

Visitor Economy (Tourism & Culture) Data Pack

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CONFIDENTIAL

NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk



European Union

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Introduction to the Sector Data Pack

The role of the Sector Data Pack is to bring together the latest socio-economic and labour market data and present both an up-to-date, and future view, of the sector and any underlying issues within the area that could impact upon it. Data is presented in a navigable format without comment with interpretation at this stage left to the reader

The Data Pack informs the Sector Evidence Report, the key findings from which help to inform the priorities developed in the Sector Skills Plan. The Sector Evidence Report is also summarised within the Sector Skills Plan and appears in full in the its appendices.

In most instances data has been analysed and presented down to local authority level. In some instances, and even where local authority data is available, it has not been presented in the data pack due to issues of unreliability and small sample sizes. This is particularly the case with data from the Annual Population Survey and the Annual Survey of Hours and Earnings.

Introduction to and Definition of the Visitor Economy

In terms of local skills planning for New Anglia, it was decided that the needs of the 'tourism' and 'culture' sectors are quite different and a sector plan for each has been developed - led by Visit East Anglia and the New Anglia Cultural Board respectively. However, in terms of the data pack then in the main, data has been provided for the overall 'Visitor Economy' except for some key variables.

The definition of the tourism sector used by New Anglia LEP covers Accommodation for visitors; Food and beverage serving activities; rail, road, water and air passenger transport; transport equipment rental; travel agencies and other reservation service activities, cultural activities; sporting and recreational activities; country-specific tourism activities plus culture and the arts. The sector can often be referred to as 'Tourism' with significant overlaps between 'Tourism' and 'Cultural' Sector activities such as heritage, sport, conferences and events. It is also worth noting that there is some overlap between what is considered 'tourism' and that deemed 'arts' in respect of cultural tourism.

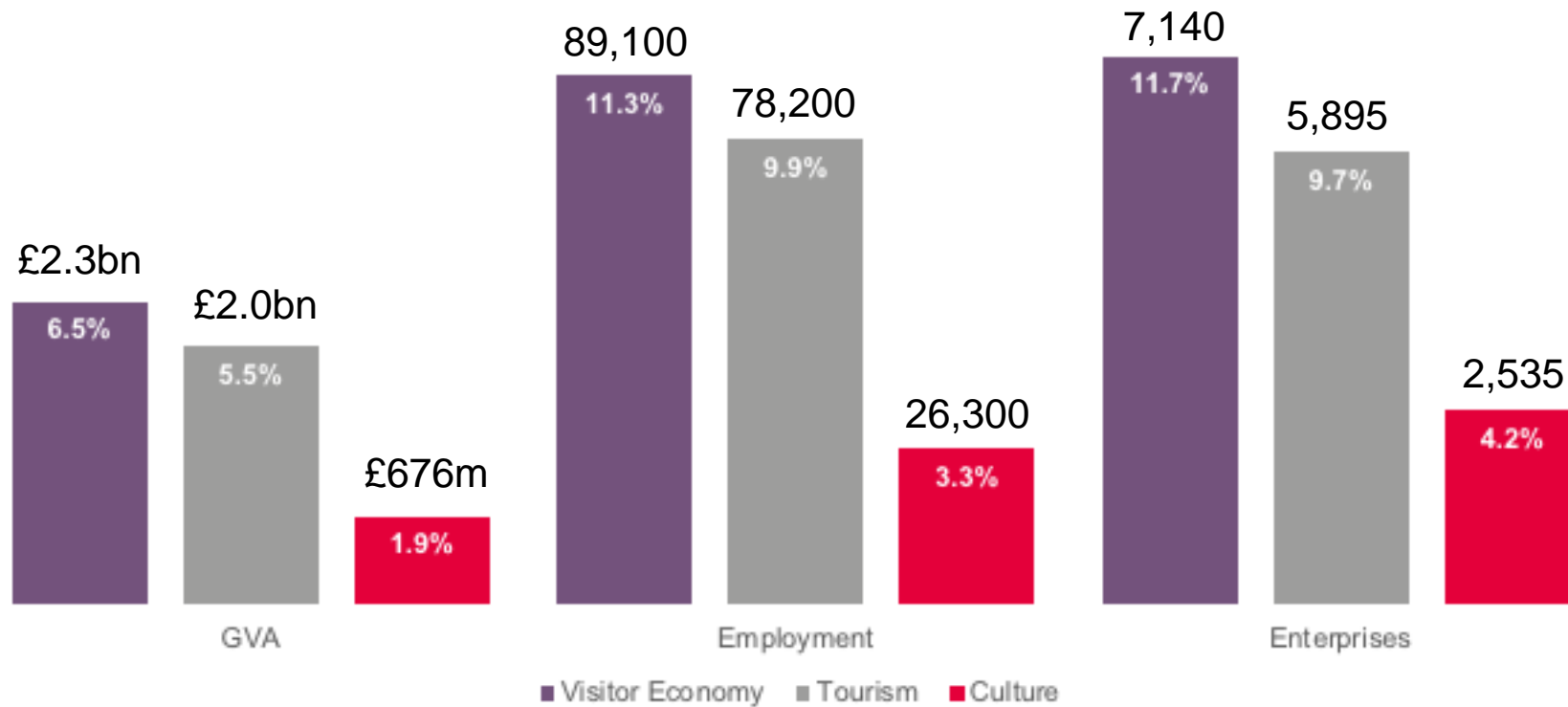
The definition of the culture sector used by New Anglia LEP broadly follows that used by the Department for Culture, Media and Sport to define the Creative Industries. However, that definition used by New Anglia differs in some key areas in that it does not include activities related to 'advertising and marketing', 'architecture', and 'specialised design activities'. In addition, the New Anglia definition of the sector captures activity around sports, amusements and recreation, and some specialised retail. The sector can also be referred to as 'Culture and the Arts' and overlaps significantly with Digital Tech sector activities such as publishing, production, and certain manufacturing elements. It is also worth noting that there is some overlap between what is considered 'tourism' and that deemed 'arts' in respect of cultural tourism.

For full definitions of each element of the sector then please refer to the appendix.

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The Visitor Economy in New Anglia

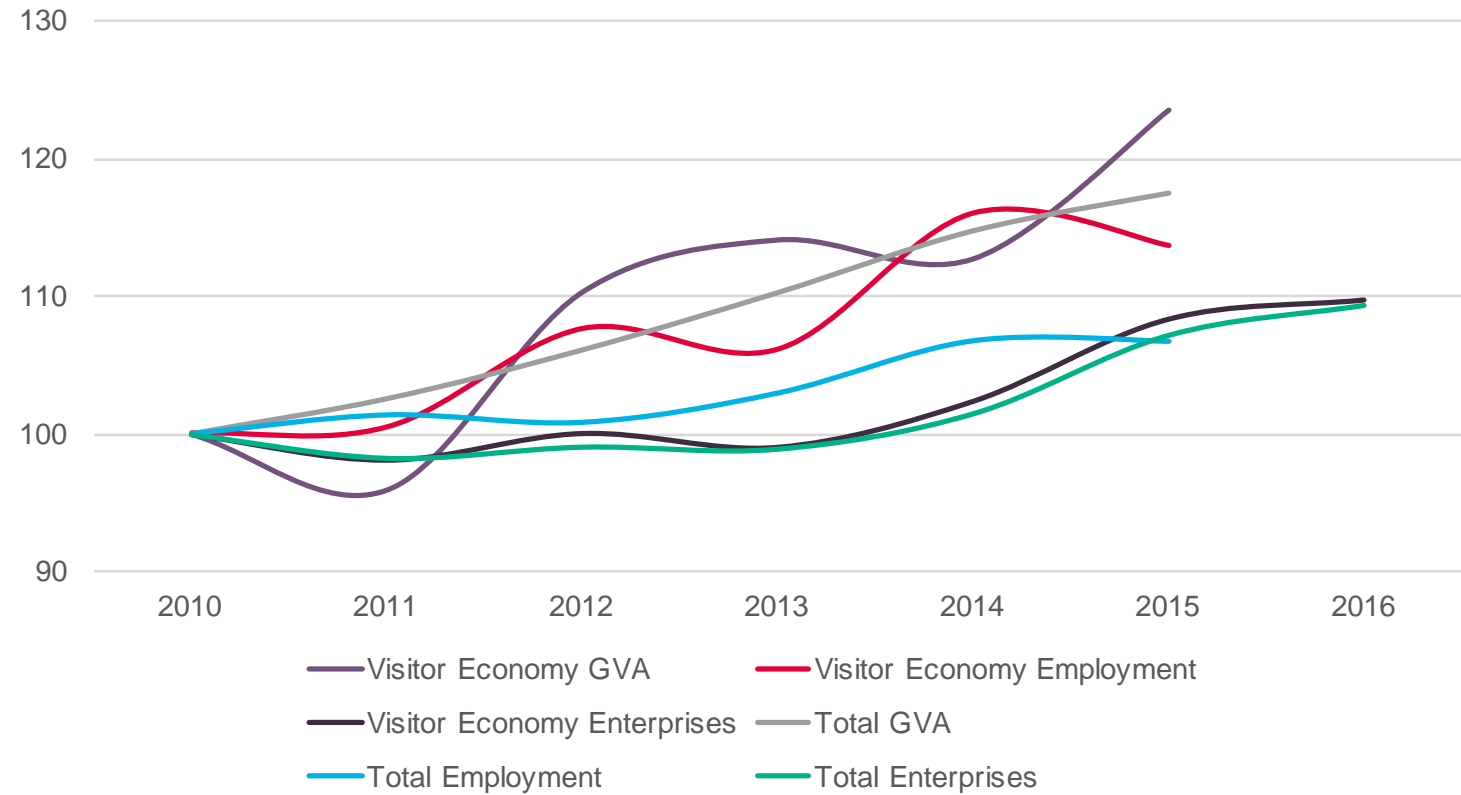
Visitor Economy (Tourism & Culture) contribution to the local economy



Source: New Anglia LEP Economic Strategy evidence base work

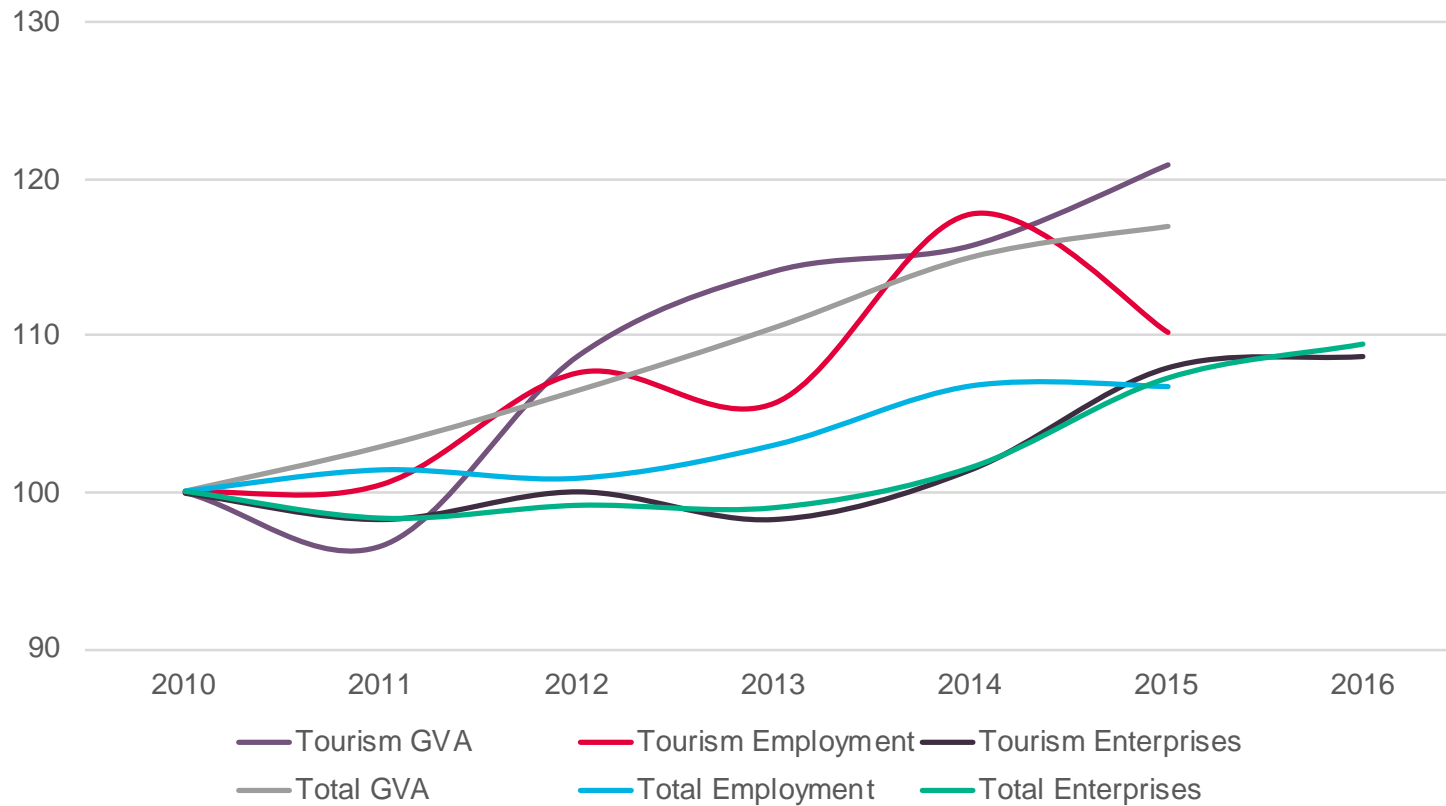
Please note that figures do not sum due to the overlapping nature of Tourism and Culture definitions in producing the Visitor Economy

Visitor Economy contribution to growth in the local economy (2010=100)



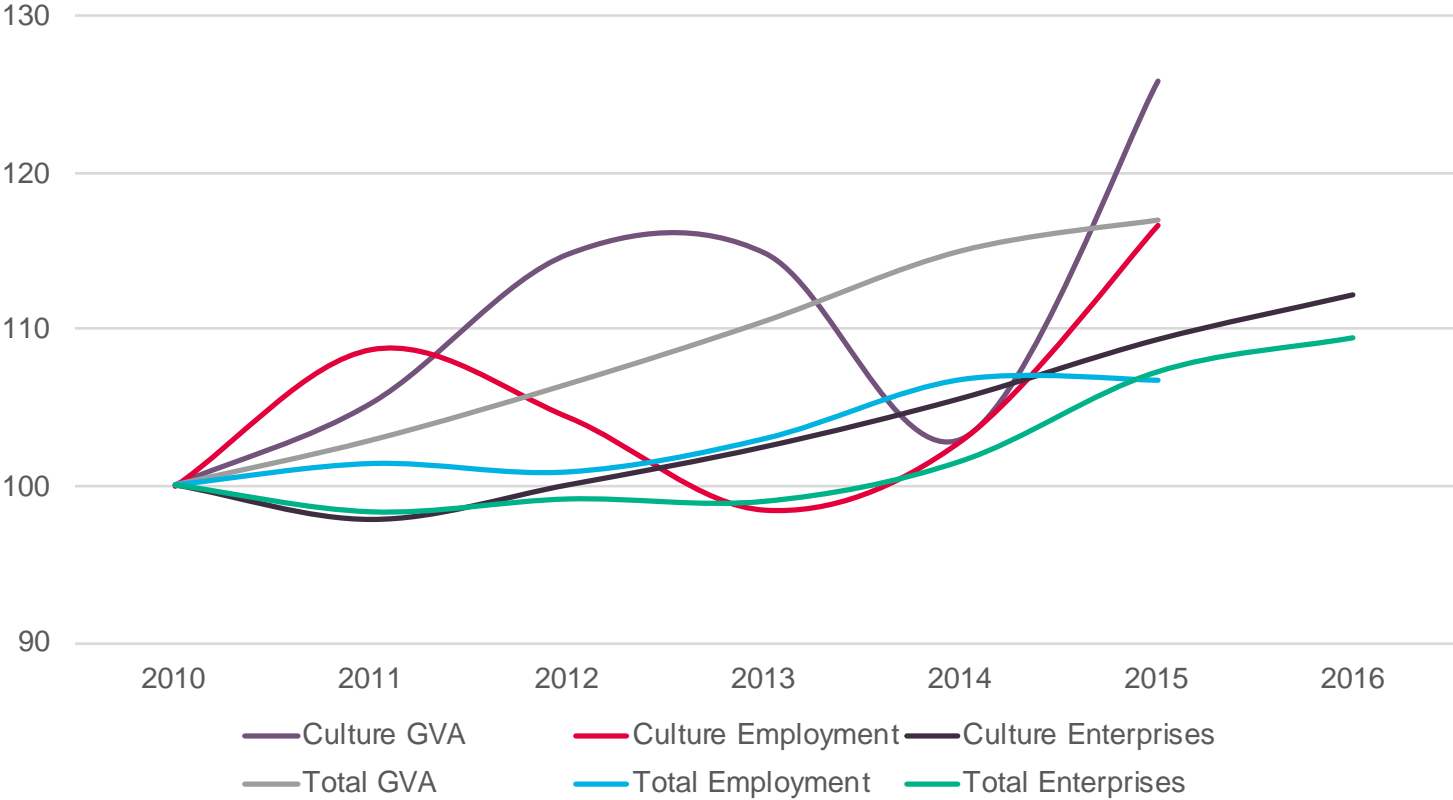
Source: New Anglia LEP Economic Strategy evidence base work

Tourism Sector contribution to growth in the local economy (2010=100)

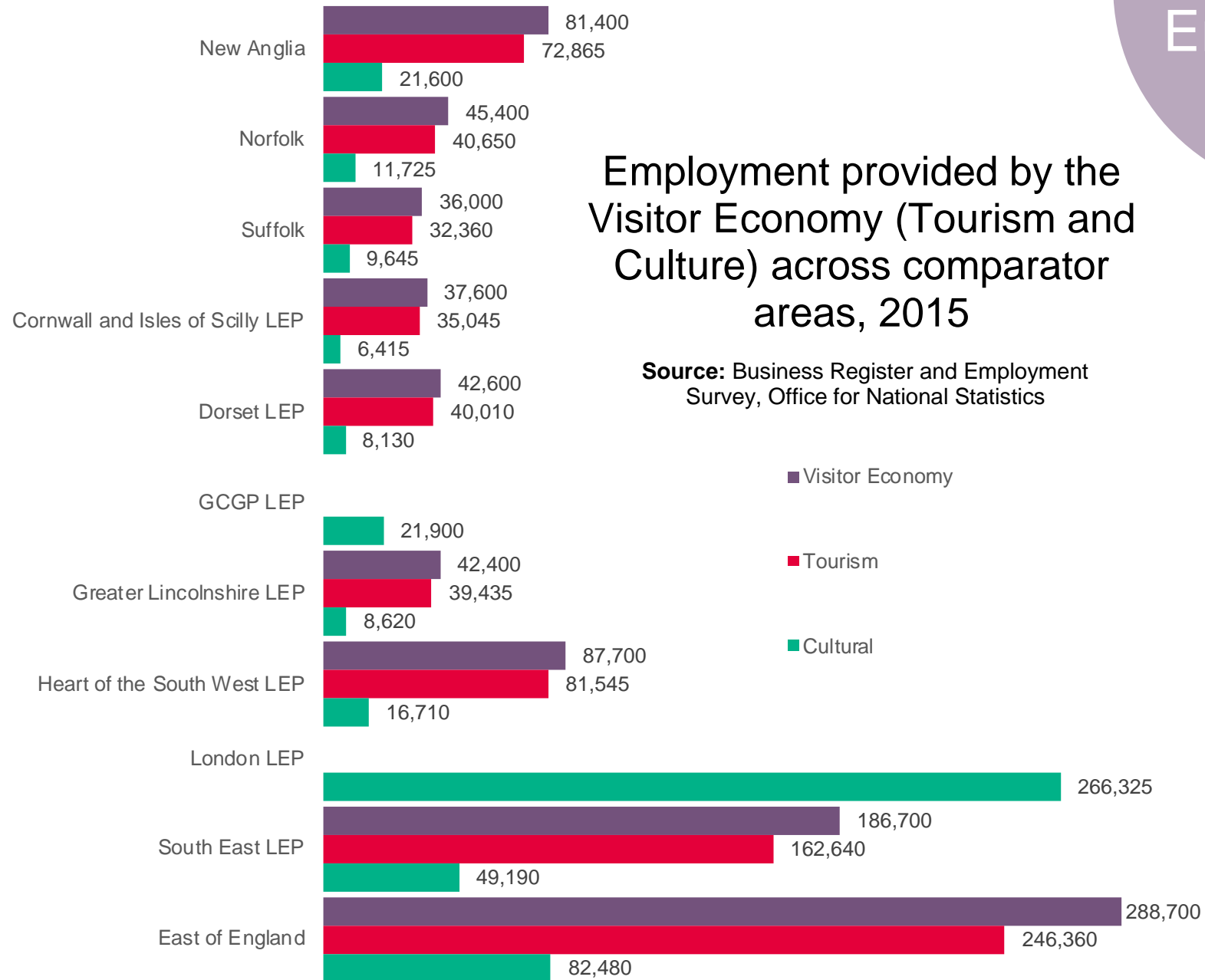


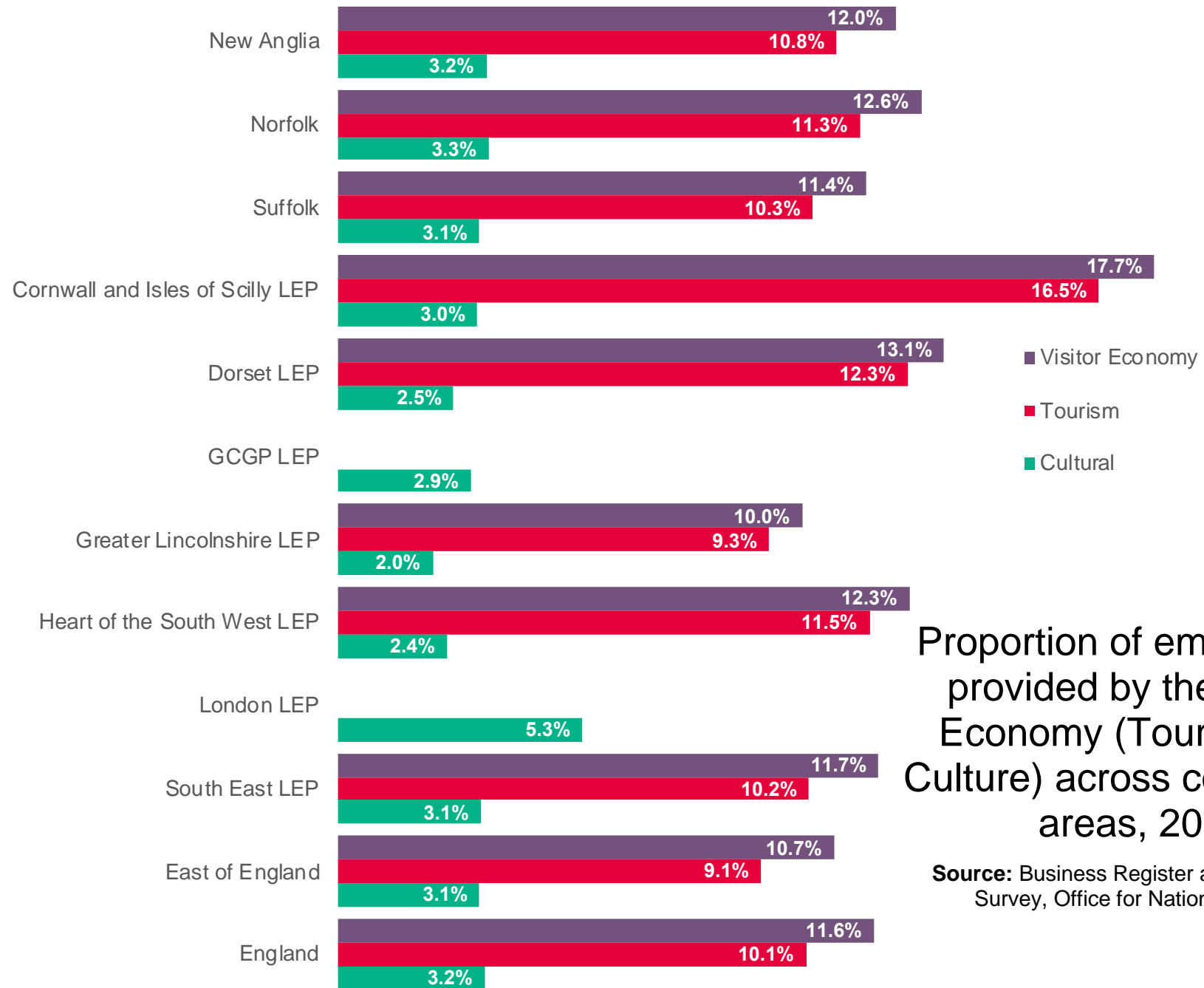
Source: New Anglia LEP Economic Strategy evidence base work

Cultural Sector contribution to growth in the local economy (2010=100)



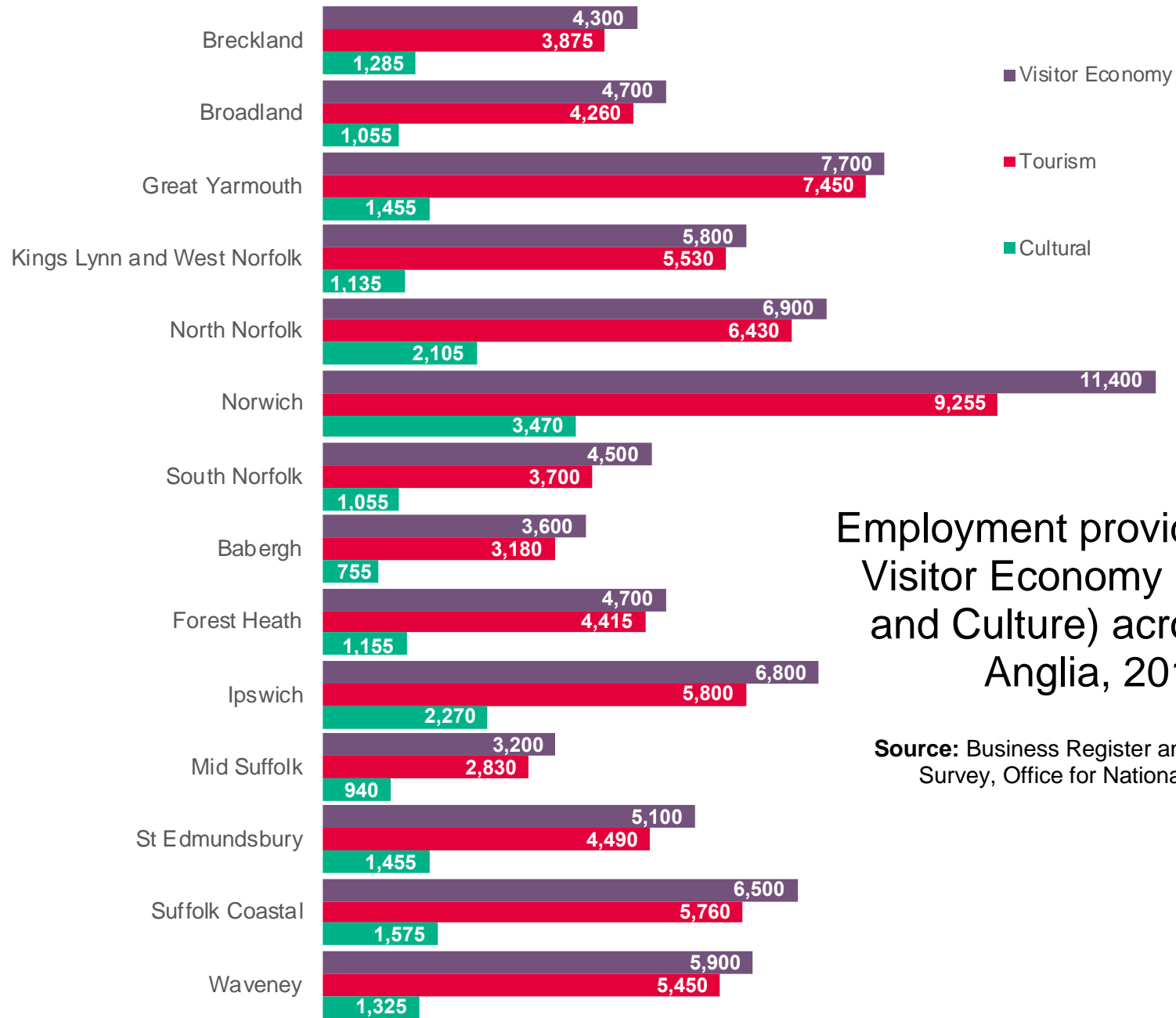
Source: New Anglia LEP Economic Strategy evidence base work





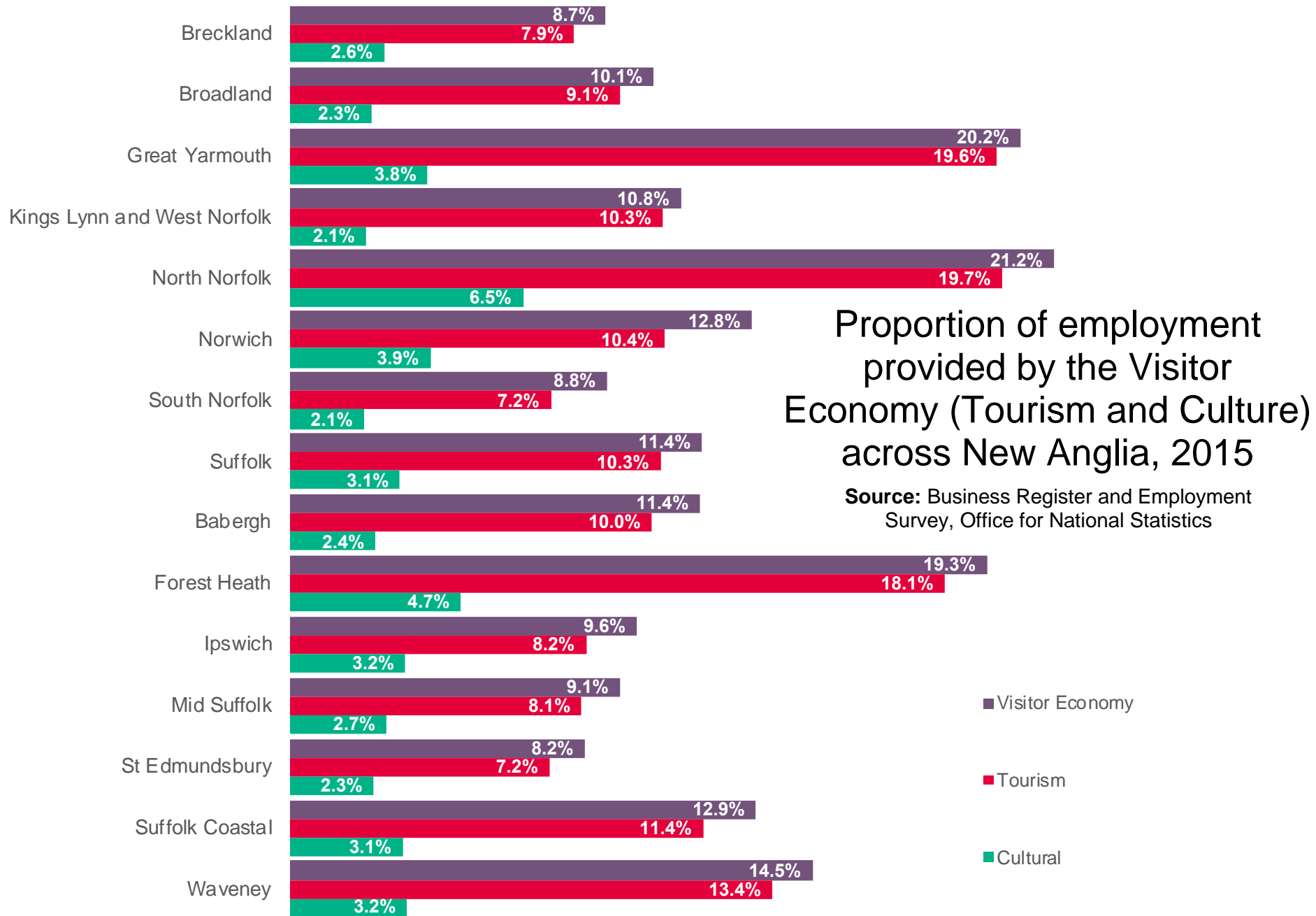
Proportion of employment provided by the Visitor Economy (Tourism and Culture) across comparator areas, 2015

Source: Business Register and Employment Survey, Office for National Statistics

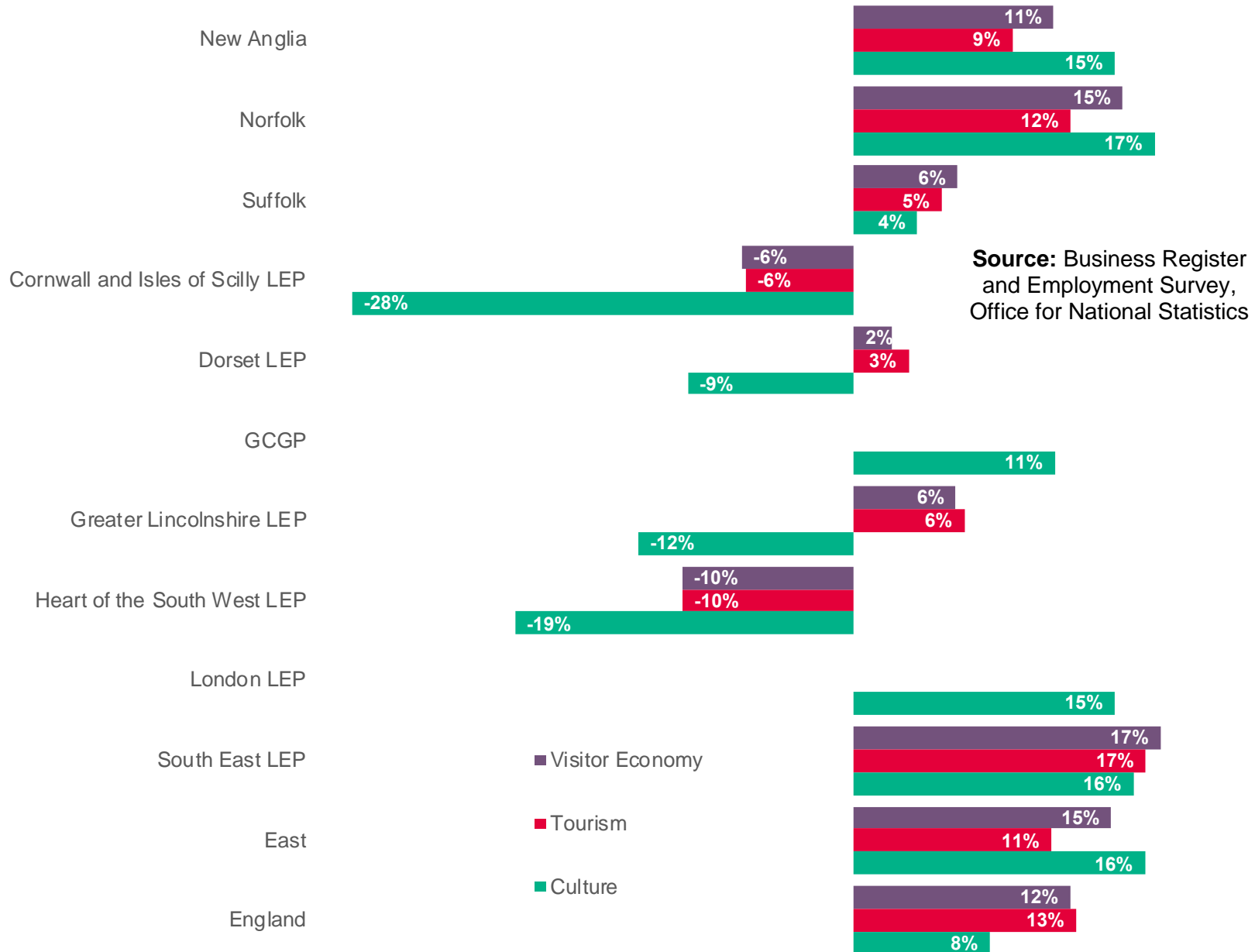


Employment provided by the Visitor Economy (Tourism and Culture) across New Anglia, 2015

Source: Business Register and Employment Survey, Office for National Statistics



Change in Visitor Economy (Tourism and Culture) employment across comparator areas, 2010 - 2015





Change in Visitor Economy (Tourism and Culture) employment across New Anglia, 2010 - 2015

Source: Business Register and Employment Survey, Office for National Statistics

■ Visitor Economy
 ■ Tourism
 ■ Cultural

Top Visitor Economy sub sectors by employment, 2015

Industry Sector Code	Industry Sector Name	Employment	% of total Visitor Economy employment	Change in employment 2010 - 2015
56302	Public houses and bars	13,300	15%	15%
55100	Hotels and similar accommodation	8,900	10%	-5%
56101	Licensed restaurants	8,500	9%	26%
56102	Unlicensed restaurants and cafes	6,000	7%	87%
93110	Operation of sports facilities	4,000	4%	-6%
56103	Take away food shops and mobile food stands	3,900	4%	22%
55201	Holiday centres and villages	3,400	4%	1%
55300	Camping grounds, recreational vehicle parks and trailer parks	3,100	3%	46%
93290	Other amusement and recreation activities	3,000	3%	60%
56210	Event catering activities	2,700	3%	-29%

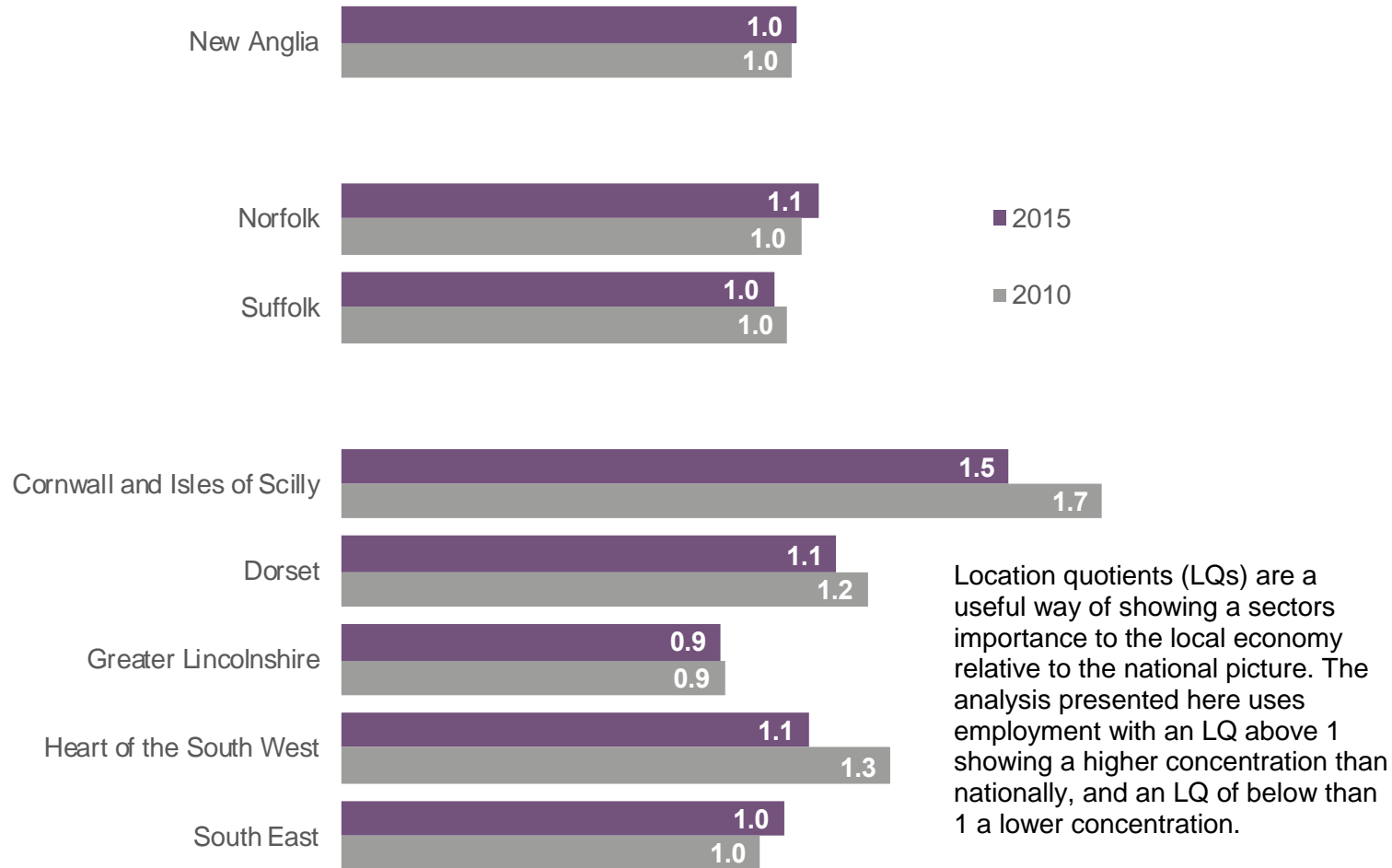
Source: New Anglia LEP Economic Strategy evidence base work

Top Visitor Economy sub sectors with 100 employees or more by growth in employment

Industry Sector Code	Industry Sector Name	Employment	% of total Visitor Economy employment	Change in employment 2010 - 2015
59112	Video production activities	200	0.2%	1893%
58210	Publishing of computer games	100	0.1%	1673%
77210	Renting and leasing of recreational and sports goods	900	1.0%	1340%
56290	Other food service activities	1,700	1.9%	778%
82301	Activities of exhibition and fair organizers	100	0.2%	386%
58142	Publishing of consumer, business and professional journals and periodicals	1,700	1.9%	325%
59131	Motion picture distribution activities	100	0.1%	231%
59200	Sound recording and music publishing activities	300	0.3%	192%
49100	Passenger rail transport, interurban	1,000	1.1%	191%

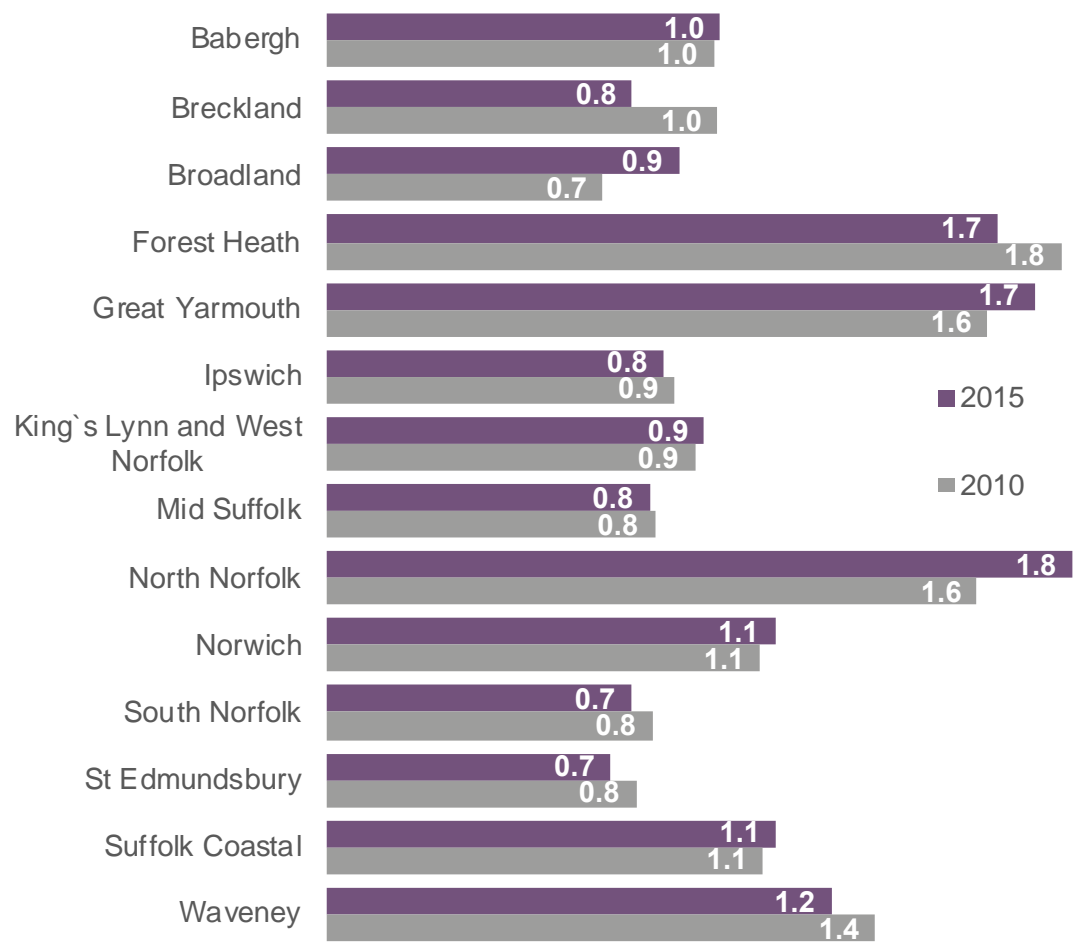
Source: New Anglia LEP Economic Strategy evidence base work

Visitor Economy location quotients across comparator areas, 2015



Source: Business Register and Employment Survey, Office for National Statistics

Visitor Economy location quotients across New Anglia, 2015



Source: Business Register and Employment Survey, Office for National Statistics

Visitor Economy sub sectors with location quotients (LQs) above 2

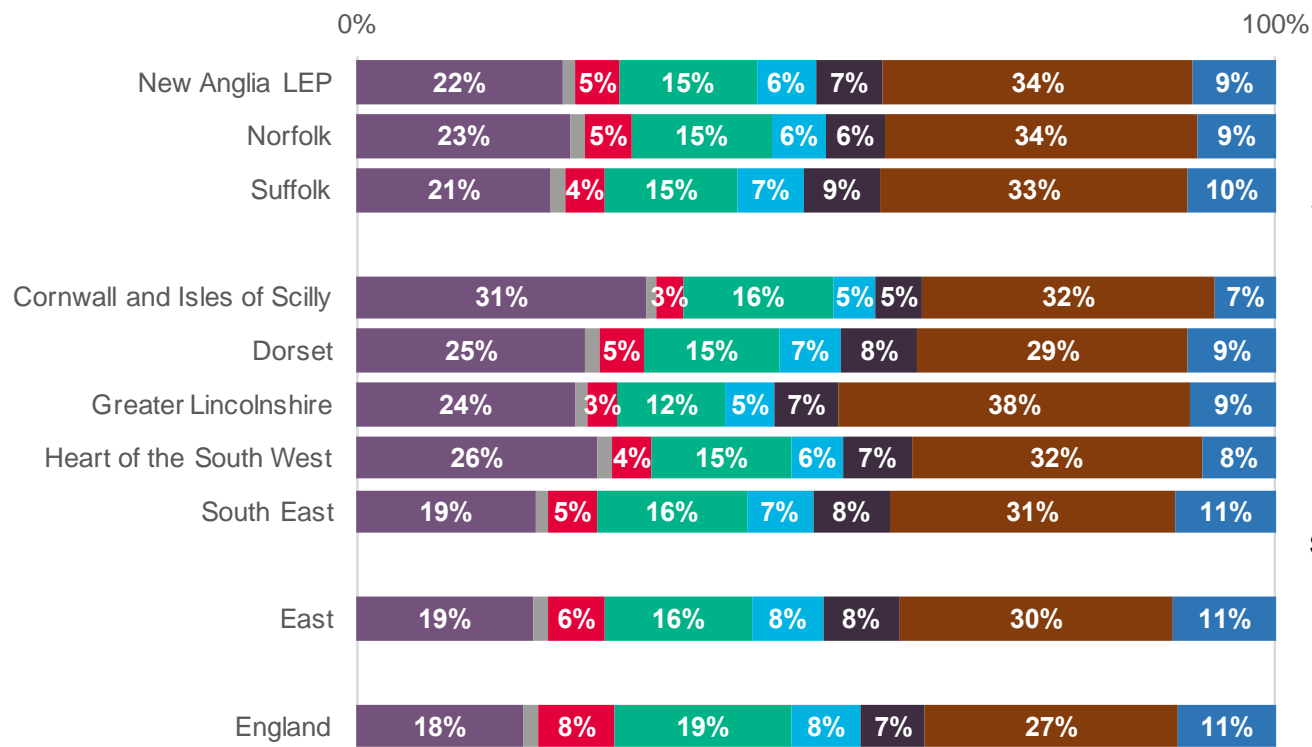
Industry Sector Code	Industry Sector Name	Employment	% of total Energy sector employment	LQ
18202	Reproduction of video recording	150	0%	8.2
55201	Holiday centres and villages	3,000	4%	5.4
32200	Manufacture of musical instruments	125	0%	5.3
55300	Camping grounds, recreational vehicle parks and trailer parks	3,000	4%	4.2
93191	Activities of racehorse owners	100	0%	3.8
77210	Renting and leasing of recreational and sports goods	1,000	1%	3.5
55209	Other holiday and other short-stay accommodation (not including holiday centres and villages or youth hostels) nec	700	1%	2.7

Source: Business Register and Employment Survey 2015, Office for National Statistics

Full time, part time, and self-employment in the Visitor Economy (Tourism and Culture), 2015



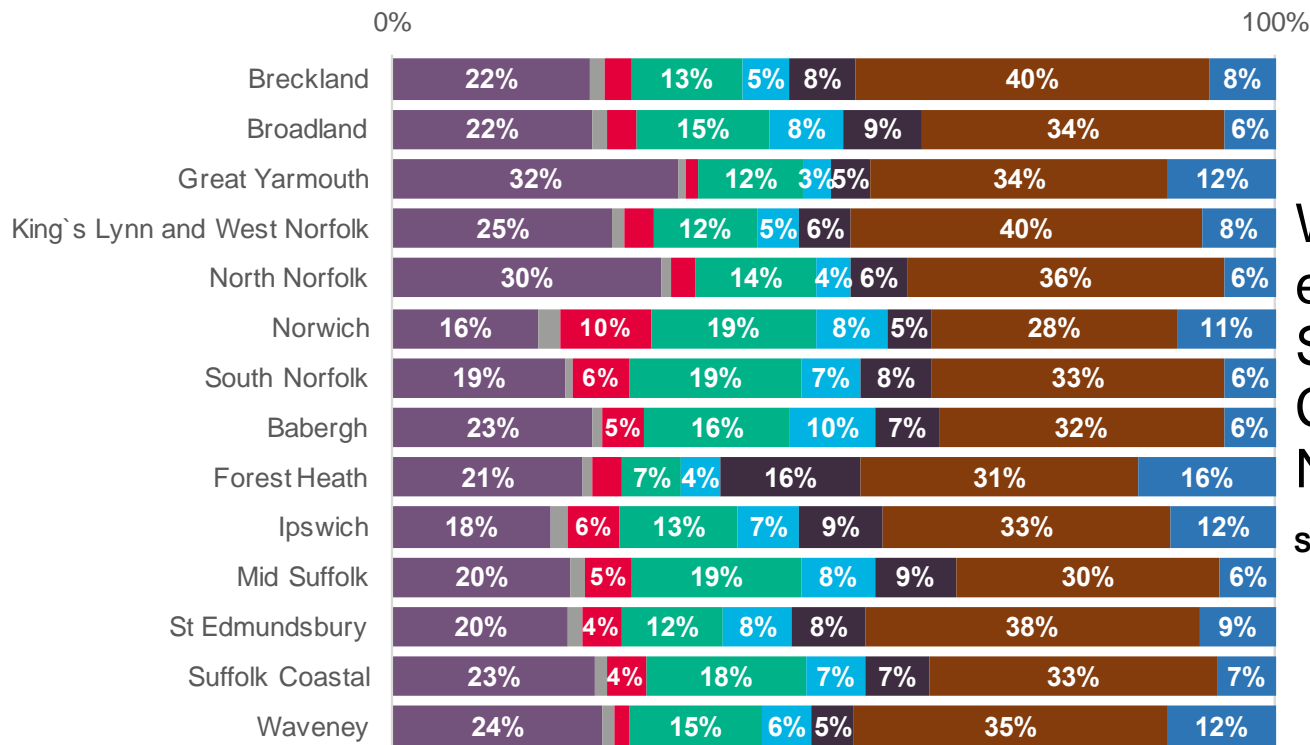
Source: New Anglia LEP Economic Strategy evidence base work



Workplace Visitor Economy employment 2011 by broad Standard Occupational Classification (SOC) across comparator areas

Source: 2011 Census, Office for National Statistics

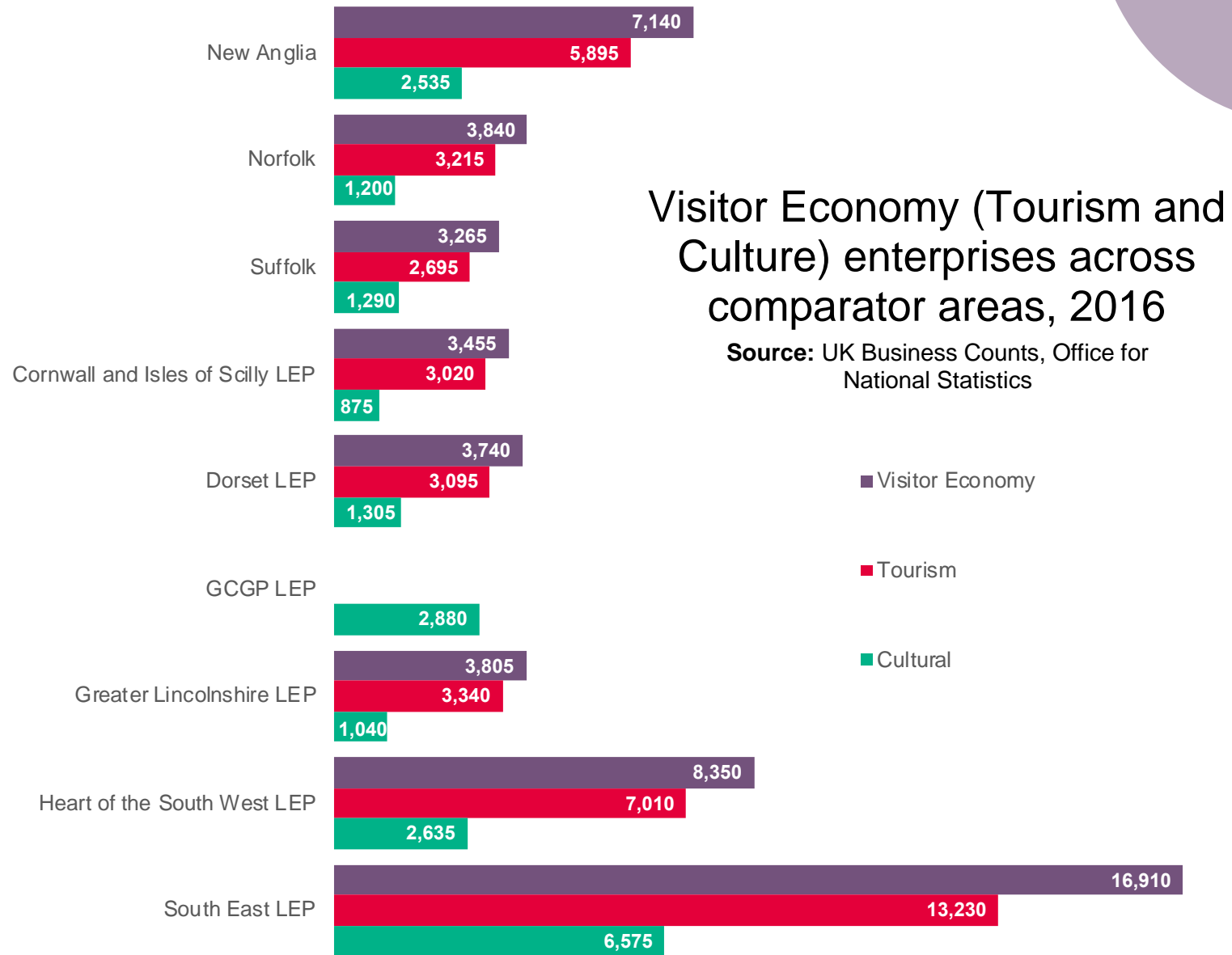
- 122 Managers and Proprietors in Hospitality and Leisure Services
- 245 Librarians and Related Professionals
- 247 Media Professionals
- 341 Artistic, Literary and Media Occupations
- 342 Design Occupations
- 344 Sports and Fitness Occupations
- 543 Food Preparation and Hospitality Trades
- 621 Leisure and Travel Services



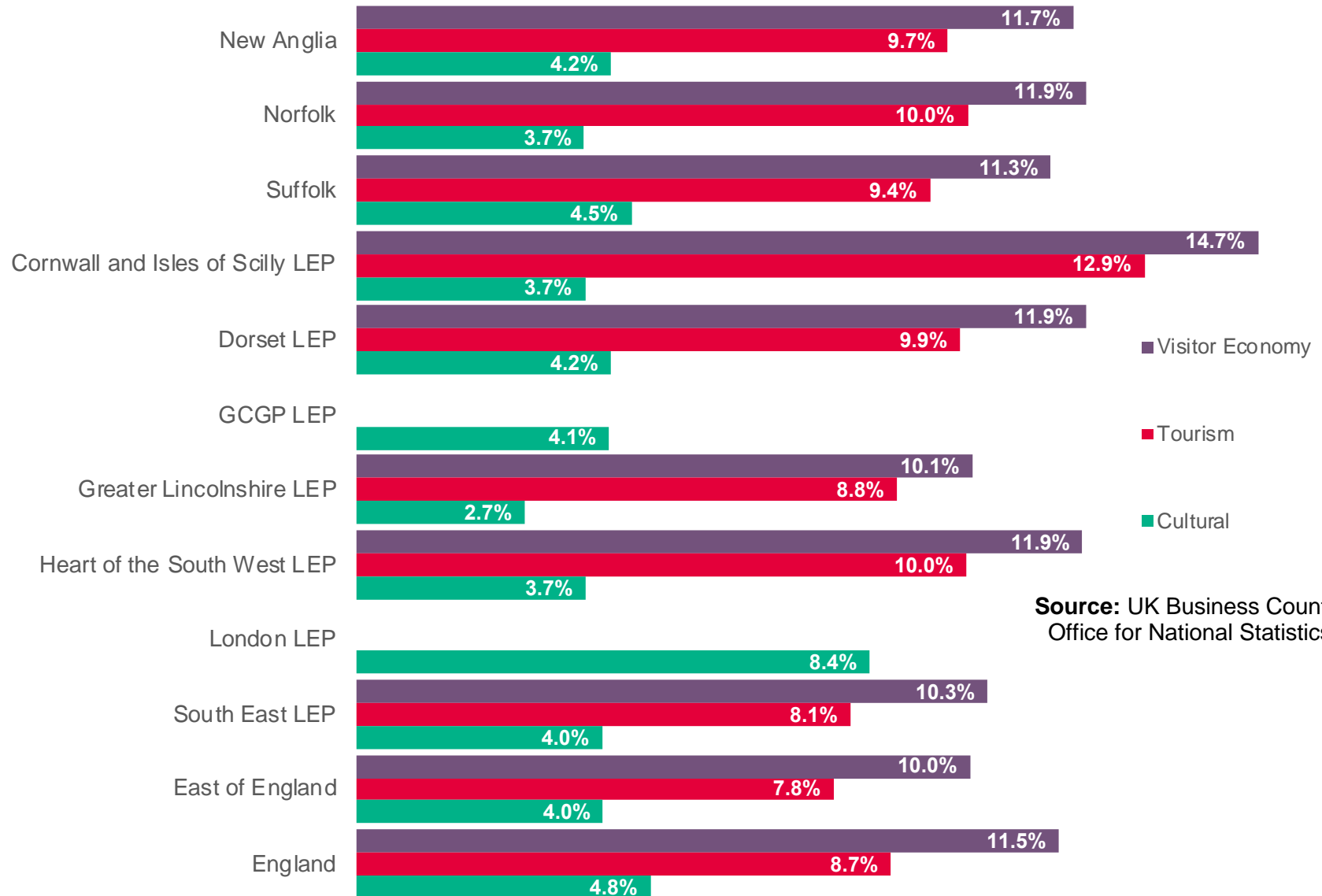
Workplace Visitor Economy employment 2011 by broad Standard Occupational Classification (SOC) across New Anglia

Source: 2011 Census, Office for National Statistics

- 122 Managers and Proprietors in Hospitality and Leisure Services
- 245 Librarians and Related Professionals
- 247 Media Professionals
- 341 Artistic, Literary and Media Occupations
- 342 Design Occupations
- 344 Sports and Fitness Occupations
- 543 Food Preparation and Hospitality Trades
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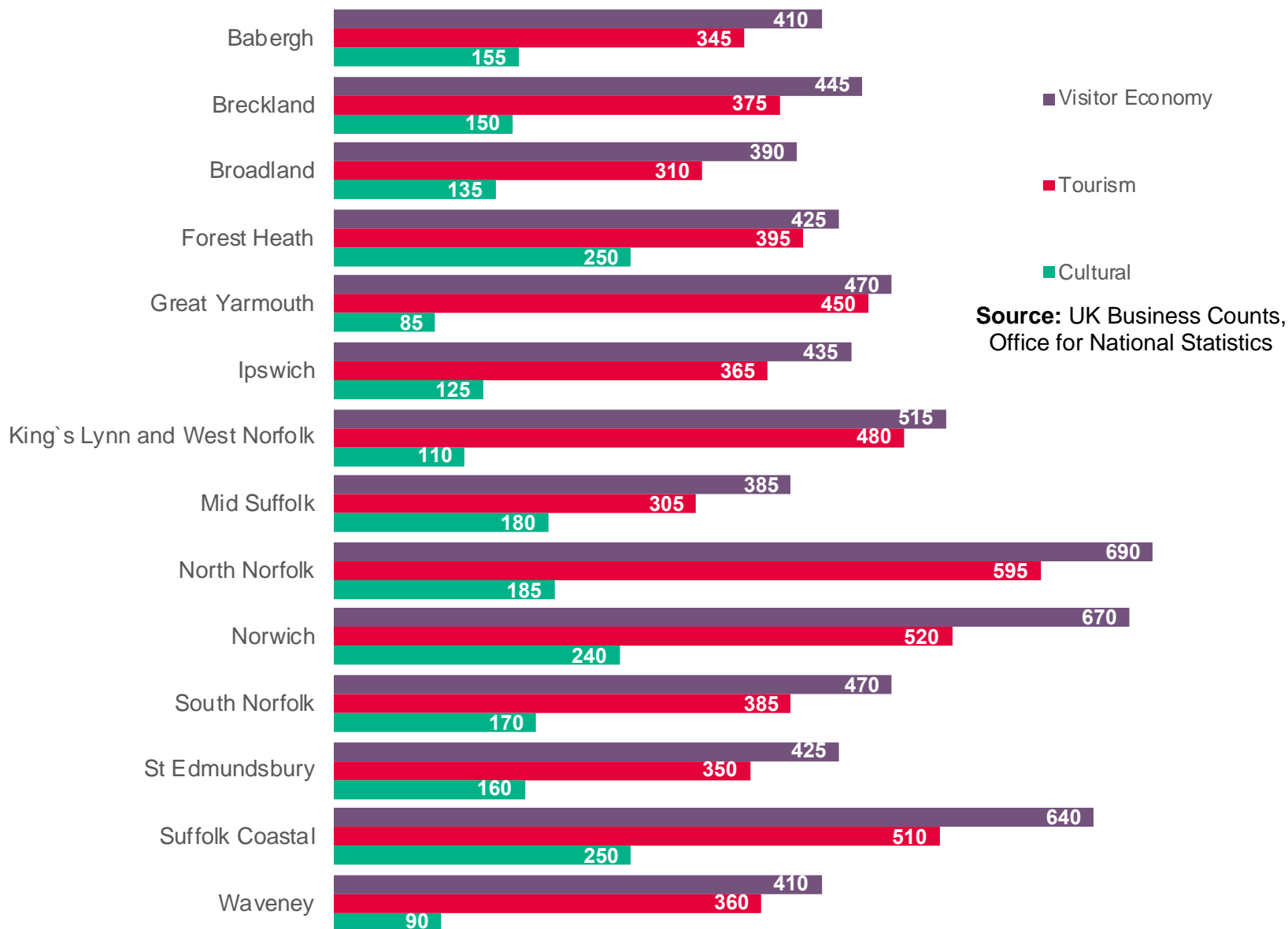


Visitor Economy (Tourism and Culture) enterprises as a proportion of total enterprises across comparator areas, 2016

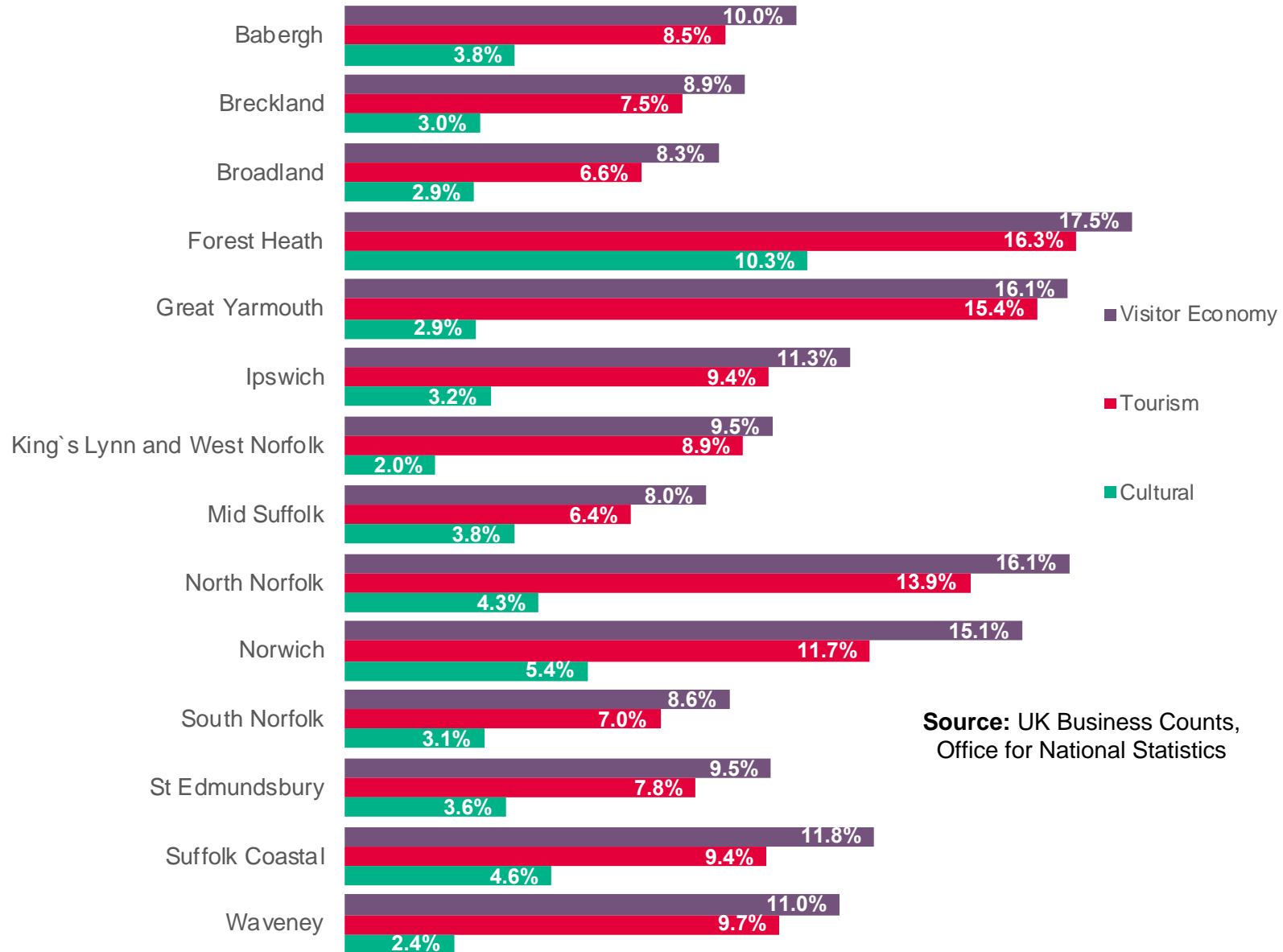


Source: UK Business Counts,
Office for National Statistics

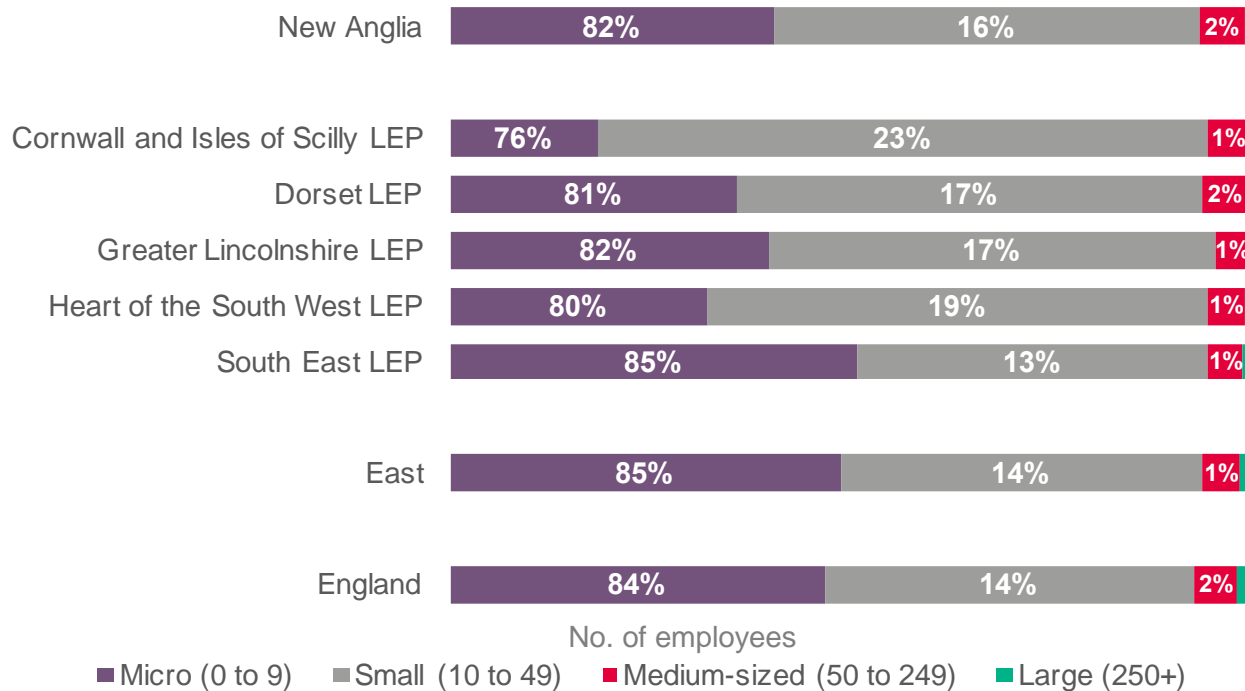
Visitor Economy (Tourism and Culture) enterprises across New Anglia, 2016



Visitor Economy (Tourism and Culture) enterprises as a proportion of total enterprises across New Anglia, 2016



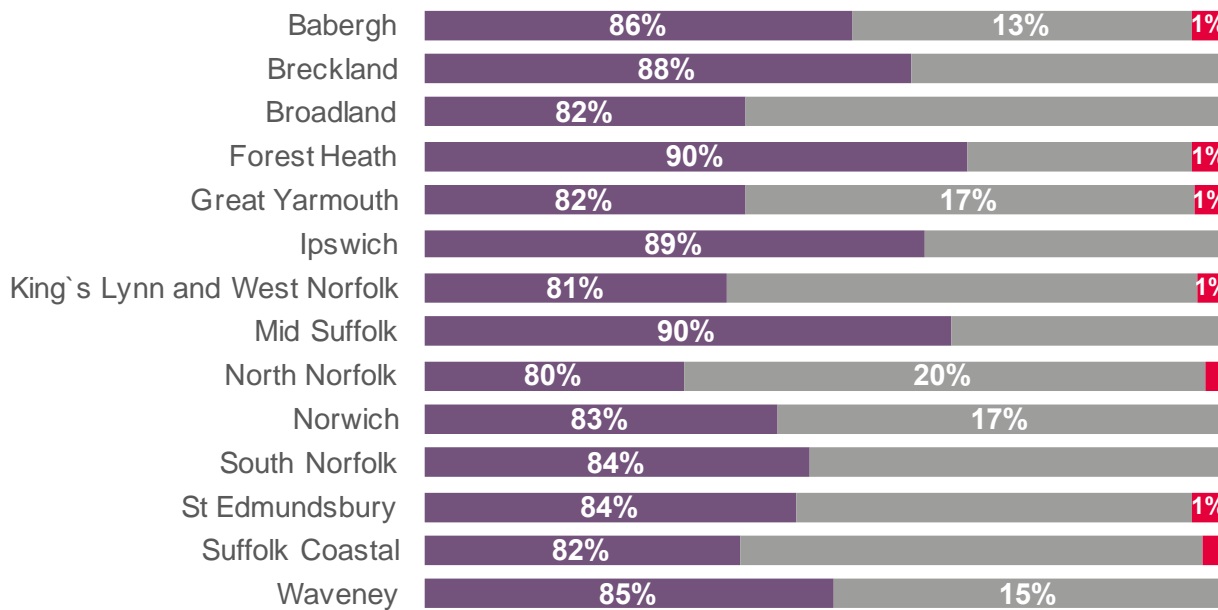
Source: UK Business Counts, Office for National Statistics



Visitor Economy enterprise numbers by size across comparator areas, 2016

Please note that at Local Authority level that businesses employing more than 250 people are not reported due to their very small numbers and resulting disclosive nature.

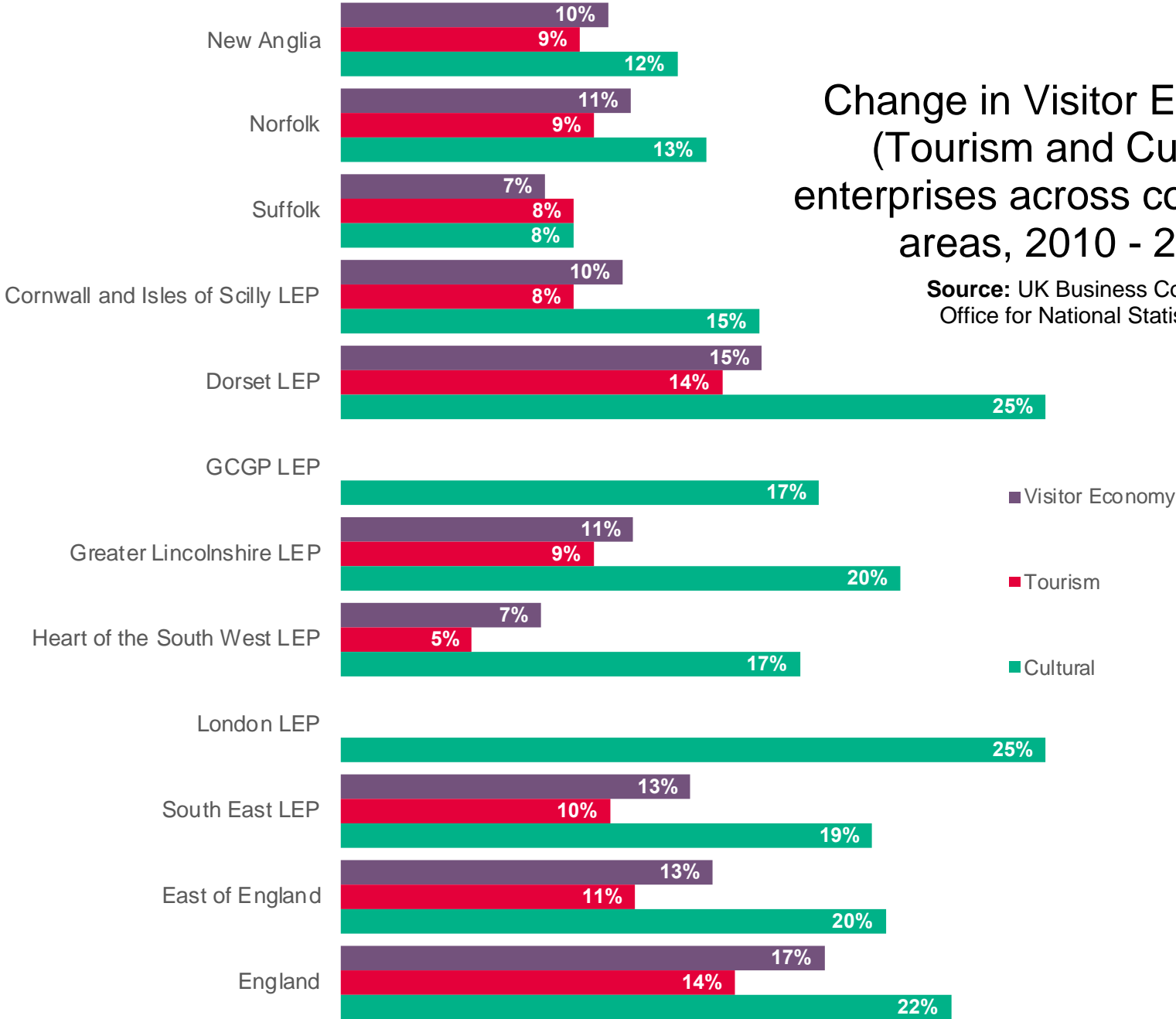
Source: UK Business Counts, Office for National Statistics



Visitor Economy enterprise numbers by size across New Anglia, 2016

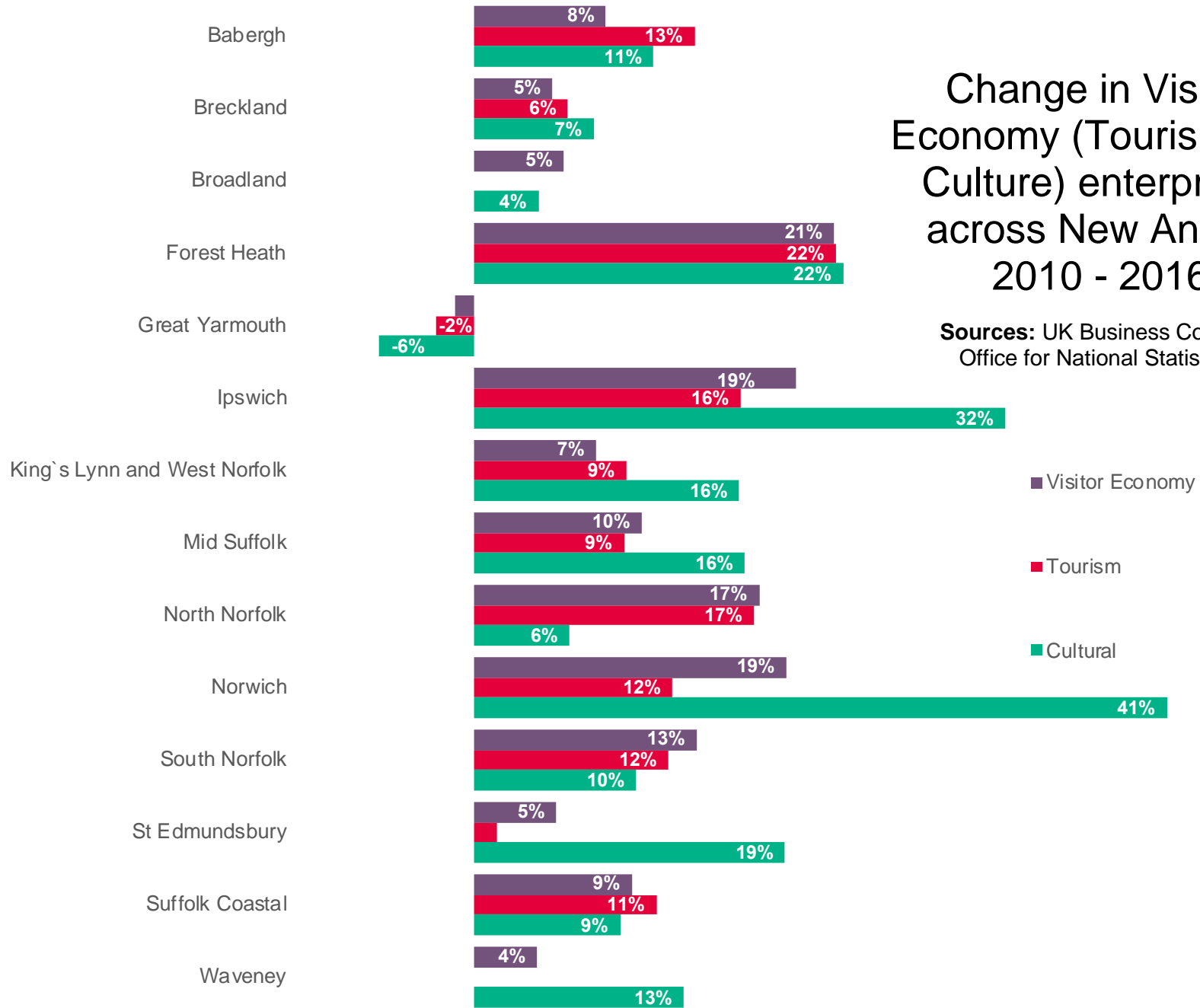
Change in Visitor Economy (Tourism and Culture) enterprises across comparator areas, 2010 - 2016

Source: UK Business Counts,
Office for National Statistics



Change in Visitor Economy (Tourism and Culture) enterprises across New Anglia, 2010 - 2016

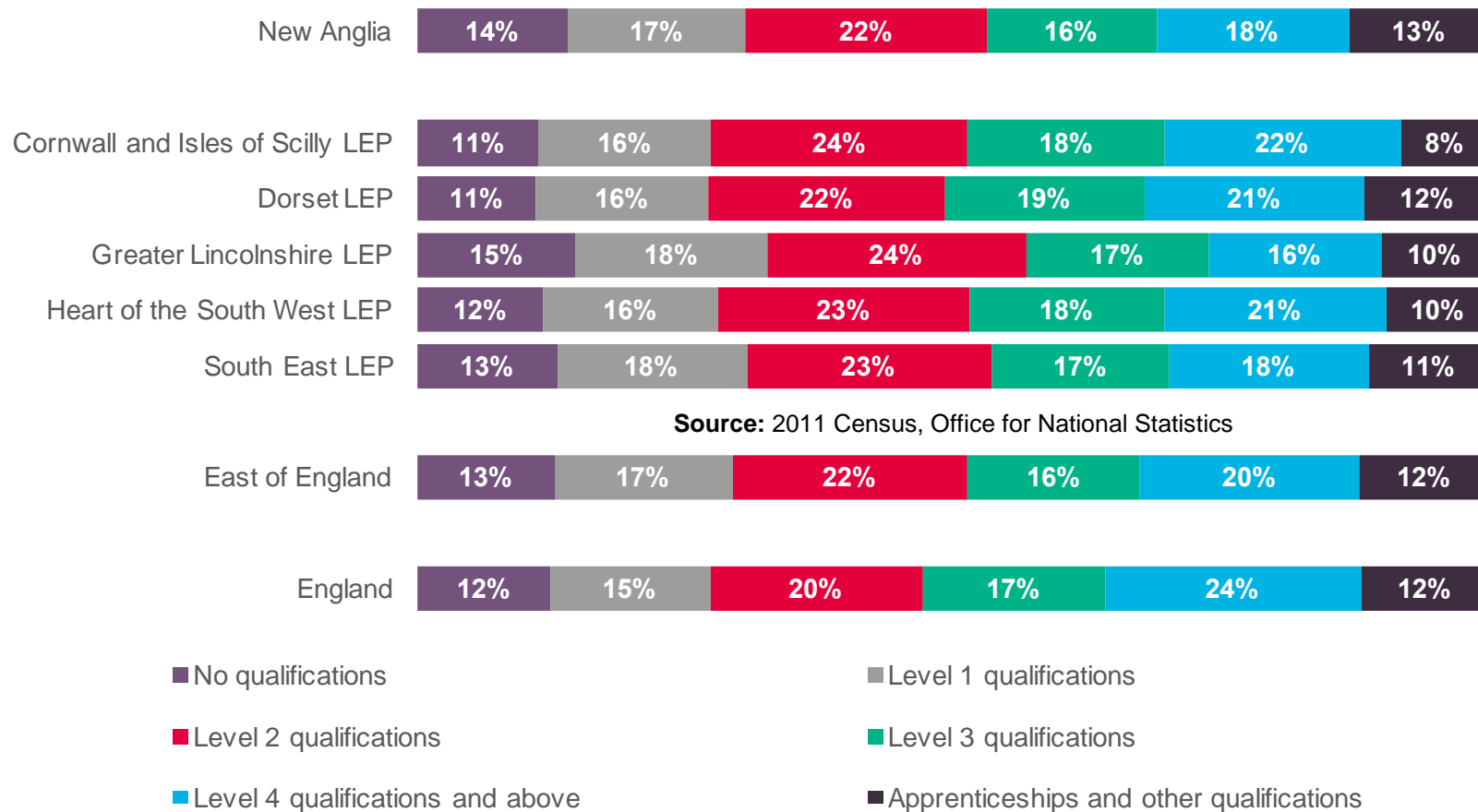
Sources: UK Business Counts, Office for National Statistics



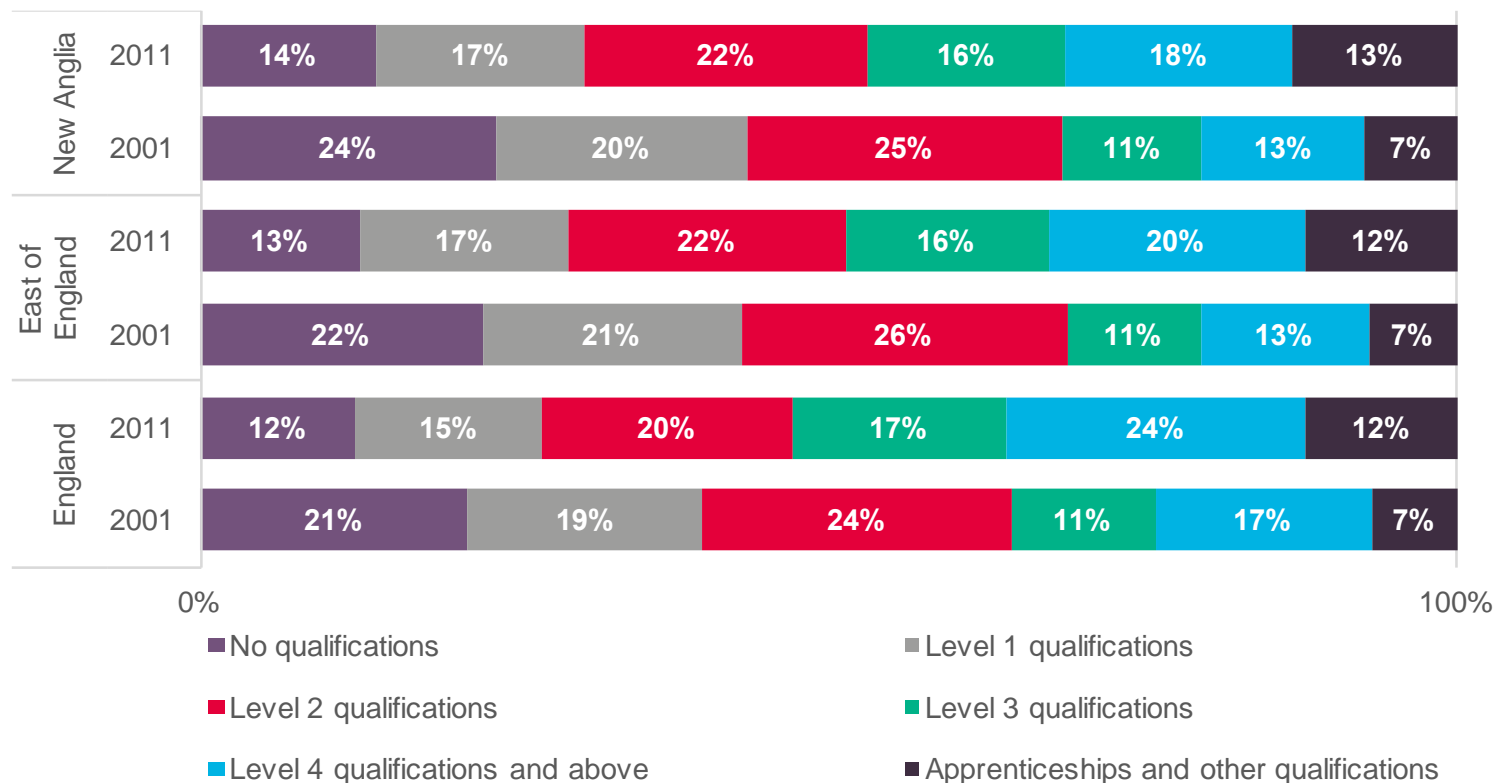
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Visitor Economy Skills Supply and Demand

Visitor Economy (Accommodation & food service activities; Other services) Workplace Qualifications across Comparator Areas, 2011



Change in Visitor Economy workplace qualifications, 2001 - 2011



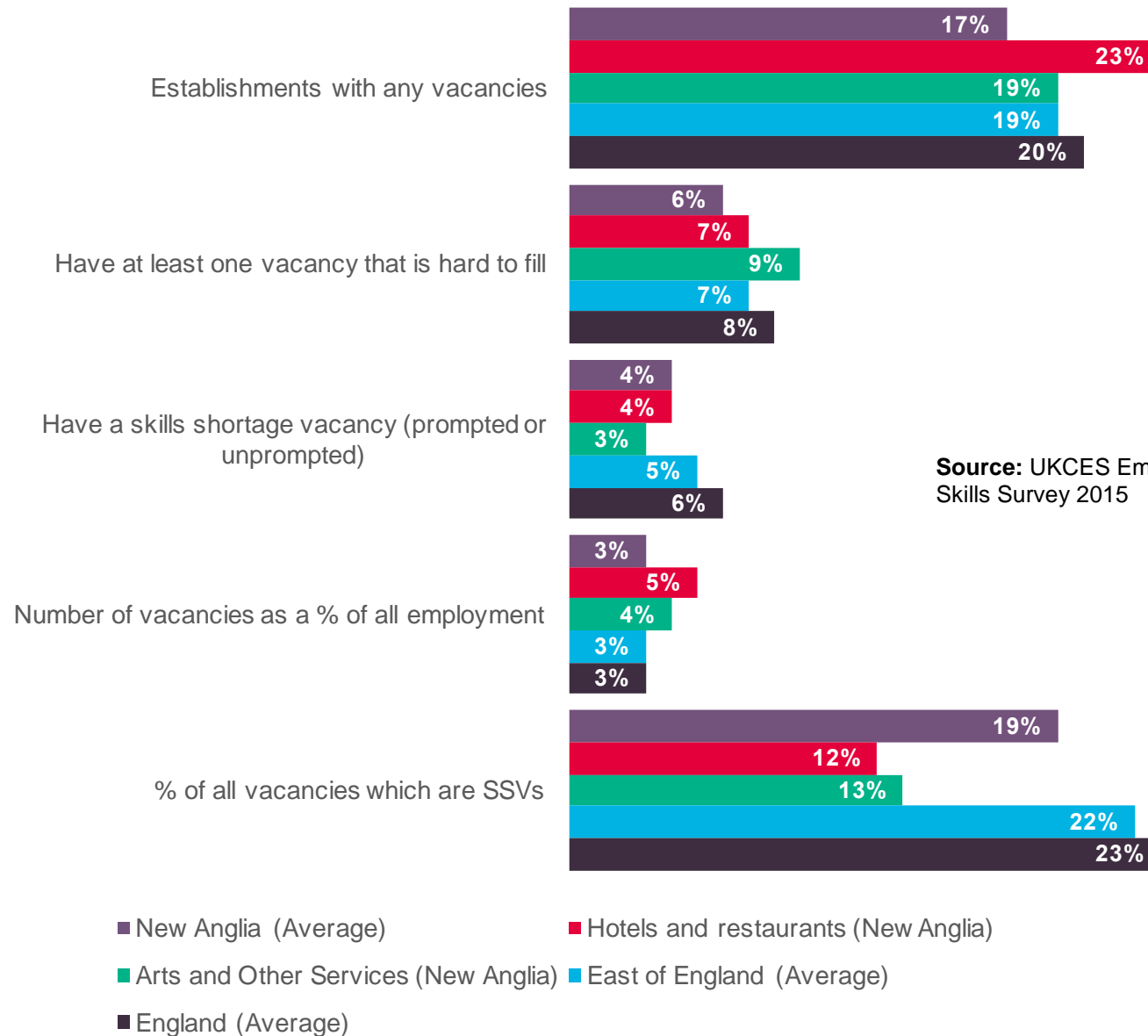
Source: 2001 and 2011 Census, Office for National Statistics

The following analysis uses the LEP level data released as part of the UK Commission for Employment and Skills (UKCES) Employer Skills Survey (ESS) 2015. The data covers the areas of vacancies, skills gaps, training, and staff retention and underutilisation.

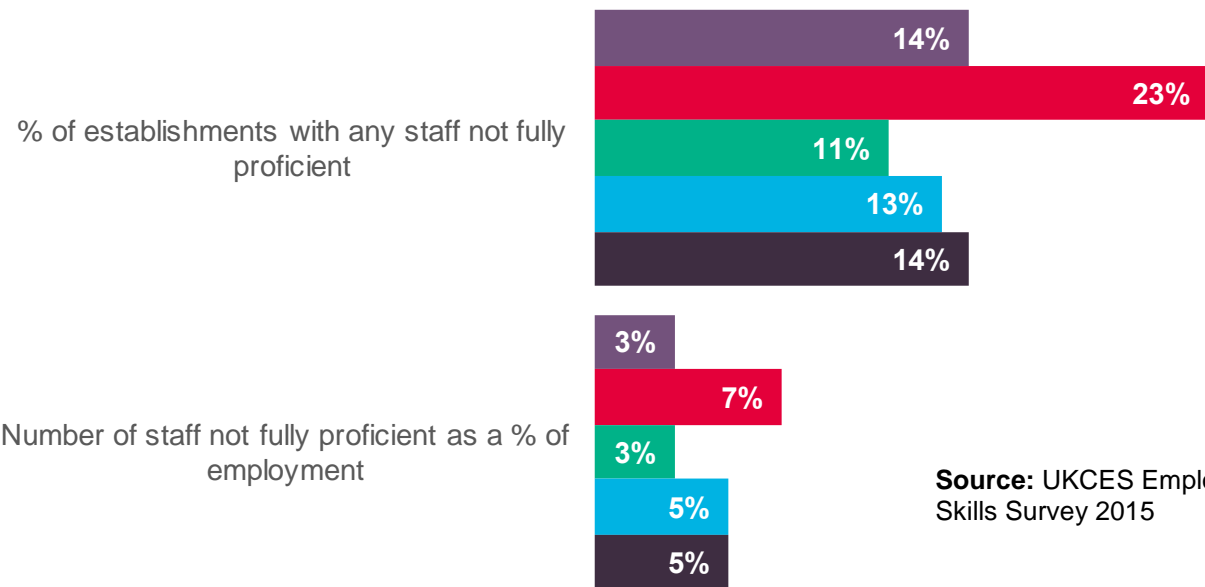
Data is published for a limited number of broad sectors at LEP level and we have chosen the sectors of 'Hotels and Restaurants' and 'Arts and Other Services' as those closest to encapsulating Tourism, Culture and The Arts activity. In all instances, national, regional, and New Anglia LEP averages are presented as comparators.

In total, 2,364 employers in New Anglia were surveyed, 199 of which were 'Hotels and Restaurants' employers, and 176 were classed as 'Arts and Other Services'.

Vacancies

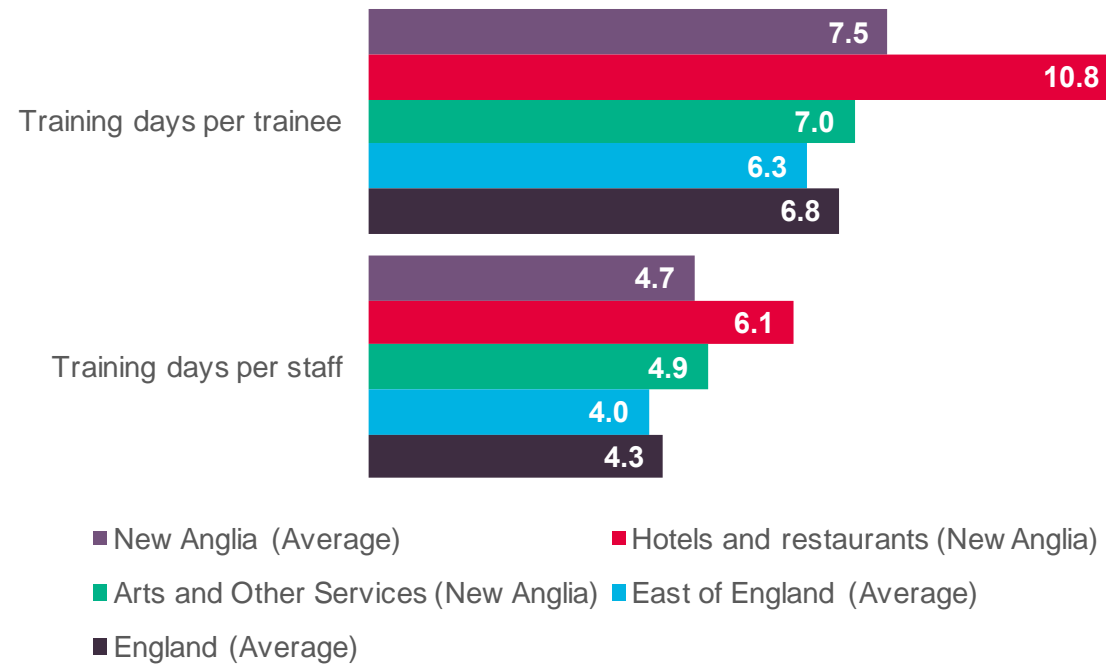


Source: UKCES Employer Skills Survey 2015

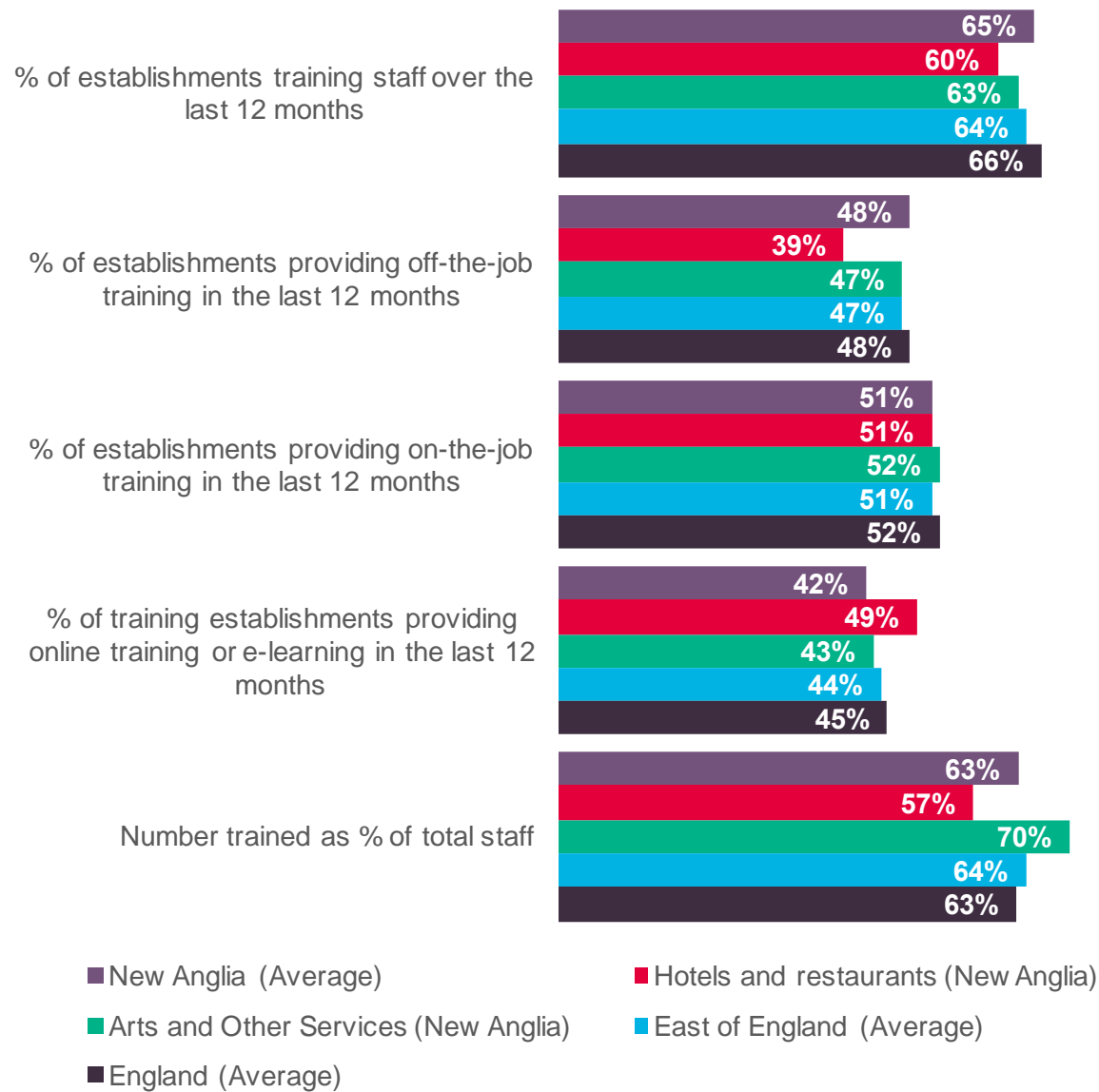


Source: UKCES Employer Skills Survey 2015

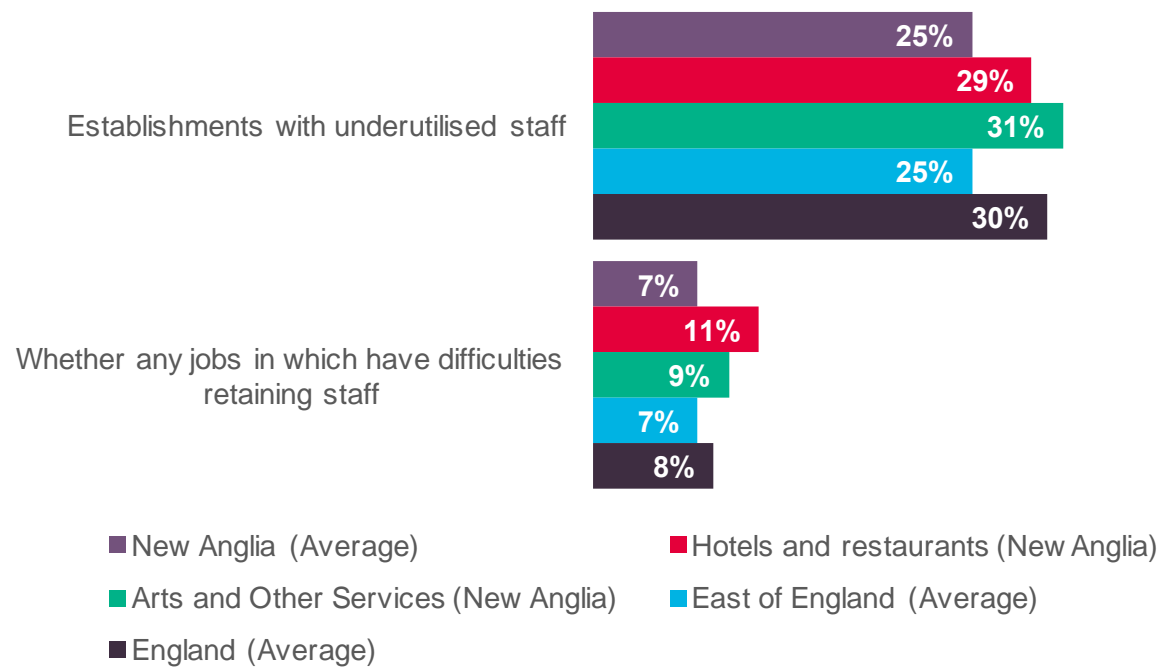
- New Anglia (Average)
- Hotels and restaurants (New Anglia)
- Arts and Other Services (New Anglia)
- East of England (Average)
- England (Average)



Source: UKCES Employer Skills Survey 2015



Source: UKCES Employer Skills Survey 2015



Source: UKCES Employer Skills Survey 2015

All data (unless stated otherwise) is sourced from the Department for Education's Further Education data library <https://www.gov.uk/government/statistical-data-sets/fe-data-library-local-authority-tables#history>

In order to present information that is relevant to New Anglia LEAs high performing and underpinning sectors then we have identified FE and skills provision data split by Sector Lead Body and aligned a best-fit with each sector.

The Sector Lead Bodies identified as being the most relevant to the Visitor Economy are: Hospitality, Leisure, Travel and Tourism; Creative and Cultural; Creative Media; and Passenger Transport.

However, not all FE and Skills learning aims align with a sector lead body. In fact, on average around two thirds are classed as unknown. This means that we are basing results here on roughly a third of the data.

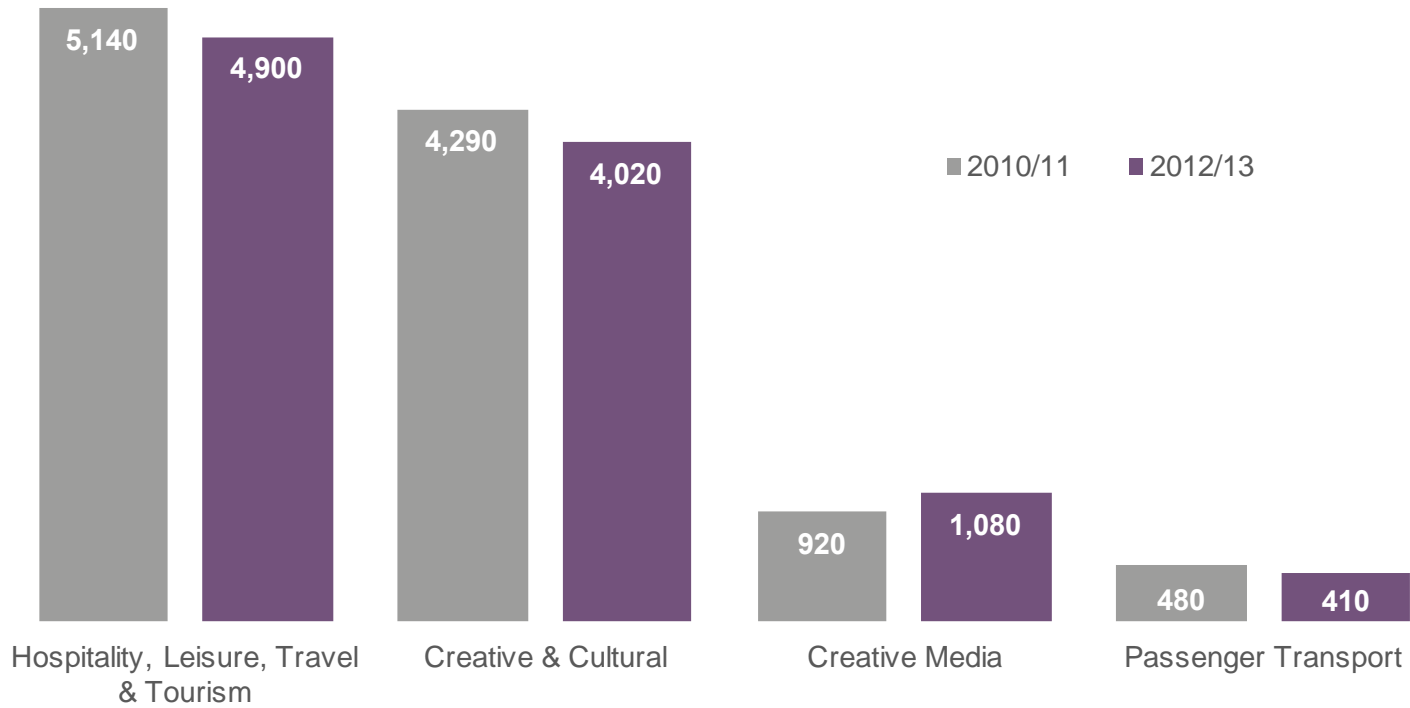
Please note that all data is rounded to the nearest 10 and that therefore some figures presented may not add to the sum totals presented.

Visitor Economy learning aims delivered to New Anglia learners by Sector Lead Body, 2012/13



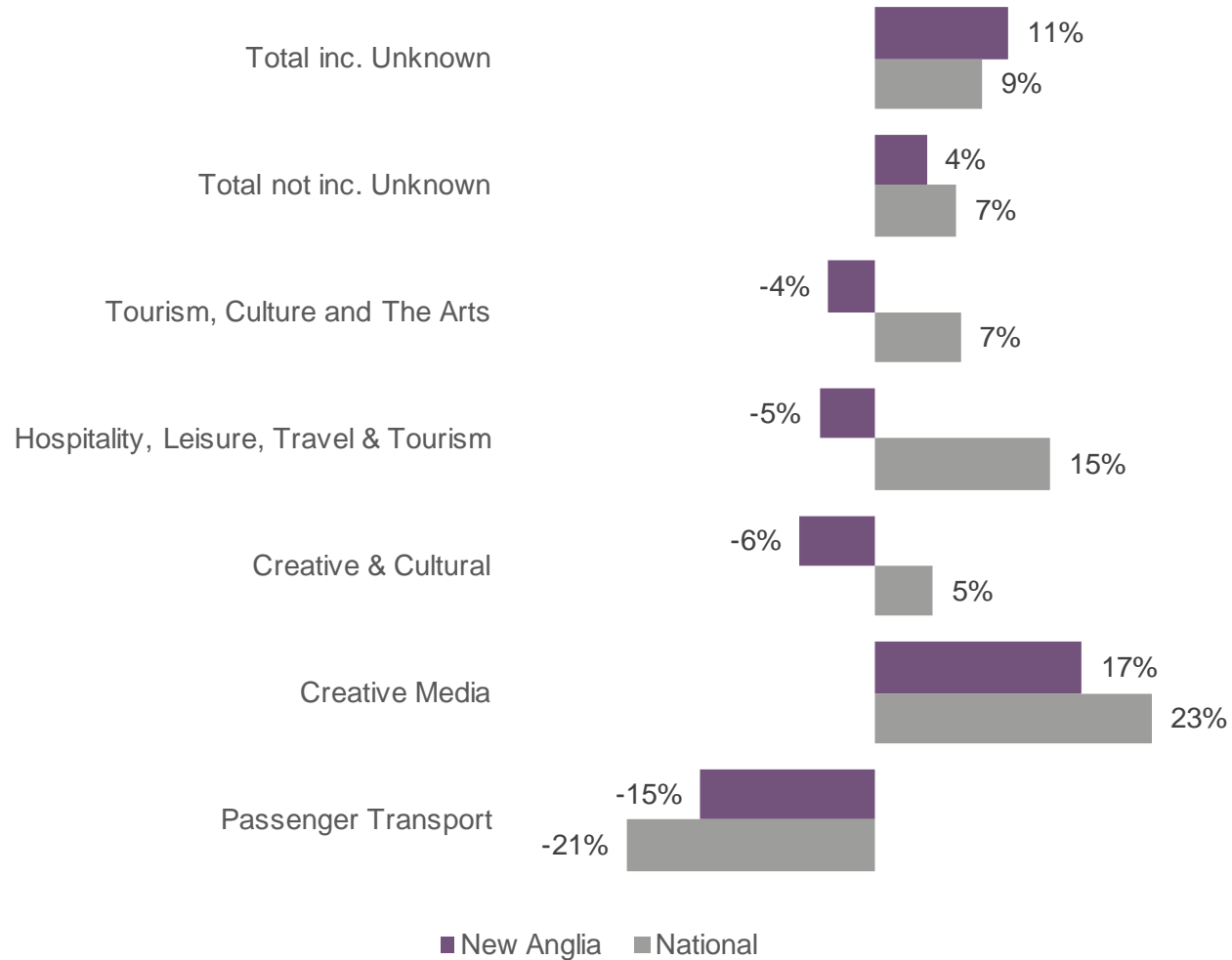
Source: FE Data Library, Department for Education

Visitor Economy learning aims delivered to New Anglia learners by Sector Lead Body, 2010/11 and 2012/13



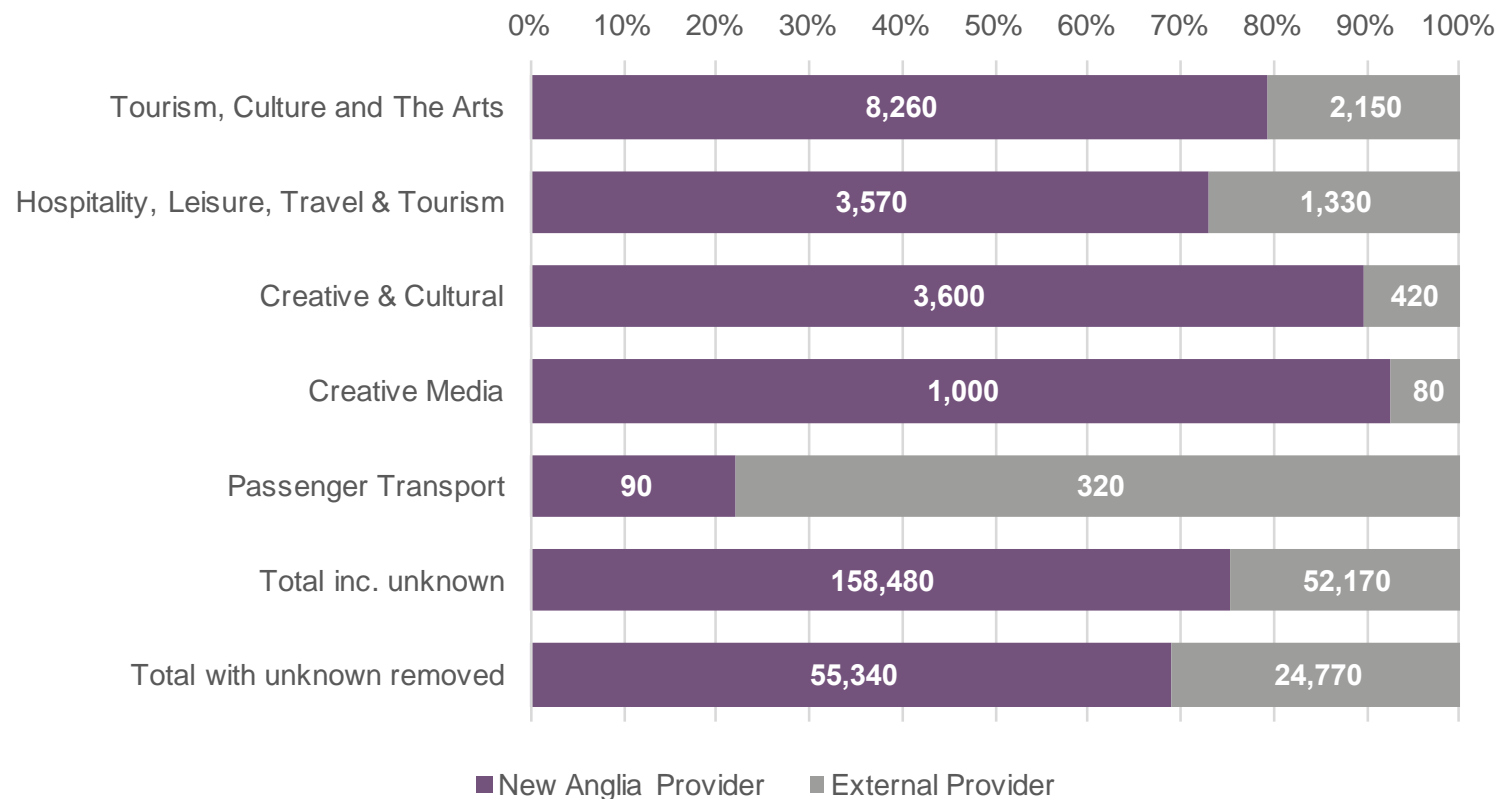
Source: FE Data Library, Department for Education

Change in Visitor Economy learning aims delivered to resident learners by Sector Lead Body, 2010/11 – 2012/13



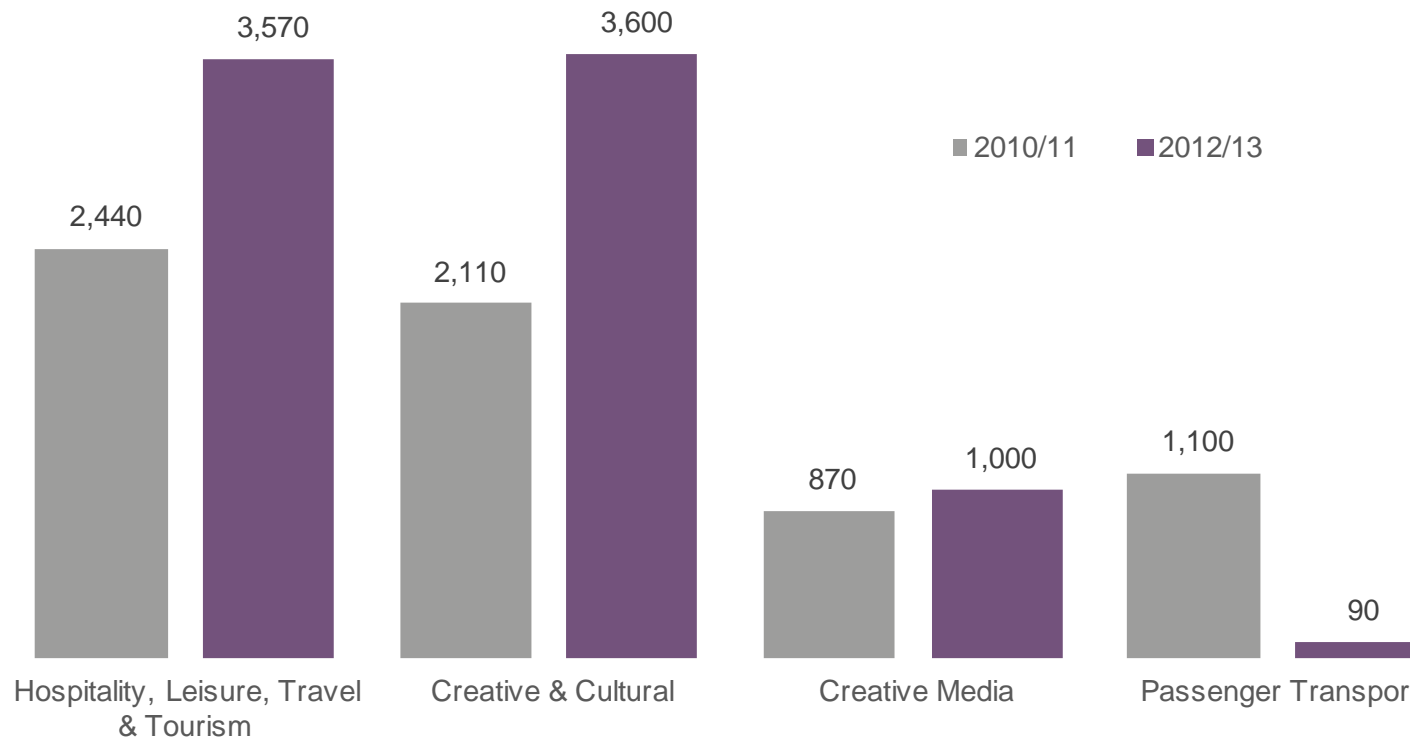
Source: FE Data Library, Department for Education

Visitor Economy learning aims delivered to New Anglia residents by New Anglia based and external providers by Sector Lead Body, 2012/13



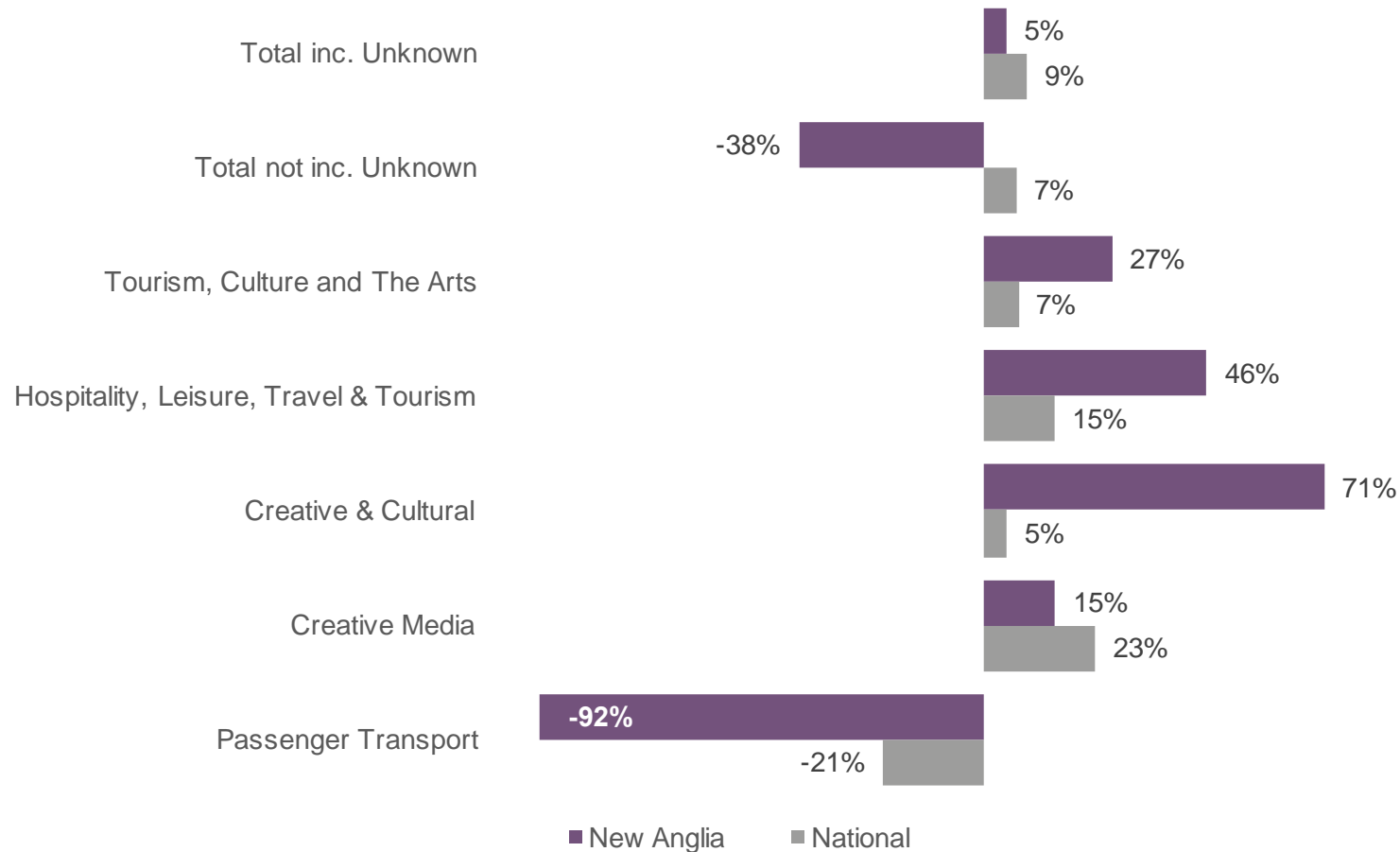
Source: FE Data Library, Department for Education

Visitor Economy learning aims delivered to New Anglia learners by providers by Sector Lead Body, 2010/11 and 2012/13



Source: FE Data Library, Department for Education

Change in Visitor Economy learning aims delivered to resident learners by domiciled providers by Sector Lead Body, 2010/11 – 2012/13



Source: FE Data Library, Department for Education

Visitor Economy apprenticeship starts by year

Apprenticeship Framework	2011/12	2012/13	2013/14	2014/15
Activity Leadership	105	75	65	150
Aviation Operations on the Ground	40			5
Bus and Coach Engineering and Maintenance	5	5	5	10
Coaching			5	5
Community Arts		5	5	5
Creative and Digital Media		10	5	5
Cultural and Heritage Venue Operations				5
Design	5	5	0	0
Exercise and Fitness			125	115
Journalism			5	5
Leisure Operations and Leisure Management	20	45	15	30
Licensed Hospitality	35	55	65	40
Live Events and Promotion	5			5
Outdoor Programmes				5
Passenger Carrying Vehicle Driving (Bus and Coach)	10	25	13	51
Playwork	5	10	5	5
Rail Services	5	0	0	0
Spectator Safety	5		5	5
Sporting Excellence	40	40	25	45
Sports Development	5	20	20	15
Technical Theatre, Lighting, Sound and Stage	5	5	5	10
Travel Services	10	20	25	10
Total	300	320	393	526

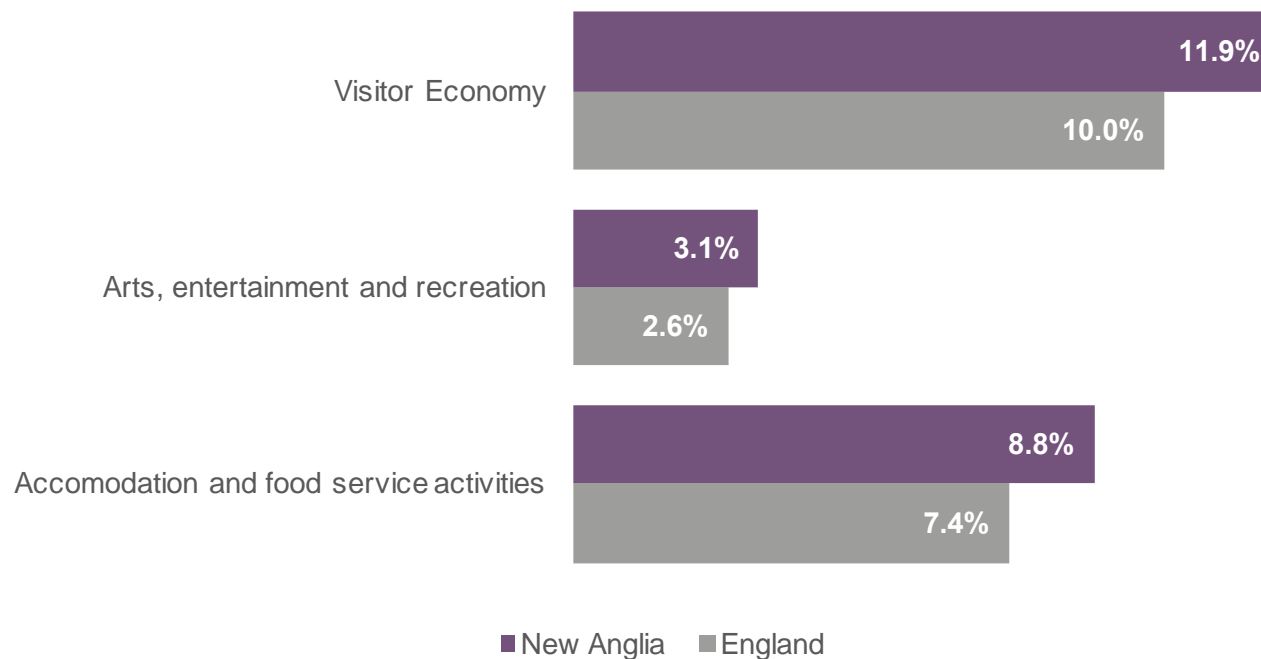
Source: Skills Funding Agency Data Cube

Apprenticeship participation by sector, 2014/15



Source: FE Data Library, Department for Education

Apprenticeship Participation in the Visitor Economy 2014/15 as a proportion of total participation



Source: FE Data Library, Department for Education

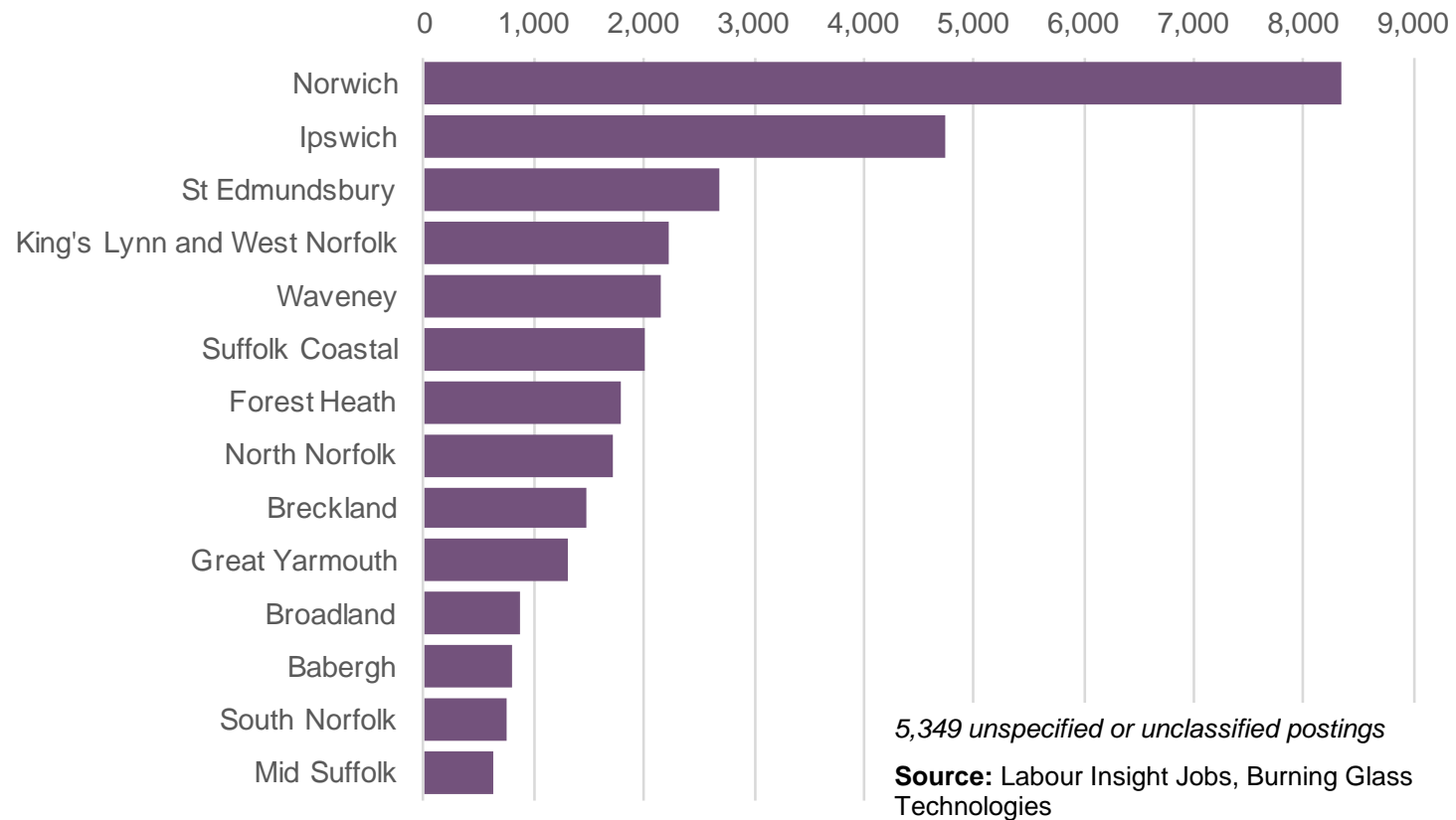
The following section presents data from Labour Insight, a Burning Glass analytical tool. This tool collects details of online job postings from multiple sources and enables the analysis of these postings based on specific skills, educational requirements, and job titles, for example.

Please note that whilst Labour Insight will capture more information on the jobs market than more traditional Department for Work and Pensions vacancy data, the fact that not all job vacancies are advertised means that there will still be gaps in the findings.

In terms of the Visitor Economy then according to the Labour Insight Jobs tool, then there were 36,823 postings for the sector in New Anglia between Jan. 1, 2012 and Dec. 31, 2016.

The definition for the Visitor Economy in this exercise captures the following industry and sectors: 'Accommodation and Food Service Activities', 'Travel agency, tour operator and other reservation service and related activities', 'Gambling and betting activities', and 'Sports activities and amusement and recreation activities'.

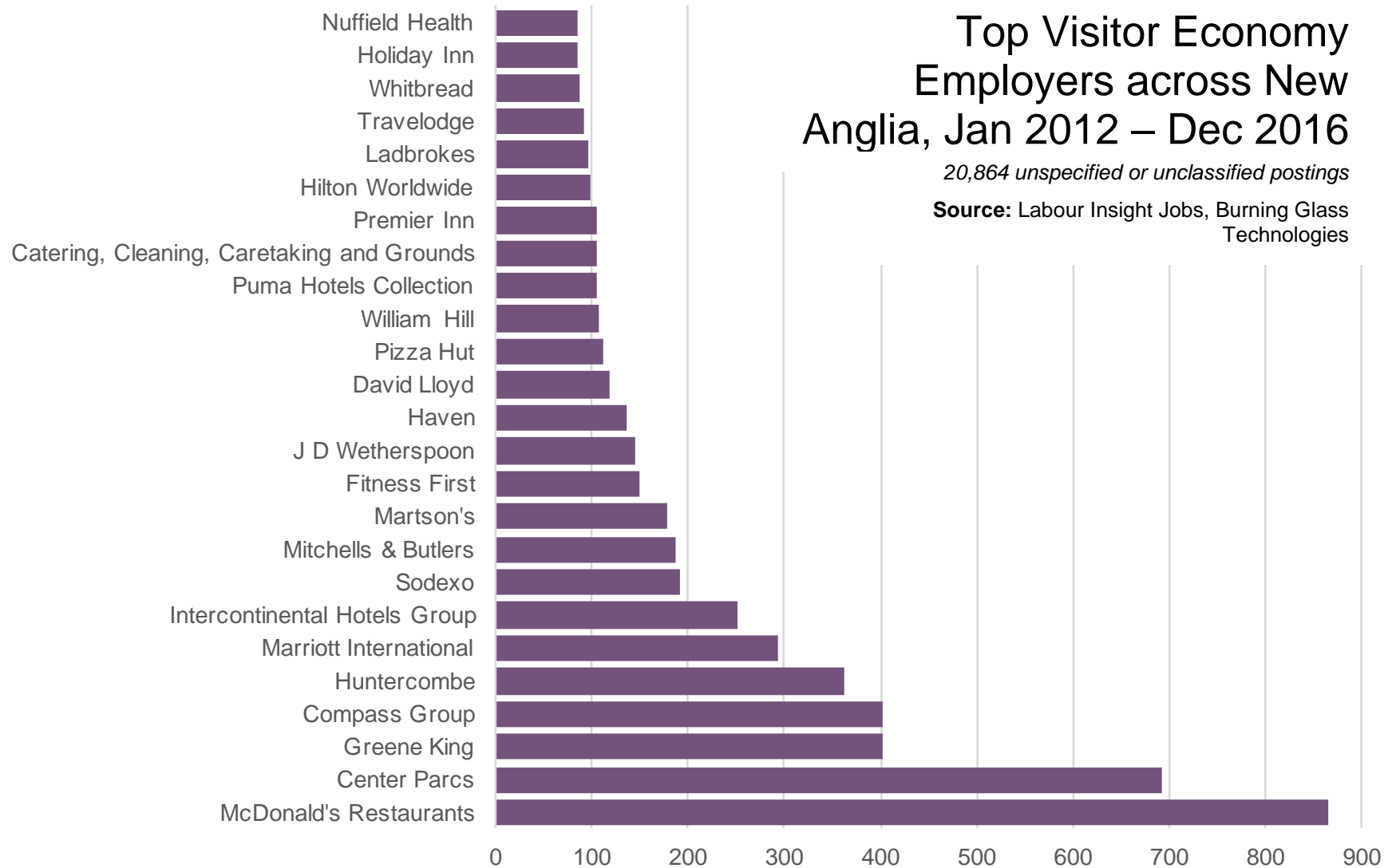
Visitor Economy vacancies across New Anglia, Jan 2012 – Dec 2016



Top Visitor Economy Employers across New Anglia, Jan 2012 – Dec 2016

20,864 unspecified or unclassified postings

Source: Labour Insight Jobs, Burning Glass Technologies

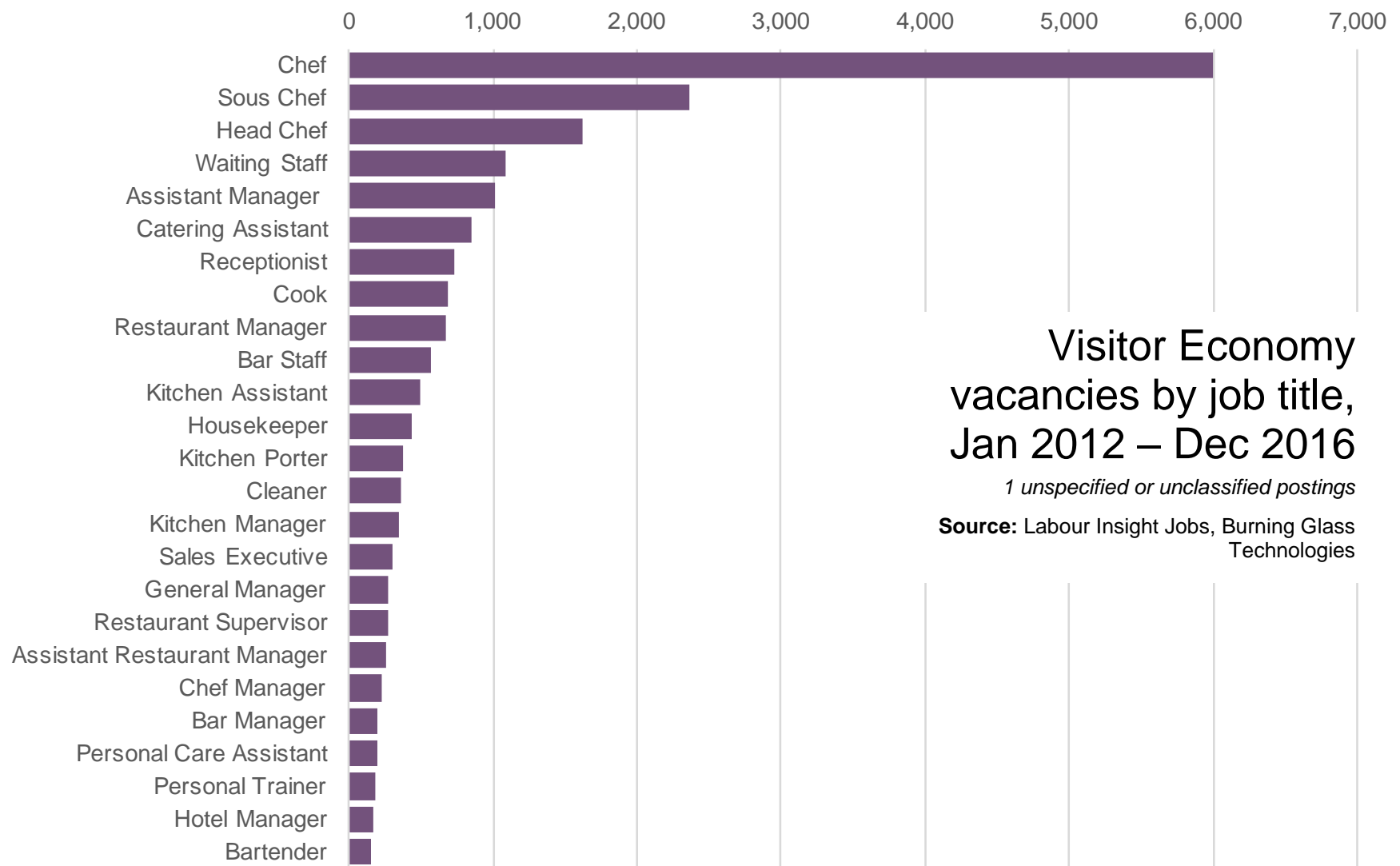


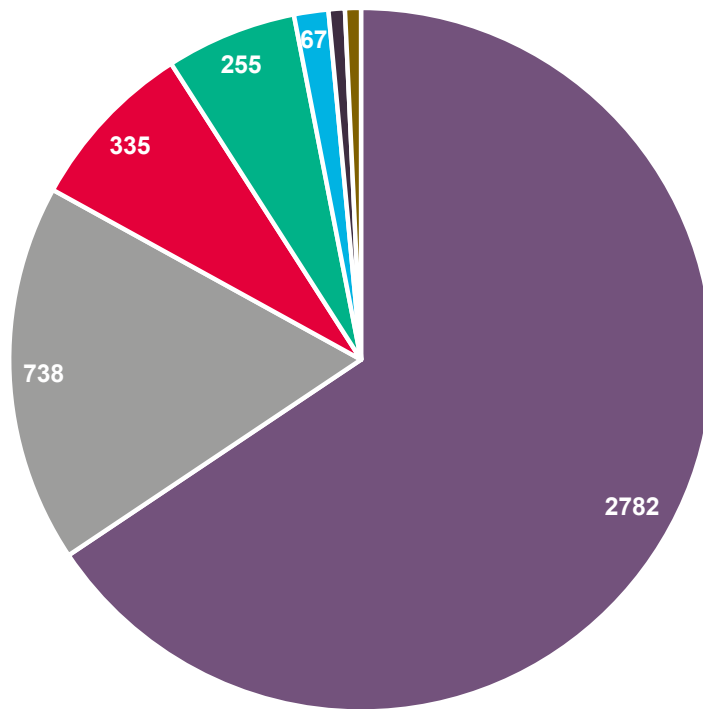


Visitor Economy vacancies by occupation, Jan 2012 – Dec 2016

140 unspecified or unclassified postings

Source: Labour Insight Jobs, Burning Glass Technologies





Visitor Economy vacancies by qualification level required, Jan 2012 – Dec 2016

32,583 unspecified or unclassified postings

Source: Labour Insight Jobs, Burning Glass Technologies

- GCSEs, Standard Grades, and Level 2 S/NVQs
- A-Levels, Highers, and Level 3 S/NVQs
- Level 1 S/NVQs
- Bachelor's degrees, graduate certificates and diplomas
- Level 4 diplomas and certificates, HNCs, Level S/NVQs
- Foundation degrees and HNDs



The following analysis makes use of data and findings available via the online toolkit <http://wheretheworkis.org/>. The findings presented are a result of combining data from the UKCES 'Working Futures' programme and job vacancy data from the Labour Market Insight tool developed by Burning Glass.

Limitations

Though the 'Where the work is' tool provides a comprehensive and detailed free-to-use dashboard of supply and demand in the UK, the following limitations should be taken into account when interpreting the data:

- Senior Management and Elementary roles

Occupations not open to recent HR graduates or FE finishers are not considered. Similarly, occupations that do not require any formal qualifications or training are also excluded from this tool, since the number of job-seekers cannot be meaningfully quantified.

- Matching supply and demand

Some occupations do not have specific qualifications or subject-specific requirements (such as sales, marketing and related associate professionals). As a result of this, and despite the fact that many people with a broad range of qualifications can apply for these occupations, they frequently appear 'undersupplied' in the tool, i.e. when the "job opportunity" is low. Occupations with very small sample sizes (either of finishers or job postings) are excluded from the dataset.

- Internal and international migration

Some occupations do not rely solely on FE finishers or HE graduates from their immediate location. Many people travel to find work, often moving across the country. Other occupations, such as those on the Migration Advisory Committee's shortage occupation list, may rely more heavily on jobseekers arriving from outside the UK.

- Online and offline postings

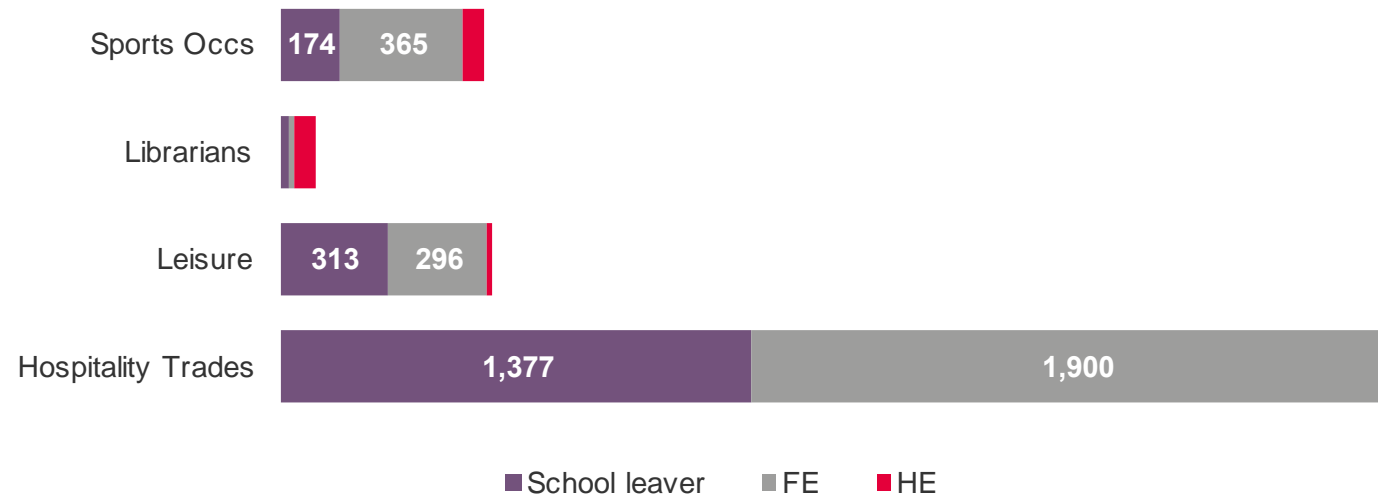
Burning Glass Technologies (BGT) acknowledge that not all jobs are posted online, although a comparison of the Annual Survey of Hours and Earnings (ASHE) employment data and BGT postings data for UK in 2014 showed a 94 per cent correlation between ASHE and BGT occupational distributions. The BGT posting data slightly overestimate the proportion of professional and associate professional occupations, while slightly underestimating the proportion of elementary occupations.

Location Quotient - Measure of Job Posting Density relative to employment indexed to the national density relative to employment



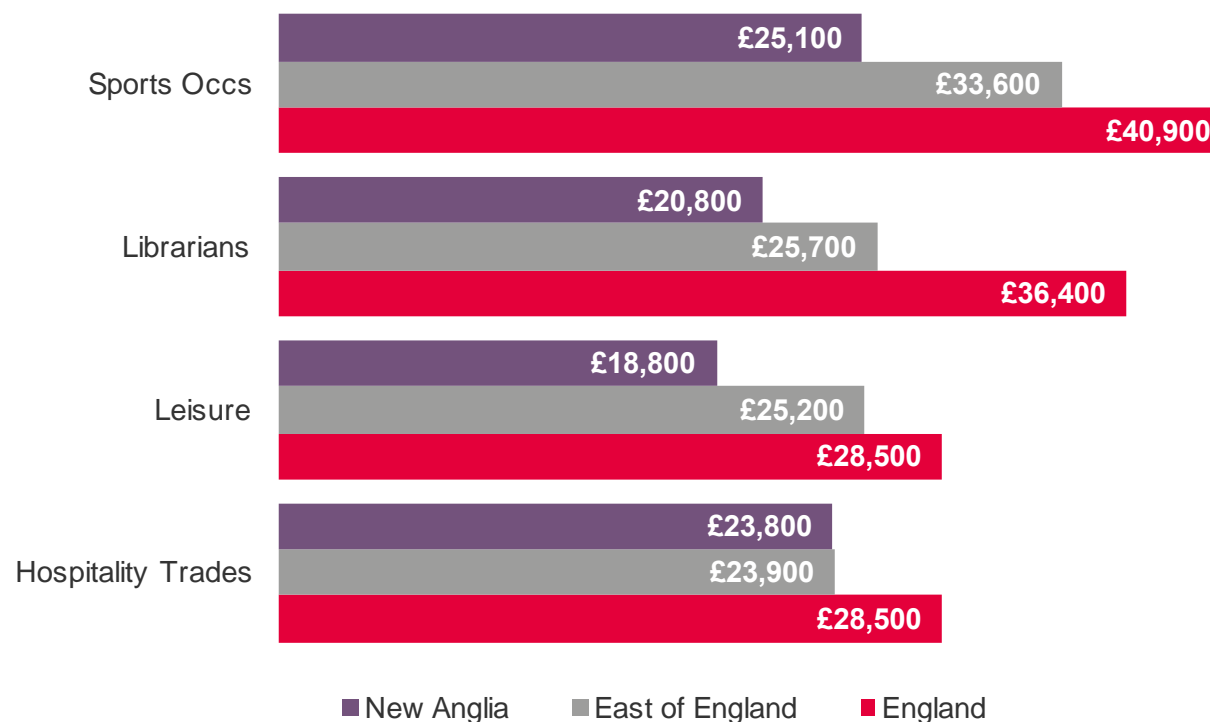
Source: <http://wheretheworkis.org/>

Number of Job Postings asking for entry-level (2 years of experience or fewer) and school leaver education levels, further education levels, and higher education levels



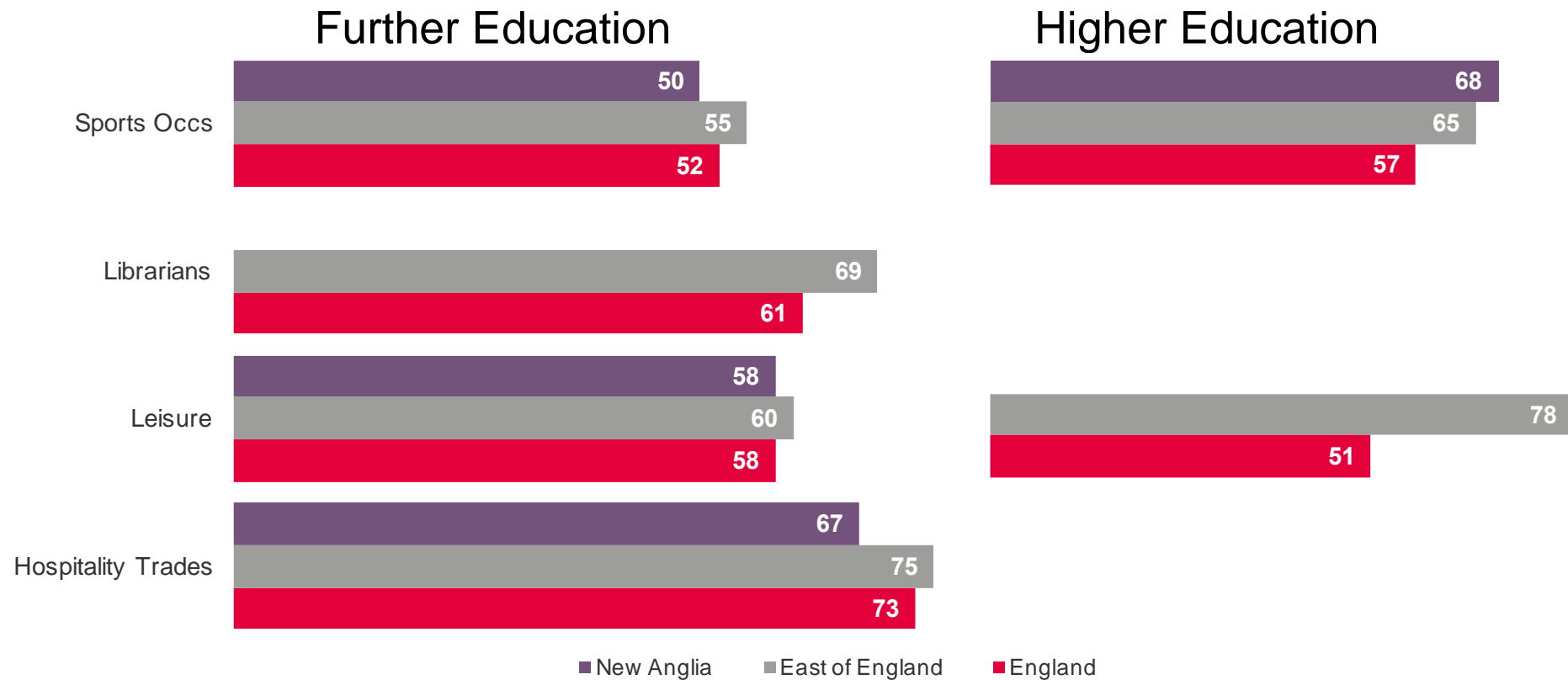
Source: <http://wheretheworkis.org/>

Advertised Salaries for Job Postings in 2015



Source: <http://wheretheworkis.org/>

Opportunity Score - Score based on the Demand Supply Ratio of FE / HE postings within a geography, from Very Low (0) to Very High (100)



Source: <http://wheretheworkis.org/>

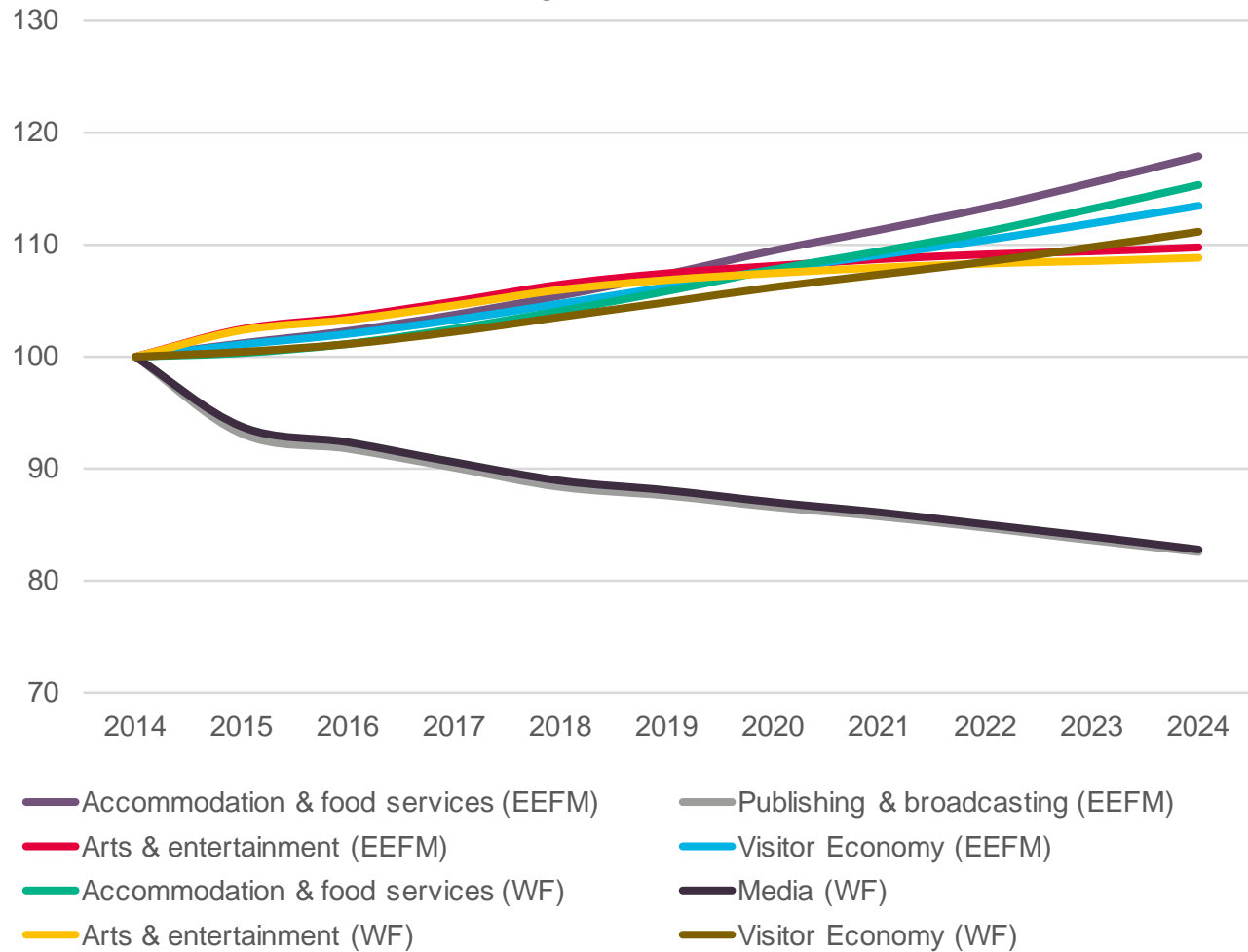
The background features three overlapping circles. A large purple circle is on the left, a red circle is on the right, and a grey circle is at the bottom. The text is centered over the purple circle.

A Future View of the Visitor Economy

The following analysis uses data from the East of England Forecasting Model (EEFM) and the UKCES Working Futures data (WF). In each case the Visitor Economy sector has been approximated from the sector splits available in each model. In the case of the East of England Forecasting Model then 'Accommodation & food services', 'Publishing & broadcasting', and 'Arts & entertainment' have been combined and used to provide forecasts for the Visitor Economy. For the Working Futures data, the sectors of 'Accommodation & food services', 'Media', and 'Arts & entertainment' have been used.

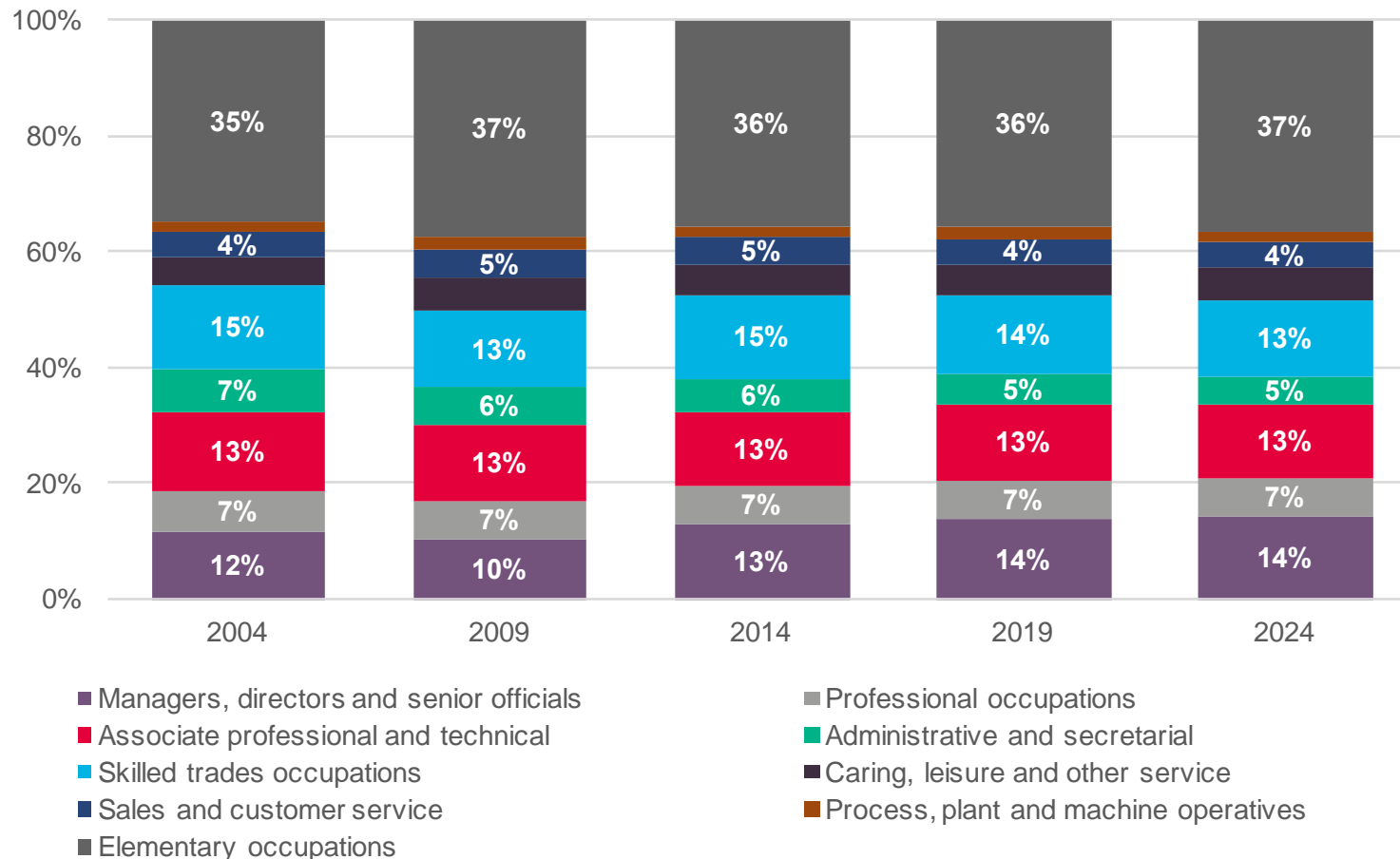
Please note that neither model, or the forecasts they produce, take into account the New Anglia LEPs ambitions for growth in Gross Value Added (GVA) and employment.

Forecasts for change in Visitor Economy employment in New Anglia (2014 = 100)



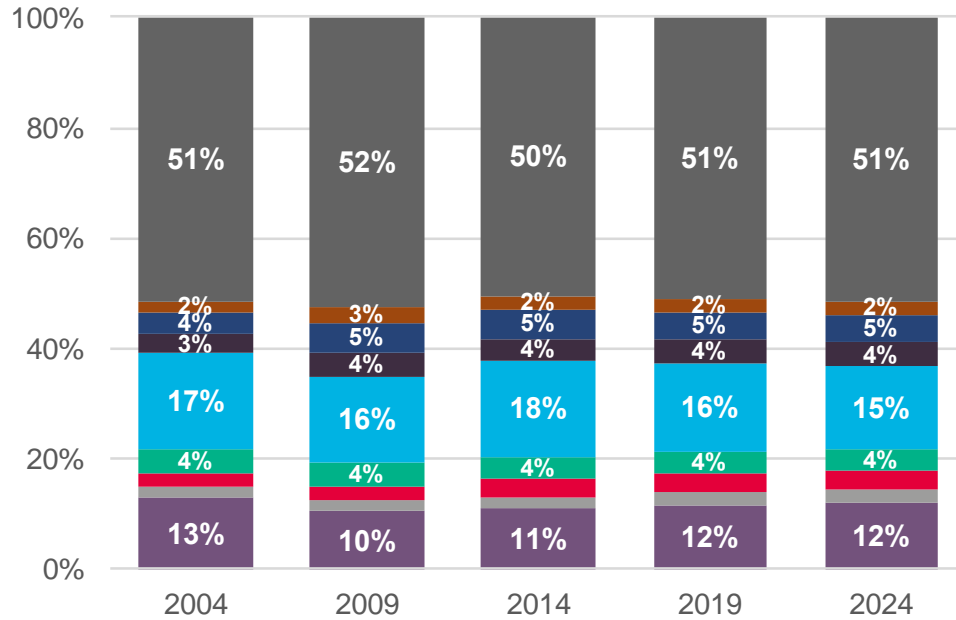
Sources: East of England Forecasting Model, Cambridge Econometrics; UKCES Working Futures 2014 - 2024

Occupational composition of employment in New Anglia's Visitor Economy over time

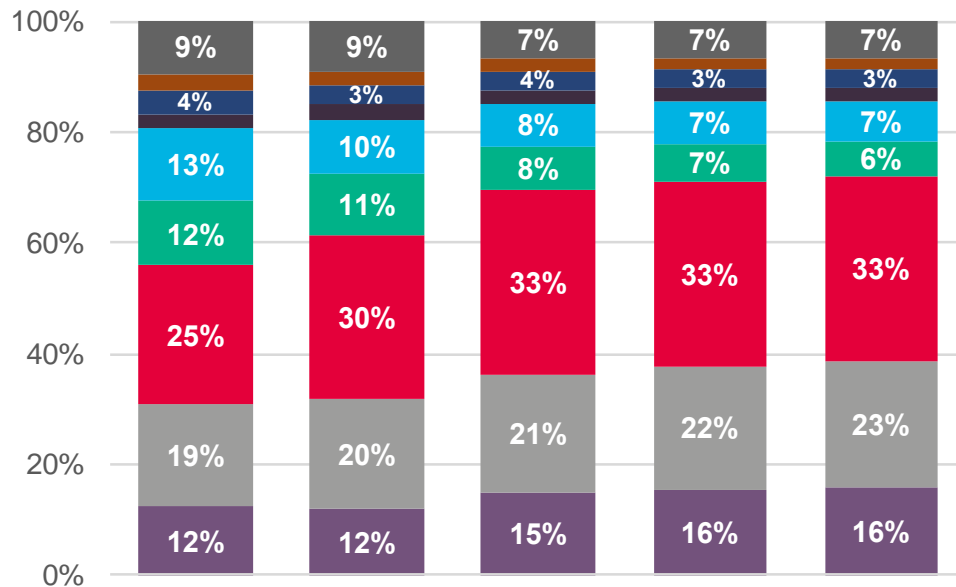
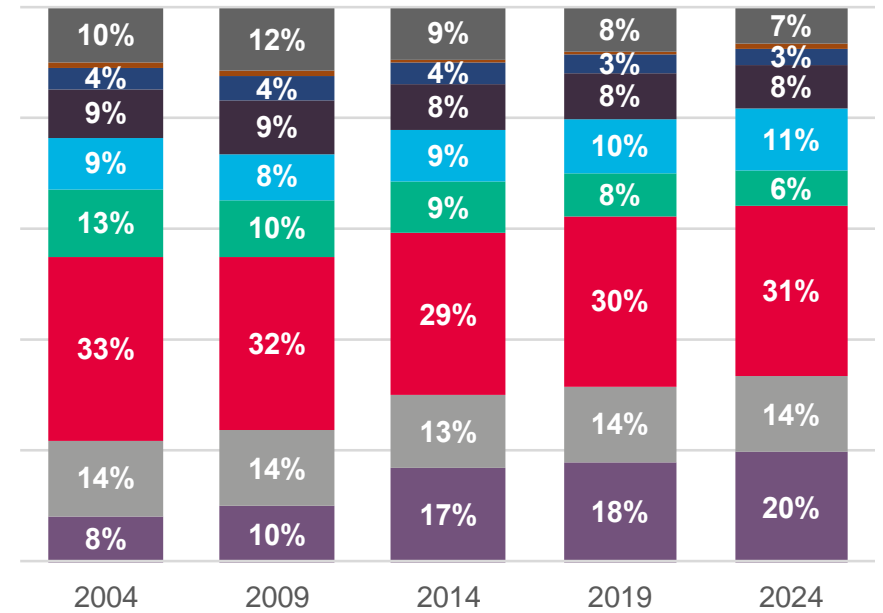


Source: UKCES Working Futures 2014 - 2024

Accommodation & Food



Arts & Entertainment

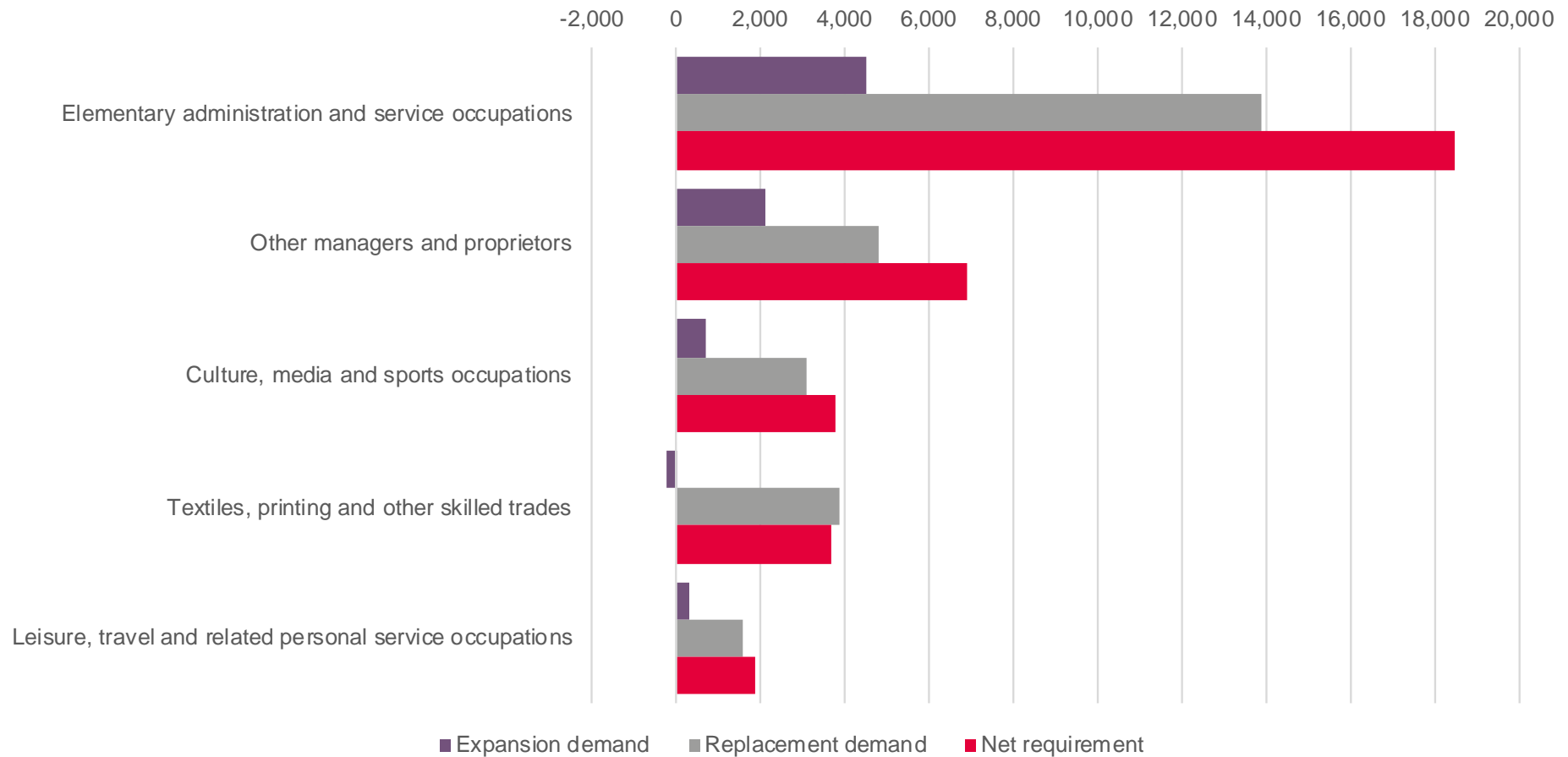


- Managers, directors and senior officials
- Professional occupations
- Associate professional and technical
- Administrative and secretarial
- Skilled trades occupations
- Caring, leisure and other service
- Sales and customer service
- Process, plant and machine operatives
- Elementary occupations

Source: UKCES Working Futures 2014 - 2024

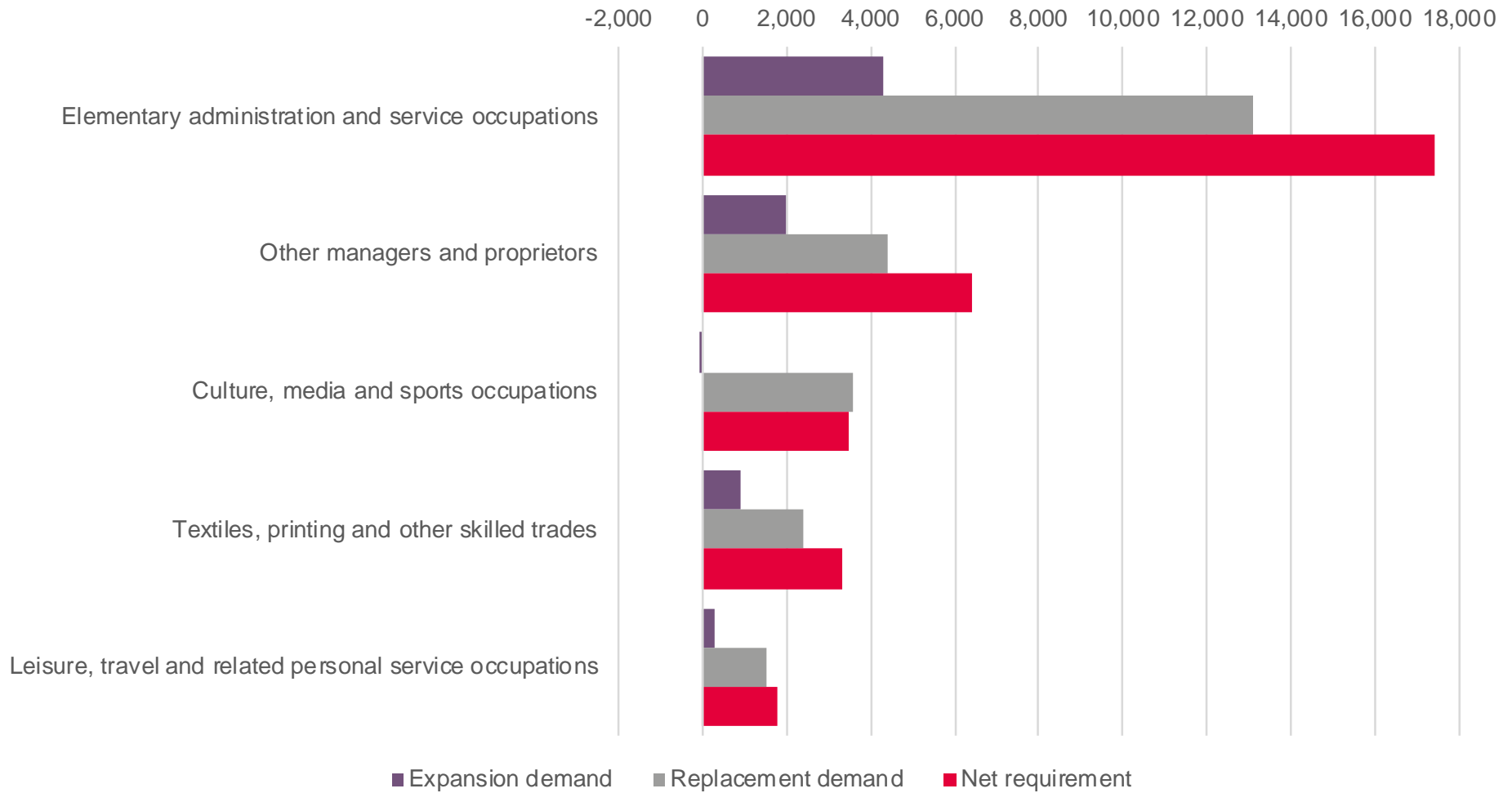
Media

Visitor Economy replacement and expansion demand by occupation (top 5 in terms of net requirement), 2014 - 2024



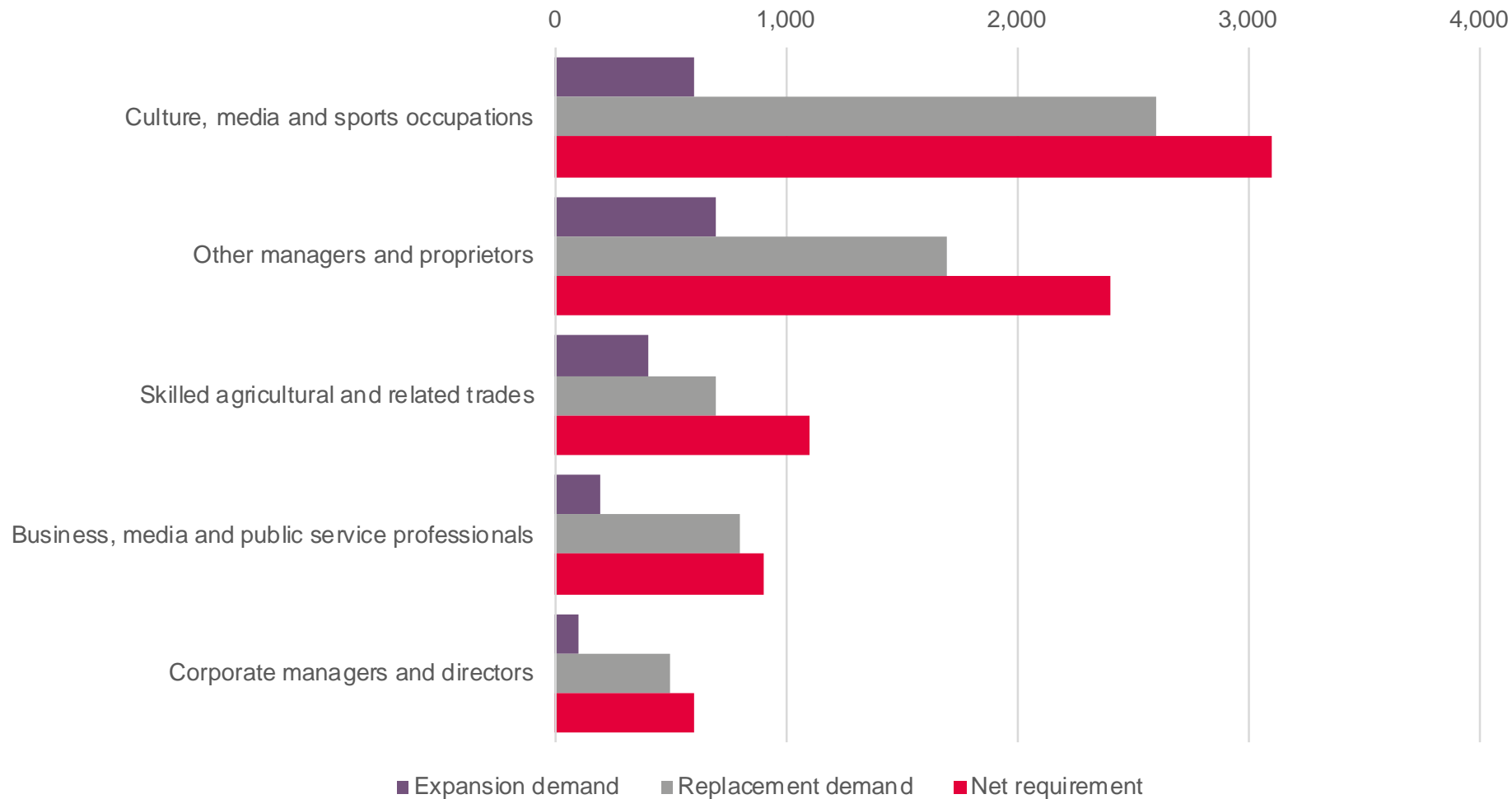
Source: UKCES Working Futures 2014 - 2024

Tourism sector replacement and expansion demand by occupation (top 5 in terms of net requirement), 2014 - 2024



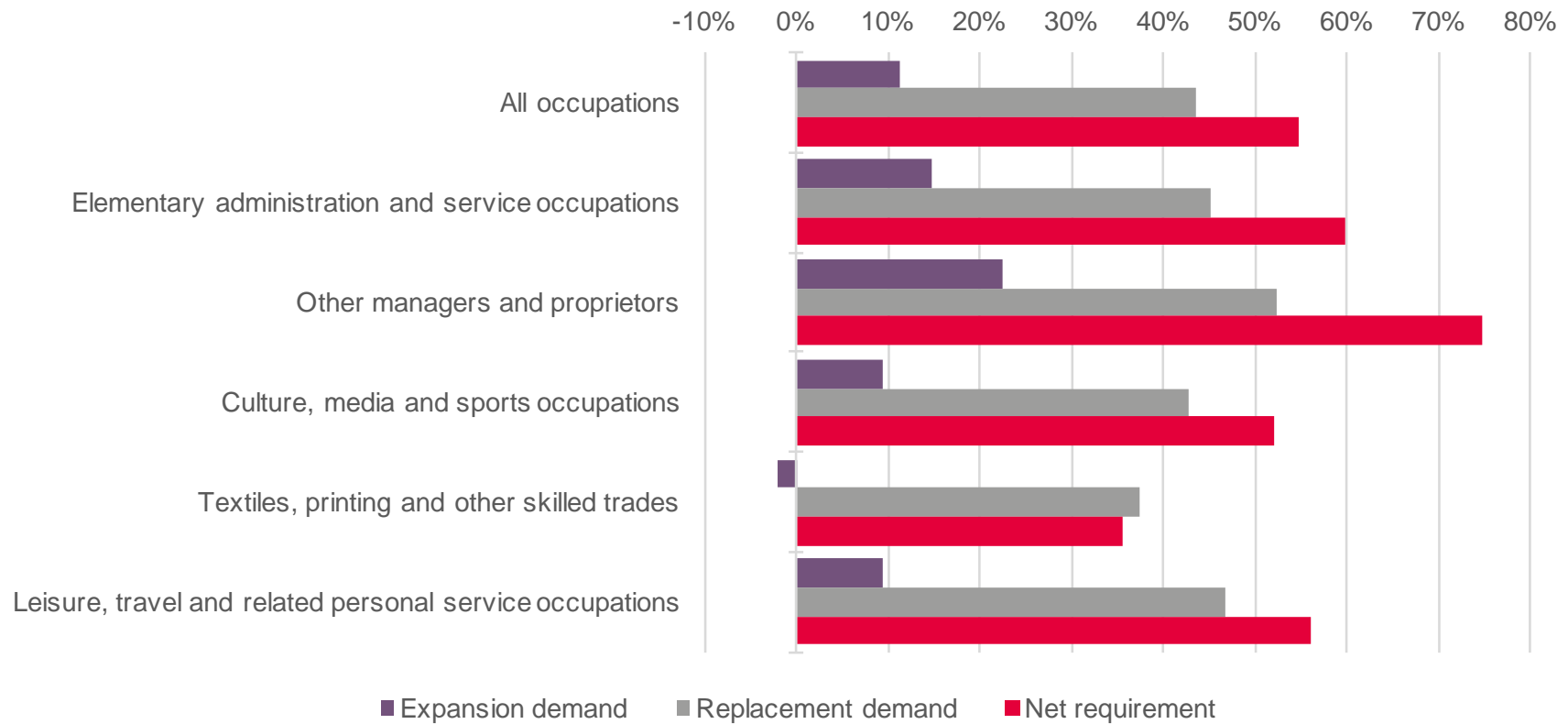
Source: UKCES Working Futures 2014 - 2024

Culture sector replacement and expansion demand by occupation (top 5 in terms of net requirement), 2014 - 2024



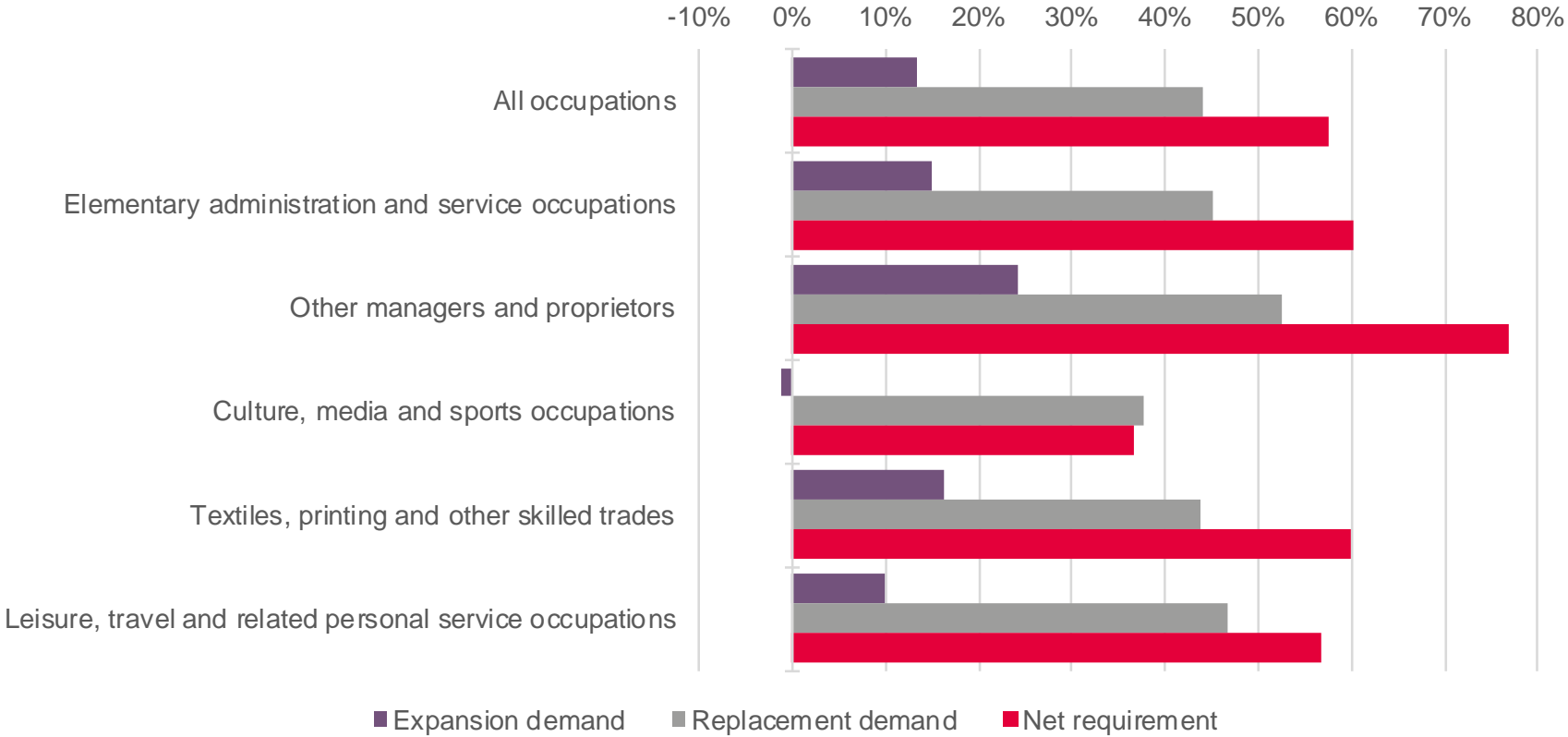
Source: UKCES Working Futures 2014 - 2024

Visitor Economy replacement and expansion demand as a proportion of employment by occupation, 2014 - 2024



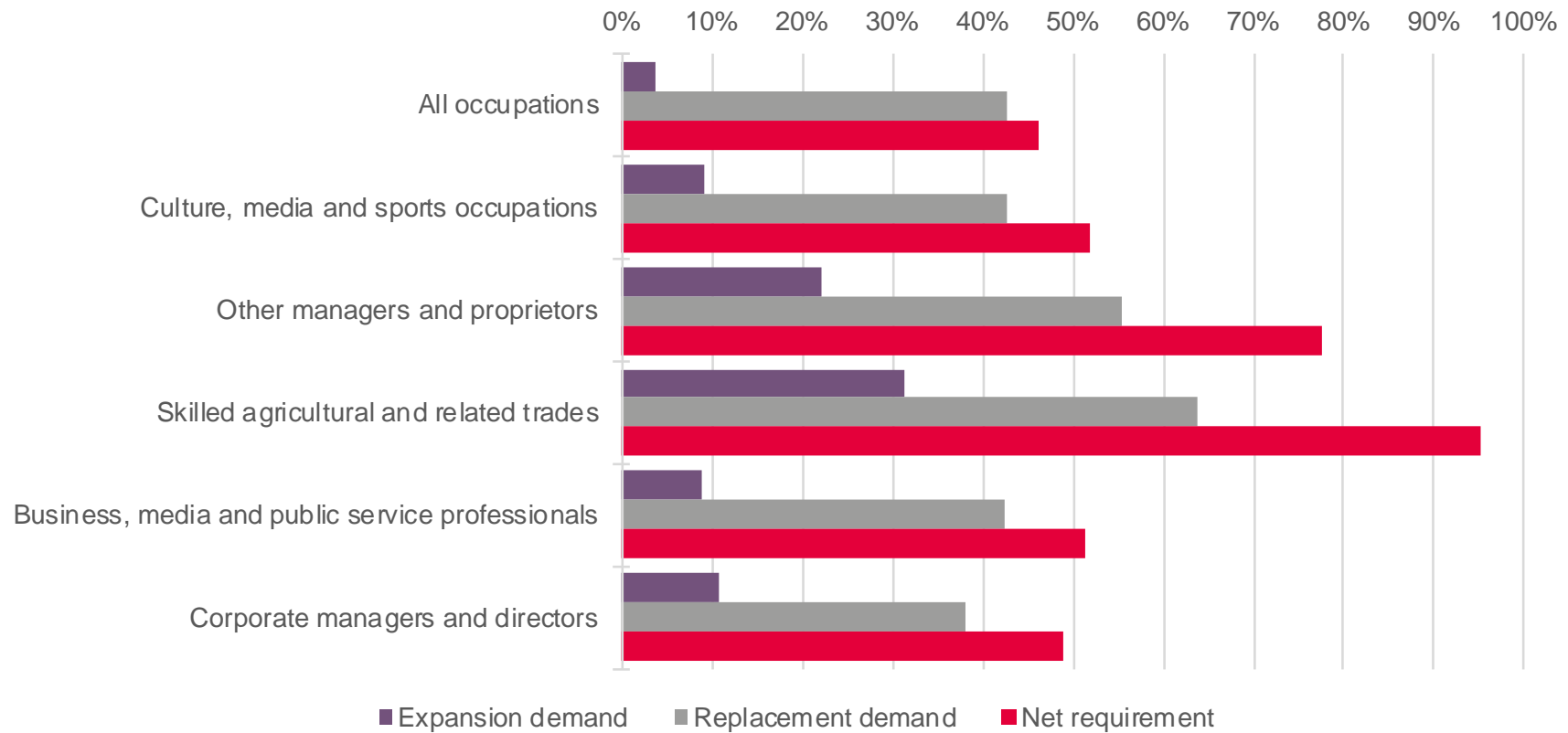
Source: UKCES Working Futures 2014 - 2024

Tourism sector replacement and expansion demand as a proportion of employment by occupation, 2014 - 2024



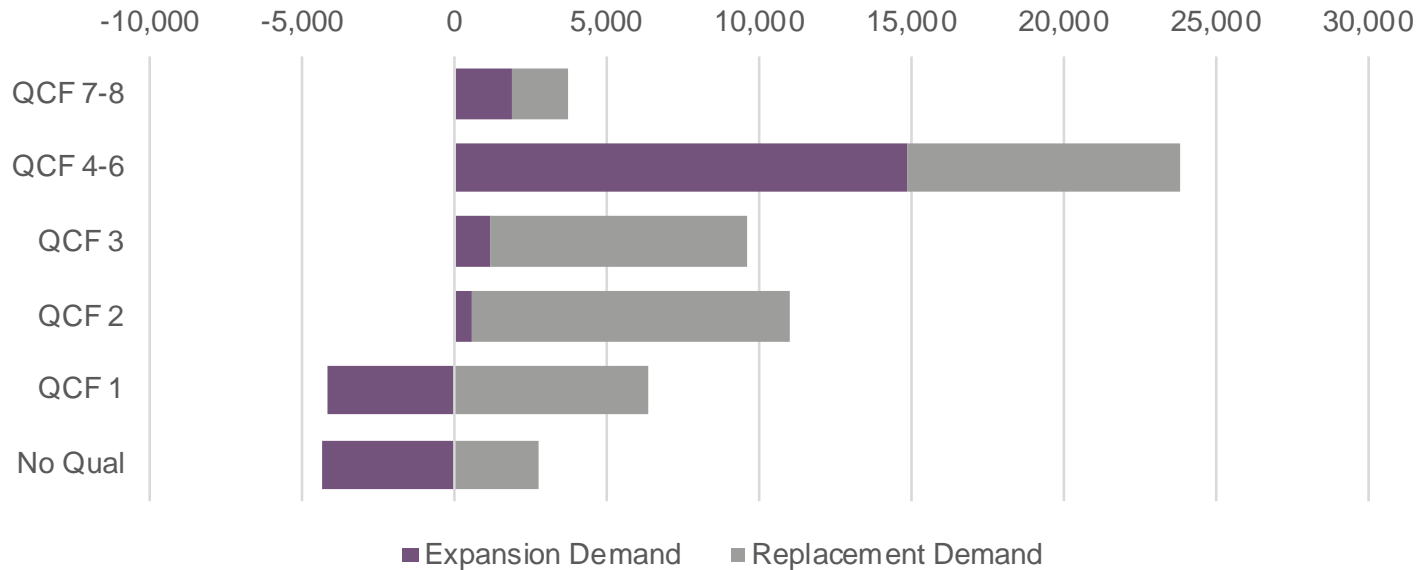
Source: UKCES Working Futures 2014 - 2024

Culture sector replacement and expansion demand as a proportion of employment by occupation, 2014 - 2024



Source: UKCES Working Futures 2014 - 2024

Visitor Economy replacement and expansion demand by qualification, 2014 - 2024

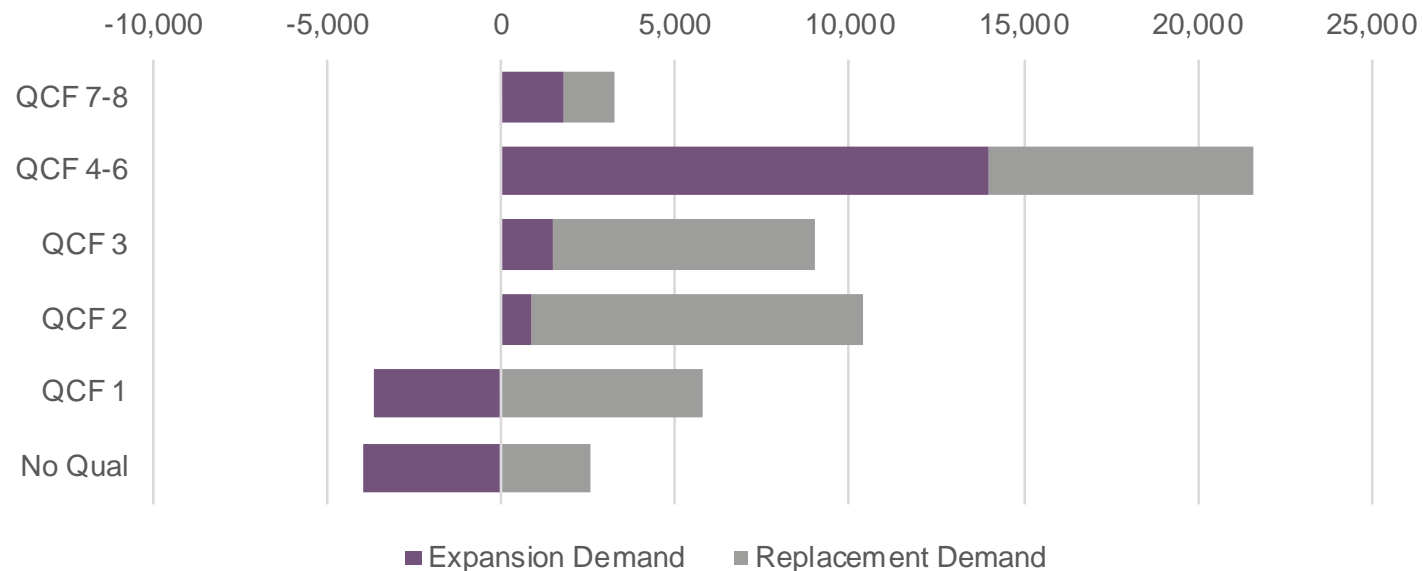


Please note that the Working Futures data uses the following breakout of qualification levels:

- QCF8 - Doctorate
- QCF7 - Other higher degree
- QCF6 - First degree
- QCF5 - Foundation degree; Nursing; Teaching
- QCF4 - HE below degree level
- QCF3 - A level & equivalent
- QCF2 - GCSE (A-C) & equivalent
- QCF1 - GCSE (below grade C) & equivalent
- No Q - No Qualification

Source: UKCES Working Futures 2014 - 2024

Tourism sector replacement and expansion demand by qualification, 2014 - 2024

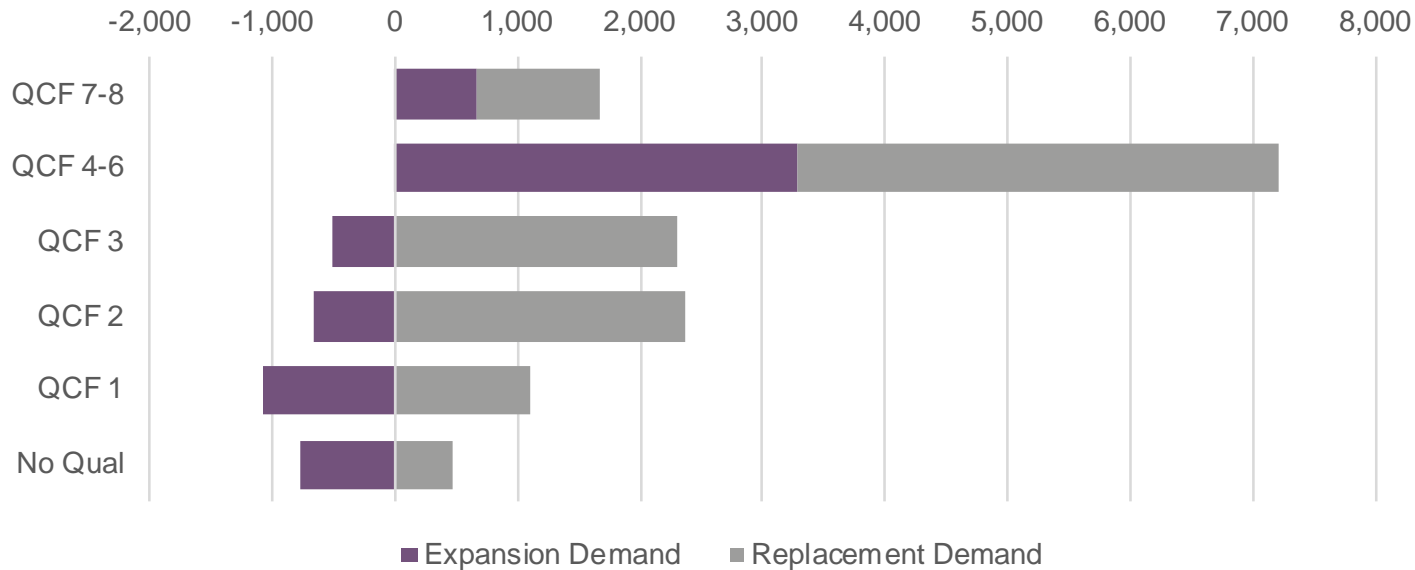


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Source: UKCES Working Futures 2014 - 2024

Culture sector replacement and expansion demand by qualification, 2014 - 2024

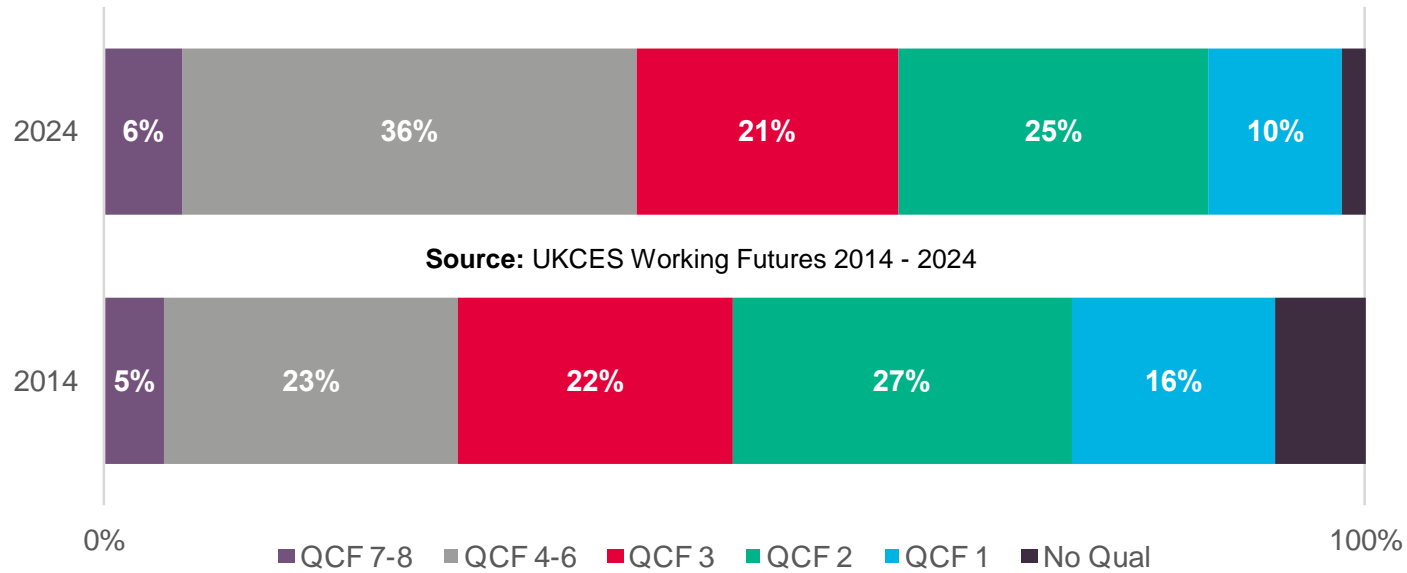


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Source: UKCES Working Futures 2014 - 2024

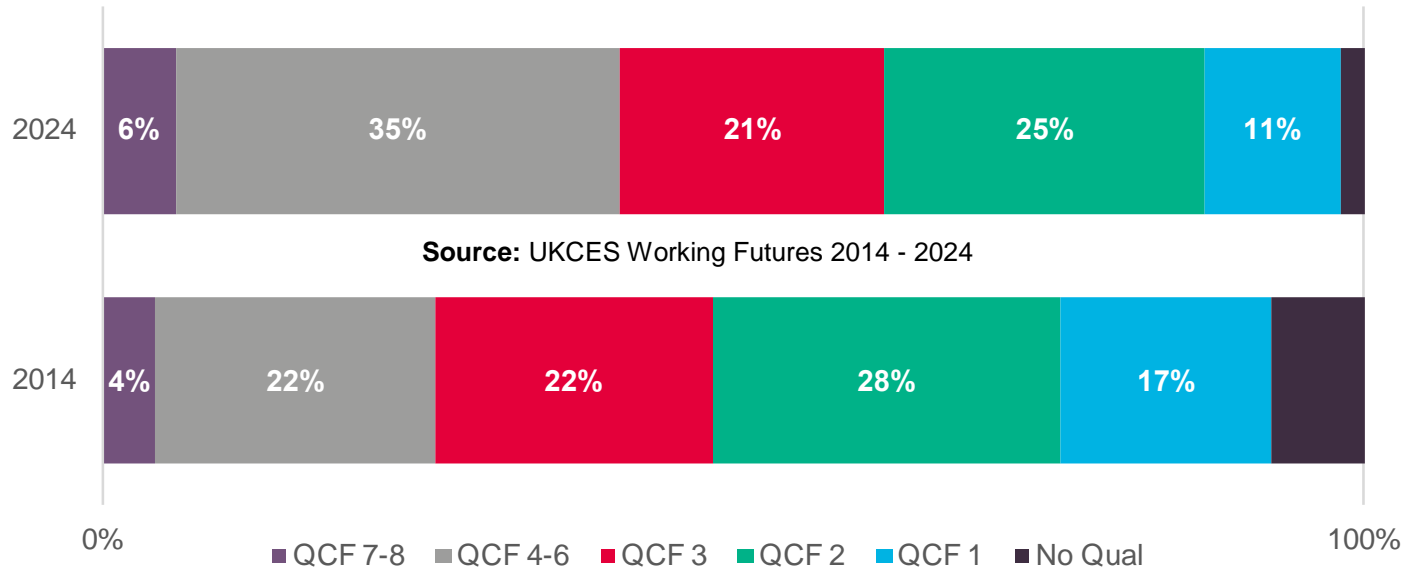
Visitor Economy qualifications, 2014 - 2024



Please note that the Working Futures data uses the following breakout of qualification levels:

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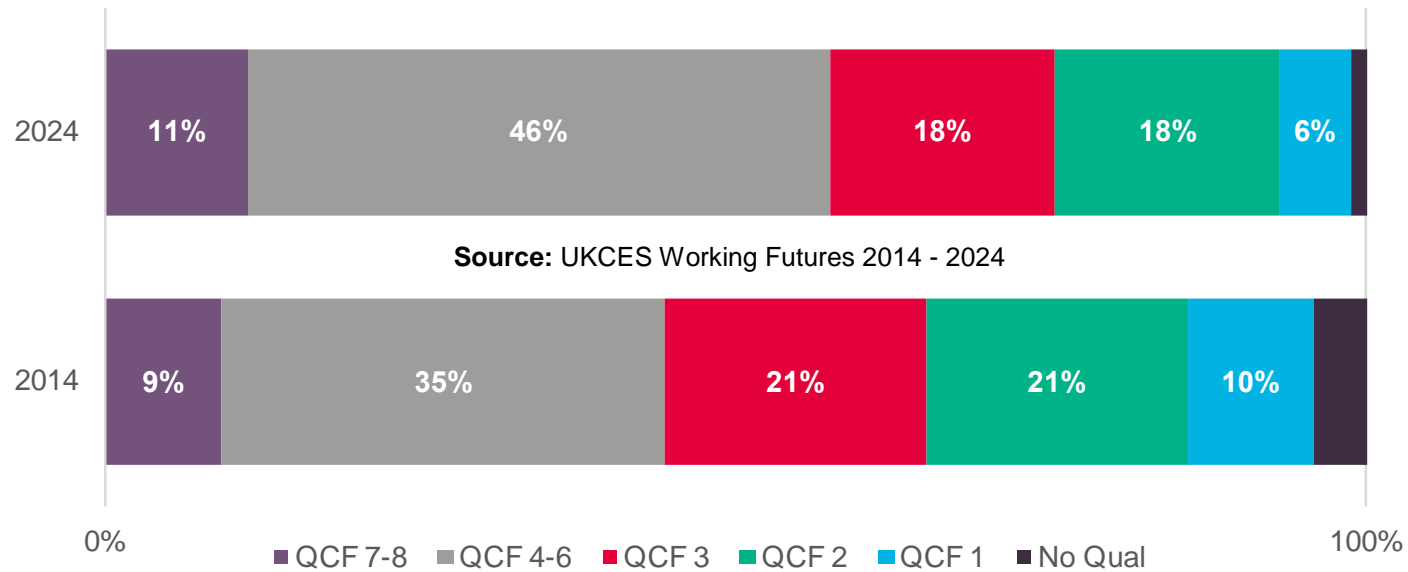
Tourism sector qualifications, 2014 - 2024



Please note that the Working Futures data uses the following breakout of qualification levels:

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Culture sector qualifications, 2014 - 2024



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The background features three overlapping circles. A large purple circle is on the left, a smaller pink circle is on the right, and a grey circle is at the bottom. The word 'Appendices' is centered in white text over the purple circle.

Appendices

Appendix – Visitor Economy sector definition

The following five digit SIC codes have been used to measure levels of, and change in, both employment and enterprise numbers in the sector.

Accommodation for visitors

55100 : Hotels and similar accommodation

55201 : Holiday centres and villages

55202 : Youth hostels

55209 : Other holiday and other short-stay accommodation (not including holiday centres and villages or youth hostels) nec

55300 : Camping grounds, recreational vehicle parks and trailer parks

55900 : Other accommodation

Food and beverage serving activities

56101 : Licensed restaurants

56102 : Unlicensed restaurants and cafes

56103 : Take away food shops and mobile food stands

56210 : Event catering activities

56290 : Other food service activities

56301 : Licensed clubs

56302 : Public houses and bars

Rail passenger transport

49100 : Passenger rail transport, interurban

Road passenger transport

49320 : Taxi operation

49390 : Other passenger land transport nec

Water passenger transport

50100 : Sea and coastal passenger water transport

50300 : Inland passenger water transport

Air passenger transport

51101 : Scheduled passenger air transport

51102 : Non-scheduled passenger air transport

Transport equipment rental

77110 : Renting and leasing of cars and light motor vehicles

77341 : Renting and leasing of passenger water transport equipment

77351 : Renting and leasing of passenger air transport equipment

Travel agencies and other reservation service activities

79110 : Travel agency activities

79120 : Tour operator activities

79901 : Activities of tourist guides

79909 : Other reservation service activities (not including activities of tourist guides)

Cultural activities

90010 : Performing arts

90020 : Support activities to performing arts

90030 : Artistic creation

90040 : Operation of arts facilities

91020 : Museum activities

91030 : Operation of historical sites and buildings and similar visitor attractions

91040 : Botanical and zoological gardens and nature reserve activities

Sporting & Recreational activities

92000 : Gambling and betting activities

93110 : Operation of sports facilities

93191 : Activities of racehorse owners

93199 : Other sports activities (not including activities of racehorse owners) nec

93210 : Activities of amusement parks and theme parks

93290 : Other amusement and recreation activities

77210 : Renting and leasing of recreational and sports goods

Country-specific tourism characteristic activities

82301 : Activities of exhibition and fair organizers

82302 : Activities of conference organizers

68202 : Letting and operating of conference and exhibition centres

Culture and The Arts

- 18140 : Binding and related services
- 18201 : Reproduction of sound recording
- 18202 : Reproduction of video recording
- 18203 : Reproduction of computer media
- 32120 : Manufacture of jewellery and related articles
- 32130 : Manufacture of imitation jewellery and related articles
- 32200 : Manufacture of musical instruments
- 46431 : Wholesale of gramophone records, audio tapes, compact discs and video tapes and of the equipment on which these are played
- 46491 : Wholesale of musical instruments
- 47591 : Retail sale of musical instruments and scores in specialised stores
- 47610 : Retail sale of books in specialised stores
- 47630 : Retail sale of music and video recordings in specialised stores
- 47781 : Retail sale in commercial art galleries
- 47791 : Retail sale of antiques including antique books, in stores
- 58120 : Publishing of directories and mailing lists
- 58141 : Publishing of learned journals
- 58142 : Publishing of consumer, business and professional journals and periodicals
- 58190 : Other publishing activities
- 58210 : Publishing of computer games
- 58290 : Other software publishing
- 59111 : Motion picture production activities
- 59112 : Video production activities
- 59113 : Television programme production activities
- 59120 : Motion picture, video and television programme post-production activities
- 59131 : Motion picture distribution activities
- 59132 : Video distribution activities
- 59133 : Television programme distribution activities

59140 : Motion picture projection activities
59200 : Sound recording and music publishing activities
60100 : Radio broadcasting
60200 : Television programming and broadcasting activities
74201 : Portrait photographic activities
74202 : Other specialist photography (not including portrait photography)
74203 : Film processing
74209 : Other photographic activities (not including portrait and other specialist photography and film processing) nec
74300 : Translation and interpretation activities
77291 : Renting and leasing of media entertainment equipment
78101 : Motion picture, television and other theatrical casting
85520 : Cultural education
90010 : Performing arts
90020 : Support activities to performing arts
90030 : Artistic creation
90040 : Operation of arts facilities
91011 : Library activities
91012 : Archive activities
91020 : Museum activities
91030 : Operation of historical sites and buildings and similar visitor attractions
91040 : Botanical and zoological gardens and nature reserve activities
92000 : Gambling and betting activities
93110 : Operation of sports facilities
93191 : Activities of racehorse owners
93199 : Other sports activities (not including activities of racehorse owners) nec
93210 : Activities of amusement parks and theme parks
93290 : Other amusement and recreation activities
94910 : Activities of religious organisations