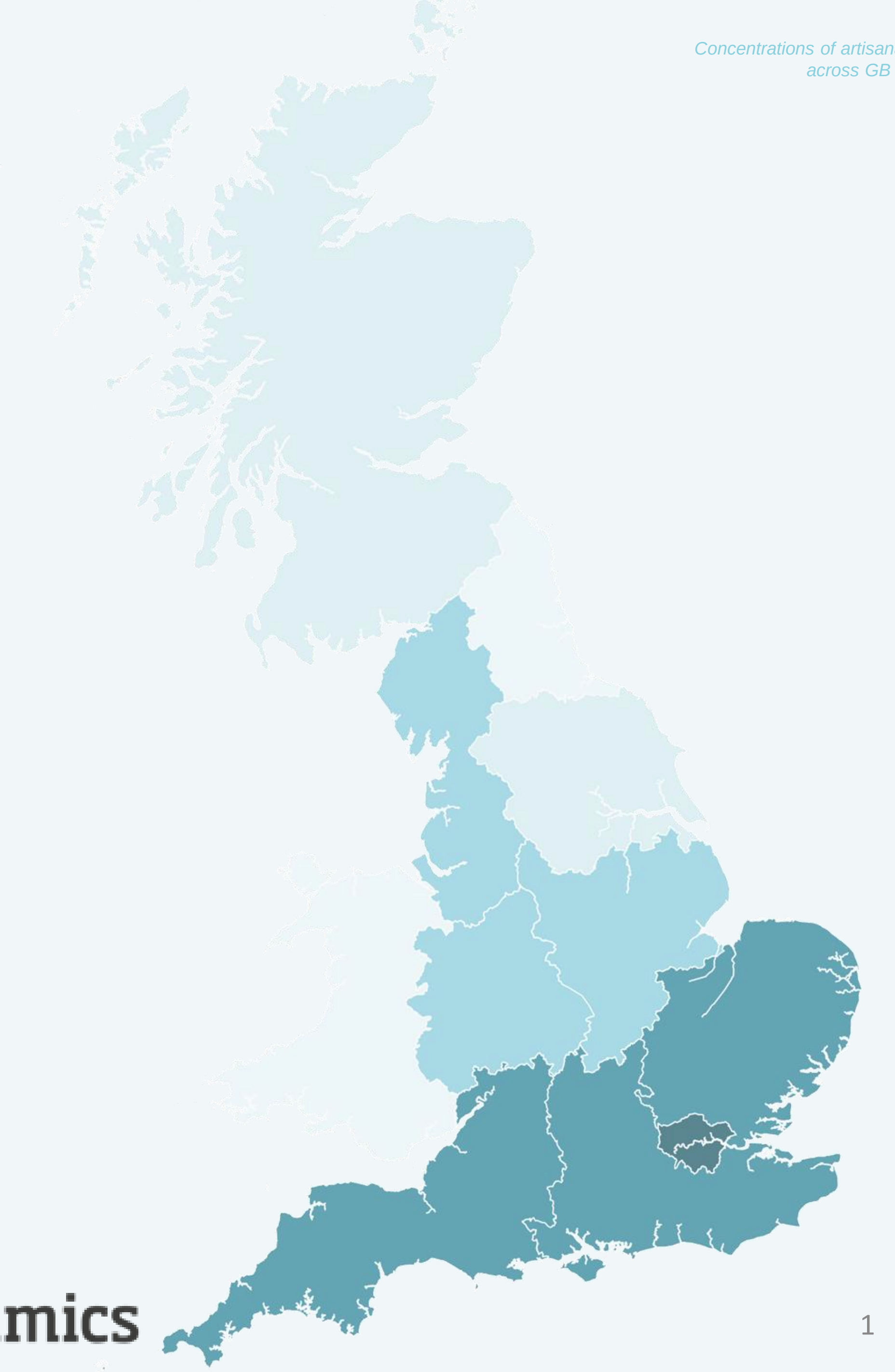

Concentrations of artisanal businesses across GB

Artisanal Businesses in Britain

An analysis of trends in the last 10 years

November 2021

Metro Dynamics, for Amazon Handmade

Metro —— Dynamics

Introduction

Amazon Handmade – a store for handcrafted personalised products, supporting local artisans – has commissioned **Metro Dynamics** to develop this report to understand the scale and economic contribution of artisanal communities across Great Britain.

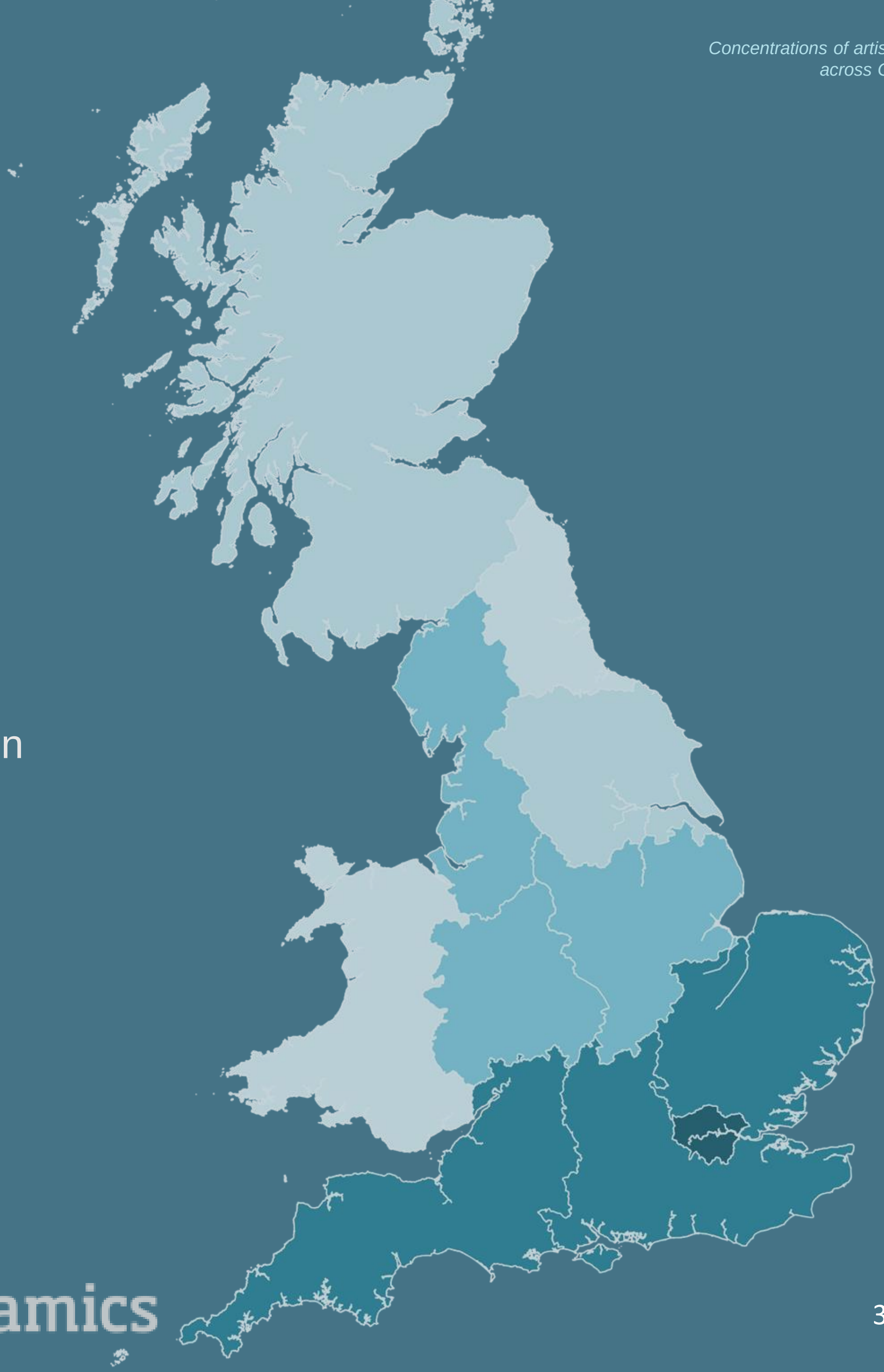
The report identifies Birmingham, Edinburgh, and London as Great British craft hotspots; the West Midlands saw more growth during the pandemic year than any other region in the UK, Edinburgh was found to be the home of Scotland's most artisans with the country experiencing 14% growth over the past decade, and London hosts the highest number of artisans across Britain.

Great Britain saw the biggest increase of new handmade artisans in a decade last year, over the course of the Covid-19 pandemic, with a 33% increase in self-employed crafters recorded between 2019 and 2020 alone. This growth contributed to an overall rise of 21% more makers setting up a handmade business over the last ten years.

The report also highlights that sub-regionally specialisms, based on location quotient analysis, build on historic context strengths such as Leicestershire's specialism for Clothes, Shoes and Accessories, or Birmingham's specialism in Jewellery.

National growth and contribution

Primarily using occupations based data from the Annual Population Survey, this section explores the size, growth, and contribution of artisans within Great Britain.



Concentrations of artisanal businesses across GB

The number of artisans across Great Britain is growing

Analysis of occupations across Great Britain from the Annual Population Survey suggests that over 400,000 people are self employed in occupations that are likely to describe ‘artisanal’ work. This includes a range of jobs such as weavers and knitters, ceramics makers, craft woodworkers, dressmakers, and artists (among others). This group has grown by over one fifth in the last decade, growing at a faster rate than self-employment overall in Great Britain across the same period, with a particular growth in those involved in hand-crafts.

In 2020, there were **402,600** people self-employed in a broad range of artisanal occupations.

There has been a **22.4% increase** in self-employed artisanal occupations since 2010.

Within this community, there are **21,900** self-employed people in hand craft occupations across Great Britain, having seen **a 21% increase** from 18,100 in 2010.

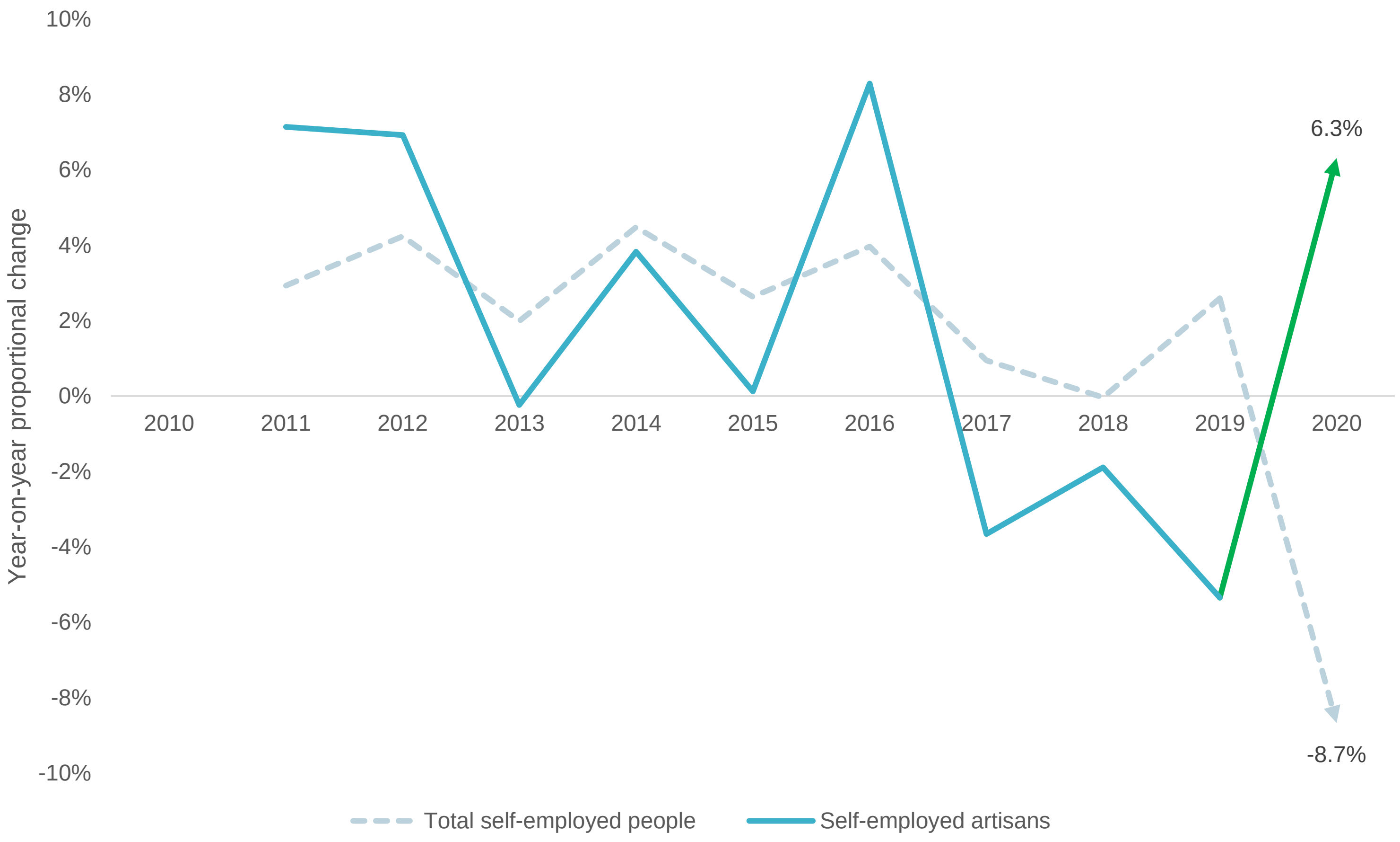
Source: Metro Dynamics analysis of Annual Population Survey, ONS (2020)

Growth is particularly strong compared to broader self-employment trends

While growth over the last decade has been strong, growth in the number of artisanal occupations across Great Britain has been particularly exceptional between 2019 to 2020, a period that covers a large proportion of the Covid-19 pandemic.

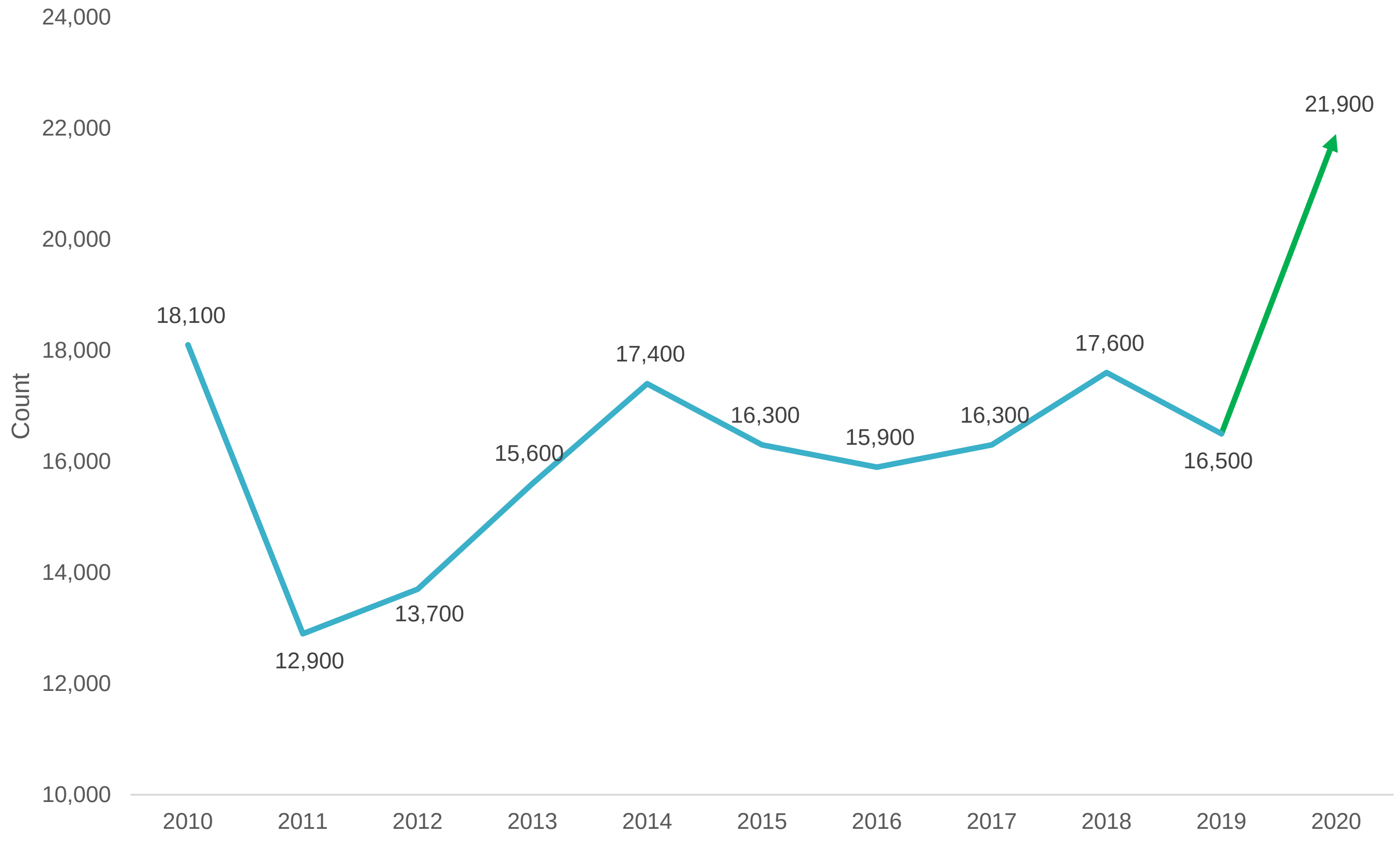
The growth of 6.3% in artisanal occupations over the last year is particularly noteworthy given that it resisted the national trend that saw levels of self-employment decrease by 8.7% during the pandemic.

This suggests that during the pandemic a large number of people opted to become self-employed working with artisanal crafts, likely starting their own businesses.



Source: Metro Dynamics analysis of Annual Population Survey, ONS (2020)

In particular, there has been growth in hand-craft occupations



Within the occupations-based definition of artisans, the SOC code “5449 Other skilled trades n.e.c.” is of particular interest since this includes a large number of hand-craft activities. This includes the making of jewellery and precious metalware, wigs, children toys, models, candles, resin moulds, and other hand-crafted goods.

In 2020, there were 21,900 self-employed people in this occupational category across Great Britain.

During the pandemic from 2019 to 2020, there was a 32.7% increase in people self-employed in this specific occupational category, while there has been a 21% increase over the last decade.

Source: Metro Dynamics analysis of Annual Population Survey, ONS (2020)

Artisanal businesses contribute £4.8bn to the British economy

Analysis of turnover data of artisanal businesses reveals that these businesses contributed £4.8 billion to the British economy in 2020, which is £78 million more than in 2019. This equates to a national average turnover of £163,000 per business in 2020, the regional breakdown of which is explored further in the following section of this report.

In 2020, artisanal businesses contributed **£4.8bn** to the British economy.

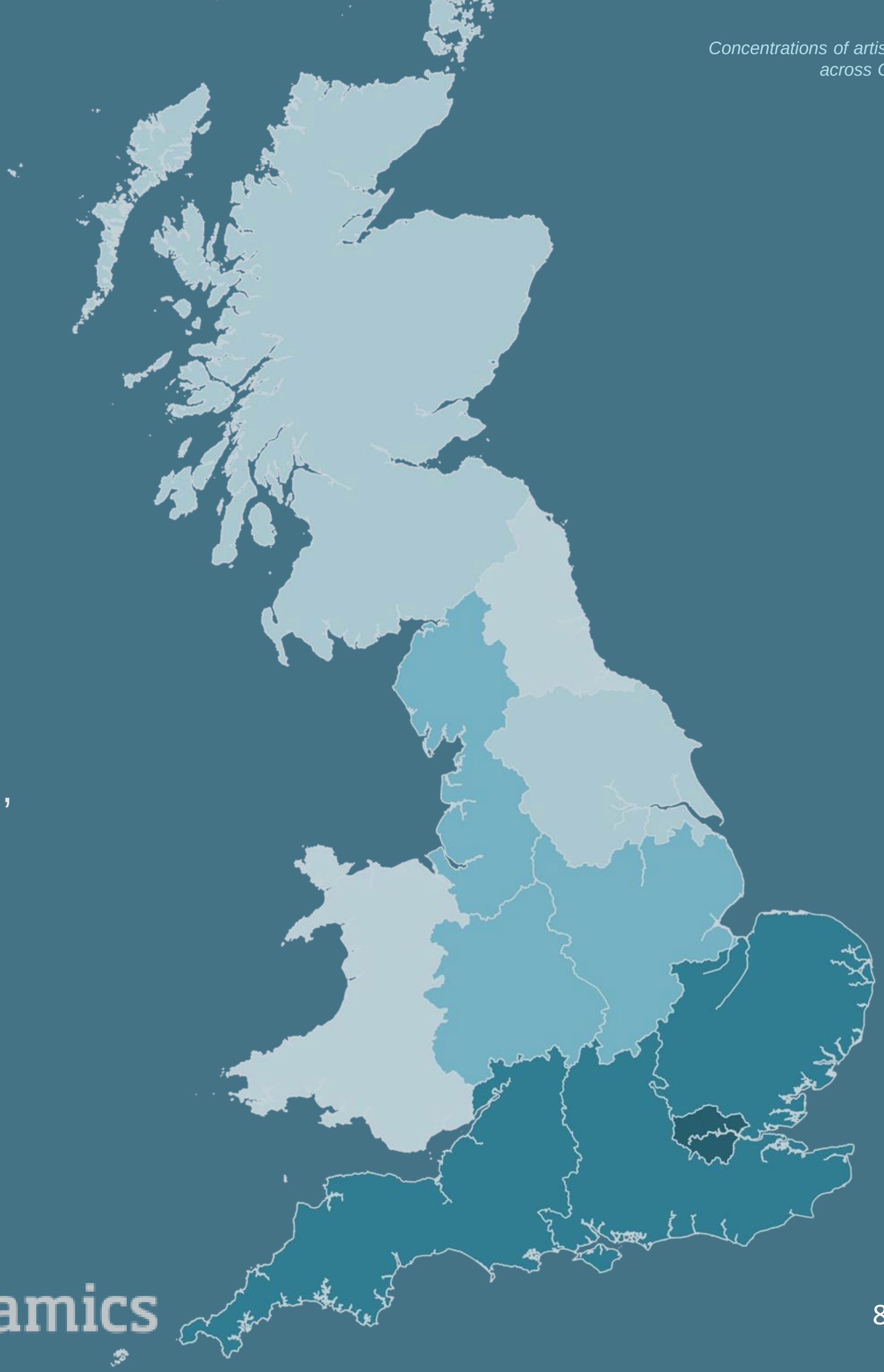
Despite only 0.01% growth in output since 2010, there was a **1.7% growth in 2019**, equating to an addition £78 million to the British economy.

On average, artisanal businesses saw an turnover of **£163,000** per businesses in 2020.

Source: Metro Dynamics analysis of a snapshot from the Inter Departmental Business Register, ONS

Regional distribution patterns

Using data extracted from the Inter Departmental Business Register, this section explores the regional and sub-regional scale, growth, and contribution of artisanal businesses across Great Britain.



Concentrations of artisanal businesses across GB

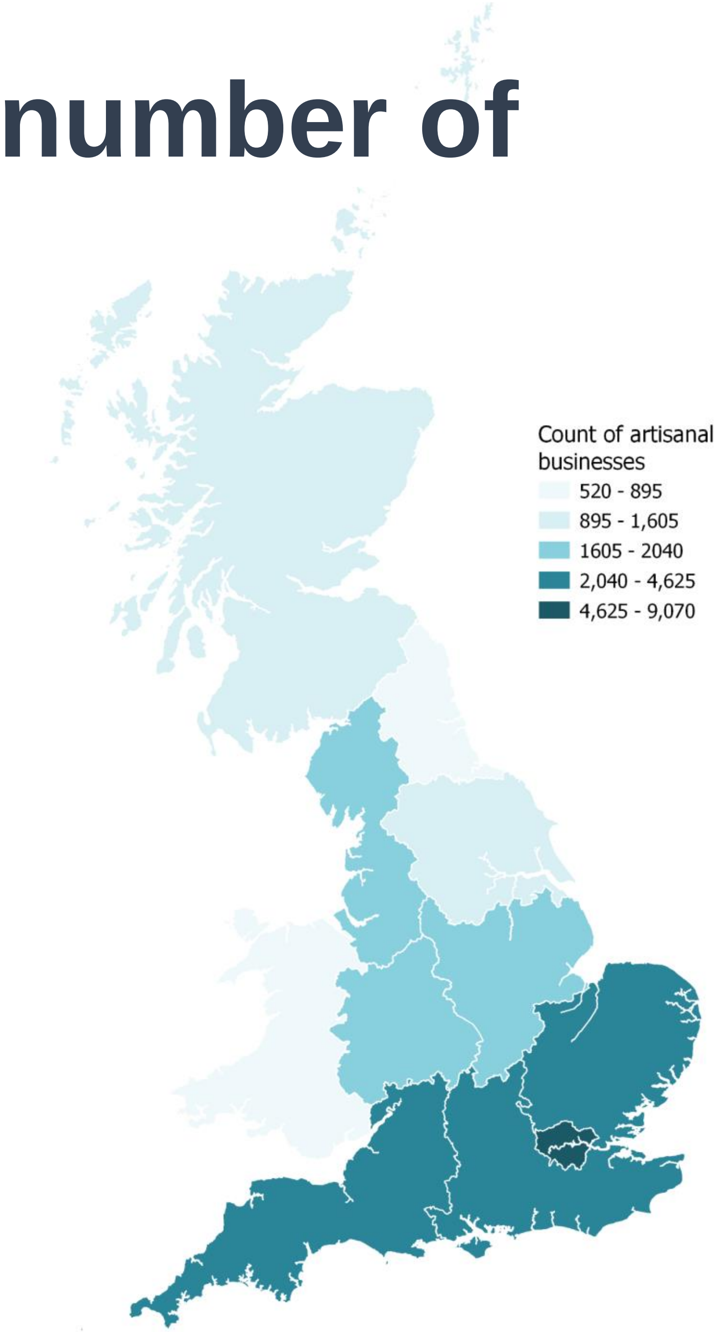
London hosts the largest number of artisanal businesses

Analysing the spatial distribution of artisanal businesses across Great Britain reveals regional variations in the size and growth of artisanal economies.

In 2020, the region with the most artisanal businesses was London with 8,990, accounting for 30.6% of Great Britain's total artisanal businesses. This was followed by the South East with 4,670, and the East of England with 2,805, meaning that London has almost double the number of artisanal businesses of the next highest counting region.

Nationally, artisanal businesses constitute 1.10% of the total business base. In regions such as London, the South East, and the South West this proportion is higher, suggesting that there are more artisanal businesses in these places than would be expected for the size of their economy.

Rank	Region	Count of artisinal businesses (2020)	Proportion of total businesses (2020)
1	London	8,990	1.69%
2	South East	4,670	1.12%
3	East	2,805	1.03%
4	South West	2,620	1.11%
5	North West	2,015	0.75%
6	West Midlands	1,905	0.86%
7	East Midlands	1,810	0.98%
8	Yorkshire and The Humber	1,650	0.87%
9	Scotland	1,465	0.82%
10	Wales	880	0.83%
11	North East	535	0.75%

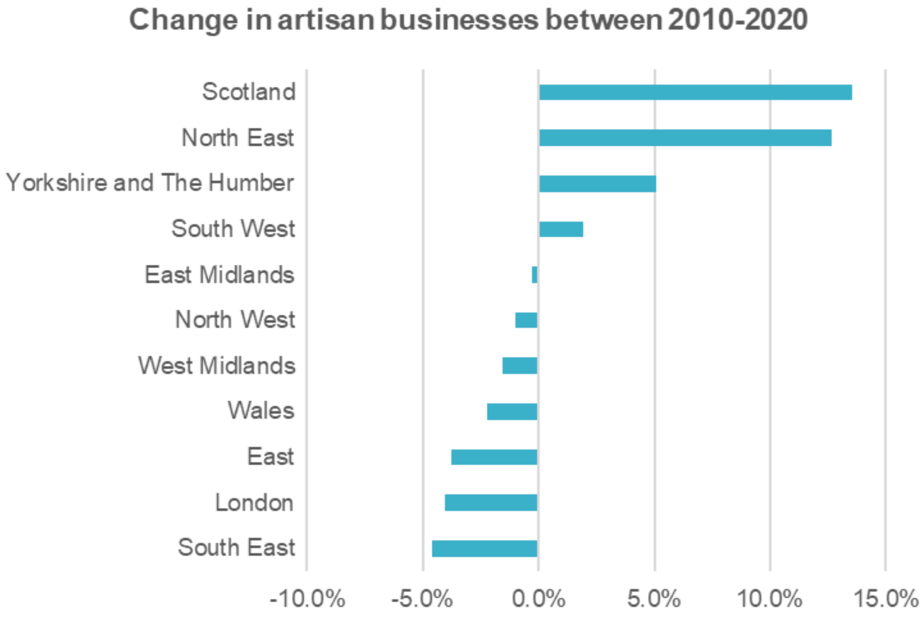


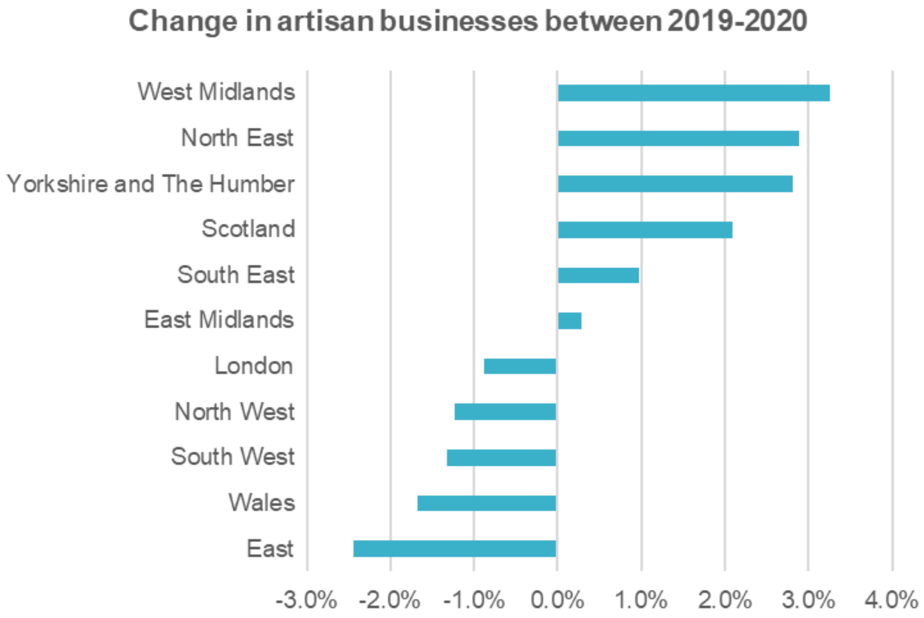
Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Despite high business counts in the South, growth is distinctly Northern

Despite London having the highest concentrations of activity, the growth stories are all outside of the capital. In fact, London has seen a decline in the number of artisanal businesses. In the last year in particular, growth in artisanal businesses has been distinctly Northern.

When analysing the change in artisanal businesses across the regions in the last 10 years and previous 1 year, there is a mixed picture of growth and decline. Since 2010, the region that has seen the largest increase in artisanal businesses was Scotland, having seen a 13.6% increase in total artisanal businesses. In the one year from 2019 to 2020, the region that has seen the largest increase in artisanal businesses was the West Midlands with a 3.3% increase in artisanal businesses.





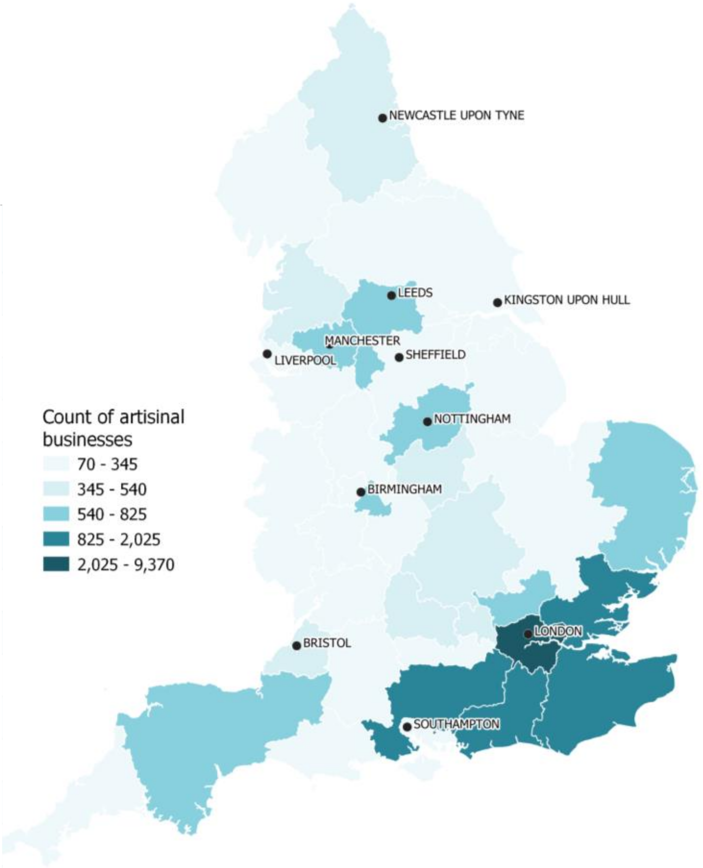
Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Secondary hubs in Manchester, Devon & Somerset, and Leeds

Sub-regional analysis of artisanal businesses within England also highlights the prevalence of artisanal businesses across London and the South East. However, there are also apparent clusters outside of these areas and across the rest of England.

Areas such as Greater Manchester, Devon & Somerset, and Leeds City Region all have relatively high counts of artisanal businesses. Additionally, Oxfordshire, Leicester & Leicestershire, and Hertfordshire all see artisanal businesses making up a high proportion of their total business base.

Rank	LEP	Count of artisinal businesses (2020)	Proportion of total businesses (2020)
1	London	8,990	1.69%
2	South East	2,010	1.14%
3	East Surrey, West Sussex & Greater Brighton	1,045	1.41%
4	West Surrey & Hampshire	855	1.05%
5	Greater Manchester	830	0.79%
6	Hertfordshire	780	1.22%
7	Devon & Somerset	775	1.06%
8	Leeds City Region	770	0.97%
9	Derby, Derbyshire, Nottingham and Nottinghamshire	710	0.97%
10	New Anglia	650	1.03%
11	Greater Birmingham and Solihull	645	0.82%
12	South East Midlands	585	0.76%
13	Leicester and Leicestershire	550	1.27%
14	West of England	515	1.11%
15	Oxfordshire	460	1.43%



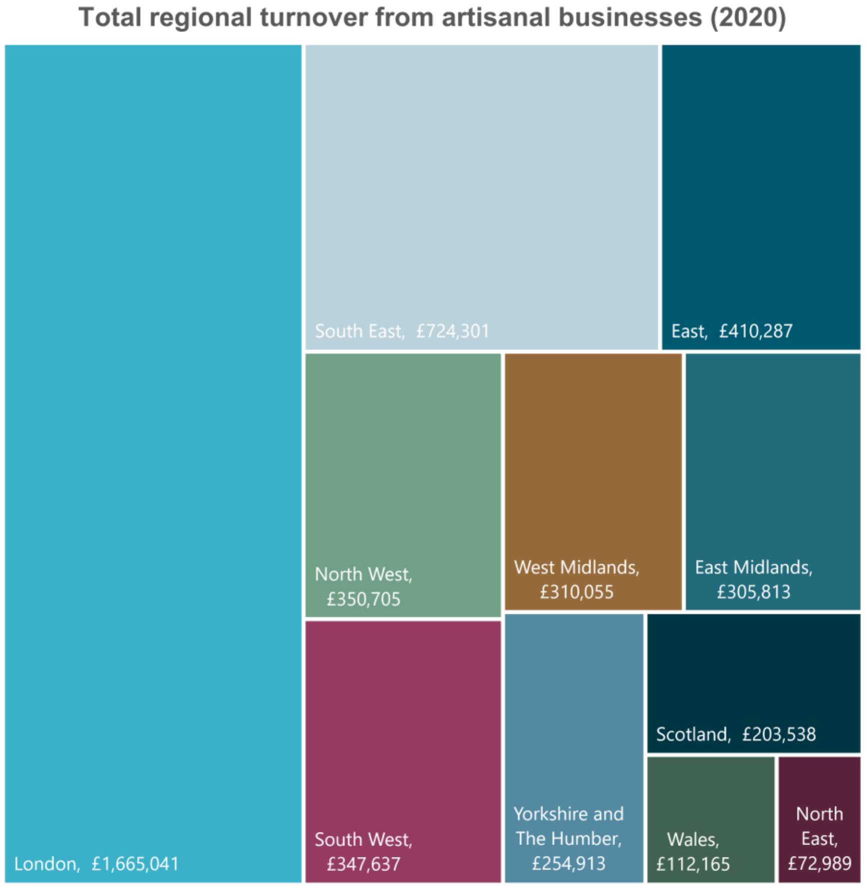
Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Edinburgh and Cardiff host Scottish and Welsh artisanal hubs

Limitations around sample sizes within the data from the IDBR, means that detailed spatial analysis is not possible. Therefore, in order to support detailed sub-regional analysis of Scotland and Wales, the locations of Amazon Handmade sellers have been highlighted in the maps below. The data across England supports the previous analysis in showing London to be the largest hub of artisanal businesses. Across Scotland, two clear hubs of artisanal sellers are apparent around Edinburgh and Glasgow, with areas surrounding Aberdeen also illuminated. Meanwhile in Wales, Cardiff has the largest number of artisans, with Newport and Swansea as secondary hubs, although the distribution of sellers across the country is less centralised than in Scotland.

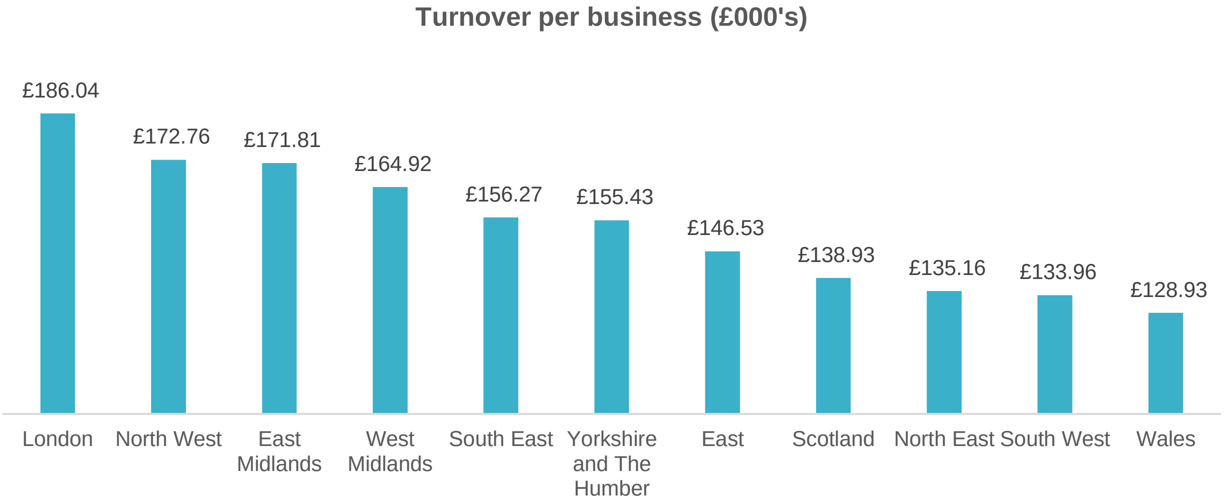
Source: Metro Dynamics analysis of of a snapshot from Amazon Handmade data (2021)

The North West and East Midlands have high value artisanal economies



Analysis of regional turnover from artisanal businesses demonstrates that regional output largely related to the scale of the artisanal economy in each place, with London contributing £1.7 billion to the British economy in 2020 and the North East contributing £73 million.

However, when the turnover per artisan business is calculated for each region, this shows the North West and East Midlands to have relatively high levels of output for the size of their artisanal economies.



Source: Metro Dynamics analysis of a snapshot from the Inter Departmental Business Register, ONS

Economic output from artisanal businesses focused in cities

Nationally, the average turnover per artisanal business was £163,000 in 2020.

However analysis of turnover at a sub-regional level demonstrates that only 12 of the 38 sub-regions in England have an average turnover per business higher than this.

Within the ranked list of areas, the places with the highest turnover per business are London, Leeds, Birmingham, and Sheffield. Other areas towards the top of the list also include the Solent (Portsmouth & Southampton), Oxfordshire, Manchester, and Hertfordshire, suggesting that proximity to some of England's larger cities may provide a strong economic environment for artisanal businesses to thrive.

Above average

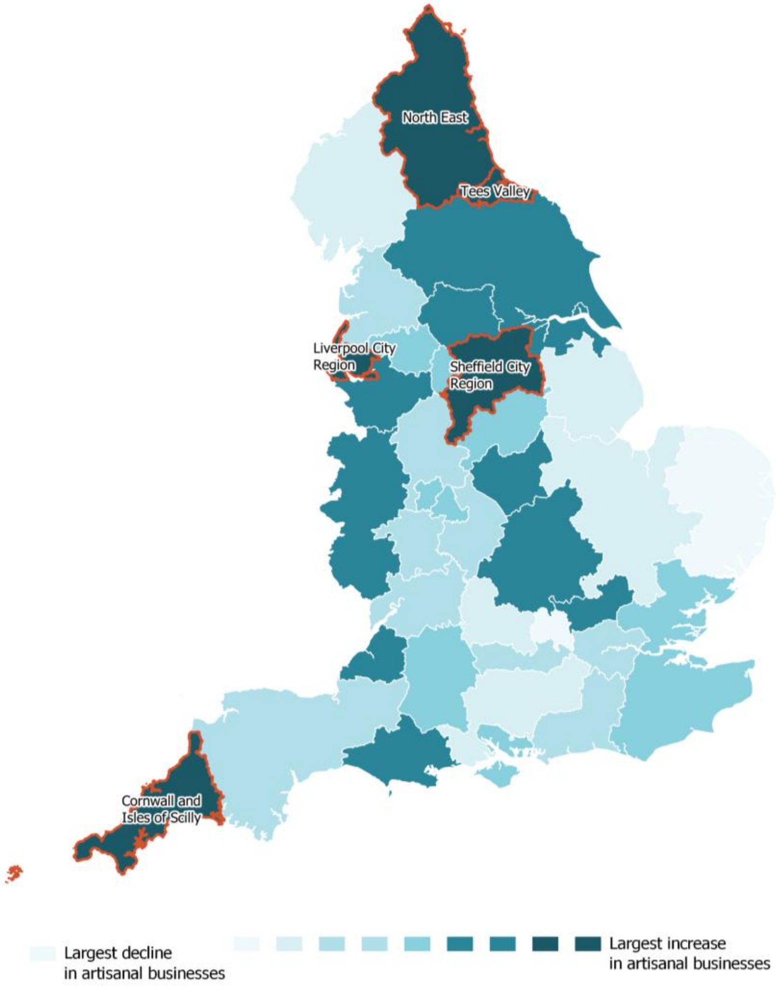
Rank	Sub-region	Turnover per business (£000's)
1	London	£ 186.04
2	Leeds City Region	£ 184.11
3	Greater Birmingham and Solihull	£ 175.53
4	Sheffield City Region	£ 172.69
5	Solent	£ 171.61
6	Lancashire	£ 170.28
7	New Anglia	£ 169.56
8	Buckinghamshire Thames Valley	£ 168.73
9	Oxfordshire	£ 168.50
10	Greater Manchester	£ 166.95
11	Hertfordshire	£ 166.87
12	York, North Yorkshire and East Riding	£ 164.47
13	West of England	£ 161.98
14	South East Midlands	£ 161.64
15	West Surrey & Hampshire	£ 161.39
16	Derby, Derbyshire, Nottingham and Nottinghamshire	£ 159.62
17	Gloucestershire	£ 157.89
18	North East	£ 157.87
19	Greater Cambridge and Greater Peterborough	£ 155.51
20	Leicester and Leicestershire	£ 154.61
21	Devon & Somerset	£ 152.36
22	Tees Valley	£ 146.86
23	The Marches	£ 145.87
24	Liverpool City Region	£ 143.01
25	Cheshire and Warrington	£ 140.99
26	South East	£ 140.54
27	Greater Lincolnshire	£ 140.05
28	Thames Valley Berkshire	£ 138.76
29	Dorset	£ 138.36
30	Coventry and Warwickshire	£ 137.25
31	Stoke-on-Trent and Staffordshire	£ 136.04
32	Swindon and Wiltshire	£ 135.52
33	Black Country	£ 133.96
34	Worcestershire	£ 132.46
35	East Surrey, West Sussex & Greater Brighton	£ 130.70
36	Cornwall and Isles of Scilly	£ 128.87
37	Humber	£ 127.70
38	Cumbria	£ 108.72

GB average: £163

Below average

Source: Metro Dynamics analysis of a snapshot from the Inter Departmental Business Register, ONS

A decade of growth in Tees Valley, North East, and Cornwall



The Northern growth story is supported by the sub-regional analysis of England, showing that the North East, Tees Valley, Liverpool, and Sheffield are all within the top five areas of growth in artisanal businesses over the last decade.

Largest increases 2010-20

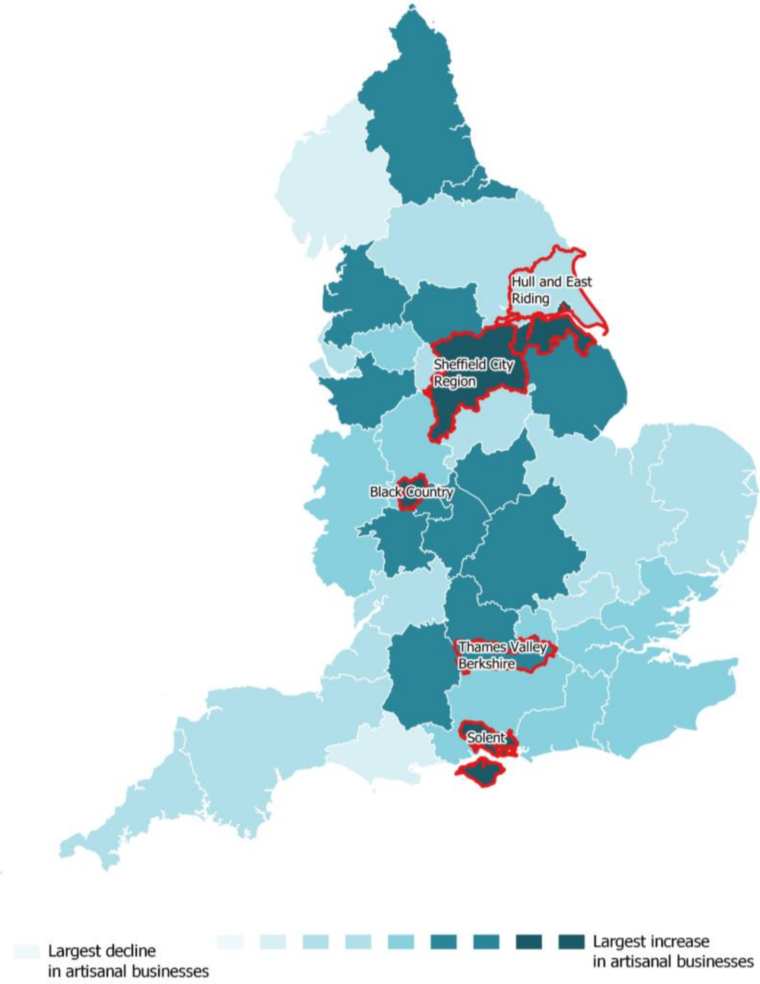
Rank	LEP	Count of artisinal businesses (2010)	Count of artisinal businesses (2020)	Change in the number of artisinal businesses 2010-20 (%)
1	Tees Valley	70	90	28.6%
2	North East	390	440	12.8%
3	Cornwall and Isles of Scilly	255	285	11.8%
4	Liverpool City Region	300	335	11.7%
5	Sheffield City Region	280	310	10.7%

Largest decreases 2010-20

Rank	LEP	Count of artisinal businesses (2010)	Count of artisinal businesses (2020)	Change in the number of artisinal businesses 2010-20 (%)
34	Greater Lincolnshire	315	290	-7.9%
35	Greater Cambridge and Greater Peterborough	345	315	-8.7%
36	Cumbria	165	150	-9.1%
37	New Anglia	775	650	-16.1%
38	Buckinghamshire Thames Valley	430	340	-20.9%

Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

One-year growth in Hull, Solent, and Sheffield



Over the last year, specific LEP areas across the country have seen particularly high levels of growth in the last year. As a whole the region with the highest growth (i.e. the region that hosts the most LEP areas shaded in the darkest colours) remains the West Midlands. Growth in the West Midlands has been driven by areas in the Black Country LEP, adjacent to Birmingham.

Elsewhere, large areas of the North East, North West, and Yorkshire have seen high levels of growth in the number of artisanal businesses, particularly in the areas surrounding Sheffield and Hull.

Largest increases 2019-20

Rank	LEP	Count of artisinal businesses (2019)	Count of artisinal businesses (2020)	Change in the number of artisinal businesses 2019-20 (%)
1	Hull and East Riding	115	135	17.4%
2	Solent	275	310	12.7%
3	Sheffield City Region	280	310	10.7%
4	Black Country	260	285	9.6%
5	Thames Valley Berkshire	290	315	8.6%

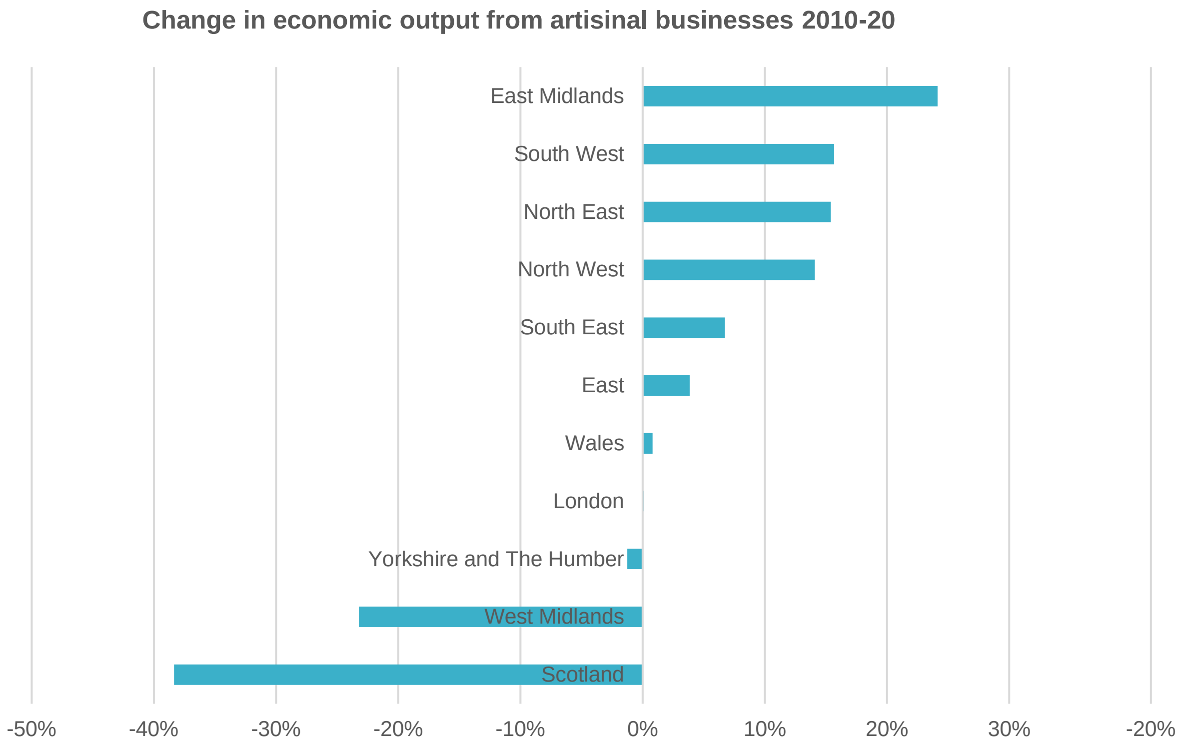
Largest decreases 2019-20

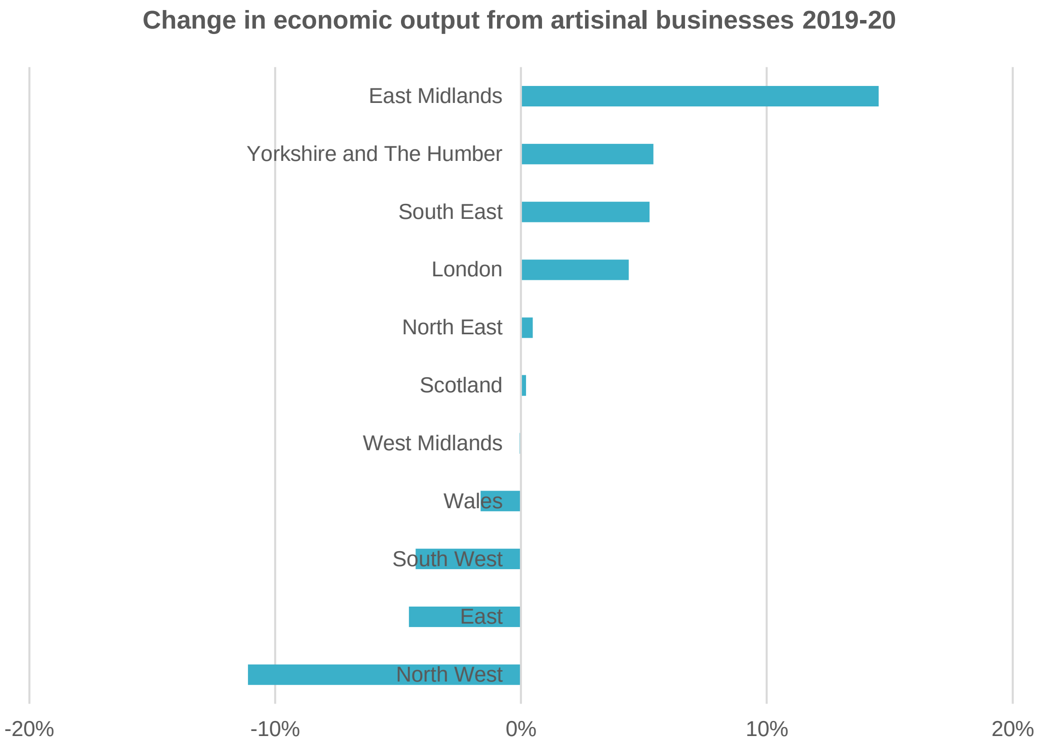
Rank	LEP	Count of artisinal businesses (2019)	Count of artisinal businesses (2020)	Change in the number of artisinal businesses 2019-20 (%)
34	New Anglia	680	650	-4.4%
35	Derby, Derbyshire, Nottingham and Nottinghamshire	745	710	-4.7%
36	Hertfordshire	820	780	-4.9%
37	Cumbria	165	150	-9.1%
38	Dorset	355	315	-11.3%

Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Northern growth isn't strongly reflected in economic output

While growth in the number of artisanal businesses has been distinctly Northern, the growth in economic output from artisanal businesses has been focused in the East Midlands over the last year and the last decade. Additionally, despite London's decline in the number of artisanal businesses over the last year, the output of these businesses has increased by 4.3%.





Source: Metro Dynamics analysis of a snapshot from the Inter Departmental Business Register, ONS

The Midlands is leading economic growth

Within the East Midlands, sub-regional analysis shows that the South East Midlands, which includes the areas surrounding Milton Keynes and Northampton, has seen exceptionally large growth over the last year, increasing by more than a third.

Derbyshire and Nottinghamshire, also within the East Midlands, have also seen relatively large growth in the total turnover from artisanal businesses during the course of the pandemic, increasing by almost 10%.

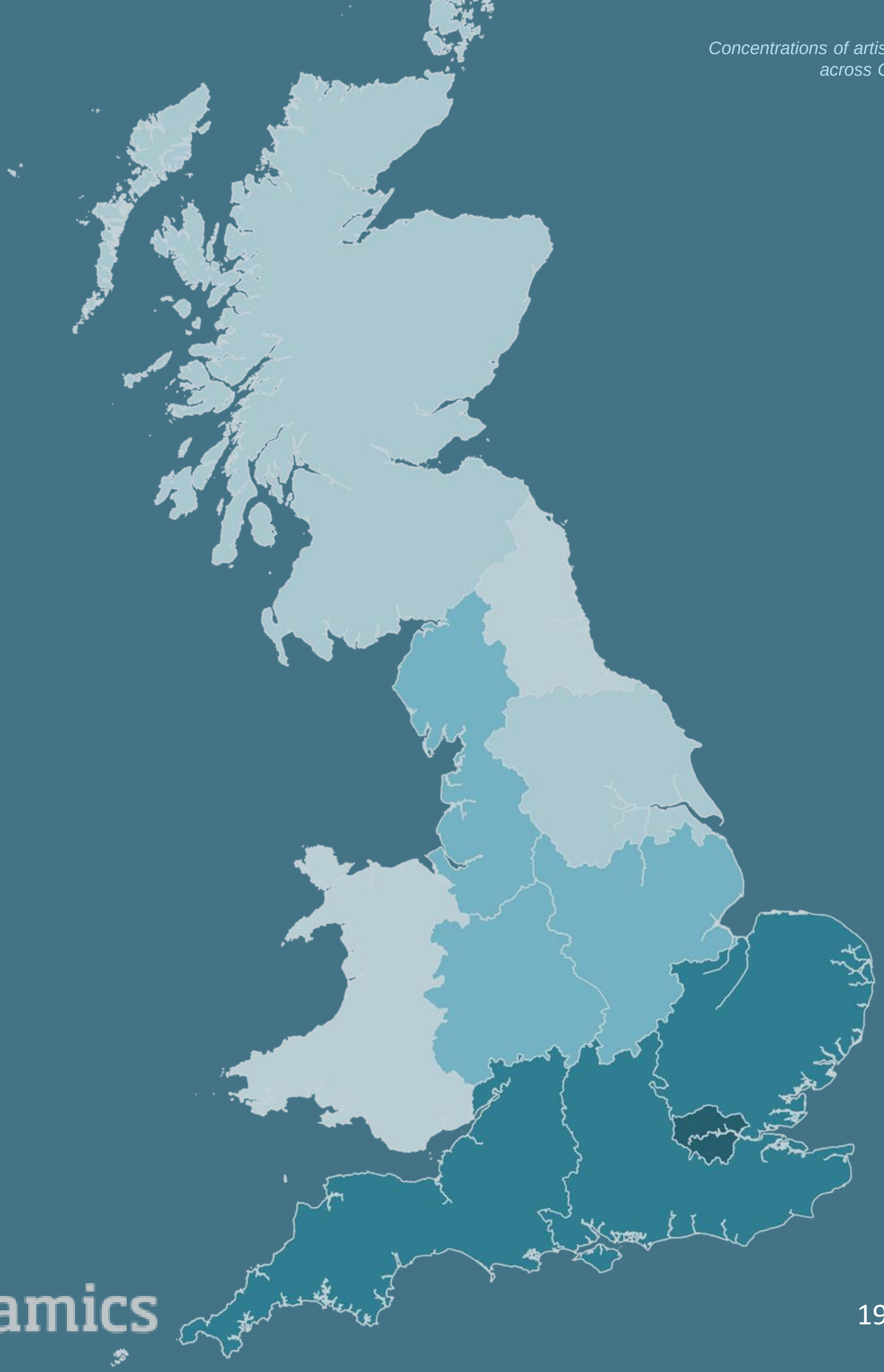
Meanwhile, more rural areas such as Dorset, Worcestershire, Cheshire and Warrington, and Lancashire have seen relatively large declines in the total turnover from artisanal businesses during the pandemic.

Sub-region	Turnover from artisanal businesses 2019 (£000's)	Turnover from artisanal businesses 2020 (£000's)	Change in output 2019-20 (%)
South East Midlands	£ 93,057	£ 126,081	35.5%
Black Country	£ 35,662	£ 40,188	12.7%
Sheffield City Region	£ 75,762	£ 84,620	11.7%
Derby, Derbyshire, Nottingham and Nottinghamshire	£ 95,851	£ 105,347	9.9%
East Surrey, West Sussex & Greater Brighton	£ 159,787	£ 173,830	8.8%
Solent	£ 85,051	£ 91,811	7.9%
Thames Valley Berkshire	£ 39,895	£ 43,015	7.8%
Leicester and Leicestershire	£ 100,564	£ 108,226	7.6%
Greater Lincolnshire	£ 36,003	£ 38,514	7.0%
Leeds City Region	£ 151,056	£ 159,254	5.4%
London	£ 1,595,155	£ 1,665,041	4.4%
Gloucestershire	£ 50,758	£ 52,892	4.2%
Devon & Somerset	£ 94,322	£ 98,274	4.2%
Oxfordshire	£ 69,068	£ 71,612	3.7%
Humber	£ 24,399	£ 24,901	2.1%
North East	£ 55,728	£ 56,834	2.0%
The Marches	£ 47,920	£ 48,868	2.0%
Buckinghamshire Thames Valley	£ 76,236	£ 77,614	1.8%
South East	£ 281,890	£ 281,783	0.0%
York, North Yorkshire and East Riding	£ 55,261	£ 55,099	-0.3%
Greater Cambridge and Greater Peterborough	£ 112,819	£ 111,191	-1.4%
New Anglia	£ 93,960	£ 92,408	-1.7%
West Surrey & Hampshire	£ 130,291	£ 127,498	-2.1%
Swindon and Wiltshire	£ 42,251	£ 41,335	-2.2%
Cumbria	£ 18,422	£ 17,939	-2.6%
Greater Birmingham and Solihull	£ 148,399	£ 143,936	-3.0%
Liverpool City Region	£ 47,688	£ 45,763	-4.0%
Coventry and Warwickshire	£ 36,484	£ 34,998	-4.1%
Tees Valley	£ 16,913	£ 16,155	-4.5%
Cornwall and Isles of Scilly	£ 40,540	£ 38,662	-4.6%
Stoke-on-Trent and Staffordshire	£ 43,747	£ 41,493	-5.2%
Hertfordshire	£ 133,696	£ 125,151	-6.4%
West of England	£ 80,679	£ 72,892	-9.7%
Greater Manchester	£ 196,611	£ 173,630	-11.7%
Lancashire	£ 78,524	£ 68,962	-12.2%
Cheshire and Warrington	£ 53,272	£ 44,411	-16.6%
Worcestershire	£ 40,091	£ 32,453	-19.1%
Dorset	£ 54,653	£ 43,582	-20.3%

Source: Metro Dynamics analysis of a snapshot from the Inter Departmental Business Register, ONS

Sectoral strength and specialisms

This section uses data extracted from the Inter Departmental Business Register to explore the regional and sub-regional sector strengths and specialisms of artisanal businesses.



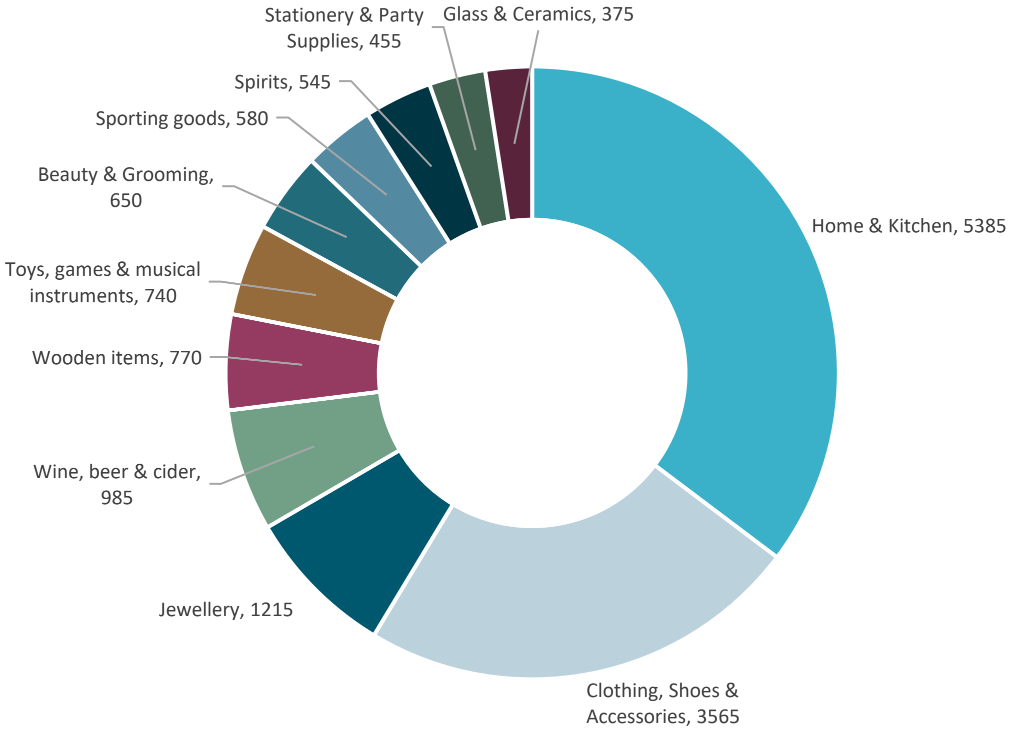
Concentrations of artisanal businesses across GB

Home & Kitchen is a national strength

Included within the definition of artisanal businesses are those that are classified within the SIC for ‘Artistic Creation’. This includes a very broad range of artistic activities which cannot be split out from one another. While some of these, such as Engravers and Artists are likely to be artisanal, others are not. Therefore, this large category is excluded from the following sectoral analysis, so as not to skew the data.

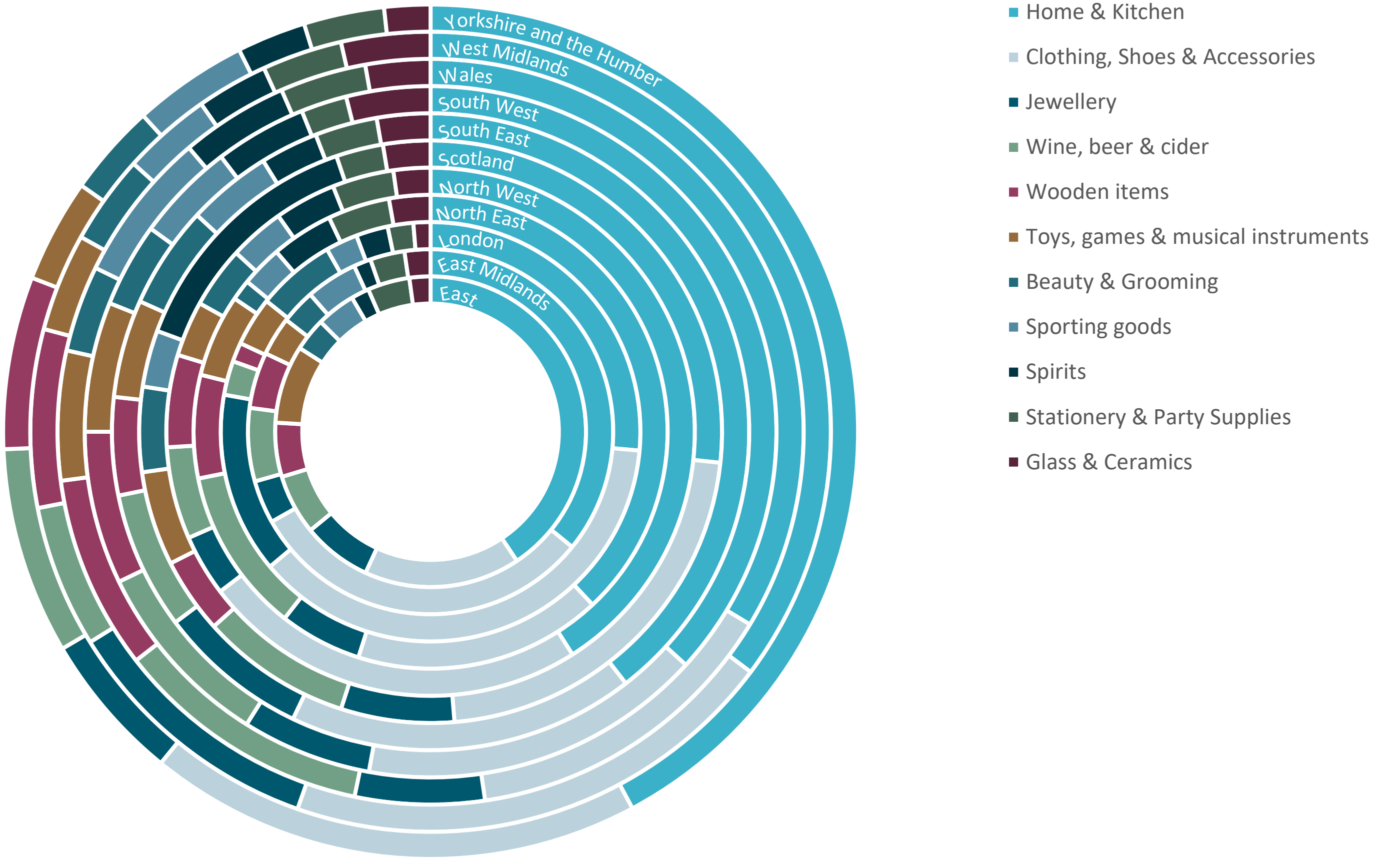
Across Great Britain in 2020, the artisanal grouping with the most artisanal businesses was ‘Home & Kitchen’ which includes 5,385 businesses. Home & Kitchen includes activities such as the making of soft furnishings, home textiles, rugs or carpets, and kitchen furniture. 35.3% of artisanal businesses fall into this category.

This was followed by ‘Clothing, Shoes & Accessories’ which has 3,565 artisanal businesses nationally, accounting for 23.4% of artisanal businesses.



Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Regional strengths largely reflect national trends



When sectoral analysis of artisanal businesses is explored at a regional level, the sectoral strengths (based on the count of artisanal businesses in each region) largely follow national patterns, with the majority of artisanal businesses falling into the Home & Kitchen category.

London is the only place where the largest category is not Home & Kitchen. Instead, Clothes, Shoes and Accessories businesses lead the way here, constituting 37.4% of London's artisanal businesses.

Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Regionally there are niche specialisms

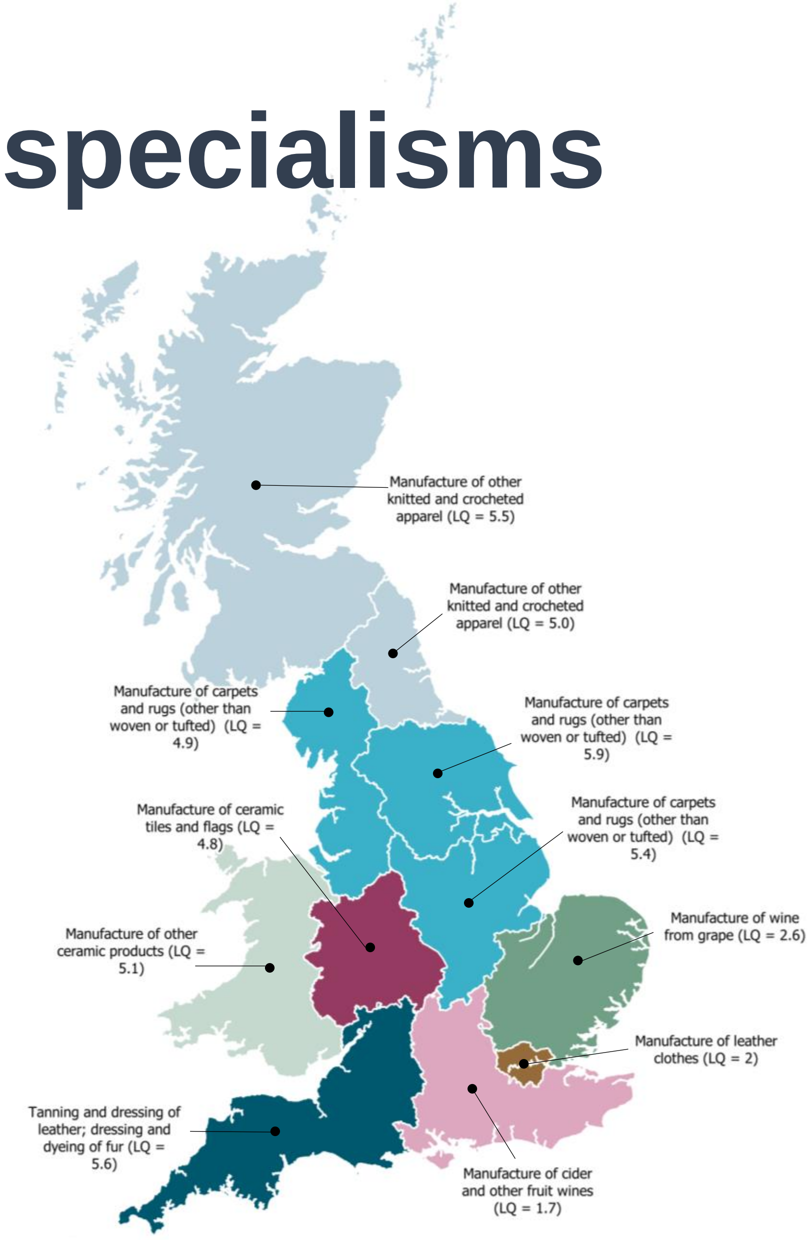
Within the SIC groupings described in Annex A, some individual SIC codes bring out interesting regional specialisms when analysed using Location Quotients.

Using Location Quotient analysis measures an area’s specialisation relative to Great Britain as a whole. It demonstrates the region’s share of an industry total and therefore it highlights the relative concentration of an artisanal grouping.

- Where a number is higher than 1, it shows that the area is specialised in that sector.
- If the number is less than 1, it shows that the area is not specialised in that sector
- A value of 1 shows that the area is neither specialised nor unspecialised – it is in line with the national picture

While Location Quotients don’t illustrate the number of number of businesses of these type, they are a useful tool to highlight particular specialisms across a range of artisanal business types.

Of particular interest from this analysis are the strong specialisms shown in Scotland and the North East for the manufacture of knitted and crochet apparel, the manufacture of ceramics in Wales and the borderlands, and work with leather and fur in the South West.



Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Area specialisms build on historic context

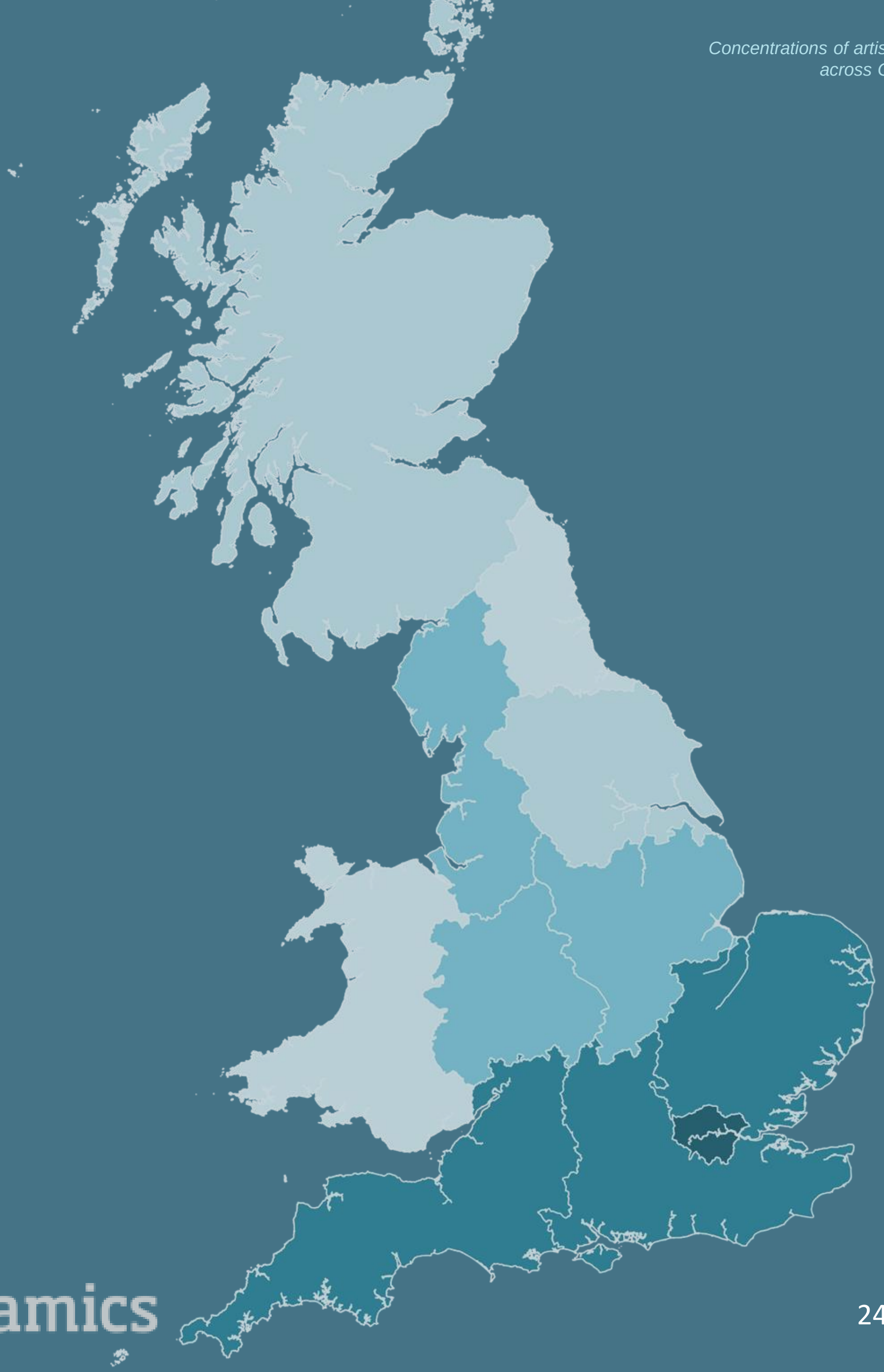
Location Quotient analysis has also been completed at a sub-regional level across Great Britain, to understand which regions and sub-regions show specialism for artisanal groupings. Darker colours here represent a higher location quotients and therefore a more distinct specialism.

Of interest here are the areas which build on historic strengths such as Leicestershire's specialism for Clothes, Shoes and Accessories, or Birmingham's specialism in Jewellery. While newer specialisms also seem to emerge such as the prevalence of craft Wine, Beer and Cider in Tees Valley.

	York and North Yorkshire	Worcestershire	West of England	Wales	The Marches	Thames Valley Berkshire	Tees Valley	Swindon and Wiltshire	Stoke-on-Trent and Staffordshire	South East Midlands	South East	Solent	Sheffield City Region	Scotland	Oxfordshire	Northern Ireland	North East	New Anglia	London	Liverpool City Region	Leicester and Leicestershire	Leeds City Region	Lancashire	Hull and East Riding	Hertfordshire	Heart of the South West	Greater Manchester	Greater Lincolnshire	Greater Cambridge and Greater Peterborough	Greater Birmingham and Solihull	Gloucestershire	Enterprise M3	Dorset	Derby, Derbyshire, Nottingham and	Cumbria	Coventry and Warwickshire	Cornwall and Isles of Scilly	Coast to Capital	Cheshire and Warrington	Buckinghamshire Thames Valley	Black Country
Artistic Creation'	0.7	0.6	1.2	0.8	0.8	1.0	0.9	1.0	0.4	0.8	0.9	0.8	0.7	0.7	1.3	0.4	0.7	0.9	1.4	0.8	0.4	0.6	0.5	0.7	1.0	0.9	0.7	0.7	1.1	0.5	1.1	1.1	1.0	0.6	1.0	1.0	0.9	1.2	0.8	1.1	0.3
Beauty & Grooming	0.7	0.9	0.0	1.0	0.7	2.1	0.0	0.7	0.7	1.2	0.8	0.7	1.5	1.4	0.5	0.5	0.5	1.4	0.9	0.7	0.8	1.2	1.1	0.0	0.9	1.2	1.1	1.6	0.7	1.0	0.8	0.5	0.7	0.6	1.5	0.8	0.8	1.3	1.5	1.3	1.6
Clothing, Shoes & Accessories	0.8	0.7	0.5	0.7	0.8	1.0	0.5	0.6	1.1	1.1	0.7	0.8	0.7	1.2	0.4	0.4	1.0	0.6	1.0	1.1	3.7	1.3	1.2	0.6	0.8	0.6	1.5	0.9	0.7	1.2	1.0	0.6	0.8	1.0	0.5	0.7	0.6	0.6	1.1	0.5	2.0
Glass & Ceramics	1.1	0.0	1.5	1.3	1.3	1.2	0.0	0.0	3.8	0.7	0.8	3.8	1.3	1.3	0.9	1.6	1.8	1.2	0.3	0.0	0.7	0.0	2.0	0.0	0.5	2.0	1.4	2.7	0.0	0.6	1.3	0.9	0.0	1.1	0.0	2.7	2.7	0.7	2.5	0.0	2.7
Home & Kitchen	1.5	1.6	1.1	1.1	1.2	1.1	1.2	1.2	1.5	1.3	1.3	1.1	1.3	0.9	0.9	2.9	1.4	1.4	0.5	1.4	1.1	1.8	1.9	2.0	0.9	1.1	1.4	1.6	0.9	1.5	0.9	1.0	1.2	1.6	0.9	1.1	1.0	0.9	1.3	1.4	1.8
Jewellery	0.3	1.5	0.5	0.8	0.4	0.8	0.0	0.7	0.8	1.0	1.4	0.8	1.6	1.0	0.5	0.2	1.1	0.6	1.1	0.4	0.9	0.9	0.6	0.9	0.9	0.9	0.4	0.8	0.4	3.9	0.8	0.8	0.4	0.5	0.8	0.8	0.8	0.8	0.8	0.4	0.8
Spirits	1.6	1.1	0.5	1.5	2.6	0.9	3.0	0.8	0.9	0.5	0.5	1.7	0.9	5.0	0.6	1.7	1.8	1.2	0.4	1.6	0.0	0.7	1.4	2.0	0.3	1.7	1.3	0.9	0.9	0.4	0.9	0.9	1.7	0.8	1.8	0.9	1.9	0.5	0.9	1.6	0.9
Sporting goods	1.5	3.2	0.5	2.0	0.8	0.8	0.0	0.8	2.4	1.3	1.0	2.4	2.4	1.0	0.5	1.0	1.1	1.2	0.4	0.8	1.4	1.3	1.3	0.0	0.6	1.6	0.9	1.7	2.4	1.2	0.8	1.5	1.6	2.1	1.7	0.9	2.7	0.7	1.6	0.7	1.8
Stationery & Party Supplies	0.9	0.0	1.3	1.5	3.2	1.0	0.0	0.0	2.1	2.2	1.6	0.0	1.0	1.1	1.4	1.3	1.5	1.0	0.4	2.9	0.6	1.7	1.6	2.4	0.8	0.4	1.6	1.1	2.0	1.5	1.1	0.8	1.0	1.8	0.0	1.1	0.0	0.9	2.1	0.9	2.3
Toys, games & musical instruments	1.1	1.7	1.5	1.4	0.6	0.6	2.2	1.8	2.6	0.7	0.7	1.9	0.6	1.4	0.4	1.2	1.4	0.9	0.5	0.6	1.1	0.8	1.0	1.5	4.8	0.8	1.2	1.4	1.3	1.5	0.7	0.9	1.9	0.8	0.0	0.7	2.1	0.9	0.6	1.2	0.0
Wine, beer & cider	2.2	1.9	0.9	2.0	2.0	0.5	5.0	1.8	1.9	1.3	1.2	1.0	1.4	1.6	1.0	1.2	1.7	1.6	0.3	1.3	0.3	1.5	1.1	1.1	0.6	1.7	0.9	1.5	1.9	0.9	1.0	0.9	0.9	2.1	3.0	1.6	2.1	1.0	1.0	0.0	1.0
Wooden items	2.2	2.4	0.7	1.9	3.1	1.2	0.0	1.7	3.1	2.0	1.2	1.2	2.5	1.0	0.8	2.0	2.2	1.5	0.2	1.7	0.3	1.0	2.4	1.4	0.7	2.0	0.9	0.7	0.6	1.8	1.3	1.1	0.6	2.1	2.5	1.3	1.3	0.5	1.2	0.6	1.3

Source: Metro Dynamics analysis of data from UK business: activity, size and location, ONS (2020)

Annex A: Methodology



Concentrations of artisanal businesses across GB

Metro —— Dynamics

Methodology overview

Identifying the people in artisanal jobs

The initial national-level analysis of growth in artisans has been completed using data on 'artisanal' occupations from the Annual Population Survey (APS).

At a national level, the APS allows for the identification of self-employed people working in specific Standard Occupational Classification (SOC) codes that have been defined as likely to be 'artisanal'. These are set out in Annex A of this report.

Unfortunately, data for such specific occupational classifications is unavailable as open-data at a sub-regional level. Therefore, data from the UK Business Counts (UKBC) has been used to reinforce the analysis at a sub-national level.

Other restrictions with the APS include limited detail on artisanal activities and the focus on self-employment within small businesses, which are where many makers will be.

Understanding the activities they do

Data from the UKBC on business counts by Standard Industrial Classification (SIC) have been used to reinforce the analysis at a sub-national level, and provide more information about the activities of the businesses that artisans work in.

Available at higher spatial granularity, this dataset provides the count of micro businesses (those with 0-4 employees) that operate in specific SIC codes, as set out in Annex A.

This means that only the smallest artisanal businesses are identified and analysed, as a proxy for the activities of individual artisans.

To overcome small sample sizes, certain SIC codes have been grouped together so that they describe broader artisanal categories such as "Clothing, Shoes & Accessories" or "Beauty & Grooming".

Determining their economic contribution

Based on a snapshot of data from the Inter Departmental Business Register (IDBR), the turnover of micro businesses in the grouped SIC codes has been analysed.

Turnover has been used as a proxy for economic output and explored at a sub-regional, regional, and national level.

Throughout this report, sub-regional analysis refers to data at the level of Local Enterprise Partnerships (LEPs).

All data used in this report was the most recent at the time of analysis (September 2021).

Selected SOC codes

The following SOC codes were identified as likely to describe ‘artisanal’ occupations. These have been used to complete national analysis for artisanal occupations from the Annual Population Survey. The analysis looks solely at self-employed people within these occupations.

Standard Occupational Classification (SOC)	Artisanal category
1254	Shopkeepers and proprietors – wholesale and retail
3411	Artists
3416	Arts officers, producers and directors
3417	Photographers, audio-visual and broadcasting equipment operators
3421	Graphic designers
3422	Product, clothing and related designers
5212	Moulders, core makers and die casters
5411	Weavers and knitters
5412	Upholsterers
5413	Footwear and leather working trades
5414	Tailors and dressmakers
5419	Textiles, garments and related trades n.e.c.
5422	Printers
5423	Print finishing and binding workers
5432	Bakers and flour confectioners
5441	Glass and ceramics makers, decorators and finishers
5442	Furniture makers and other craft woodworkers
5443	Florists
5449	Other skilled trades n.e.c.
7124	Market and street traders and assistants
8137	Sewing machinists

Selected SIC codes and groupings

The following SIC codes were identified as likely to describe ‘artisanal’ businesses activities. This have been grouped into broader categories that align with Amazon Handmade product categories. Data regarding micro businesses (with 0-4 employees) in these SIC codes have been used to complete regional and sub-regional analysis of artisanal businesses from a snapshot of the Inter-Departmental Businesses Register.

Standard Industrial Classification (SIC)	Artisanal category
90030 : Artistic creation	Artistic Creation'
20411 : Manufacture of soap and detergents	Beauty & Grooming
20420 : Manufacture of perfumes and toilet preparations	Beauty & Grooming
20530 : Manufacture of essential oils	Beauty & Grooming
13100 : Preparation and spinning of textile fibres	Clothing, Shoes & Accessories
13200 : Weaving of textiles	Clothing, Shoes & Accessories
13990 : Manufacture of other textiles nec	Clothing, Shoes & Accessories
14110 : Manufacture of leather clothes	Clothing, Shoes & Accessories
14120 : Manufacture of workwear	Clothing, Shoes & Accessories
14131 : Manufacture of men's outerwear, other than leather clothes and workwear	Clothing, Shoes & Accessories
14132 : Manufacture of women's outerwear, other than leather clothes and workwear	Clothing, Shoes & Accessories
14141 : Manufacture of men's underwear	Clothing, Shoes & Accessories
14142 : Manufacture of women's underwear	Clothing, Shoes & Accessories
14190 : Manufacture of other wearing apparel and accessories	Clothing, Shoes & Accessories
14310 : Manufacture of knitted and crocheted hosiery	Clothing, Shoes & Accessories
14390 : Manufacture of other knitted and crocheted apparel	Clothing, Shoes & Accessories
15110 : Tanning and dressing of leather; dressing and dyeing of fur	Clothing, Shoes & Accessories
15120 : Manufacture of luggage, handbags and the like, saddlery and harness	Clothing, Shoes & Accessories
15200 : Manufacture of footwear	Clothing, Shoes & Accessories

Selected SIC codes and groupings

Standard Industrial Classification (SIC)	Artisanal category
23130 : Manufacture of hollow glass	Glass & Ceramics
23190 : Manufacture and processing of other glass, including technical glassware	Glass & Ceramics
23310 : Manufacture of ceramic tiles and flags	Glass & Ceramics
23410 : Manufacture of ceramic household and ornamental articles	Glass & Ceramics
23490 : Manufacture of other ceramic products	Glass & Ceramics
13921 : Manufacture of soft furnishings	Home & Kitchen
13922 : Manufacture of canvas goods, sacks etc	Home & Kitchen
13923 : Manufacture of household textiles (other than soft furnishings of 13921)	Home & Kitchen
13931 : Manufacture of woven or tufted carpets and rugs	Home & Kitchen
13939 : Manufacture of carpets and rugs (other than woven or tufted) nec	Home & Kitchen
13950 : Manufacture of non-wovens and articles made from non-wovens, except apparel	Home & Kitchen
25710 : Manufacture of cutlery	Home & Kitchen
27400 : Manufacture of electric lighting equipment	Home & kitchen
31010 : Manufacture of office and shop furniture	Home & Kitchen
31020 : Manufacture of kitchen furniture	Home & Kitchen
31090 : Manufacture of other furniture	Home & Kitchen
24410 : Precious metals production	Jewellery
32120 : Manufacture of jewellery and related articles	Jewellery
32130 : Manufacture of imitation jewellery and related articles	Jewellery

Selected SIC codes and groupings

Standard Industrial Classification (SIC)	Artisanal category
11010 : Distilling, rectifying and blending of spirits	Spirits
32300 : Manufacture of sports goods	Sporting goods
17219 : Manufacture of paper and paperboard containers other than sacks and bags	Stationery & Party Supplies
17230 : Manufacture of paper stationery	Stationery & Party Supplies
17290 : Manufacture of other articles of paper and paperboard	Stationery & Party Supplies
32200 : Manufacture of musical instruments	Toys, games & musical instruments
32401 : Manufacture of professional and arcade games and toys	Toys, games & musical instruments
32409 : Manufacture of games and toys (other than professional and arcade games and toys) nec	Toys, games & musical instruments
11020 : Manufacture of wine from grape	Wine, beer & cider
11030 : Manufacture of cider and other fruit wines	Wine, beer & cider
11040 : Manufacture of other non-distilled fermented beverages	Wine, beer & cider
11050 : Manufacture of beer	Wine, beer & cider
11060 : Manufacture of malt	Wine, beer & cider
16240 : Manufacture of wooden containers	Wooden items
16290 : Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	Wooden items

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