



IT PAYS £71.4 BILLION, TO BE PRECISE.

That's the current value of the creative industries to the UK economy.

It may not be the first thing that comes to mind when you're watching The King's Speech, reading Harry Potter, listening to Adele or gazing up at The Gherkin, but creativity is big business. The creative sector already supports 1.68 million UK jobs and it's growing fast, almost 10% in 2012 alone. In fact, 1 in 12 new jobs in the UK is now found within the creative economy.

But it's not just here that our creativity is making a difference. Many of our creative products and services are exported around the globe and play a key role in shaping our nation's image abroad. The creative industries are increasingly part of what makes Britain great.

Find out more at thecreativeindustries.co.uk

Image Credit: Karmarama. Source: See www.thecreativeindustries.co.uk

 **CREATE UK**