



## **The arts in London – useful facts**

### **London's creative and cultural sector:**

- Generates an estimated total annual revenue of £25 - £29 billion (second only to business industries).
- Represents 33% of the UK's total creative industries sector.
- Employs over 500,000 - representing London's third largest employment sector.
- Is responsible for one in four of all new jobs in London created between 1995 and 2000.
- Represents 25 % of people working in the creative and cultural sectors in the UK.
- Is expected to be the fastest growing sector in London's expanding economy to 2016 (with the business industries).

### **London is home to:**

- Two opera houses
- Five orchestras
- Seven purpose-built concert halls
- 125 dance companies
- 167 galleries and museums
- 205 theatres
- 1,500 theatre companies
- 1,700 visual arts and crafts groups
- 2,500 amateur groups
- 2,650 music businesses
- 19 national museums
- Numerous events in schools, community centres, youth clubs, parks and public spaces
- More than 33% of the UK's 1,600 performing arts companies supported by public investment
- 70% of the UK's recording studios
- 90% of the UK's music business activity
- 75% of the UK's film and broadcasting industry revenues
- 33% of the UK's arts and antiques dealerships
- 46% of advertising employment
- 30% of the UK's visual artists and photographers
- 27.5% of the UK's architects
- 80–85% of the UK's fashion designers

- All the major UK auction houses
- The majority of UK-based multinational leisure software HQs
- Three world heritage sites – Greenwich, Westminster Abbey and the Tower of London

### **London attracts:**

- 13.2 million overseas visitors each year (56% of the UK's total)
- 14.8m domestic visitors each year
  - 30% of all visitors say that arts and culture are an important reason for their visit
- 22 million visits to performances of music, theatre and dance each year
- 30 million visits to museums and galleries each year

### Sources:

*Mayor's draft cultural strategy* (June 2003)

*London Analytical Report* (No. 10 Policy Unit, 2003)

*Case for London* (London Arts, 2000)

### **Londoners:**

- See the arts, culture and nightlife as among the top five reasons for living in London.
- Attend more arts events than people in other regions  
82% attended at least one arts event in the last 12 months.
- Have the most eclectic taste in the arts – they are more likely than people from any other region to attend several types of event.
- Are more likely to participate in the arts  
90% took part in at least one artistic activity in the last 12 months.
- Appreciate the arts  
79% think that the arts play a valuable role in the life of the country.
- Appreciate cultural diversity in the arts  
80% think that arts from different cultures contribute a lot to the cultural life of the country.

### Source:

*Arts in England: attendance, participation and attitudes in 2001*, commissioned by Arts Council England from the Social Survey Division of the Office for National Statistics (ONS) in 2001.

The report is supported by *Resource: The Council for Museums, Archives and Libraries* and is based on interviews with over 6,000 adults across the country.