	£37,993	20.1%	11.4%
£49,093	£51,568	£52,775	£50,413	£45,428	15.0%	11.8%
£53,430	£54,502	£55,249	£54,593	£56,687	20.2%	12.8%
£49,182	£50,328	£51,003	£50,434	£51,279	18.4%	11.9%
£41,695	£43,206	£43,856	£43,386	£41,883	18.4%	12.5%

2015	2016	2017	2018	2019	% change 2009-2019	% change 2011-2019
37,174	35,703	35,663	33,544	35,079	-16%	-21.3%
38,313	37,967	36,220	37,328	31,308	0%	-21.8%
49,527	47,062	47,478	43,936	52,396	-6%	14.6%
21,293	19,186	18,691	21,060	21,700	-25%	-27.7%
63,135	66,952	68,645	66,005	66,823	33%	24.1%
14,435	9,228	10,166	11,009	11,506	-36%	-44.0%
18,034	18,632	19,059	21,177	23,380	11%	3.0%
69,682	74,335	76,644	78,274	73,633	23%	33.0%
49,182	50,328	51,003	50,434	51,279	18%	11.9%

2015	2016	2017	2018	2019
0.89	0.85	0.85	0.80	0.84
1.22	1.21	1.16	1.19	1.00
0.89	0.85	0.86	0.79	0.94
0.73	0.66	0.64	0.73	0.75
1.26	1.34	1.37	1.32	1.33
0.80	0.51	0.56	0.61	0.64
0.86	0.88	0.91	1.01	1.11
1.17	1.25	1.28	1.31	1.23
1.14	1.16	1.18	1.16	1.18

CMS Creative Industries Economic Estimates.

Table 14a   Design Skilled Occupations in Design and Design Active Industries

2017	2018	2019	2020	Percentage change between 2017 and 2020
437,420	428,595	474,777	474,980	9%

Table 14b   Non-Design and non-design skilled occupations in Design Active and Design Industri

2017	2018	2019	2020	Percentage change between 2017 and 2020
1,040,114	1,065,246	1,115,264	1,119,772	8%

Table 14c   Design skilled occupations outside the design active industries and and design indust

2017	2018	2019	2020	Percentage change between 2017 and 2020
852,572	891,128	898,407	897,769	5%

Table 14d   Total Design Skilled Employment Contribution

2017	2018	2019	2020	Percentage change between 2017 and 2020
2,330,106	2,384,969	2,488,448	2,492,521	7%

Source:
Annual Population Survey

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Table 15: Estimate of aGVA of design skill intensive occupations (£m)

	Design Skilled Occupations in Design and Design Active Industries	Non-Design and non-design skilled occupations in Design Active and Design	Design skilled occupations in non-design and non-design skilled industries	Total Design Skills
2017	22,738	97,015	48,162	167,914
2018	23,889	100,634	48,673	173,197
2019	22,097	101,770	54,718	178,585

Annual Percentage Change
3%
3%

Table 16a: Design aGVA by Region 2017-2019

2017
Region
North East
North West
Yorkshire & Humberside
East Midlands
West Midlands
East of England
London
South East
South West
Wales
Scotland
Northern Ireland
UK (minus NI)

2018
Region
North East
North West
Yorkshire & Humberside
East Midlands
West Midlands
East of England
London
South East
South West
Wales
Scotland
Northern Ireland
UK (minus NI)

2019
Region
North East
North West
Yorkshire & Humberside
East Midlands
West Midlands
East of England
London
South East
South West
Wales
Scotland
Northern Ireland
UK (minus NI)

Table 10b: Annual percentage change in Design aGVA by Region (2018 and 2019)

Region
North East
North West
Yorkshire & Humberside
East Midlands
West Midlands
East of England
London
South East
South West
Wales
Scotland
Northern Ireland
UK (minus NI)

Table 10c: Percentage change in Design aGVA by Region (2017 to 2019)

Region
North East
North West
Yorkshire & Humberside
East Midlands
West Midlands
East of England
London
South East
South West
Wales
Scotland
UK (minus NI)

Source:
Annual Business Survey / Annual Population Survey

Notes:
The ABS provides aGVA figures for design industries. This is apportioned to design and non-design
Similarly, an estimate of the contribution to aGVA of designers employed outside design industries is
Earnings data used in this analysis from 2014 is from the Annual Survey of Hours and Earnings (ASH
Creative Economy comparisons are quoted from the DCMS *Creative Industries Economic Estimates* .

'-' indicates not applicable/data not available

A
aGVA of Designers in Design Industries (£m)
160
650
832
341
797
1,139
4,265
2,195
746
144
510
11,782

A
aGVA of Designers in Design Industries (£m)
167
694
386
560
576
1,048
4,681
2,566
945
151
553
12,326

A
aGVA of Designers in Design Industries (£m)
123
677
465
585
738
1,064
4,057
3,246
819
214
579
12,566

A
aGVA of Designers in Design Industries (£m)
4
7
-54
64
-28
-8
10
17
27
5
8
5

A
aGVA of Designers in Design Industries (£m)
-23
4
-44
72
-7
-7
-5
48
10
49
14
7

occupations on the basis of their share of gross earnings in design
based on their share of gross earnings.
IE).
.

B
aGVA of other occupations in Design Industries (£m)
160
734
1,074
502
1,330
1,543
5,496
3,625
927
132
704
16,227

B
aGVA of other occupations in Design Industries (£m)
250
788
585
759
819
1,566
6,176
3,841
1,039
193
639
16,654

B
aGVA of other occupations in Design Industries (£m)
133
881
709
741
1,207
1,477
4,975
4,360
958
278
772
16,491

B
aGVA of other occupations in Design Industries (£m)
56
7
-46
51
-38
1
12
6
12
46
-9
3

B
aGVA of other occupations in Design Industries (£m)
-17
20
-34
48
-9
-4
-9
20
3
111
10
2

n industries.

A+B
Total aGVA in design industries (£m)
320
1,384
1,906
844
2,128
2,682
9,762
5,820
1,673
276
1,214
28,009

A+B
Total aGVA in design industries (£m)
417
1,482
971
1,319
1,395
2,615
10,857
6,406
1,984
344
1,191
28,980

A+B
Total aGVA in design industries (£m)
256
1,558
1,173
1,326
1,945
2,541
9,032
7,606
1,777
492
1,351
29,057

A+B
Total aGVA in design industries (£m)
30
7
-49
56
-34
-2
11
10
1,984
344
1,191
28,980

A+B
Total aGVA in design industries (£m)
-20
13
-38
57
-9
-5
-7
31
6
78
11
4

C
aGVA of Designers in Other Sectors (£m)
1,399
5,670
3,632
3,460
4,845
4,726
15,994
10,484
3,871
1,417
3,896
59,393

C
aGVA of Designers in Other Sectors (£m)
1,420
5,472
3,701
3,908
4,524
4,884
16,826
11,262
3,945
1,704
4,155
61,800

C
aGVA of Designers in Other Sectors (£m)
1,614
6,484
3,942
3,928
5,103
5,457
18,151
12,125
4,573
1,504
5,442
68,323

C
aGVA of Designers in Other Sectors (£m)
2
-3
2
13
-7
3
5
7
2
20
7
4

C
aGVA of Designers in Other Sectors (£m)
15
14
9
14
5
15
13
16
18
6
40
15

A+B+C
Total Design aGVA (£m)
1,719
7,054
5,538
4,304
6,972
7,408
25,756
16,304
5,544
1,693
5,110
87,402

A+B+C
Total Design aGVA (£m)
1,837
6,954
4,672
5,227
5,919
7,498
27,683
17,668
5,929
2,047
5,346
90,780

A+B+C
Total Design aGVA (£m)
1,871
8,042
5,115
5,254
7,048
7,998
27,182
19,731
6,349
1,996
6,793
97,380

A+B+C
Total Design aGVA (£m)
7
-1
-16
21
-15
1
7
8
7
21
5
4

A+B+C
Total Design aGVA (£m)
9
14
-8
22
1
8
6
21
15
18
33
11

UK Economy
55339
188146
128049
113526
144455
168468
468169
29177000%
144155
67141
147333
42226
1977096

UK Economy
5
6
7
8
6
6
9
8
6
7
6
7

Table 17a: Employment in design intensive industries in countries/regions of the UK (2

	East of England	East Midlands	London
Architecture and built environment	8,000	4,500	36,000
Design (craft)	525	725	900
Design (clothing)	75	900	700
Design (digital)	18,900	14,850	59,000
Design (multidisciplinary)	5,000	4,000	17,000
Design (product/industrial)	850	700	950
Total	33,350	25,675	114,550

Table 17b: Employment in design intensive industries in countries/regions of the UK a

	East of England	East Midlands	London
Architecture and built environment	8%	5%	37%
Design (craft)	6%	8%	10%
Design (clothing)	1%	16%	12%
Design (digital)	8%	6%	26%
Design (multidisciplinary)	9%	7%	31%
Design (product/industrial)	9%	7%	10%
Total	8%	6%	28%

Source:
Business Register and Employment Survey (BRES), ONS

Table 17c: Total Employment in Design Occupations by country/region (2020)

	East of England	East Midlands	London
Total Design Occupations employment	154,134	100,426	392,983
Design Industries employment as proportio	22%	26%	29%

Source:
Annual Population Survey and Business Register and Employment Survey (BRES), ONS

Table 17d: Total Design Occupations Employment by country/region (2020)

	2017	2018	2019
North East	45,273	43,638	48,693
North West	137,582	146,777	154,195
Yorkshire and the Humber	98,167	108,896	104,991
East Midlands	102,162	107,747	107,988
West Midlands	119,916	129,233	133,548
East of England	124,379	130,805	136,638
London	321,269	337,488	364,650
South East	248,514	258,140	263,974
South West	162,787	150,620	155,816
Wales	49,723	54,918	57,376
Scotland	130,537	131,615	131,949
Northern Ireland	31,454	32,403	36,663

Source:
Annual Population Survey

Notes:
17c and 17d relate to employment in design occupations (SOCs) and do not cover the whole

North East England	North West England	Northern Ireland	Scotland
1,250	6,000	1,964	8,000
40	525	36	260
125	2,250		600
3,525	18,700	7,968	13,635
1,000	3,500	1,043	2,250
650	875		600
6,590	31,850	11,011	25,345

s a percentage of the UK total (2020)

North East England	North West England	Northern Ireland	Scotland
1%	6%	2.0%	8%
0%	6%	0.4%	3%
2%	39%	0.0%	10%
2%	8%	3.4%	6%
2%	6%	1.9%	4%
7%	9%	0.0%	6%
2%	8%	2.7%	6%

North East England	North West England	Northern Ireland	Scotland
44,153	173,921	41,112	136,897
15%	18%	27%	19%

2020	Percentage change between 2017 and 2020
44,153	-2
173,921	26
117,099	19
100,426	-2
128,907	7
154,134	24
392,983	22
278,598	12
167,211	3
56,200	13
136,897	5
41,112	31

design economy (because they miss other roles in the design industries).

South East England	South West England	Wales	West Midlands
11,000	8,000	2,500	5,000
1,000	250	75	4,800
600	75	125	225
48,900	17,850	3,690	12,775
10,000	4,000	800	2,500
1,600	1,250	395	850
73,100	31,425	7,585	26,150

South East England	South West England	Wales	West Midlands
11%	8%	3%	5%
11%	3%	1%	51%
10%	1%	2%	4%
21%	8%	2%	6%
18%	7%	1%	5%
16%	13%	4%	9%
18%	8%	2%	6%

South East England	South West England	Wales	West Midlands
278,598	167,211	56,200	128,907
26%	19%	13%	20%

Yorkshire and The Humber
5,000
270
100
11,470
3,500
1,200
21,540

Yorkshire and The Humber
5%
3%
2%
5%
6%
12%
5%

Yorkshire and The Humber
117,099
18%

Table 18: Percentage change in employment in design intensive industries in countries

	East of England	East Midlands	London
Architecture and built environment	60	50	13
Design (craft)	-28	-29	-36
Design (clothing)	-75	-10	-69
Design (digital)	34	99	28
Design (multidisciplinary)	11	-11	6
Design (product/industrial)	-23	-33	46
Design Industries Total	29	42	17
Total Regional Employment	7	3	4

Source:

Business Register and Employment Survey (BRES), ONS

/regions of Great Britain (2015-20)

North East England	North West England	Scotland	South East England	South West England
-58	20	33	38	-11
-58	91	-20	-9	67
-50	400	-40	50	-67
-35	18	88	8	110
43	17	29	67	60
100	67	-11	-14	0
-33	27	49	17	45

-1	6	0	1	4

Wales	West Midlands	Yorkshire and The Humber
11	0	11
-65	-4	-26
-38	-55	33
106	25	55
-20	-29	17
98	-49	0
34	1	30

2	5	2

Table 19: Number of businesses in design intensive industries in countries and

Table 13a	East	East Midlands
Architecture and built environment	1,605	875
Design (craft)	115	75
Design (clothing)	95	165
Design (digital)	3,155	1,620
Design (multidisciplinary)	2,160	1,260
Design (product/industrial)	175	110
Total	7,305	4,105

Table 13b All industries	271,235	188,920
Percentage of all industries	2.7%	2.2%

Source:
Annual Business Survey

regions (2021)

London	North East	North West
4,495	360	1,295
485	25	80
350	35	115
11,290	645	2,725
8,170	415	1,620
170	35	125
24,960	1,515	5,960

534,590	72,515	270,940
4.7%	2.1%	2.2%

Northern Ireland	Scotland	South East
385	1,070	2,735
15	80	215
20	60	120
595	1,660	6,720
300	975	4,135
25	70	235
1,340	3,915	14,160

76,695	175,395	420,170
1.7%	2.2%	3.4%

South West	Wales	West Midlands
1,530	455	1,025
140	35	210
75	25	85
2,700	765	2,040
1,830	460	1,325
170	65	130
6,445	1,805	4,815

236,620	107,085	219,390
2.7%	1.7%	2.2%

Yorkshire and The Humber	United Kingdom
1,035	16,485
85	1,555
55	1,175
1,770	35,105
1,255	23,600
125	1,415
4,325	79,335

191,530	2,688,440
2.3%	

Table 20a: Percentage change in number of businesses in design intensive industries

Change in number of businesses in design intensive industries (2016-2021)	East	East Midlands
Architecture and built environment	12	7
Design (craft)	-8	15
Design (clothing)	19	-8
Design (digital)	-4	9
Design (multidisciplinary)	5	3
Design (product/industrial)	-13	-15
Businesses in design intensive industr	2	6

Table 20b: Percentage change in number of businesses by country/region (20

	East	East Midlands
Change in number of all businesses in region	6.8	9.4

Source:
Business Register and Employment Survey (BRES), ONS, ONS Business Counts

in countries and regions (2016-2021)

London	North East	North West	Northern Ireland
10	-4	9	5
9	25	23	0
21	40	10	100
10	8	9	25
11	4	11	15
6	0	4	0
10	4	9	17

16-2021)

London	North East	North West	Northern Ireland
12.1	7.0	10.5	11.0

Scotland	South East	South West	Wales
-6	9	15	12
-6	2	8	0
0	26	36	25
0	-3	5	7
3	7	6	5
-13	-6	-8	0
-1	2	8	7

Scotland	South East	South West	Wales
2.0	7.2	4.4	7.2

West Midlands	Yorkshire and The Humber
10	11
-13	6
13	22
2	6
5	10
-10	4
3	9

West Midlands	Yorkshire and The Humber
9.4	7.6

Table 21: Employment clustering in design intensive industries in countries/regions of the UK (2

	East of England	East Midlands	London	North East England	North West England	Northern Ireland	Scotland	South East England	South West England	Wales	West Mid...	Y...
Architecture and built environment	0.9	0.7	2.2	0.4	0.6	0.01	1.0	0.8	1.0	0.6	0.6	0.7
Design (craft)	0.6	1.2	0.6	0.1	0.5	0.00	0.3	0.8	0.3	0.2	6.2	0.4
Design (clothing)	0.1	2.1	0.7	0.6	3.4	0.00	1.2	0.7	0.1	0.5	0.4	0.2
Design (digital)	0.9	1.0	1.5	0.4	0.8	0.02	0.7	1.6	0.9	0.4	0.7	0.6
Design (multidisciplinary)	1.0	1.1	1.8	0.5	0.6	0.01	0.5	1.3	0.9	0.3	0.5	0.8
Design (product/industrial)	0.9	1.0	0.6	1.8	0.8	0.00	0.7	1.2	1.5	0.9	1.0	1.5
Total	0.9	0.9	1.7	0.5	0.7	0.00	0.8	1.3	0.9	0.4	0.8	0.7

Source:
Business Register and Employment Survey (BRES), ONS

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ands

orkshire and The Humber
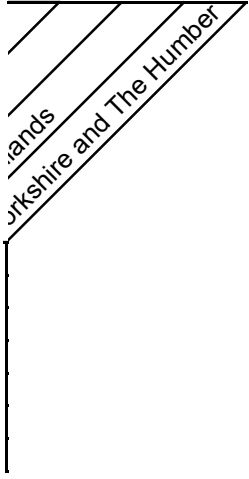
Table 22: Employment clustering in design intensive industries in LEPs (2020)

	Black Country	Buckinghamshire Thames Valley	Cheshire and Warrington	Coast to Capital	Cornwall and Isles of S...	Coven...
Architecture and built environment	0.4	1.0	0.6	0.8	0.7	0.7
Design (craft)	0.2	0.2	1.0	1.0	0.6	0.1
Design (clothing)	1.1	0.4	1.0	1.3	0.3	0.3
Design (digital)	0.2	1.0	1.2	1.1	0.5	1.1
Design (multidisciplinary)	0.3	2.0	0.8	1.4	1.1	0.7
Design (product/industrial)	0.9	2.4	1.1	3.2	2.0	1.0
Total	0.3	1.1	1.0	1.1	0.6	0.9

Source:

Business Register and Employment Survey (BRES), ONS

Cumbria	Derby, Derbyshire, Nottingham and Nottinghamshire	Dorset	Enterprise M3	Gloucestershire	Greater Birmingham and Solihull	Greater Cambridge and Greater Peterborough	Greater Lincolnshire	Greater...
0.4	0.7	0.8	1.0	1.0	0.7	1.0	0.5	0.8
0.4	2.5	0.0	1.4	0.3	2.2	0.1	0.3	0.3
1.0	0.5	0.2	0.7	0.1	0.3	0.2	1.4	4.7
0.2	1.1	1.0	2.3	1.2	0.8	2.2	0.6	0.9
0.4	1.0	0.8	1.5	1.1	0.6	0.7	0.5	0.7
0.4	1.3	2.6	0.8	3.7	0.6	2.2	1.6	1.7
0.3	1.0	0.9	1.8	1.2	0.8	1.7	0.6	0.9

er Manchester	Heart of the South West	Hertfordshire	Hull and East Riding	Lancashire	Leeds City Region	Leicester and Leicestershire	Liverpool City Region	London
0.7	0.9	0.5	0.3	0.6	0.8	0.5	2.2	0.8
0.6	1.6	0.0	0.8	0.2	0.2	0.4	0.6	0.3
0.2	0.0	0.1	3.1	0.1	7.2	2.0	0.7	0.0
0.5	1.0	0.5	0.4	0.8	0.9	0.5	1.5	0.4
0.6	1.5	0.3	0.4	0.9	1.4	0.3	1.8	0.7
2.3	0.9	1.0	1.2	3.3	1.6	1.4	0.9	0.9
0.6	1.0	0.5	0.5	0.8	1.0	0.5	1.7	0.6

...nglia	North East	Oxfordshire	Sheffield City Region	Solent	South East	South East Midlands	Stoke-on-Trent and Staffordshire	Swindon and Wiltshire	Tees V...
0.4	0.8	0.7	0.6	0.9	0.7	0.5	0.7	0.2	
0.1	0.8	0.9	0.6	0.8	0.3	28.4	0.4	0.0	
0.2	0.5	0.2	0.7	0.5	0.3	0.2	0.2	1.9	
0.5	1.3	0.5	0.7	0.5	0.9	0.4	0.6	0.2	
0.6	1.0	0.6	1.0	1.2	1.0	0.4	0.8	0.4	
4.1	1.7	1.8	0.8	2.9	2.3	0.9	4.3	0.8	
0.5	1.2	0.6	0.7	0.7	0.8	1.1	0.7	0.3	

Valley	Thames Valley Berkshire	The Marches	West of England	Worcestershire	York and North Yorkshire
0.9	0.6	1.5	0.5	1.0
0.8	1.1	0.2	0.3	0.1
0.3	0.3	0.1	0.1	0.5
4.2	0.3	1.6	0.9	0.5
1.1	0.4	1.3	0.8	1.1
0.4	0.8	1.2	9.0	3.2
2.8	0.4	1.5	0.9	0.8

Table 23: 5 strongest Employment Location Quotients in each region/country of Great Britain

East of England		East Midlands	
Southend-on-Sea: Product/Industrial	7	Rutland: Clothing	31
Cambridgeshire: Digital	3	Leicester: Clothing	19
Southend-on-Sea: Craft	2	Derbyshire: Craft	6
Cambridgeshire: Product/Industrial	2	Derby: Craft	4
Hertfordshire	2	Leicestershire: Clothing	2
North West		**Scotland**	
Rochdale: Clothing	17	East Renfrewshire: Product/Industrial	21
Tameside: Product/Industrial	10	Orkney Islands: Craft	20
Blackburn and Darwen: Clothing	9	South Ayrshire: Clothing	17
Sefton: Clothing	8	East Ayrshire: Clothing	13
Manchester: Clothing	6	East Lothian: Architecture and Built Environment	4
Wales		**West Midlands**	
Wrexham: Clothing	6	Stoke-on-Trent: Craft	101
Wrexham: Product/industrial	5	Worcestershire: Product/industrial	5
Vale of Glamorgan: Product/industrial	4	Birmingham: Craft	4
Denbighshire: Product/industrial	3	Sandwell: Clothing	3
Monmouth: Architecture and Built Environment	3	Shropshire: Craft	2

Source:
Business Register and Employment Survey (BRES), ONS

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London		North East	
London		**North East**	
Islington: Architecture and Built Environment	8	Redcar and Cleveland: Clothing	13
Hackney: Multidisciplinary	7	Sunderland: Product/Industrial	6
Wandsworth: Architecture and Built Environment	5	County Durham: Product/Industrial	5
Kensington: Multidisciplinary	5	North Tyneside: Product/Industrial	2
Hackney: Digital	5	Newcastle: Digital	1
South East		**South West**	
Reading: Digital	6	Wiltshire: Product/industrial	4
Bracknell Forest: Craft	6	North Somerset: Product/industrial	2
East Sussex: Product/industrial	5	Bath and North East Somerset: Multidisciplir	2
Wokingham: Digital	5	Bath and North East Somerset: Architecture	2
Windsor and Maidenhead: Digital	4	Gloucestershire: Product/industrial	2
Yorkshire and Humber			
Calderdale: Product/industrial	6		
York: Product/industrial	4		
Rotherham: Product/industrial	3		
Bradford: Product/industrial	2		
Kirklees: Product/industrial	2		

Table 24a: 5 strongest Employment Location Quotients in each region/country of Great Britain - v

East of England	LQ	Average Gross Weekly Wage in Local Authority	Above or below regional average
Southend-on-Sea: Product/Industrial	7	555.80	Below
Cambridgeshire: Digital	3	666.00	Above
Southend-on-Sea: Craft	2	555.80	Below
Cambridgeshire: Product/Industrial	2	666.00	Above
Hertfordshire	2	705.20	Above
North West			
Rochdale: Clothing	17	529.60	Below
Tameside: Product/Industrial	10	527.00	Below
Blackburn and Darwen: Clothing	9	530.30	Below
Sefton: Clothing	8	586.70	Above
Manchester: Clothing	6	529.10	Below
Wales			
Wrexham: Clothing	6	574.90	Above
Wrexham: Product/industrial	5	574.90	Above
Vale of Glamorgan: Product/industrial	4	593.30	Above
Denbighshire: Product/industrial	3	532.10	Below
Monmouth: Architecture and Built Environment	3	688.80	Above

Table 24b: Average Gross Weekly Pay for Full-Time Worker (2021)

East of England	£ 628.60
East Midlands	£ 573.40
London	£ 728.40
North East	£ 546.80
North West	£ 578.00
Scotland	£ 622.00
South East	£ 660.10
South West	£ 577.30
Wales	£ 562.80
West Midlands	£ 585.00
Yorkshire and Humber	£ 568.50

Source:
Business Register and Employment Survey (BRES), ONS
Annual Survey of Hours and Earnings/NOMIS, ONS on earnings

with average weekly wages in these local authorities and whether above or below ave

East Midlands	LQ	Average Gross Weekly Wage in Local Authority	Above or below regional average
Rutland: Clothing	31	710.40	Above
Leicester: Clothing	19	515.50	Below
Derbyshire: Craft	6	587.10	Above
Derby: Craft	4	579.10	Above
Leicestershire: Clothing	2	557.10	Below
Scotland			
East Renfrewshire: Product/Industrial	21	809.40	Above
Orkney Islands: Craft	20	565.20	Below
South Ayrshire: Clothing	17	670.70	Above
East Ayrshire: Clothing	13	629.60	Above
East Lothian: Architecture and Built Environment	4	594.00	Below
West Midlands			
Stoke-on-Trent: Craft	101	519.20	Below
Worcestershire: Product/industrial	5	568.50	Above
Birmingham: Craft	4	564.10	Below
Sandwell: Clothing	3	535.90	Below
Shropshire: Craft	2	584.60	Below

erage weekly wage in Great Britain

London	LQ	Average Gross Weekly Wage in Local Authority	Above or below regional average
Islington: Architecture and Built Environment	8	824.00	Above
Hackney: Multidisciplinary	7	705.30	Below
Wandsworth: Architecture and Built Environment	5	842.90	Above
Kensington: Multidisciplinary	5	976.20	Above
Hackney: Digital	5	705.30	Below
South East			
Reading: Digital	6	658.60	Below
Bracknell Forest: Craft	6	727.70	Above
East Sussex: Product/industrial	5	612.00	Below
Wokingham: Digital	5	743.70	Above
Windsor and Maidenhead: Digital	4	733.40	Above
Yorkshire and Humber			
Calderdale: Product/industrial	6	535.00	Below
York: Product/industrial	4	597.90	Above
Rotherham: Product/industrial	3	541.10	Below
Bradford: Product/industrial	2	545.10	Below
Kirklees: Product/industrial	2	551.80	Below

North East	LQ	Average Gross Weekly Wage in Local Authority	Above or below regional average
Redcar and Cleveland: Clothing	13	510.50	Below
Sunderland: Product/Industrial	6	483.80	Below
County Durham: Product/Industrial	5	549.70	Above
North Tyneside: Product/Industrial	2	575.10	Above
Newcastle: Digital	1	602.30	Above
South West			
Wiltshire: Product/industrial	4	604.60	Above
North Somerset: Product/industrial	2	579.50	Above
Bath and North East Somerset: Multidisciplinary	2	587.40	Above
Bath and North East Somerset: Architecture and Built Environment	2	587.40	Above
Gloucestershire: Product/industrial	2	603.80	Above

Table 25: 5 strongest Employment Location Quotients in each Design Group and averag

Architecture and built environment	LQ	Average Gross Weekly Wage in Local Authority	Above or below UK average
Islington (London)	8	824.00	Above
Wandsworth (London)	5	842.90	Above
Hackney (London)	5	705.30	Above
East Lothian (Scotland)	4	594.00	Below
Camden (London)	4	785.70	Above

Source:

Business Register and Employment Survey (BRES), ONS
Annual Survey of Hours and Earnings/NOMIS, ONS on earnings

ge Gross Weekly Wages in these Local Authorities

Design (craft)	LQ	Average Gross Weekly Wage in Local Authority	Above or below UK average	Design (clothing)
Stoke-on-Trent (West Midlands)	100	519.20	Below	Rutland (East Midlands)
Orkney Islands (Scotland)	20	565.20	Below	Leicester (East Midlands)
Bracknell Forest (South East)	6	727.70	Above	Rochdale (North West)
Derbyshire (East Midlands)	6	587.10	Below	South Ayrshire (Scotland)
Birmingham (West Midlands)	4	564.10	Below	Redcar and Cleveland (North East)

LQ	Average Gross Weekly Wage in Local Authority	Above or below UK average	Design (digital)	LQ	Average Gross Weekly Wage in Local Authority
31	710.40	Above	Reading (South East)	6	658.60
18	515.50	Below	Wokingham (South East)	5	743.70
17	529.60	Below	Hackney (London)	5	705.30
16	670.70	Above	Windsor and Maidenhead (South East)	4	733.40
13	510.50	Below	Slough (South East)	3	646.70

Above or below UK average	Design (multidisciplinary)	LQ	Average Gross Weekly Wage in Local Authority	Above or below UK average
Above	Hackney (London)	7	705.30	Above
Above	Kensington and Chelsea (London)	5	976.20	Above
Above	Islington (London)	4	824.00	Above
Above	Southwark (London)	3	819.10	Above
Above	Hammersmith and Fulham (London)	3	782.90	Above

Design (product/industrial)	LQ	Average Gross Weekly Wage in Local Authority	Above or below UK average
East Renfrewshire (Scotland)	21	809.40	Above
Tameside (North West)	10	527.00	Below
Southend-on-Sea (South East)	7	555.80	Below
Calderdale (Yorkshire & Humber)	6	535.00	Below
Sunderland (North East)	6	483.80	Below

Table 26: 5 strongest Employment Location Quotients in each Design Group

Architecture and built environment		Design (craft)	
Islington (London)	8	Stoke-on-Trent (West Midlands)	100
Wandsworth (London)	5	Orkney Islands (Scotland)	20
Hackney (London)	5	Bracknell Forest (South East)	6
East Lothian (Scotland)	4	Derbyshire (East Midlands)	6
Camden (London)	4	Birmingham (West Midlands)	4

Source:
Business Register and Employment Survey (BRES), ONS

Design (clothing)		Design (digital)	
Rutland (East Midlands)	31	Reading (South East)	6
Leicester (East Midlands)	18	Wokingham (South East)	5
Rochdale (North West)	17	Hackney (London)	5
South Ayrshire (Scotland)	16	Windsor and Maidenhead (South East)	4
Redcar and Cleveland (North East)	13	Slough (South East)	3

Design (multidisciplinary)		Design (product/industrial)	
Hackney (London)	7	East Renfrewshire (Scotland)	21
Kensington and Chelsea (London)	5	Tameside (North West)	10
Islington (London)	4	Southend-on-Sea (South East)	7
Southwark (London)	3	Calderdale (Yorkshire & Humber)	6
Hammersmith and Fulham (London)	3	Sunderland (North East)	6

Table 27: Percentage change in relevant design industries em

East of England	
Southend-on-Sea: Product/Industrial	43
Cambridgeshire: Digital	52
Southend-on-Sea: Craft	-40
Cambridgeshire: Product/Industrial	-11
Hertfordshire: Craft	-23
Average	4
North West	
Rochdale: Clothing	1150
Tameside: Product/Industrial	200
Blackburn and Darwen: Clothing	213
Sefton: Clothing	400
Manchester: Clothing	567
Average	506
Wales	
Wrexham: Clothing	0
Wrexham: Product/industrial	150
Vale of Glamorgan: Product/industrial	*
Denbighshire: Product/industrial	*
Monmouth: Architecture and Built Environment	300
Average	90

Great Britain wide employment change over this period   2

Source:
Business Register and Employment Survey (BRES), ONS, BOP C

Employment located in strongest employment design clusters by region and country (2015-2020)

East Midlands		London	
Rutland: Clothing	-33	Islington: Architecture and Built Environment	
Leicester: Clothing	0	Hackney: Multidisciplinary	
Derbyshire: Craft	-23	Wandsworth: Architecture and Built Environment	
Derby: Craft	3	Kensington: Multidisciplinary	
Leicestershire: Clothing	-33	Hackney: Digital	
	-17		
Scotland		**South East**	
East Renfrewshire: Product/Industrial	-25	Reading: Digital	
Orkney Islands: Craft	50	Bracknell Forest: Craft	
South Ayrshire: Clothing	50	East Sussex: Product/industrial	
East Ayrshire: Clothing	100	Wokingham: Digital	
East Lothian: Architecture and Built Environment	1233	Windsor and Maidenhead: Digital	
	282		
West Midlands		**Yorkshire and Humber**	
Stoke-on-Trent: Craft	0	Calderdale: Product/industrial	
Worcestershire: Product/industrial	6	York: Product/industrial	
Birmingham: Craft	-33	Rotherham: Product/industrial	
Sandwell: Clothing	*	Bradford: Product/industrial	
Shropshire: Craft	60	Kirklees: Product/industrial	
	6		

Consulting analysis

	North East	
20	Redcar and Cleveland: Clothing	0
17	Sunderland: Product/Industrial	92
-11	County Durham: Product/Industrial	136
39	North Tyneside: Product/Industrial	0
30	Newcastle: Digital	4
19		47
	South West	
12	Wiltshire: Product/industrial	0
*	North Somerset: Product/industrial	40
63	Bath and North East Somerset: Multidisciplir	60
-23	Bath and North East Somerset: Architecture	-30
25	Gloucestershire: Product/industrial	13
15		17
-14		
73		
33		
0		
19		
22		

Table 28: Percentage change in relevant design industries employment located in strongest design

Architecture and built environment		Design (craft)	
Islington (London)	20	Stoke-on-Trent (West Midlands)	0
Wandsworth (London)	-11	Orkney Islands (Scotland)	50
Hackney (London)	14	Bracknell Forest (South East)	*
East Lothian (Scotland)	1233	Derbyshire (East Midlands)	-23
Camden (London)	0	Birmingham (West Midlands)	-33
Average	251		-1

Great Britain wide employment change over this perio   2

Source:
Business Register and Employment Survey (BRES), ONS, BOP Consulting analysis

clusters by design group (2015-2020)

Design (clothing)		Design (digital)	
Rutland (East Midlands)	-33	Reading (South East)	12
Leicester (East Midlands)	0	Wokingham (South East)	-23
Rochdale (North West)	1150	Hackney (London)	17
South Ayrshire (Scotland)	50	Windsor and Maidenhead (South East)	25
Redcar and Cleveland (North East)	0	Slough (South East)	15
	233		9

Design (multidisciplinary)		Design (product/industrial)	
Hackney (London)	17	East Renfrewshire (Scotland)	-25
Kensington and Chelsea (London)	98	Tameside (North West)	200
Islington (London)	-14	Southend-on-Sea (South East)	43
Southwark (London)	20	Calderdale (Yorkshire & Humber)	-14
Hammersmith and Fulham (London)	14	Sunderland (North East)	92
	27		59

Table 29: Percentage change in relevant design businesses located in strongest design clusters by re

East of England		East Midlands	
Southend-on-Sea: Product/Industrial	-50	Rutland: Clothing	*
Cambridgeshire: Digital	10	Leicester: Clothing	-6
Southend-on-Sea: Craft	0	Derbyshire: Craft	0
Cambridgeshire: Product/Industrial	0	Derby: Craft	-50
Hertfordshire: Craft	-25	Leicestershire: Clothing	0
Average	-13		-11
North West		**Scotland**	
Rochdale: Clothing	0	East Renfrewshire: Product/Industrial	0
Tameside: Product/Industrial	100	Orkney Islands: Craft	100
Blackburn and Darwen: Clothing	0	South Ayrshire: Clothing	0
Sefton: Clothing	0	East Ayrshire: Clothing	0
Manchester: Clothing	33	East Lothian: Architecture and Built Environment	33
Average	27		27
Wales		**West Midlands**	
Wrexham: Clothing	0	Stoke-on-Trent: Craft	-44
Wrexham: Product/industrial	0	Worcestershire: Product/industrial	0
Vale of Glamorgan: Product/industrial	*	Birmingham: Craft	-8
Denbighshire: Product/industrial	*	Sandwell: Clothing	0
Monmouth: Architecture and Built Environment	25	Shropshire: Craft	0
Average	5		-10

UK wide change in businesses over this period	8

Source:
Business Register and Employment Survey (BRES), ONS, ONS Business Counts, BOP Consulting analysis

London		North East	
Islington: Architecture and Built Environment	9	Redcar and Cleveland: Clothing	0
Hackney: Multidisciplinary	11	Sunderland: Product/Industrial	0
Wandsworth: Architecture and Built Environment	0	County Durham: Product/Industrial	50
Kensington: Multidisciplinary	1	North Tyneside: Product/Industrial	-100
Hackney: Digital	66	Newcastle: Digital	50
	17		0
South East		**South West**	
Reading: Digital	-12	Wiltshire: Product/industrial	0
Bracknell Forest: Craft	*	North Somerset: Product/industrial	0
East Sussex: Product/industrial	-17	Bath and North East Somerset: Multidisciplin	4
Wokingham: Digital	2	Bath and North East Somerset: Architecture	6
Windsor and Maidenhead: Digital	-5	Gloucestershire: Product/industrial	50
	-6		12
Yorkshire and Humber			
Calderdale: Product/industrial	0		
York: Product/industrial	100		
Rotherham: Product/industrial	0		
Bradford: Product/industrial	-100		
Kirklees: Product/industrial	0		
	0		0

Table 30: Percentage change in relevant design businesses located in strongest design clusters by c

Architecture and built environment		Design (craft)	
Islington (London)	9	Stoke-on-Trent (West Midlands)	-44
Wandsworth (London)	0	Orkney Islands (Scotland)	100
Hackney (London)	28	Bracknell Forest (South East)	*
East Lothian (Scotland)	33	Derbyshire (East Midlands)	0
Camden (London)	11	Birmingham (West Midlands)	-8
Average	16		10

UK wide change in businesses over this period	8

Source:
Business Register and Employment Survey (BRES), ONS, ONS Business Counts, BOP Consulting analysis

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lesign group (2016-2021)

Design (clothing)		Design (digital)	
Rutland (East Midlands)	*	Reading (South East)	-12
Leicester (East Midlands)	-6	Wokingham (South East)	2
Rochdale (North West)	0	Hackney (London)	11
South Ayrshire (Scotland)	0	Windsor and Maidenhead (South East)	-5
Redcar and Cleveland (North East)	0	Slough (South East)	-3
	-1		-1

Design (multidisciplinary)		Design (product/industrial)	
Hackney (London)	11	East Renfrewshire (Scotland)	0
Kensington and Chelsea (London)	1	Tameside (North West)	100
Islington (London)	9	Southend-on-Sea (South East)	-50
Southwark (London)	5	Calderdale (Yorkshire & Humber)	0
Hammersmith and Fulham (London)	-3	Sunderland (North East)	0
	4		10

Table 31: Qualification status of Designers (2017-2020) by Design Group

2017	Degree or Equivalent	Higher Education below Degree Level
Architecture & Built Environment	51%	13%
Design (Multidisciplinary)	64%	7%
Design (Advertising)	79%	0%
Design (Craft & Clothing)	23%	11%
Design (Digital)	70%	7%
Design (Graphic)	77%	0%
Design (Product & Industrial)	57%	16%
Design Economy	59%	10%

2018	Degree or Equivalent	Higher Education below Degree Level
Architecture & Built Environment	51%	9%
Design (Multidisciplinary)	63%	9%
Design (Advertising)	77%	0%
Design (Craft & Clothing)	20%	9%
Design (Digital)	70%	7%
Design (Graphic)	63%	13%
Design (Product & Industrial)	59%	13%
Design Economy	59%	9%

2019	Degree or Equivalent	Higher Education below Degree Level
Architecture & Built Environment	51%	8%
Design (Multidisciplinary)	64%	9%
Design (Advertising)	75%	0%
Design (Craft & Clothing)	23%	9%
Design (Digital)	72%	7%
Design (Graphic)	76%	0%
Design (Product & Industrial)	59%	16%
Design Economy	61%	9%

2020	Degree or Equivalent	Higher Education below Degree Level
Architecture & Built Environment	55%	7%
Design (Multidisciplinary)	61%	9%
Design (Advertising)	84%	0%
Design (Craft & Clothing)	22%	11%
Design (Digital)	72%	7%
Design (Graphic)	80%	0%
Design (Product & Industrial)	57%	20%
Design Economy	62%	9%

Table 31b Percentage change in qualification status of Designers (2017-2020) by Design Grou

2017-2020	Degree or Equivalent	Higher Education below Degree Level
Architecture & Built Environment	8	-42
Design (Multidisciplinary)	-5	24
Design (Advertising)	7	-
Design (Craft & Clothing)	-3	7
Design (Digital)	3	-1
Design (Graphic)	3	-
Design (Product & Industrial)	-2	22
Design Economy	5	-11

Source:
Annual Population Survey

GCSE (A*-C), GCE,A-Level of equivalent	Other or No Qualifications
27%	9%
22%	7%
21%	0%
44%	23%
20%	3%
23%	0%
22%	4%
24%	7%

GCSE (A*-C), GCE,A-Level of equivalent	Other or No Qualifications
29%	11%
23%	5%
23%	0%
49%	22%
20%	2%
21%	3%
23%	5%
25%	7%

GCSE (A*-C), GCE,A-Level of equivalent	Other or No Qualifications
31%	10%
23%	4%
25%	0%
48%	21%
20%	2%
24%	0%
21%	3%
25%	5%

GCSE (A*-C), GCE,A-Level of equivalent	Other or No Qualifications
29%	9%
25%	5%
16%	0%
46%	20%
19%	2%
20%	0%
20%	3%
24%	6%

ıp

GCSE (A*-C), GCE,A-Level of equivalent	Other or No Qualifications
6	-2
13	-22
-26	-
6	-12
-8	-15
-11	-
-7	-28
-3	-15

Table 32: Gross Annual Salary distribution of designers (2016)

£9,999 or below	£10,000 to £19,999	£20,000 to £28,999	£29,000 to £40,999	£41,000 or above
4%	12%	20%	28%	37%

Source:
Annual Population Survey

Table 33: Employment status of self-employed in Design Economy (2017 and 2020)

	Paid by an employment agency	Sole Director or own Ltd
2017	2%	17%
2020	2%	15%

Source:
Annual Population Survey

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Running or Partner in business or professional practice	Working for Self, subcontractor, freelance
22%	59%
19%	64%

Table 34: Full time and part time status of designers by Design Group (% within Design Group, 2017-202

2017	Full Time	Part Time or Unknown
Architecture & Built Environment	80%	20%
Design (Multidisciplinary)	78%	22%
Design (Advertising)	90%	10%
Design (Craft)	78%	22%
Design (Digital)	94%	6%
Design (Graphic)	75%	25%
Design (Product & Industrial)	94%	6%
Design Economy	86%	14%
2018	Full Time	Part Time or Unknown
Architecture & Built Environment	82%	18%
Design (Multidisciplinary)	77%	23%
Design (Advertising)	87%	13%
Design (Craft)	74%	26%
Design (Digital)	95%	5%
Design (Graphic)	79%	21%
Design (Product & Industrial)	94%	6%
Design Economy	89%	11%
2019	Full Time	Part Time or Unknown
Architecture & Built Environment	84%	16%
Design (Multidisciplinary)	78%	22%
Design (Advertising)	88%	12%
Design (Craft)	77%	23%
Design (Digital)	95%	5%
Design (Graphic)	81%	19%
Design (Product & Industrial)	94%	6%
Design Economy	88%	12%
2020	Full Time	Part Time or Unknown
Architecture & Built Environment	85%	15%
Design (Multidisciplinary)	75%	25%
Design (Advertising)	94%	6%
Design (Craft)	35%	65%
Design (Digital)	95%	5%
Design (Graphic)	83%	17%
Design (Product & Industrial)	93%	7%
Design Economy	86%	14%

Table 34b: Percentage change in full time and part time status of designers by Design Group (2017-2020

2017-2020	Full Time	Part Time or Unknown
Architecture & Built Environment	5	-22
Design (Multidisciplinary)	-3	11
Design (Advertising)	4	-40
Design (Craft)	-55	193
Design (Digital)	1	-20
Design (Graphic)	10	-30
Design (Product & Industrial)	-2	26
Design Economy	-1	5

Source:
Annual Population Survey

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Table 35: Permanent or not permanent status of designers by Design Group (2020)

	Permanent	Not permanent or Not Known
Architecture & Built Environment	97%	3%
Design (Multidisciplinary)	56%	44%
Design (Advertising)	76%	24%
Design (Craft & Clothing)	53%	47%
Design (Digital)	96%	4%
Design (Graphic)	55%	45%
Design (Product & Industrial)	96%	4%
Design Economy	96%	4%

Source:
Annual Population Survey

Table 36: Second job status of designers by Design Group (2017 to 2020)

2017	Has a second job	Does not have a second job
Architecture & Built Environment	5%	95%
Design (Multidisciplinary)	15%	85%
Design (Advertising)	9%	91%
Design (Craft)	12%	88%
Design (Digital)	3%	97%
Design (Graphic)	20%	80%
Design (Product & Industrial)	2%	98%
Design Economy	7%	93%
2018	Has a second job	Does not have a second job
Architecture & Built Environment	7%	93%
Design (Multidisciplinary)	13%	87%
Design (Advertising)	9%	91%
Design (Craft)	7%	93%
Design (Digital)	4%	96%
Design (Graphic)	15%	85%
Design (Product & Industrial)	2%	98%
Design Economy	6%	94%
2019	Has a second job	Does not have a second job
Architecture & Built Environment	6%	94%
Design (Multidisciplinary)	12%	88%
Design (Advertising)	10%	90%
Design (Craft)	14%	86%
Design (Digital)	3%	97%
Design (Graphic)	11%	89%
Design (Product & Industrial)	4%	96%
Design Economy	6%	94%
2020	Has a second job	Does not have a second job
Architecture & Built Environment	7%	93%
Design (Multidisciplinary)	9%	91%
Design (Advertising)	10%	90%
Design (Craft)	14%	86%
Design (Digital)	4%	96%
Design (Graphic)	10%	90%
Design (Product & Industrial)	4%	96%
Design Economy	6%	94%

Table 36b: Percentage change in second job status of designers by Design Group (2017 to 2020)

2017-2020	Has a second job	Does not have a second job
Architecture & Built Environment	38	-2
Design (Multidisciplinary)	-36	6
Design (Advertising)	13	-1
Design (Craft)	15	-2
Design (Digital)	32	-1
Design (Graphic)	-49	12
Design (Product & Industrial)	85	-2
Design Economy	-4	0

Table 37: Employment status of Designers (2017-2020) by Design Group

2017	Employee	Self-Employed
Architecture & Built Environment	60%	40%
Design (Multidisciplinary)	56%	44%
Design (Advertising)	100%	0%
Design (Craft)	100%	0%
Design (Digital)	88%	12%
Design (Clothing)	46%	54%
Design (Graphic)	59%	41%
Design (Product & Industrial)	100%	0%
Design Economy	73%	27%
2018	Employee	Self-Employed
Architecture & Built Environment	100%	0%
Design (Multidisciplinary)	100%	0%
Design (Advertising)	78%	22%
Design (Craft)	100%	0%
Design (Digital)	89%	11%
Design (Clothing)	100%	0%
Design (Graphic)	100%	0%
Design (Product & Industrial)	86%	14%
Design Economy	75%	25%
2019	Employee	Self-Employed
Architecture & Built Environment	100%	0%
Design (Multidisciplinary)	60%	40%
Design (Advertising)	77%	23%
Design (Craft)	55%	45%
Design (Digital)	91%	9%
Design (Clothing)	53%	47%
Design (Graphic)	100%	0%
Design (Product & Industrial)	100%	0%
Design Economy	76%	24%
2020	Employee	Self-Employed
Architecture & Built Environment	66%	34%
Design (Multidisciplinary)	54%	46%
Design (Advertising)	80%	20%
Design (Craft)	100%	0%
Design (Digital)	100%	0%
Design (Clothing)	41%	59%
Design (Graphic)	100%	0%
Design (Product & Industrial)	92%	8%
Design Economy	75%	25%

Table 37b Percentage change in employment status of Designers (2017-2020) by Design Group

Architecture & Built Environment	10	-15
Design (Multidisciplinary)	-3	4
Design (Advertising)	-20	-
Design (Craft)	0	-
Design (Digital)	14	-100
Design (Clothing)	-12	10
Design (Graphic)	70	-100
Design (Product & Industrial)	-8	-
Design Economy	3	-8

Table 38: Designers in each sector, total employment in the sector and proportion of designers in eac

	Design Employment	Total Employment	Proportion
Crop, animal production, hunting	6029	279176	2.20%
Forestry and logging	*	25729	*
Fishing and aquaculture	*	17166	*
Mining of coal and lignite	*	*	*
Extraction crude petroleum and gas	*	8629	*
Mining of metal ores	*	*	*
Other mining and quarrying	*	24818	*
Mining support service activities	10963	87331	12.60%
Manufacture of food products	5126	282235	1.80%
Manufacture of beverages	*	58393	*
Manufacture of tobacco products	*	6328	*
Manufacture of textiles	5863	59470	9.90%
Manufacture of wearing apparel	8818	40168	22.00%
Manufacture of leather and related	*	12072	*
Manufacture wood and wood products	4388	67464	6.50%
Manufacture paper & paper products	*	61857	*
Printing and recorded media	8319	100081	8.30%
Manufacture of coke & refined petro	*	33030	*
Manufacture of chemicals	7241	101865	7.10%
Manufacture of pharmaceuticals	4874	140867	3.50%
Manufacture rubber plastic products	6902	138586	5.00%
Manuf non-metallic mineral products	11532	92531	12.50%
Manufacture of basic metals	7273	75248	9.70%
Manuf fab metal prods, ex machinery	26253	214753	12.20%
Manuf computr, electronic & optical	22758	174681	13.00%
Manufacture of electrical equipment	5867	79186	7.40%
Manuf of machinery n.e.c.	26931	279894	9.60%
Manuf vehicles and trailers	18937	193742	9.80%
Manufacture of other transport	34819	188456	18.50%
Manufacture of furniture	15567	87145	17.90%
Other manufacturing	21171	122233	17.30%
Repair and installation of machiner	20590	236293	8.70%
Electricity, gas and air cond suppl	23557	189912	12.40%
Water collectn, treatment & supply	5443	75864	7.20%
Sewerage	*	11313	*
Waste collectn, treatment, disposal	*	118987	*
Remediation & other waste managment	*	33516	*
Construction of buildings	34138	841884	4.10%
Civil engineering	49051	362926	13.50%
Specialised construction activities	34225	950623	3.60%
Wholesale retail trade repair vehcl	5689	451533	1.30%
Wholesale trade, except vehicles	25721	775081	3.30%
Retail trade, except vehicles	59695	2777561	2.10%
Land transport inc via pipelines	6765	721297	0.90%
Water transport	*	48980	*
Air transport	*	59777	*
Warehousing & support for transport	6212	376012	1.70%
Postal and courier activities	*	338422	*
Accommodation	5291	356580	1.50%
Food and beverage service activitie	5268	1358078	0.40%
Publishing activities	34627	195193	17.70%
Film, video, television sound recor	13274	147274	9.00%
Programming and broadcasting	4713	77690	6.10%
Telecommunications	13447	177381	7.60%
Computer programming and consultanc	292904	884555	33.10%

Information service activities	6999	38155	18.30%
Financial ex insurance and pension	34977	588732	5.90%
Insurance, reinsurance and pension	10732	245631	4.40%
Auxiliary to financial and insuranc	33576	547590	6.10%
Real estate activities	14152	437250	3.20%
Legal and accounting activities	8515	616955	1.40%
Head offices; management consultancy	34590	590430	5.90%
Architerctural and engineering	184564	651970	28.30%
Scientific research and development	24478	175742	13.90%
Advertising and market research	36994	224114	16.50%
Other prof, scientific and technica	105752	338667	31.20%
Vetinary activities	*	107944	*
Rental and leasing activities	6140	128178	4.80%
Employment activities	6510	239732	2.70%
Travel, tour operator, reservation	*	119583	*
Security & investigation activities	*	181940	*
Services to buildings and landscape	124392	664241	18.70%
Office admin, support and other	10498	202613	5.20%
Public admin, defence, social sector	77666	2340433	3.30%
Education	55108	3571161	1.50%
Human health activities	12258	2504992	0.50%
Residential care activities	4707	948714	0.50%
Social work without accommodation	11217	1014720	1.10%
Creative, arts and entertainment	55874	234855	23.80%
Libraries, archives, museums	10569	132439	8.00%
Gambling and betting activities	*	72095	*
Sports, amusement, recreation	15193	478079	3.20%
Activities membership organisations	17544	388997	4.50%
Repair of computers and other goods	11719	103789	11.30%
Other personal service activities	4405	476776	0.90%
Domestic personnel	14544	53814	27.00%
Undifferentiated goods	*	7754	*
Extraterritorial organisations	*	61604	*
Total	1865534	33115308	5.60%

Table 38b   Top ten sectors with highest proportion of design employment

	Design Employment	Total Employment	Proportion
Manufacture of wearing apparel	8818	40168	22%
Manufacture of other transport	34819	188456	19%
Manufacture of furniture	15567	87145	18%
Computer programming and consultanc	292904	884555	33%
Information service activities	6999	38155	18%
Architerctural and engineering	184564	651970	28%
Other prof, scientific and technica	105752	338667	31%
Services to buildings and landscape	124392	664241	19%
Creative, arts and entertainment	55874	234855	24%
Domestic personnel	14544	53814	27%

Table 38c   Top ten sectors with lowest proportion of design employment

	Design Employment	Total Employment	Proportion
Wholesale retail trade repair vehicles	5689	451533	1%
Land transport inc via pipelines	6765	721297	1%
Accommodation	5291	356580	2%
Food and beverage service activitie	5268	1358078	0%
Legal and accounting activities	8515	616955	1%
Education	55108	3571161	2%
Human health activities	12258	2504992	1%

Residential care activities	4707	948714	1%
Social work without accommodation	11217	1014720	1%
Other personal service activities	4405	476776	1%

Source:
ONS, Annual Population Survey

:h sector (2020)

Table 39: Male and Female employment by design group (%, 2017-2020)

2017	Male	Female
Architecture & Built Environment	82%	18%
Design (Multidisciplinary)	40%	60%
Design (Advertising)	59%	41%
Design (Craft)	78%	22%
Design (Digital)	83%	17%
Design (Clothing)	20%	80%
Design (Graphic)	62%	38%
Design (Product & Industrial)	92%	8%
Design Economy	**77%**	**23%**

2018	Male	Female
Architecture & Built Environment	81%	19%
Design (Multidisciplinary)	44%	56%
Design (Advertising)	55%	45%
Design (Craft)	77%	23%
Design (Digital)	85%	15%
Design (Clothing)	34%	66%
Design (Graphic)	61%	39%
Design (Product & Industrial)	93%	7%
Design Economy	78%	22%

2019	Male	Female
Architecture & Built Environment	83%	17%
Design (Multidisciplinary)	40%	60%
Design (Advertising)	54%	46%
Design (Craft)	77%	23%
Design (Digital)	84%	16%
Design (Clothing)	22%	78%
Design (Graphic)	62%	38%
Design (Product & Industrial)	93%	7%
Design Economy	79%	21%

2020	Male	Female
Architecture & Built Environment	81%	19%
Design (Multidisciplinary)	41%	59%
Design (Advertising)	58%	42%
Design (Craft)	71%	29%
Design (Digital)	85%	15%
Design (Clothing)	20%	80%
Design (Graphic)	61%	39%
Design (Product & Industrial)	88%	12%

Design Economy	77%	23%

Table 39b: Percentage change in female representation between 2017 and 2020 by Design Group

Architecture & Built Environment	5
Design (Multidisciplinary)	-1
Design (Advertising)	3
Design (Craft)	31
Design (Digital)	-9
Design (Clothing)	0
Design (Graphic)	1
Design (Product & Industrial)	43
Design Economy	-1

Source:
Annual Population Survey

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Table 40: Proportion of female workers in Design Economy by seniority of role (2020)

Managers	25%
Supervisors	12%
Not Managers or Supervisors	63%

Table 40b: Proportion of male workers in Design Economy by seniority of role (2020)

Managers	22%
Supervisors	7%
Not Managers or Supervisors	71%

Source:
Annual Population Survey

Table 41: Ethnicity Status of Designers (2017-2020) in the Design Economy

Design Economy	White	Mixed/Multiple ethnic groups	Indian
2017	89%	1%	4%
2018	87%	2%	5%
2019	86%	1%	5%
Design Economy	86%	2%	5%
UK working population	86%	2%	3%

Source:
Annual Population Survey
Census 2011

Notes
White includes white minority groups includeing White Irish, White Gypsy and other White ethnicities

Pakistani	Chinese	Bangladeshi or any other Asian background
1%	1%	1%
1%	1%	1%
1%	1%	1%
1%	1%	1%
2%	1%	1%

s.

Black/African/Caribbean/Black British	Arab or another ethnic group
1%	2%
1%	2%
2%	2%
2%	2%

3%	1%

Table 42: Ethnicity Status of Designers (2017-2020) by Design Group

2017	White	Asian Background	Other Ethnic Group
Architecture & Built Environment	94%	3%	3%
Design (Multidisciplinary)	91%	3%	6%
Design (Advertising)	100%	*	*
Design (Craft)	100%	*	*
Design (Digital)	81%	13%	6%
Design (Clothing)	100%	*	*
Design (Graphic)	91%	4%	6%
Design (Product & Industrial)	94%	3%	3%

2018	White	Asian Background	Other Ethnic Group
Architecture & Built Environment	93%	3%	3%
Design (Multidisciplinary)	89%	3%	8%
Design (Advertising)	100%	*	*
Design (Craft)	100%	*	*
Design (Digital)	79%	15%	7%
Design (Clothing)	100%	*	*
Design (Graphic)	92%	4%	4%
Design (Product & Industrial)	92%	4%	3%

2019	White	Asian Background	Other Ethnic Group
Architecture & Built Environment	91%	5%	4%
Design (Multidisciplinary)	100%	*	*
Design (Advertising)	100%	*	*
Design (Craft)	100%	*	*
Design (Digital)	80%	14%	6%
Design (Clothing)	100%	*	*
Design (Graphic)	91%	3%	5%
Design (Product & Industrial)	92%	5%	3%

2020	White	Asian Background	Other Ethnic Group
Architecture & Built Environment	90%	4%	6%
Design (Multidisciplinary)	100%	*	*
Design (Advertising)	100%	*	*
Design (Craft)	100%	*	*
Design (Digital)	79%	15%	6%
Design (Clothing)	100%	*	*
Design (Graphic)	100%	*	*
Design (Product & Industrial)	90%	7%	3%

Table 42b: Percentage change in employment of ethnic groups within Design Groups (2017-2020)

2017-2020	White	Asian Background	Other Ethnic Group
Architecture & Built Environment	-5	50	96
Design (Digital)	-3	19	-2
Design (Product & Industrial)	-4	106	12

Source:
Annual Population Survey

Notes:
'-' indicates not applicable/data not available

Table 43: Managers in the Design Economy by ethnicity (2020)

	White (including white minorities)	Asian or Asian British
Design Economy Managers	88%	7%
UK Economy (Census 2011)	85.6%	8.1%

Source:
Annual Population Survey

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Black/African/Carribbean/Black British	Any other ethnic group
2%	3%
3.4%	6.3%

Table 44: Disability Status of Designers (2017-2020) by Design Group

2017	Disabled
Architecture & Built Environment	13%
Design (Multidisciplinary)	14%
Design (Advertising)	13%
Design (Craft & Clothing)	20%
Design (Digital)	11%
Design (Graphic)	12%
Design (Product & Industrial)	11%
Design Economy	13%

2018	Disabled
Architecture & Built Environment	13%
Design (Multidisciplinary)	16%
Design (Advertising)	10%
Design (Craft & Clothing)	20%
Design (Digital)	10%
Design (Graphic)	13%
Design (Product & Industrial)	10%
Design Economy	12%

2019	Disabled
Architecture & Built Environment	14%
Design (Multidisciplinary)	14%
Design (Advertising)	10%
Design (Craft & Clothing)	23%
Design (Digital)	13%
Design (Graphic)	17%
Design (Product & Industrial)	10%
Design Economy	14%

2020	Disabled
Architecture & Built Environment	19%
Design (Multidisciplinary)	14%
Design (Advertising)	10%
Design (Craft & Clothing)	24%
Design (Digital)	13%
Design (Graphic)	18%
Design (Product & Industrial)	12%
Design Economy	15%

Table 44b: Percentage change in proportion of workers that are disabled and

2017-2020	Disabled
Architecture & Built Environment	41
Design (Multidisciplinary)	1
Design (Advertising)	-19
Design (Craft & Clothing)	19
Design (Digital)	12
Design (Graphic)	54
Design (Product & Industrial)	9
Design Economy	16

Table 44c

2020-21	Disabled (working age)

UK Economy	21%

Not Disabled
87%
86%
87%
80%
89%
88%
89%
87%

Not Disabled
87%
84%
90%
80%
90%
87%
90%
88%

Not Disabled
86%
86%
90%
77%
87%
83%
90%
86%

Not Disabled
81%
86%
90%
76%
87%
82%
88%
85%

d not disabled by Design Group (2017-2020)

Not Disabled
-6
0
3
-5
-2
-7
-1
-2

Not disabled (working age)

79%

Table 45: Sexuality of workers across Design Economy (2017-2019)

	Bisexual	Gay/Lesbian	Heterosexual/Straight	Other *
2017	1.0%	1.9%	96.7%	0.5%
2018	0.8%	2.1%	96.3%	0.7%
2019	1.3%	1.5%	96.5%	0.7%

UK pop	1.10%	1.6%%	93.70%	0.70%

Source:
Annual Population Survey
https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2(

*Other includes but are not limited to pansexual, asexual

Table 46: Design Occupations by Socio-economic Class (SEC) 2020

	Higher Managerial, Administrative and Professional Occupations
Architecture and Built Environment	63%
Design (Multi-disciplinary)	23%
Design (Advertising)	100%
Design (Craft)	0%
Design (Digital)	100%
Design (Clothing)	0%
Design (Graphic)	28%
Design (Product and Industrial)	100%
Design Economy	74%

Source:
Annual Population Survey

Intermediate Occupations	Routine and Manual Occupations
37%	0%
77%	0%
0%	0%
51%	49%
0%	0%
63%	37%
72%	0%
0%	0%
22%	4%

Table 47: Age of Designers (2017-2020) by Design Group

2017	16-34 years old	35 to 44 years old	45 to 54 years old
Architecture & Built Environment	32%	23%	22%
Design (Multidisciplinary)	35%	29%	21%
Design (Advertising)	40%	25%	19%
Design (Craft & Clothing)	32%	18%	23%
Design (Digital)	43%	28%	21%
Design (Graphic)	47%	29%	15%
Design (Product & Industrial)	38%	23%	21%
Design Economy	38%	25%	21%

2018	16-34 years old	35 to 44 years old	45 to 54 years old
Architecture & Built Environment	32%	24%	22%
Design (Multidisciplinary)	40%	23%	21%
Design (Advertising)	32%	38%	19%
Design (Craft & Clothing)	30%	19%	26%
Design (Digital)	42%	30%	20%
Design (Graphic)	41%	29%	17%
Design (Product & Industrial)	37%	22%	21%
Design Economy	38%	26%	21%

2019	16-34 years old	35 to 44 years old	45 to 54 years old
Architecture & Built Environment	32%	23%	21%
Design (Multidisciplinary)	38%	22%	21%
Design (Advertising)	32%	34%	23%
Design (Craft & Clothing)	28%	19%	27%
Design (Digital)	42%	28%	20%
Design (Graphic)	44%	27%	16%
Design (Product & Industrial)	40%	21%	19%
Design Economy	38%	25%	21%

2020	16-34 years old	35 to 44 years old	45 to 54 years old
Architecture & Built Environment	34%	22%	21%
Design (Multidisciplinary)	39%	22%	19%
Design (Advertising)	35%	39%	15%
Design (Craft & Clothing)	22%	23%	24%
Design (Digital)	43%	29%	21%
Design (Graphic)	45%	22%	21%
Design (Product & Industrial)	41%	20%	21%
Design Economy	39%	25%	21%

	16-34 years old	35-49 years old	50-65 years old
UK Population 2020	55.50%	85.00%	71.90%

Table 47b: Percentage change of designers by age and Design Group (2017-2020)

2017-2020	16-34 years old	35 to 44 years old	45 to 54 years old
Architecture & Built Environment	7	-6	-6
Design (Multidisciplinary)	11	-22	-11
Design (Advertising)	-11	56	-21
Design (Craft & Clothing)	-31	23	6

Design (Digital)	-1	3	0
Design (Graphic)	-4	-24	42
Design (Product & Industrial)	8	-9	-1
Design Economy	1	-1	0

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55 and over
23%
15%
16%
27%
9%
9%
18%
16%

55 and over
22%
15%
11%
25%
8%
13%
20%
15%

55 and over
23%
19%
12%
26%
9%
13%
20%
16%

55 and over
23%
20%
11%
31%
8%
12%
17%
16%

55 and over
1
29
-35
15

-6
29
-5
0

Table 48: Managers in the Design Economy by age (2020)

	16-24 years old	25-34 years old	35-44 years old	45-54 years old
Managers	1%	25%	34%	28%

Source:
Annual Population Survey

55-64 years old	65 years and over
10%	2%

Table 49: Value of Service Exports (2017-2019)

Value of Service Exports from Design Industries (2017-2019)
Architecture & Built Environment
Design (Multidisciplinary)
Design (Advertising)
Design (Craft)
Design (Digital)
Design (Clothing)
Design (Graphic)
Design (Product & Industrial)
Design Total

Design value of Service Exports from non-design industries (2017-19)
Architecture & Built Environment
Design (Multidisciplinary)
Design (Advertising)
Design (Craft)
Design (Digital)
Design (Clothing)
Design (Graphic)
Design (Product & Industrial)
Design value in other sectors
Table 41a.iii
Design Economy (2017-2019) - £m
Design Economy (2017-2019) - as a % of total UK service exports

UK economy exlc. Design Economy

Design group contributions to Design Economy service exports as proportion of Design Economy total
Architecture & Built Environment
Design (Multidisciplinary)
Design (Advertising)
Design (Craft)
Design (Digital)
Design (Clothing)
Design (Graphic)
Design (Product & Industrial)

Estimate value of service exports in DCMS sectors and UK (2017-2019)
Creative Industries
Cultural Sector
Digital Sector
Sport
Telecoms
Total value of DCMS exports of services (all sectors excluding Tourism and Civil Society)
Total value of UK exports of services (ONS Balance of Payments, Pink Book)
DCMS sectors as a percentage of UK services total

Service Exports as a proprtion of GVA in Design Economy, DCMS Sectors and UK Economy (2017-2019)
Design Economy
Creative Industries
Cultural Sector
Digital Sector
Sport
Telecoms
DCMS Sectors
UK

Source:

International Trade in Services, Annual Business Survey, Annual Survey of Hours and Earnings - ONS

2017 (£m)	2018 (£m)	2019 (£m)	Percentage change between 2017 and 2019
1,906	1,619	1,413	-26%
1,384	1,459	1,837	33%
15	16	16	7%
21,808	25,713	22,909	5%
11			
87	26	13	-85%
25,212	28,833	26,188	4%

2017 (£m)	2018 (£m)	2019 (£m)	Percentage change between 2017 and 2019
3,310	3,557	3,945	19%
609	804	859	41%
772	815	944	22%
647	768	810	25%
11,293	12,922	15,062	33%
39	39	32	-18%
918	1,159	1,231	34%
5,828	6,535	6,832	17%
23,416	26,599	29,716	27%
48,628	55,432	55,904	15%
18%	19%	18%	0.03%

262,501

2017 (£m)	2018 (£m)	2019 (£m)
11%	9%	10%
4%	4%	5%
2%	1%	2%
1%	1%	1%
68%	70%	68%
0%	0%	0%
2%	2%	2%
12%	12%	12%

2017	2018	2019	Percentage change between 2017 and 2019
32,764	35,597	37,900	16%
8,834	8,814	10,300	17%
44,829	51,413	51,900	16%
2,395	3,165	3,800	59%
5,995	5,365	5,400	-10%
54,040	62,568	62,900	16%
277,039	297,419	318,405	15%
20%	21%	20%	1%

2017	2018	2019	Percentage change between 2017 and 2019
56%	61%	57%	3%
32%	33%	33%	3%
29%	29%	33%	15%
33%	37%	34%	3%
15%	20%	22%	46%
18%	16%	15%	-13%
26%	29%	28%	5%
15%	16%	16%	8%

Table 50: Value of Exports (2017-2019)

	Value of goods exports from design industries	Design value of goods exports from non-design industries
Architecture & Built Environment	13	1,601
Design (Multidisciplinary)	-	295
Design (Advertising)	-	373
Design (Craft)	226	313
Design (Digital)	740	5,463
Design (Clothing)	-	19
Design (Graphic)	-	444
Design (Product & Industrial)	206	2,819
Design Economy	**1,185**	**11,326**

	Value of goods exports from design industries	Design value of goods exports from non-design industries
Architecture & Built Environment	£4	£1,607
Design (Multidisciplinary)	£0	£363
Design (Advertising)		£368
Design (Craft)	£241	£347
Design (Digital)	£768	£5,837
Design (Clothing)		£18
Design (Graphic)		£524
Design (Product & Industrial)	£765	£2,952
Design Economy	**£1,777**	**£12,015**

	Value of goods exports from design industries	Design value of goods exports from non-design industries
Architecture & Built Environment	£8	£1,744
Design (Multidisciplinary)	£0	£380
Design (Advertising)		£417
Design (Craft)	£235	£358
Design (Digital)	£784	£6,660
Design (Clothing)		£14
Design (Graphic)		£544
Design (Product & Industrial)	£204	£3,021
Design Economy	**£1,231**	**£13,139**
As a percentage of Design Economy total	2%	19%

	Value of goods exports from design industries	Design value of goods exports from non-design industries
Architecture & Built Environment	-36	9
Design (Multidisciplinary)	-	29
Design (Advertising)	-	12
Design (Craft)	4	15
Design (Digital)	6	22
Design (Clothing)	-	-25
Design (Graphic)	-	23
Design (Product & Industrial)	-1	7
Design Economy	4	16

Table 50b: UK Goods Exports Value(2017-2019)	2017	2018
Total Value of UK Goods Exports (£m)	366,733	407,398
Design Economy Goods Exports as % of UK Total	3%	3%

Table 50c: Percentage change between 2017 and 2019	
UK Goods Exports	6%
Design Economy Goods Exports	15%

Source:
UN Comstrade database

Chart Title

| | | | | | |
|0|0.2|0.4|0.6|0.8|1|

Value of goods vs service expo

| | | | | | | |
|0%|10%|20%|30%|40%|50%|60%|
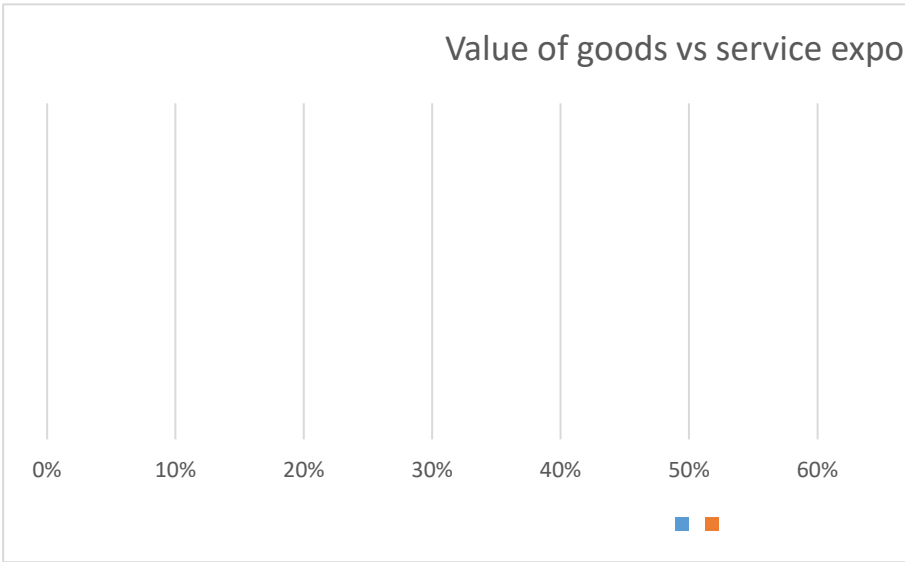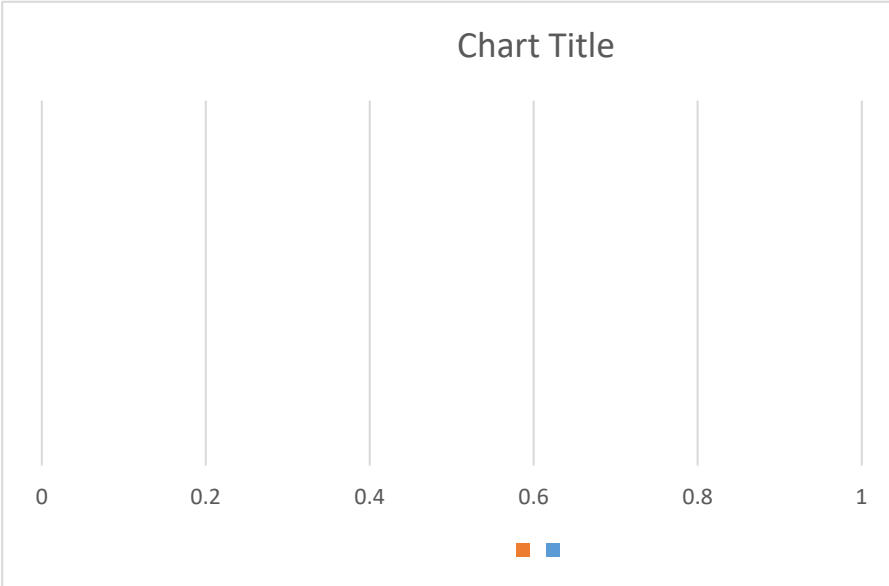
Value of exports from design vs non-design industr...

Design Economy
Design (Product & Industrial)
Design (Graphic)
Design (Clothing)
Design (Digital)
Design (Craft)
Design (Advertising)
Design (Multidisciplinary)
Architecture & Built Environment

0%   10%   20%   30%   40%   50%   60%   70%   80%

■ Total value of good exports   ■ Total value of service exports
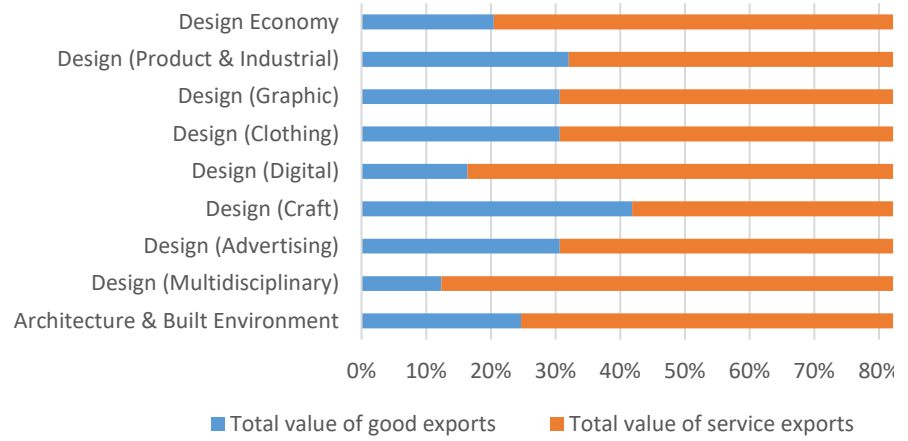
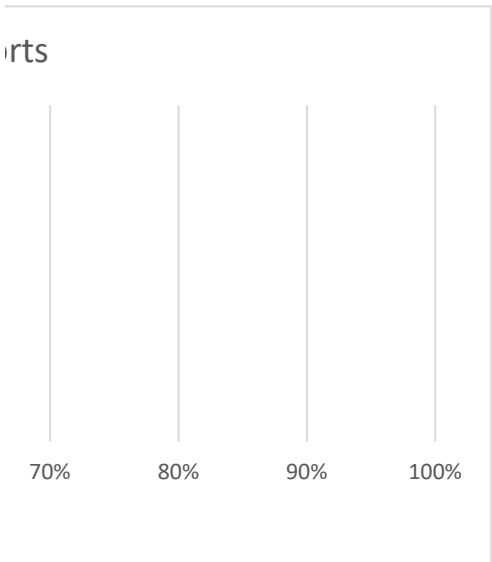| Exports (£m), 2017				
Total value of good exports	Value of service exports from design industries	Design value of service exports from non-design industries	Total value of service exports	Total value of design exports
1,614	1,906	3,310	5,216	£6,830
295	1,384	609	1,993	£2,288
373	-	772	772	£1,145
539	15	647	662	£1,201
6,203	21,808	11,293	33,101	£39,304
19	11	39	50	£69
444	-	918	918	£1,362
3,025	87	5,828	5,915	£8,940
12,511	**25,212**	**23,416**	48,628	**£61,139**

Exports (£m), 2018				
Total value of good exports	Value of service exports from design industries	Design value of service exports from non-design industries	Total value of service exports	Total value of design exports
£1,611	1,619	3,557	5,176	£6,787
£363	1,459	804	2,263	£2,626
£368	-	815	815	£1,183
£588	16	768	784	£1,372
£6,605	25,713	12,922	38,635	£45,240
£18	-	39	39	£57
£524	-	1,159	1,159	£1,683
£3,717	26	6,535	6,561	£10,278
£13,793	**28,833**	**26,599**	55,432	**£69,225**

Exports (£m), 2019				
Total value of good exports	Value of service exports from design industries	Design value of service exports from non-design industries	Total value of service exports	Total value of design exports
£1,752	1,413	3,945	5,358	£7,110
£380	1,837	859	2,696	£3,076
£417	-	944	944	£1,361
£593	16	810	826	£1,419
£7,444	22,909	15,062	37,971	£45,415
£14	-	32	32	£46
£544	-	1,231	1,231	£1,775
£3,225	13	6,832	6,845	£10,070
£14,370	**26,188**	**29,716**	55,904	**£70,274**
20%	37%	42%	80%	100%

Percentage change between 2017 and 2019				
Total value of good exports	Value of service exports from design industries	Design value of service exports from non-design industries	Total value of service exports	Total value of design exports
9	-26	19	3	4
29	33	41	35	34
12	-	22	22	19
10	7	25	25	18
20	5	33	15	16
-25	-	-18	-36	-33
23	-	34	34	30
7	-85	17	16	13
15	4	27	15	15

2019
388,708
4%

1.2

70%   80%   90%   100%

ies
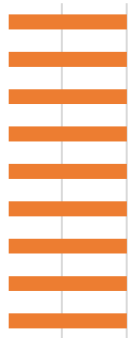
90%   100%

Table 51: Total WIPO design applications for G20 Countries (2000 - 2020)

Country	Total number of WIPO design applications (2020)	Rank (absolute)	%change (2000 - 2020)
Republic of Korea	67381	2	99%
China	770362	1	1437%
Australia	7359	9	73%
Japan	30475	4	-21%
Canada	6187	12	81%
United States of America	48030	3	163%
Turkey	11319	6	361%
United Kingdom	7882	7	-16%
France	6001	13	-45%
Germany	6331	10	-58%
Russian Federation	7568	8	230%
Argentina	2099	16	68%
Brazil	6263	11	74%
South Africa	1708	17	39%
Saudi Arabia	948	19	-
Mexico	3499	15	82%
Italy	1304	18	-79%
Indonesia	3520	14	-
India	12793	5	299%

Table 51b: Total WIPO design applications for G20 Countries (2017 - 2020)

Country	Total number of WIPO design applications (2020)	Rank (absolute)	%change (2017 - 2020)
Republic of Korea	67381	2	6%
China	770362	1	23%
Australia	7359	9	-5%
Japan	30475	4	-3%
Canada	6187	12	-5%
United States of America	48030	3	10%
Turkey	11319	6	10%
United Kingdom	7882	7	88%
France	6001	13	-2%
Germany	6331	10	-3%
Russian Federation	7568	8	17%
Argentina	2099	16	27%
Brazil	6263	11	4%
South Africa	1708	17	-20%
Saudi Arabia	948	19	-5%
Mexico	3499	15	-17%
Italy	1304	18	4%
Indonesia	3520	14	-3%
India	12793	5	15%

Population (2020)	Design applications (per million population)	Rank (relative)
51836239	1300	1
1410929362	546	2
25693267	286	3
125836021	242	4
38037204	163	5
331501080	145	6
84339067	134	7
67215293	117	8
67379908	89	9
83160871	76	10
144104080	53	11
45376763	46	12
212559409	29	13
59,308,690	29	14
34813867	27	15
128932753	27	16
59449527	22	17
273523621	13	18
1380004385	9	19

Table 52: Employment in Design Active Industries in UK countries and regions (2020)

	East
1623 : Manufacture of other builders' carpentry and joinery	4000
1811 : Printing of newspapers	500
2349 : Manufacture of other ceramic products	20
2573 : Manufacture of tools	800
2752 : Manufacture of non-electric domestic appliances	75
3102 : Manufacture of kitchen furniture	1250
3213 : Manufacture of imitation jewellery and related articles	30
3220 : Manufacture of musical instruments	100
4299 : Construction of other civil engineering projects n.e.c.	15000
4332 : Joinery installation	11000
4664 : Wholesale of machinery for the textile industry and of sewing and knitting machines	20
6202 : Computer consultancy activities	37000
6203 : Computer facilities management activities	350
6209 : Other information technology and computer service activities	11000
7112 : Engineering activities and related technical consultancy	51000
8130 : Landscape service activities	11000
9003 : Artistic creation	2250
9524 : Repair of furniture and home furnishings	175
Design Active Industries Employment - Total	145570
Design Active Industries Employment - As percentage of total employment in region/country	5.1%

East Midlands	London	North East	North West	Northern Ireland	Scotland	South East
4500	3500	2500	5000	1309	5000	4500
0	30	0	200	*	100	10
100	5	0	40	*	0	15
1250	300	400	700	*	500	2250
125	45	30	700	*	30	200
900	500	1750	1500	1492	500	1500
20	50	0	20	65	45	35
25	100	5	150	*	100	200
12000	14000	2500	16000	*	11000	26000
3500	7000	3500	8000	2151	9000	13000
350	35	40	100	*	10	15
25000	104000	8000	32000	4975	26000	89000
175	700	150	300	*	200	350
8000	36000	1750	12000	*	12000	29000
29000	64000	11000	41000	5139	47000	58000
2500	5000	2000	9000	1776	10000	18000
300	9000	500	1500	*	900	3500
500	450	30	350	*	125	400
88245	244715	34155	128560	16907	122510	245975
4.1%	4.6%	3.2%	3.8%	2.2%	4.8%	5.8%

South West	Wales	West Midlands	Yorkshire and The Humber
4500	2250	2500	10000
10	20	100	0
5	0	300	10
2000	500	3000	1750
500	50	900	75
1000	450	1000	9000
25	5	50	30
50	20	45	50
6000	7000	11000	8000
7000	2500	7000	13000
75	40	100	150
33000	5000	24000	24000
400	50	150	125
14000	3500	10000	6000
35000	13000	34000	26000
7000	4000	9000	4000
2500	700	1000	450
175	50	1000	225
113240	39135	105145	102865
4.4%	2.9%	4.0%	4.2%

Table 53: ITL1 & UK, chained volume measures in 2019 (£m)

ITL region code	ITL region name	SIC07 code
UK	United Kingdom	Total
UK	United Kingdom	G-T
UK	United Kingdom	A-E
UK	United Kingdom	L (68)
UK	United Kingdom	G (45-47)
UK	United Kingdom	C (10-33)
UK	United Kingdom	K (64-66)
UK	United Kingdom	Q (86-88)
UK	United Kingdom	M (69-75)
UK	United Kingdom	F (41-43)
UK	United Kingdom	J (58-63)
UK	United Kingdom	P (85)
UK	United Kingdom	N (77-82)
UK	United Kingdom	O (84)
UK	United Kingdom	H (49-53)
UK	United Kingdom	I (55-56)
UK	United Kingdom	S (94-96)
UK	United Kingdom	R (90-93)
UK	United Kingdom	D (35)
UK	United Kingdom	E (36-39)
UK	United Kingdom	B (5-9)
UK	United Kingdom	A (1-3)
UK	United Kingdom	T (97-98)

Source

Regional aGVA balanced (by industry) (2019)

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SIC07 description	2019
All industries	2,017,344
Services sector	1,598,014
Production sector	290,196
Real estate activities	263,565
Wholesale and retail trade; repair of motor vehicles	210,845
Manufacturing	200,263
Financial and insurance activities	164,833
Human health and social work activities	152,595
Professional, scientific and technical activities	150,084
Construction	129,134
Information and communication	125,228
Education	119,509
Administrative and support service activities	102,721
Public administration and defence	97,644
Transportation and storage	80,429
Accommodation and food service activities	59,291
Other service activities	34,730
Arts, entertainment and recreation	32,611
Electricity, gas, steam and air conditioning supply	30,328
Water supply; sewerage and waste management	24,147
Mining and quarrying	21,656
Agriculture, forestry and fishing	13,802
Activities of households	3,929