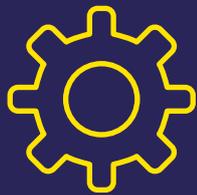


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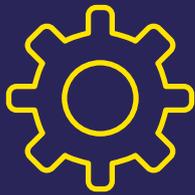
Business landscape in the Lakes
and Dales



Business landscape in the Lakes and Dales

90% of businesses in Craven and **87%** of businesses in South Lakeland are small or micro businesses. This means there are lots of self-employed people. It is not known how many are in the creative sector. Family businesses are a key feature of the area too.

The largest employment sectors include:



Engineering, manufacturing



Pharmaceuticals



Finance and professional



Tourism (food, hospitality, arts/creative, outdoors, adventure, events, festivals)



Farming and agriculture



Food manufacturing

To thrive, all of these sectors need talented young people with great ideas. These sectors also regularly work with a range of creative businesses.

There is growing recognition that creativity is a critical skill nationally, but, often, this doesn't translate into recognition of the creative sector as a viable career option.

What is the creative sector?

The Creative Sector is made up of 12 employment areas:

- Advertising and marketing
- Animation and VFX
- Architecture
- Crafts
- Design (graphic, fashion, product)
- Film, TV and media
- Heritage
- IT, software and computer services
- Museums, galleries and libraries
- Music, performing and visual arts
- Publishing
- Video games.

The creative sector is the fastest growing part of the UK economy. Much of this is in the digital sector but in the future, creativity will be the key skill employers look for.

The cultural sector (museums, galleries and libraries) in the North directly contributes £2.7bn to the economy and a further £6.4bn in impact. It employs 16,700 people directly and supports a further 37,000 jobs in the wider economy. The sector's direct contribution to GVA has increased by 35% since 2011 to £1.4 bn in 2016. This is before we even begin to look at the contribution that arts and culture make to the visitor economy.

People working in the creative sector rely on their creativity, but they also have great skills in problem solving, teamwork, communication, language, presentation, collaboration, negotiating and leadership

combined with an understanding of good business basics. They also tend to value the environment in which they work, so there is a focus on profit, people and planet, ideal for young people attracted to live and work in the Lakes and Dales.

Big businesses need creativity to identify new products and ways of working. Many are recognising and adopting ways of working that have been common in creative/small businesses sector for decades. Big businesses now have shared office spaces, they offer flexible working, encourage collaboration, and they encourage staff to be creative. Some large tech businesses now provide workspace for start-ups as they see the value in nurturing creativity within their walls. The cultural sector is beginning to explore adopting this type of entrepreneurship.

Some facts

The creative economy accounts for one in ten jobs in the UK.

There are more than 289,000 creative businesses.

94.8% of creative businesses are micro businesses.

68.8% of creative businesses have a turnover of less than £100,00 (in business as a whole the percentage is 55.2%).

35% are self-employed (15% self-employed across the workforce).

4.7 million people were self-employed in 2016.

Craven has 3,265 (90%) micro businesses South Lakeland has 5,610 (87%) micro businesses.