

# CREATIVE INDUSTRIES IN FIFE

## 2016 SUMMARY REPORT

Fife has approximately 2,600 people employed in what the Scottish Government defines as the creative industries. The largest sectors by employment in Fife are digital, design and writing and publishing. Other significant employers in Fife are architecture, performing arts and fashion and textiles.

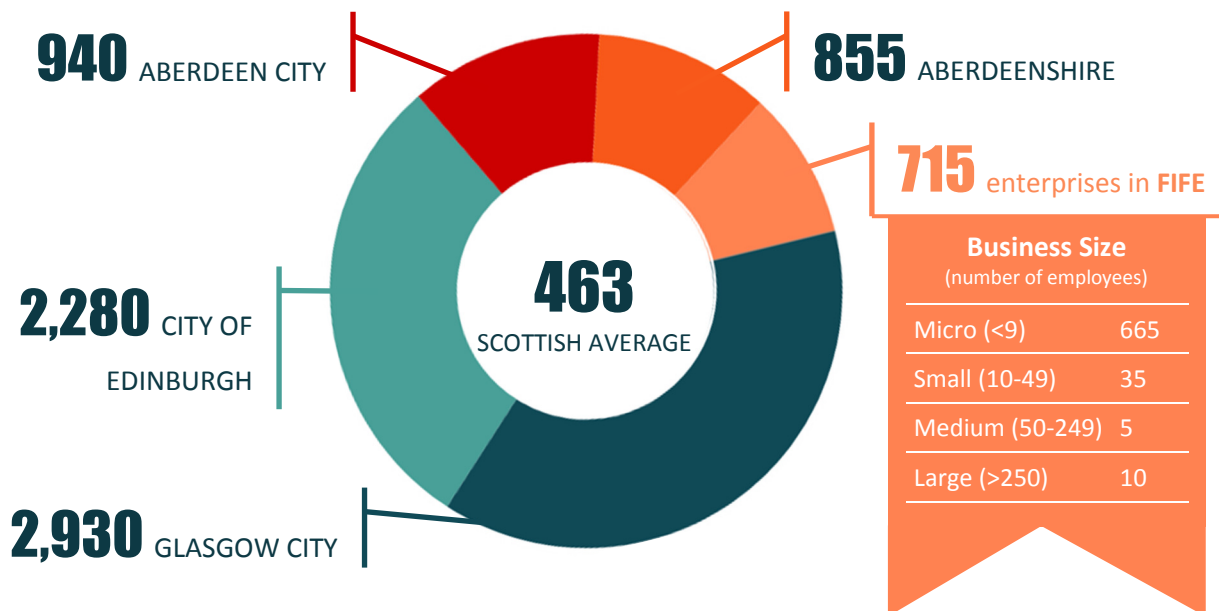
Employment in Fife's digital industry is highest in Dunfermline, and employment in Fife's design industry is highest in South West Fife. This explains why there is such high employment in the creative industries in these areas compared with less employment in areas like Cowdenbeath and Levenmouth.

The creative industries include advertising, architecture, crafts & antiques, cultural education, design, digital, fashion & textiles, film & video, libraries & archives, music, performing arts, photography, radio & TV, visual art and writing & publishing.

## ENTERPRISES IN THE CREATIVE INDUSTRIES

Source: Scottish Government, Growth Sector Statistics (Oct 2016)

Total Number of Registered Creative Industry Enterprises by the top five Local Authorities (including Fife) and Scottish average (2015)



**5th**

Fife ranked 5th when compared with all Scottish local authorities on the number of enterprises in 2015.

**31%**

The number of creative industry enterprises in Fife has increased by 31% since 2010.

**4.8%**

Fife contributed 4.8% of the total number of enterprises in creative industries in Scotland in 2015.

**4%**

Fife contributed 4% of the total amount of GVA generated by creative industries throughout Scotland in 2014.

**£232m**

Fife creative industries generated £232.3m in turnover in 2014.

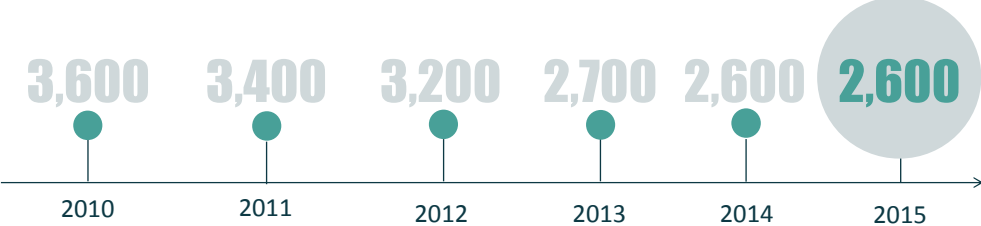
### Business Size (number of employees)

Micro (<9)	665
Small (10-49)	35
Medium (50-249)	5
Large (>250)	10

## EMPLOYMENT IN THE CREATIVE INDUSTRIES

Source: Scottish Government, Growth Sector Statistics (Oct 2016)

Total Number of People Employed in Creative Industries in Fife



**3.5%**

Fife contributed 3.5% of the total number of jobs in creative industries in Scotland in 2015.

**6th**

Fife ranked 6th when compared with other Scottish local authorities on the number of people employed in the creative industries in 2015.

**17th**

Fife ranked 17th when compared with other authorities on employment per 10,000 of the working age population in 2015.

**2,293**

The average number of people employed in the creative industries across all Scottish local authorities was 2,293 in 2015.

Employment in the Creative Industries per 10,000 Working Age Population —Top 5 Local Authorities, Fife and Scottish Average (2015)

GLASGOW CITY 495  
CITY OF EDINBURGH 451  
DUNDEE CITY 300  
ABERDEEN CITY 282  
STIRLING 266  
FIFE 113  
SCOTTISH AVERAGE 215

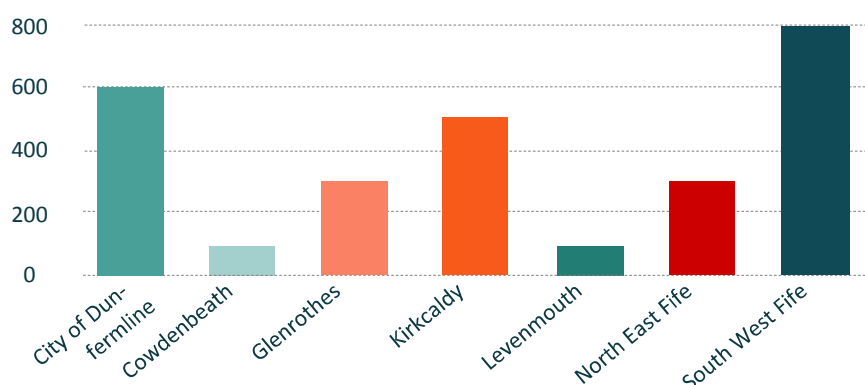


Fife's total turnover for the creative industries was **£232.3 million in 2014**—greater than the Scottish average.

## SECTORS IN FIFE

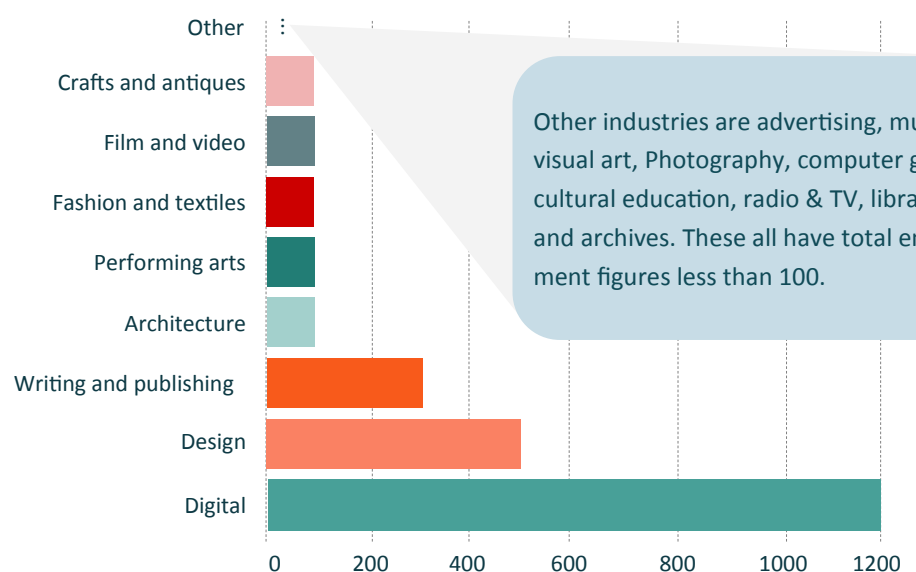
Source: Business Register Employment Survey (2015), NOMIS—Office for National Statistics

Total Employment by Area Committee (2015)



Despite the creative and cultural scene in NE Fife there are less people employed in the creative industries than compared to SE Fife due to large digital and design companies that are based in the West Fife area.

Total Employment in Fife's Creative Industries (2015)



Other industries are advertising, music, visual art, Photography, computer games, cultural education, radio & TV, libraries and archives. These all have total employment figures less than 100.