



Department for
Digital, Culture,
Media & Sport

We thank you for your time spent taking this survey.
Your response has been recorded.

Below is a summary of your
responses

[Download PDF](#)

DCMS Economic Estimates are used by DCMS, its arm's-length bodies and other organisations to quantify the economic contribution of the different DCMS sectors and sub-sectors to the UK economy, in the form of trade, production of goods and services, employment and other measures. The statistics are used to illustrate the impact that DCMS and related organisations have and to make the case for continued investment in these sectors. These sectors are considered to be:

- Civil Society
- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- Telecoms
- Tourism

Over the next two years we will review how we estimate the economic impact of our sectors, and how we translate our sector definitions into statistical classifications. This consultation is part of that process and seeks to understand:

○ Methods available to calculate economic measures (e.g. trade (values and volumes), earnings, GVA (current and constant price), employment, productivity)

○ Transparent and robust methods to translate conceptual definitions of sectors into statistical definitions, e.g. methods for classifying sectors and subsectors into SIC codes (DCMS uses [creative intensity](#) in the case of the [Creative Industries estimates](#); the department uses a [Satellite Account](#) in the case of Tourism).

The consultation will be open for responses until midnight on Friday the 1st May.

For the avoidance of doubt, the ability of individual Standard Industrial Classification (SIC) and Standard Occupational Classification (SOC) codes to capture a particular economic activity or occupation is not within scope of the consultation. ONS is responsible for the two classification systems; any proposals for revisions to SIC codes should be sent to NACE.Rev.2.Review@ons.gov.uk, whilst any proposals for the SOC codes should be sent to SOCExt@ons.gov.uk. Further details on the SIC revision project can be found on the [GSS website](#), and more information on the SOC-Extension project can be found in the [consultations section of the ONS website](#).

DCMS will decide, based on the consultation responses, which decision framework(s) to adopt in the Autumn of 2020. There will then be a second public consultation to cover any further information needed to implement the decision framework(s) (including data sources) and construct the statistical definitions for each sector in early 2021. A summary of the process and decisions will be published as an Economic Estimates review report in late 2021.

We are keen to get input from external users of these statistics in order to ensure users get maximum value from them and encourage all interested parties to participate in this first public consultation. Any questions should be directed to EconomicEstimates@culture.gov.uk

Privacy Notice

The following is to explain your rights and give you the information you are entitled to under the Data Protection Act 2018 and the General Data Protection Regulation (“the Data Protection Legislation”). This notice only refers to your personal data (e.g. your name, email address, and anything that could be used to identify you personally) not the content of your response to the survey.

1. The identity of the data controller and contact details of our Data Protection Officer

The Department for Digital, Culture, Media and Sport (“DCMS”) is the data controller. The Data Protection Officer can be contacted at dcmsdataprotection@culture.gov.uk. You can find out more here:

<https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport/about/personal-information-charter>

2. Why we are collecting your personal data

Your personal data is being collected as an essential part of the consultation process, so that we can contact you regarding your response and for statistical purposes such as to ensure individuals cannot complete the questionnaire more than once.

3. Our legal basis for processing your personal data

The Data Protection Legislation states that, as a government department, the department may process personal data as

The Data Protection Legislation states that, as a government department, the department may process personal data as necessary for the effective performance of a task carried out in the public interest. i.e. a consultation. In terms of contacting users about the development of the survey which individuals may voluntarily sign up to, the legal basis for processing your data in this context is based on your consent.

4. With whom we will be sharing your personal data

Copies of responses may be published after the questionnaire closes. If we do so, we will ensure that neither you nor the organisation you represent are identifiable, and any responses used to illustrate findings will be anonymised.

Qualtrics is the online survey platform used to conduct this survey: <https://www.qualtrics.com/privacy-statement/>

DCMS will be collecting partial responses to the questionnaire. If, during completion of the questionnaire you decide to withdraw your response, please contact Alex Bjorkegren via email (EconomicEstimates@culture.gov.uk) asking that your response be deleted. Please note we may require you to provide us with some of your responses to the questionnaire (identifying information) e.g. organisation's name, to allow the correct partial response to be deleted.

If you want the information that you provide to be treated as confidential, please be aware that, under the FOIA, there is a statutory Code of Practice with which public authorities must comply and which deals, amongst other things, with obligations of confidence. In view of this, it would be helpful if you could explain to us why you regard the information you have provided as confidential. If we receive a request for disclosure of the information, we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on the Department.

5. For how long we will keep your personal data, or criteria used to determine the retention period.

Your personal data will be held for three years after the questionnaire is closed. This is so that the department is able to contact you regarding the result of the consultation following analysis of the responses.

6. Your rights, e.g. access, rectification, erasure

The data we are collecting is your personal data, and you have considerable say over what happens to it. You have the right:

- to see what data we have about you
- to ask us to stop using your data, but keep it on record
- to have all or some of your data deleted or corrected
- to withdraw your consent to processing (in the case of contacting you in the future about the developments of these statistics).
- to lodge a complaint with the independent Information Commissioner's Office (ICO) if you think we are not handling your data fairly or in accordance with the law

You can contact the ICO at <https://ico.org.uk/>, or telephone 0303 123 1113 or via post at ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

7. Your personal data will not be sent overseas

8. Your personal data will not be used for any automated decision making

9. Your personal data will be stored in a secure government IT system

Please confirm below that you have read and understood this statement and agree with its terms.

Yes

No

Before you were informed of this consultation, were you aware of the DCMS-sector Economic Estimates series?

Yes

No

Of the DCMS-sector Economic Estimates which, if any, have you used (e.g. to inform your work)?
Please select all that apply

- GVA
 - Regional GVA
 - Business Demographics
 - Employment
 - Trade
 - Earnings
 - None of the above
-

DCMS currently produce the following measures:

- Gross Value Added*
- Employment (number of jobs)
- Earnings
- Exports and imports of goods and services
- Number and size of businesses

*Please note that gross value added (GVA) is a measure of the increase in the value of the economy due to the production of goods and services.

Are there any other economic measures which are currently not published for the DCMS sectors, or are there any changes to existing measures, that would be of use to you?

Yes (please specify)

Specific measurement of the music industry as a distinct entity separate from other sectors of the creative industries, together with relevant sub-codes to identify sub-sectors within the music industry. Relevant occupational codes are also required as these currently do not exist with only one code for "musicians". PLEASE NOTE: in reference to question 2, UK Music does use DCMS sector estimates from time to time, but more so in terms of describing the creative sector as a whole, but not music specifically. Our use of these statistics is, therefore, limited.

No

Do you have knowledge or experience of measuring the economic impact of industries or sectors?

Yes

No

Which measures do you have knowledge or experience of using or producing? Please select all that

apply.

- GVA
- Regional GVA
- Business Demographics
- Employment
- Trade
- Earnings
- Productivity
- Other (please specify)

- None of the above

How would you recommend GVA be calculated? Please provide a description, including references where known, or link to an explanation.

Our comments on this and Q7, Q9 and Q10 are detailed and exhaustive and are covered in the methodology of our annual report Music By Numbers, which includes GVA, employment, exports and music tourism (i.e. economic activity generated by live music that attracts tourism from across the UK and internationally). I refer you to the methodology UK Music uses for Music By Numbers, https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf

How would you recommend GVA be calculated for individual regions or other sub-national areas? Please provide a description, including references where known, or link to an explanation.

I refer you to the methodology UK Music uses for Music By Numbers, https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf

We currently provide estimates of the following in our business demographics publication:

- Number of businesses
- Size of businesses (number of employees)
- Turnover
- Proportion of businesses who are importers/exporters
- Proportion of businesses that are foreign owned

We are in the process of adding further information on the number of businesses that have opened or closed (business births and deaths).

How would you recommend any of these measures be calculated? Please provide a description, including references where known, or link to an explanation.

It would be helpful to have data on to what extent a company operates across different areas of business and specifically where this pertains to SIC codes. For instance in music, one company may have a label, publisher, and management company. Very often these are their own individual corporate entities but they would usually plug into a parent company. More broadly, a company could be involved with production and manufacturing but also retail. Historically, major music companies were often owned by larger corporate groups, with varied commercial interests. This could give rise to the risk of significant economic activity pertaining to music classified elsewhere. For example Thorn-EMI's business interests included retail, electronics and defence. While this is not a huge concern currently, being aware of corporate ownership structures in compiling industry level data is helpful in accurately capturing the contribution of individual subsidiary businesses to specific sectors of the economy.

How would you recommend employment be calculated? Please provide a description, including references where known, or link to an explanation.

I refer you to the methodology UK Music uses for Music By Numbers, https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf

How would you recommend the volume of imports and exports of goods and services be calculated? Please provide a description, including references where known, or link to an explanation.

I refer you to the methodology UK Music uses for Music By Numbers, https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf

How would you recommend earnings be calculated? Please provide a description, including references where known, or link to an explanation.

I refer you to the methodology UK Music uses for Music By Numbers, https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf

Thank you for your answers, we would now like to ask some questions on the methods which can be used to construct sector definitions. Firstly, which sector or sectors are of interest to you?

- Civil Society
- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- T. I.

Telecoms

Tourism

Other (please specify)

None

Various frameworks and methodologies exist to help construct definitions. For example, the current definition for the Creative Industries was constructed with the aid of the [dynamic mapping](#) method. Are you aware of any other frameworks or methodologies that could be used to help construct sector definitions?

Yes (please provide a description, link and/or reference)

Music By Numbers uses a bespoke methodology and was put together in consultation with government in reference to existing methodologies. It was also peer reviewed by consultants Oxford Economics. This is detailed in the methodology below,
https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf

No

Do you have any other comments related to any of the following?

- the DCMS Sector Economic Estimates
- ways of producing economic measures
- methods/decisions frameworks to construct statistical definitions of economic sectors

Yes (please specify)

The current DCMS sector economic estimates are inadequate for a number of reasons. 1) Music cannot currently be disaggregated from other creative sectors that have vastly different structure and dynamics, or instance visual and performing arts. 2) There are insufficient SIC and SOC codes to capture the music industry in full. a. There is only one SIC code that relates exclusively to music businesses (sound recording and music publishing activities). There is only one SOC code that relates exclusively to the music occupations (musicians). b. These codes are far too narrow for what is a complex and sizable industry. 3) This means the music industry is massively under represented, with much activity wrongly attributed to other sectors. a. UK Music previously supplied ONS with a database of 11,229 music businesses drawn from record labels, music publishers, music management companies, music producers and music production studios, live music venues, live music promoters and agents, music festival organisers, and individual artists and composers, trading as businesses. b. Only 12% of the 11,229 businesses were found on the ONS business register and correctly matched the industrial code relating specifically to the music industry. c. Half of the businesses were not found on the ONS business register at all. 4) Music businesses not on ONS business register at all: to be visible in the ONS register of businesses in the first place, businesses must either be VAT registered or operate a PAYE scheme. The music industry is comprised of a higher-than-average number of freelance workers and individuals with 'portfolio' careers. Most are unlikely to be VAT-registered or use a PAYE-scheme. While ONS will make estimates for such workers in the national accounts as a whole, they cannot account for them in discrete sectoral analysis. Government will be aware, in light of the Covid-19 pandemic, of the importance of the self-employed and small/ micro businesses. These make up a very significant proportion of the music economy. Since 2013, UK Music has undertaken its own

economic measurement of the music industry in consultation with government. From 2014-2018 this was named “Measuring Music” and was rebranded in 2019 as “Music By Numbers”, also incorporating what was previously the “Wish You Were Here” report, which considers the economic impact live music has on tourism both from within the UK and by attracting visitors to the UK. The methodology for Music By Numbers can be viewed here:

https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Methodology.pdf and the most recent report can be viewed here:

https://www.ukmusic.org/assets/general/Music_By_Numbers_2019_Report.pdf DCMS and government as a whole has always been supportive UK Music’s work and have previously acknowledged it in their own estimates. UK Music has been appreciative of this support, which we feel this underlines the legitimacy of our work in this area. Helpfully, the DCMS historically cited our work in an annex as part of its creative industries economic estimates to explain the limitations of its own data (see annex E here) yet has recently changed the way it reports this. Nevertheless, we welcome the continued support of DCMS for our work and we thank them for referring to it in Parliament debates and aiding their own understanding of the sector.

No

About you

We would like to collect details of your name and organisation. This is to prevent accidental duplication and to allow us to respond to any requests for access, rectification or erasure. You do not have to provide this information but your response may not be counted if we cannot confirm it as unique.

What is your name?

Andy Edwards

Are you responding on your own behalf or for an organisation?

- Own behalf
 On behalf of an organisation

Please could you provide the name of the organisation.

UK Music

We may wish to contact you to discuss methodologies further. Are you happy for us to contact you about your responses?

Yes

No

DCMS is planning two further consultations, one to inform a review of DCMS sector survey evidence needs (summer 2020), the other on information required to construct statistical classifications of DCMS sectors (early 2021). Would you like to be contacted about either consultation?

- Yes I would like to be contacted about the survey review consultation
- Yes I would like to be contacted about the sector classification consultation
- No

You have selected that you are happy to be contacted in future. Please provide your preferred contact details.

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Thank you for your responses. For more information on our statistics please see <https://www.gov.uk/government/collections/dcms-sectors-economic-estimates>