

Department for Culture Media and Sport

13 June 2013

DCMS consultation on proposed changes to classifying and measuring the Creative Industries

This letter is in response to the DCMS consultation on reclassifying part of the IT and telecoms sector as part of the 'creative' sector.

We agree that many IT and telecoms roles and individuals meet the 'creative' criteria. However, many other engineering roles, and the people who fill them, could also be counted as part of the creative sector against such criteria. Structural engineers, who work closely with architects already counted within the creative industries, are a good example. To focus on the IT and telecoms sector and exclude other engineering sectors wrongly implies that these other sectors do not encompass creative roles.

Furthermore, subdividing sectors in this way leads to their dilution and may weaken their perceived importance and the strategic support they receive from government. Many sectors are complex, involving both creative and technical roles, and therefore sector and industry strategies must acknowledge this complexity. The Royal Academy of Engineering study Industrial Systems report (http://www.raeng.org.uk/news/publications/list/reports/rae_industrial_systems_31_jan.pdf) sets out the complex relationships within and between sectors, and argues that strategies dealing with specific sectors in isolation do not reflect the reality of industry and the economy.

Consequently, the Academy cannot support this reclassification for the IT and Telecoms sector specifically. More generally we urge the avoidance of approaches that divide industry into discrete sectors, as they fail to reflect the nature of industry and the broader economy. They will, therefore, lead to an inaccurate picture of the contribution made by different sectors to the economy.

Yours sincerely



Dr Natasha McCarthy
Head of Policy