



**WESTERN  
DEVELOPMENT  
COMMISSION**

# REP 2021 – Creative Economy Overview (West Region (GMR))

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# Current Situation

In 2019 the creative economy was a major international sector with a 4.4% share of EU-28 GDP, (€643 Bn in turnover), and employing 7.6 million in the EU-28, more than the numbers employed in other sectors such as automotive, telecoms, and Chemicals<sup>3</sup>.

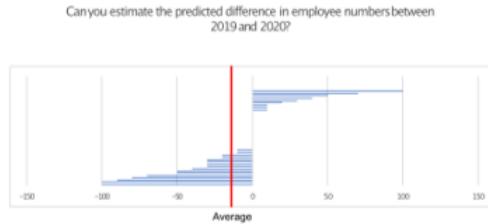
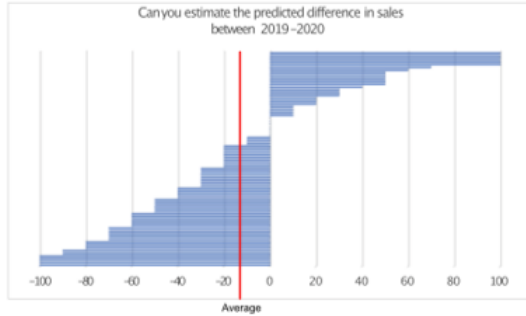


- CE employment grew from 5,122 to 7,413. an increase of 44.7% in five years.
- Galway county saw the biggest increase (1,100).
- In relative terms, Roscommon CE employment increased by 125% in the five years to 2018.
- Mayo also saw a more than doubling of their workforce to 1654 by 2018.
- Compared to the national average of 5.6% employed in the CE, Galway city exceeds

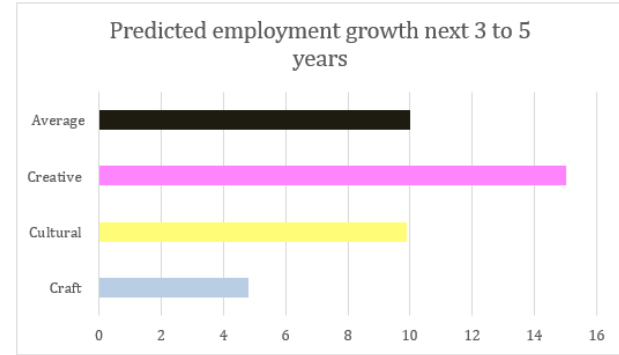
the national average with Mayo at 3.2% and Roscommon at 2.3%.

### 3. REINFORCING the CREATIVE WEST -SURVEY KEY POINTS

#### a. Predicted change in both sales and employment 2019 – 2020



As can be seen the average is a net reduction in CE sales albeit in the immediate future. Similarly in employment we see an avg. reduction



SME's remain generally positive about future growth. Over 2/3rds predict an increase in future employment c. Net estimated impact of the pandemic on

the GMR Businesses

Estimated impact of COVID 19

VALUE	- €69.6
	MILLION
SALES	- €47.8
	MILLION
EMPLOYEES	- 742
	PEOPLE



# Next Steps

e. Survey Conclusions:

- i. **RISKS are near term in nature and pandemic created** - Whilst the CE SME's on average predict a 15% fall in Sales due to covid in 2020 over the next five years they predict a 10% Rise
- ii. **Certain SME's are growing even during the Pandemic challenge** - mostly technology focussed ones with non audience facing products
- iii. **Challenges to Audience facing practitioners potentially catastrophic** - resulting in an immediate and significant support consideration to ensure predicted longterm returns
- iv. **Innovation** by the sector is deemed critical
- v. **Increased Investment** is ranked the top future growth factor across all the Creative economy subsectors
- vi. **Place** is an immutable factor in the Creative Economy of the GMR area
- vii. **Probable generational shift** in sector to new means of production and connecting with society/clients via technology