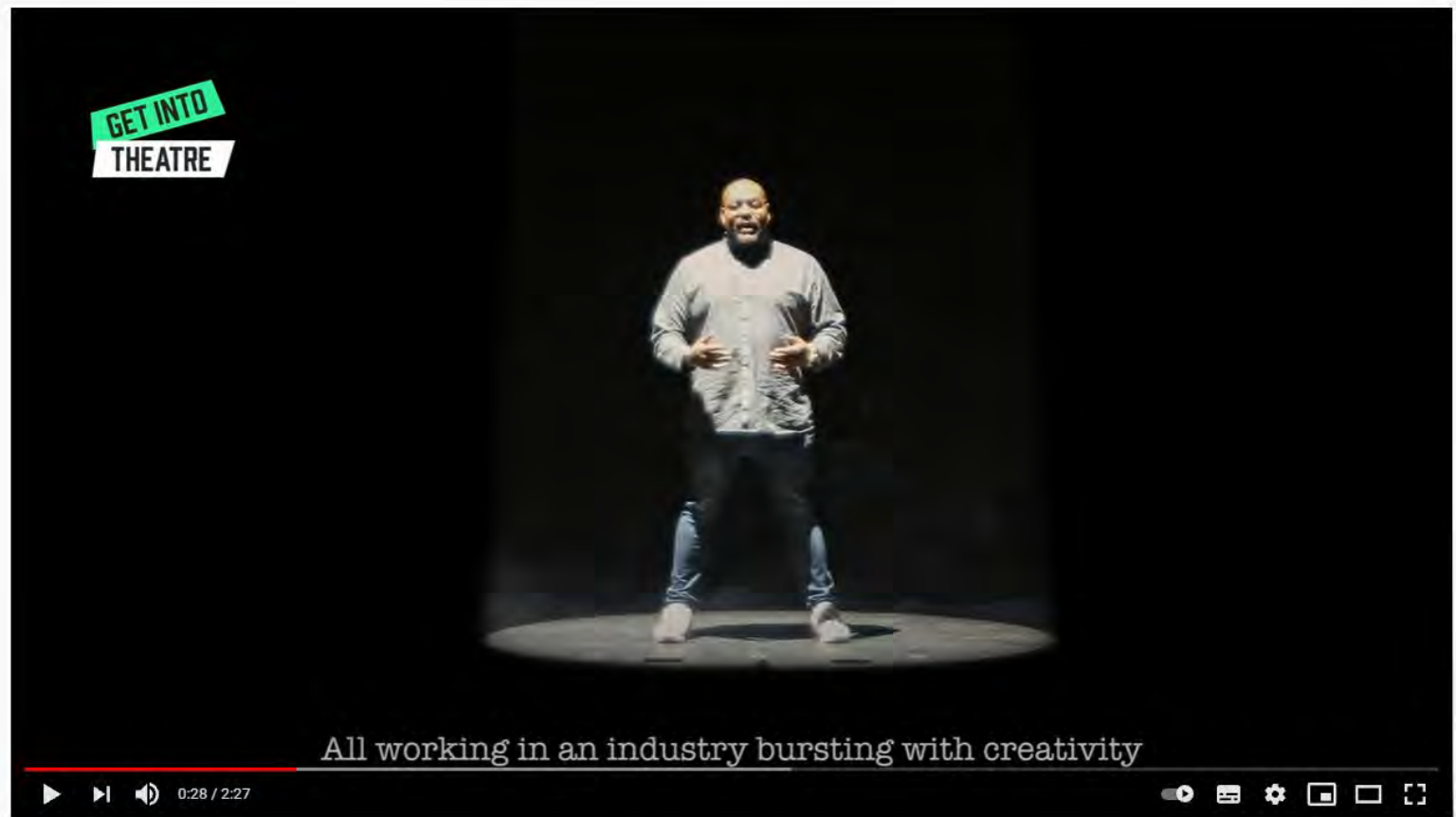


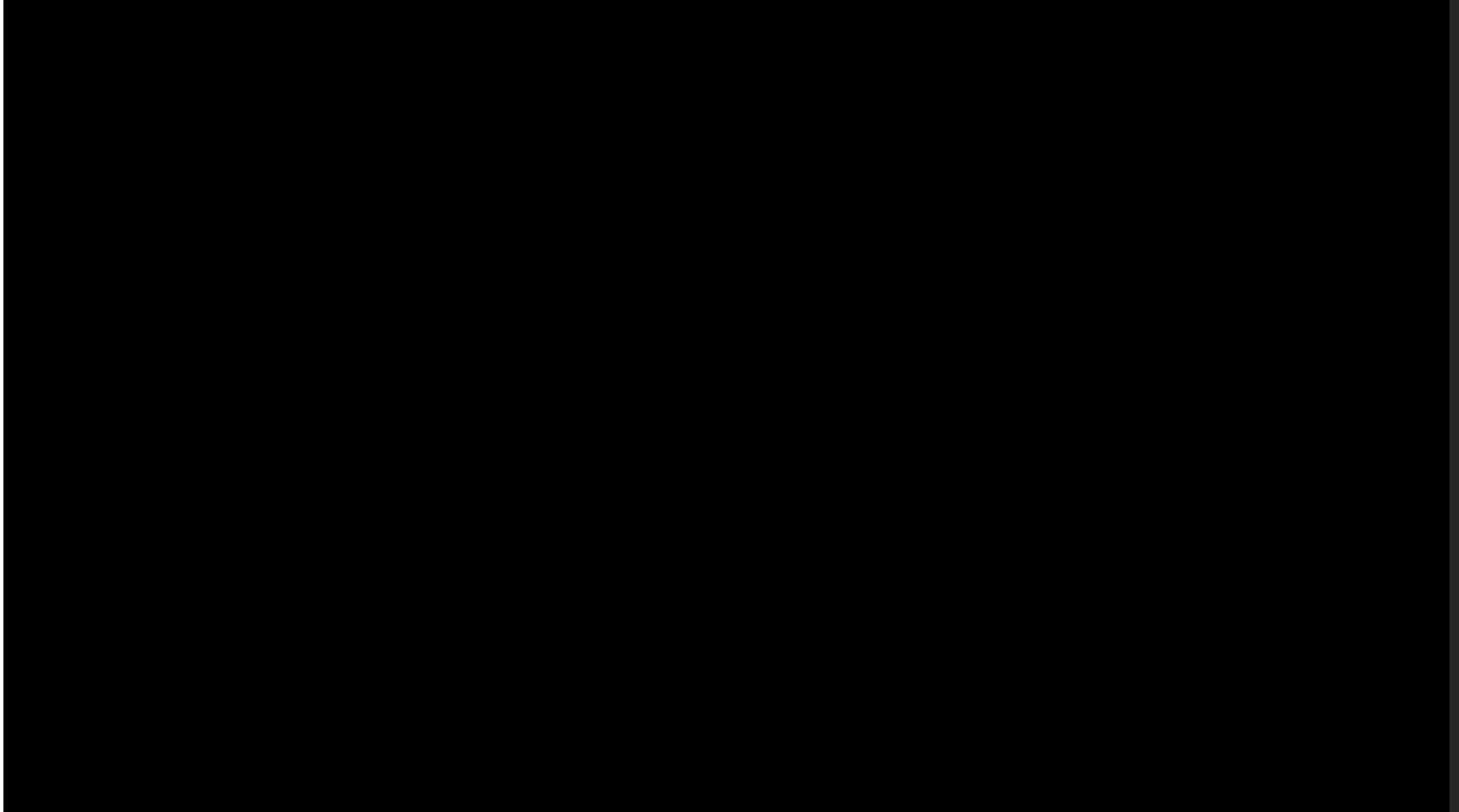
Working in the Creative Sector Labour Market Information (LMI)



<https://www.youtube.com/watch?v=u3FDmqsHPPA>

Creativity Pays

<https://www.youtube.com/watch?v=ArnhltrVuFM>





creative & cultural skills

Why Work in the Creative Industries

Definition

- The creative industries are the fastest growing part of the UK economy. They are defined by the UK government as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

But what does that mean for me?

- Not only are creative industries enjoyable to work in (creative workers claim to be the happiest at work*), it’s also a growing industry. It’s expected to be worth **£128.4 billion** by 2025 and have created another **1 million** jobs by 2030!

More information:

[Creative and Cultural Skills](#)

The UK's Creative Industries

WHAT ARE THE CREATIVE INDUSTRIES?



Advertising and
Marketing



Architecture



Crafts



Design (product,
graphic, fashion)



Film, TV, video,
animation, VFX/SFX,
radio & photography



IT, video games, software
and computer services
(‘creative tech’)



Museums,
galleries, libraries
and heritage



Music,
performing and
visual arts



Publishing



Almost **1 in 8** UK businesses are creative businesses



95% of creative businesses employ fewer than 10 people



The Creative Industries contribute **£111.7bn** gross value added (GVA) to the UK economy...



... which is greater than the automotive, aerospace, life sciences and oil and gas industries **combined**

The Creative Industries are growing at more than **5x the rate** of the UK economy as a whole*...



... and in all parts of the UK: by almost **60% in Scotland** and **35% in the West Midlands** between 2010 and 2017 (GVA)



*in real terms. Source: DCMS Sectors Economic Estimates 2018: GVA, Feb 2020

The Creative Industries export **£46bn** in goods and services worldwide, and account for almost **12% of UK services exports**



Jobs in the UK's Creative Industries are growing at **three times** the UK average



A **third** of the sector's workforce are **self-employed**



The Creative Industries employ over **2 million** people in the UK and are projected to create an additional one million jobs by 2030



Global talent has been vital to the sector's world-leading reputation, innovation and economic success

The UK Creative Industries

VALUE (GVA*)

The UK Creative Industries 2018

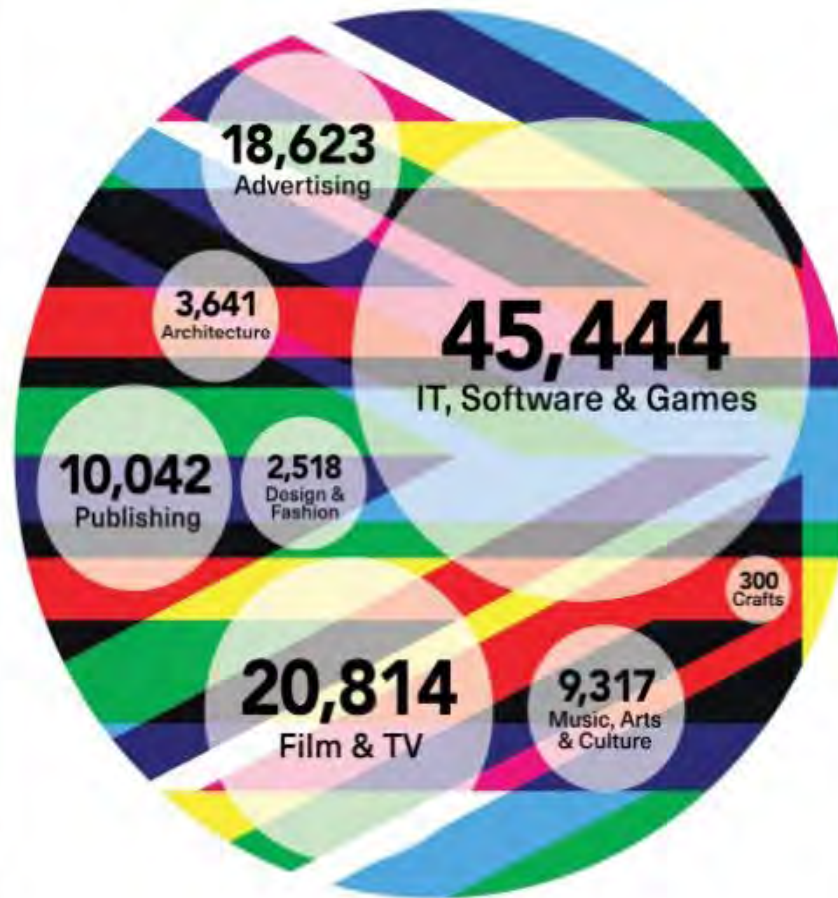
£111.7 bn
A YEAR

£12.7 m
AN HOUR

>5_x

FASTER ANNUAL GROWTH
THAN UK AVERAGE**

UK Creative Industries split 2018 (£m)



GVA % change 2010-2018



* GVA = Gross Value Added
Unless stated, all data in current prices and provisional

** Adjusted for inflation

Jobs in Performing Arts

<https://getintotheatre.org/blog/complete-list-of-jobs-in-theatre-industry>

Actor, Dancer

Director, Producer

Playwright, Choreographer

Stage Manager

Set Designer, Theatre Lighting Designer, Sound Designer

Lighting Technician, Sound Technician, Stage Crew Member

Fight Director/Choreographer

Front of House , Theatre Marketing Assistant, Marketing Manager

Drama Therapist

Performing Arts LMI

- The combined box office income of Society of London Theatre (SOLT) and UK Theatre's membership was more than £1.28 billion across London and the rest of the UK, with 34 million tickets sold in 2018.
- The West End is a huge hit with visitors to the UK and London, with 2018 audiences exceeding 15.5m

<https://uktheatre.org/>

<http://www.onedanceuk.org/wp-content/uploads/2017/02/Careers-Guide-Digital-version.pdf>

**UK
THEATRE**

EST 1894

The logo consists of a teal square with the word "JOBS" in large, white, bold, sans-serif capital letters. Below "JOBS", the words "THE STAGE" are written in a smaller, white, sans-serif font. The logo is centered within a dark gray L-shaped frame that forms a partial border around it.

JOBS
THE STAGE

Performing Arts LMI

>> ACTIVITY:

Go to The Stage Jobs website on your phone

Search “performer opportunities” and have a look at the job descriptions.

What are employers looking for?

Entry Routes into the industry (1)

- **Apprenticeships***: for guidance on hosting an apprentice, please visit the [National College Creative Industries website](#), where you can download an employer support pack, as well as information for both apprentice levy paying organisations and non-levy paying organisations. We have worked with Creative & Cultural Skills to produce an [employer guide on understanding the apprenticeship levy](#).
- **Careers events***: SOLT and UK Theatre coordinate a theatre industry presence at [Skills London](#) and the [Big Bang Fair](#). If you'd like your organisation to be involved, please email siobhan@soltukt.co.uk.
- **Creative Careers Programme**: a government funded and industry led programme to inform and inspire young people about careers in the creative industries.
- **Entry Routes - A Guide for Employers***: We have worked with Creative & Cultural Skills to produce this guidance, covering the different types of work-related learning opportunities, a glossary of common terminology and different levels of learning and qualifications. This guide applies to England only. For more information on Scotland, Northern Ireland or Wales, please contact Creative & Cultural Skills at info@ccskills.org.uk.
- **Get into Theatre***: the UK's leading theatre careers website, helping visitors find information and opportunities to pursue a successful career in theatre.

Entry Routes into the industry (2)

- **Inspiring Future Theatre***: a wide-reaching industry initiative which aims to show young people the range of careers available in theatre. Sign up as a volunteer to speak to students in a school near you about a career in theatre.
- **Kickstart**: a government scheme providing funding to employers to create new jobs for unemployed 16-24 year olds.
- **London Theatre Young Audiences Forum***: this committee aims to build relationships between young people and theatre. It is led by SOLT and Mousetrap Theatre Projects and members work in participation, membership or audience development within London theatre organisations.
- **Stage One***: this charity supports new producers entering the industry through paid placements across the UK, bursaries for independent producers, mentoring opportunities and facilitated workshops.
- **T Levels**: SOLT and UK Theatre have been engaging with theatre employers, the Department for Education, the Department for Culture, Media and Sport and the Gatsby Charitable Foundation on the ongoing development of T Levels and their implementation in our industry.
- **TheatreCraft***: the UK's largest free careers event for anyone aged 16-30 seeking an off stage role in theatre.



Recap

- ❖ **Labour market information for the creative Industry**
- ❖ **Recognising more jobs within your sector**
- ❖ **Your career is a journey that can take time to establish**
- ❖ **Having a back up plan is important**
- ❖ **Recognising the wages of your chosen careers**