



BRISTOL+BATH
CREATIVE R+D

bristolbathcreative.org

From catastrophe to hybridity to recovery?

Unpacking the implications of a
sector in transition as a result of
COVID-19: A focus on South West
England's creative and cultural sector.

Tarek Virani and Jenn Blackwood

16/06/2021

**UWE
Bristol** | University
of the
West of
England

 Creative
Economies
Lab

Acknowledgements



This work would not have been possible without the help and vision of the following people, many thanks:

Carly Heath (UWE), Hazel Edwards (UWE), Jonathan Dovey (UWE), Simon Moreton (UWE), Roxana Apostol (British Council), Marti Burgess (Lakota), Lizzie Green (UWE), Michael Dow (Bristol Council), Jo Lansdowne (Watershed), Clare Reddington (Watershed), Lynn Barlow (UWE), Nema Hart (Arts Council England), Paul Manners (UWE), Roger Griffith (UWE), Harry Wiles (Head First Bristol), Gavin Eddy (Forwardspace) Tom Trehella (UWE), John Newbiggin (Creative England, Mayor of London, PEC), Matthew Freeman (Bath Spa University).

3. Background

3.1 Impact on the UK creative and cultural sector:

Just as the effects of the current crisis and the first wave were being felt in mid-2020 there was a flurry of research activity attempting to document the immediate effects of the pandemic on the CCS in the UK. The results show that the economic impact has been devastating. According to the Creative Industries Federation (2020) there was a projected £77bn turnover loss over the course of 2020 compared to 2019. There was also a projected drop in employment of 122,000 jobs, and a further 287,000 job losses among self-employed workers, compared to 2019 levels (CIF, 2020).

To put this into context, as of February 2020, the UK’s creative sector was a juggernaut of growth prior to the pandemic. Its rate of growth was five times that of the national economy contributing almost £13 million every hour (DCMS, 2020). It employed over 2 million people and contributed £111.7 billion to the economy.

Figure 10: Survey respondents and sub-sectors of the CCS in the South West

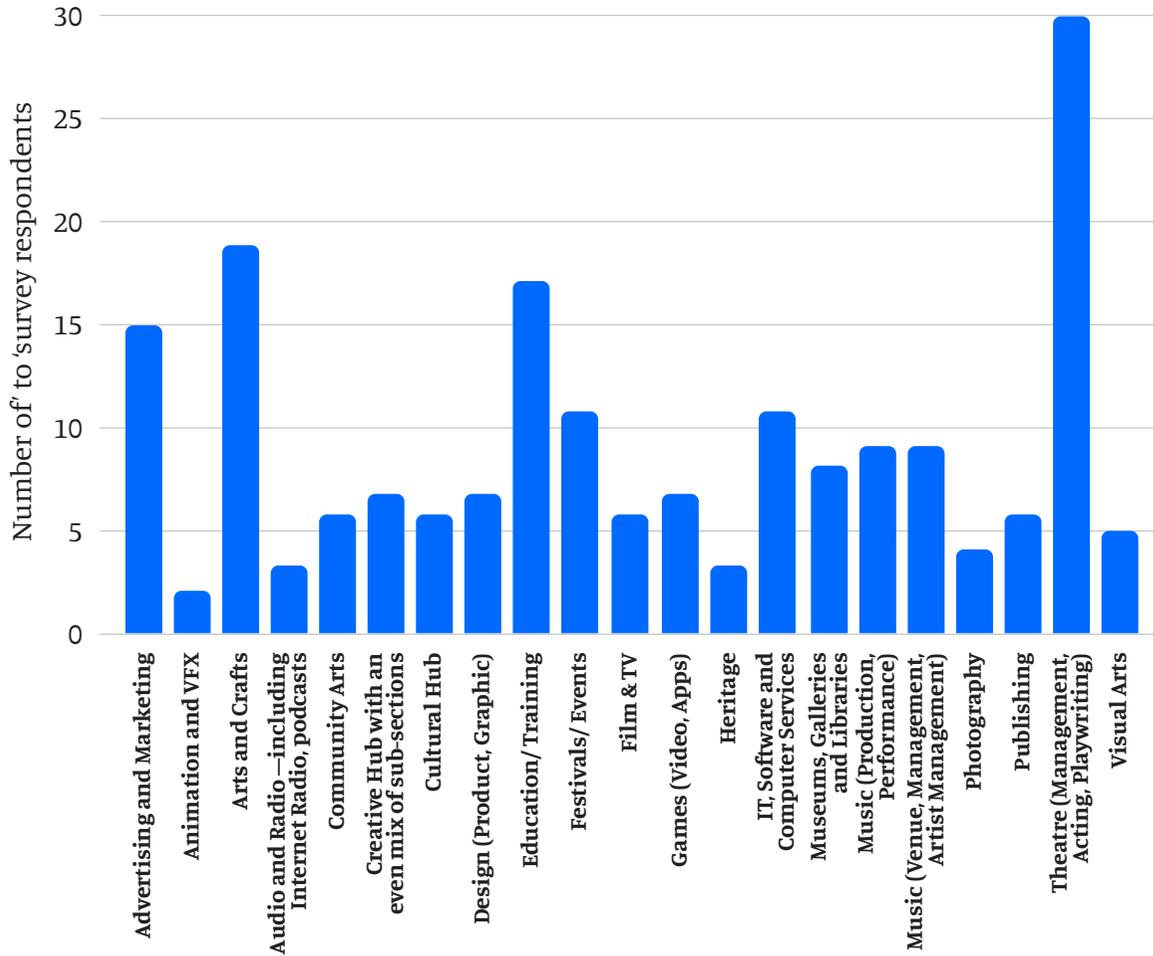
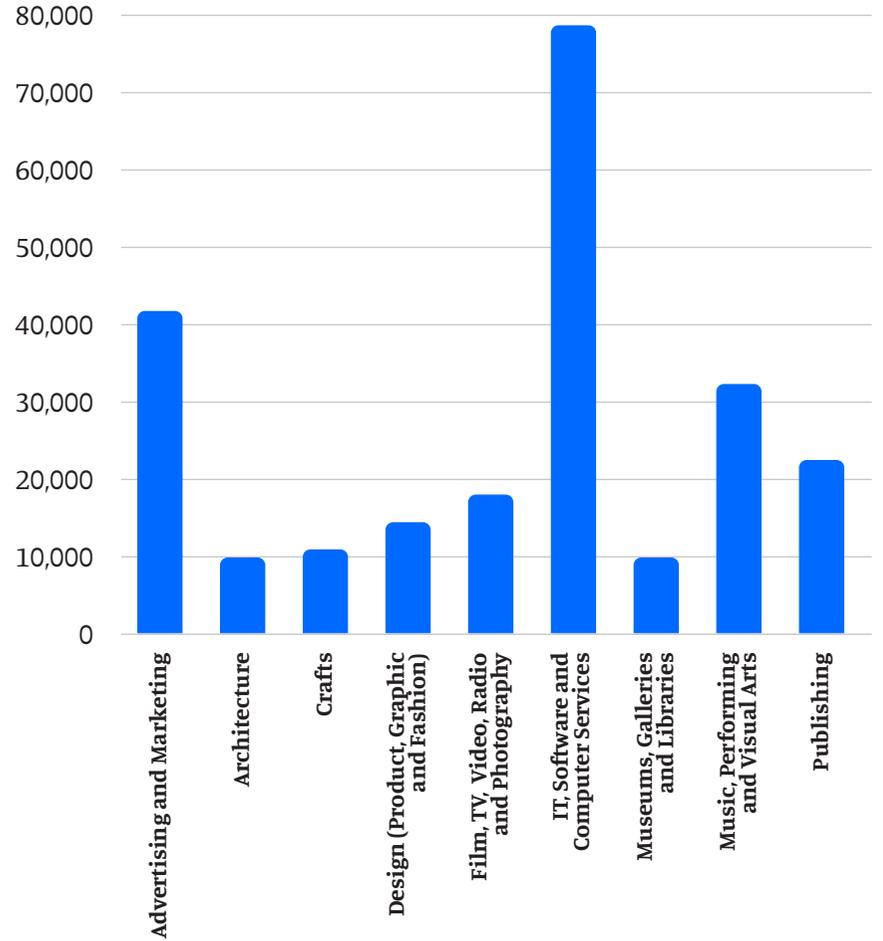


Figure 11: DCMS Employment numbers for creative industries in the South West 2016





BRISTOL+BATH
CREATIVE R+D

Bristol+Bath Creative R+D
Pervasive Media Studio
Watershed
Bristol BS1 5TX

0117 370 8879

info@bristolbathcreative.org

bristolbathcreative.org

UWE
Bristol | University
of the
West of
England

 Creative
Economies
Lab