

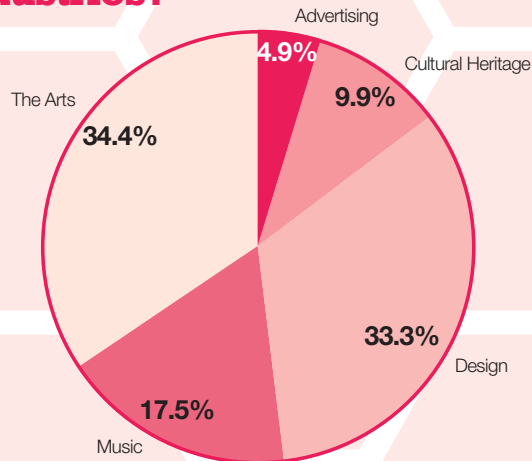
Creative and Media



What's happening?

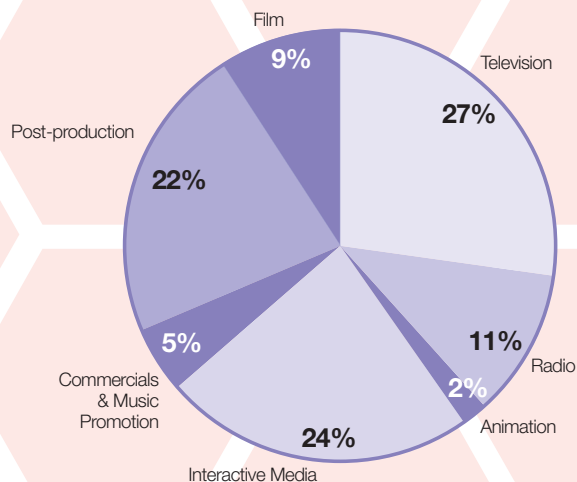
- The UK audiovisual industries include film, video, interactive media and photo-imaging (including areas such as TV broadcasting, film production, cinema exhibition, animation, music, video games and photography.)
- There are more than 400 audio visual companies in the East of England and around 18,800 people work in the audio visual industry.
- The highest employing sectors are photo imaging, services for film and TV, and broadcast radio.
- The East of England is home to 3% of the total UK audio visual industries workforce, and almost a third of them work as freelancers.
- Over one third of the UK interactive media workforce (both electronic games and offline multimedia) is based in the South East. Also, within the film industry, production, facilities and distribution industries are largely based in the South East and London.
- The East of England boasts six commercial film studios in nearby Hertfordshire centred around Elstree Studios – these represent 50% of the UK's commercial studio facilities.
- The UK's national centre of excellence in film and television, the National Film and Television School, is in Buckinghamshire.
- The interactive media sector employs a more highly qualified workforce than that of the UK as a whole. Many new entrants have a degree or other higher education qualification.
- In the UK over 500,000 people work in design, arts and crafts. 31% of designers are based in London.

Who does what in the creative industries?



Source: Annual Population Survey 2004, © Crown Copyright. Figures are for Great Britain.

Who does what in the audio visual industries?



Source: Skillset 2006. Figures are for the UK.

How much could I earn?

Remember – many jobs will demand minimum entry qualifications. Those earning high salaries are usually well qualified and experienced and will continue to learn throughout their working life.

	Annual mean salary
Advertising Director	£48,258
Graphic Designer, Product Designer, Clothes Designer	£24,723
Make-up Artist (films)	£16,272

Salary rates have been calculated using the average gross pay for full-time workers. Figures are for the UK. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours & Earnings 2007, ONS © Crown Copyright.

Numbers employed within sector by local businesses

Essex LSC	25,500
Essex	21,600
Southend UA	2,600
Thurrock UA	#
UK	1,111,400

Source: Annual Business Inquiry, 2007, [Nomis 17 May 2007] © Crown Copyright. Figures do not include the self-employed, people under 16 or trainees without a contract of employment. Figures are rounded to nearest hundred. # unable to disclose data due to commercial confidentiality.

What we think will happen

- There are five key areas identified for regeneration in Thurrock, these are: London Gateway (Shellhaven), Tilbury, Grays, Lakeside/West Thurrock, Purfleet. These will create more jobs in a range of new and existing industries (including the creative industries).
- There are several exciting projects in the pipeline for the area. These include a National Skills Academy for the Creative & Cultural Sector and relocation of the Royal Opera House's scenery production facility to Purfleet.
- The Royal Opera House Production Campus will include a state-of-the-art campus housing the Royal Opera House's backstage production; a National Skills Academy for the creative and cultural sector specialising in backstage production for performing arts; work spaces for creative businesses, artisans and artists; education and teaching facilities; residential accommodation; and a shared community space including a café, restaurant, offices, historic walled garden and orchard. The Royal Opera House facility and National Skills Academy are scheduled to open in 2009.
- Qualifications offered may include the new Creative Apprenticeship being developed by Creative & Cultural Skills with specialist "pathways" including technical theatre, live events and promotion and music business skills. Other qualifications will be developed in direct response to industry needs.
- Arts Council England, East plan to invest £32 million in the arts across the East of England between 2008-2011. This includes over £10 million in theatre, £1.2 million in literature, £2.4 million in dance, £8 million in music, and £5.6 million in combined arts.
- No significant changes in the numbers working in the audio visual sector in the South East are expected. The biggest occupational skill changes anticipated in the future are likely to effect high level occupations.
- Some of the fastest occupational increases in the UK are expected in design, media, artistic and literary related work.
- Self-employment opportunities are set to increase in the future.
- The future will see a need for skills in electrical engineering, use of voice recognition and gallery production.
- Technological changes (including the shift to digital) will continue the demand for 'multi-skilled' workers and for continuous skills development and improvement.
- Work is underway with further and higher education bodies to develop the University College Grays. The new campus will provide a wide range of FE/HE, community and work based learning opportunities, with a central location and a cutting edge landmark design. Courses will be delivered at all levels including Performing Arts and Creative Industries.
- It's a tough business. More people want to work in it than there are jobs. You might have to do menial jobs on your way up the ladder.
- There will be a new qualification called a Diploma in Creative and Media available from September 2008. This will help people prepare for university, college or work. Look out to see if it's going to be on offer in your area.

Is this you?

- An eye for shape and colour
- Enjoy creative and practical work
- A good eye for detail
- Aware of trends in design and culture
- Technical and artistic ability
- Inquisitive, persuasive and persistent
- Good communication and networking skills

What local students did in 2006

No one went directly into creative and media related work. Getting a first step on the ladder in the media industry is tough. Most people interested in these sorts of jobs continued developing their skills and knowledge at school or college.

Some job suggestions

- Brand Manager
- Medical Illustrator
- Newspaper/Broadcast Journalist
- Photographic Stylist
- Radio Producer
- Sound Technician
- TV/Film Camera Operator

Next steps...

If you're serious about this type of work - **FIND OUT MORE!**

Use your Connexions Resource Area in School/College or visit your local Connexions Centre/One Stop Shop for information about jobs; qualifications; local training; further and higher education; skills and personal characteristics; rates of pay and working conditions.

Really useful websites and resources!

Your Creative Future – www.yourcreativefuture.org.uk

Design Council – www.designcouncil.org.uk

Creative and Cultural Skills – www.ccskills.org.uk

Skillset, the Sector Skills Council for the Audio-Visual Industries – www.skillsformedia.com

The Crafts Council – www.craftscouncil.org.uk

Apprenticeships - www.apprenticeships.org.uk or **call the helpline on 0800 150600**

Jobs4u (careers database) – www.connexions-direct.com/jobs4u

Working in Booklets – case studies of people in a variety of jobs. (Fashion and Clothing). Try your Connexions area, or download them from www.connexions-direct.com. Go to careers>career resources>download publications>Working In

For learning opportunities and course information for 14-19 year olds in Essex, Southend and Thurrock, see www.stepon.org

For further information and advice please contact Connexions Direct in confidence (you don't have to give your name or personal details if you don't want to):

Email: via www.connexions-direct.com (click on the email link) • **Telephone** Connexions Direct on 080 800 13 2 19

Text Connexions Direct on 07766 4 13 2 19 • **Local** Connexions service www.estconnexions.co.uk

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