

EXECUTIVE SUMMARY

WHY IS THIS STUDY IMPORTANT?

In an increasingly knowledge-based economy, the ability to think, learn and create gives businesses a key competitive advantage. 'Creative Britain' is the first study of its kind to provide not only a picture of workforce creativity today, but also map where Britain's most creative businesses will be found in the coming decade.

Creativity is a key component of everyone's job and harnessing it is one of the greatest challenges facing managers in the 21st century.

WHAT IS WORKFORCE CREATIVITY?

- The ability to approach business life with inventiveness
- Enhances competitive advantage
- About far more than artists and architects, or web designers and TV producers
- Creativity is a key component of everyone's job

WHAT DID THE STUDY EXAMINE?

In this unique piece of analysis, MOREL Research has mapped creativity across the UK workforce. By examining the twelve factors that determine workforce creativity for the 641 constituencies in mainland Britain, the first map of British workforce creativity has been produced.

HOW WAS CREATIVITY MEASURED?

THE TWELVE COMPONENTS MEASURED WERE PLOTTED ACROSS THREE DOMAINS OF CREATIVITY:

ONE.

Environment: creativity is stifled by homogeneity, enhanced by variety and fuelled by activity.

Factors affecting a place's score for environment were:

- Clone-like city centres
- Variety of community activities
- Access to beautiful environments
- Engagement with community

TWO.

Class: according to sociologists, intellectual engagement, talent and tolerance are indicators of a 'creative class' of people.

Factors affecting score for creative class were:

- Levels of qualifications
- Consumption of non-TV media
- Diversity of roles in the home and workplace
- People living non-traditional lifestyles

THREE.

Capital: generation of new ideas is an indicator of the level of creativity at work in an area.

Factors used to indicate the amount of creative capital in an area were:

- Numbers of new businesses registered
- Registration of patents
- Quality and quantity of universities and research institutions
- Density of professions depending on creative skills

WHAT DID THE STUDY FIND OUT

MOST CREATIVE PLACES TO WORK

- The strongest increases in workforce creativity are to be found in more rural places like Cornwall and Cwylwyd where young professionals are using communications technology to run their businesses
- London currently leads the field but it is its financial community rather than its art world that is fostering creativity
- Leeds, Birmingham and Manchester currently have some extremely strong localities but when it comes to creative momentum - the likelihood that they will remain creative hot spots in the future - there is a visible flight from cities

LEAST CREATIVE PLACES TO WORK

- The North East lags Britain as a whole
- In places like Exeter, Bury St Edmonds and St Albans, creativity is stifled by bland physical environments, low levels of community engagement and below average rates of entrepreneurialism