

## Careers Opportunities - South East Midlands Creative Industries

### What is it?

Creative industries are those that use individual creativity, skills and talent.

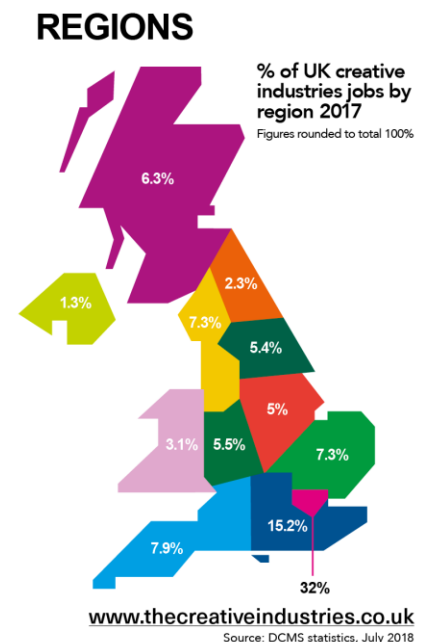
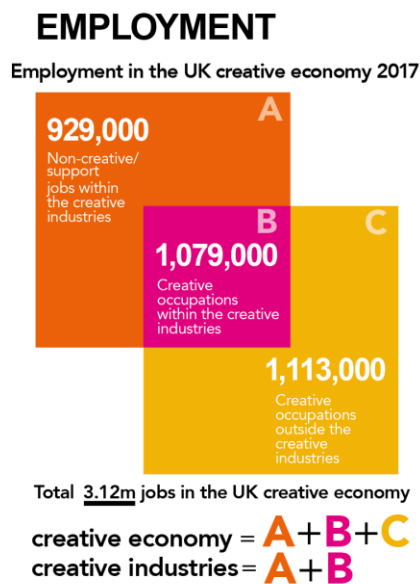
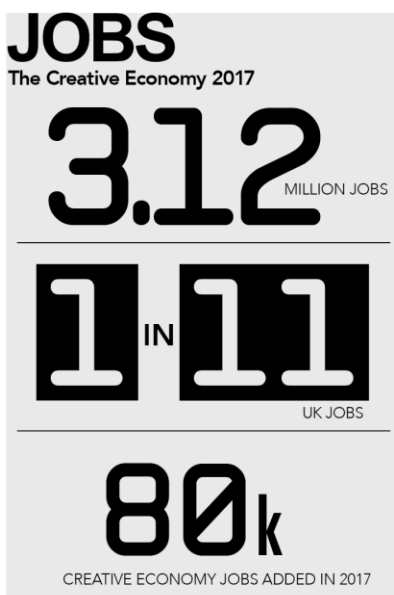
They are the fastest growing part of the UK economy, accounting for 1 in 11 jobs in the UK and contribute more to the UK economy than automotive, life sciences, aerospace, oil and gas combined.

The sector comprises:

- ▶ Advertising and Marketing
- ▶ Architecture
- ▶ Crafts
- ▶ Design (product, graphic, fashion)
- ▶ Film, TV, Video, Radio & Photography
- ▶ IT Software & Computer Services
- ▶ Publishing
- ▶ Museums, Galleries, Heritage & Libraries
- ▶ Music, Performing & Visual Arts
- ▶ Animation & Virtual Effects (VFX)
- ▶ Video Games

See some examples of roles and earning potential in the creative sector [here](#).

## The UK Creative Economy 2017

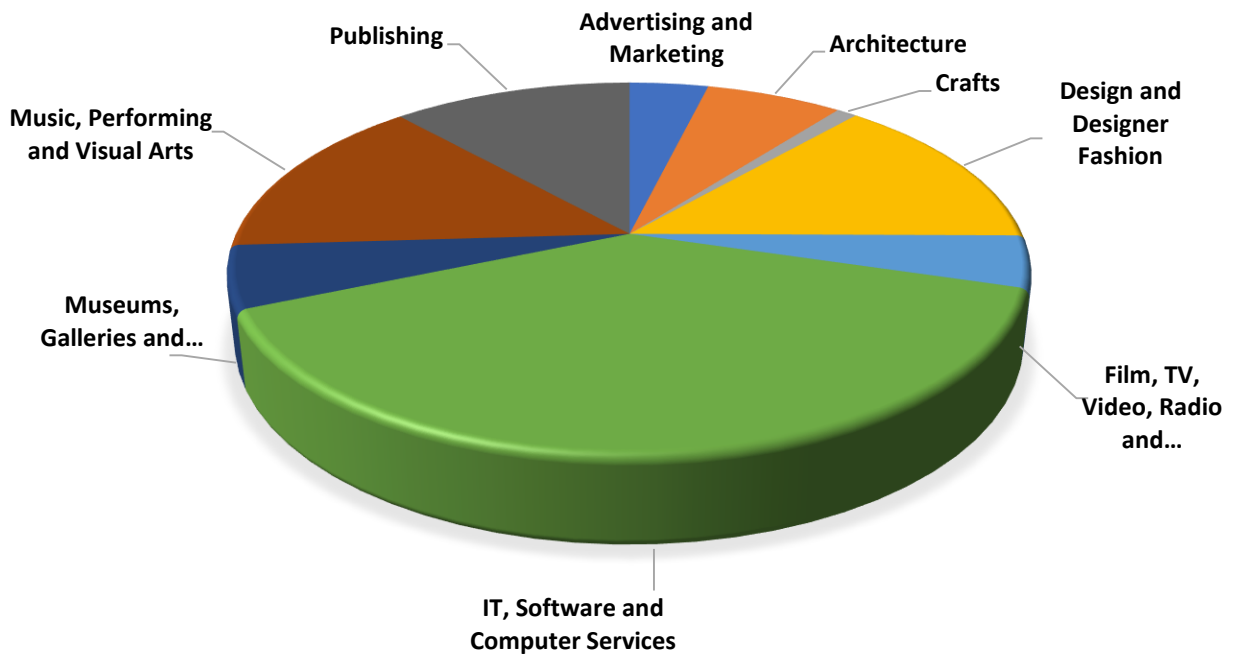


Because of the importance of individual creativity, skills and talent, it is estimated that over 85% of creative jobs are at low or no risk of automation.

## Current trends

The creative sector is growing, with a high demand for people with the right skills, qualifications, training and attitudes.

### Creative Industries – Proportion of Jobs in Sub Sectors



Creative businesses based in the South East Midlands increased by over 3,400 to 13,785 from 2012 to 2017.

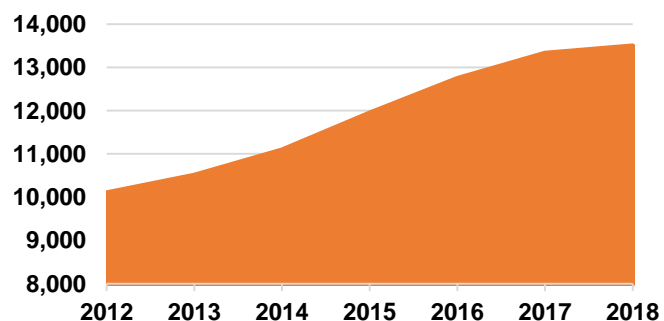
The sector has a large proportion of micro businesses (less than 9 employees) at 13,055 (94.7%).

Business Size (Employees)	Proportion
Micro (0 to 9)	94.7%
Small (10 to 49)	4.5%
Medium (50 to 249)	0.7%
Large (250+)	0.1%

The largest business growth, 2012 to 2018 has been in:

Computer programming, consultancy & related activities	+2,390
Architectural & engineering activities & related technical consultancy	+810
Motion picture, video and television programme activities	+155
Specialised design activities	+125

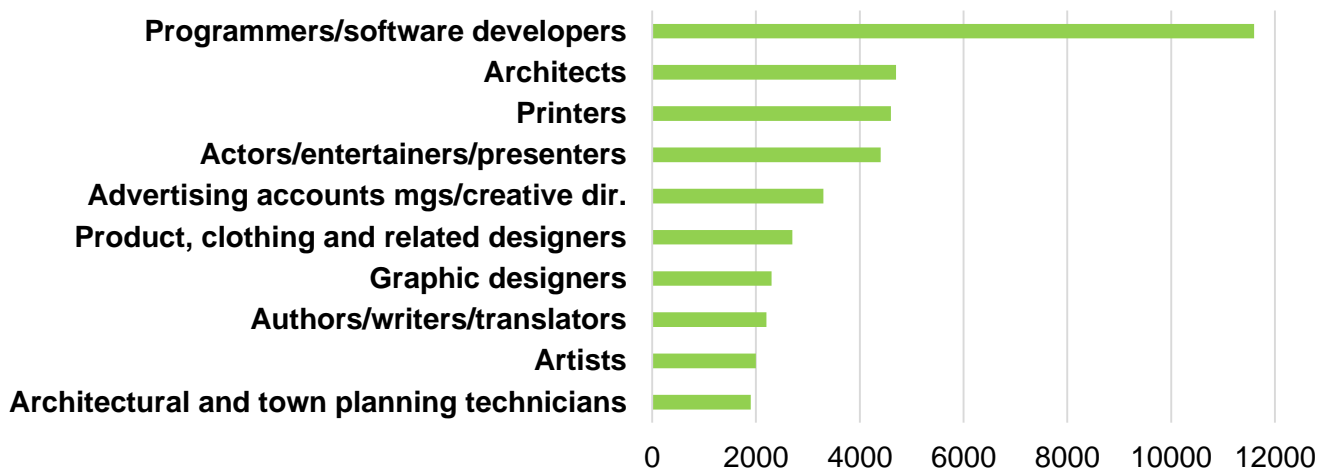
### Number of Business Units in Creative Industries (South East Midlands)



## Prospects for the future

Over 202,000 people are employed in the creative industries sector in East of England and East Midlands and this number increased by over 23,600 from 2012 to 2017.

The top 10 creative industries occupations with the largest growth, 2012 to 2017 have been:



### Creativity is likely to be even more important in the future job market

Jobs asking for creativity are more likely to grow as a percentage of the workforce in the future. The human creative element is automation proof, i.e. only we can do it!

### Employers don't just value creativity alone: they need other skills, competencies, attitudes and behaviours as well

Communication  
Initiative  
Digital literacy  
Independence  
Reliability

Problem solving  
Organisation  
Work ethic  
Reflective  
Politeness

Resilience  
Teamwork  
Curiosity  
Honesty  
Humility

### Creative industries occupations do not have a monopoly on creativity!

Other occupations seeking creative people include Bakers, Chefs, Florists, Hairdressers and Barbers.

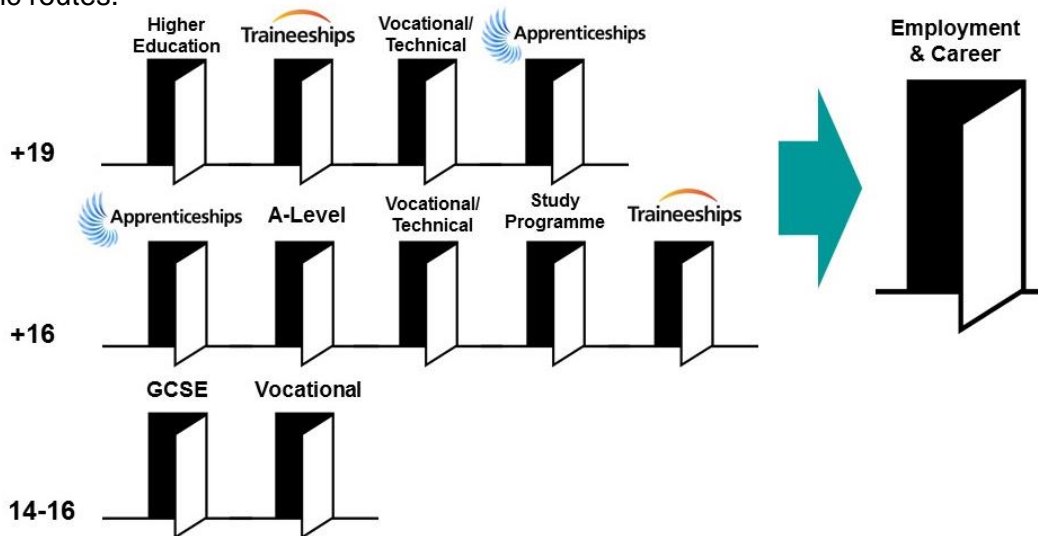
Jobs having a lot in common with Creative Occupations include engineers, manufacturing and business development roles.

Find out more about what career opportunities and earning potential the creative sector can provide at [Prospects](#).

## How do I get there?

### Pathways

There are many pathways into a career in the creative industries sector including the traditional academic routes.



- ▶ **Apprenticeships** - a real job, a nationally recognised qualification with a mix of learning in the workplace and formal training by a training provider, further education college or university. There are a range of levels for apprenticeships from intermediate to degree. Find out more [here](#) and to search for and become an apprentice, start [here](#).
- ▶ **Traineeship** - Traineeships are designed help young people who want to get an apprenticeship or job but don't yet have appropriate skills or experience. More information can be found [here](#).
- ▶ **Vocational/Technical - Further Education**
  - [Barnfield College](#)
  - [Bedford College](#)
  - [Central Bedfordshire College](#)
  - [Milton Keynes College](#)
  - [Northampton College](#)
  - [Tresham College](#)
- ▶ **Higher Education**
  - [University of Bedfordshire](#)
  - [University of Northampton](#)
  - [The Open University](#)

### What else do I need?

Qualifications on their own will not be sufficient to secure a job. Employers also look for:

- ▶ **Basic skills** - maths and English
- ▶ **Key employability skills** - those specific to a job, technical/practical skills and customer service
- ▶ **Experience** - gain some work experience whilst in education, this may include volunteering

Have a look at [Life Skills](#) and [Industrial Cadets](#) to prepare you for making the first step into a career.