



Creative. Industries. Federation.

Creative industries jobs - the risks and opportunities

The creative industries are the UK's fastest growing sector, with one in 11 jobs in the creative economy. We are world leaders and attract international talent which furthers the UK's success.

However, there are skills shortages that risk being exacerbated by Brexit.

We need a new immigration system that permits access to the brightest and best and an education system that champions the mix of technical and creative skills needed for 21st century jobs - in the creative industries as well as related sectors such as engineering.

The creative industries are:

- Worth £87.4bn to the economy - more than oil and gas, automotive, aerospace and life sciences combined
- Growing at twice the rate of the wider economy
- Growing faster in nations and regions including Scotland, the West Midlands and the North West than in London
- Creating jobs four times as quickly as the wider economy
- Responsible for almost 10% of all UK service exports - only the USA and China export more creative content
- A priority sector in Government's industrial strategy.

Despite the sector's impressive size and rate of growth, there are threats to continued success.

Skills shortages are the biggest issue facing the UK's creative industries.

- The creative industries rely on a broad range of highly-developed skills. They are the third largest employer of STEM graduates and hire a large number of humanities graduates.
- But the sector has major skills gaps - particularly in jobs that need a mix of creative and technical skills, such as graphic design and visual effects.
- Engineering and creative industries jobs make up more than half of those on the government's official 'shortage occupation list'.
- Sector skills gaps stem from a mix of inadequate provision at schools, an underdeveloped technical education system and a lack of awareness about careers that the sector has to offer.
- These gaps are only set to get worse:
 - The number of students taking GCSE design and technology dropped by 41% between 2007/8 and 2014/5.
 - Entries for GCSEs in creative subjects fell by 46,000 last year against a rise in subjects promoted as "core" by the EBacc attainment measure. Entries for arts subjects in Scotland also showed a decline.

Urgent action is required to combat this declining supply of talent and high-level skills.

International workers have been critical to recent UK success.

- The UK will always need to attract the best and brightest from around the world to work here if we are to remain the global leader in the creative industries.
- UK workers could take up more of the available jobs if we were offering the right education and training.
- 6.7% of workers in the sector are from the EU (but not the UK), while 6% are from outside the EU. This is comparable to the numbers in other industries, but the proportion of international workers is far higher in some of the most productive parts of the sector:
 - 25% of architects are non-UK EU [Royal Institute of British Architects survey]
 - 30% of visual effects workers are non-UK EU [UK Screen Alliance members' survey]
 - 20-30% of video games employees are non-UK EU [Ukie members' survey]

An end to freedom of movement under Brexit risks exacerbating skills shortages in the creative industries.

What we can do to secure the creative industries workforce

- **Improve skills training at home:** Government should audit the skills and education needs of the creative industries as part of its industrial strategy. It should work with industry to ensure education providers are equipping students with the skills needed to work in the sector.
- **Ensure our immigration system works for the creative industries:** We need access to the brightest and best from around the world if the UK is to remain the world leader in the creative industries. A Federation report on how a new non-EU visa system could best support growth in the sector will be released in October.
- **Continue freedom of movement as part of any transitional arrangement with the European Union following the UK's exit:** This will provide UK businesses with the best possible opportunity to adjust to operating in a post-Brexit Britain.

What are the creative industries?

- Advertising and media
- Animation
- Architecture
- Broadcasting
- Crafts
- Creative tech
- Design
- Fashion
- Film
- Museums, galleries and libraries
- Music
- Performing arts
- Photography
- Publishing
- VFX
- Videogames
- Visual arts



The **Creative Industries Federation** is the national organisation for all the UK's creative industries, cultural education and arts, representing members in every sub-sector across all the nations and regions.

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