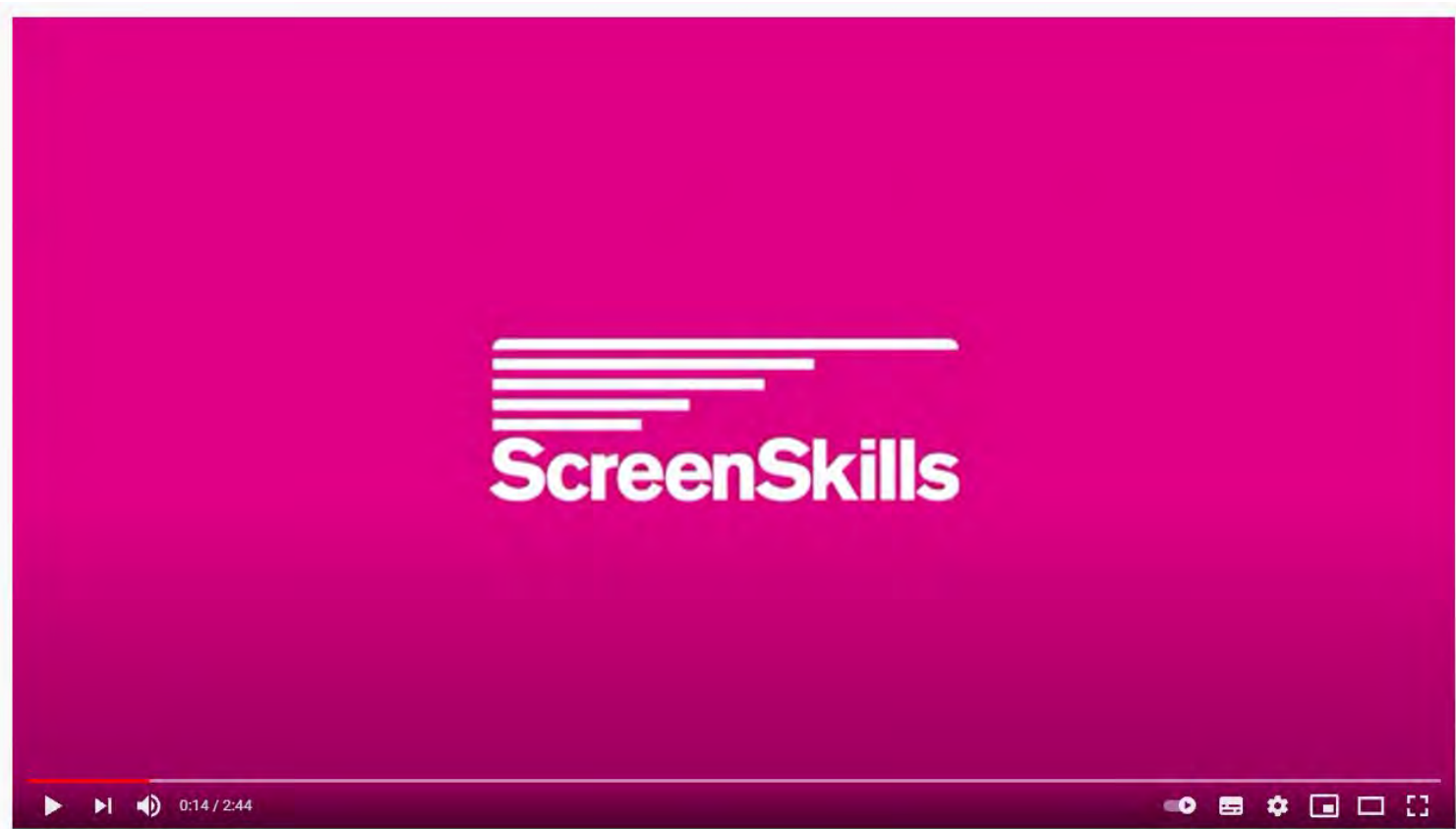


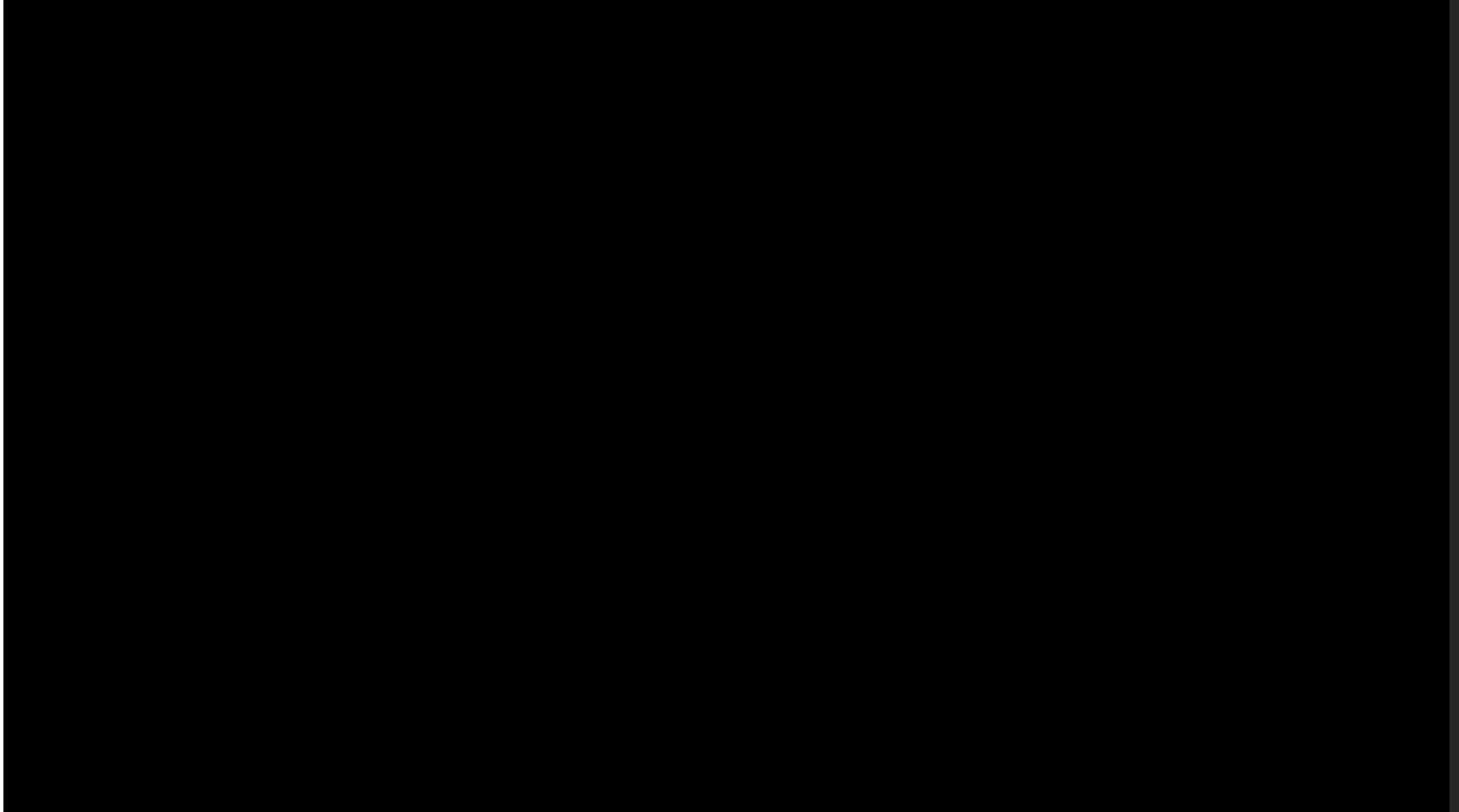
Working in the Creative Sector Labour Market Information (LMI)



<https://www.youtube.com/watch?v=hP-1kg9ISIE>

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

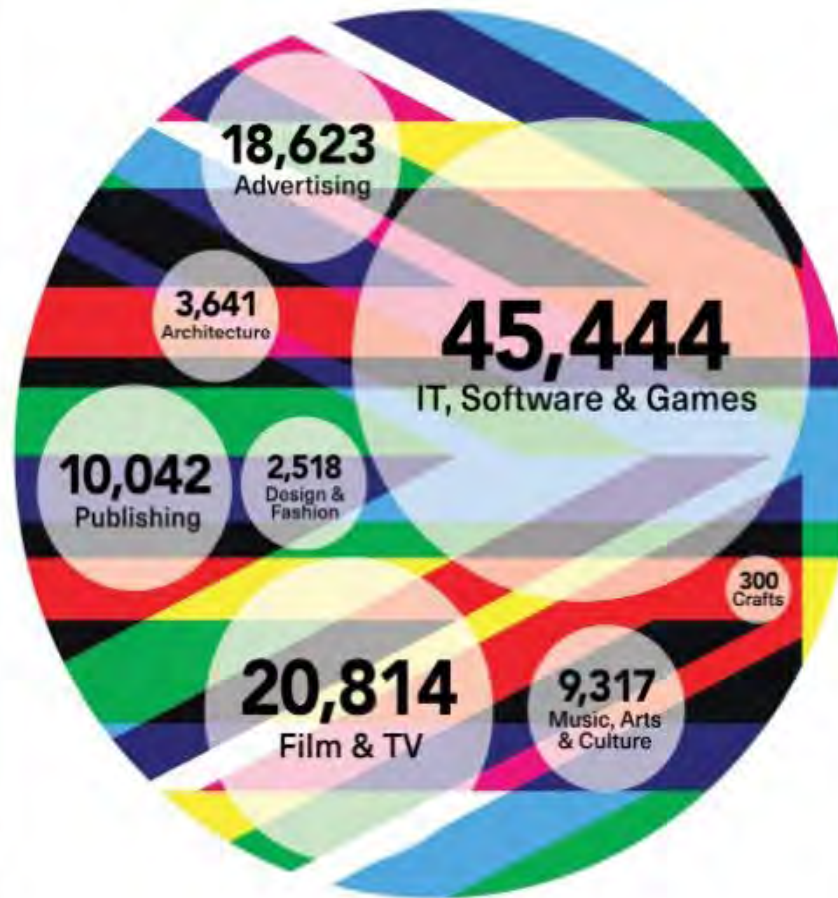
£111.7 bn
A YEAR

£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 Media

Marketing, inc. digital

Camera operator, crew

Director

Runner, broadcaster, producer

Journalist

Public Relations

Researcher, locations

Media LMI

- Film and TV is worth £21.6 billion to the UK economy
- The sector is growing – 30,000 more jobs anticipated <https://www.theguardian.com/media/2021/sep/12/streaming-demand-for-uk-shows-will-create-30000-film-and-tv-jobs>
- Employs 289,000 people, 54% self employed



Media LMI



>> ACTIVITY:

Go to the Screen Skills website, and browse different job categories

<https://www.screenskills.com/starting-your-career/job-profiles/>

Search for the job of your choice on your phone, have a look at the job descriptions. What are employers looking for?



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**