# Creative Industries Data Pack

Final Version 04.02.19

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk

European Union
European
Social Fund

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# Introduction to the Sector Data Pack

The role of the Sector Data Pack is to bring together the latest socio-economic and labour market data and present both an up-to-date, and future view, of the sector and any underlying issues within the area that could impact upon it. Data is presented in a navigable format without comment with interpretation at this stage mainly left to the reader.

In most instances data has been analysed and presented down to local authority level. In some instances, and even where local authority data is available, it has not been presented in the data pack due to issues of unreliability and small sample sizes. This is particularly the case with data from the Annual Population Survey and the Annual Survey of Hours and Earnings.

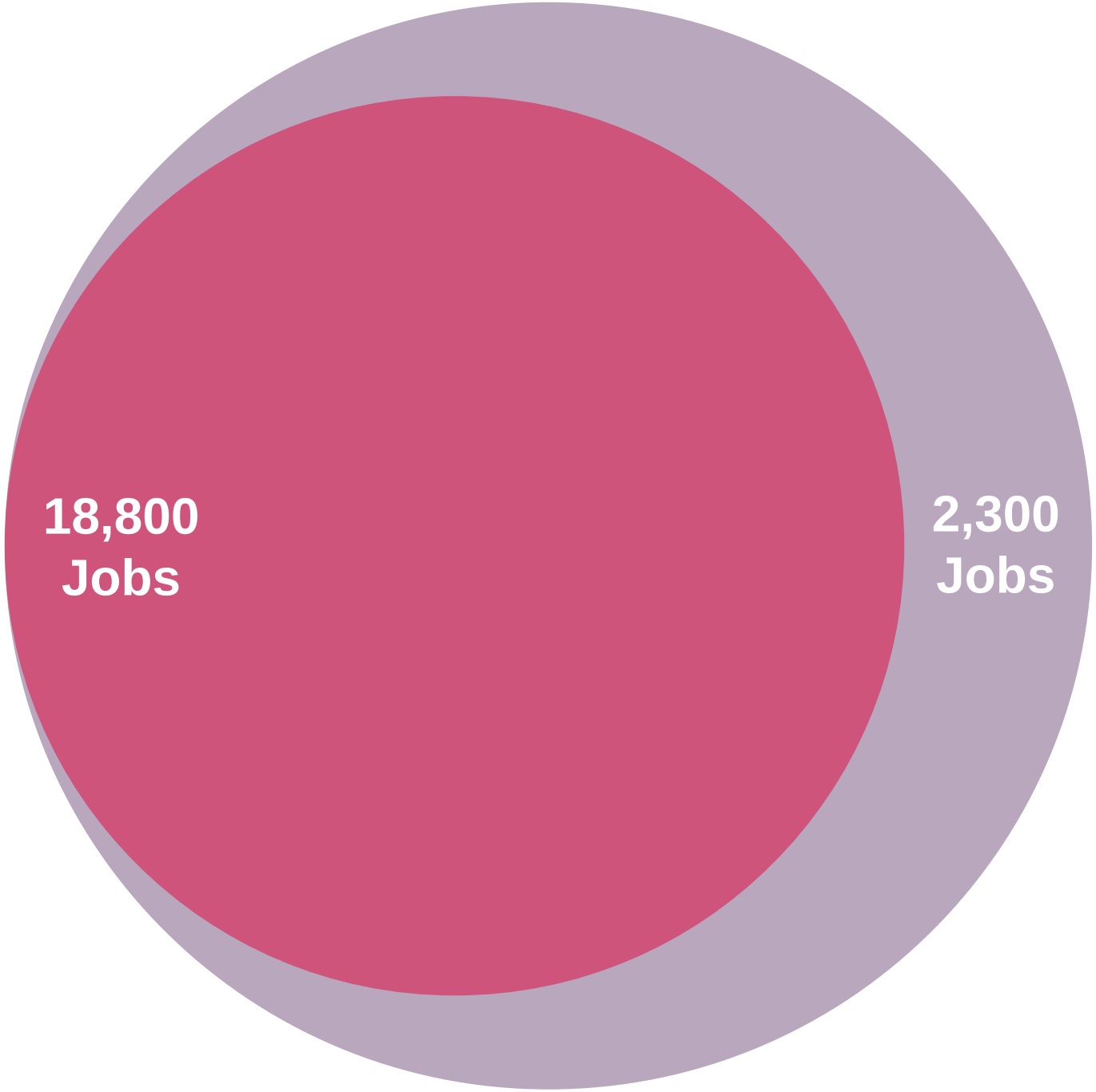
# Introduction to the Creative Industries Sector Definition

In order to arrive at a definition for the Creative Industries sector relevant to New Anglia we have started out with those Standard Industrial Classification (SIC) codes used by the Department for Culture, Media and Sport (DCMS) to define the Creative Industries sector. From these codes, some have been removed in order to reduce the overlap with the cultural element of the Visitor Economy sector. Full details of these codes and those removed can be found in the Appendices on page 91.

In addition to a SIC code definition of the sector, DCMS also produced a definition based on Standard Occupational Classification (SOC) codes (refer to the Appendices page 93 for details). If we consider occupational employment rather than industry employment then the figure is much higher given that many creative roles are apparent with traditional non-creative industries. For example, nationally then approximately 1.8m people are employed in the Creative Industries sector, whilst there are approximately 2.8m people employed in the ‘Creative Economy’ (creative roles). This ratio of industry to occupational employment has been applied at the local level to arrive at the ‘Creative Economy’ employment figure presented on page 6.

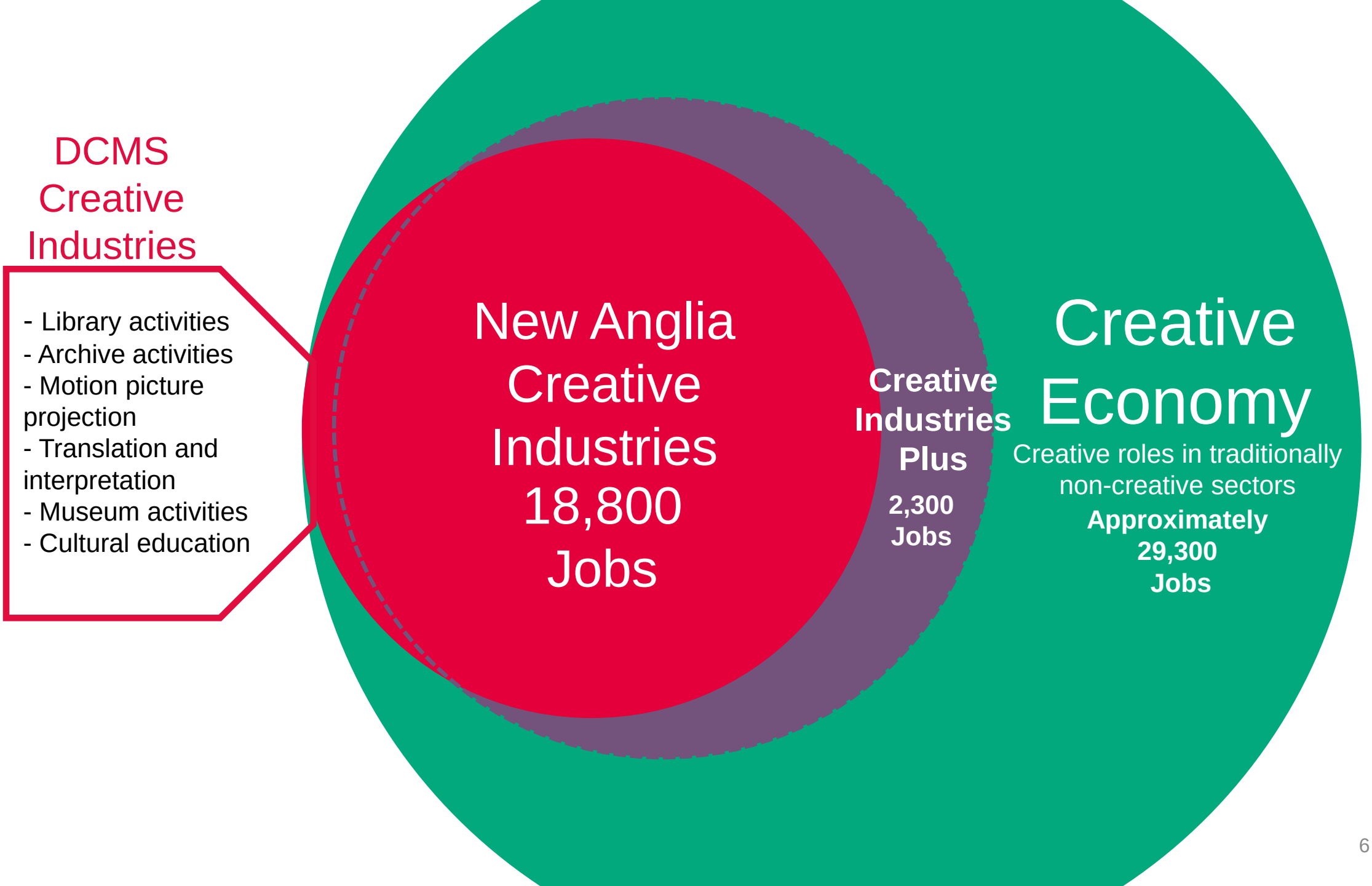
# The Creative Industries Sector in New Anglia

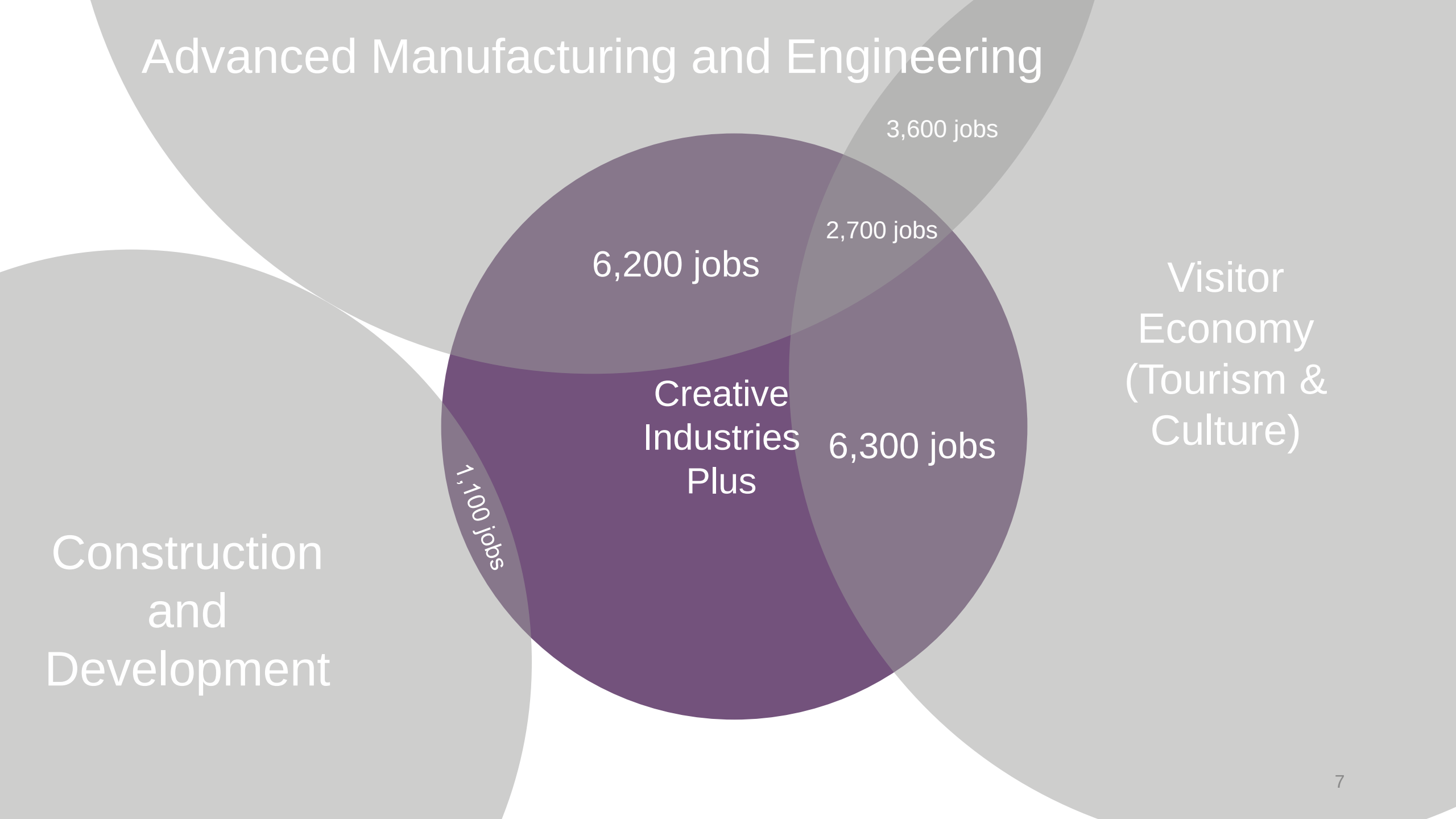
Creative Industries



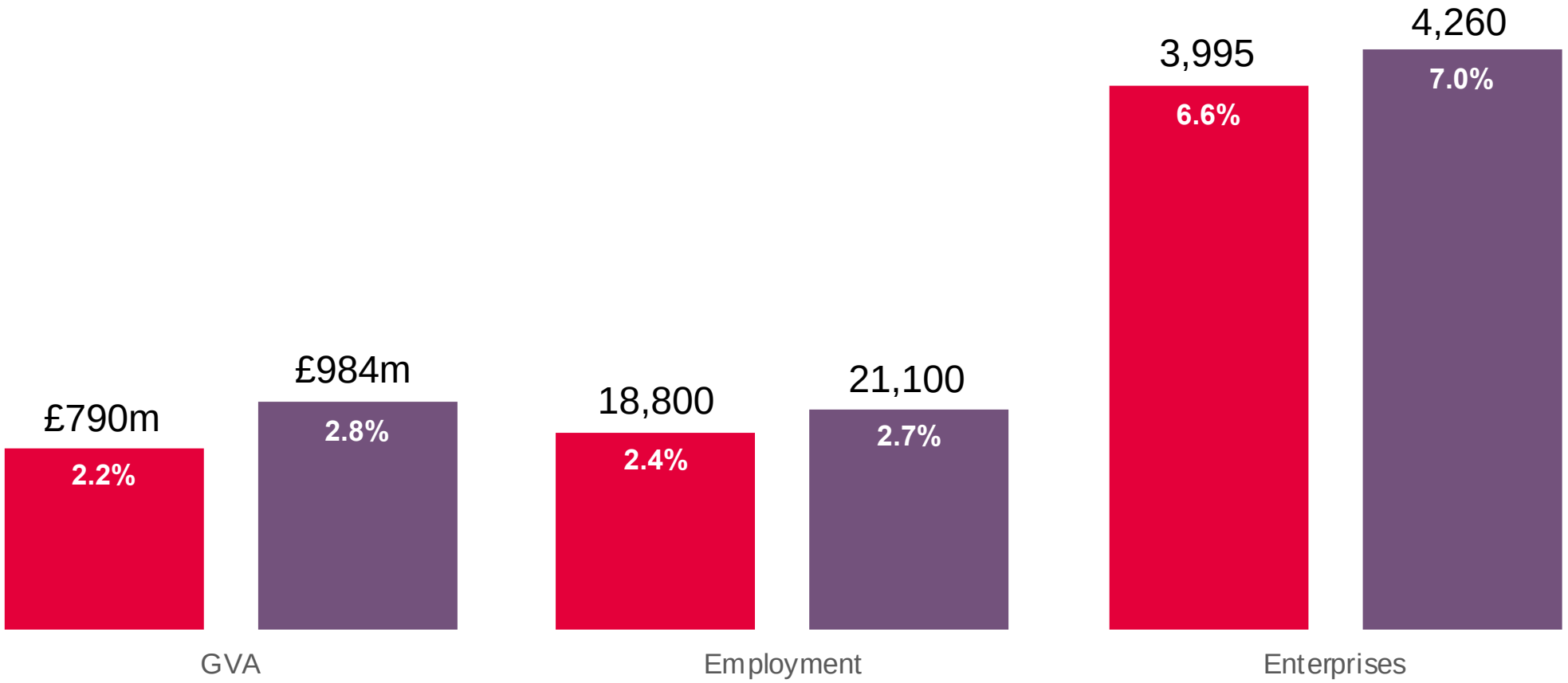

## Creative Industries Plus

- Wired and wireless telecoms
- Reproduction of video, sound etc.
- Textiles
- Manufacture of furnishings, clothing etc.
- Market Research


DCMS Creative Industries
- Library activities
- Archive activities
- Motion picture projection
- Translation and interpretation
- Museum activities
- Cultural education
New Anglia Creative Industries 18,800 Jobs
Creative Industries Plus
2,300 Jobs
Creative Economy
Creative roles in traditionally non-creative sectors
Approximately 29,300 Jobs

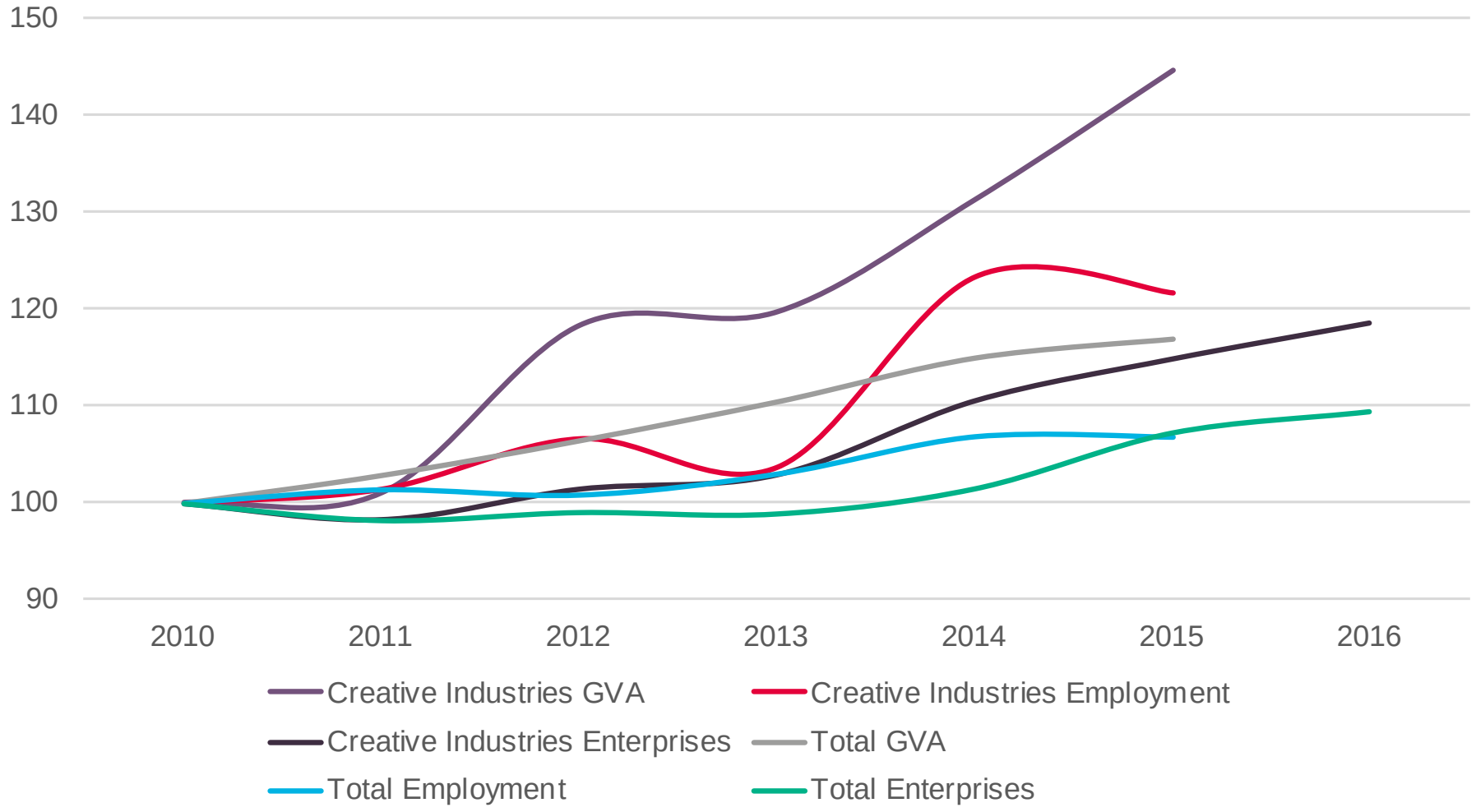

Advanced Manufacturing and Engineering
3,600 jobs
2,700 jobs
6,200 jobs
Visitor Economy (Tourism & Culture)
Creative Industries Plus
6,300 jobs
1,100 jobs
Construction and Development

# Local Economic Contribution



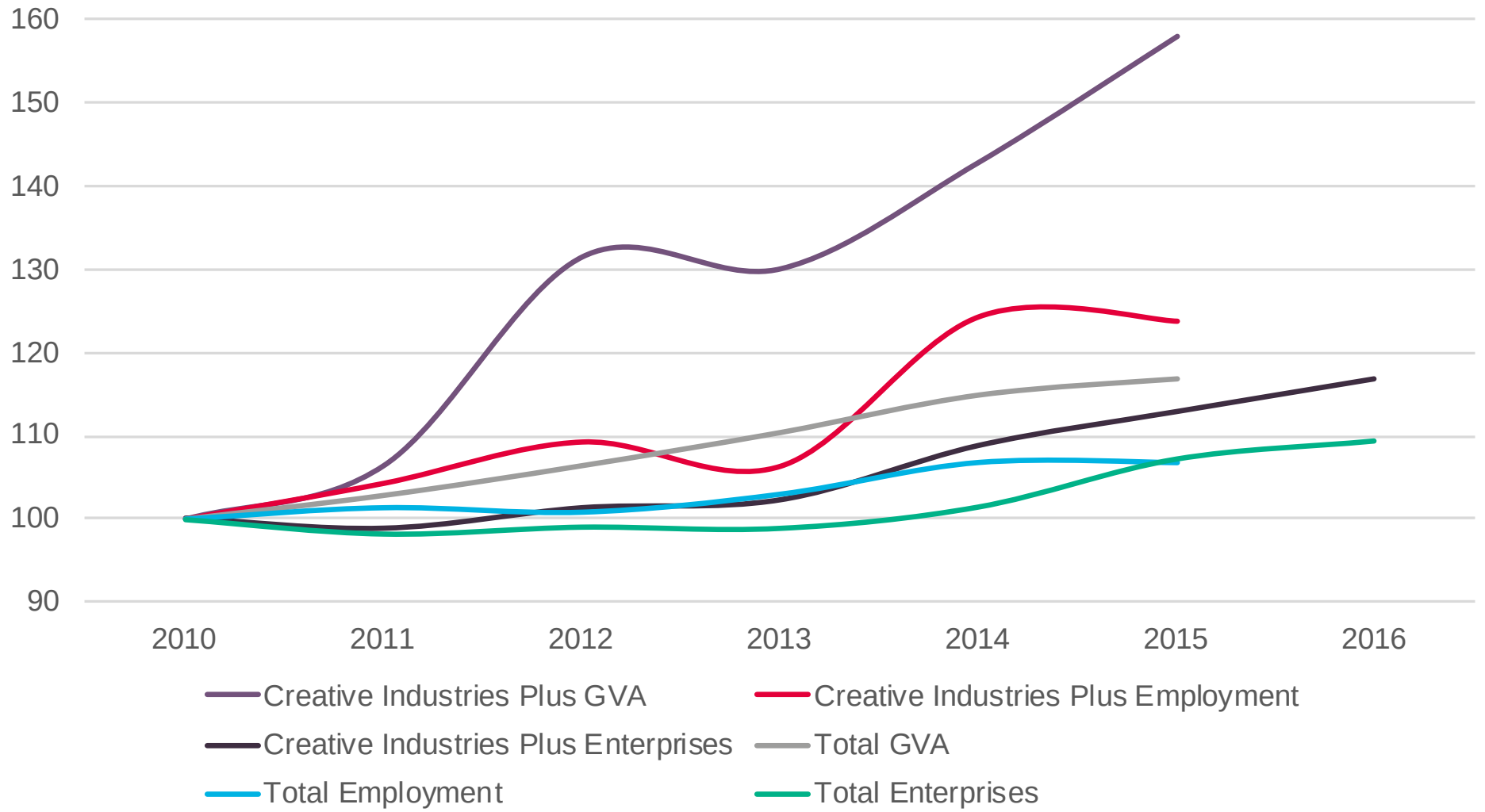

Source: New Anglia LEP Economic Strategy evidence base work

# Creative Industries Sector Performance Over Time




Source: New Anglia LEP Economic Strategy evidence base work

# Creative Industries Plus Sector Performance Over Time



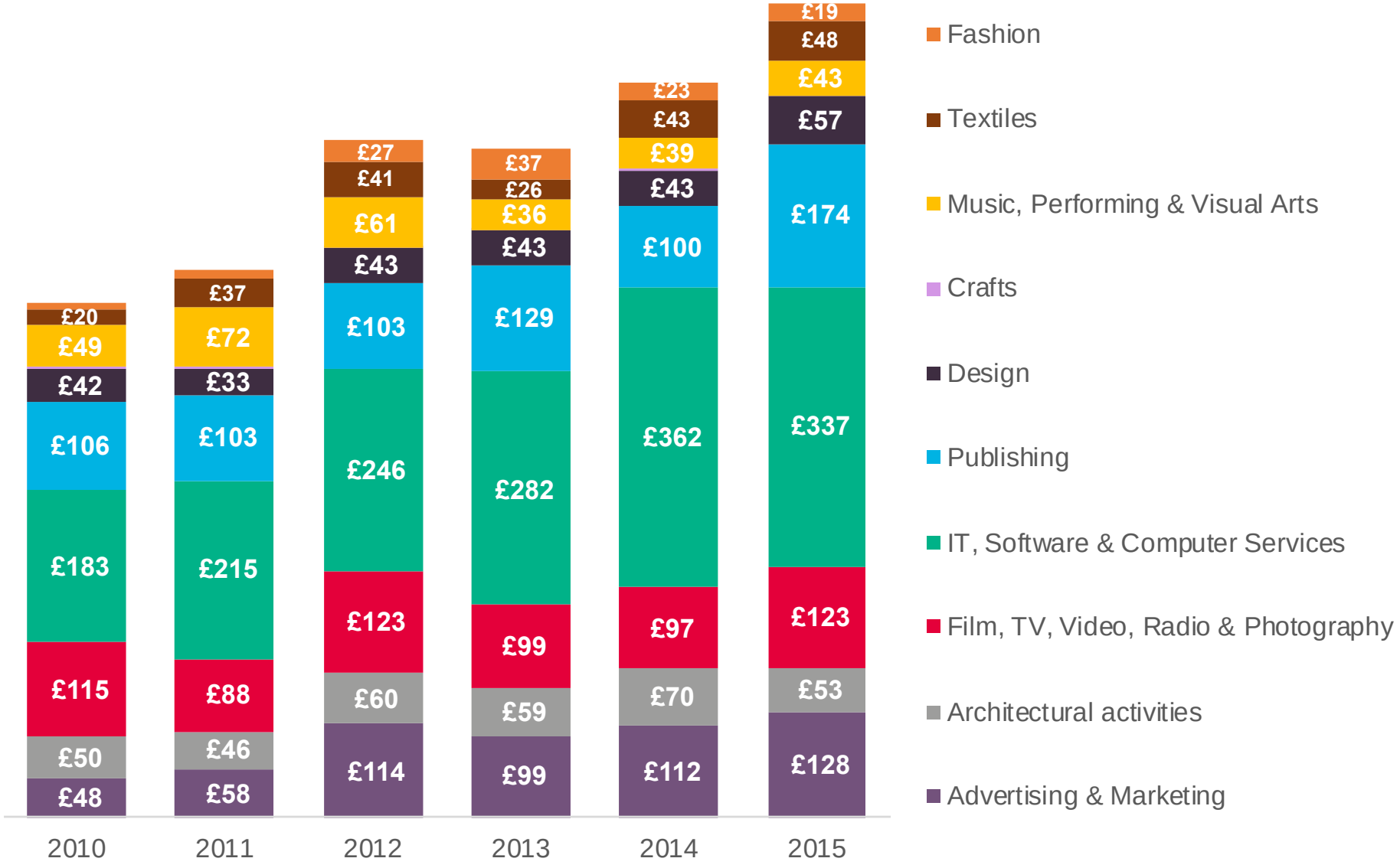

Source: New Anglia LEP Economic Strategy evidence base work

# GVA by Creative Industries Plus Subsector

Source: New Anglia LEP Economic Strategy evidence base work

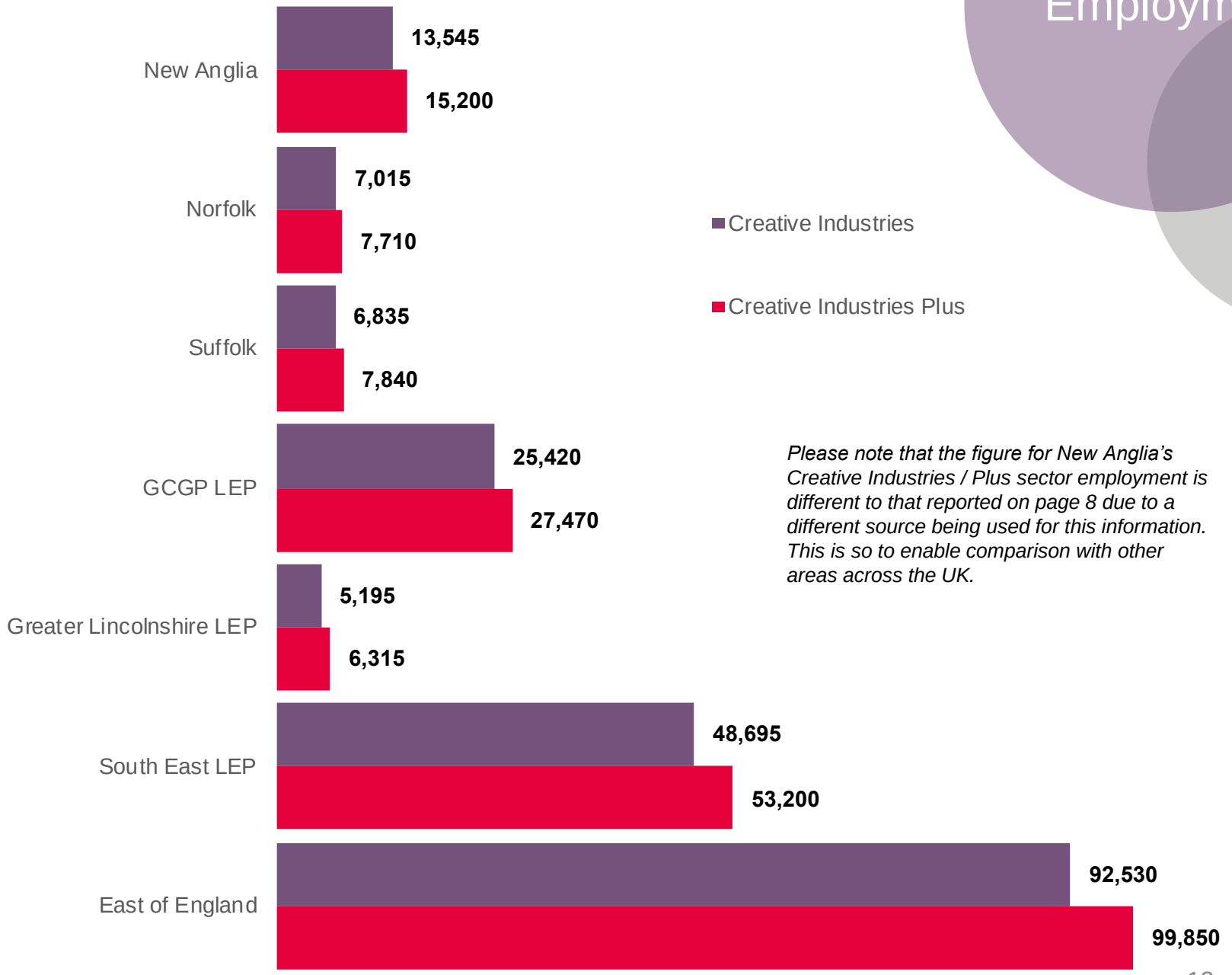
# GVA (£M) Over Time by Creative Industries Plus Subsector

Source: New Anglia LEP Economic Strategy evidence base work



# Creative Industries Sector Employment by LEP Comparator Areas

Source: Business Register and Employment Survey, Office for National Statistics




*Please note that the figure for New Anglia's Creative Industries / Plus sector employment is different to that reported on page 8 due to a different source being used for this information. This is so to enable comparison with other areas across the UK.*

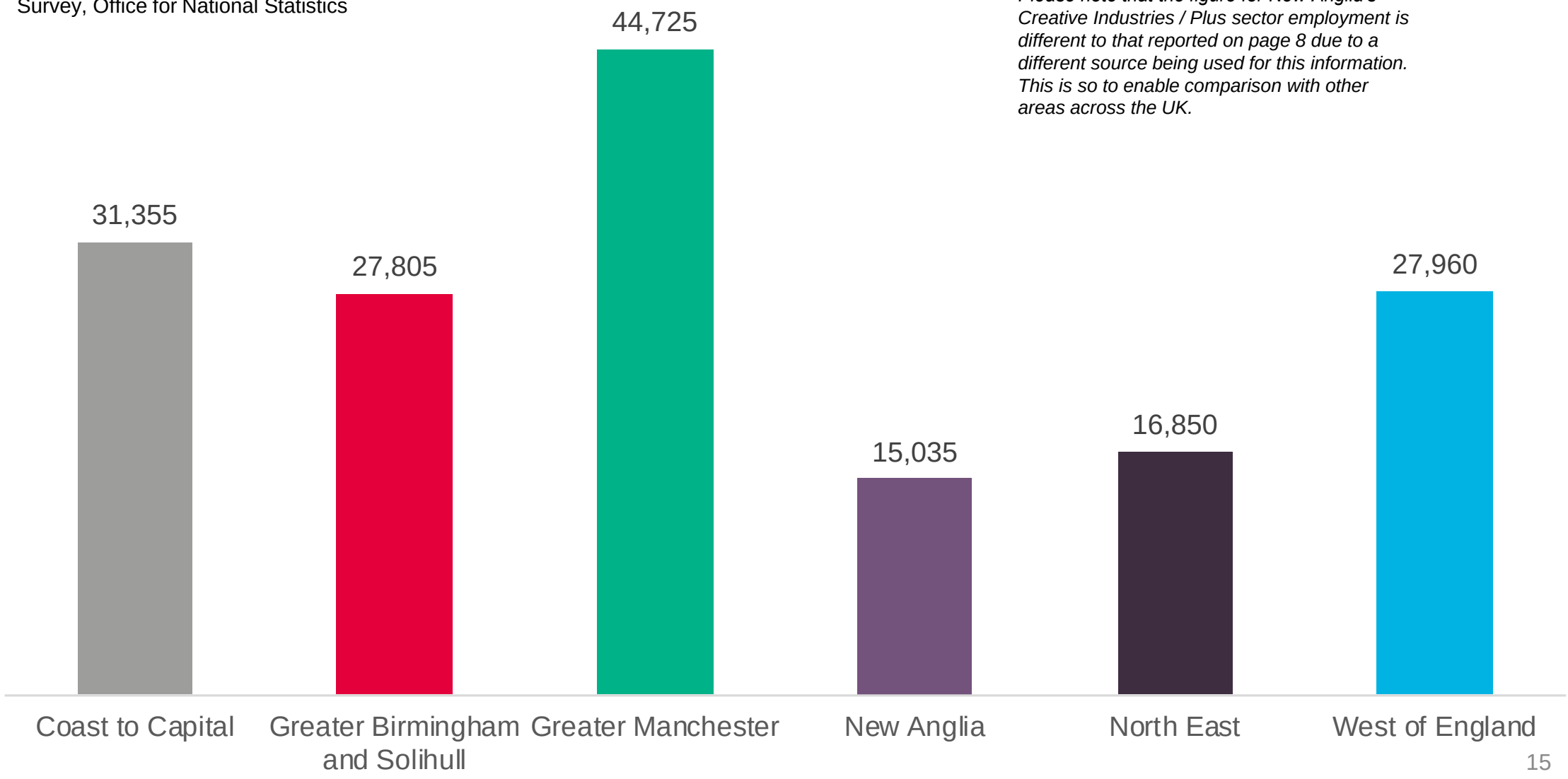
# Proportion of Total Employment Provided by Creative Industries Sector, by LEP Comparator Areas

Source: Business Register and Employment Survey, Office for National Statistics

# Creative Industries Sector Employment by Additional LEP Comparator Areas

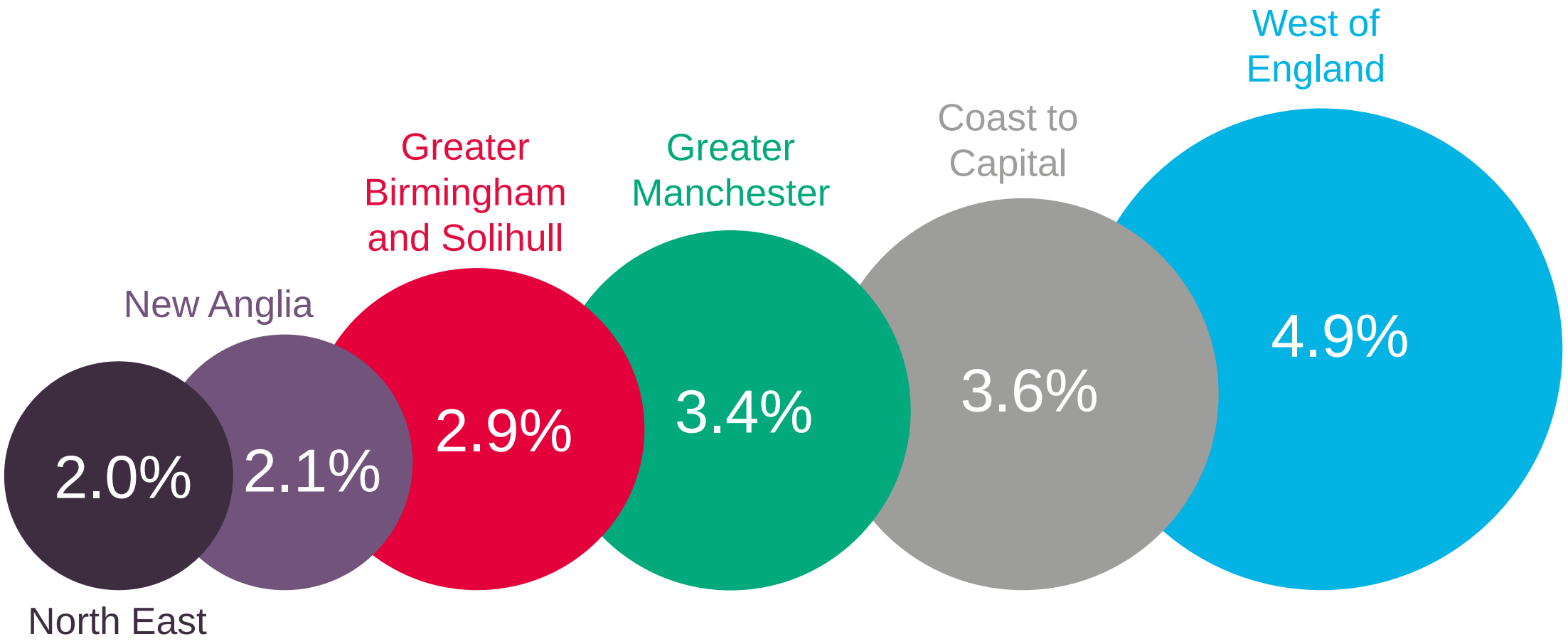
Source: Business Register and Employment Survey, Office for National Statistics

*Please note that the figure for New Anglia's Creative Industries / Plus sector employment is different to that reported on page 8 due to a different source being used for this information. This is so to enable comparison with other areas across the UK.*



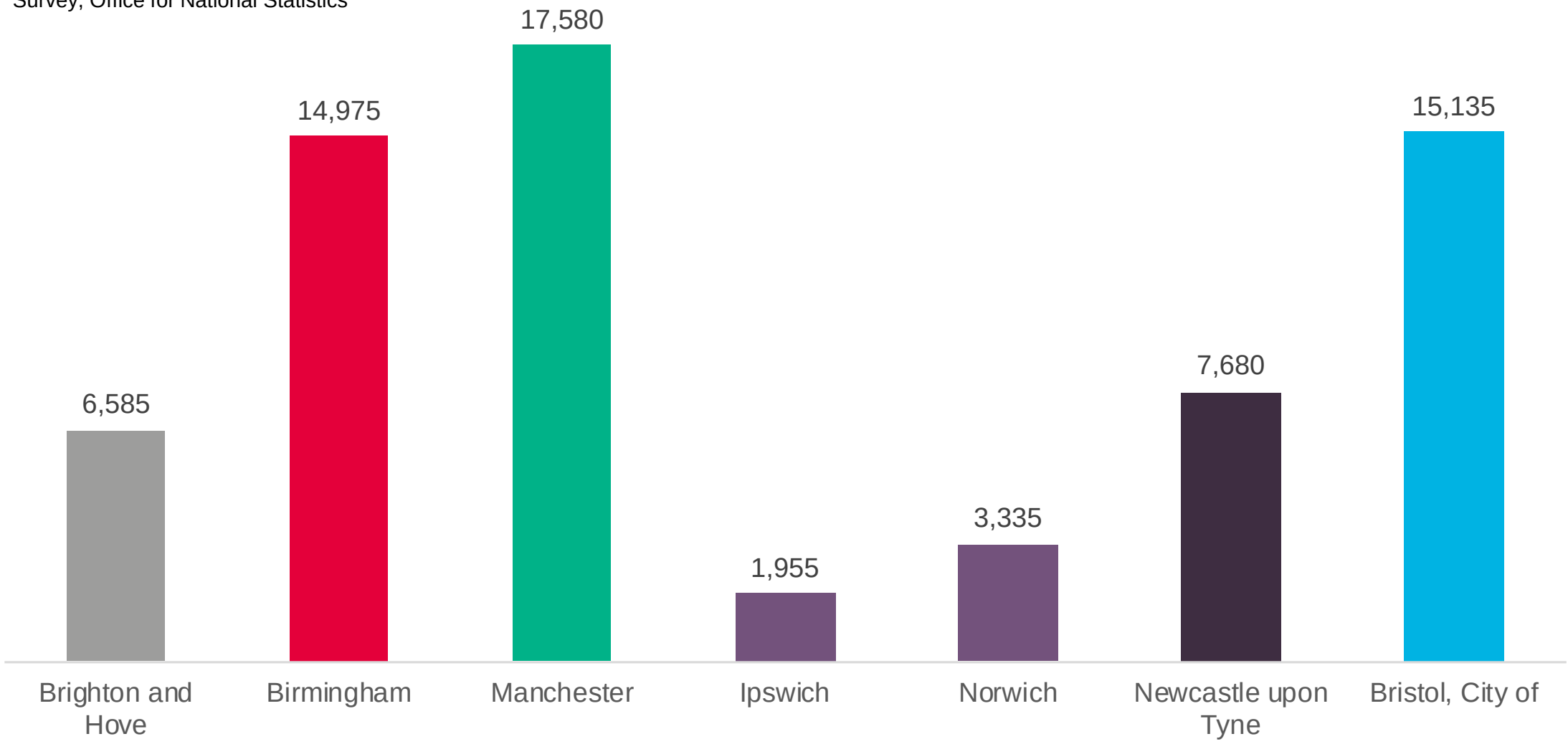
# Proportion of Total Employment Provided by Creative Industries Sector, by Additional LEP Comparator Areas

Source: Business Register and Employment Survey, Office for National Statistics



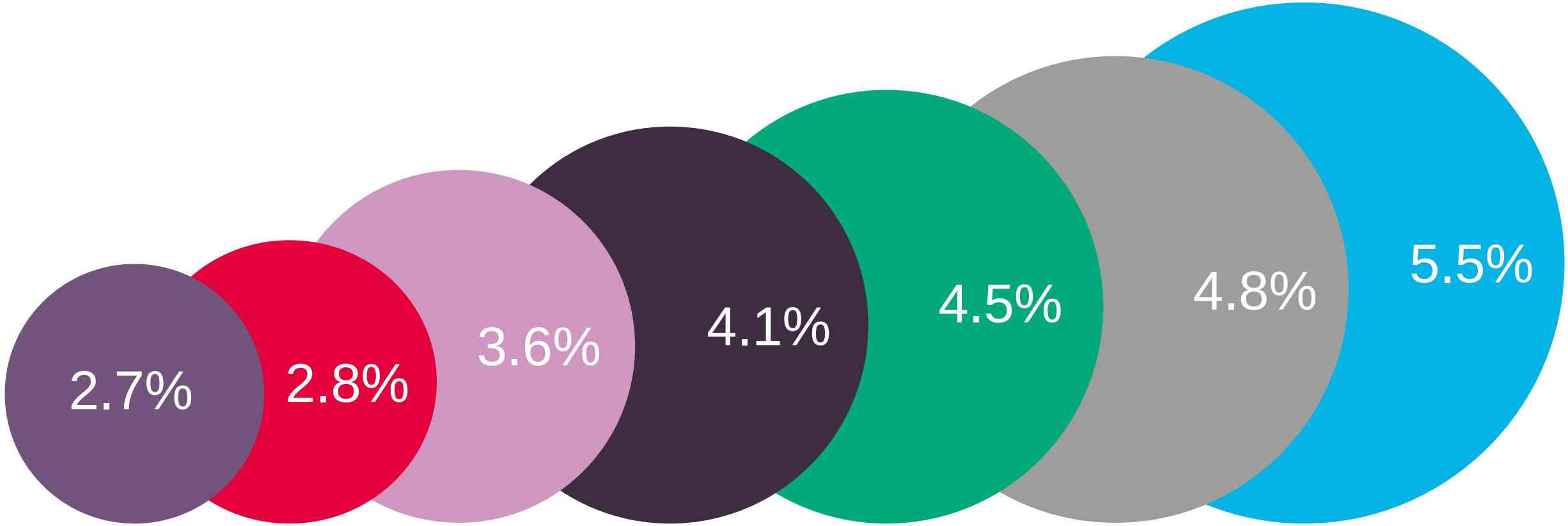
# Creative Industries Sector Employment by Additional City Comparator Areas

Source: Business Register and Employment Survey, Office for National Statistics



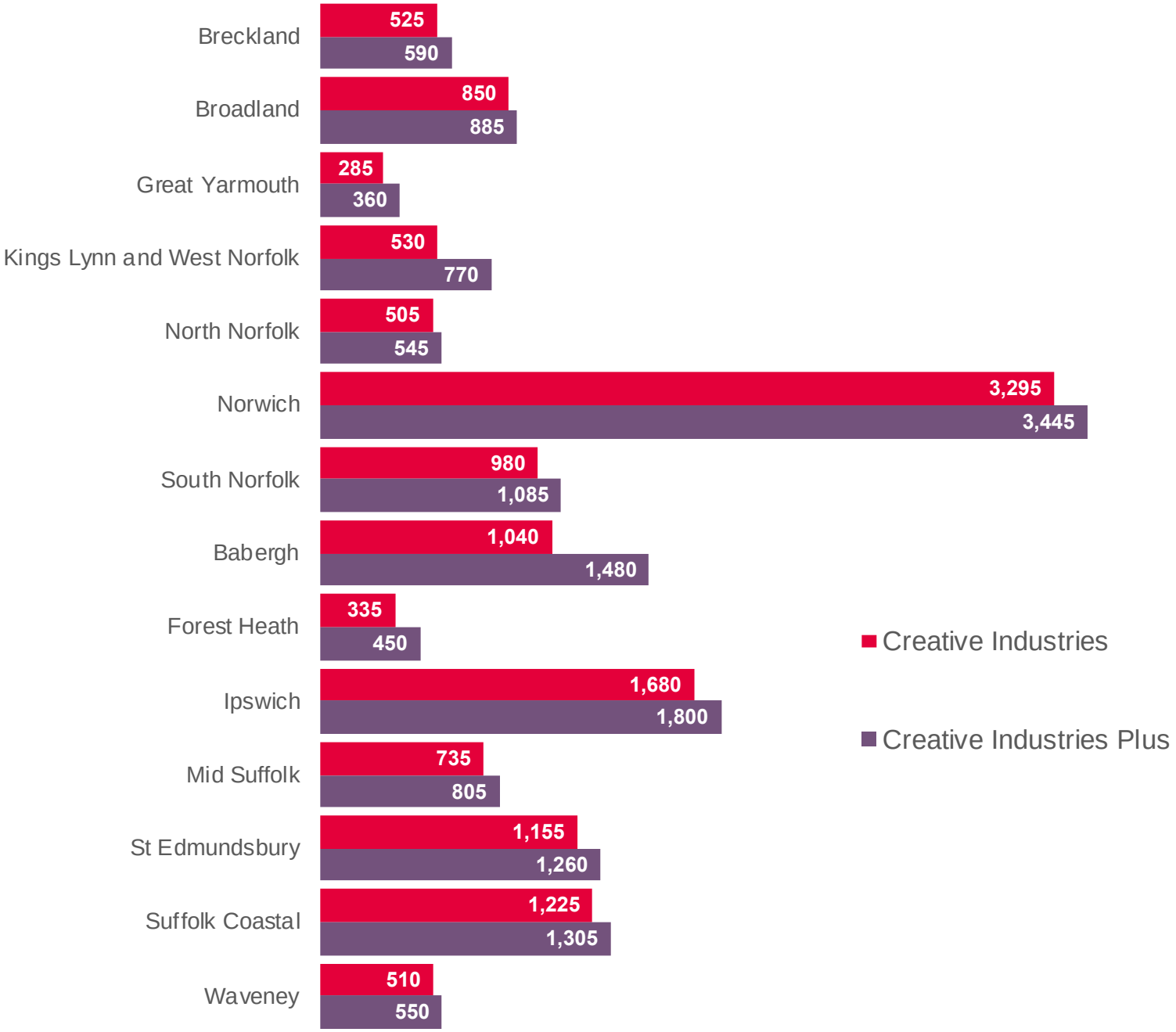
# Proportion of Total Employment Provided by Creative Industries Sector, by Additional City Comparator Areas

Source: Business Register and Employment Survey, Office for National Statistics



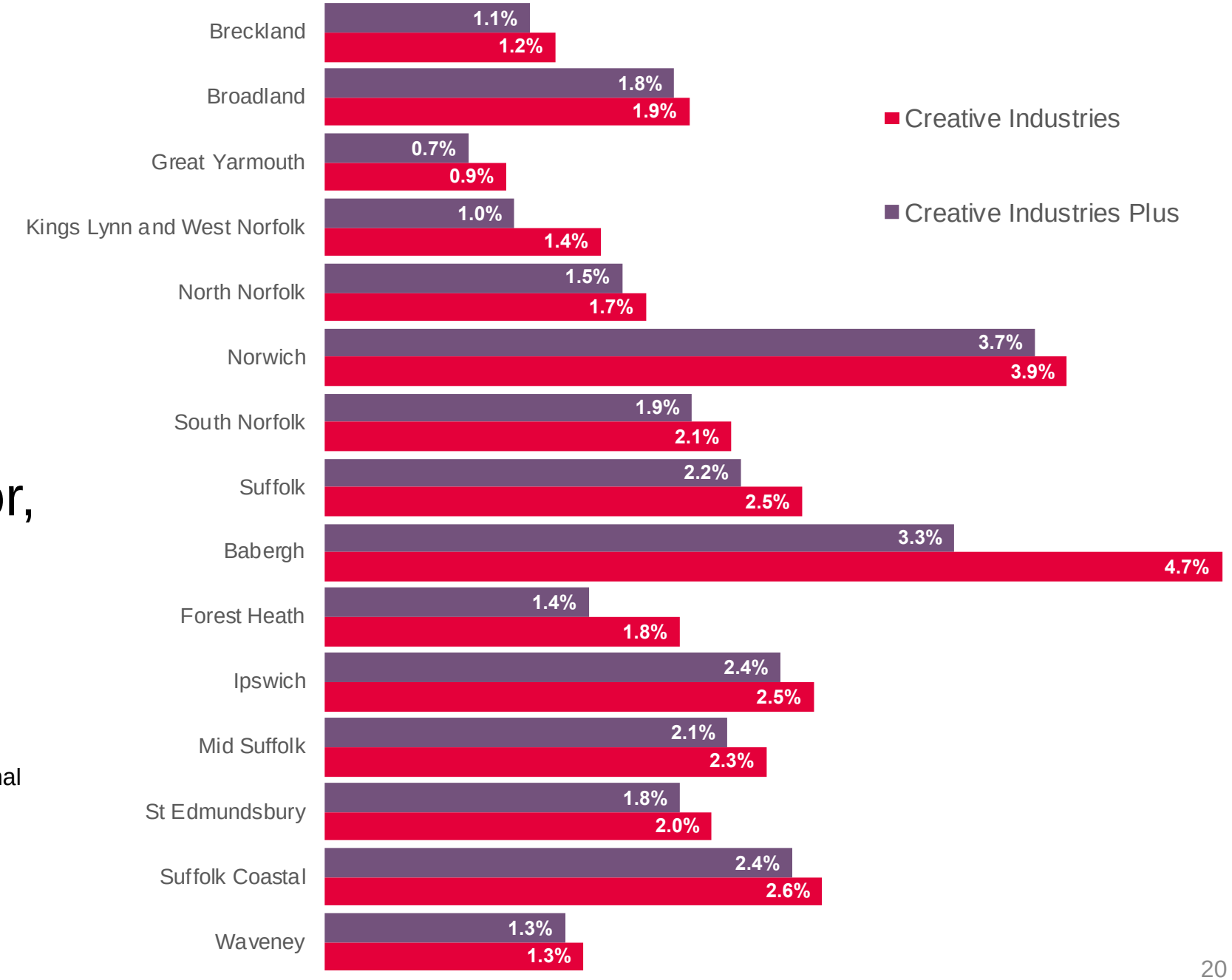
# Creative Industries Sector Employment by New Anglia LEP Local Authority Areas

**Source:** Business Register and Employment Survey, Office for National Statistics



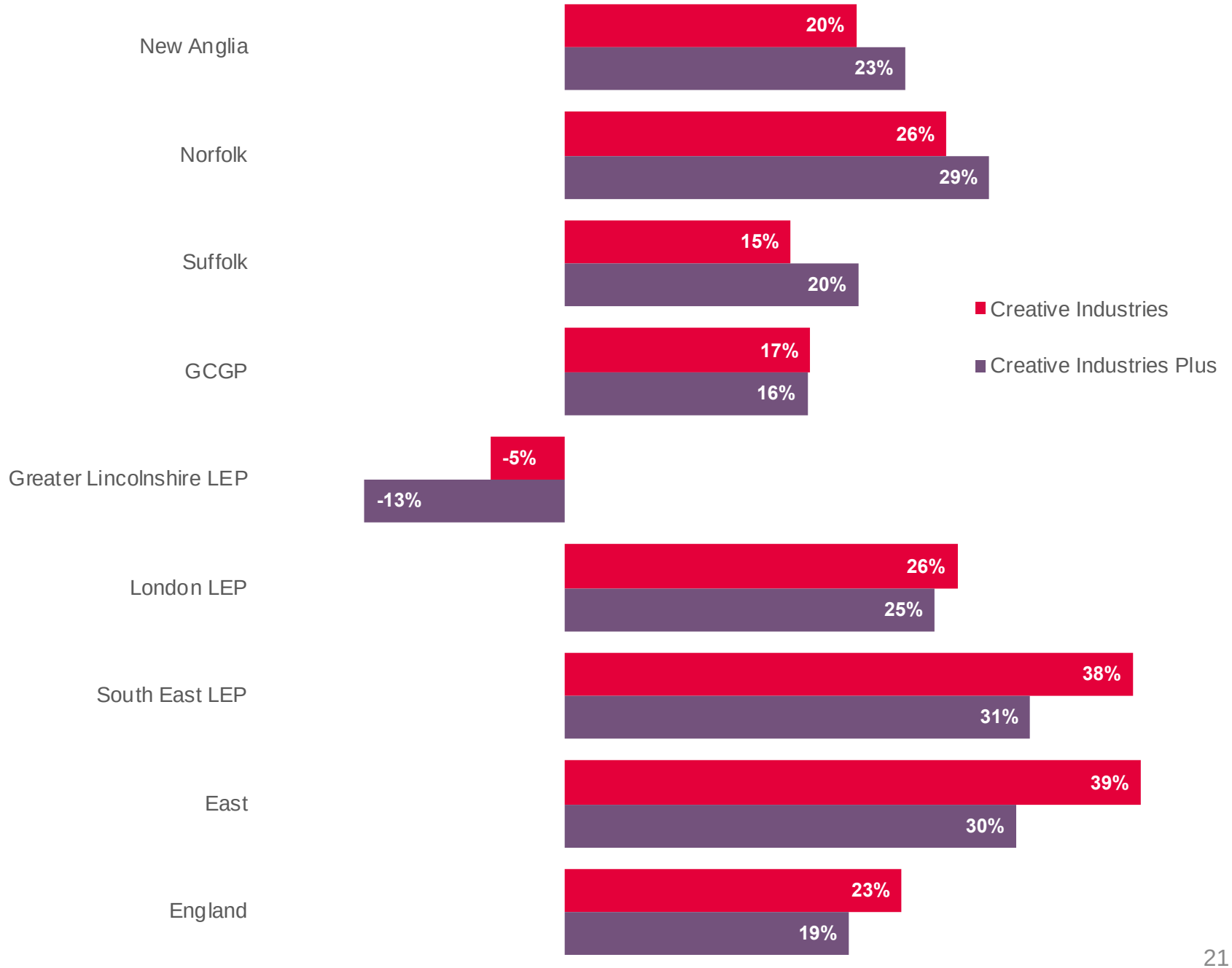
# Proportion of Total Employment Provided by Creative Industries Sector, by New Anglia LEP Local Authority Areas

**Source:** Business Register and Employment Survey, Office for National Statistics

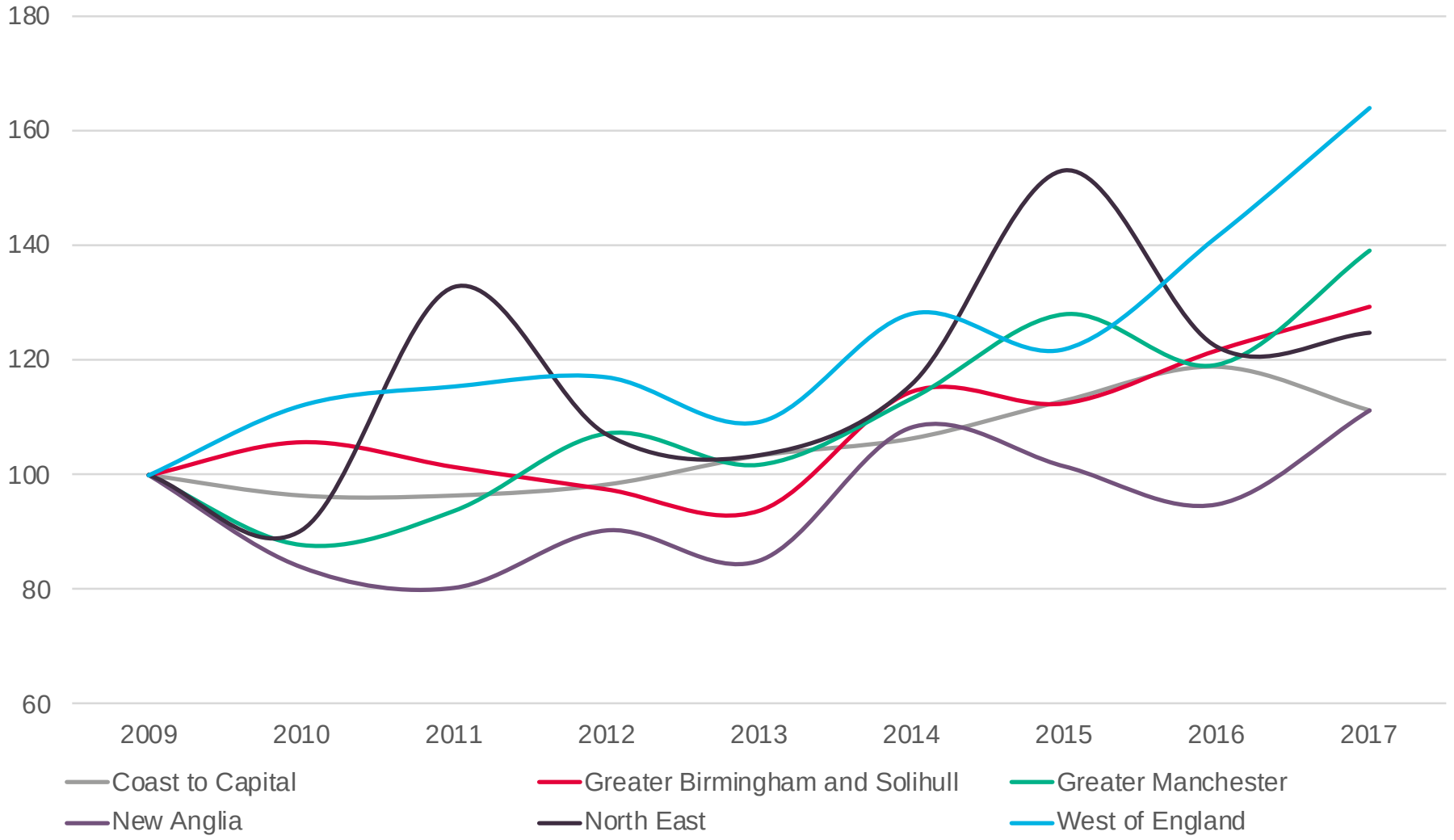


# Change in Creative Industries Sector Employment, 2010 – 2015, by LEP Comparator Areas

**Source:** Business Register and Employment Survey, Office for National Statistics

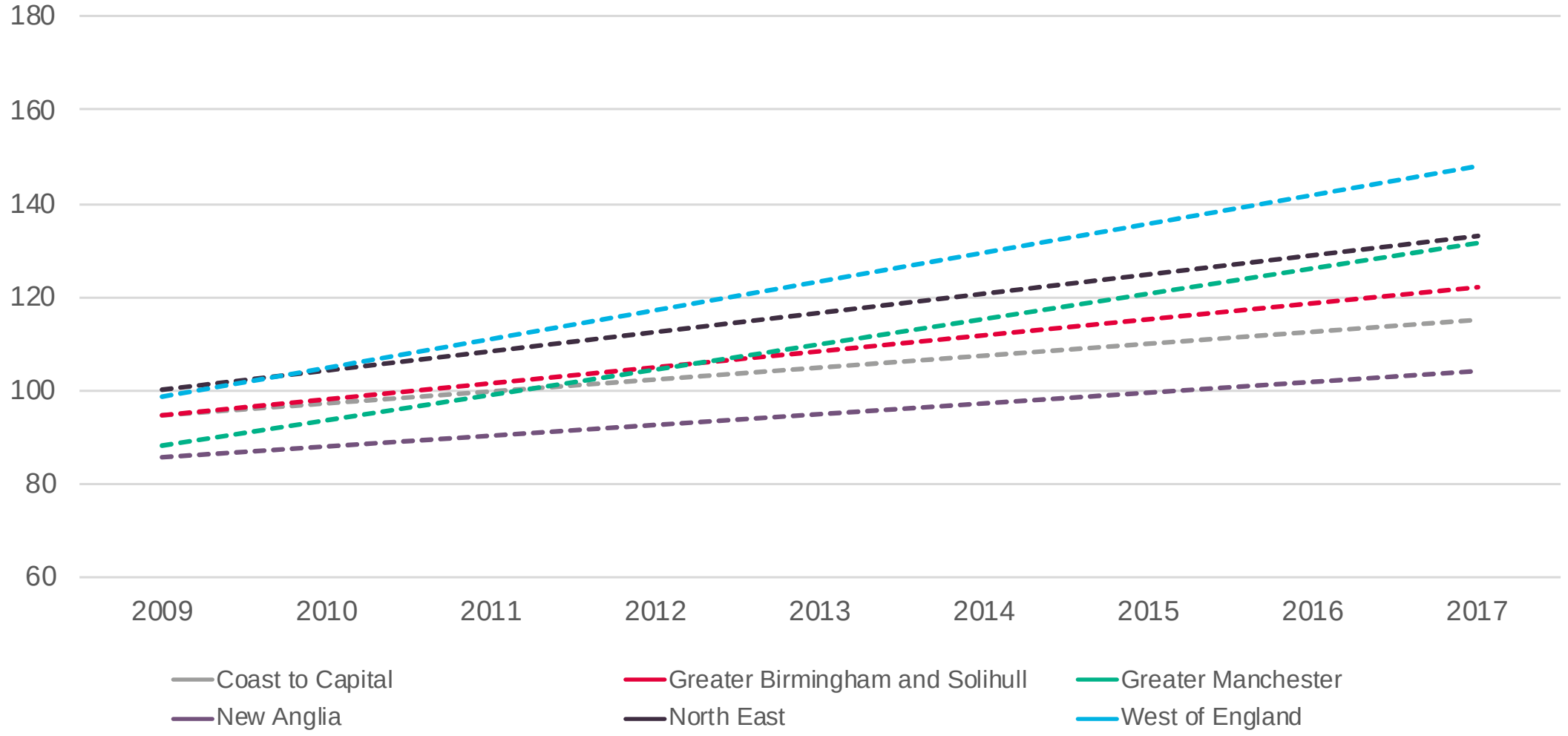


# Employment Change by Additional LEP Comparator Areas



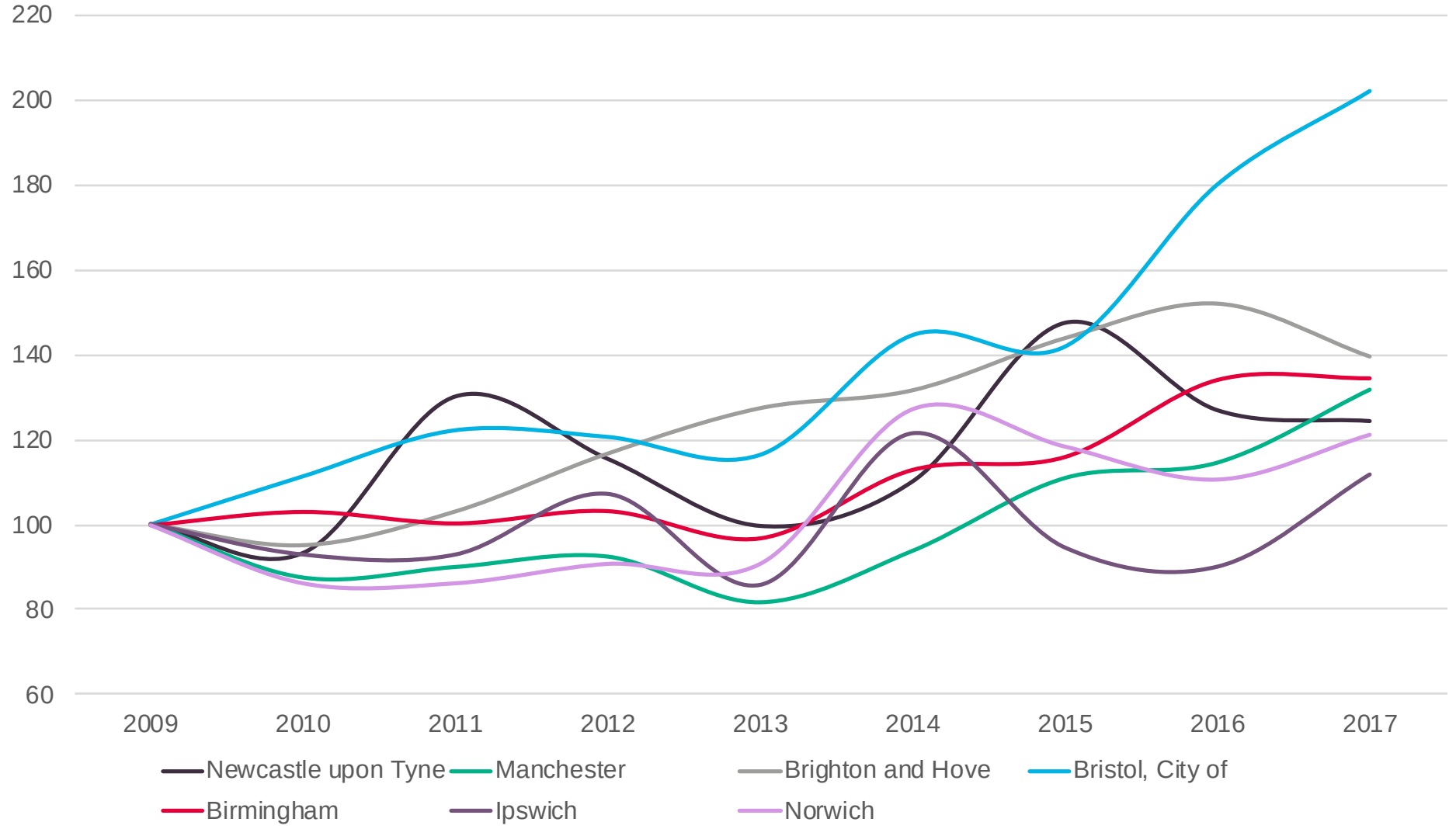

**Source:** Business Register and Employment Survey, Office for National Statistics

# Employment Change by Additional LEP Comparator Areas - Trends



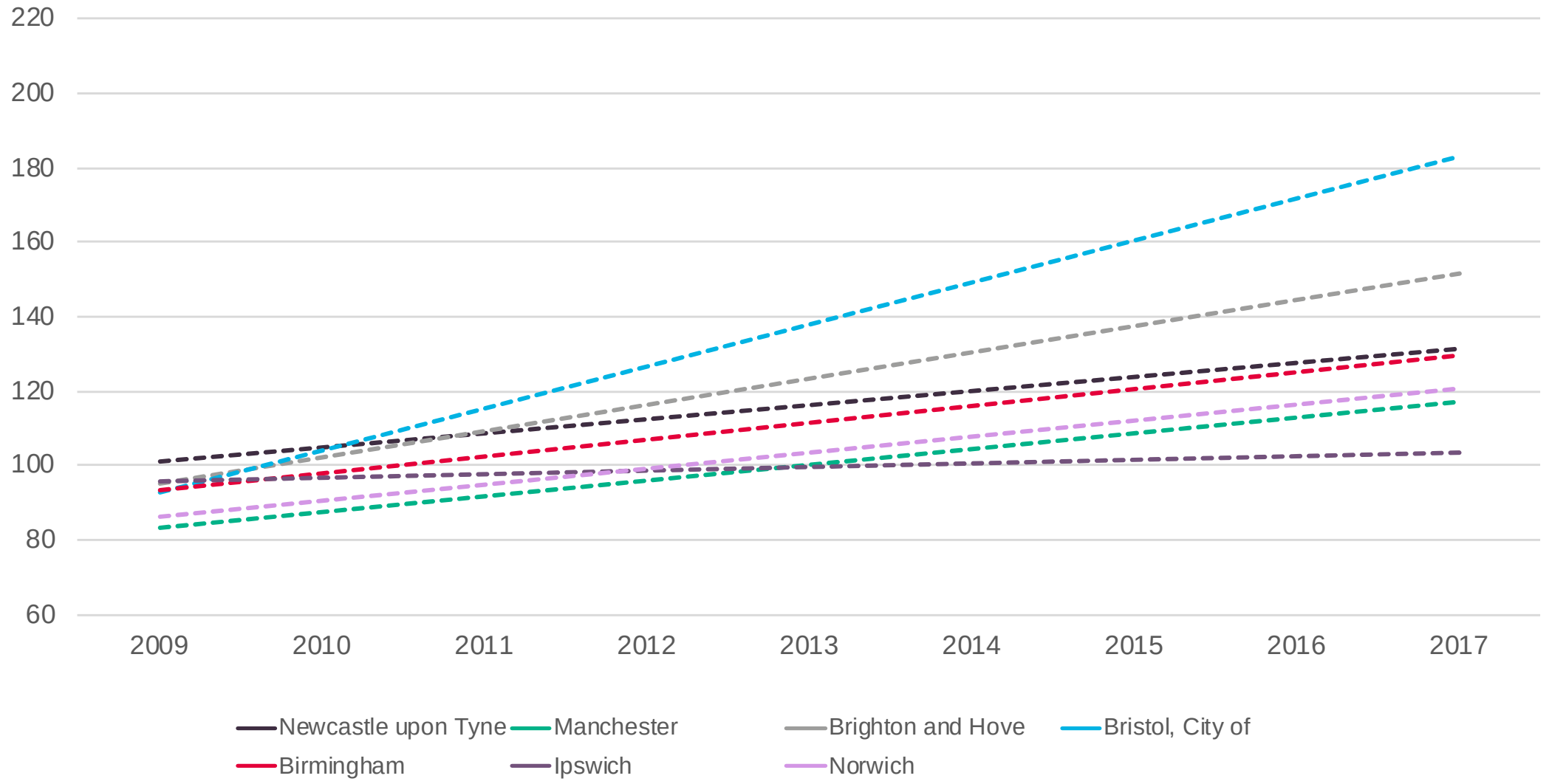

**Source:** Business Register and Employment Survey, Office for National Statistics

# Employment Change by Additional City Comparator Areas




**Source:** Business Register and Employment Survey, Office for National Statistics

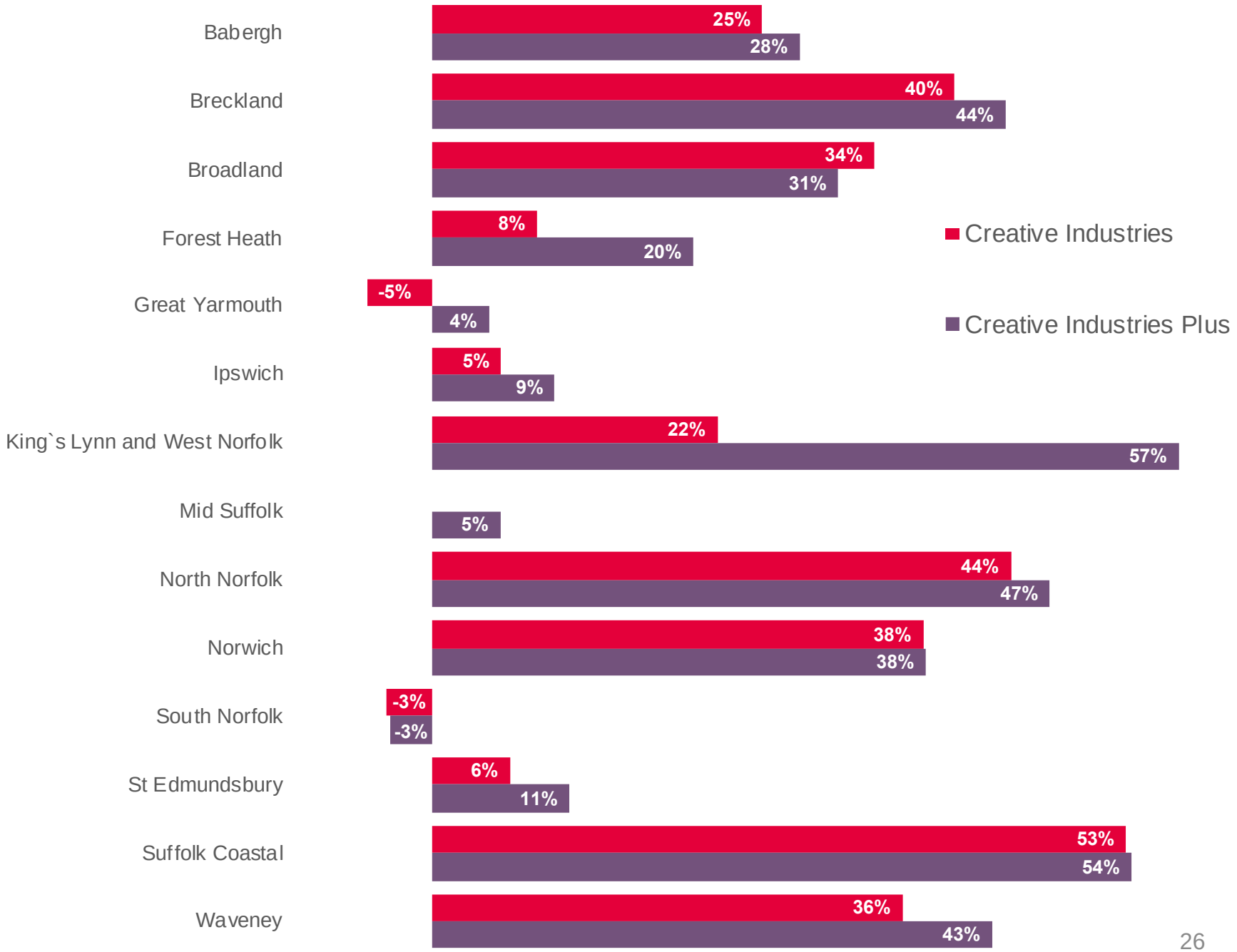
# Employment Change by Additional City Comparator Areas - Trends




**Source:** Business Register and Employment Survey, Office for National Statistics

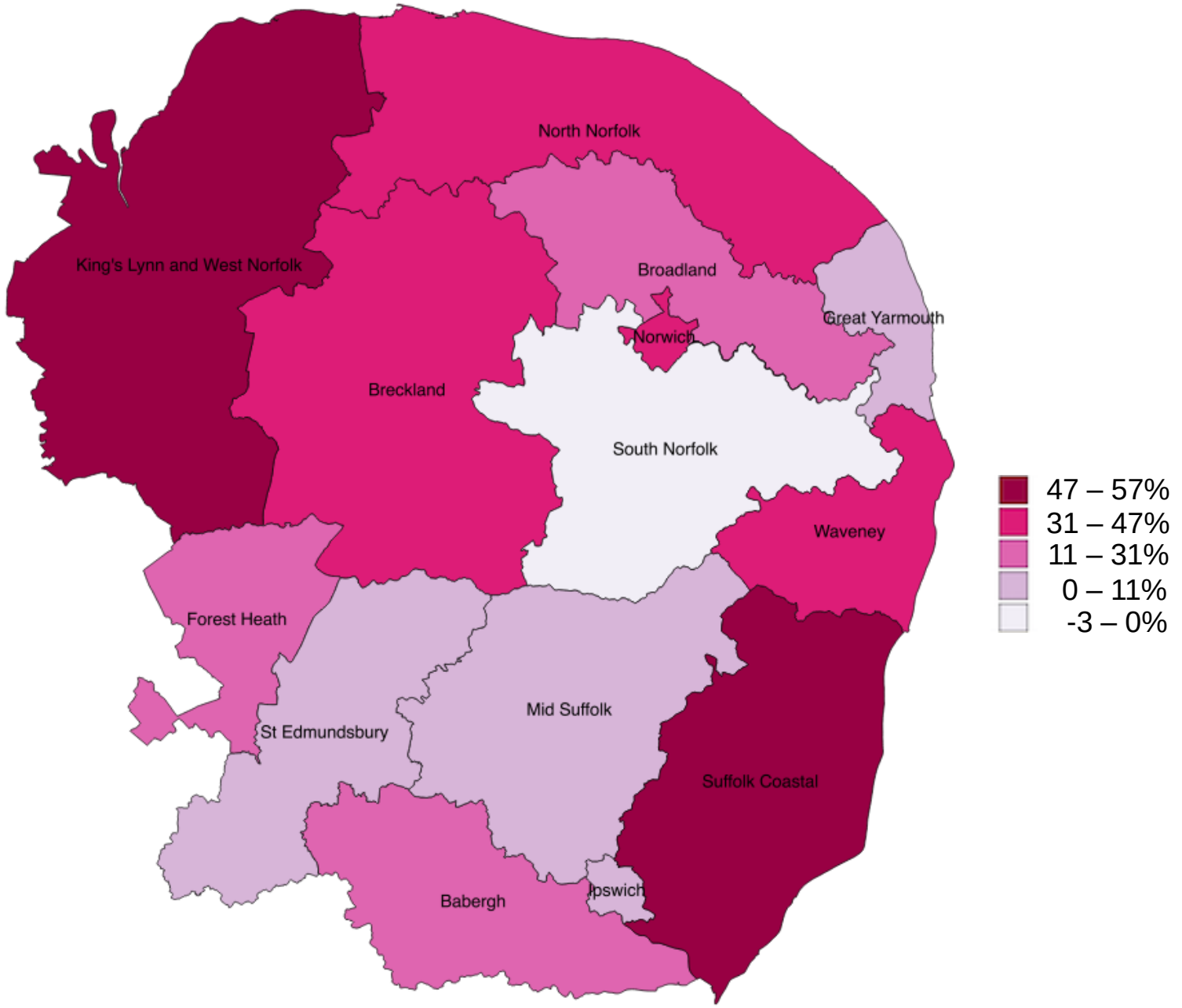
# Change in Creative Industries Sector Employment, 2010 – 2015, by New Anglia LEP Local Authority Areas

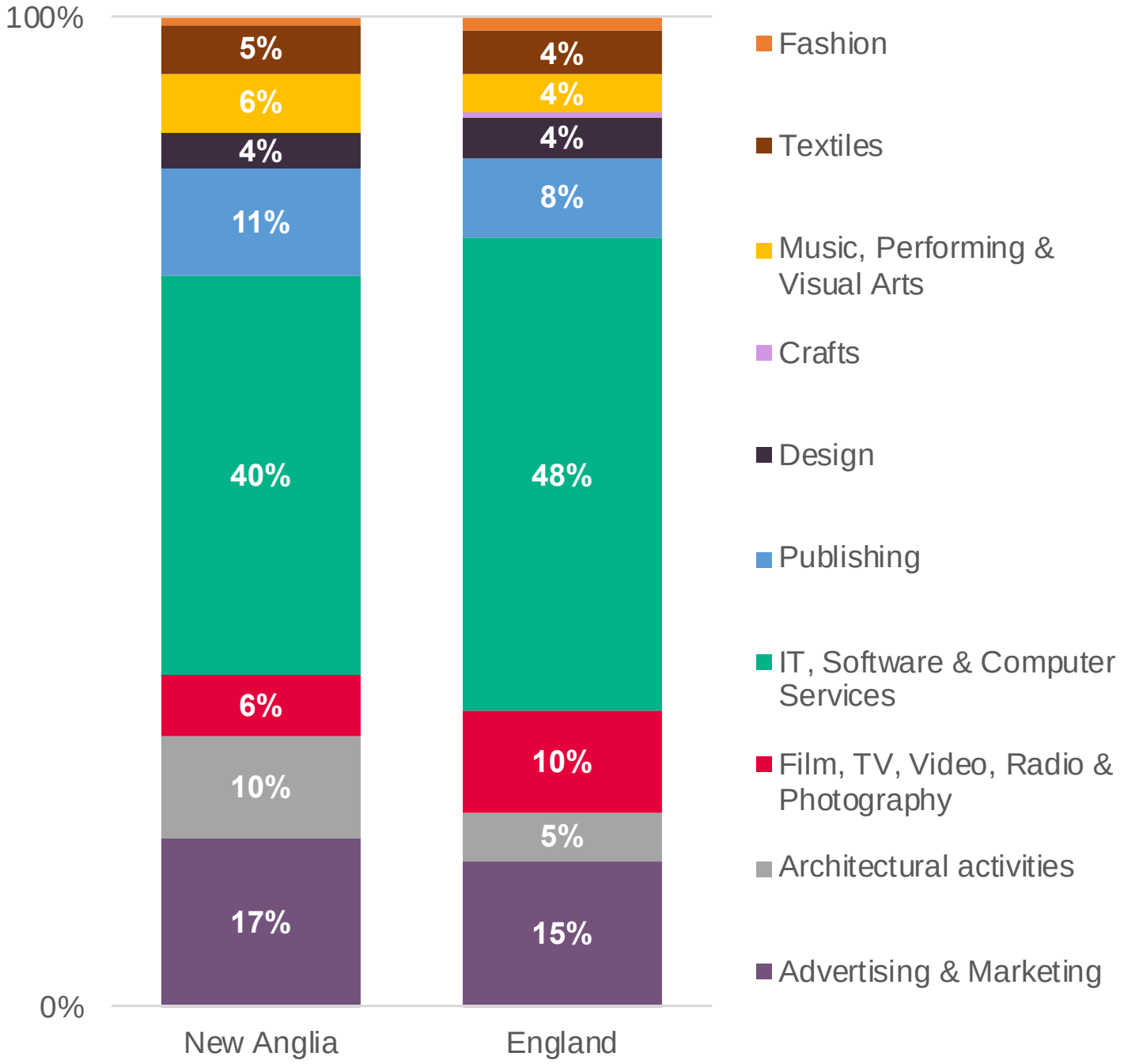
**Source:** Business Register and Employment Survey, Office for National Statistics



# Change in Creative Industries Plus Sector Employment, 2010 – 2015, by New Anglia LEP Local Authority Areas

**Source:** Business Register and Employment Survey, Office for National Statistics






# Creative Industries Plus, Employment by Sub Sector

**Source:** Business Register and Employment Survey, Office for National Statistics

# Top Creative Industries Plus Sub Sectors by Employment, 2015

| Industry Sector Code | Industry Sector Name | Employment | % of total Creative Industries Plus employment | Change in employment 2010 - 2015 |
|---|---|---|---|---|
| 62020 | Computer consultancy activities | 4,300 | 20% | 34% |
| 62012 | Business and domestic software development | 2,000 | 10% | 52% |
| 58142 | Publishing of consumer, business and professional journals and periodi | 1,700 | 8% | 325% |
| 74100 | Specialised design activities | 1,700 | 8% | -3% |
| 58130 | Publishing of newspapers | 1,500 | 7% | 20% |
| 73110 | Advertising agencies | 1,300 | 6% | 1% |
| 71111 | Architectural activities | 1,100 | 5% | -18% |
| 90030 | Artistic creation | 70 | 3% | -39% |
| 58110 | Book publishing | 70 | 3% | 186% |
| 58190 | Other publishing activities | 600 | 3% | 82% |

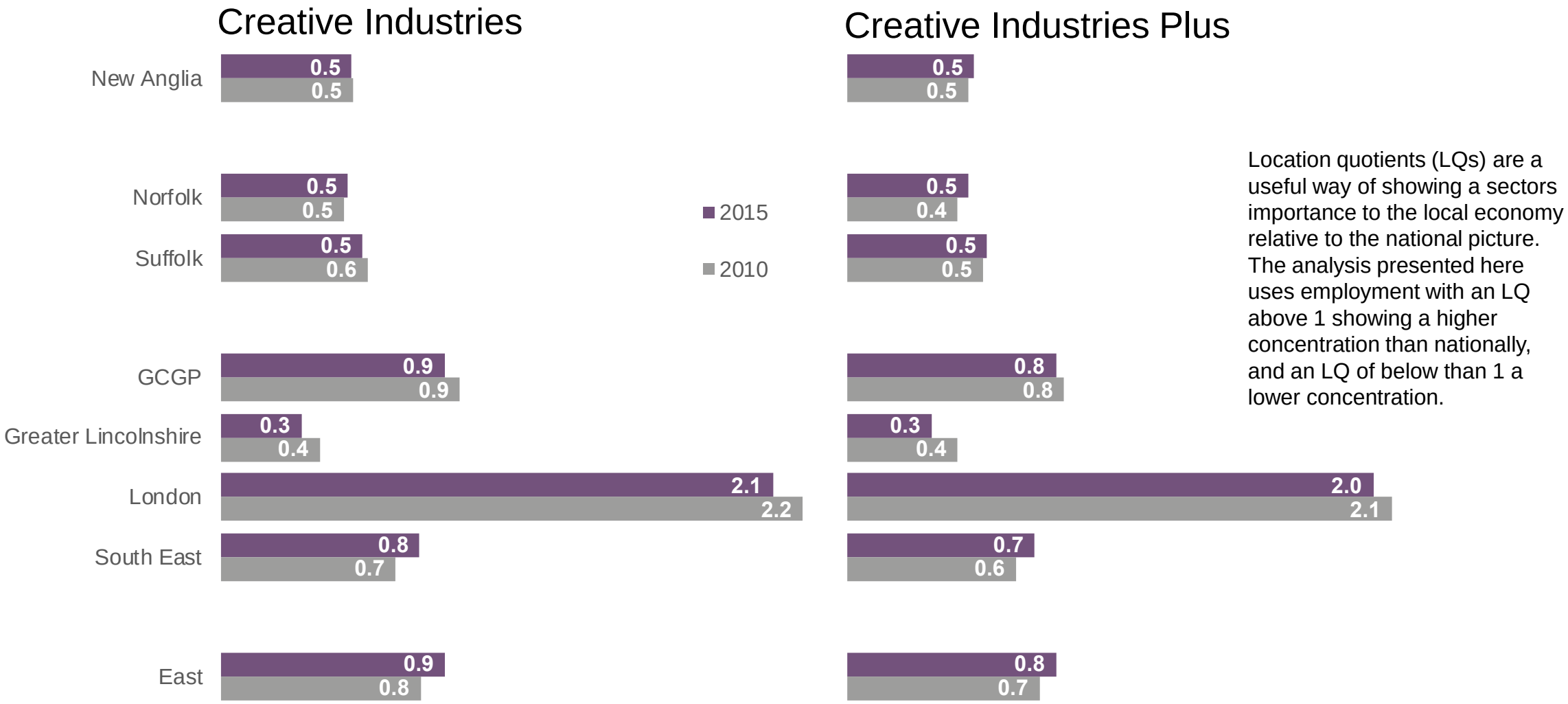
**Source:** New Anglia LEP Economic Strategy evidence base work

# Top Creative Industries Plus Sub Sectors with 100+ Employees by Growth in Employment

| Industry Sector Code | Industry Sector Name | Employment | % of total Creative Industries Plus employment | Change in employment 2010 - 2015 |
|---|---|---|---|---|
| 13960 | Manufacture of other technical and industrial textiles | 200 | 0.9% | 2547% |
| 28940 | Manufacture of machinery for textile, apparel and leather production | 100 | 0.3% | 2456% |
| 59112 | Video production activities | 200 | 1.1% | 1893% |
| 58210 | Publishing of computer games | 100 | 0.4% | 1673% |
| 61200 | Wireless telecommunications activities | 200 | 0.9% | 1239% |
| 14131 | Manufacture of men's outerwear, other than leather clothes and workwear | 100 | 0.7% | 967% |
| 58142 | Publishing of consumer, business and professional journals and periodicals | 1,700 | 8.0% | 325% |
| 59131 | Motion picture distribution activities | 100 | 0.6% | 231% |
| 13300 | Finishing of textiles | 100 | 0.5% | 205% |
| 59200 | Sound recording and music publishing activities | 300 | 1.3% | 192% |
| 58110 | Book publishing | 700 | 3.2% | 186% |
| 59113 | Television programme production activities | 300 | 1.5% | 120% |
| 58290 | Other software publishing | 100 | 0.7% | 111% |
| 59111 | Motion picture production activities | 400 | 1.7% | 106% |
| 61100 | Wired telecommunications activities | 100 | 0.5% | 104% |

**Source:** New Anglia LEP Economic Strategy evidence base work

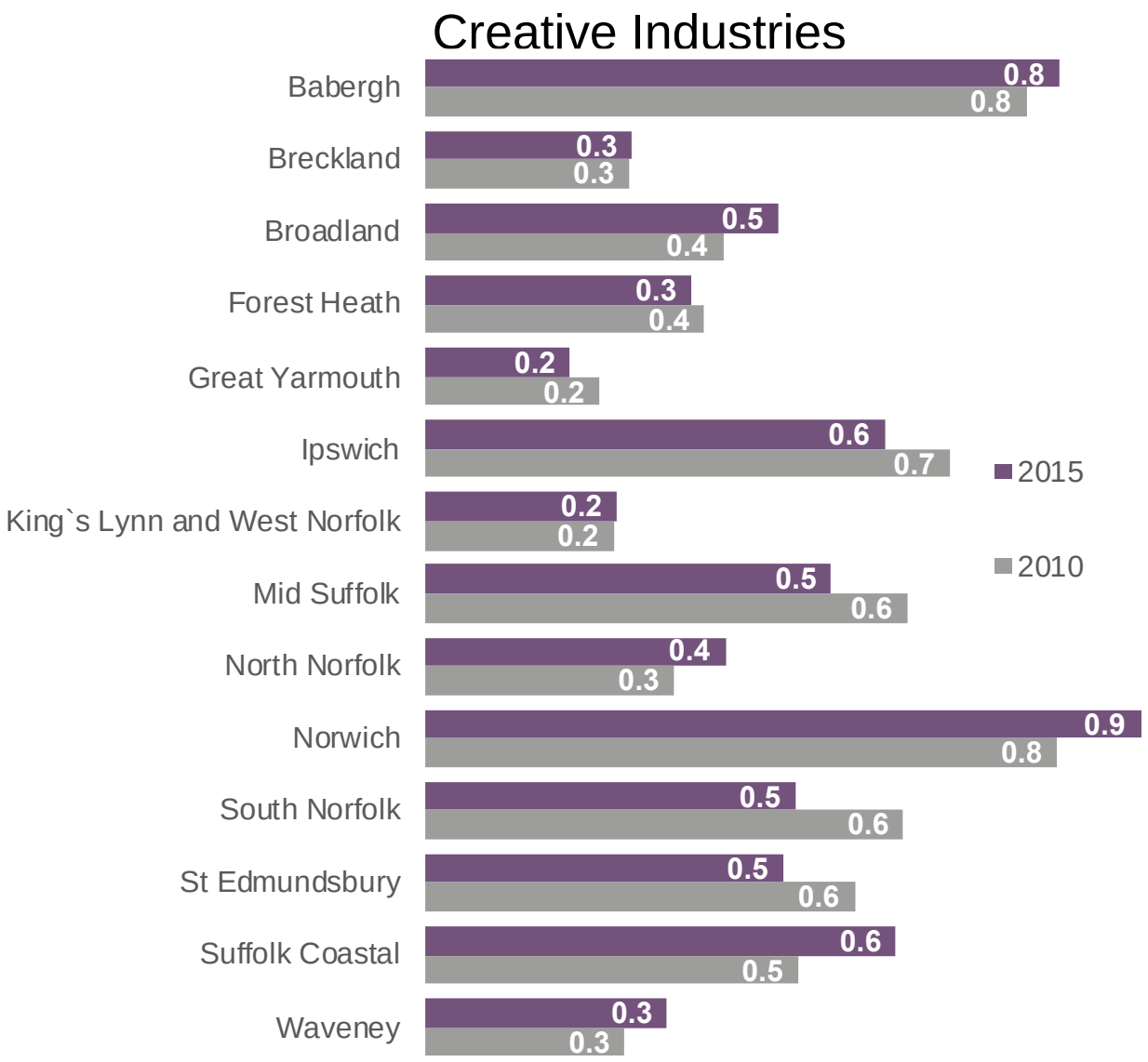
# Creative Industries Location Quotients Across Comparator Areas, 2010 and 2015

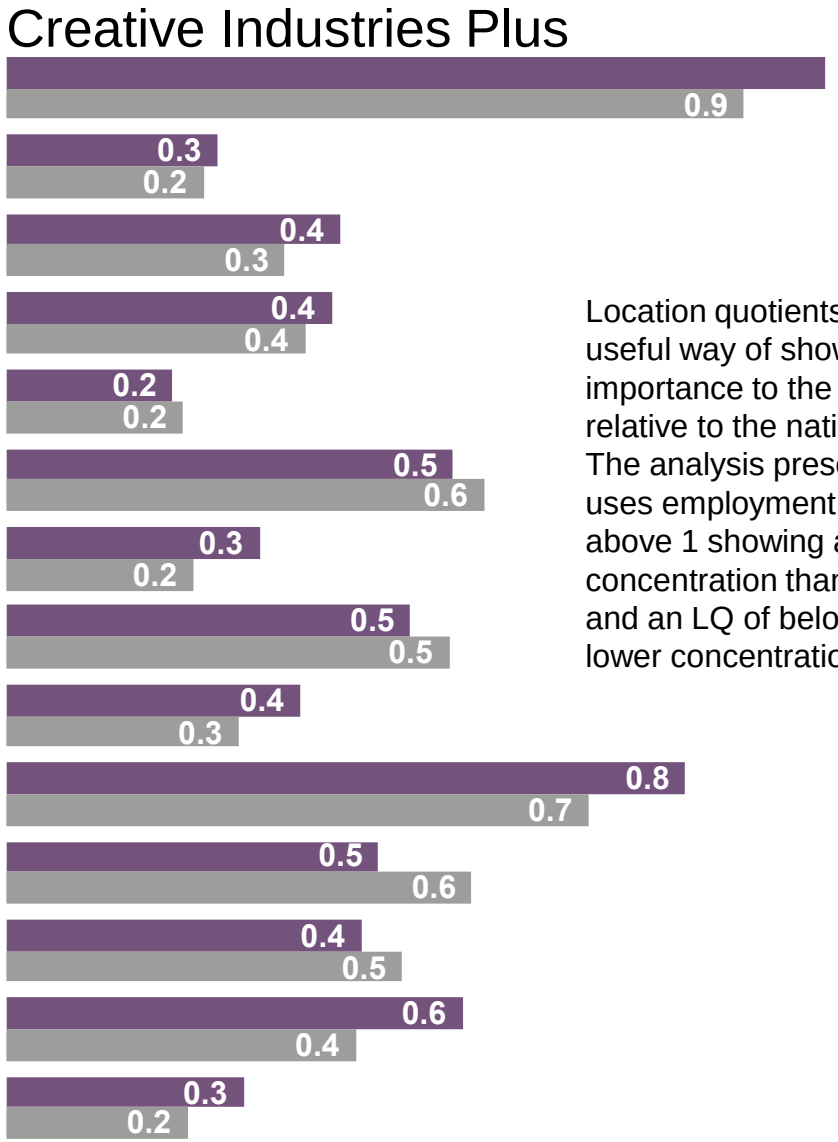



Location quotients (LQs) are a useful way of showing a sectors importance to the local economy relative to the national picture. The analysis presented here uses employment with an LQ above 1 showing a higher concentration than nationally, and an LQ of below than 1 a lower concentration.

**Source:** Business Register and Employment Survey, Office for National Statistics

# Creative Industries Location Quotients Across New Anglia, 2015




Location quotients (LQs) are a useful way of showing a sectors importance to the local economy relative to the national picture. The analysis presented here uses employment with an LQ above 1 showing a higher concentration than nationally, and an LQ of below than 1 a lower concentration.

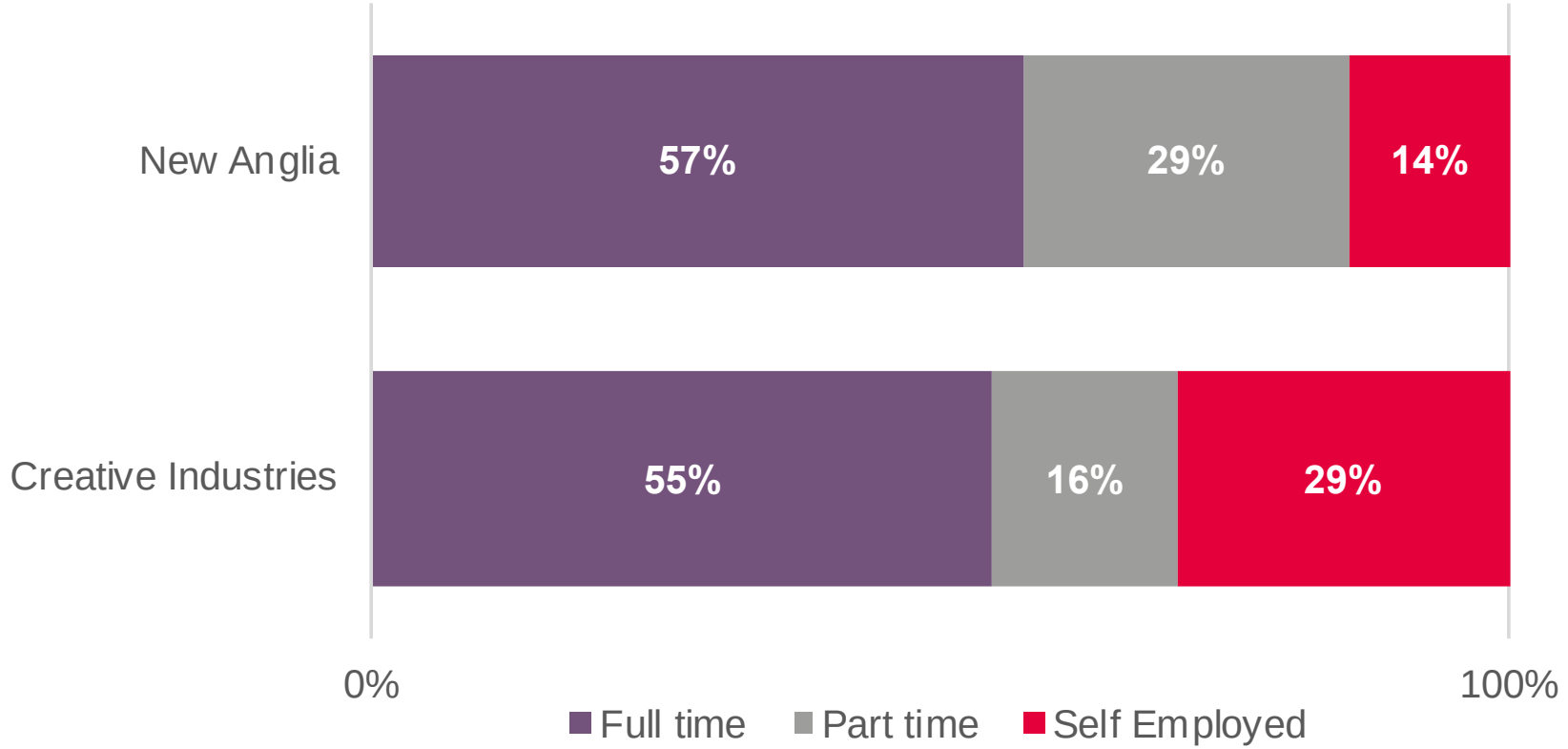
**Source:** Business Register and Employment Survey, Office for National Statistics

# Creative Industries Plus Sub Sectors With Location Quotients (LQs) Above 1

| Industry Sector Code | Industry Sector Name | Employment | % of total Creative Industries Plus employment | LQ |
|---|---|---|---|---|
| 32200 | Manufacture of musical instruments | 150 | 1.0% | 6.3 |
| 13200 | Weaving of textiles | 250 | 1.7% | 2.4 |
| 13960 | Manufacture of other technical and industrial textiles | 150 | 1.0% | 1.9 |
| 58142 | Publishing of consumer, business and professional journals and periodicals | 1,000 | 6.9% | 1.2 |
| 61100 | Wired telecommunications activities | 300 | 2.1% | 1.1 |
| 90040 | Operation of arts facilities | 450 | 3.1% | 1.1 |

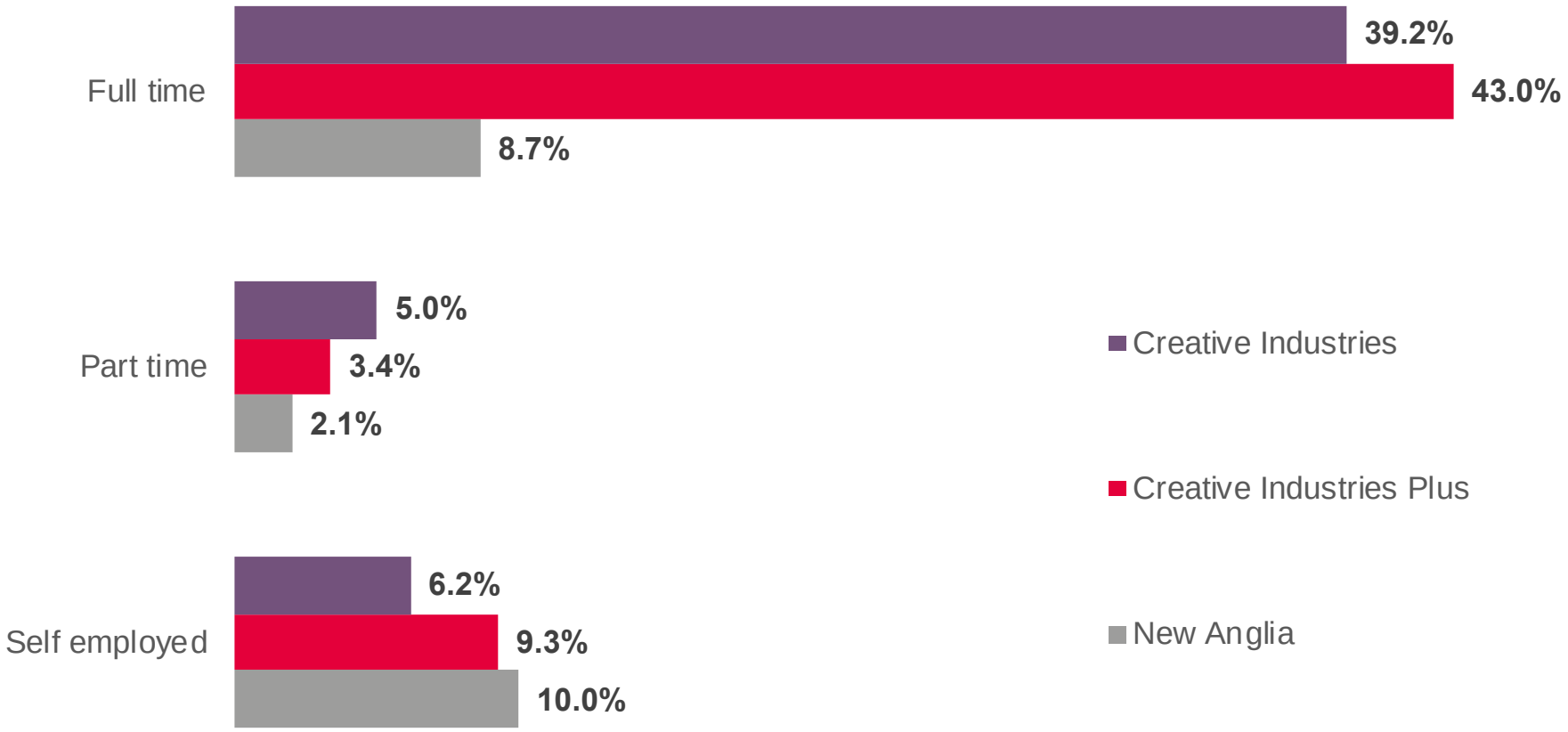
**Source:** Business Register and Employment Survey 2015, Office for National Statistics

# Full time, part time, and self-employment in the Creative Industries Plus sector, 2015

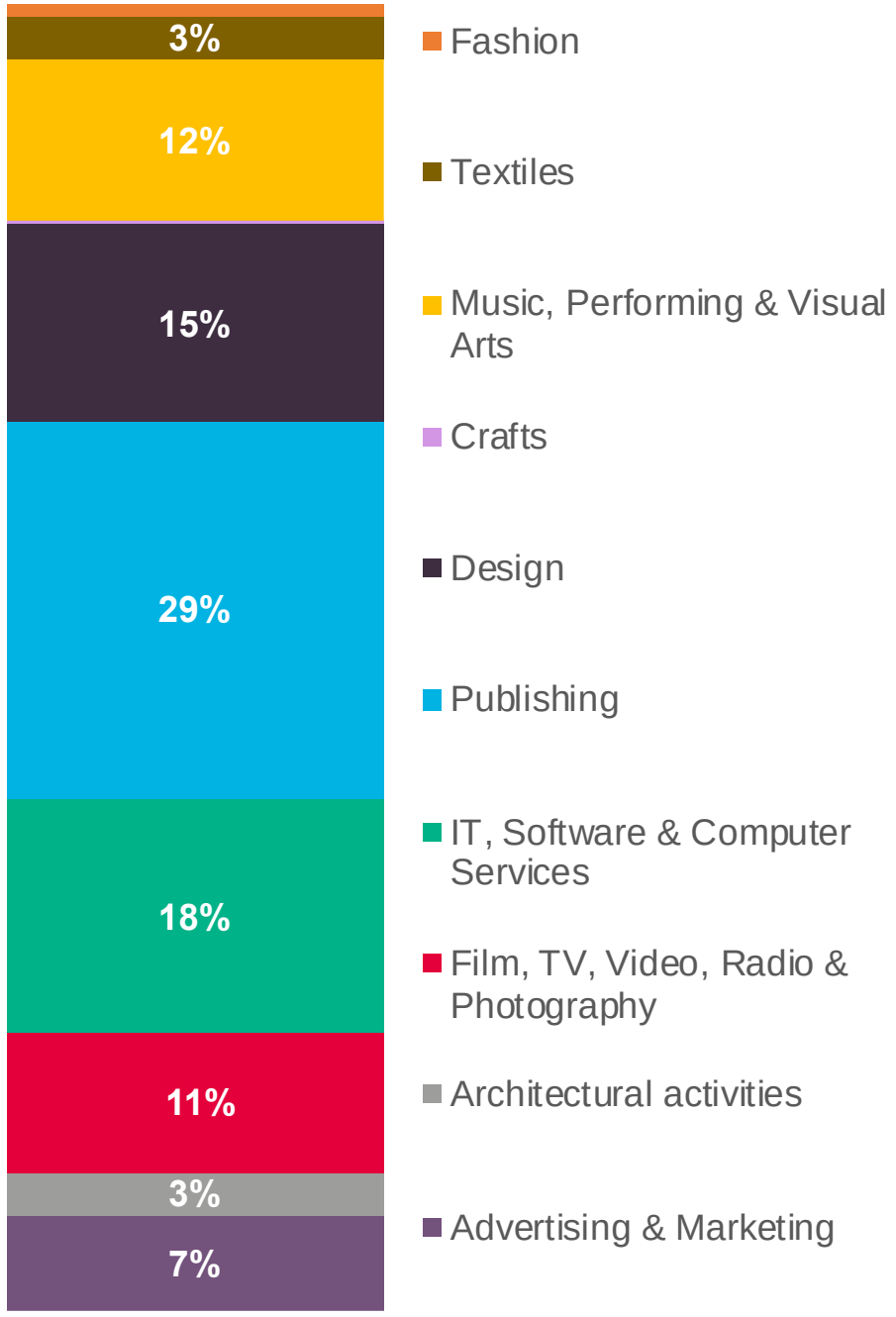



**Source:** New Anglia LEP Economic Strategy evidence base work

# Change in full time, part time, and self-employment in Creative Industries, 2010 - 2015




**Source:** New Anglia LEP Economic Strategy evidence base work

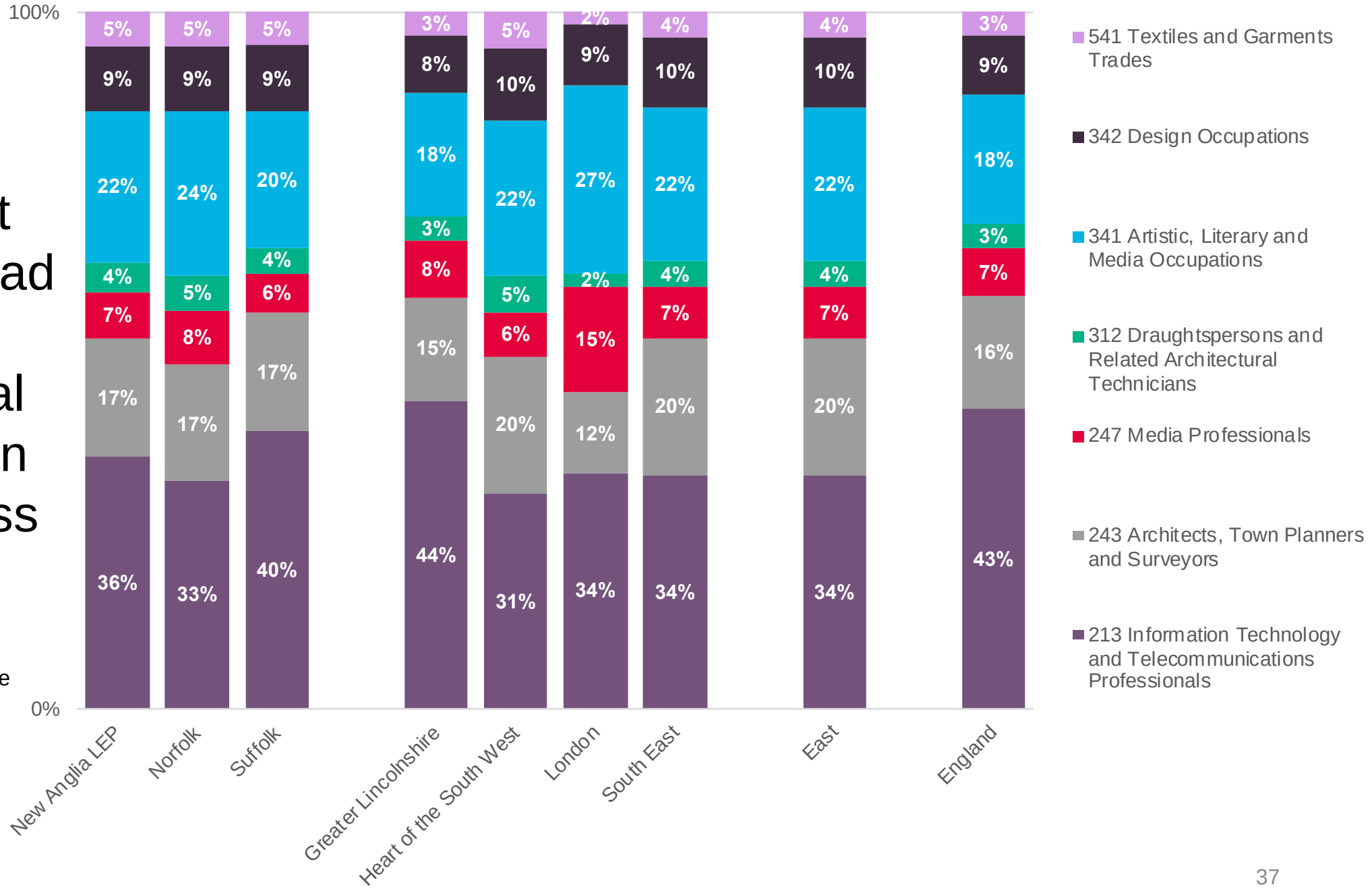



# Self Employment by Creative Industries Plus Sub Sector

**Source:** New Anglia LEP Economic Strategy evidence base work

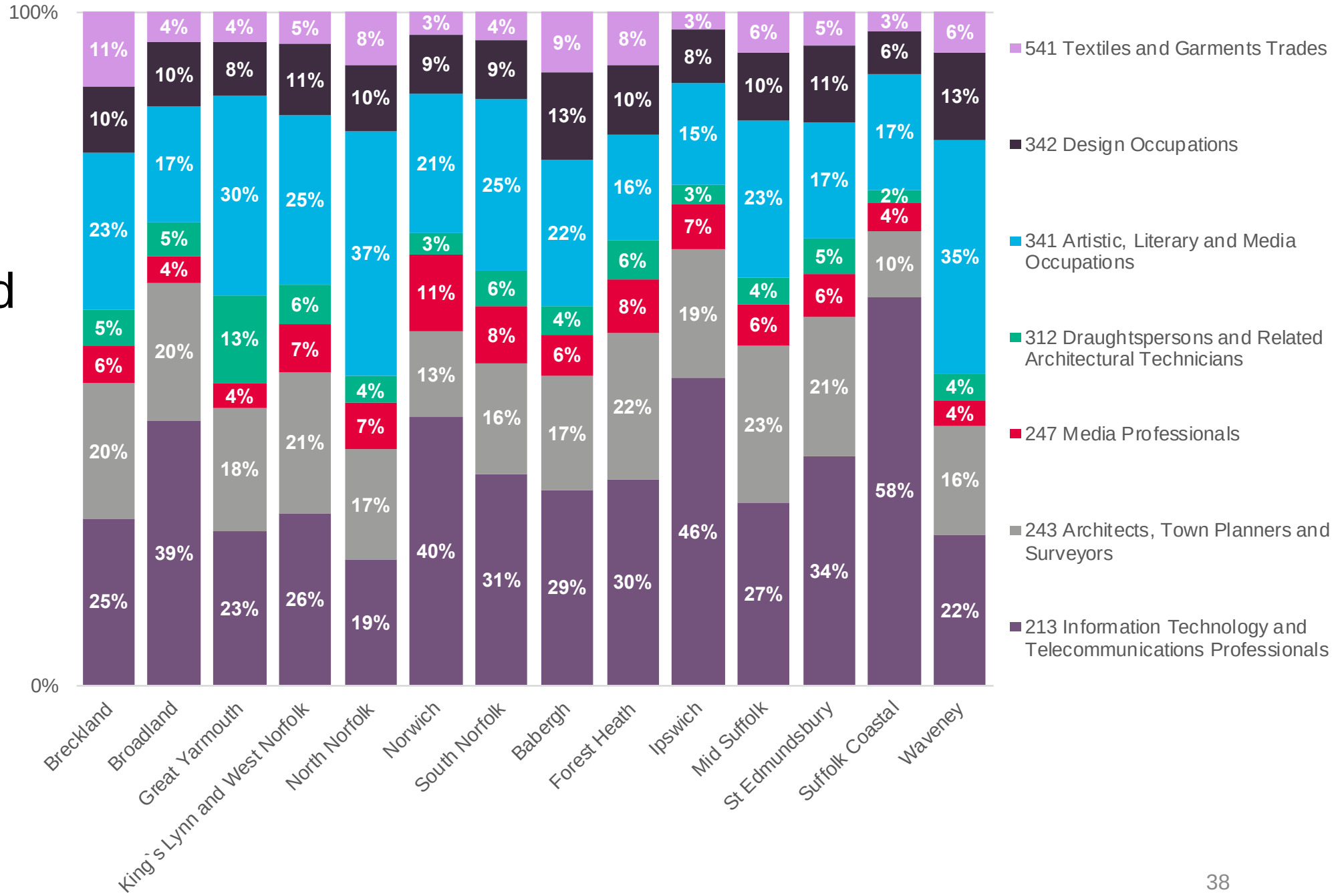
# Workplace Creative Industries Employment 2011 by Broad Standard Occupational Classification (SOC) Across Comparator Areas

**Source:** 2011 Census, Office for National Statistics



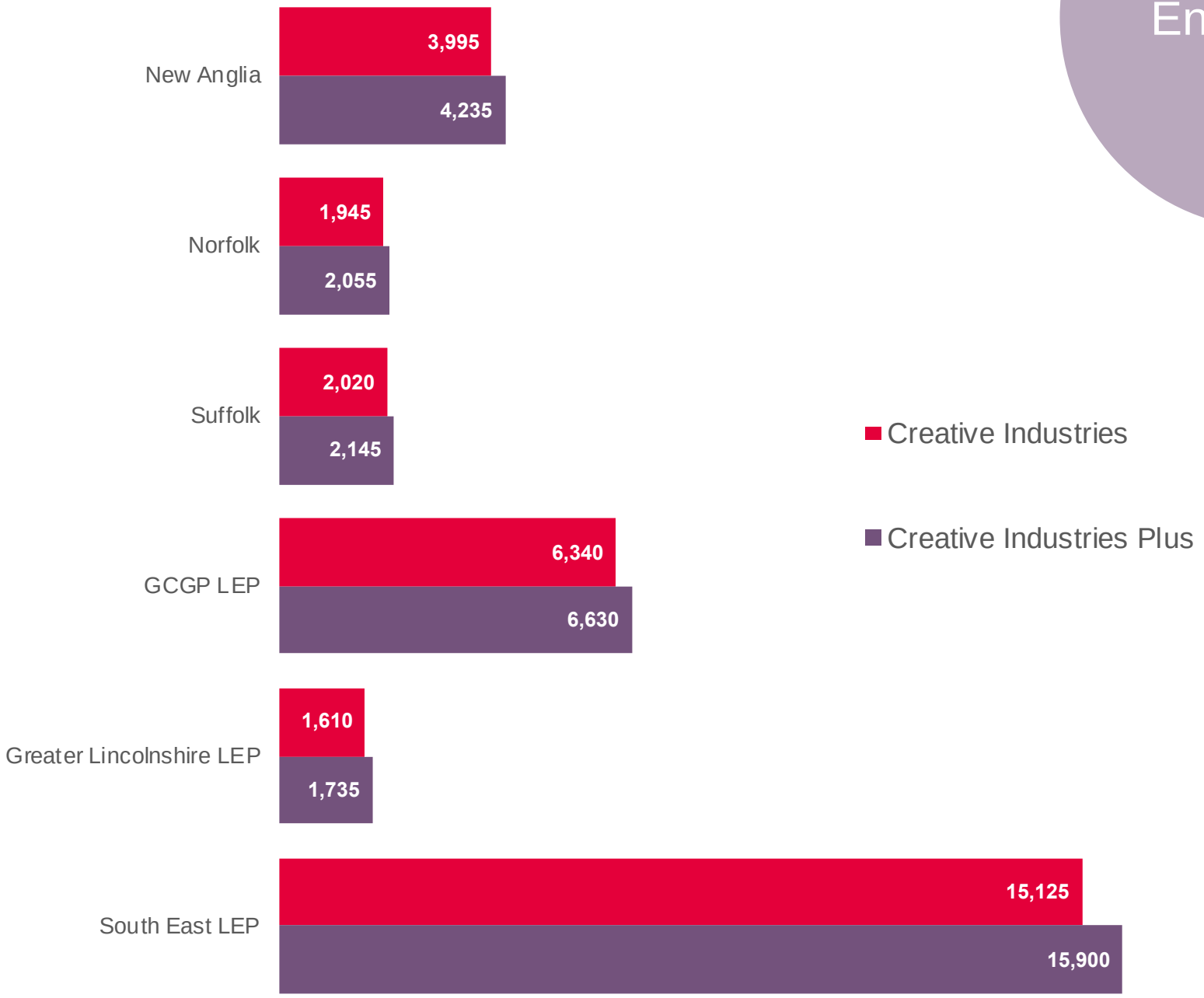
# Workplace Creative Industries Employment 2011 by Broad Standard Occupational Classification (SOC) across New Anglia

**Source:** 2011 Census, Office for National Statistics



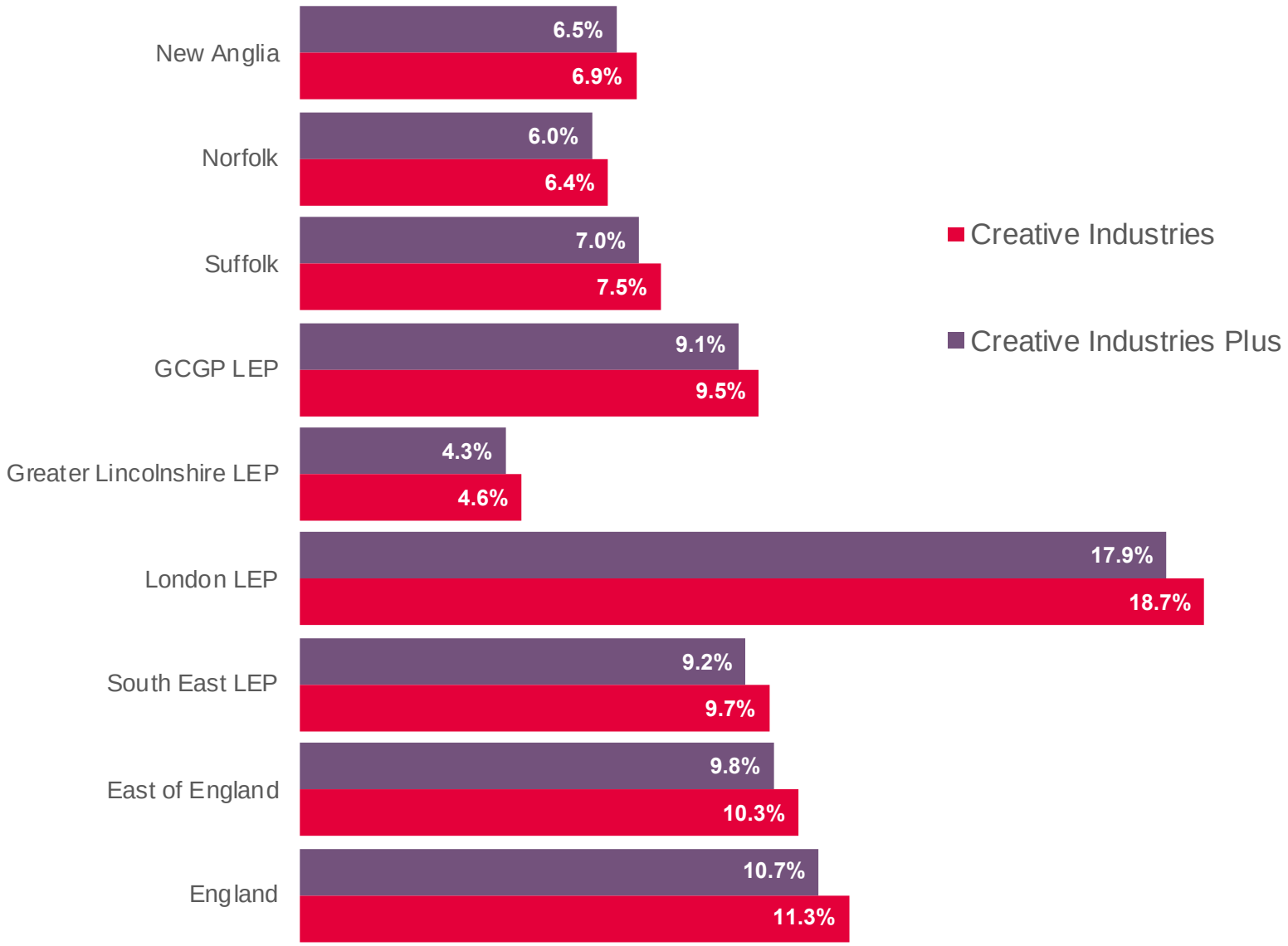
# Number of Creative Industries Enterprises by Comparator Areas, 2016

**Source:** UK Business Counts, Office for National Statistics



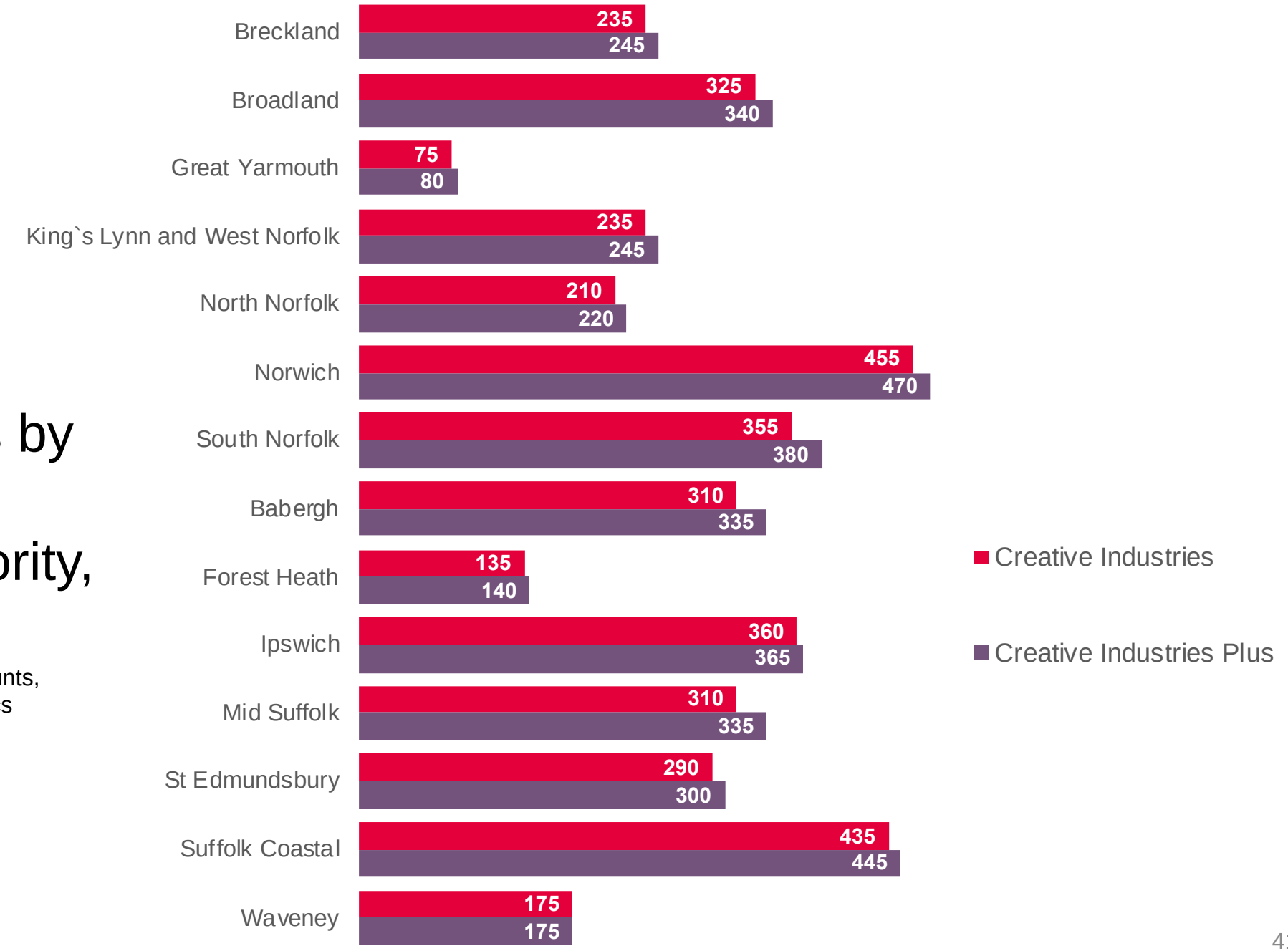
# Proportion of Total Enterprises provided by Creative Industries, by Comparator Areas, 2016

**Source:** UK Business Counts, Office for National Statistics



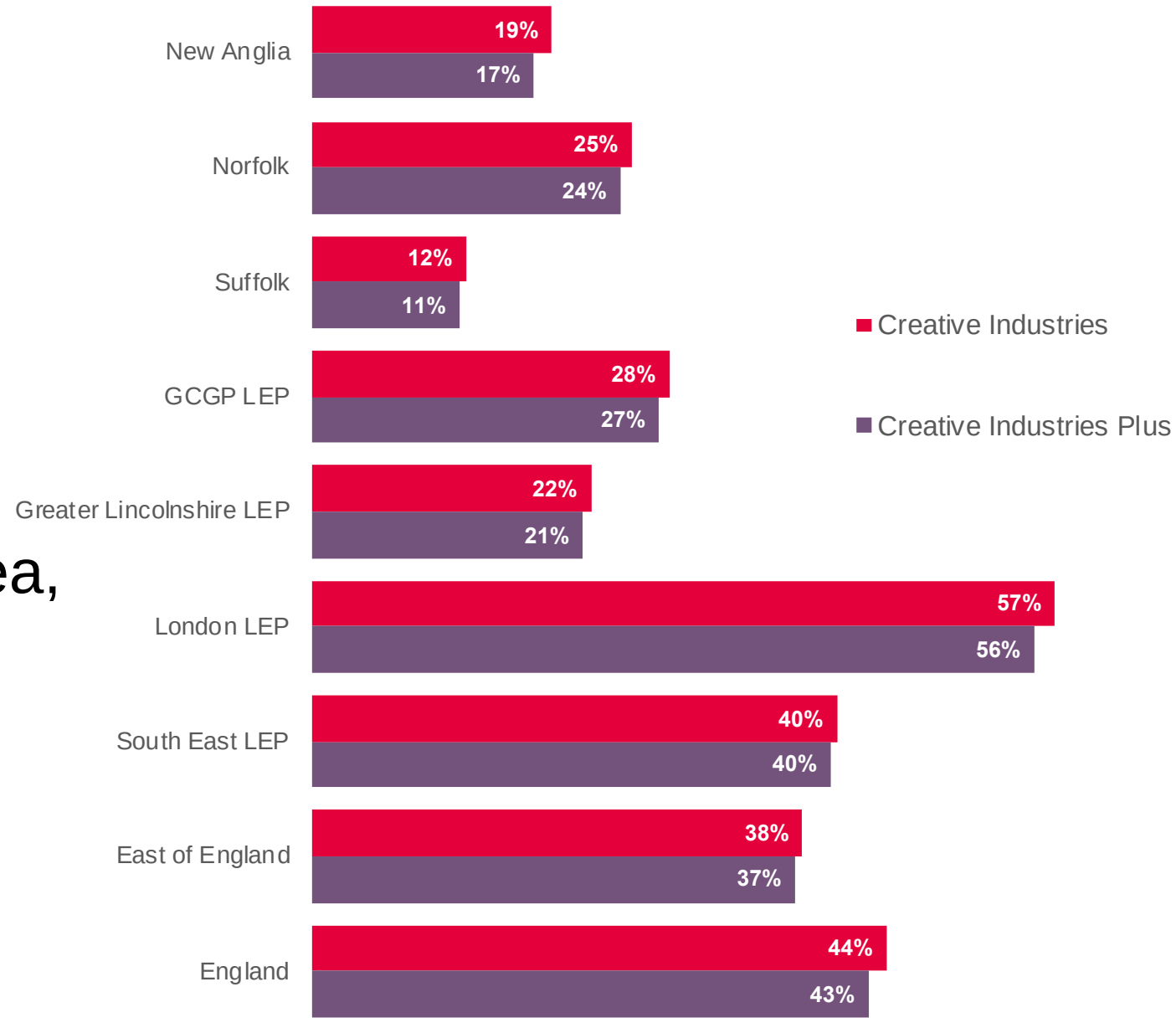
# Number of Creative Industries Enterprises by New Anglia Local Authority, 2016

**Source:** UK Business Counts, Office for National Statistics



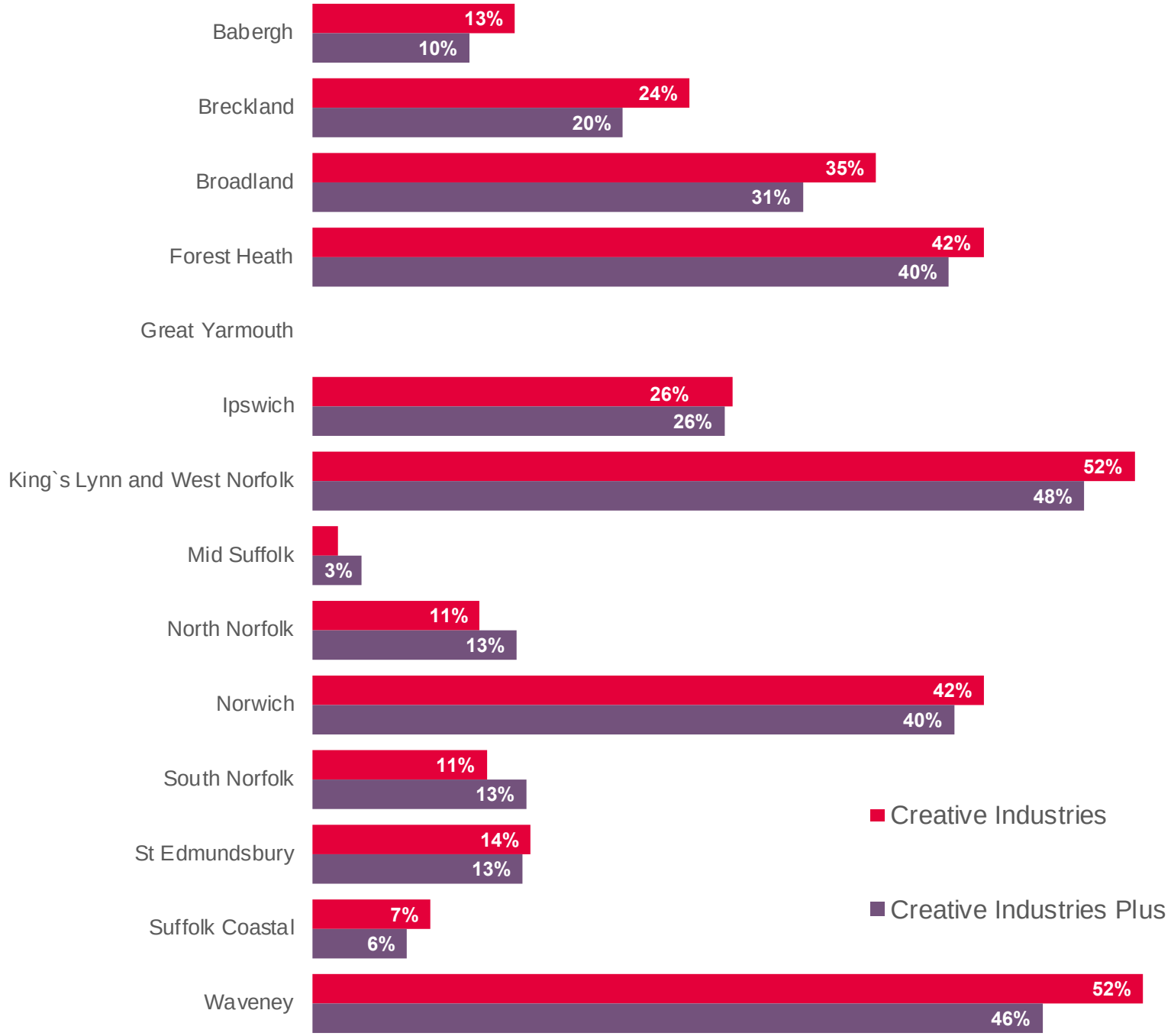
# Change in Creative Industries Enterprises by Comparator Area, 2010 - 2016

**Source:** UK Business Counts, Office for National Statistics



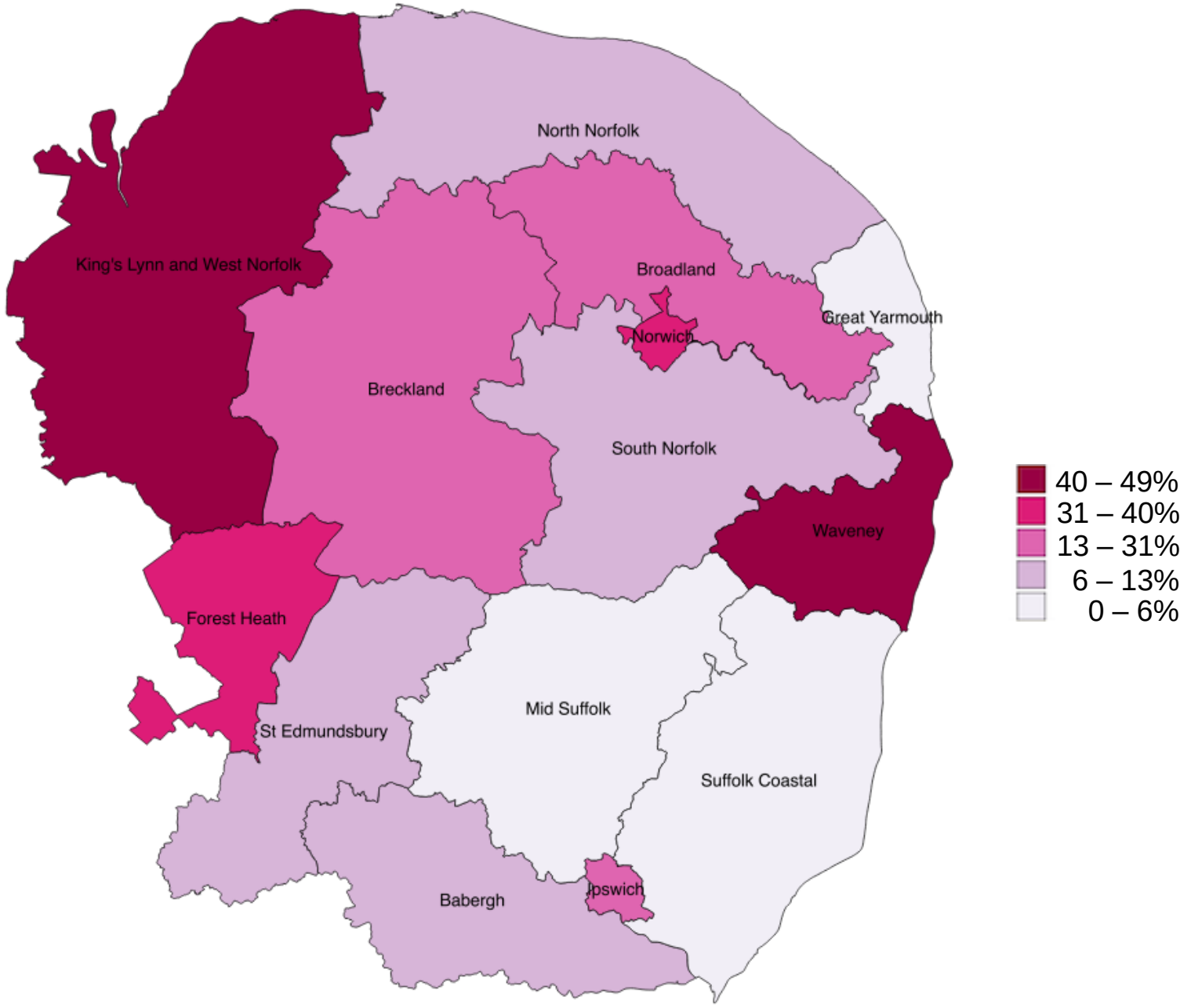
# Change in Creative Industries Enterprises by New Anglia Local Authority, 2010 - 2016

**Source:** UK Business Counts, Office for National Statistics

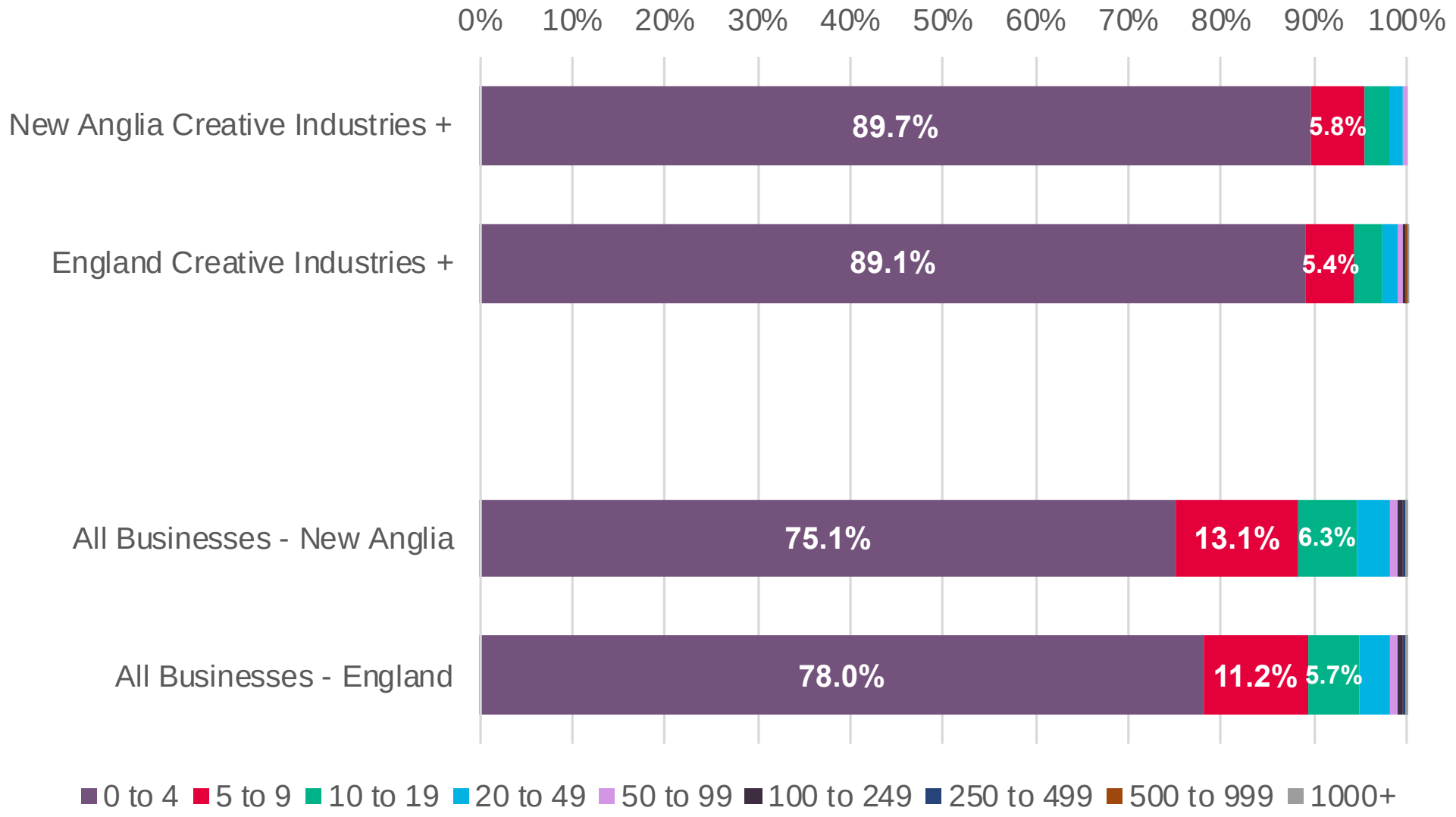


# Change in Creative Industries Plus Sector Enterprises, 2010 – 2016, by New Anglia Local Authority

**Source:** UK Business Counts, Office for National Statistics

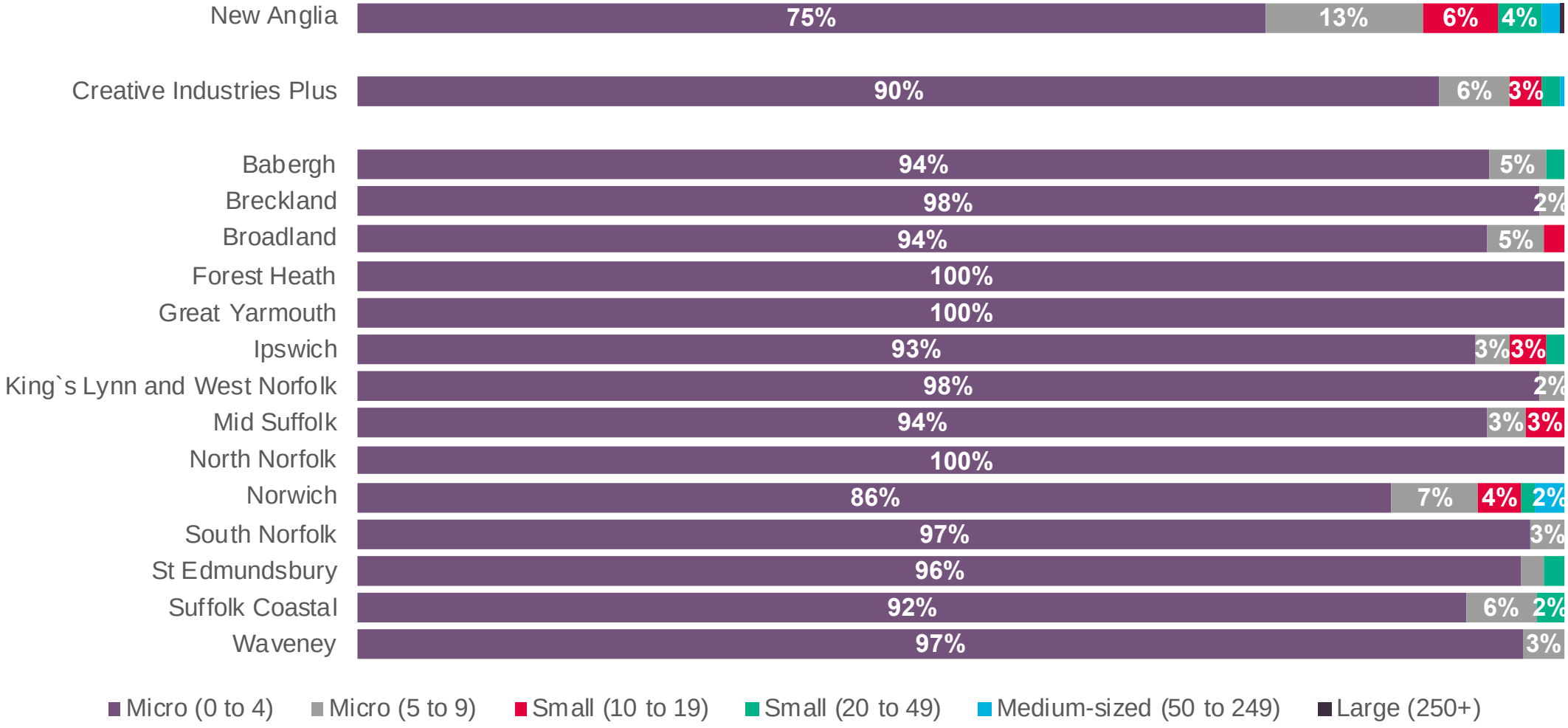


# Business (Enterprise) Size by Employee Numbers

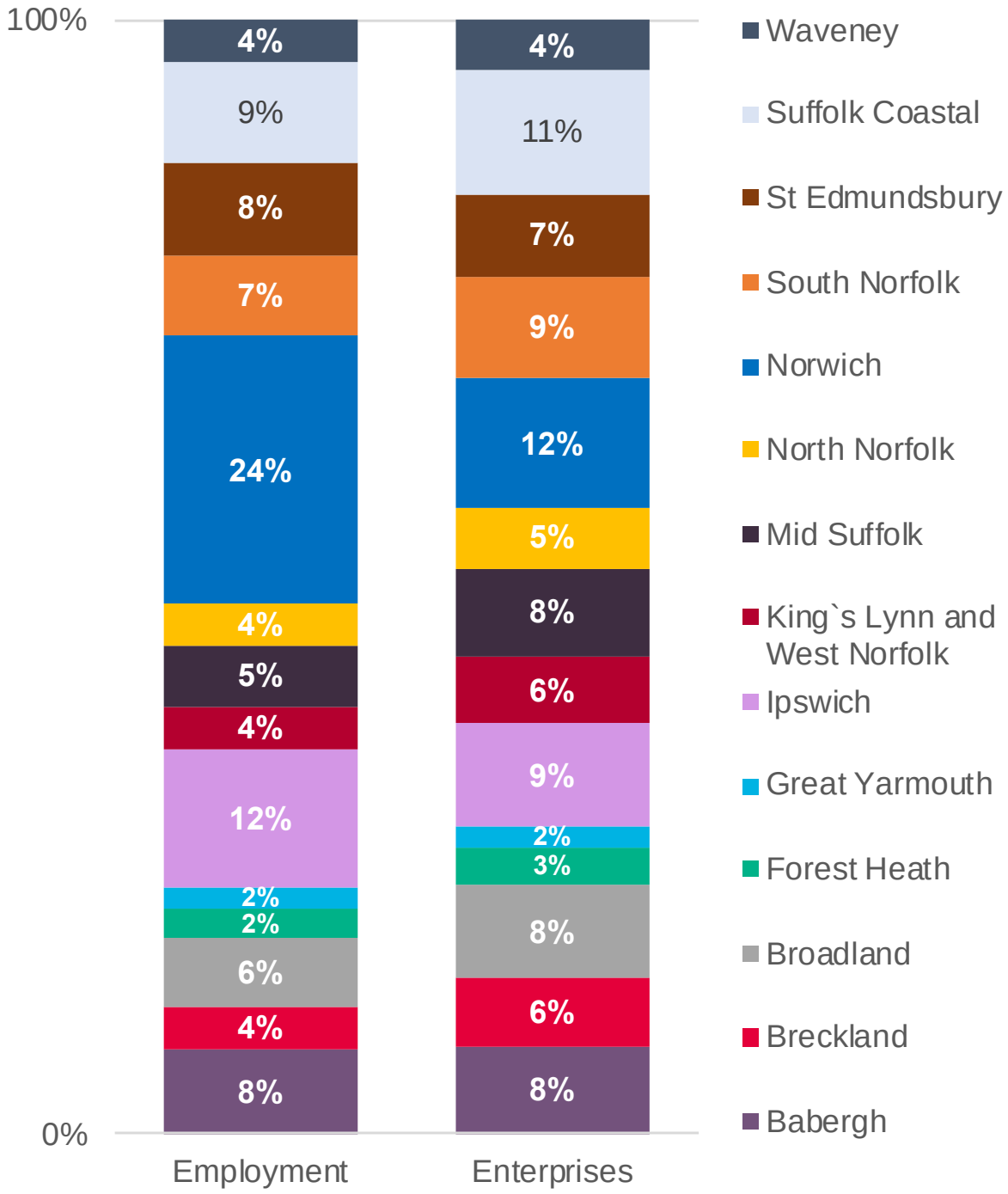



**Source:** UK Business Counts, Office for National Statistics

# Creative Industries Plus Enterprises by Size (employee numbers)




**Source:** UK Business Counts, Office for National Statistics




# Employment and Enterprise Numbers by New Anglia Local Authority Area

# Creative Industries Skills Supply and Demand

# FE Learning Aims

All data (unless stated otherwise) is sourced from the Department for Education's Further Education data library https://www.gov.uk/government/statistical-data-sets/fe-data-library-local-authority-tables#history

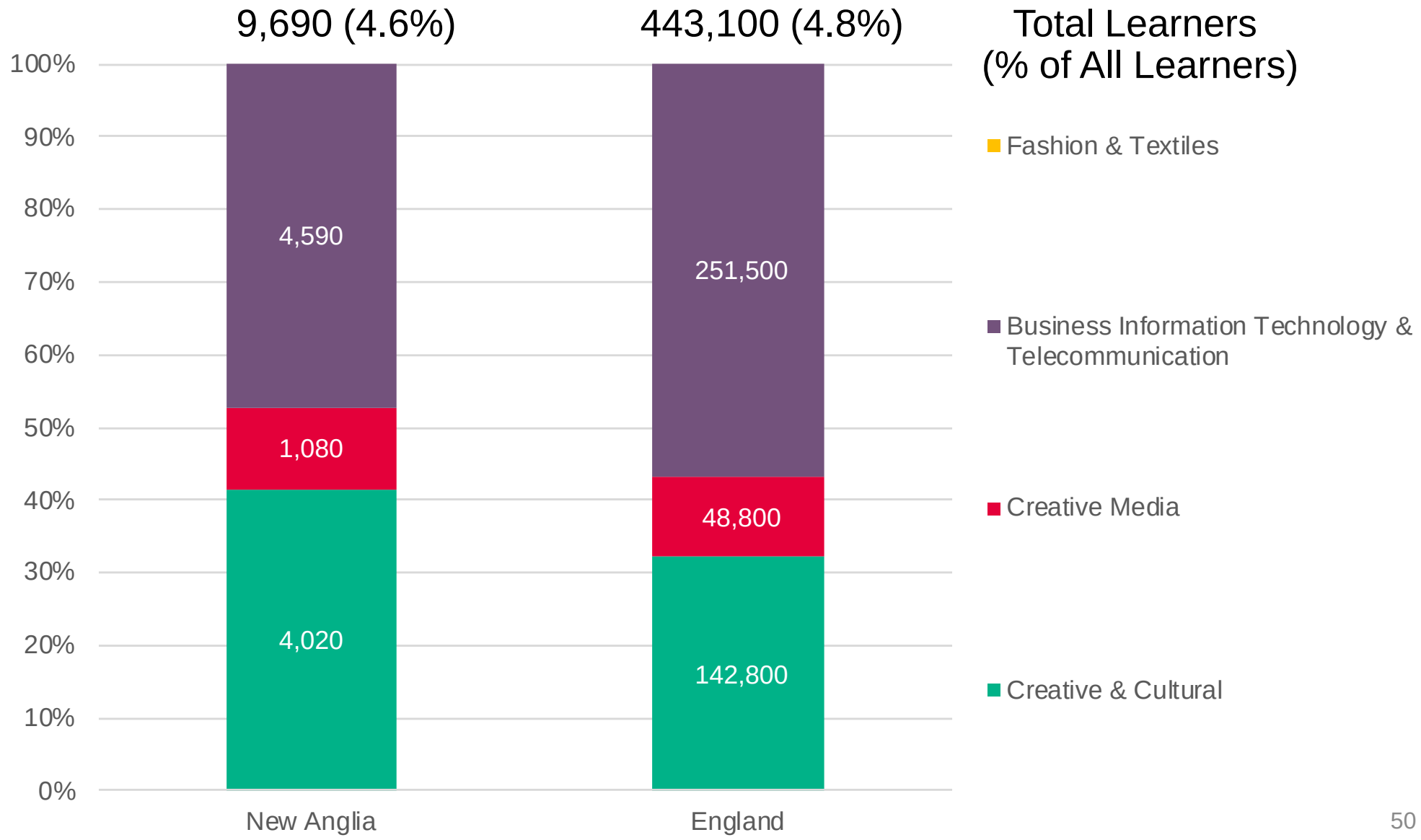
In order to present information that is relevant to New Anglia LEPs high performing and underpinning sectors then we have identified FE and skills provision data split by Sector Lead Body and aligned a best-fit with each sector.

The Sector Lead Bodies identified as being the most relevant to the Creative Industries sector are: Creative and Cultural; Creative Media; Business Information Technology and Telecommunication; and Fashion and Textiles.

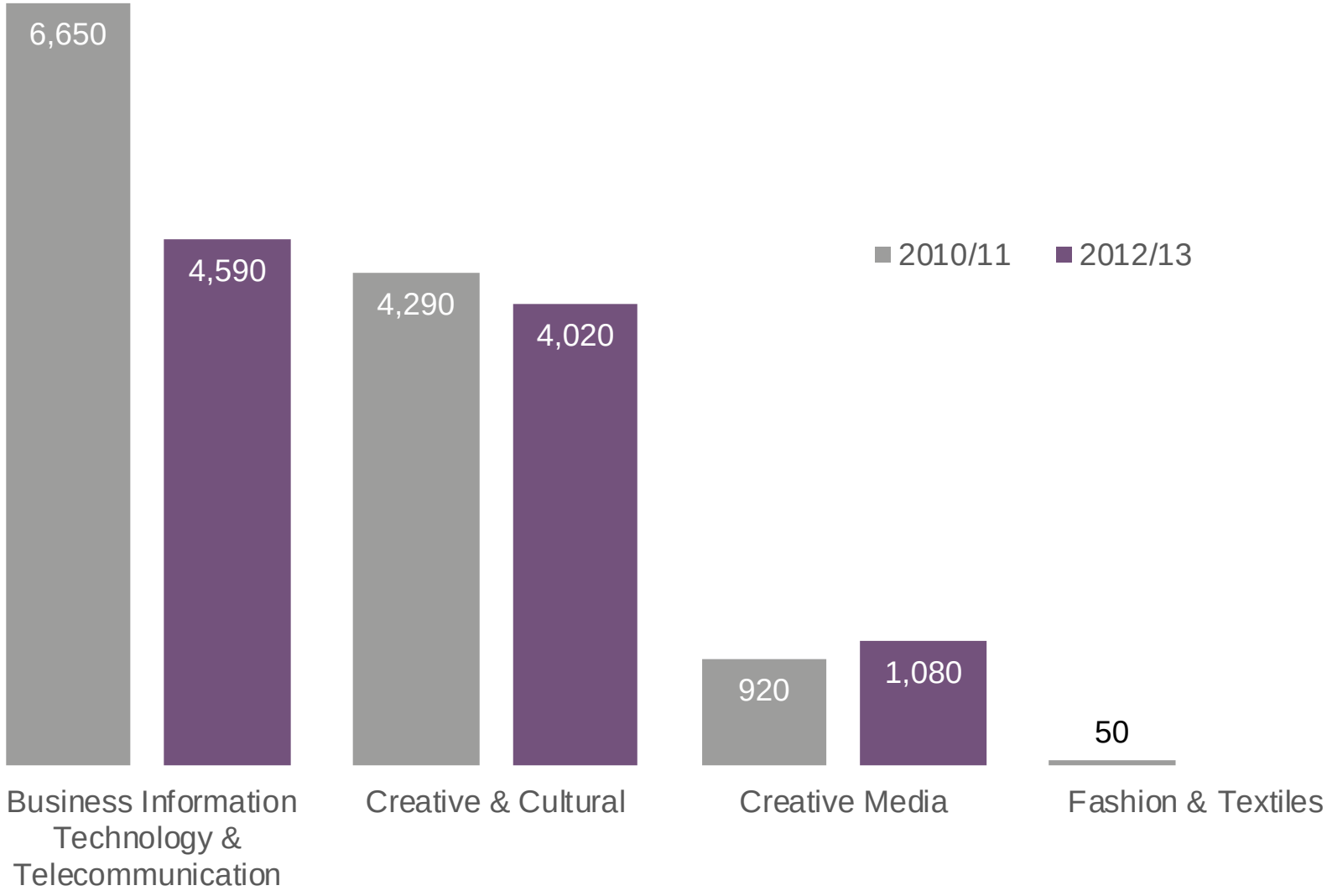
However, not all FE and Skills learning aims align with a sector lead body. In fact, on average around two thirds are classed as unknown. This means that we are basing results here on roughly a third of the data.

*Please note that all data is rounded to the nearest 10 and that therefore some figures presented may not add to the sum totals presented.*

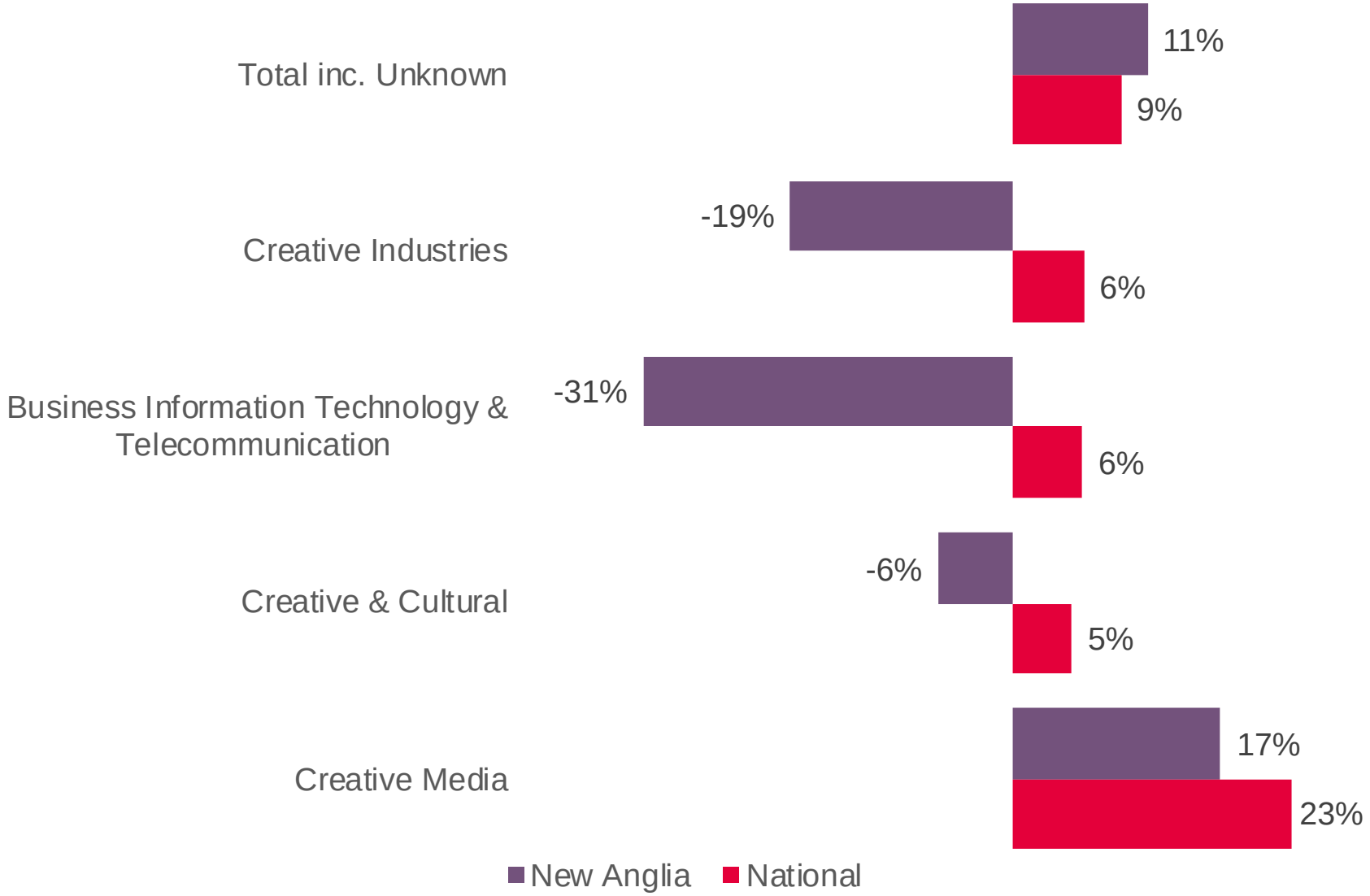
# Creative Industries Sector Learning Aims Delivered to Domiciled Learners by Sector Lead Body 2012/13



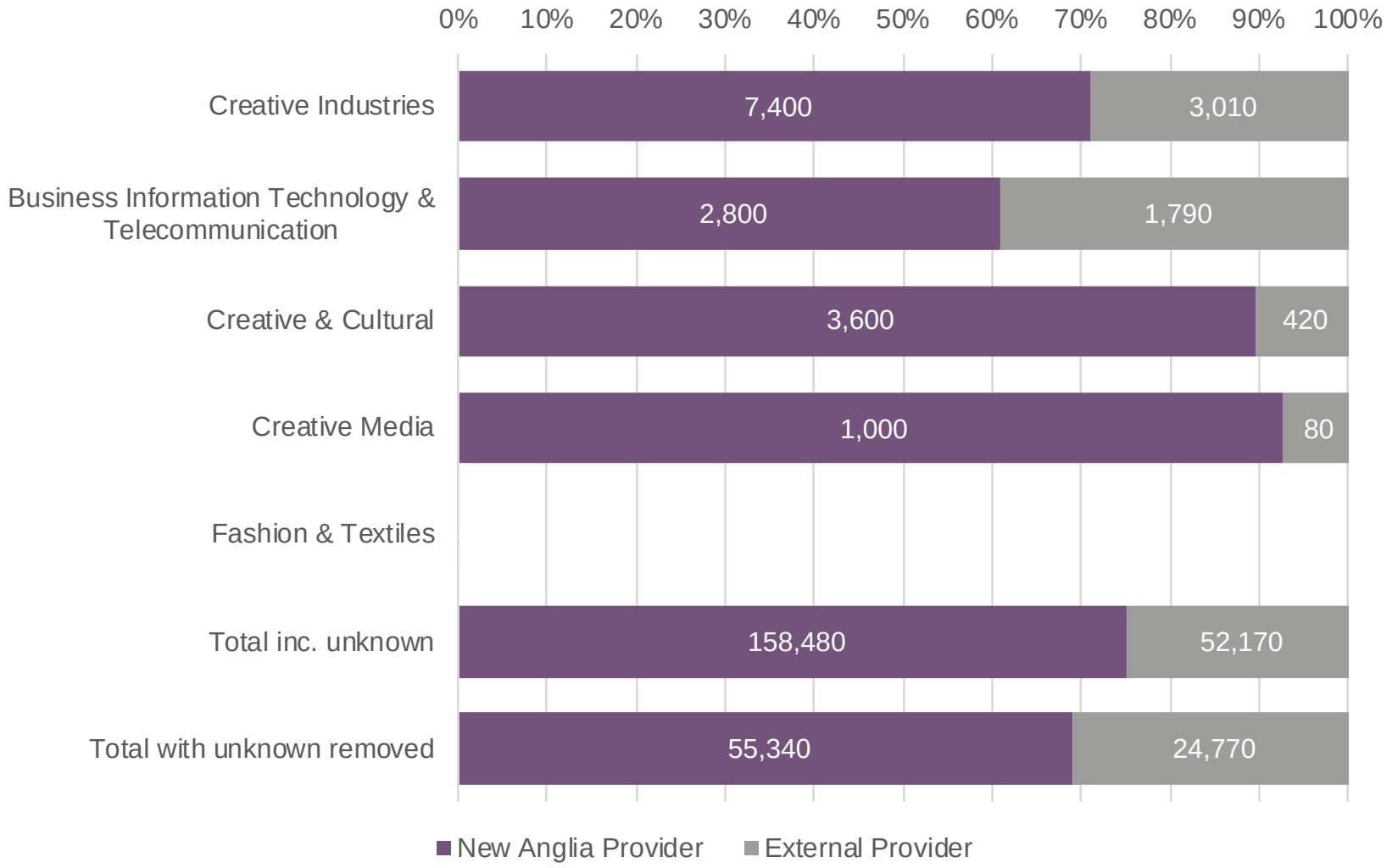
# Creative Industries Sector Learning Aims Delivered to New Anglia Learners by Sector Lead Body, 2010/11 and 2012/13



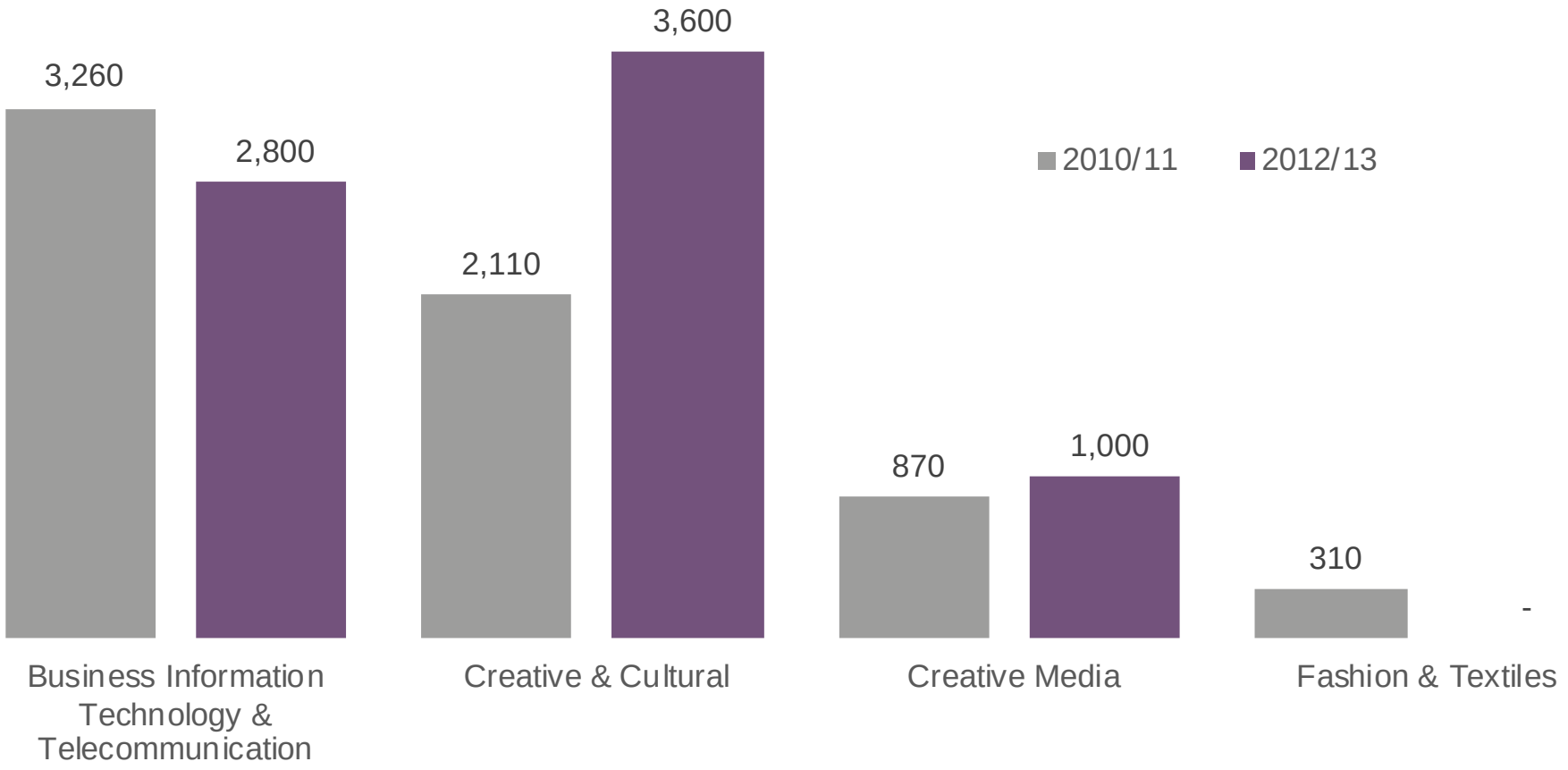
# Change in Creative Industries Sector Learning Aims Delivered to Resident Learners by Sector Lead Body 2010/11 - 2012/13



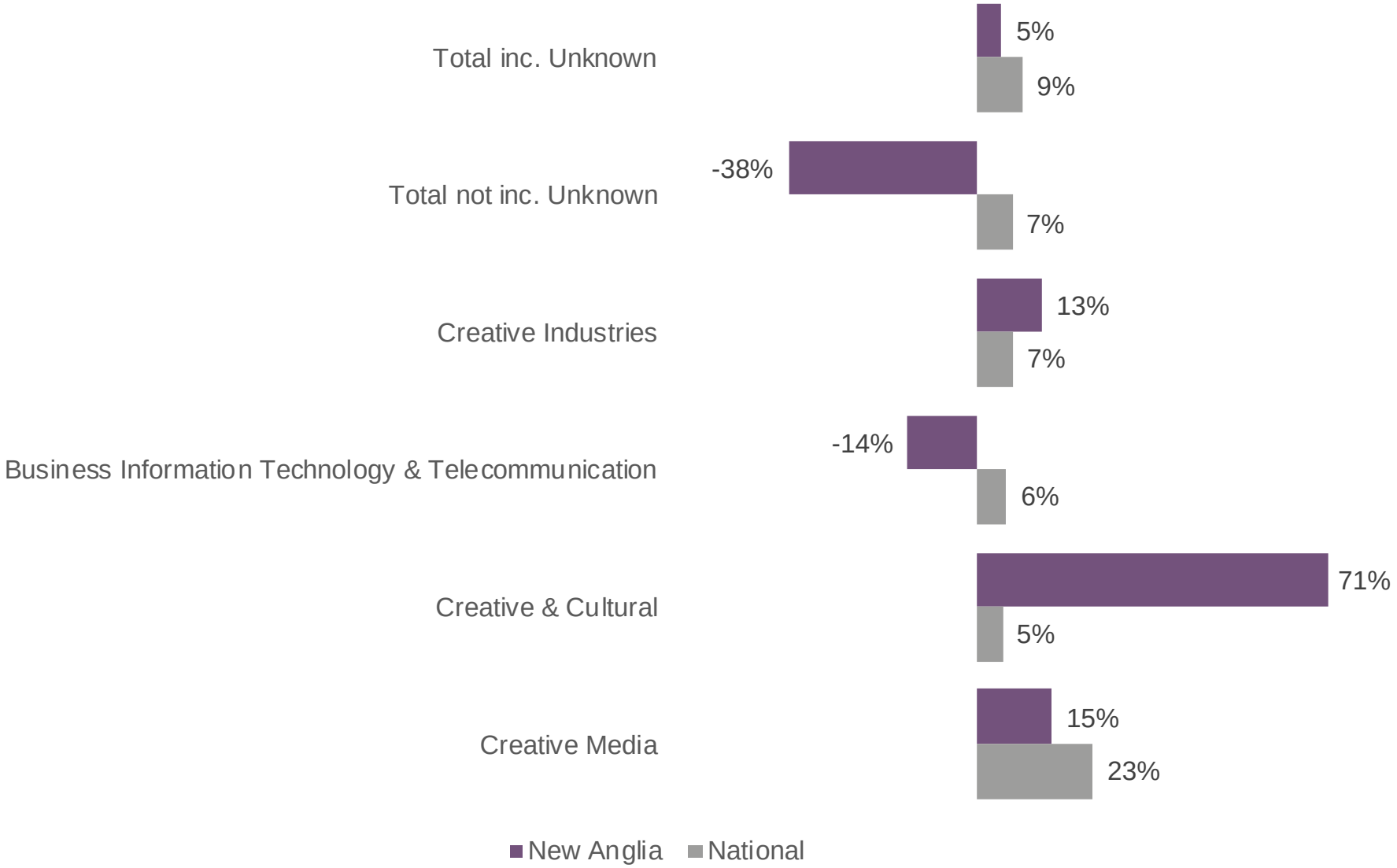
# Creative Industries Learning Aims Delivered to New Anglia Residents by New Anglia Based and External Providers by Sector Lead Body, 2012/13



# Creative Industries Learning Aims Delivered to New Anglia Learners by New Anglia Providers by Sector Lead Body, 2010/11 and 2012/13



# Change in Creative Industries Learning Aims Delivered to Resident Learners by Domiciled Providers by Sector Lead Body, 2010/11 – 2012/13



# Apprenticeship Starts by Creative Industries Related Framework

| Apprenticeship Framework | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|---|---|---|---|---|---|---|---|
| Broadcasting Technology | - | - | - | - | - | - | - |
| Community Arts | - | 5 | 5 | 5 | - | - | - |
| Creative and Digital Media | - | 10 | 5 | 5 | 10 | - | - |
| Cultural and Heirtage Venue Operation | - | - | - | - | - | - | - |
| Design | 5 | 5 | - | - | - | - | - |
| Digital Learning Design | - | - | - | - | - | - | - |
| Fashion and Textiles | - | - | - | - | - | - | - |
| Furniture, Furnishing and Interiors Manufacturing | - | - | - | - | 10 | 10 | - |
| Glass Industry | - | - | - | - | 30 | 60 | 30 |
| IT Application Specialist | 165 | 120 | 60 | 65 | 70 | 30 | 20 |
| IT, Software, Web & Telecoms Professional | 100 | 120 | 120 | 170 | 180 | 130 | 170 |
| Jewellery, Silversmithing and Allied Trades | - | - | - | - | - | - | - |
| Journalism | - | - | 5 | 5 | - | - | - |
| Live Events and Promotion | 5 | - | - | 5 | - | - | - |
| Marketing | 15 | 25 | 25 | 15 | 20 | 20 | 10 |
| Photo Imaging | - | - | - | - | - | - | - |
| Public Relations | - | - | - | - | - | - | - |
| Social Media and Digital Marketing | - | - | 5 | 35 | 50 | 40 | 20 |
| Technical Theatre, Lighting, Sound & Stage | - | - | - | - | - | - | - |
| **Total** | **290** | **285** | **225** | **305** | **370** | **290** | **250** |

# STUDY 2010/11 – 2014/15

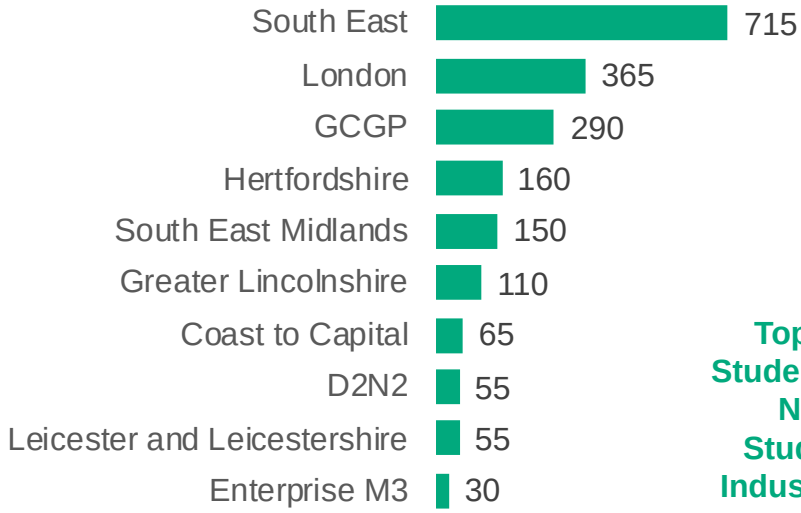
Higher Education

**2,690**
grew up outside New Anglia and studied Creative Industries subjects in New Anglia

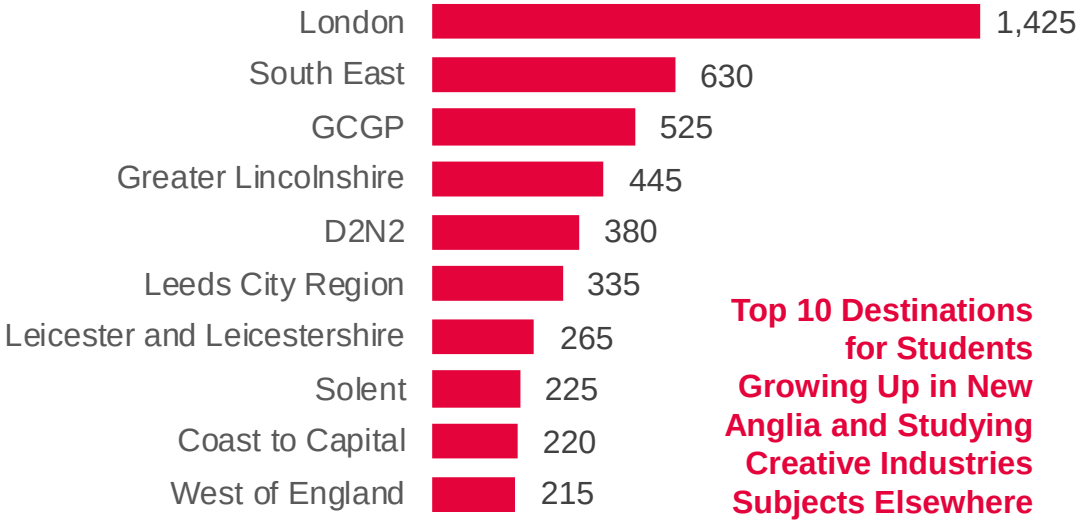
**9,740**
grew up in New Anglia and studied Creative Industries subjects in England

**6,730 (69%)**
left and studied outside New Anglia

Total studied Creative Industries subjects in New Anglia
**5,705**
of which 47% came from outside New Anglia




**Top 10 Origins of Students Coming to New Anglia and Studying Creative Industries Subjects**

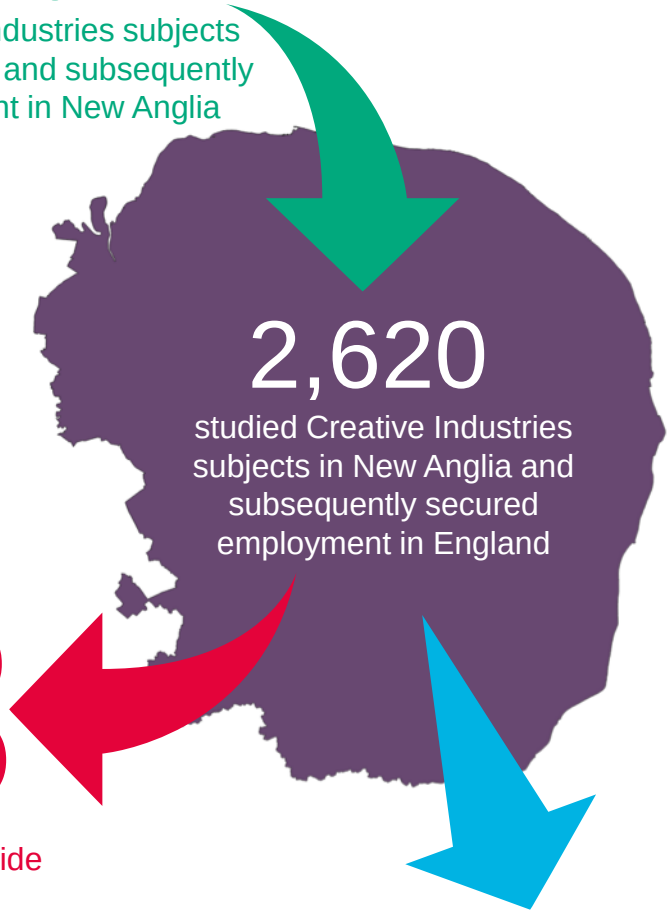



**Top 10 Destinations for Students Growing Up in New Anglia and Studying Creative Industries Subjects Elsewhere**

**Over the period 2010/11 – 2014/15 inclusive, New Anglia had a net flow of students studying Creative Industries subjects of**
**-4,035**

# EMPLOYMENT 2010/11 – 2014/15

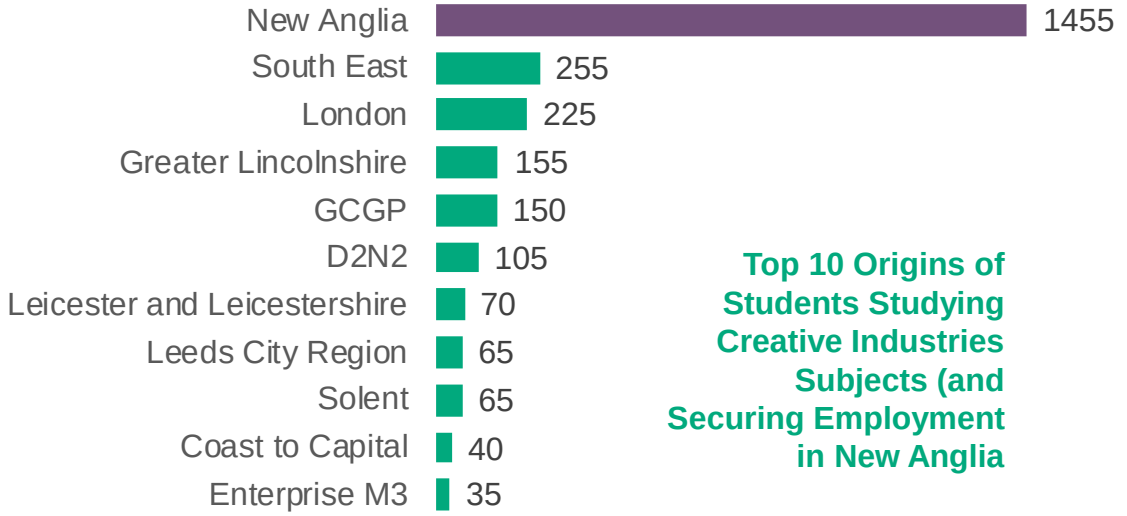
1,820
studied Creative Industries subjects outside New Anglia and subsequently found employment in New Anglia



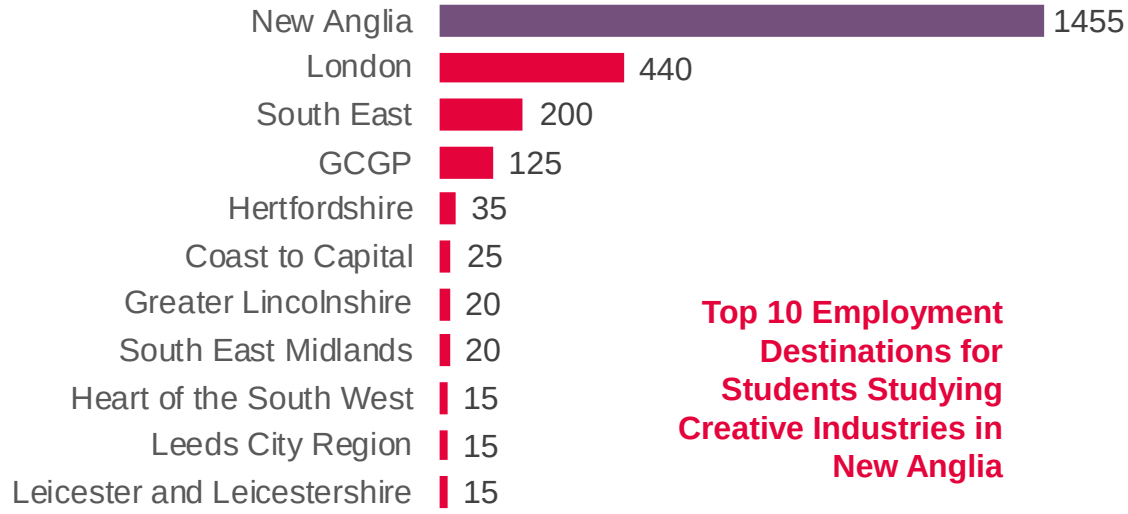
2,620
studied Creative Industries subjects in New Anglia and subsequently secured employment in England

1,160 (44%)
left and found employment outside New Anglia

Total studied Creative Industries subjects and employed in New Anglia
3,275
of which 56% came from outside New Anglia




**Top 10 Origins of Students Studying Creative Industries Subjects (and Securing Employment in New Anglia**




**Top 10 Employment Destinations for Students Studying Creative Industries in New Anglia**

**Over the period 2010/11 – 2014/15 inclusive, New Anglia had a net flow of workers who studied Creative Industries subjects of**
+655

# COMPARATORS

| | Creative Industries Subjects | New Anglia | New Anglia | National |
|---|---|---|---|---|
| Stay for study and employment | 55.6% | 87.6% | 27.3% | 29.3% |
| Leave for study, return for employment | | | 30.2% | 30.4% |
| Leave for study, do not return | | | 38.7% | 34.3% |
| Stay for study, leave for employment | 44.4% | 12.4% | 3.9% | 6.0% |

# NOTES ON DATA SOURCES & METHODOLOGY

- The data presented here is from the population of England-domiciled students who studied for a first degree at an English higher education provider between the academic years 2010-11 and 2014-15 inclusive. Data comes from the Higher Education Statistics Agency (HESA) Student Record, the Education and Skills Funding Agency's Individualised Student Record (ILR) data and the Destinations of Leavers from Higher Education (DLHE) survey.

- Creative Industries subjects defined here as 'Architecture, building and planning', 'Computer Science', 'Creative arts and design', and 'Media Studies'

- Numbers are Full Person Equivalents. This is because individuals can be taught through collaborative arrangements at two (or more) institutions. In order to count provision against both institutions, student counts have been divided between teaching institutions in proportion to the percentage of time taught at each.

- Data presented on mobility between home and study, where 'home' refers to the domicile of a student before they go to university, is for the population of students who entered higher education between 2010-11 and 2014-15 and who have a valid postcode for both home and study. This is taken from the HESA Student Record and the ILR. **The total FPE for this population was 1,817,855.**

- Data using employment location is restricted to students who left higher education between 2010-11 and 2014-15 and who provided a valid full or partial employment postcode in response to the DLHE survey. **The total FPE for this population was 710,800.**

- Because these two populations differ significantly means that we are unable to make direct comparisons between the two i.e. calculate the true retention of students, and movements into employment, for an area.

# Labour Insight Jobs

The following section presents data from Labour Insight, a Burning Glass analytical tool. This tool collects details of online job postings from multiple sources and enables the analysis of these postings based on specific skills, educational requirements, and job titles, for example.

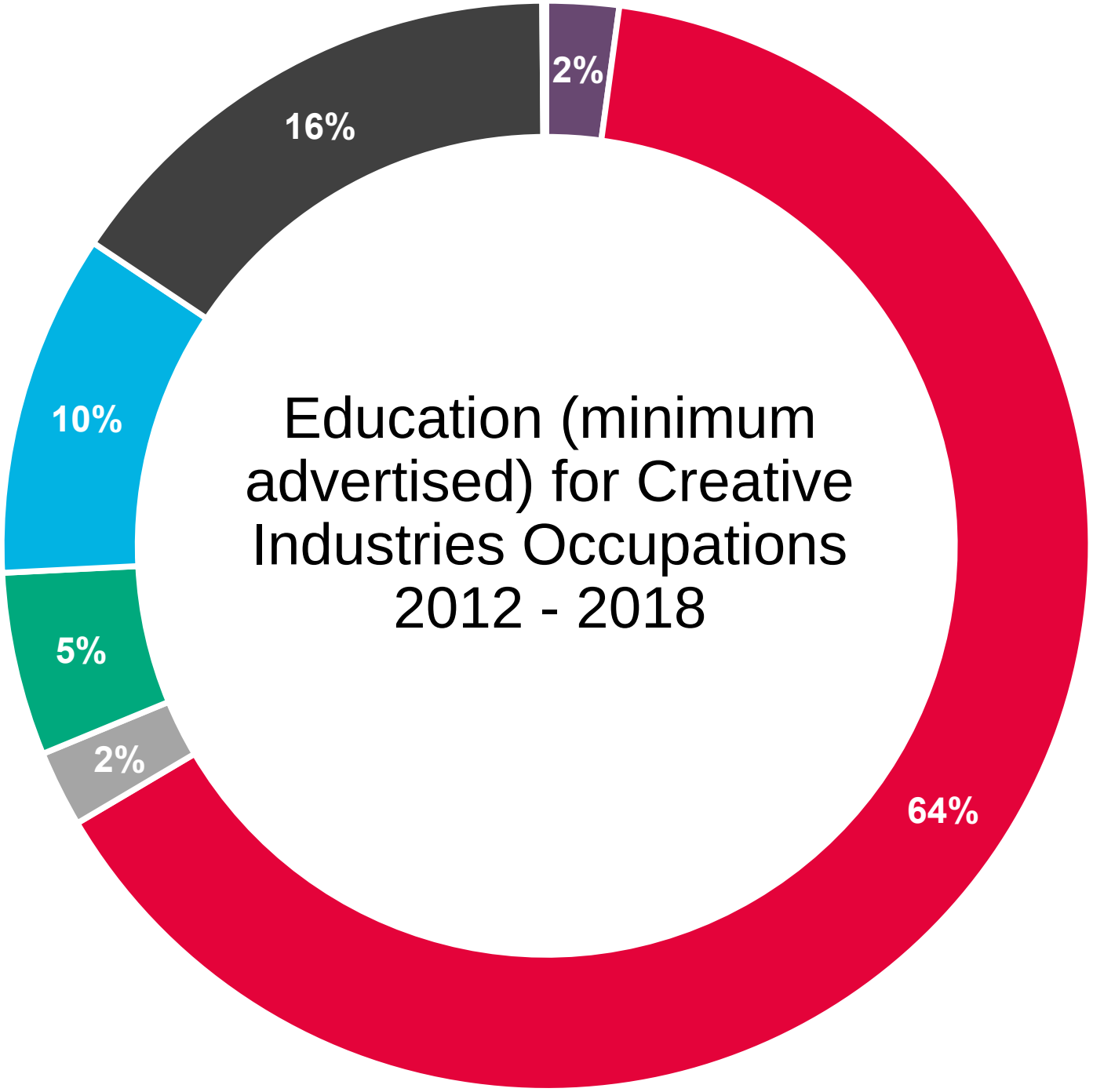
Please note that whilst Labour Insight will capture more information on the jobs market than more traditional Department for Work and Pensions vacancy data, the fact that not all job vacancies are advertised means that there will still be gaps in the findings.

In terms of Creative Industries occupations then, according to the Labour Insight Jobs tool, there were 80,730 postings for the sector in New Anglia between Jan. 1, 2012 and Dec. 31, 2018.

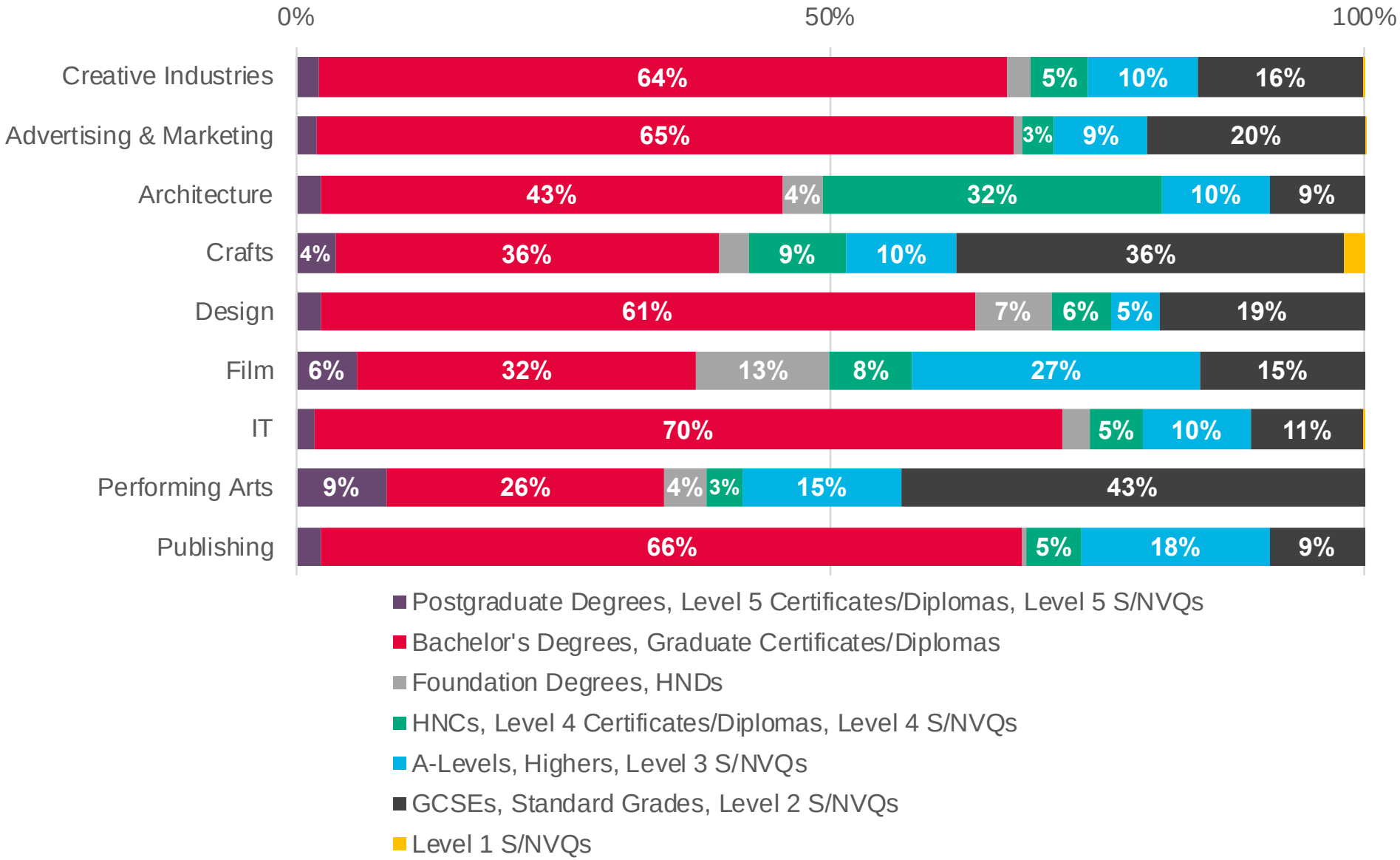
The Standard Occupational Classification codes used to capture this Creative Industries recruitment activity are those set out by the Department for Culture, Media and Sport and are detailed in the Appendices on page 93.

# Burning Glass Labour Market Analysis of Creative Industries Occupations for Year Ending 30th November 2018

| Rank | Work Area | Job Postings | Job Postings per 1,000 employed | Location Quotient |
|---|---|---|---|---|
| 1 | London | 330,619 | 77 | Much higher demand than average |
| 2 | Cambridge | 19,536 | 53 | Higher demand than average |
| 3 | Bristol | 20,207 | 47 | Higher demand than average |
| 6 | Birmingham | 31,676 | 43 | Average demand |
| 13 | Manchester | 41,266 | 34 | Average demand |
| 14 | Brighton | 5,642 | 32 | Average demand |
| **41** | **Ipswich** | **2,987** | **18** | **Much lower demand than average** |
| 49 | Newcastle | 7,896 | 16 | Much lower demand than average |
| **51** | **Norwich** | **3,579** | **16** | **Much lower demand than average** |
| 66 | Bury St Edmunds | 956 | 14 | Much lower demand than average |
| 130 | King's Lynn | 360 | 6 | Much lower demand than average |
| 133 | Lowestoft | 269 | 5 | Much lower demand than average |
| 135 | Great Yarmouth | 224 | 5 | Much lower demand than average |
| 163 | Thetford & Mildenhall | 208 | 3 | Much lower demand than average |
| 214 | Cromer & Sheringham | 21 | 1 | Much lower demand than average |


Education (minimum advertised) for Creative Industries Occupations 2012 - 2018
2%
64%
2%
5%
10%
16%
Postgraduate Degrees, Level 5 Certificates/Diplomas, Level 5 S/NVQs
Bachelor's Degrees, Graduate Certificates/Diplomas
Foundation Degrees, HNDs
HNCs, Level 4 Certificates/Diplomas, Level 4 S/NVQs
A-Levels, Highers, Level 3 S/NVQs
GCSEs, Standard Grades, Level 2 S/NVQs

# Education (minimum advertised) for Creative Industries (Sub Sectors) Occupations in New Anglia, 2012 - 2018



## Top 20 ‘Core’ Skills for Creative Industries Occupations 2018

| Skills | Job Postings |
|---|---|
| Communication Skills | 2,125 |
| Creativity | 1,625 |
| Planning | 1,175 |
| Organisational Skills | 962 |
| Writing | 954 |
| Detail-Orientated | 787 |
| Problem Solving | 780 |
| Microsoft Excel | 631 |
| Research | 556 |
| Building Effective Relationships | 526 |
| Microsoft Office | 423 |
| Leadership | 422 |
| Meeting Deadlines | 340 |
| Time Management | 324 |
| Editing | 320 |
| Presentation Skills | 318 |
| English | 298 |
| Mentoring | 265 |
| Energetic | 247 |
| Troubleshooting | 219 |

## Top 20 ‘Specialised’ Skills for Creative Industries Occupations 2018

| Skills | Job Postings |
|---|---|
| Microsoft C# | 1,575 |
| SQL | 1,538 |
| JavaScript | 1,492 |
| Software Development | 1,391 |
| Marketing | 1,196 |
| .NET | 1,151 |
| Teamwork / Collaboration | 1,134 |
| Sales | 979 |
| Social Media | 914 |
| Web Development | 903 |
| Budgeting | 876 |
| Active Server Pages (ASP) | 702 |
| Business Development | 656 |
| Software Engineering | 655 |
| jQuery | 645 |
| Java | 636 |
| SQL Server | 610 |
| ASP.NET | 597 |
| Customer Service | 594 |
| Hypertext Preprocessor (PHP) | 584 |

# Top 5 ‘Specialised’ Skills by Creative Industries Sub Sector 2012 - 2018

## Advertising and Marketing Occupations

| Skills | Job Postings |
|---|---|
| Marketing | 1,106 |
| Sales | 853 |
| Social Media | 744 |
| Business Development | 602 |
| Sales Management | 506 |

## Architecture Occupations

| Skills | Job Postings |
|---|---|
| AutoCAD | 891 |
| Revit | 445 |
| Project Management | 290 |
| Landscape Architecture | 251 |
| SketchUp | 239 |

## Craft Occupations

| Skills | Job Postings |
|---|---|
| Paint Sprayer | 491 |
| Cabinetry | 190 |
| Painting | 187 |
| Teamwork / Collaboration | 186 |
| Automotive Painting | 179 |

## Design Occupations (Product, Graphic and Fashion)

| Skills | Job Postings |
|---|---|
| Graphic Design | 720 |
| Adobe Photoshop | 631 |
| Adobe Indesign | 501 |
| Adobe Acrobat | 341 |
| Adobe Illustrator | 328 |

## Film, TV, Video, Radio and Photography Occupations

| Skills | Job Postings |
|---|---|
| Photography | 225 |
| Music | 93 |
| Adobe Photoshop | 76 |
| Customer Service | 56 |
| Teamwork / Collaboration | 53 |

## IT, Software and Computer Services Occupations

| Skills | Job Postings |
|---|---|
| SQL | 11,762 |
| Microsoft C# | 11,070 |
| JavaScript | 11,005 |
| .NET | 9,947 |
| Software Development | 8,912 |

## Performing Arts Occupations

| Skills | Job Postings |
|---|---|
| Adobe Photoshop | 169 |
| Teaching | 169 |
| Singing | 165 |
| Adobe Indesign | 143 |
| Music | 113 |

## Publishing Occupations

| Skills | Job Postings |
|---|---|
| Journalism | 296 |
| Social Media | 254 |
| Copy Writing | 199 |
| Customer Service | 174 |
| Technical Writing / Editing | 125 |

# Top 10(*ish*) 'Core' Skills 2012 - 2018

| Skills | Creative Industries Sub Sectors | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Architecture | Advertising & Marketing | Crafts | Design (Product, Graphic & Fashion) | Film, TV, Video, Radio & Photography | IT, Software & Computer Services | Performing Arts | Publishing |
| Building Effective Relationships | | ● | | | ● | | | |
| Communication Skills | ● | ● | ● | ● | ● | ● | ● | ● |
| Computer Literacy | ● | ● | ● | | ● | ● | | |
| Creativity | ● | ● | ● | ● | ● | ● | ● | ● |
| Detail-Orientated | ● | ● | ● | ● | ● | ● | ● | ● |
| Editing | | | | | ● | | ● | ● |
| English | | | ● | | ● | | ● | ● |
| Leadership | | | | | | ● | | |
| Meeting Deadlines | | | | ● | | | ● | ● |
| Organisational Skills | ● | ● | ● | ● | ● | ● | ● | ● |
| People Management | | | | | | | ● | |
| Planning | ● | ● | | ● | ● | ● | ● | ● |
| Presentation Skills | ● | | | ● | ● | | | |
| Problem Solving | | | ● | ● | | ● | | |
| Research | | ● | ● | | | ● | ● | ● |
| Time Management | ● | | | ● | | | | |
| Writing | ● | ● | ● | | | ● | | ● |

# Where the Work is

*The following analysis makes use of data and findings available via the online toolkit [http://wheretheworkis.org/](http://wheretheworkis.org/) . The findings presented are a result of combining data from the UKCES 'Working Futures' programme and job vacancy data from the Labour Market Insight tool developed by Burning Glass.*

**Limitations**
Though the 'Where the work is' tool provides a comprehensive and detailed free-to-use dashboard of supply and demand in the UK, the following limitations should be taken into account when interpreting the data:

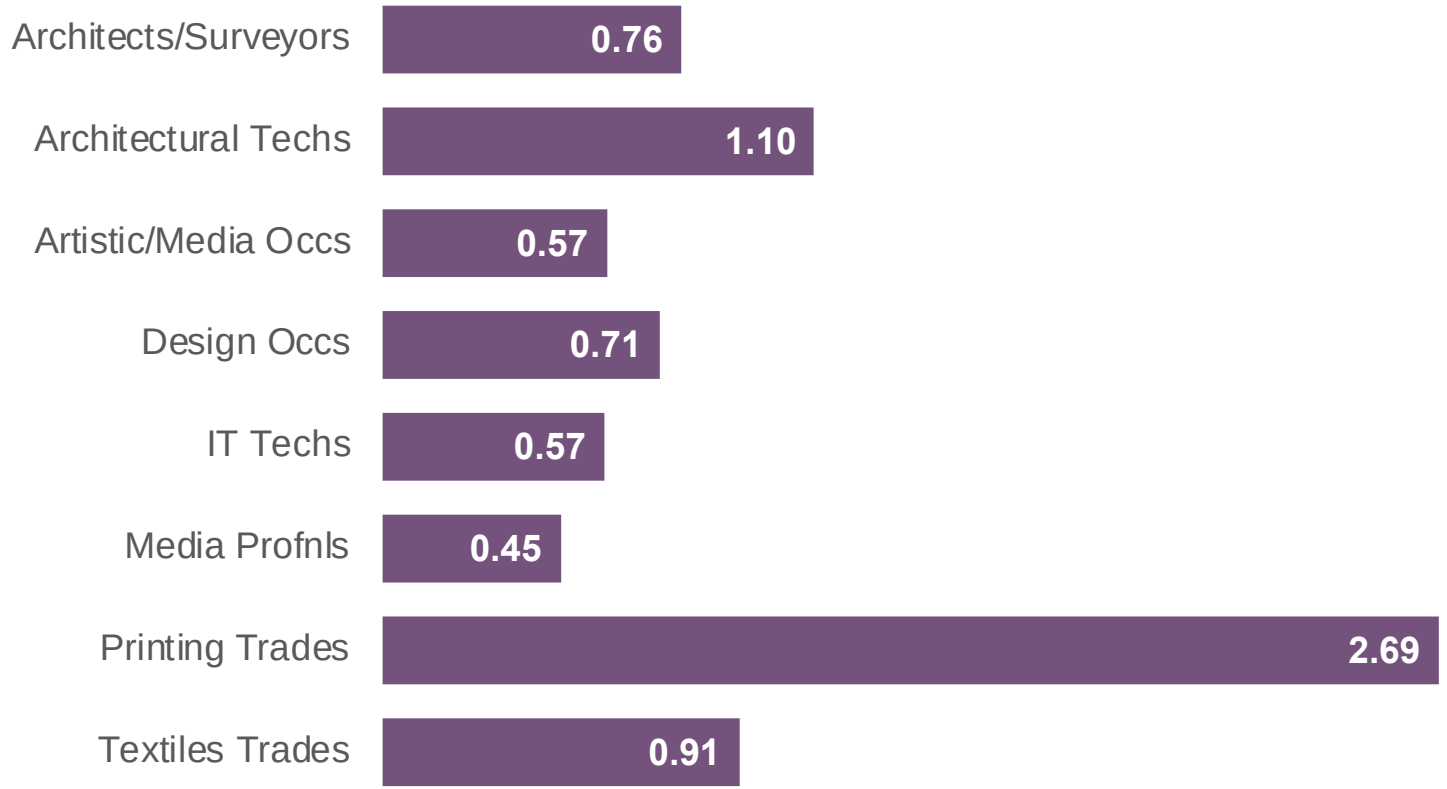
**- Senior Management and Elementary roles**
Occupations not open to recent HR graduates or FE finishers are not considered. Similarly, occupations that do not require any formal qualifications or training are also excluded from this tool, since the number of job-seekers cannot be meaningfully quantified.

**- Matching supply and demand**
Some occupations do not have specific qualifications or subject-specific requirements (such as sales, marketing and related associate professionals). As a result of this, and despite the fact that many people with a broad range of qualifications can apply for these occupations, they frequently appear 'undersupplied' in the tool, i.e. when the "job opportunity" is low. Occupations with very small sample sizes (either of finishers or job postings) are excluded from the dataset.

**- Internal and international migration**
Some occupations do not rely solely on FE finishers or HE graduates from their immediate location. Many people travel to find work, often moving across the country. Other occupations, such as those on the Migration Advisory Committee's shortage occupation list, may rely more heavily on jobseekers arriving from outside the UK.

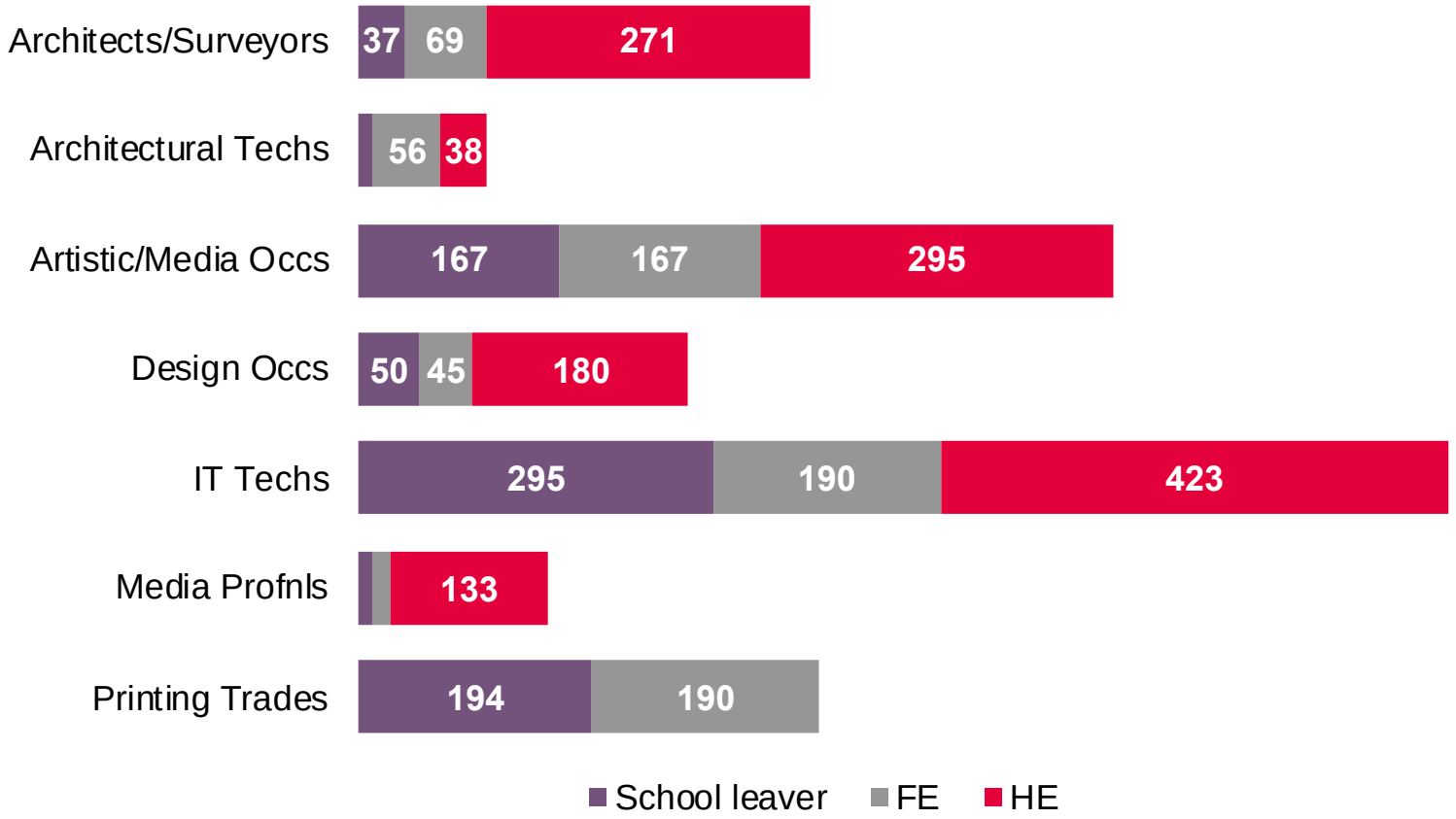
**- Online and offline postings**
Burning Glass Technologies (BGT) acknowledge that not all jobs are posted online, although a comparison of the Annual Survey of Hours and Earnings (ASHE) employment data and BGT postings data for UK in 2014 showed a 94 per cent correlation between ASHE and BGT occupational distributions. The BGT posting data slightly overestimate the proportion of professional and associate professional occupations, while slightly underestimating the proportion of elementary occupations.

# **Location Quotient** - Measure of Job Posting Density relative to employment indexed to the national density relative to employment




**Source:** *http://wheretheworkis.org/*

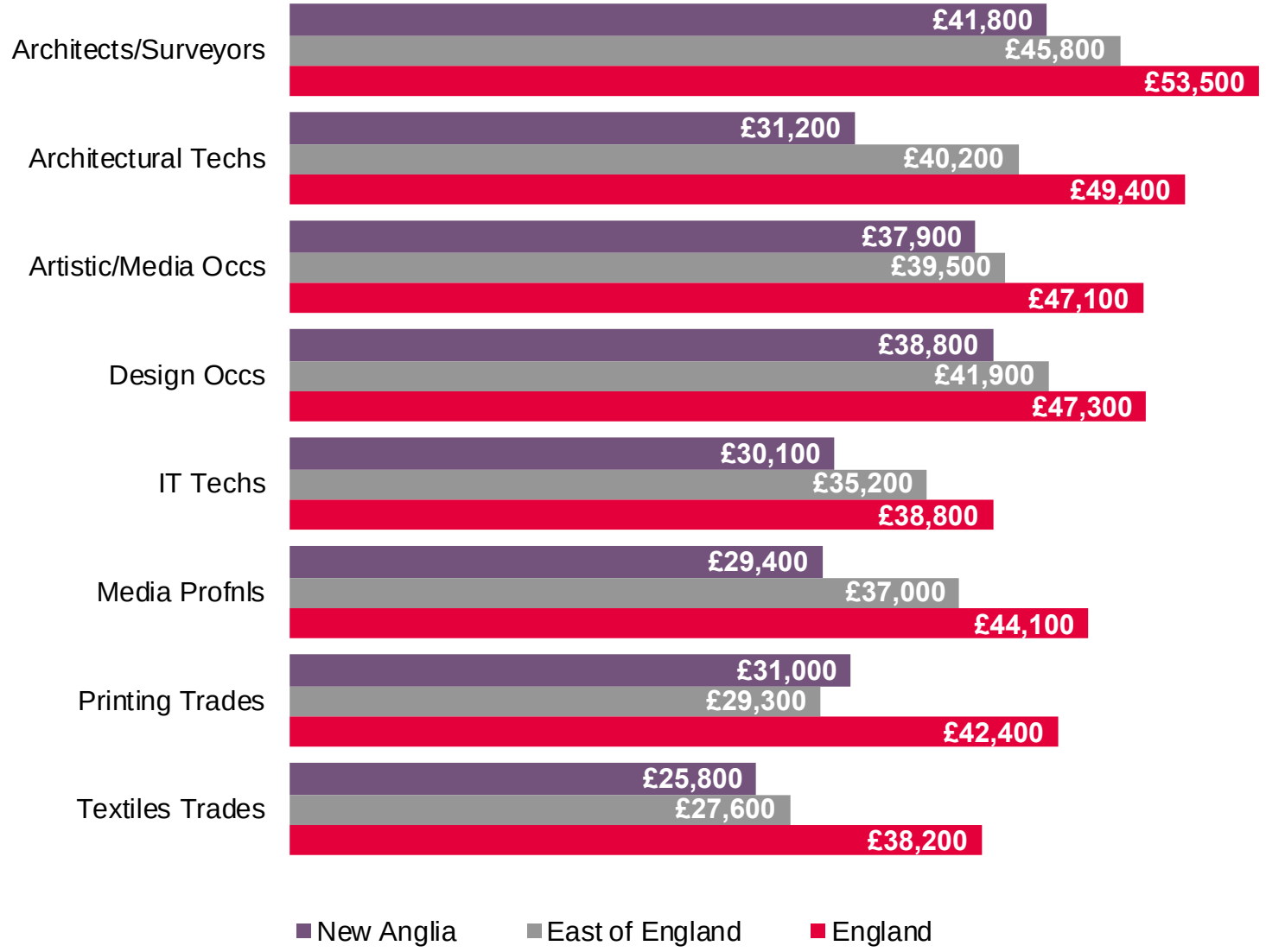
# Number of Job Postings asking for entry-level (2 years of experience or fewer) and school leaver education levels, further education levels, and higher education levels




**Source:** [http://wheretheworkis.org/](http://wheretheworkis.org/)

# Advertised Salaries for Job Postings in 2015

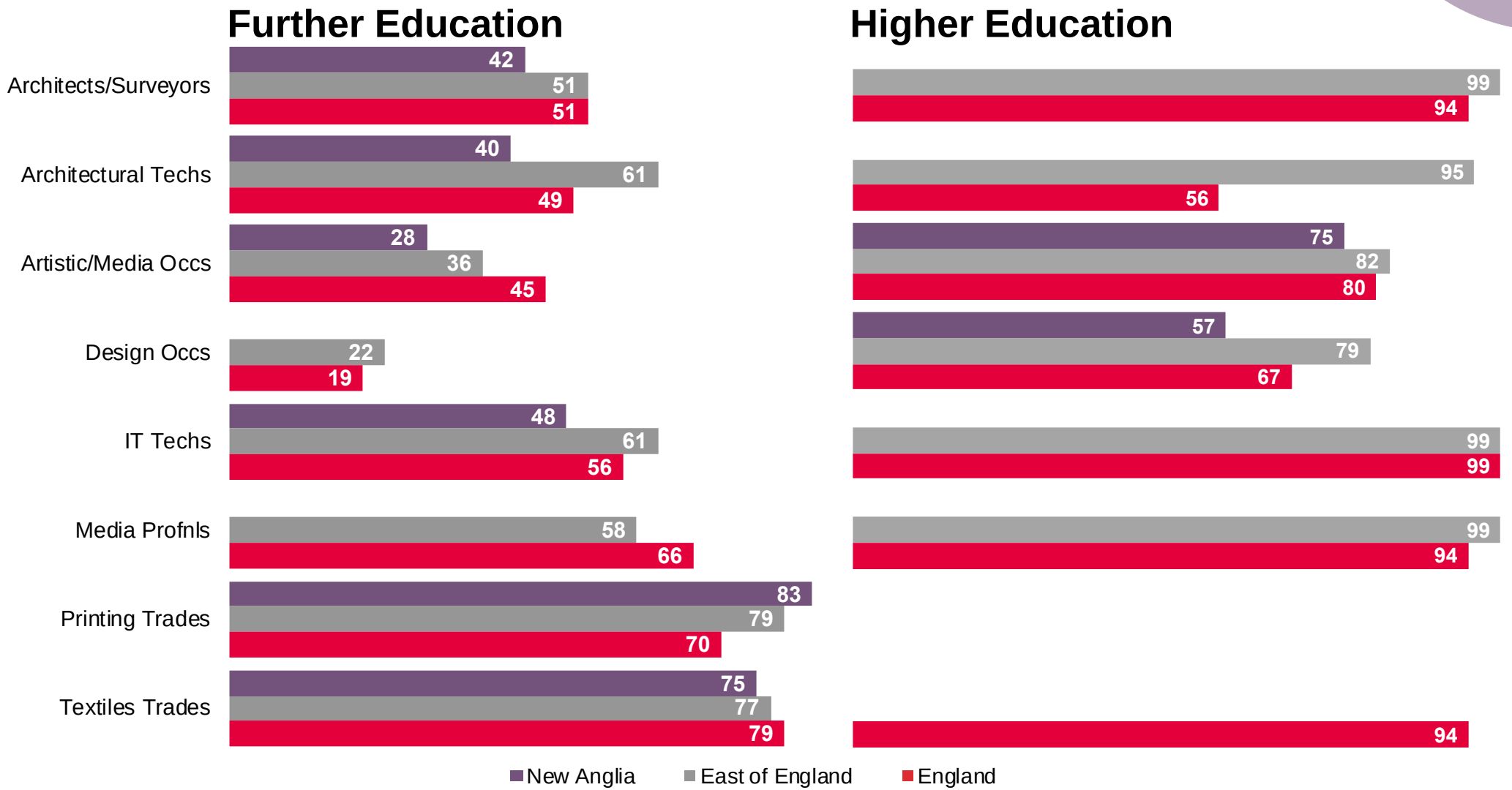
Average Wages




**Source**: *http://wheretheworkis.org/*

# **Opportunity Score** - Score based on the Demand Supply Ratio of FE / HE postings within a geography, from Very Low (0) to Very High (100)

Opportunity Scores



# A Future View of the Creative Industries Sector

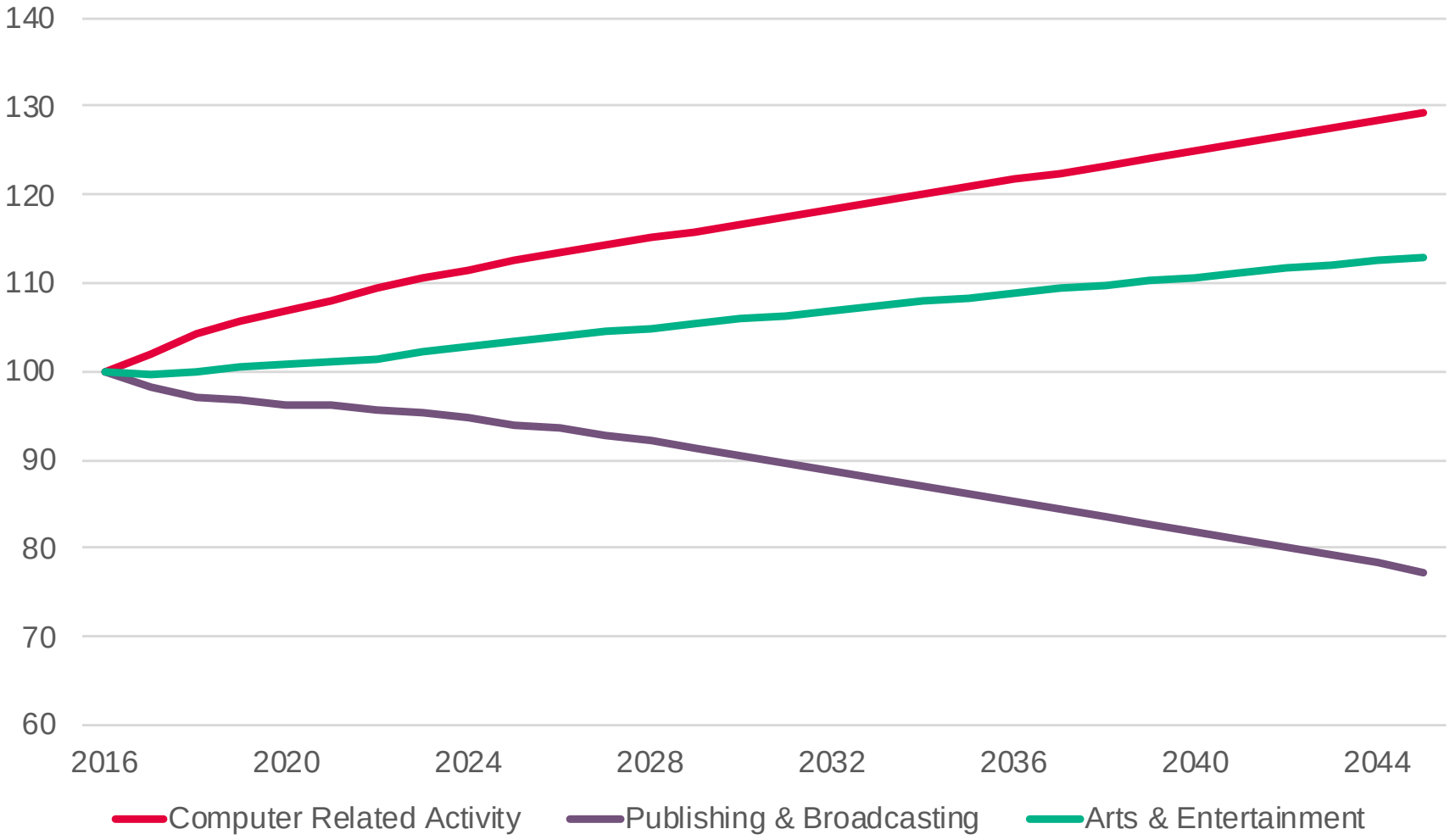
# Forecasting Models

The following analysis uses data from the East of England Forecasting Model (EEFM) and the UKCES Working Futures data (WF). In previous data analysis for other New Anglia LEP key sectors then we have been able to approximate their workforces using the sector breakouts provided by the models. Unfortunately, given the sub sector and cross cutting nature of the Creative Industries sector across multiple broad sectors, then this level of analysis has not been possible for the Creative Industries sector.

Instead, we present in this section the results for each of the sub sectors that captures Creative Industries activity. In the case of the East of England Forecasting Model then results for 'Computer Related Activity' and 'Publishing and Broadcasting' and 'Arts and Entertainment' are shown. For the Working Futures data, results are presented for the sectors of 'Media', "Information Technology' and 'Arts and Entertainment'. It should be noted that these sub sectors have not been totalled to create results for the Creative Industries sector as the resulting numbers are much higher than those seen for the sector.

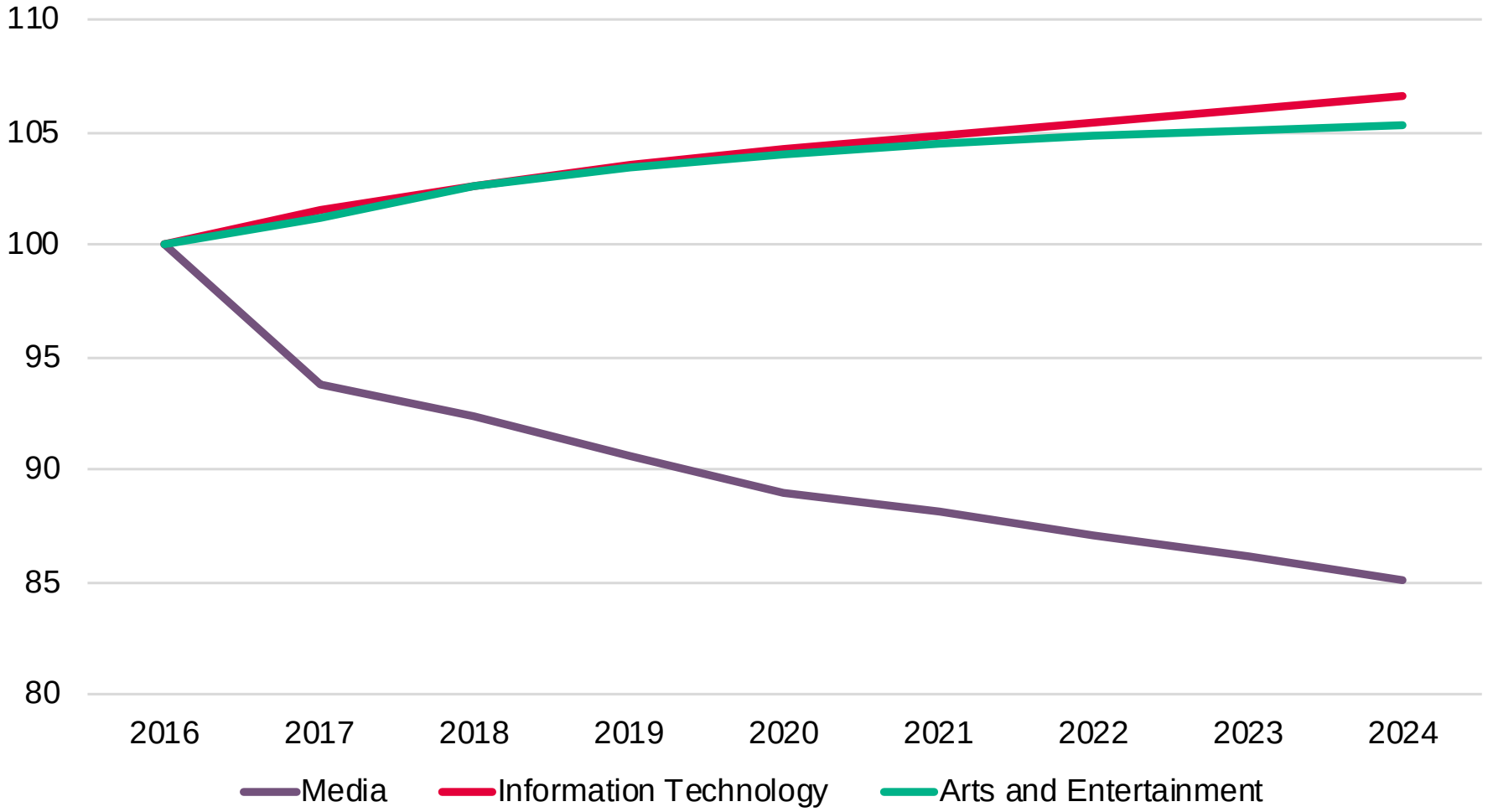
Please also note that neither model, or the projections they produce, take into account the New Anglia LEPs ambitions for growth in Gross Value Added (GVA) and employment.

# Employment Projections Index (2016 = 100) for Sectoral Elements of Creative Industries



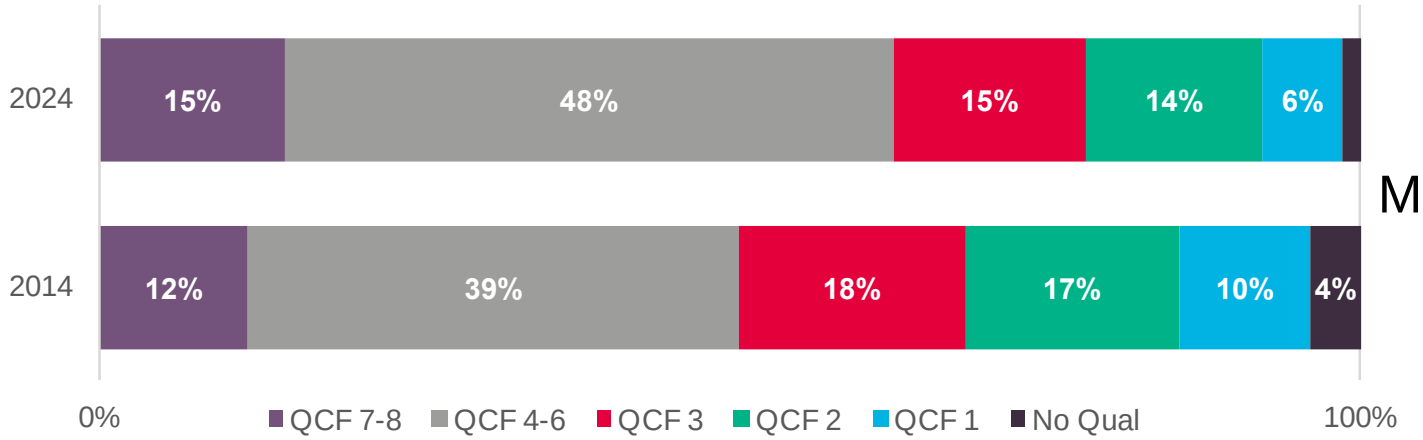

**Source:** East of England Forecasting Model

# Employment Projections Index (2016 = 100) for Sectoral Elements of Creative Industries

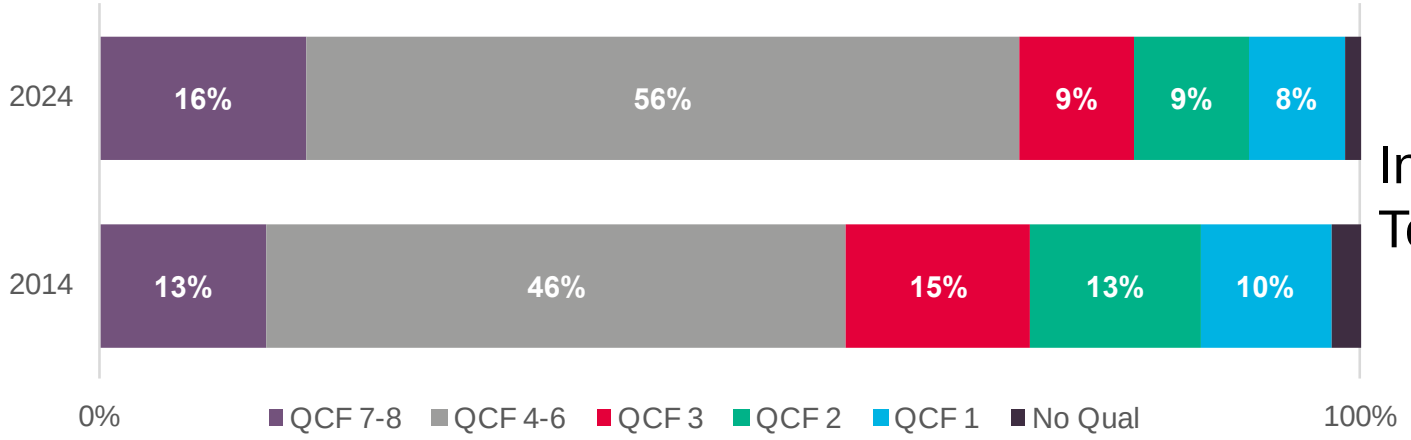



**Source:** Working Futures 2014 – 2024, UK Commission for Employment and Skills

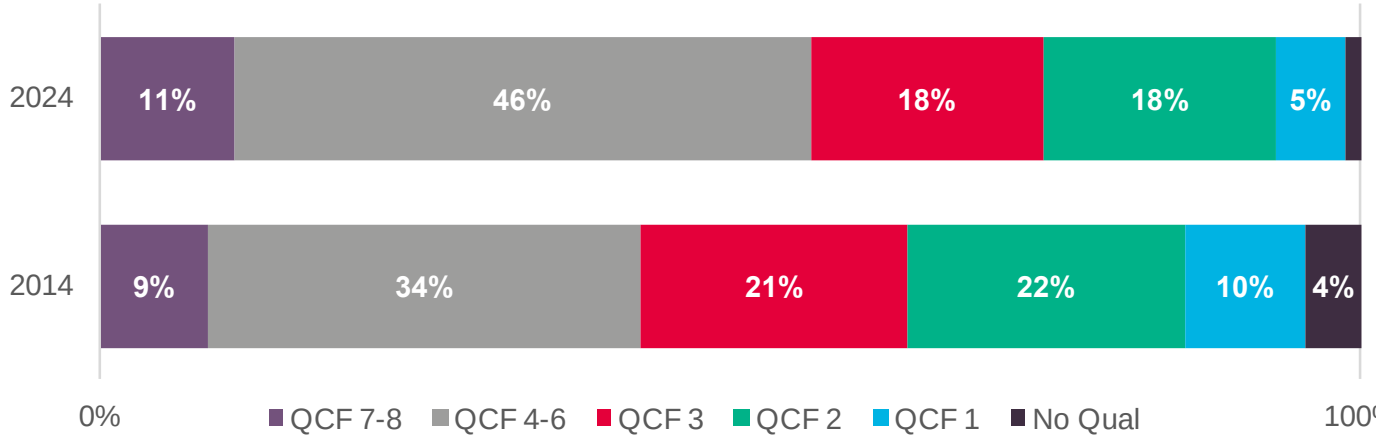
# Shifts in Qualifications for Sectoral Elements of Creative Industries




Media



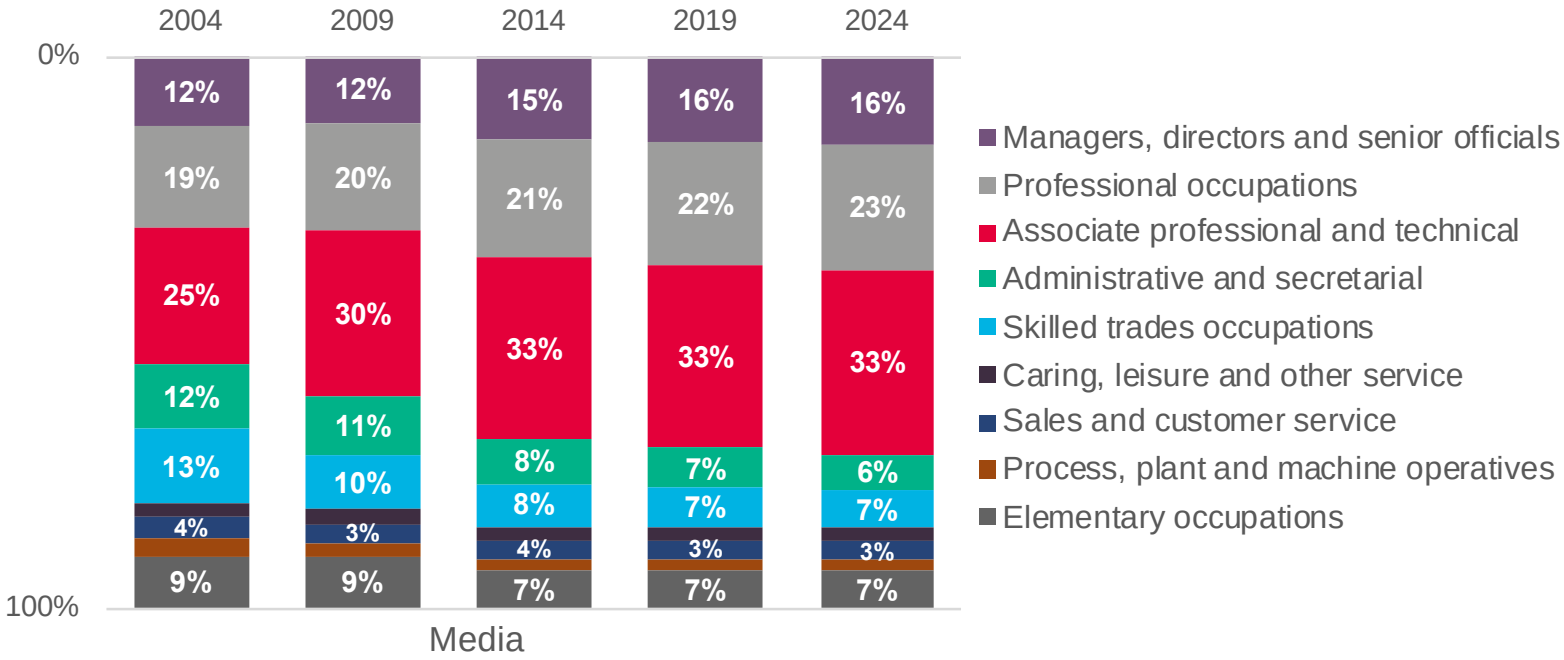

Information Technology

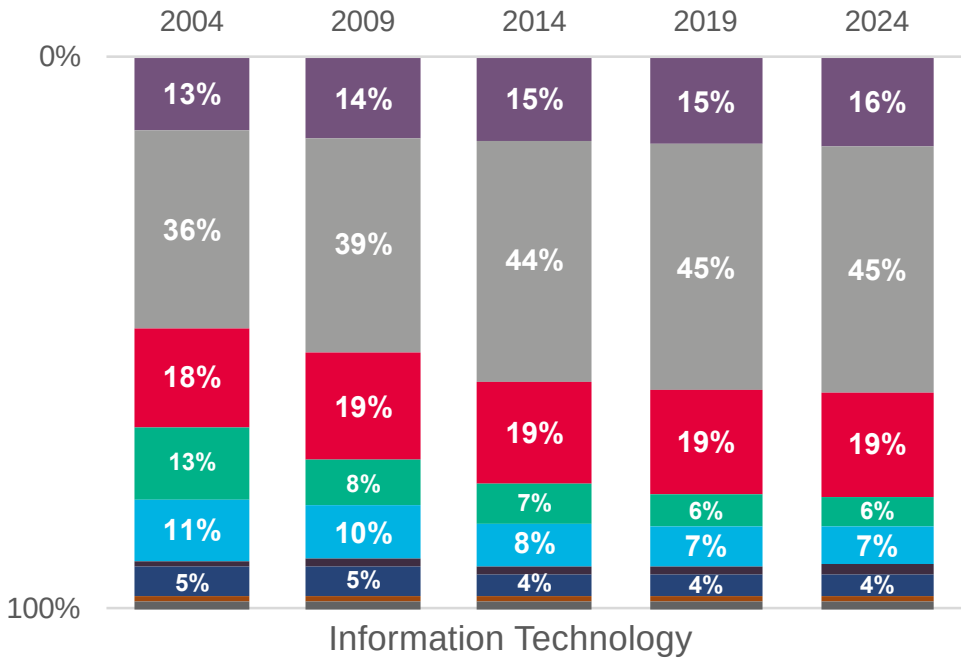


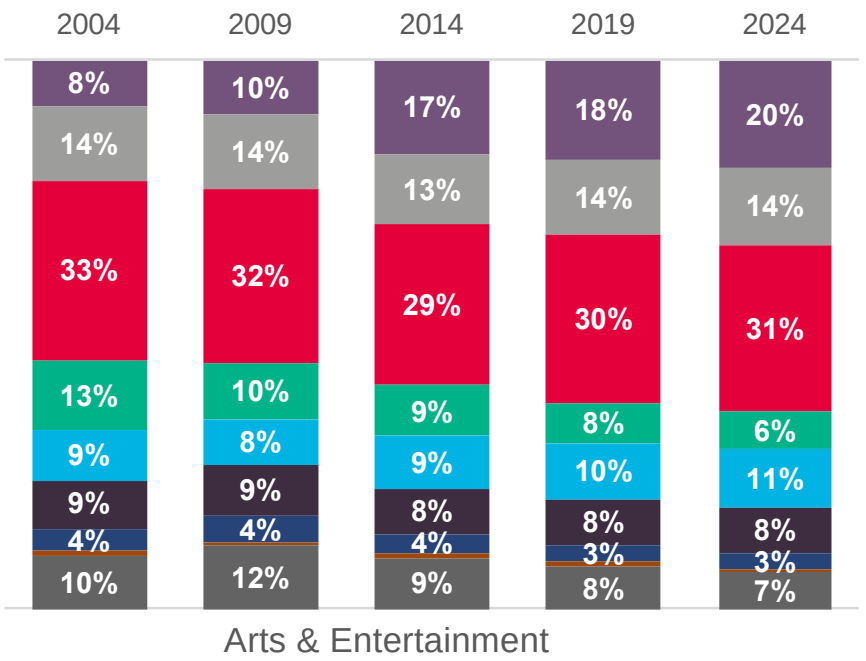

Arts and Entertainment

**Source:** Working Futures 2014 – 2024, UK Commission for Employment and Skills

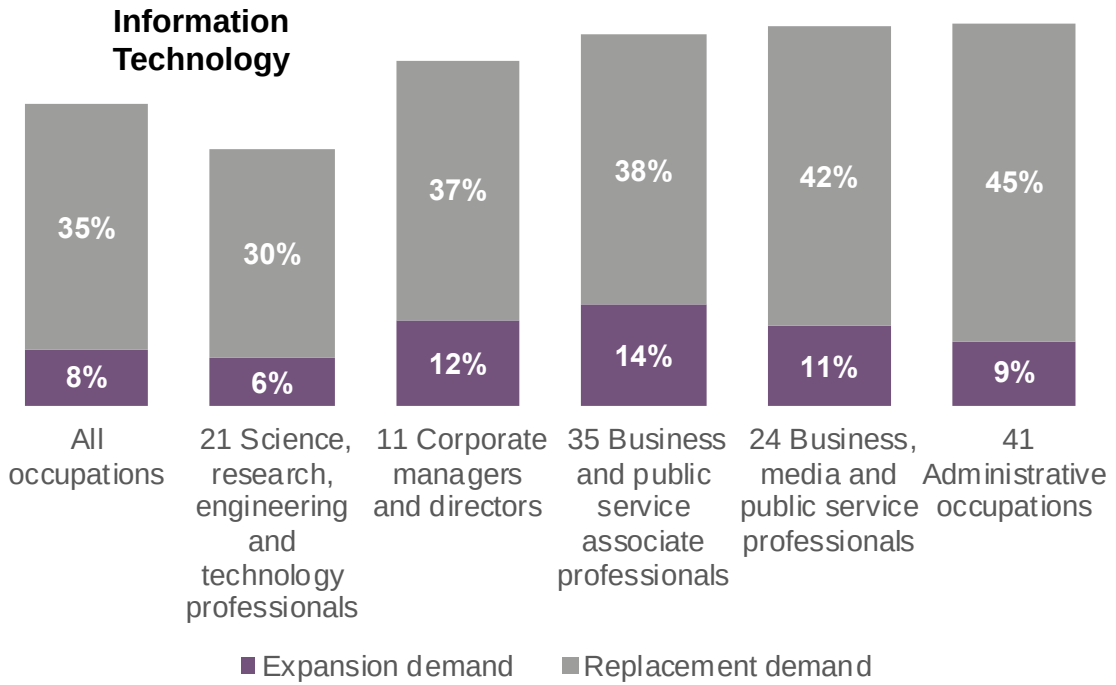
# Shifts in Occupations for Sectoral Elements of Creative Industries

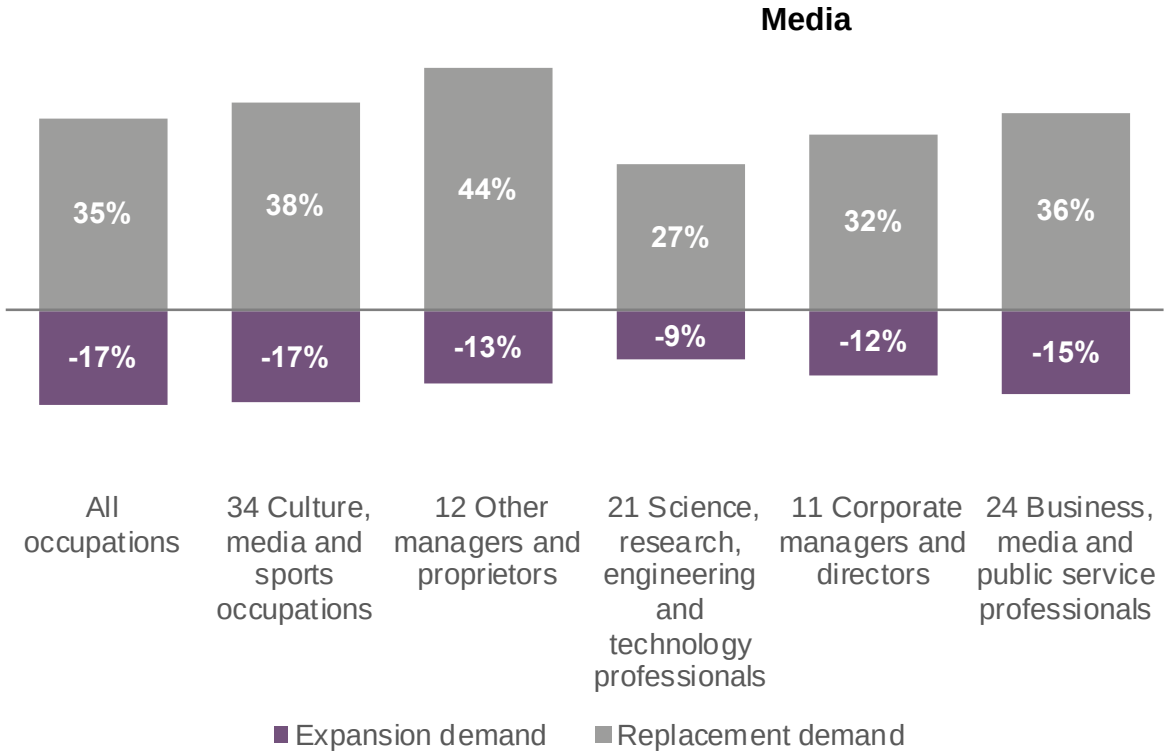


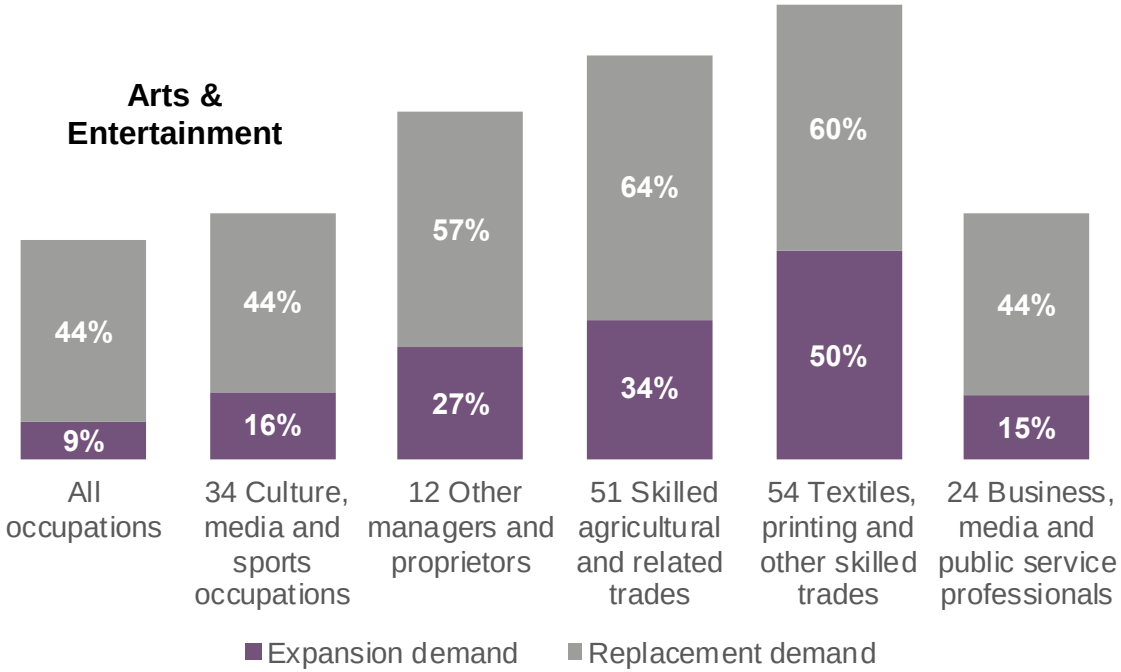




**Source:** Working Futures 2014 – 2024, UK Commission for Employment and Skills



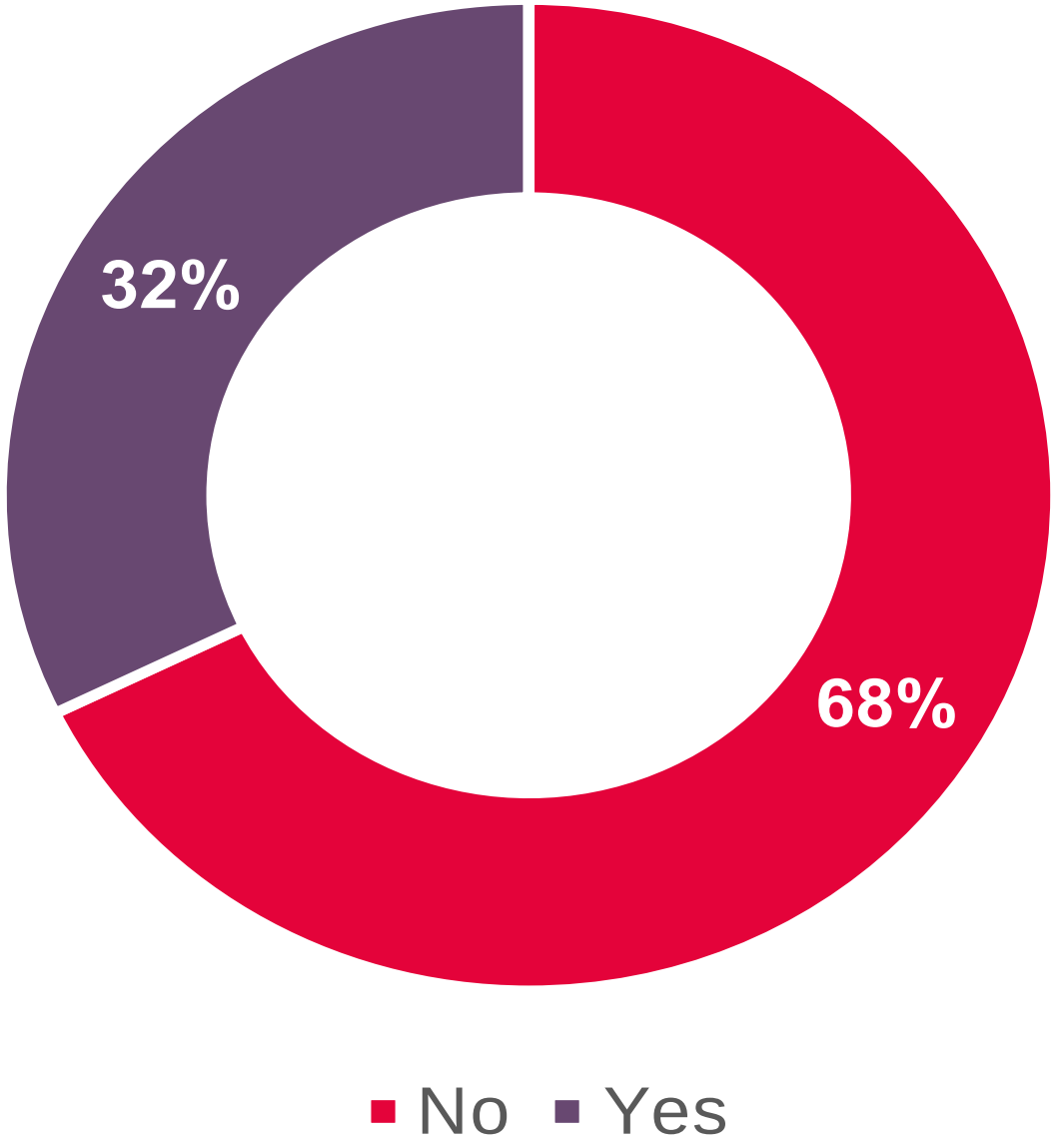




# Expansion and Replacement Demand as a Proportion of Current Workforce by Sectoral Elements of Creative Industries

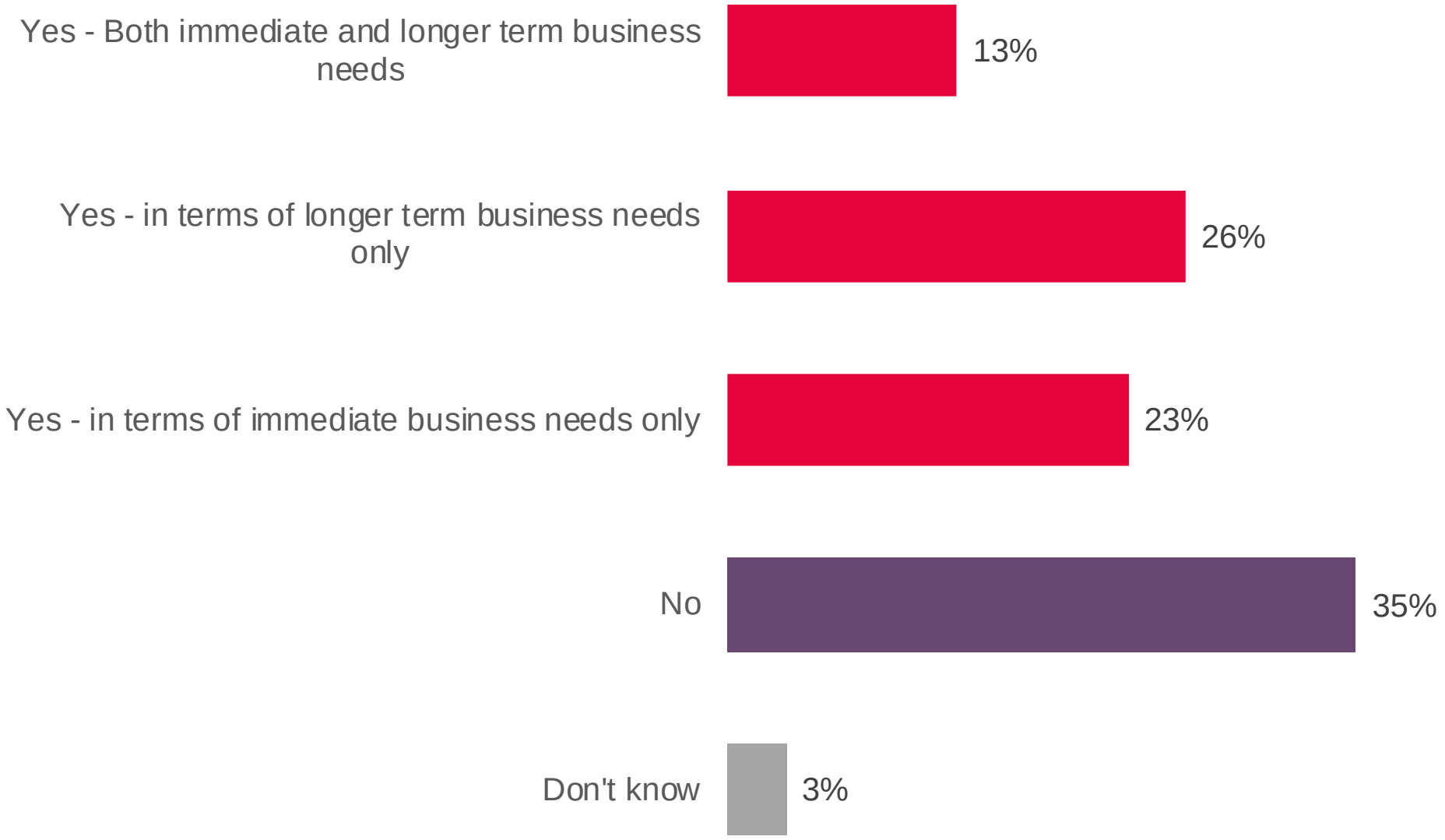
**Source:** Working Futures 2014 – 2024, UK Commission for Employment and Skills

# Results from the Creative Industries Sector Skills Planning Survey



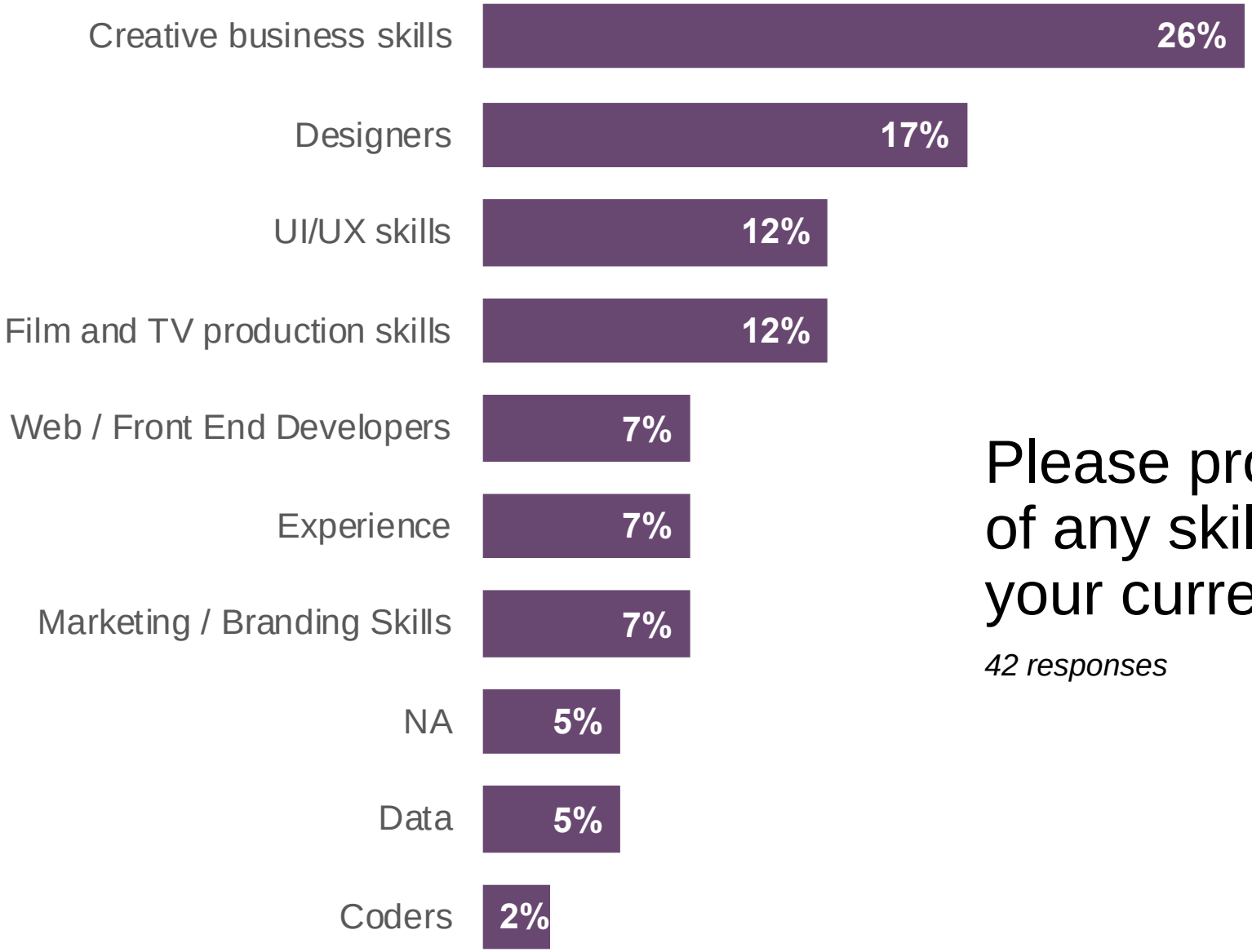

# Does the local education and skills 'system' as a whole (including schools, universities, colleges, independent training providers) meet your business needs?

*31 responses*




# Is there a significant gap between your current employee skills base and the skills needed to meet your business needs?

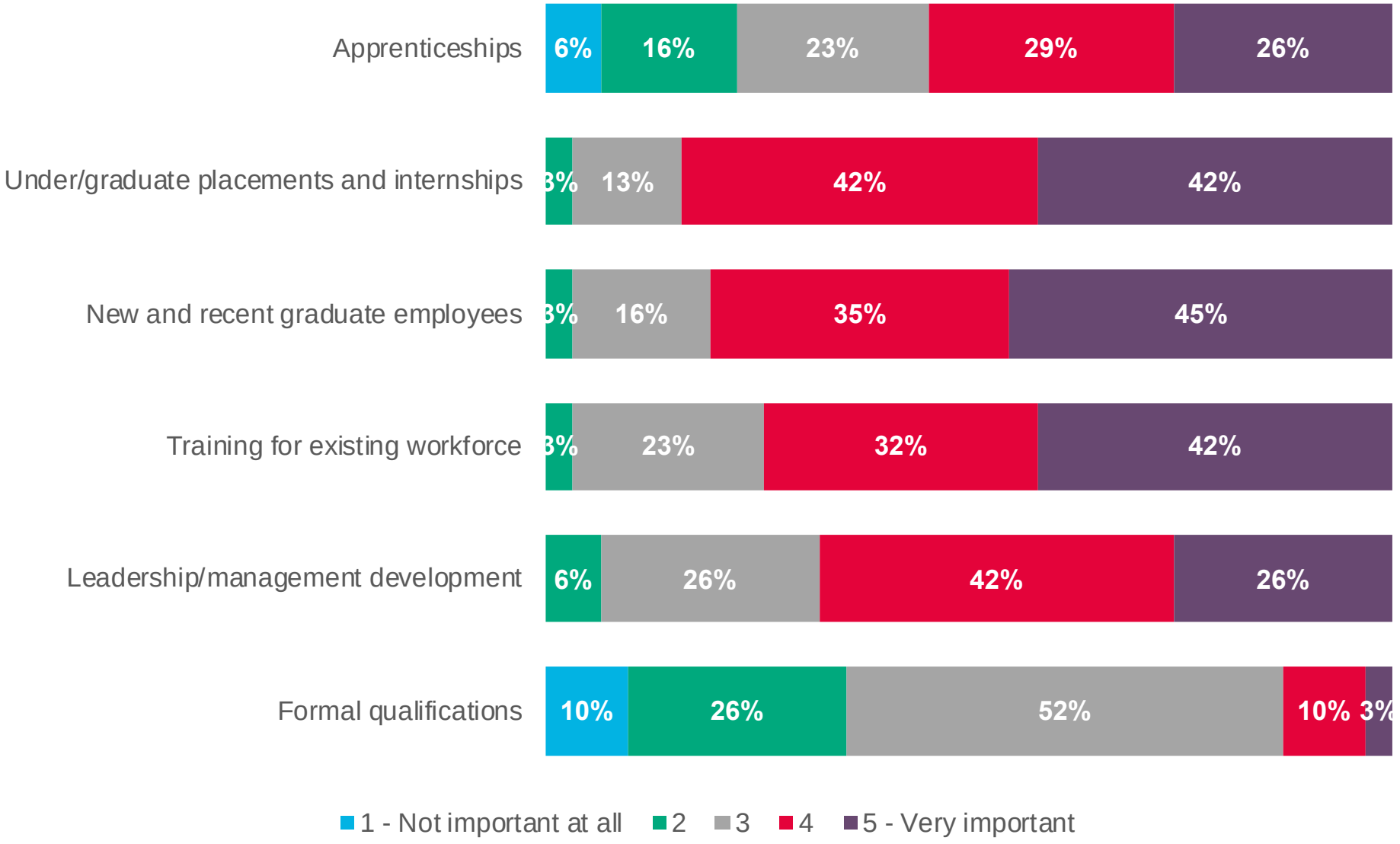
*31 responses*

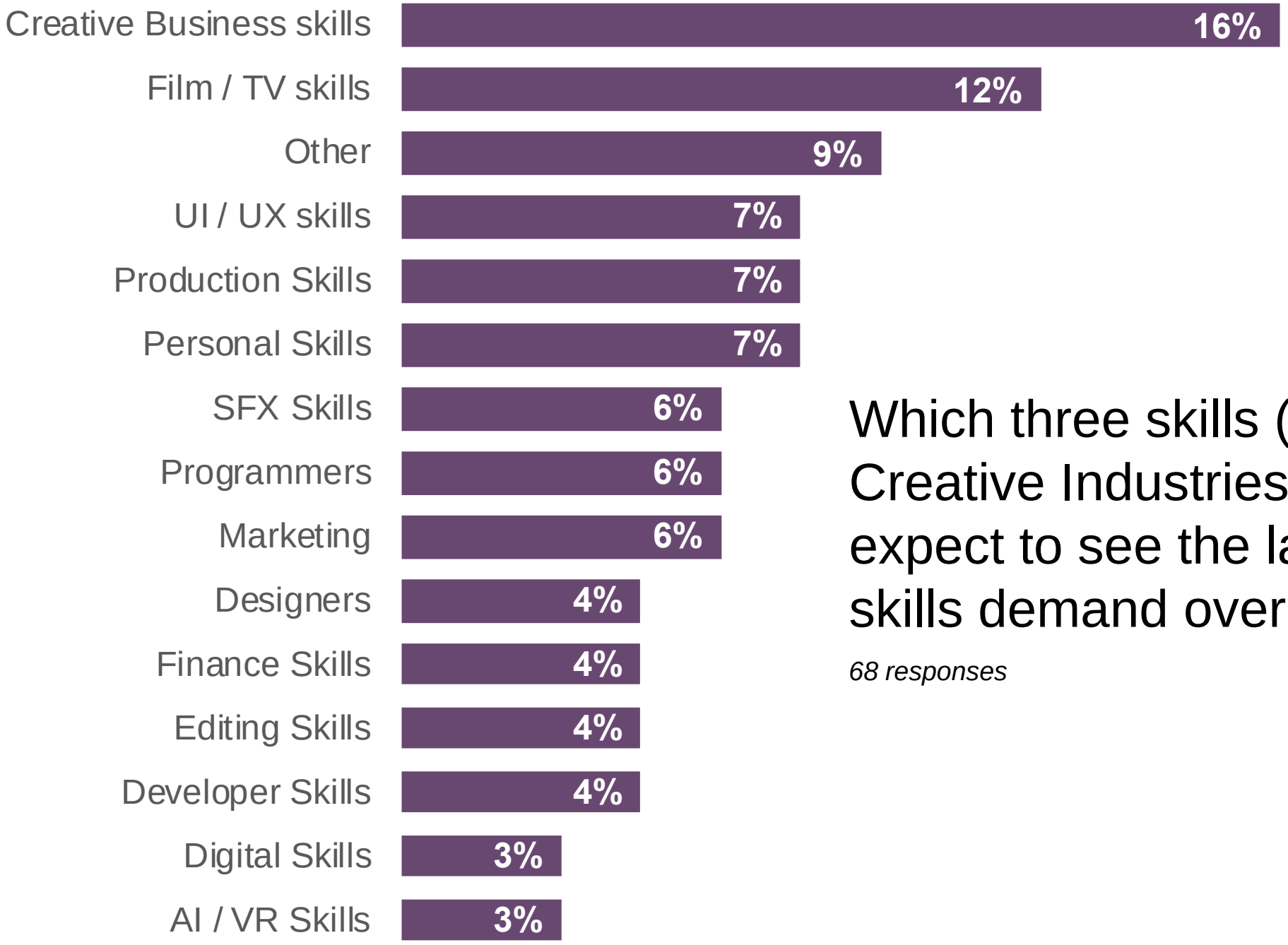



# Please provide details of any skills gaps within your current workforce

*42 responses*

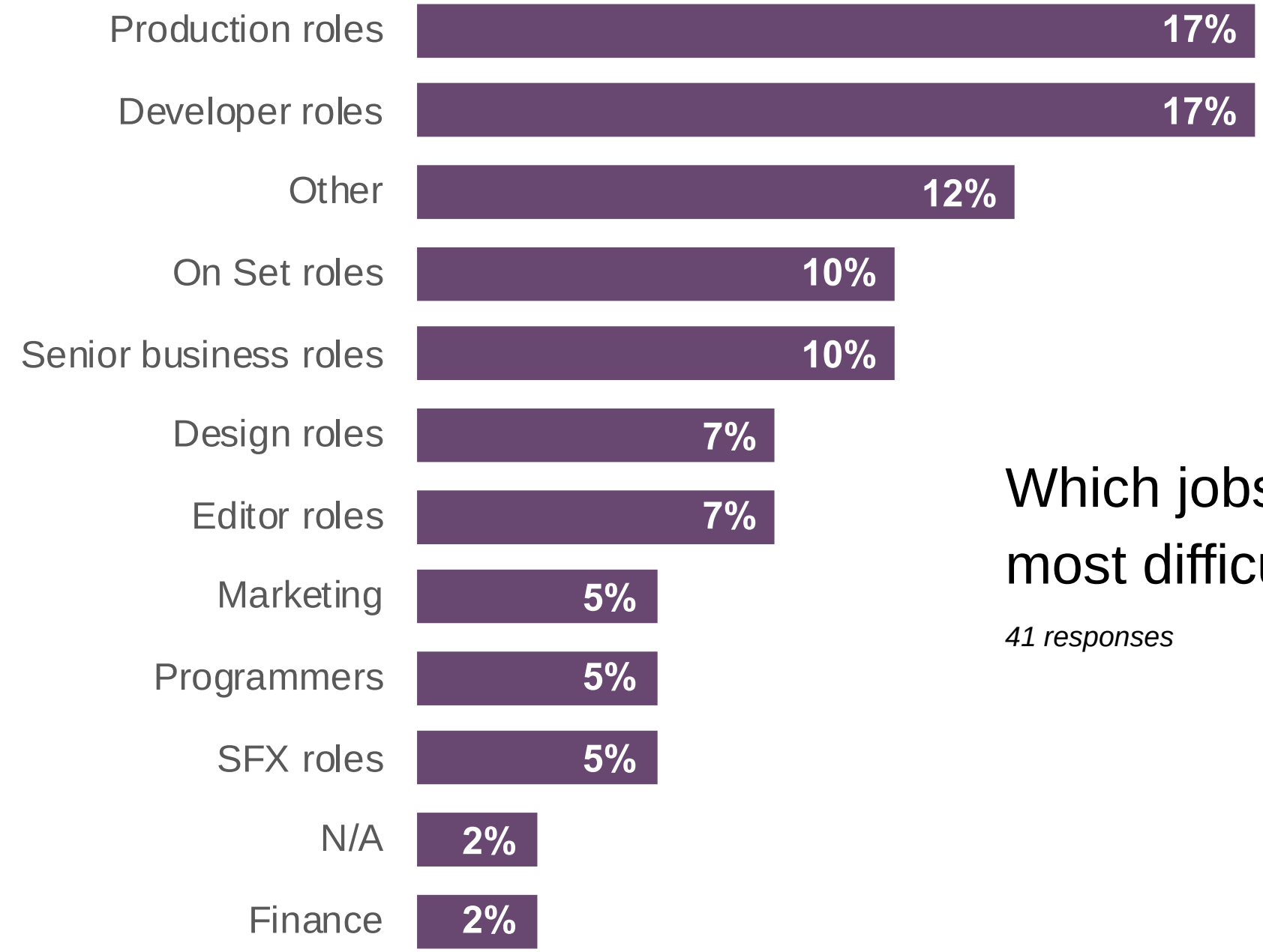
# On a scale of 1 to 5, with 1 being 'not important at all' to 5 being 'very important', how important are the following to the local Creative Industries sector? *31 responses*





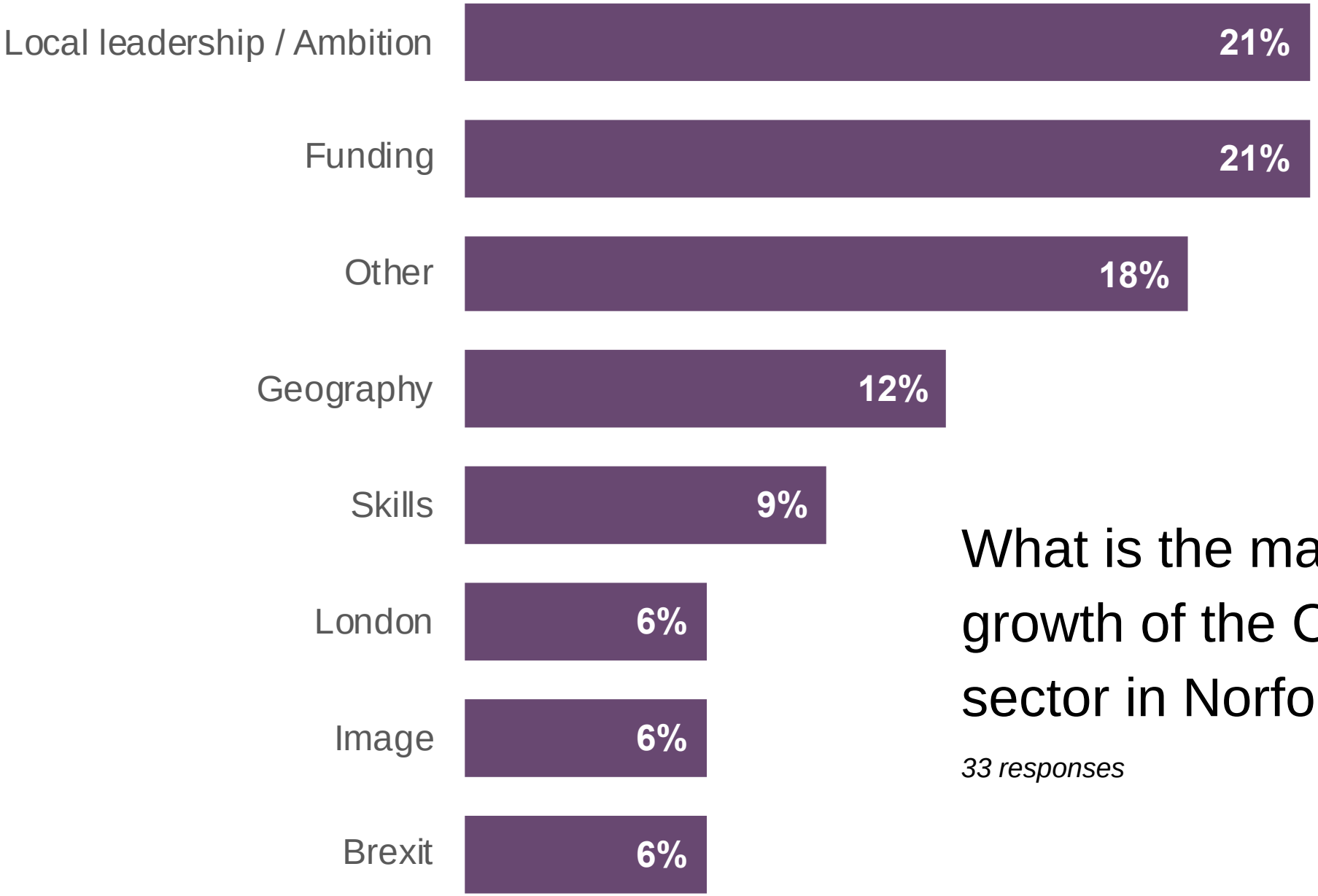

# Which three skills (specific to the Creative Industries sector) do you expect to see the largest increase in skills demand over the next 10 years?

*68 responses*




# Which jobs, if any, do you find it most difficult to recruit to?

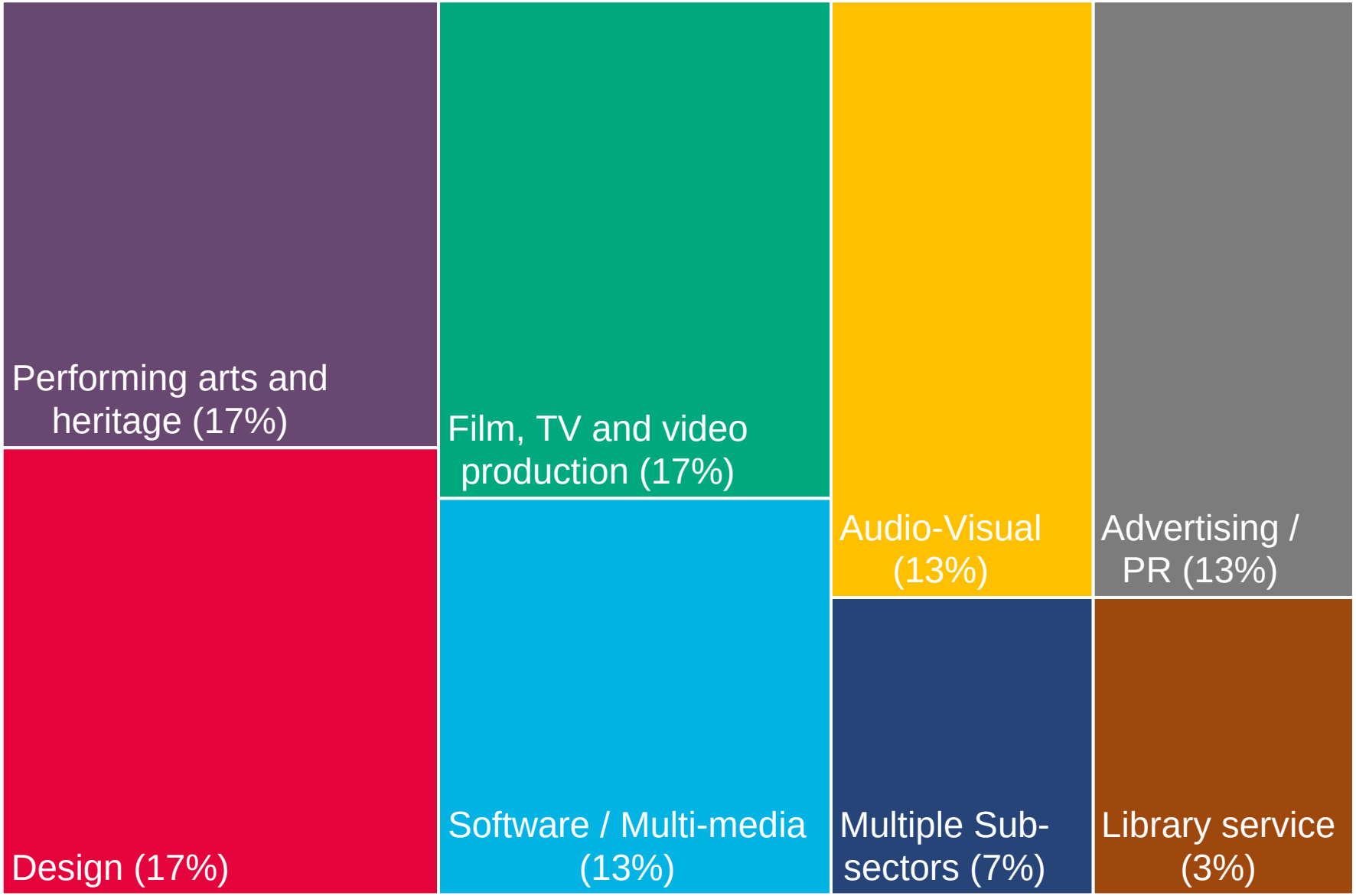
*41 responses*



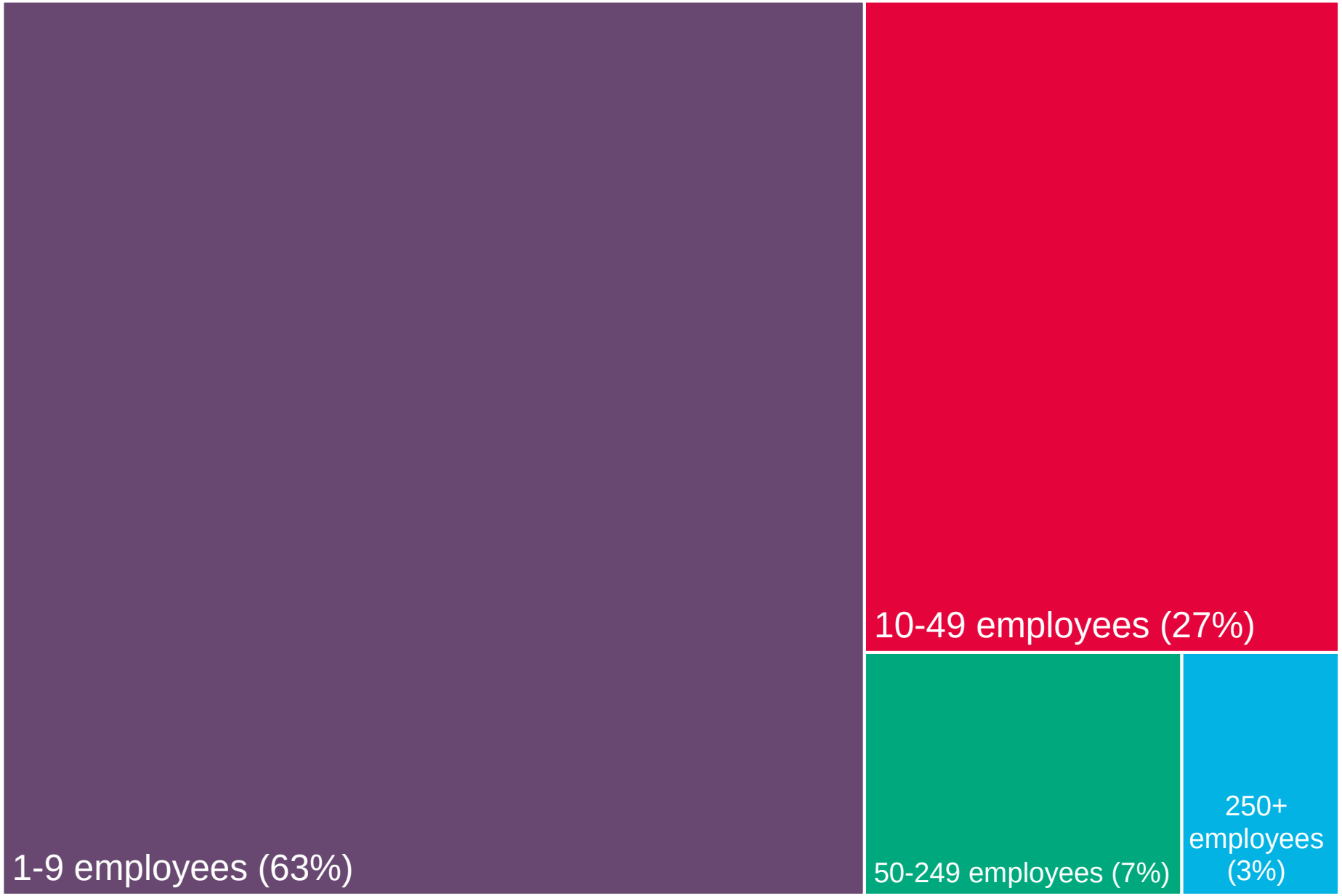

# What is the main threat to growth of the Creative Industries sector in Norfolk and Suffolk?

*33 responses*

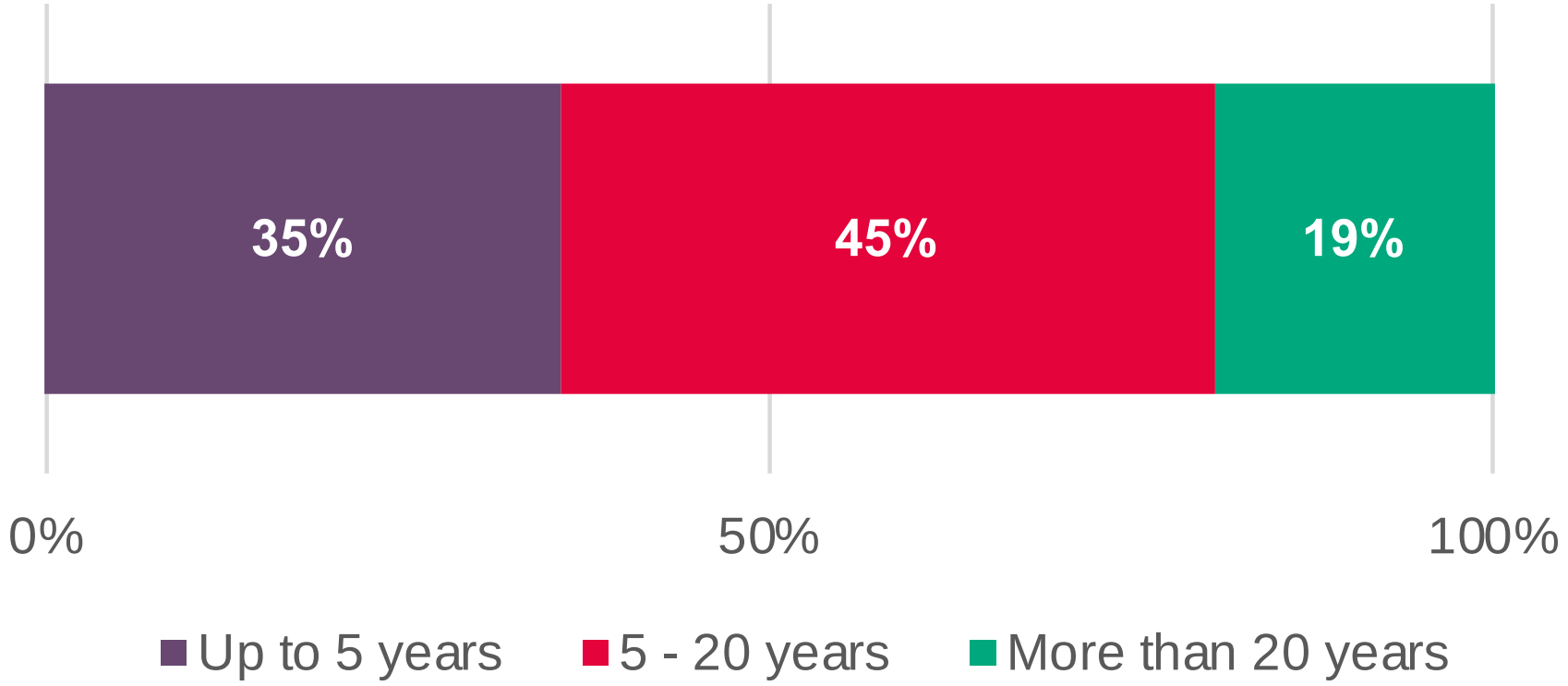
# Which of the Creative Industries sub sectors (*self defined*) best describes your business? *31 responses*



# How many people do you employ in Norfolk and Suffolk? *31 responses*



# How long has the business been trading? *31 responses*



# Appendices

# Creative Industries / Plus Sector Definition

The Standard Industrial Classification (SIC) codes detailed below are those used by the Department for Culture, Media and Sport to define the Creative Industries sector. These same SIC codes are used to form the basis of the New Anglia ‘Creative Industries’ sector definition but with those highlighted in red removed.

70210 : Public relations and communication activities
73110 : Advertising agencies
73120 : Media representation
71111 : Architectural activities
32120 : Manufacture of jewellery and related articles
59111 : Motion picture production activities
59112 : Video production activities
59113 : Television programme production activities
59120 : Motion picture, video and television programme post-production activities
59131 : Motion picture distribution activities
59132 : Video distribution activities
59133 : Television programme distribution activities
59140 : Motion picture projection activities
59200 : Sound recording and music publishing activities
60100 : Radio broadcasting
60200 : Television programming and broadcasting activities
62011 : Ready-made interactive leisure and entertainment software development
62012 : Business and domestic software development
62020 : Computer consultancy activities
58110 : Book publishing
58120 : Publishing of directories and mailing lists
58130 : Publishing of newspapers
58141 : Publishing of learned journals
58142 : Publishing of consumer, business and professional journals and periodicals
58190 : Other publishing activities
58210 : Publishing of computer games
58290 : Other software publishing
74100 : Specialised design activities
74201 : Portrait photographic activities
74202 : Other specialist photography (not including portrait photography)
74203 : Film processing
74209 : Other photographic activities (not including portrait and other specialist photography and film processing) nec
74300 : Translation and interpretation activities
91011 : Library activities
91012 : Archive activities
91020 : Museum activities
85520 : Cultural education
90010 : Performing arts
90020 : Support activities to performing arts
90030 : Artistic creation
90040 : Operation of arts facilities

The following SIC codes, when added to those on the previous page, combine to create a ‘Creative Industries Plus’ sector:

61100 : Wired telecommunications activities
61200 : Wireless telecommunications activities
78101 : Motion picture, television and other theatrical casting
18201 : Reproduction of sound recording
18202 : Reproduction of video recording
18203 : Reproduction of computer media
13100 : Preparation and spinning of textile fibres
13200 : Weaving of textiles
13300 : Finishing of textiles
13910 : Manufacture of knitted and crocheted fabrics
13921 : Manufacture of soft furnishings
13922 : Manufacture of canvas goods, sacks etc
13923 : Manufacture of household textiles (other than soft furnishings of 13921)
13931 : Manufacture of woven or tufted carpets and rugs
13939 : Manufacture of carpets and rugs (other than woven or tufted) nec
13940 : Manufacture of cordage, rope, twine and netting
13950 : Manufacture of non-wovens and articles made from non-wovens, except apparel
13960 : Manufacture of other technical and industrial textiles
13990 : Manufacture of other textiles nec
14110 : Manufacture of leather clothes
14120 : Manufacture of workwear
14131 : Manufacture of men's outerwear, other than leather clothes and workwear
14132 : Manufacture of women's outerwear, other than leather clothes and workwear
14141 : Manufacture of men's underwear
14142 : Manufacture of women's underwear
14190 : Manufacture of other wearing apparel and accessories
14200 : Manufacture of articles of fur
14310 : Manufacture of knitted and crocheted hosiery
14390 : Manufacture of other knitted and crocheted apparel
20302 : Manufacture of printing ink
28940 : Manufacture of machinery for textile, apparel and leather production
32130 : Manufacture of imitation jewellery and related articles
32200 : Manufacture of musical instruments
73200 : Market research and public opinion polling

# Creative Industries Plus Sub Sectors

These SIC codes have then been grouped to form **sub sectors** as follows:

**Advertising & Marketing**
70210 : Public relations and communication activities
73110 : Advertising agencies
73120 : Media representation
73200 : Market research and public opinion polling

**Architecture**
71111 : Architectural activities

**Film, TV, Video, Radio & Photography**
59111 : Motion picture production activities
59112 : Video production activities
59113 : Television programme production activities
59120 : Motion picture, video and television programme post-production activities
59131 : Motion picture distribution activities
59132 : Video distribution activities
59133 : Television programme distribution activities
60100 : Radio broadcasting
60200 : Television programming and broadcasting activities
18201 : Reproduction of sound recording
18202 : Reproduction of video recording
74201 : Portrait photographic activities
74202 : Other specialist photography (not including portrait photography)
74203 : Film processing
74209 : Other photographic activities (not including portrait and other specialist photography and film processing) nec
78101 : Motion picture, television and other theatrical casting

**IT, Software & Computer Services**
62011 : Ready-made interactive leisure and entertainment software development
62012 : Business and domestic software development
62020 : Computer consultancy activities
18203 : Reproduction of computer media
61100 : Wired telecommunications activities
61200 : Wireless telecommunications activities
58210 : Publishing of computer games
58290 : Other software publishing

**Publishing**
58110 : Book publishing
58120 : Publishing of directories and mailing lists
58130 : Publishing of newspapers
58141 : Publishing of learned journals
58142 : Publishing of consumer, business and professional journals and periodicals
58190 : Other publishing activities

**Design**
74100 : Specialised design activities

**Music, Performing & Visual Arts**
32200 : Manufacture of musical instruments
59200 : Sound recording and music publishing activities
90030 : Artistic creation
90040 : Operation of arts facilities

**Textiles**

20302 : Manufacture of printing ink
13100 : Preparation and spinning of textile fibres
13200 : Weaving of textiles
13300 : Finishing of textiles
13910 : Manufacture of knitted and crocheted fabrics
13921 : Manufacture of soft furnishings
13922 : Manufacture of canvas goods, sacks etc
13923 : Manufacture of household textiles (other than soft furnishings of 13921)
13931 : Manufacture of woven or tufted carpets and rugs
13939 : Manufacture of carpets and rugs (other than woven or tufted) nec
13940 : Manufacture of cordage, rope, twine and netting
13950 : Manufacture of non-wovens and articles made from non-wovens, except apparel
13960 : Manufacture of other technical and industrial textiles
13990 : Manufacture of other textiles nec
28940 : Manufacture of machinery for textile, apparel and leather production

**Fashion**

14110 : Manufacture of leather clothes
14120 : Manufacture of workwear
14131 : Manufacture of men's outerwear, other than leather clothes and workwear
14132 : Manufacture of women's outerwear, other than leather clothes and workwear
14141 : Manufacture of men's underwear
14142 : Manufacture of women's underwear
14190 : Manufacture of other wearing apparel and accessories
14200 : Manufacture of articles of fur
14310 : Manufacture of knitted and crocheted hosiery
14390 : Manufacture of other knitted and crocheted apparel

**Crafts**

32120 : Manufacture of jewellery and related articles
32130 : Manufacture of imitation jewellery and related articles

# Creative Industries Occupations

The Standard Industrial Classification (SOC) codes detailed below are those used by the Department for Culture, Media and Sport.

| Creative Occupations Group | SOC (2010) | Description |
|---|---|---|
| **Advertising and marketing** | 1132 | Marketing and sales directors |
| | 1134 | Advertising and public relations directors |
| | 2472 | Public relations professionals |
| | 2473 | Advertising accounts managers and creative directors |
| | 3543 | Marketing associate professionals |
| **Architecture** | 2431 | Architects |
| | 2432 | Town planning officers |
| | 2435 | Chartered architectural technologists |
| | 3121 | Architectural and town planning technicians |
| **Crafts** | 5211 | Smiths and forge workers |
| | 5411 | Weavers and knitters |
| | 5441 | Glass and ceramics makers, decorators and finishers |
| | 5442 | Furniture makers and other craft woodworkers |
| | 5449 | Other skilled trades not elsewhere classified |
| **Design: product, graphic and fashion design** | 3421 | Graphic designers |
| | 3422 | Product, clothing and related designers |
| **Film, TV, video, radio and photography** | 3416 | Arts officers, producers and directors |
| | 3417 | Photographers, audio-visual and broadcasting equipment operators |
| **IT, software and computer services** | 1136 | Information technology and telecommunications directors |
| | 2135 | IT business analysts, architects and systems designers |
| | 2136 | Programmers and software development professionals |
| | 2137 | Web design and development professionals |
| **Publishing** | 2471 | Journalists, newspaper and periodical editors |
| | 3412 | Authors, writers and translators |
| **Museums, galleries and libraries** | 2451 | Librarians |
| | 2452 | Archivists and curators |
| **Music, performing and visual arts** | 3411 | Artists |
| | 3413 | Actors, entertainers and presenters |
| | 3414 | Dancers and choreographers |
| | 3415 | Musicians |