Creative Industries in Greater Brighton: A progress report

Dr Josh Siepel
SPRU, University of Sussex

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Creative Industries
Policy & Evidence Centre
Led by nesta

Projectupdat
e

- **FUSE+ Survey**
  - Based on Brighton FUSE
  - National study, funded by AHRC
    - Capturing business models, clusters, skills, innovation, barriers to growth
  - 1000 firm representative sample of the UK
  - In the field now – completing mid-March
- **Greater Brighton FUSE+ Firm Survey**
  - Deep dive analysis, building on national FUSE+ survey
  - ~200 firms to be surveyed across GBEB area
  - In the field mid-February, completing mid-April

Project Update: Greater Brighton FUSE+ Survey

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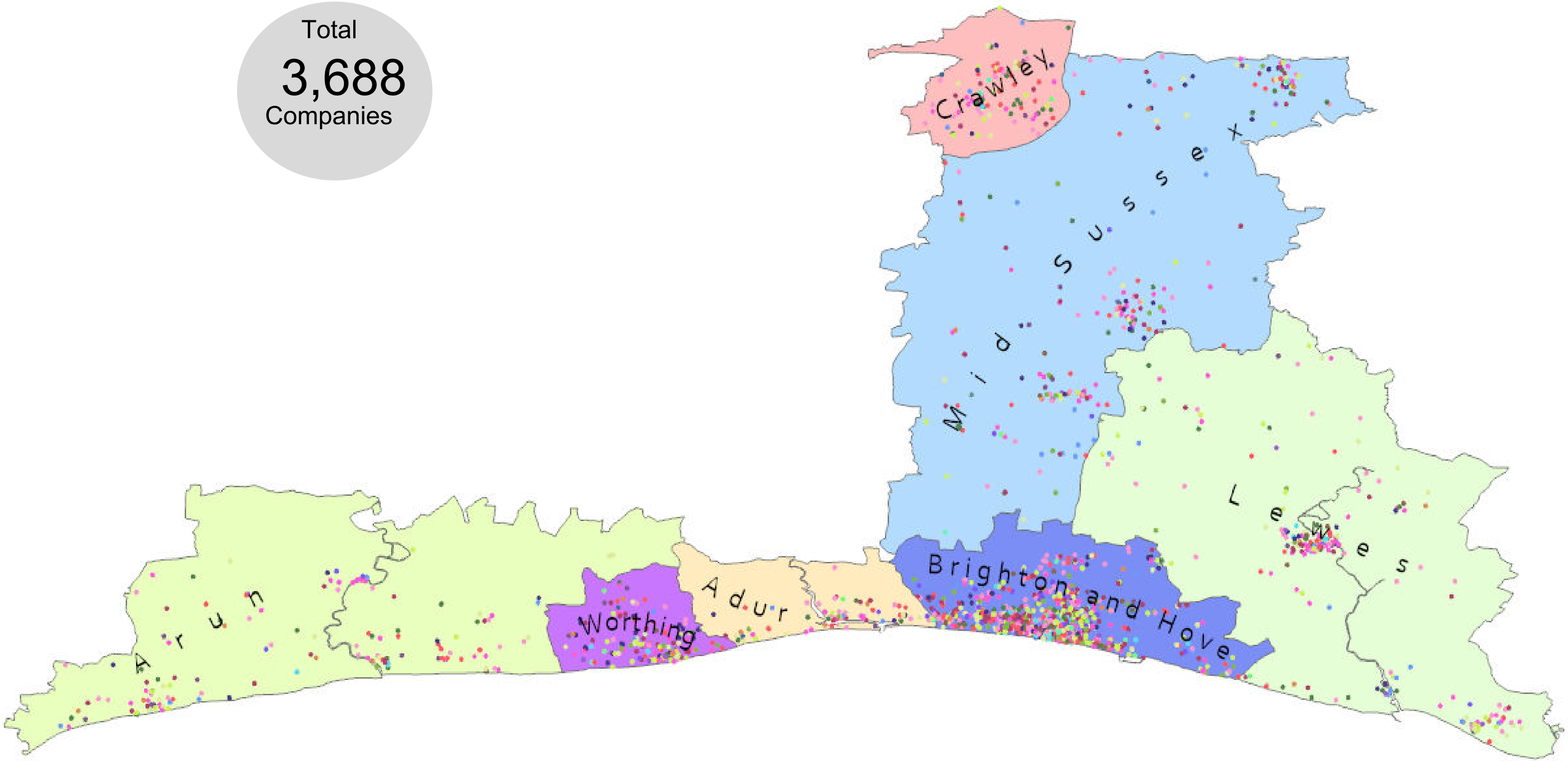
Project Update: Web Data to Understand Creative Industries

- Project using scraped web data from our partner Glass.ai
- Scraped 1.5 million UK websites for company activities, keywords, etc
- Identified 300,000 creative industries websites (by actual activity, not SIC code)
- Geo-coded 200,000 websites and mapped them…

Greater Brighton

Creative Industries*

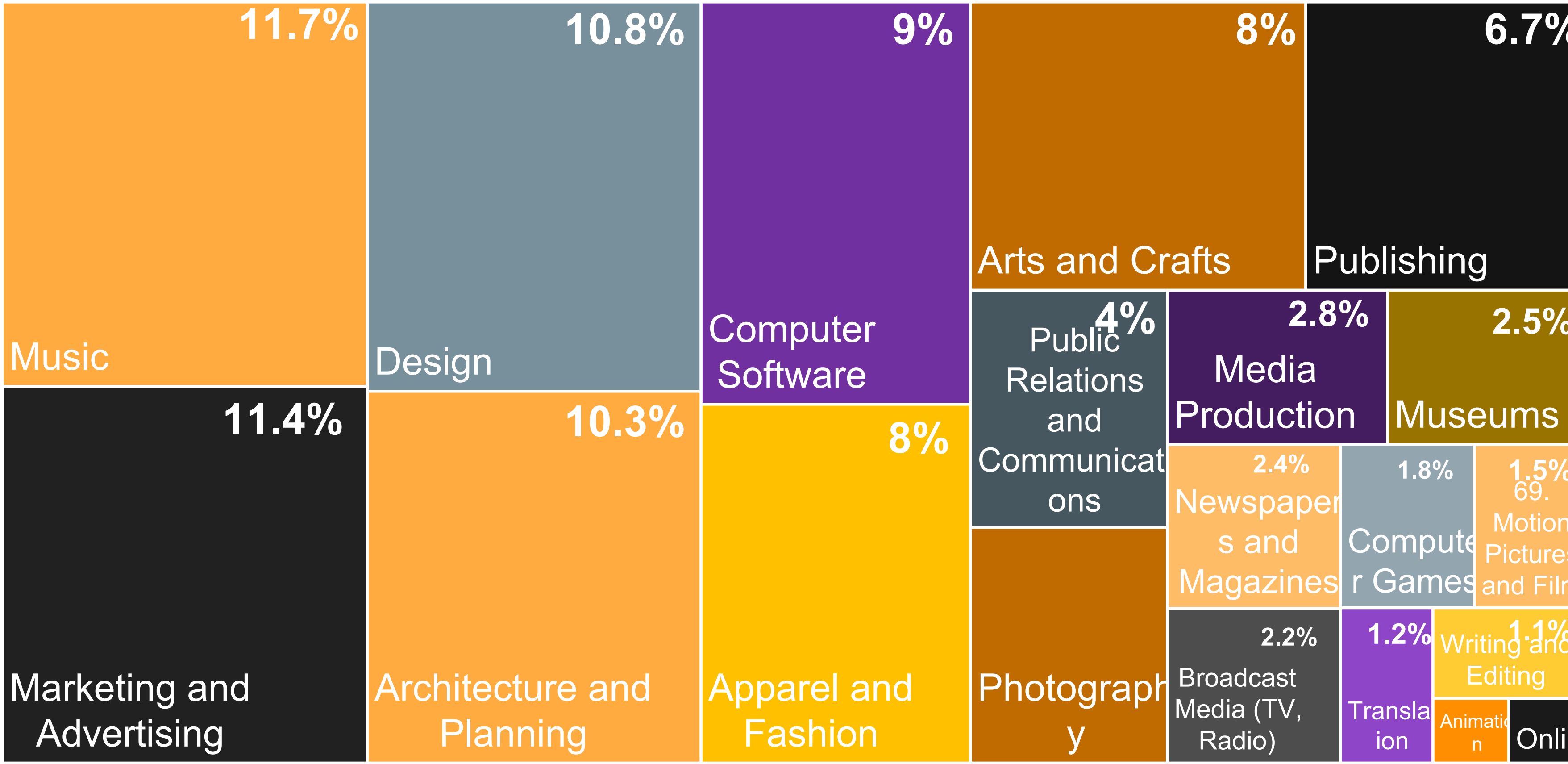
Total
3,688
Companies



*With address detected where matches with registered or trading address were more likely. See business counts (online)

Sector composition of Creative Industries in Greater Brighton

(percentage of companies)



Note: Based on Glass.ai data

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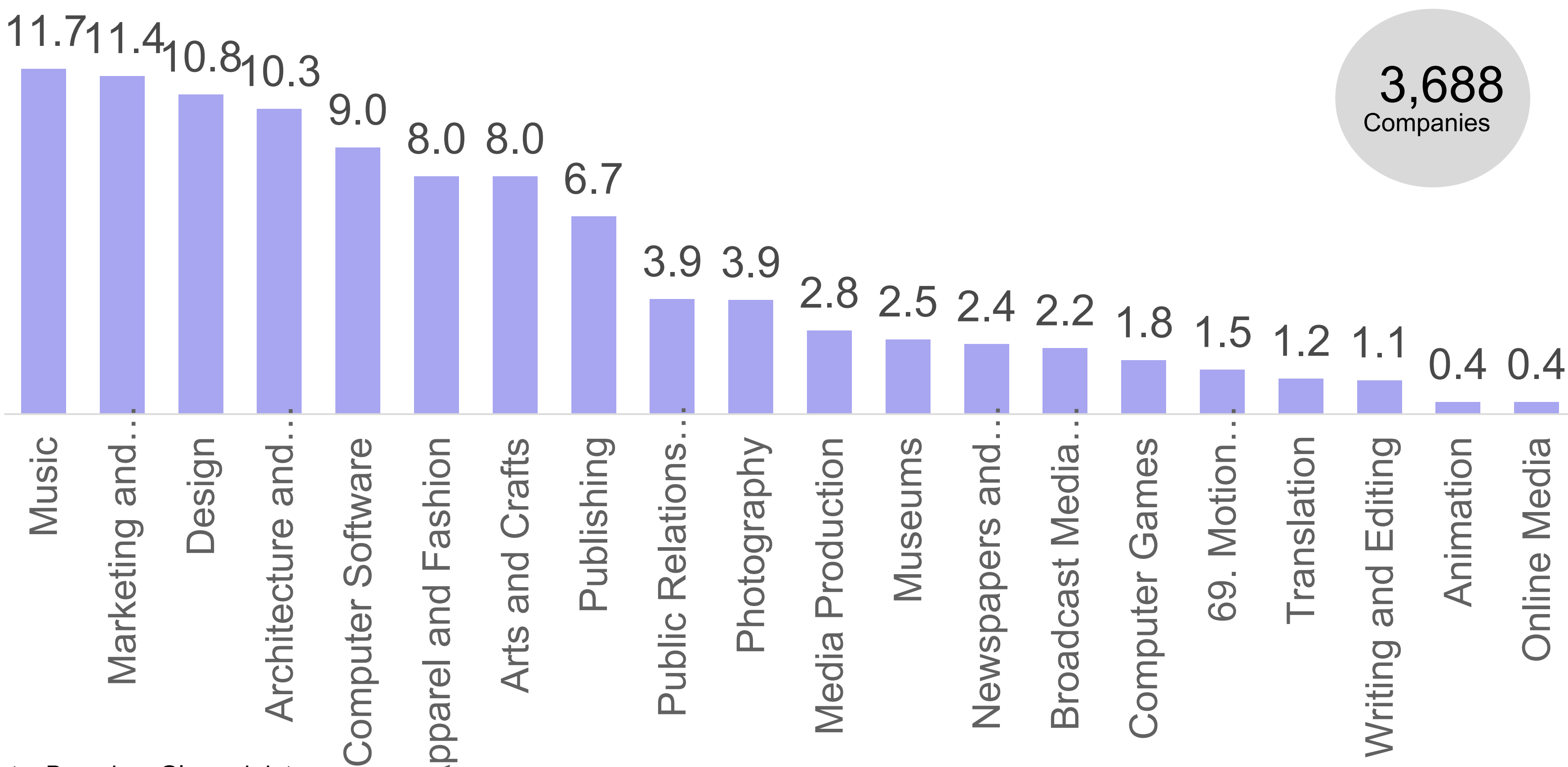

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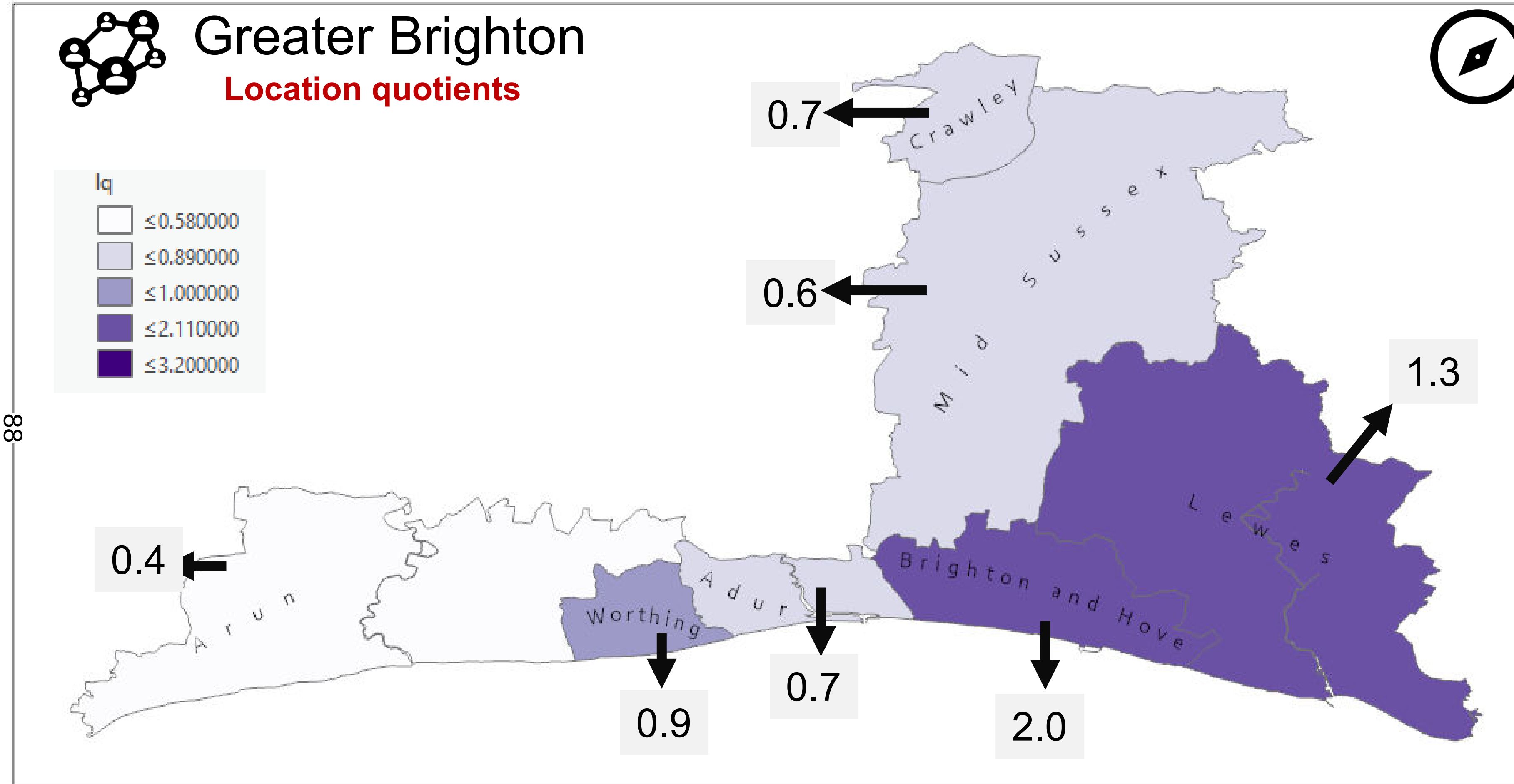


Note: Own calculation. Based on Glass.ai data

Greater Brighton: Location quotients by subsectors

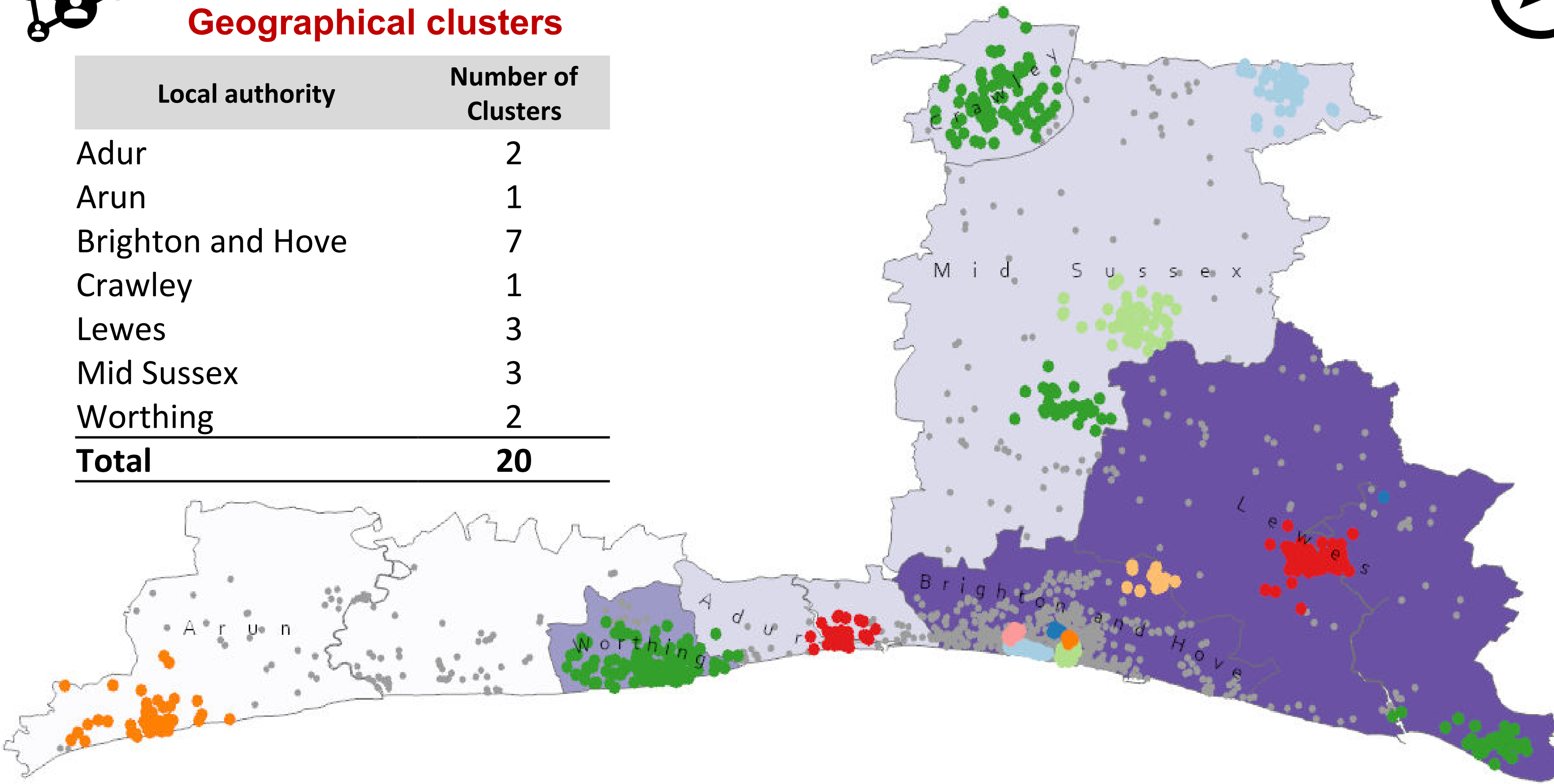
	Adur	Arun	Brighton and Hove	Crawley	Lewes	Mid Sussex	Worthing
101. Translation	0.48	0.00	2.41	0.32	1.01	0.45	0.59
109. Writing and Editing	0.00	0.36	3.31	0.00	2.64	1.31	2.06
12. Broadcast Media (TV, Radio)	1.70	0.97	1.78	0.94	1.20	0.71	1.05
19. Computer Games	0.49	0.42	3.92	0.98	1.30	0.00	1.22
22. Computer Software	0.85	0.39	1.69	1.23	0.83	0.50	0.56
28. Design	0.68	0.41	2.22	0.37	1.31	0.52	1.05
4. Animation	2.14	0.92	2.95	1.42	0.00	1.35	1.32
5. Apparel and Fashion	0.77	0.38	1.58	0.63	1.13	0.39	0.77
6. Architecture and Planning	0.86	0.43	1.50	0.73	1.37	0.64	0.50
64. Marketing and Advertising	0.68	0.37	2.47	1.10	1.30	0.79	0.95
66. Media Production	0.20	0.09	2.58	0.00	0.94	0.25	0.49
69. Motion Pictures and Film	0.36	0.00	2.39	0.71	0.56	0.34	0.22
7. Arts and Crafts	0.22	0.34	2.16	0.48	1.56	0.27	1.02
70. Museums	0.76	0.65	1.25	0.50	1.70	0.78	0.47
71. Music	0.95	0.76	2.33	0.75	2.06	0.76	1.09
72. Newspapers and Magazines	1.14	1.22	1.30	0.94	0.60	2.24	1.58
74. Online Media	0.00	0.00	3.82	0.00	0.00	1.21	0.00
78. Photography	0.30	0.13	2.07	0.40	1.36	0.77	1.12
85. Public Relations and Communications	0.46	0.40	2.64	0.10	0.49	0.63	0.19
86. Publishing	0.72	0.31	1.91	0.68	1.25	1.34	2.36
All creative industries	**0.70**	**0.43**	**2.03**	**0.68**	**1.28**	**0.65**	**0.90**

Note: Own calculation. Based on Glass.ai data

Greater Brighton

Geographical clusters

Local authority	Number of Clusters
Adur	2
Arun	1
Brighton and Hove	7
Crawley	1
Lewes	3
Mid Sussex	3
Worthing	2
Total	**20**



Note: Own calculation. Based on Glass.ai data. Method: Density-based clustering (self-adjusting) (hdbscan). Hierarchical clustering. Minimum features= 50

Geographical agglomeration: Greater Brighton local authorities

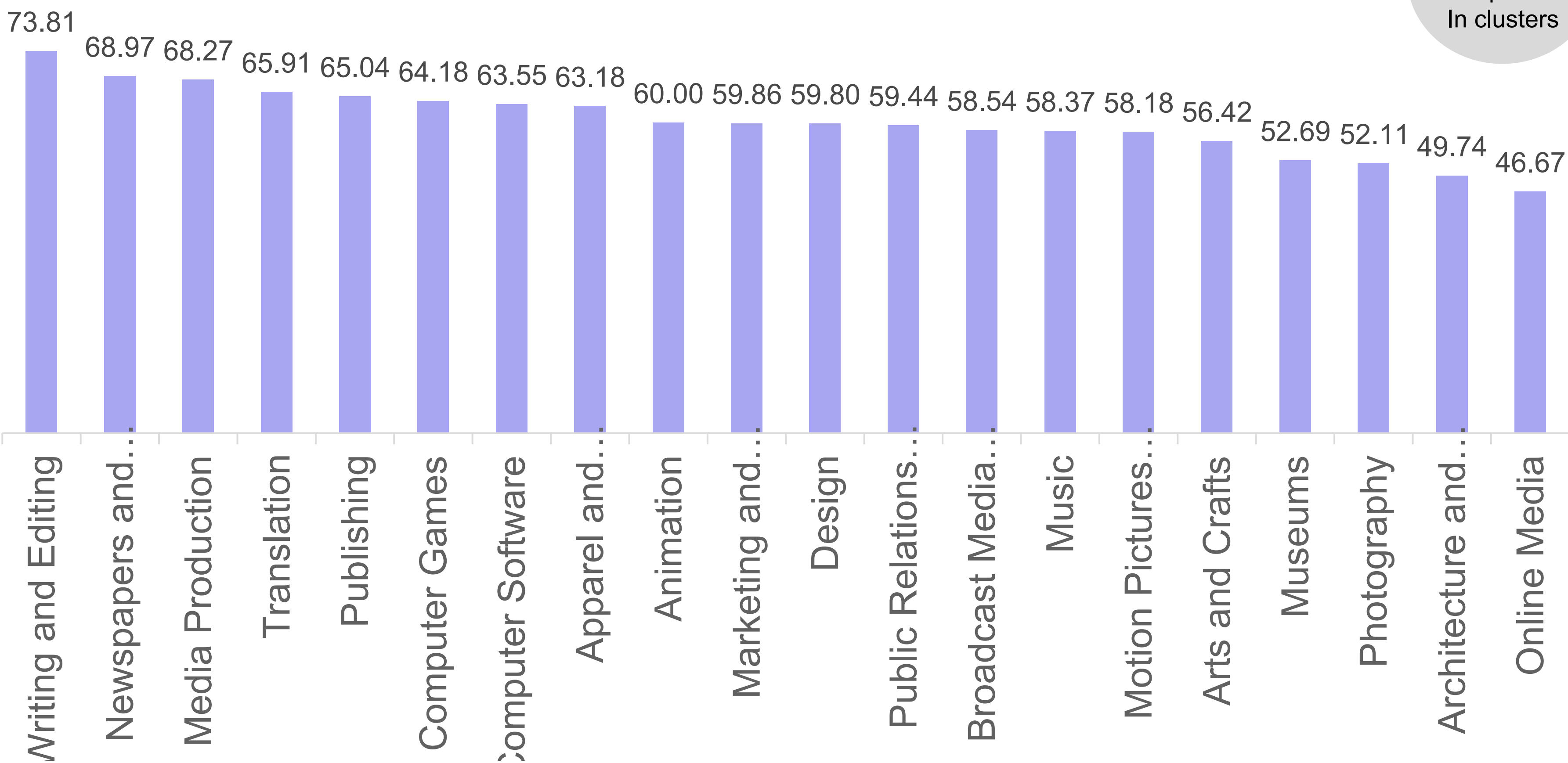
Local authority	Total companies sample	Clusters	Companies in clusters	% of companies in clusters
Adur	118	2	66	55.93
Arun	168	1	54	32.14
Brighton and Hove	2,229	7	1,115	50.02
Crawley	174	2	168	96.55
Lewes	407	3	306	75.18
Mid Sussex	346	3	249	71.97
Worthing	246	2	235	95.53
Total	**3,688**	**20**	**2,193**	**59.46**

Note: Own collaboration. Based on Glass.ai data. Method: Density-based clustering (self-adjusting) (hdbscan). Hierarchical clustering. Minimum features= 50

Companies in clusters by subsector: Greater Brighton

Percentage of companies in clusters

59.5%
Companies
In clusters



Next steps:

- Data collection complete in April
- Data analysis and report writing May
- Report delivery in June

Thank you!

j.siepel@sussex.ac.uk
@JoshSiepel

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