



Creative Industry Skills Overview

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What are the Creative Industries?



<https://www.youtube.com/watch?v=A5U0iUlj4kQ#action=share>

The UK Creative Industries

VALUE (GVA*)

The UK Creative Industries 2018

£111.7 bn
A YEAR

£12.7 m
AN HOUR

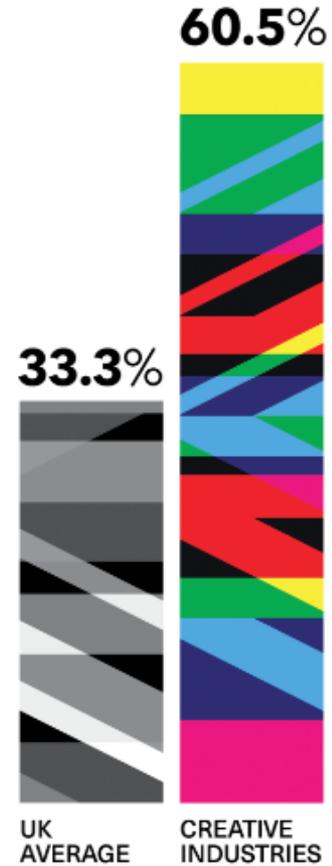
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FASTER ANNUAL GROWTH
THAN UK AVERAGE **

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

National Status of the Creative Industries

Contributing @6% of UK GVA

In addition to exporting £35.6bn, the creative industries also imported £17.8bn of imports in 2018,

Creative Industry jobs are growing at three times the UK average.

Creative Industries employ more than two million people and, pre-Covid, expected to create one million more jobs by 2030.

47% are self employed, compared with 15% across the workforce as whole.

Many SMEs are small and expand to accommodate projects

53% of creative professionals in the Greater South East now work in a creative capacity outside the direct CI sector

The UK Creative Economy 2018

JOBS

The Creative Economy 2018

3.2 MILLION JOBS

1 IN 11

UK JOBS

81k

CREATIVE ECONOMY JOBS ADDED IN 2018

EMPLOYMENT

Employment in the UK creative economy 2018



Total 3.2m jobs in the UK creative economy

creative economy = **A + B + C**

creative industries = **A + B**

REGIONS

Numbers of creative industries jobs in region 2018

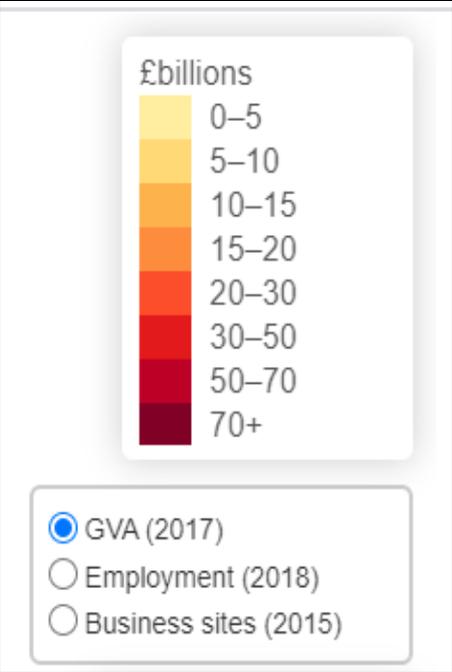
Figures rounded to (000's)



www.thecreativeindustries.co.uk

Source: DCMS statistics, June 2019

*There were 261,000 estimated jobs in the TV, film, radio and photography sector in 2017. The highest numbers were concentrated in London, the South East, the North West and Scotland.



South East
GVA: £33.5bn
Employment: 615k
Business sites: 109k

East
GVA: £12.8bn
Employment: 309k
Business sites: 61.7k

DCMS REGIONAL FOOTPRINT

SELEP CREATIVE INDUSTRIES OVERVIEW

CIs Accounted for 9.6% of total businesses in 2015,

35% growth Since 2010,

SELEP is above average regarding its share of creative enterprises, ranking 13th of all 39 LEPS.

The talent pool in London continues to move eastward into the Thames Estuary and South towards the coast.

Revitalised Network of support advocating for Creative Industries

SELEP CREATIVE INDUSTRIES ADDITIONALITY

Creative industries are a major driver of economic growth. They bind communities together, delight millions and have the power to lead our regeneration as we reposition ourselves on the world stage. We need an ambitious plan of longer term investment to support this.

Creative Industries Federation

“We must make sure freelancers, who are the majority of the workforce powering the cultural sector, are supported alongside organisations. If we don’t, we will lose skills and talent forever, and set our recovery back even further.”

Arcola Theatre’s Jack Gamble, - Public Campaign for the Arts, a 150,000-strong group that sprang up to articulate a response to Covid-19

THREATS REGIONAL CREATIVE INDUSTRIES

42% of creative industry employers in the UK report a skills gap issue.

Creative businesses with more than 100 staff, 73% struggle to find people with the right skills.

1.2 million new workers will be needed in the sector over the next decade. Yet there are significant risks to creative infrastructure posed by skills shortages.

87% of highly creative workers are at low to no risk of automation (NESTA), but productivity per head is 30% lower than France and Germany..

COVID - losing jobs and a specialist trained work force. We need to enhance our infrastructure so we can make creative products on a grand scale.

Skills Shortages

Between 35%- 50% of employers had trouble recruiting

The top three skills gaps are management skills (44%), leadership skills (44%) and project management skills (40%)

1/3 found existing staff lack the skills needed to do their jobs.

Shortages in Screen Sector **production, craft and technical grades** - in particular **VFX, games and animation . Accountants, line producers, 1st assistant directors, series producers, storyboard artists, animators and general coders** rank among the most commonly reported shortages.

Fundraisers and Business development professionals – across all sectors.

Most common reasons for skills gaps given: recruits are new to the role (65%); the employee's training is only partially complete (60%)

Skills gaps Games Industry

Seniors with established leadership experience is a particular challenge.

Struggling to find experienced coders

Programmers, especially those with skills in AI coding and graphics engines: “It is a serious issue,”... “Experienced programmers are highly sought after by lots of industries, not just video games, and it can get competitive.”

Backend and networking engineers and server operations in games.

technical disciplines like VFX and graphics programming

C++, UE4, physics, audio, UI and UX . The highly technical skills seem to be in near-constant demand and these in-demand skills are required at a senior level

“The rise of interest in esports prioritises soft skills. strong PR and communication skills is vital for people to be successful in a number of key esports and developing new games roles

Workforce training and development

- 50% have arranged or funded training for staff over the past 12 months.
- Less than 30% invested in training for freelancers
- likely to fund training for early career and experienced workers than for new entrant and expert workers, or apprentices
- Larger organisations more likely to invest in training than smaller ones.
- 1/4 of employers cite the use of freelancers as the main reason for not investing in staff
- Problems occur when stepping-up workers too quickly in order to meet increased demand
- Difficulty attracting recruits from under-represented groups and retaining older workers

What might help tackle skills gaps

- Expansion of traineeships, internships or work placement programme (63%)
- mentoring/buddying schemes (57%),
- increase in training spend for freelancers (53%)

Preferred types of training to meet respondents' future skills needs:

- Training courses for those already in the workforce (78%)
- On-the-job training, e.g. mentoring, job shadowing (74%)
- Technical/vocational training for those new to the workforce (53%).
- Supporting Apprenticeships and Degree Apprenticeships across all ages

Shortage Occupation List - Indicators of Gaps

Programmers and Software Development Professionals code (2136) to include all jobs in this occupation code including Games Designers.

Web Design and Development Professionals code (2137) to include all jobs in this occupation code, including UX and VFX Designers.

Artists code (3411) to include all jobs in this occupation code.

Graphic Designers code (3421) to include all jobs in this occupation code.
Arts Officers, Producers and Directors code (3416) to include all jobs in this occupation code.

IT Business Analysts, Architects and System Designers

Diversity and workforce composition

The UK Creative industries continue to face significant inclusion and diversity issues - overall the workforce is more male, more white, younger and better off, with fewer people with disabilities - we are missing opportunities

What might help

Flexible working arrangements

Recruitment practices that ensure equal opportunities to diverse candidates

Transparency across the organisation

Supportive approach to on the job learning

COVID

“the current crisis means that skills are disappearing from the sector at an alarming rate and, having lost almost a third of our workforce, we need skills development across the board – for retained staff taking on new responsibilities, for zero-hours and freelance staff and for entry points into the profession. Vocational training in a professional setting will be vital, with closer links between formal education and the industry, as grads/school leavers will be hunting for jobs in a reduced pool in the short term.”

Deborah Shaw - The Marlowe

secure the future talent and skills pipeline over the medium and longer term, particularly in areas of shortage - Creative Industries Council

large numbers of freelancers will have lost most or all of their income during the lockdown and will need support in re-engaging with the creative industries labour market CIC

REGIONAL OPPORTUNITIES

Thames Gateway - Estuary - Essex, Medway, Kent +50,000 new jobs

Ashford Studios + 3000 new jobs

Ebsfleet & Tilbury- London Resort + 4000 new jobs

Creative Clusters : new business and talent - new skills

Cultural Tourism initiatives. Culture Coasting - + 4000 jobs

Regional Industry Partnerships with Universities – leading to new skills

Inward investment - vibrant skills offer will encourage new business

Kickstarter – connected to Skills Development/ New Adult Education policy

SUPPORTING REGIONAL INITIATIVES

CC Skills and Screen Skills – Discover Creative careers
Creative Industries Federation
Arts Council England
BFI
TIGA
Creative Industries Federation
Design Council
Careers & Enterprise Company

South East Creative Economy Network
SECCADS (South East Creative, Cultural and Digital
Enterprise Advisors Network
STEM Ambassadors
HE & FE Networks – Kent , Essex, UCA, Canterbury
Skills Commission
Cultural Transformation Board
Kent & Medway Creative, Media & Digital Guild
Art31 Board
Cultural Education Partnership

Industry recommendations

- **Enhancing provision at all levels of Education** - simplify and build a coherent, responsive skills in partnership with Industry. **Promote Centres of Excellence**
- **Attracting and cultivating talent.** Young people lack understanding of the job market— need to enhance careers awareness, training, employment and progression opportunities. Careers advice - **Discover Creative Careers**
- **Driving diversity.** Industry must improve the recruitment, retention and advancement of, ethnic minorities, disabled people , women, and social deprivation
- **Building Bridges.** Lack of ‘work readiness’ amongst new entrants - learners need support to transition from education to work. Talent schemes... Internships, Industry fit, Apprenticeships....
- **Continuing Professional Development.** Strengthening the skills of workers and business leaders, Project managers in the Creative industries . Focus on SMEs and start ups. Creative and Tech collaboration, financial planning and IP development and exploitation.
- **Freelance Skills and business support:** A structured approach to supporting freelancers, collaborative networking , access to subsidised training and business advice

A Thriving Regional Creative Industry

- **Support applied research and development programmes** for new entrants & new talent - as well CPD - new opportunities for people of all ages across the industry with a focus on active industry projects and new creative tech skills development with creative content production –**Production led Talent Schemes**
- **Reflect National Agencies and Industry bodies skills strategies** – address national skills gaps locally which could provide new opportunities for growth in the region - The sector requires up skilling across a number of roles. Support industry led training in partnership with universities which takes a lead at a national or international level will build skills capacity - **Centres of Excellence**
- **Convergence and Immersive technologies;** Support skills & new project development to maximise the opportunities for new Creative tech Products. Combining collaborative R & D with innovative SME ideas and talent will offer opportunities for consolidation and growth –**R&D Innovation Hubs**

SELEP CREATIVE INDUSTRIES FUTURE REQUIREMENTS

Address inequalities in its workforce. prioritise under represented groups,

Encourage the development of the talent pipeline to meet shortages in creative skills and the creative workforce, laying the foundations for a skilled workforce of tomorrow.

Urgently address the potential loss of skills due to impact of COVID

Provide development and training opportunities throughout the lifetime of workers.

Identify skills gaps that will unlock jobs now or in future

Skills support should be scoped alongside up to date industry research and forecasting.

CREATIVE INDUSTRIES FUTURE FOCUS

**People Centred
Accessible
Sustainable
Diversity driven
Industry Focussed
Building Skills for the future**