

Brampton's Creative Economy

Research Brief #1

An overview of the Creative Economy in Brampton and the HACE District

2/1/2012

This is the first in a series of research papers examining Brampton's Creative Economy.

The results of this paper show:

- Brampton has a situational advantage in the number of people living in the community that work in the Creative Economy.
- Overall growth rates in the local Creative Economy are higher than Canada, Ontario and the Region of Peel.
- With a few exceptions Creative Economy indices for areas in Brampton are lower than other communities.
- Where Place of Work indices are declining in Brampton, almost all Place of Residence ones are increasing.
- A strong opportunity exists to connect Creative Class residents with Creative Economy businesses

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1. Introduction

The much publicized shift in global economics, now more than ever places a strong emphasis on the need for communities to develop and capitalize on strengths of the Creative Class. The City of Brampton is no different in this regard. This is the first in a planned series of research papers focused on Brampton's Creative Economy.

2. Background

a. Creative Economy

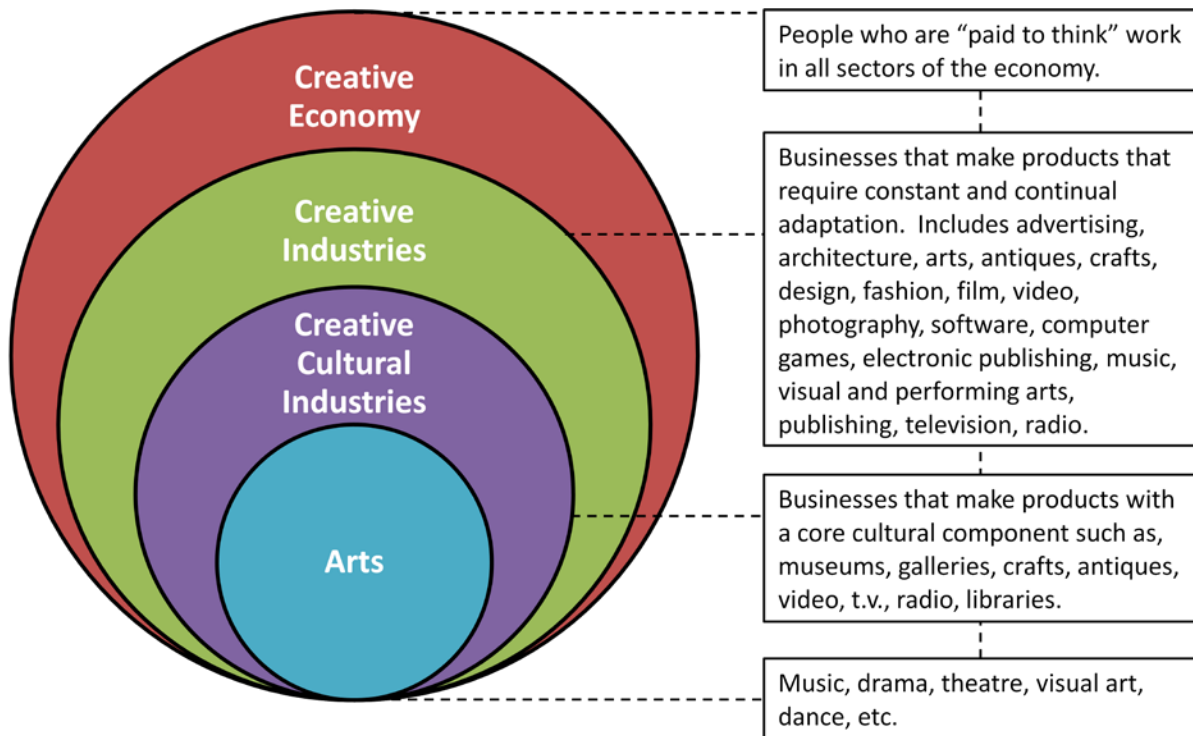
Brampton City Council has approved the *Downtown Creative Economy (HACE) Plan, 2011-2016*. Referred to as The HACE (Heritage, Arts, Culture and Entertainment) Plan it provides the following vision;

By 2016 the creative economy, through the heritage, arts, culture and entertainment (HACE) industries, is a leading contributor to the economic vitality and image of Downtown Brampton as the creative centre of the City.

The HACE Plan sets out a district boundary that encompasses Brampton's traditional downtown area. This area is defined by its own Census Tract which makes it ideal for detailed statistical analysis. It also mirrors boundaries of the area's Secondary Plan limits; allowing additional analysis options (see HACE District Map).

The Creative Economy is diverse and not limited to artists and performers. In "Rise of the Creative Class" Richard Florida states "the creative economy is as much about architects as it is about potters...". Below Figure 1.0 illustrates the scope of a summarized Creative Class and provides examples of various industries that it comprises.

Figure 1. Scope of Creative Economy



Source: Creative Muskoka. *Water, Rocks and Trees Building upon our rich resources: The Creative Economy in Muskoka* (2011)

b. Economic Monitoring

The basic concepts of economic monitoring can easily be applied when examining the Creative Class. Using Statistics Canada Census Tracts to define geographic boundaries within Brampton, North American Industrial Classification System (NAICS) and National Occupation Codes (NOC) have been used to identify areas of concentration within the City. As the base line for this paper, the 2001 Census provided fifty-four Census Tracts for the City of Brampton. For the purpose of this research, Census Tract 574 represents the HACE District.

To provide comparable information in five-year intervals Census data is used for this analysis. NAICS provide insight into what companies in the area do, while NOCs detail what people do in the jobs. It is important to highlight the difference in the two, as some Creative Class jobs are present in Working Class and Service Class industries. The data can also be evaluated based on both where someone lives and where they work.

A series of indices have been calculated for both NAICS and NOCs and are used to compare the HACE District and Brampton. These indexed numbers are comparables used to evaluate Brampton and the HACE District against the Region of Peel, Toronto Census Metropolitan Area (CMA), the Province of Ontario and Canada. These indices are commonly used in Economic Development research to conduct Economic Base Analysis.

To calculate the index, employment in the area’s Creative Industries has been divided by total employment in the area (i.e. by Census Tract). To provide an indication of the area’s Creative Industry strength, this number can be divided by a similar one calculated for a larger geographic area. A comparison of the two geographic areas is then possible, with results greater than 1.0 indicating a strong concentration in the area, while less than 1.0 showing a weaker concentration.

The formula for computing this figure is written as follows:

$$LQ = \frac{e_i/e}{E_i/E}$$

Where:

- e_i = Local employment in industry i
- e = Total local employment
- E_i = Reference area employment in industry i
- E = Total reference area employment

3. City-wide findings
a. Place of Work

The number of people that work in Brampton’s Creative Class grew from 2001 to 2006 (see Table 1.). Between these two Census years both the NAICS and NOCs for Creative Classes saw of an increase of approximately 10%. With the exception of the Region of Peel as a whole, this percentage is higher than all other areas that were compared.

However, a comparison of Table 1 and Table 2 shows the Creative Class increase lags behind the Total Labour increase. This results in small declines of densities, illustrated in Table 3, where ideally Brampton would like to be a close to 1.0 as possible. This shows the City has a Creative Class workforce comparable in size to the other geographic regions, not by head count but by percentage of labour force. It should be noted that when Brampton is analyzed at a smaller geographic level (Census Tracts) some do have densities at or above 1.0 when compared to other areas in the study.

Table 1. Total Creative Class by Place of Work

Creative Class	NAICS		NOC		Change	
	2001	2006	2001	2006	NAICS	NOCS
Place of Work						
Canada	3,029,705	3,288,145	4,215,490	456,3240	8.53%	8.25%
Ontario	1,182,420	1,265,760	1,731,045	183,8105	7.05%	6.18%
Toronto CMA	580,670	614,800	864245	919,250	5.88%	6.36%
Region of Peel	91,760	104,740	155,545	173,220	14.15%	11.36%
City of Brampton	21,195	23,255	32,705	36,095	9.72%	10.37%
HACE District	1190	900	2,135	1,955	-24.37%	-8.43%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

Table 2. Total Labour by Place of Work

Total Labour			
Place of Work	2001	2006	Change
Canada	12,177,405	1,306,9895	7.33%
Ontario	4,846,510	5,134,485	5.94%
Toronto CMA	2,209,145	2,324,360	5.22%
Region of Peel	459,135	508,860	10.83%
City of Brampton	115,145	130,260	13.13%
HACE District	4,805	4,800	-0.10%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

Table 3. Brampton Density Indexes for Place of Work

Creative Class						
Place of Work	NAICS		NOC		Change	
	2001	2006	2001	2006	NAICS	NOCS
Brampton compared to:						
Canada	0.739848	0.709621	0.820495	0.79366	-4.09%	-3.27%
Ontario	0.754476	0.724187	0.795225	0.774038	-4.01%	-2.66%
Toronto CMA	0.7003	0.674955	0.726033	0.774752	-3.62%	-3.50%
Region of Peel	0.921033	0.867343	0.838404	0.814022	-5.83%	-2.91%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

b. Place of Residence

The number of people who work in the Creative Class and live in Brampton also grew between 2001 and 2006 (see Table 4.). Similar to the Place of Work information presented in the previous section, percentage growth for the Creative Class is slightly less than the Labour Force Growth. However, both growth rates are close to the 33.3% increase in population that Brampton experienced during the same time frame.

In comparing densities, a small decline is again evident across most areas, with a larger one when looking at Brampton versus the Toronto CMA. This is a result of the much larger increase in the number of people living in the overall Toronto CMA who work in the Creative Class (see Table 6.). Maps attached to this paper show density shifts when Brampton is compared to Canada.

Again like the previous section many Census Tract areas in Brampton have density indexes at or above 1.0. Unlike Place of Work a large percentage of these increased between 2001 and 2006, including some when compared to the Toronto CMA.

Table 4. Total Creative Class by Place of Residence

Creative Class	NAICS		NOC		Change	
	2001	2006	2001	2006	NAICS	NOCS
Place of Residence						
Canada	3,540,700	3,916,245	4,948,855	5,434,635	10.61%	9.82%
Ontario	1,384,530	1,516,285	2,018,270	2,176,735	9.52%	7.85%
Toronto CMA	653,655	100,3425	947,705	1,759,290	53.51%	85.64%
Region of Peel	115,885	129,925	180,790	200,015	12.12%	10.63%
City of Brampton	31,525	39,720	48,280	59,395	26.00%	23.02%
HACE District	565	875	855	1845	54.87%	115.79%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

Table 5. Total Labour by Place of Residence

Total Labour			
Place of Residence	2001	2006	Change
Canada	14,695,135	16,021,175	9.02%
Ontario	5,713,895	6,164,245	7.88%
Toronto CMA	2,413,100	2,627,350	8.88%
Region of Peel	535,330	609,265	13.81%
City of Brampton	176,820	225,080	27.29%
HACE District	2,815	2,720	-3.37%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

Table 6. Brampton Density Indexes for Place of Residence

Place of Residence	NAICS		NOC		Change	
	2001	2006	2001	2006	NAICS	NOCS
Brampton compared to:						
Canada	0.739981	0.721933	0.810806	0.777924	-2.44%	-4.06%
Ontario	0.735811	0.717417	0.773039	0.747287	-2.50%	-3.33%
Toronto CMA	0.658207	0.462067	0.695266	0.394088	-29.80%	-43.32%
Region of Peel	0.823627	0.827534	0.808529	0.803816	0.47%	-0.58%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

c. General Observations

With Labour Force growth exceeding Creative Class growth the creation of jobs in this sector is lagging other local sectors. The difference is minimal but should not be overlooked.

More people with creative class jobs live in Brampton than work in Brampton. The difference is leaving the City each day for work.

Creative Class jobs represented in NOC outnumber those in NAICS. This suggests that a number of people working at Creative Class jobs are doing so in non-Creative Class industries.

The Creative Class densities in some local Census Tracts are increasing. This is more common when looking at Place of Residence information.

4. HACE District Findings

a. Place of Work

Between 2001 and 2006, Total Labour Force in the HACE district remained essentially unchanged while the size of the Creative Class showed decline. This was most notable for employment in Creative Class industries (NAICS) which fell by almost 25% (see Tables 1. And 2.).

Despite this change, densities for the Census Tract that represents the HACE District remain some of the highest in Brampton. However they too saw declines between 2001 and 2006 (see Table 7.).

Table 7. HACE District Density Indexes for Place of Work

Place of Work	NAICS		NOC		Change	
	2001	2006	2001	2006	NAICS	NOCS
HACE District compared to:						
Canada	0.996461	0.745285	1.283546	1.166553	-25.21%	-9.11%
Ontario	1.016162	0.760583	1.244014	1.137711	-25.15%	-8.55%
Toronto CMA	0.943195	0.708877	1.135774	1.029851	-24.84%	-9.33%
Region of Peel	1.240488	0.910934	1.311562	1.196481	-26.57%	-8.77%
Brampton	1.346844	1.050258	1.564355	1.469838	-22.02%	-6.04%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

b. Place of Residence

Place of Residence data for the HACE District paints a very different picture than Place of Work. It also looks different than the City as a whole. The growth rate for people that work in Creative Class industries exceeds 50% while those employed in Creative Class jobs rose over 115%. This comes against a labour force that declined by 3.37%.

Almost all of the employment densities in the area exceed the sought after 1.0 index comparison. Substantial growth can be seen between 2001 and 2006 especially among those employed in Creative Class occupations (NOCS) (see Table 8.).

Table 8. HACE District Density Indexes for Place of Residence

Place of Residence	NAICS		NOC		Change	
	2001	2006	2001	2006	NAICS	NOCS
HACE District compared to:						
Canada	0.8345	1.316024	0.903501	1.999638	57.70%	121.32%
Ontario	0.829798	1.307791	0.861416	1.920887	57.60%	122.99%
Toronto CMA	0.742282	0.84231	0.774752	1.012997	13.48%	30.75%
Region of Peel	0.928831	1.508525	0.900963	2.066194	62.41%	129.33%
Brampton	1.127733	1.822917	1.114324	2.570482	61.64%	130.68%

Source: Statistics Canada Census 2001 and 2006. Compiled by: City of Brampton Economic Development Office

c. General Observations

Creative Class employment amongst residents in the HACE District has increased while the number of people in the sector that work in the area has decreased. For an area that saw almost no change in the size of its labour force this suggests an occupational shift among the people living there.

Although there was a reduction in the number of people working in the HACE District’s Creative Economy less people employed in the sector lived there. Therefore the area is an importer of talent.

In 2006 Creative Class density indexes were all above 1.0. The HACE District is outperforming all areas for which comparisons were done (see Table 8.).

5. Situational Analysis

Where Brampton and more specifically the HACE District appear to have a situational advantage is in the relative number of people living in the City that work in the Creative Economy. City attributes, such as housing choice, quality of life etc., appear to be attracting Creative Class individuals. Proof of this can be found with place of residence density indexes in the HACE District increasing across the board.

In general, growth rates in the local Creative Economy are equal or higher than Canada, Ontario and the Region of Peel. Therefore there are more people employed in the Creative Industries or working in Creative Occupations.

The only area that Brampton appears to be consistently lagging behind is the Toronto CMA. There are very few areas of the City where growth rate or density indexes exceed those of the CMA. As part of a regional economy Brampton continues to trade residents for employees with several neighboring municipalities.

While growth rates are strong compared to all other areas, density indexes are consistently below the desired 1.0. Among notable exceptions is the HACE District which in 2006 saw all indexes above 1.0.

With the imbalance between Place of Work and Place of Residence favoring the later, an opportunity exists to connect people living here with opportunities to bring businesses to the City. Clearly people working in the Creative Economy choose to live in Brampton. Several of the attributes that make the City a desirable place to live, also make it a good place to do business.

There appears to be a growing gap between the size of the labour force and that of the Creative Class. Labour Force growth rates are slightly above the Creative Class. Even in the HACE District where the Labour Force declined the overall size of the Creative Class declined by a higher percentage.

Another area of concern is the declining density indexes for Creative Class people working in several areas of Brampton. Very few Census Tracts saw increases to place of work indexes. This is further evidence of the growing gap between the size of the labour force and size of the Creative Class.

6. Recommendations

Recognizing it may not be possible to achieve a density index of 1.0 in all areas of the community, it should be a priority. The HACE district achieved this in 2006, as did other Census Tracts, but City wide numbers have room for improvement.

To accomplish this and reverse the declining Place of Work density indexes in the HACE District, efforts should be made to connect residents that live in the community with business opportunities that exist in Brampton. Outlining those qualities that make Brampton a good place for Creative Class people to live and aligning them with criteria for doing business in the City would assist in this endeavor. This may include highlighting things like real estate and associated costs, access to recreation, infrastructure etc.

As the City becomes successful in leveraging Creative Class residents to attract businesses, additional work should be carried out to understand the qualities that make Brampton a desirable place to live for people working in the Creative Class. The intent would be to build a cyclical process where people that want to live in Brampton could be a source of bringing businesses to the community.

Also, growing the Creative Economy by connecting local companies should result in sector growth. Mining the resources that are available locally would not only create local Creative Occupations but aid in developing sectors that support the industry.

Over time, when new Census Information is released additional research on the Creative Economy is required. Comparing that information to the benchmarks established in this report will assist in evaluating progress towards goals set out in the HACE Plan.

Additional research, beyond Census Information, into Brampton's Creative Economy should also be undertaken. With this information the City will be better positioned to put forward a strengthened value proposition.

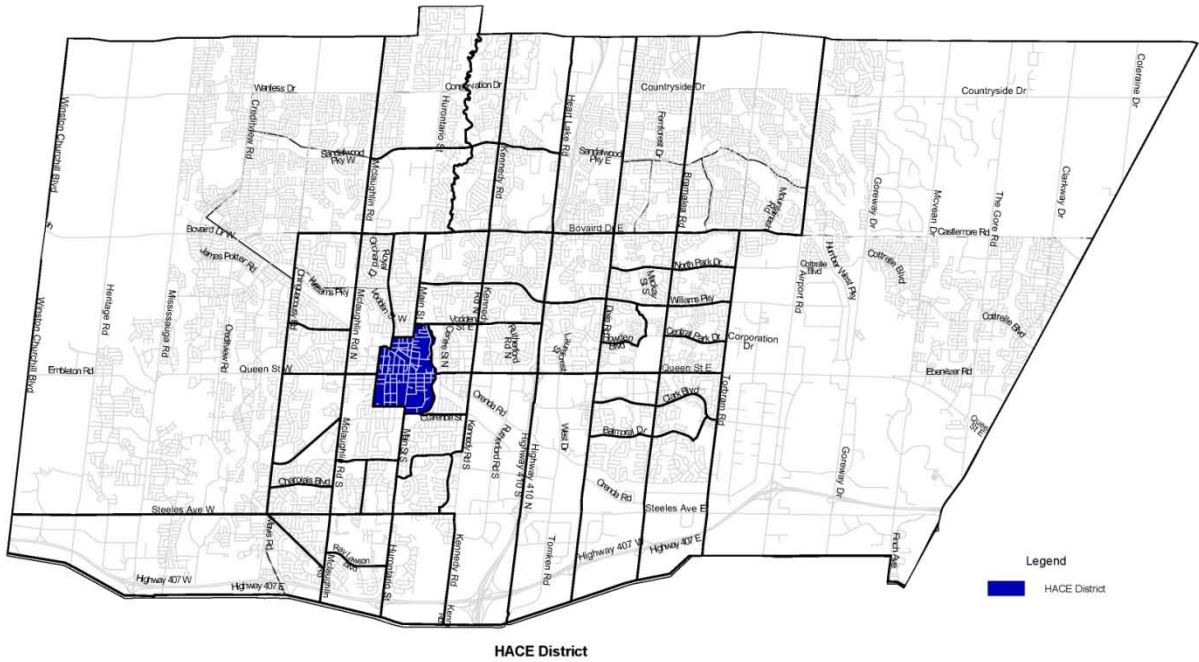
7. Conclusion

The City of Brampton and within it the HACE District can be a viable and vibrant Creative Industry hub. The City is well positioned with several areas, including the HACE District, showing growth in the desirable Creative Class.

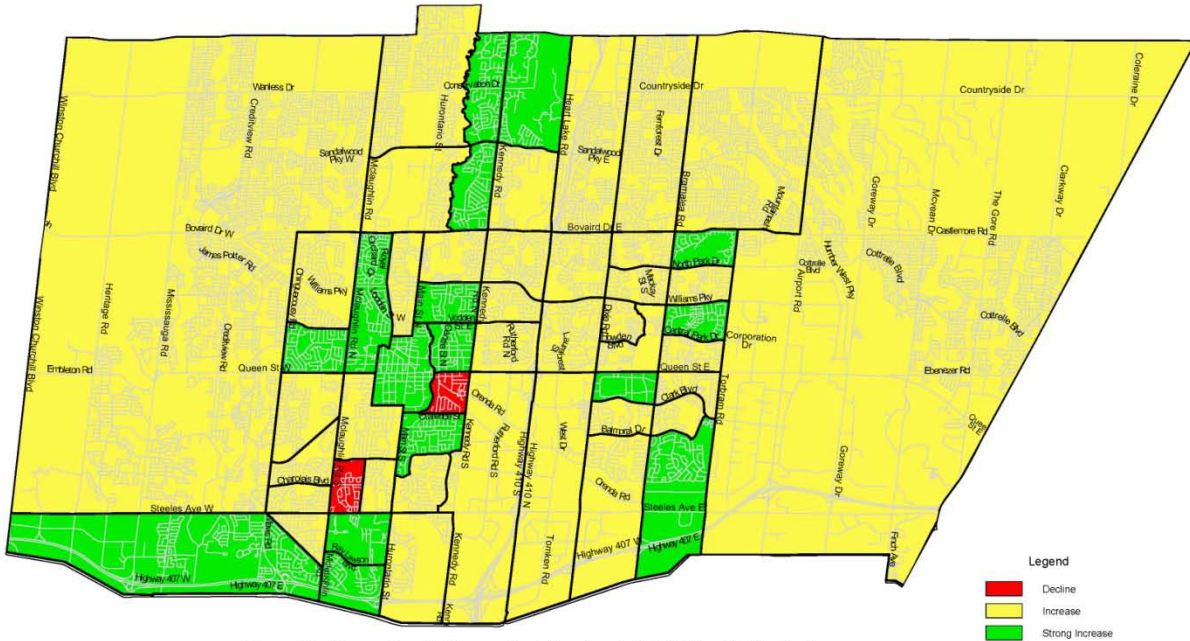
Additional research and monitoring will continue demonstrating that Brampton, and specifically the HACE District, is positively influenced by the Creative Economy. This will also assist in measuring success.

Moving forward to grow the industry is the most logical path.

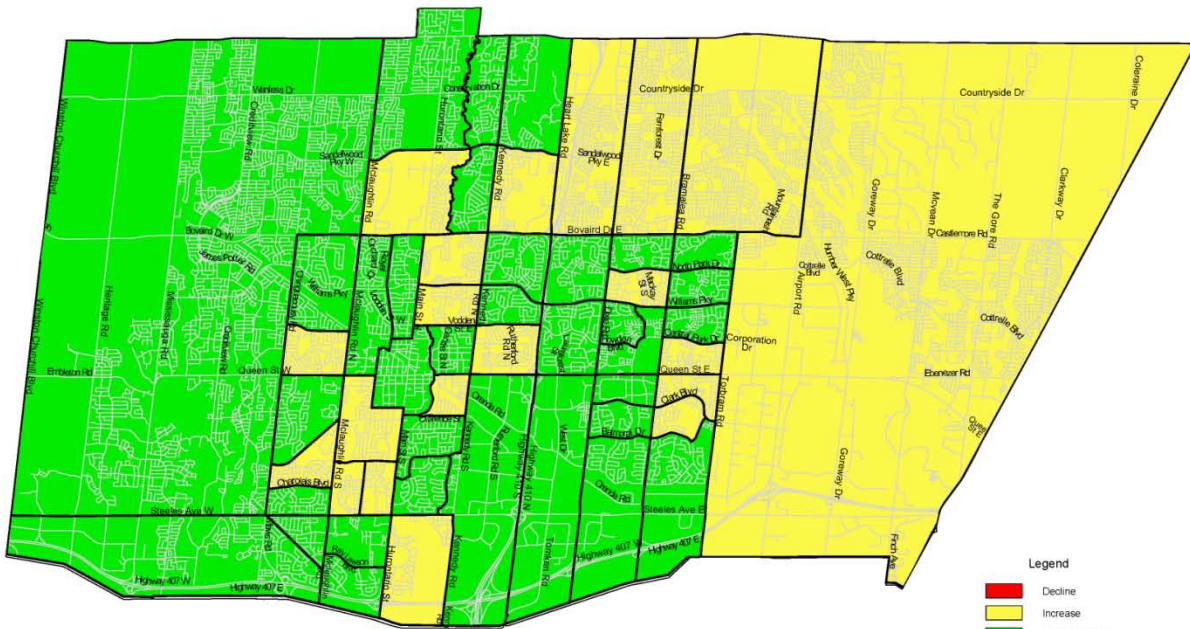
Appendix A: HACE District Map



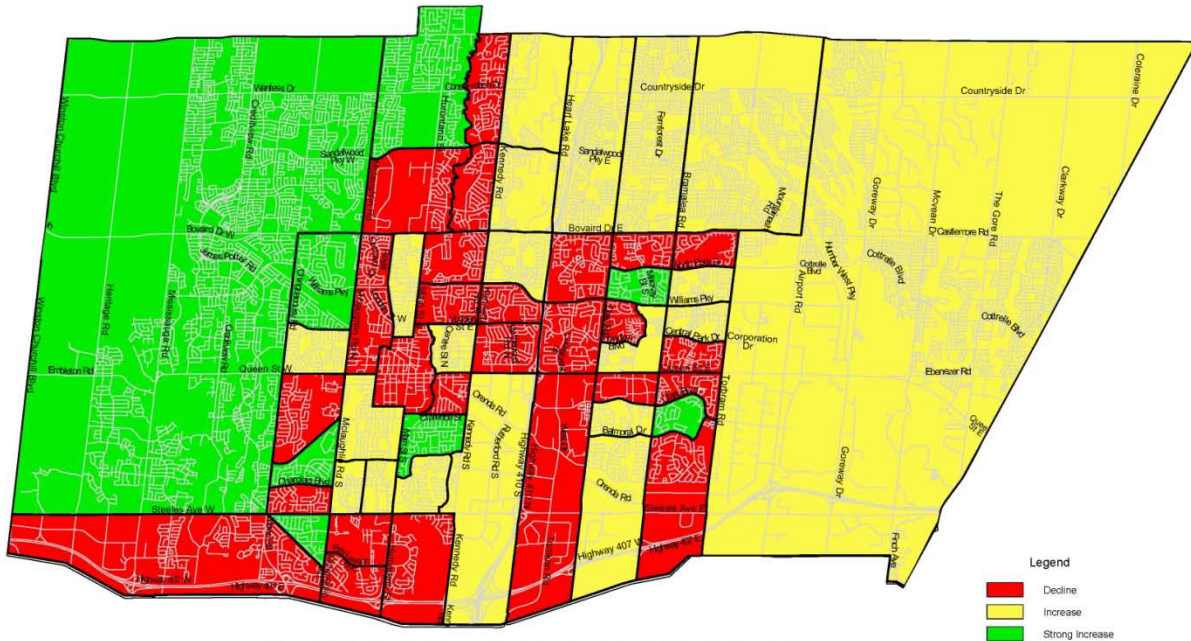
Appendix B: Brampton Creative Class Density Change Maps



Data Source: Statistics Canada Census 2001 and 2006
 Compiled by: City of Brampton Economic Development Office

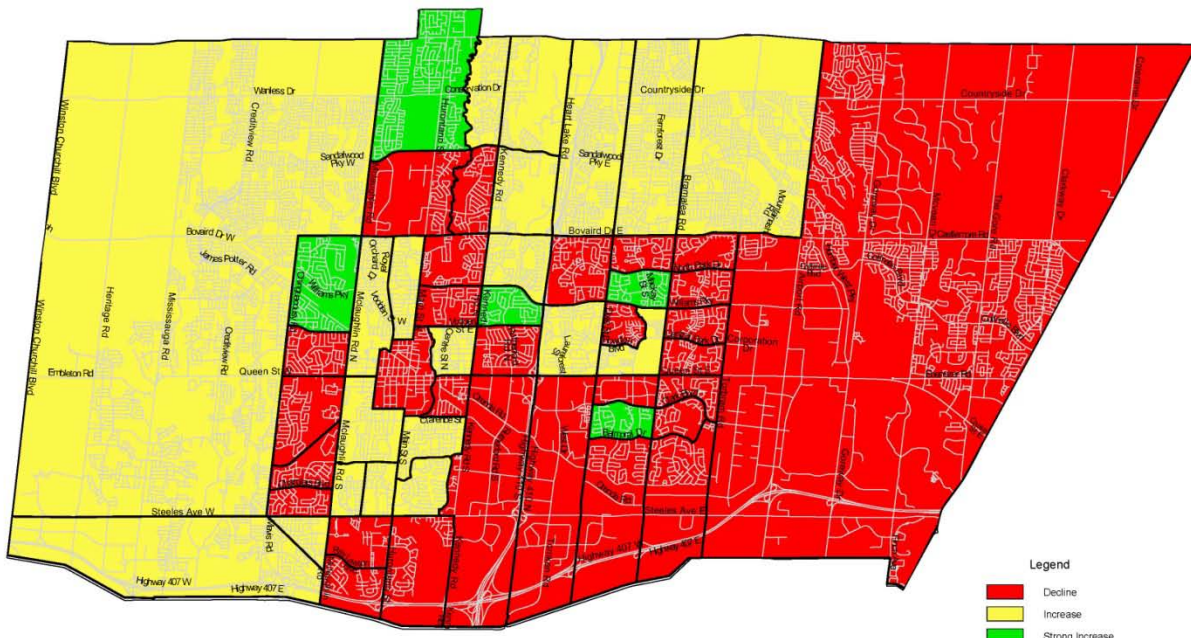


Data Source: Statistics Canada Census 2001 and 2006
 Compiled by: City of Brampton Economic Development Office



Place of Work - Density Change - North American Industrial Classification System
Comparison Geography: Canada

Data Source: Statistics Canada Census 2001 and 2006
Compiled by: City of Brampton Economic Development Office



Place of Work - Density Change - National Occupation Codes
Comparison Geography: Canada

Data Source: Statistics Canada Census 2001 and 2006
Compiled by: City of Brampton Economic Development Office