

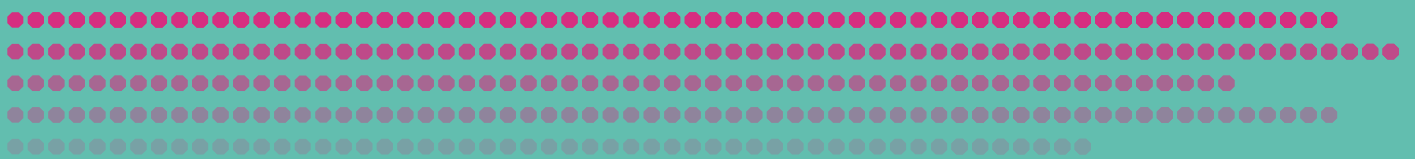


Make informed decisions about your career path by learning about key labour market sectors in Cornwall & Isles of Scilly



THE CREATIVE

SECTOR IN CORNWALL & THE ISLES OF SCILLY





Introduction to the creative sector

The creative sector includes artists, musicians, writers and performers, as well as makers (of all kinds, photographers, TV, radio and film makers, games and virtual reality programmers and graphic designers). In addition, the sector includes a wider range of technicians and support roles that make this a fast-growing industry. Employees with diverse specialisms are needed.

The creative sector makes up about 3% of the Cornish economy and the average (mean) salary is £24,747, with salaries for different occupations within the sector showing significant variation. The sector is also dominated by freelancers and small businesses. The creative sector is growing fast and has seen significant investment in recent years.

THE CREATIVE
SECTOR MAKES UP



OF THE CORNISH
ECONOMY

**THERE IS A
COMMITMENT TO
CREATE A CREATIVE
ENTERPRISE ZONE
IN CORNWALL
AS WELL AS
SUPPORT HUBS
AND LABS THAT
WILL ENCOURAGE
COLLABORATIVE
WORKING.**



Current outlook

There are approximately 6000 people employed in the creative sector in Cornwall & the Isles of Scilly in over 2000 creative businesses. Two thirds (67%) of these these are full time, and a third (33%) are part time. There is also a high percentage of self-employed individuals working in the sector not picked up by these figures.

Within the creative sector nationally, the largest proportion of staff work within administrative, sales and support roles, followed by production managers and those in photography and audio visual/broadcasting. Within Cornwall, the demand follows a similar pattern, and also includes science, engineering and production technicians.

Cornwall is home to Falmouth University, a top creative industries university, which offers a diverse range of creative courses.



There are often creative roles in non-creative sector employers and it's also possible to work in a non-creative role with an employer in this sector.

Salaries in the creative sector

| Occupation Title | Median Salary (UK-wide) |
|--|-------------------------|
| Customer service occupations n.e.c. | £18,741 |
| Sales and retail assistants | £12,193 |
| Other administrative occupations n.e.c. | £18,207 |
| Photographers, audio-visual and broadcasting equipment operators | £24,763 |
| Science, engineering and production technicians n.e.c. | £26,436 |
| Merchandisers and window dressers | £19,633 |



Proportion of jobs in the national creative sector and demand over the last year in Cornwall

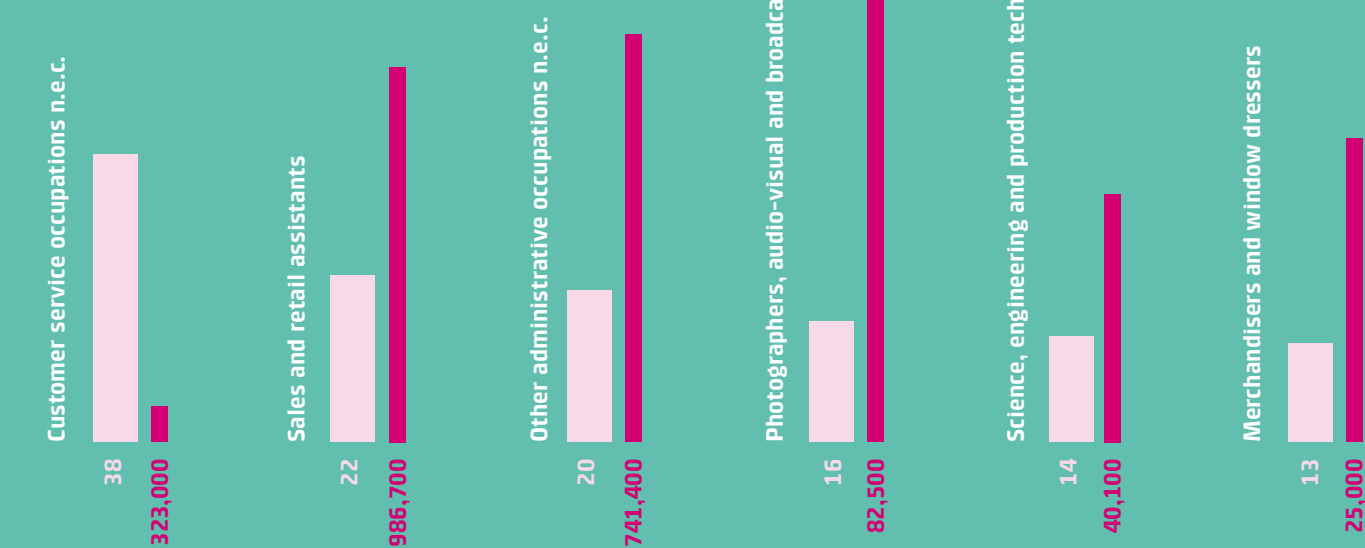
Key:

Demand for these occupations in Cornwall & the Isles of Scilly

Number of Job Posting in 12 months¹

The current occupations in this sector nationwide

Number in employment (UK-wide)



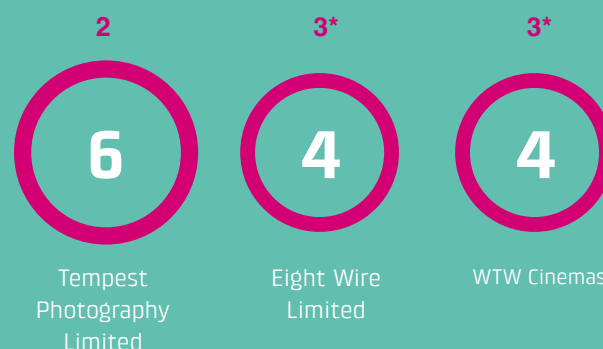
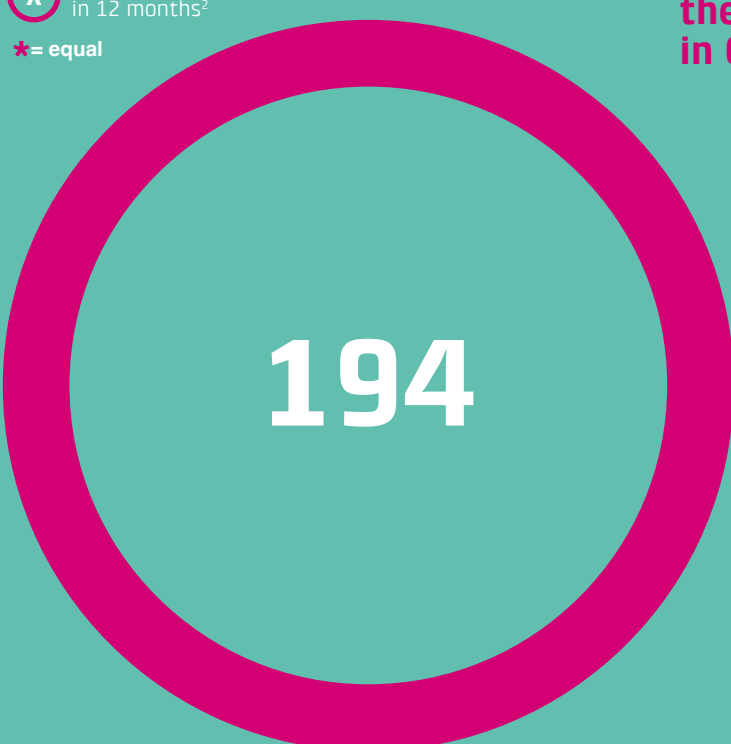
Remember not all vacancies are advertised. Many people find a job through their networks and informal contacts.

Key:

X Number of Job Postings in 12 months²

* = equal

Number of employees recruited over the year by the top creative recruiters in Cornwall



Other key creative employers in Cornwall and the Isles of Scilly include:

- Hall for Cornwall
- Creative Cornwall
- Screen Cornwall

Around
60%
of people employed in the creative sector are freelancers.

¹ Burning Glass Data from March 31 2021 to April 1 2022

Skills

Employer demand for specialist skills in the creative sector industry in Cornwall

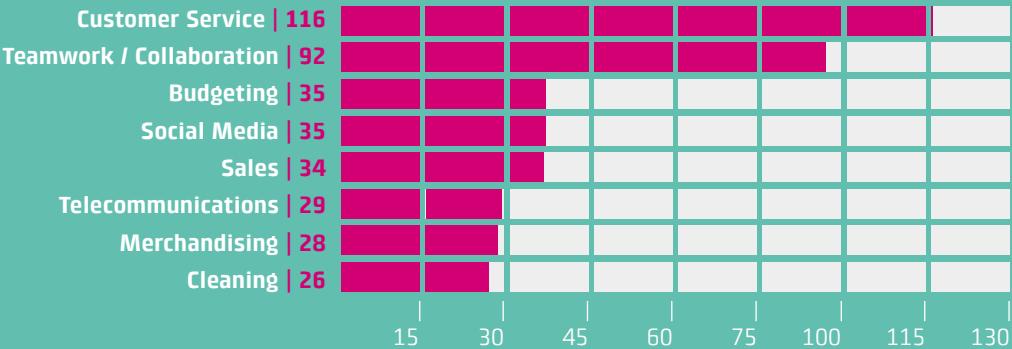
Job adverts listing this skill



Merchandising involves creating attractive displays to entice customers to buy many different types of products



Social media skills are widely valued by start-up and established businesses, requiring a creative approach to written and visual content.



Employer demand for IT skills in the creative sector in Cornwall

Job adverts listing this skill

33

Microsoft Office



10

Adobe Photoshop



9

Microsoft Excel



8

Adobe Indesign



6

Adobe Acrobat



6

Adobe Creative Suite



4

Adobe Illustrator



4

Facebook



3

Adobe Premiere



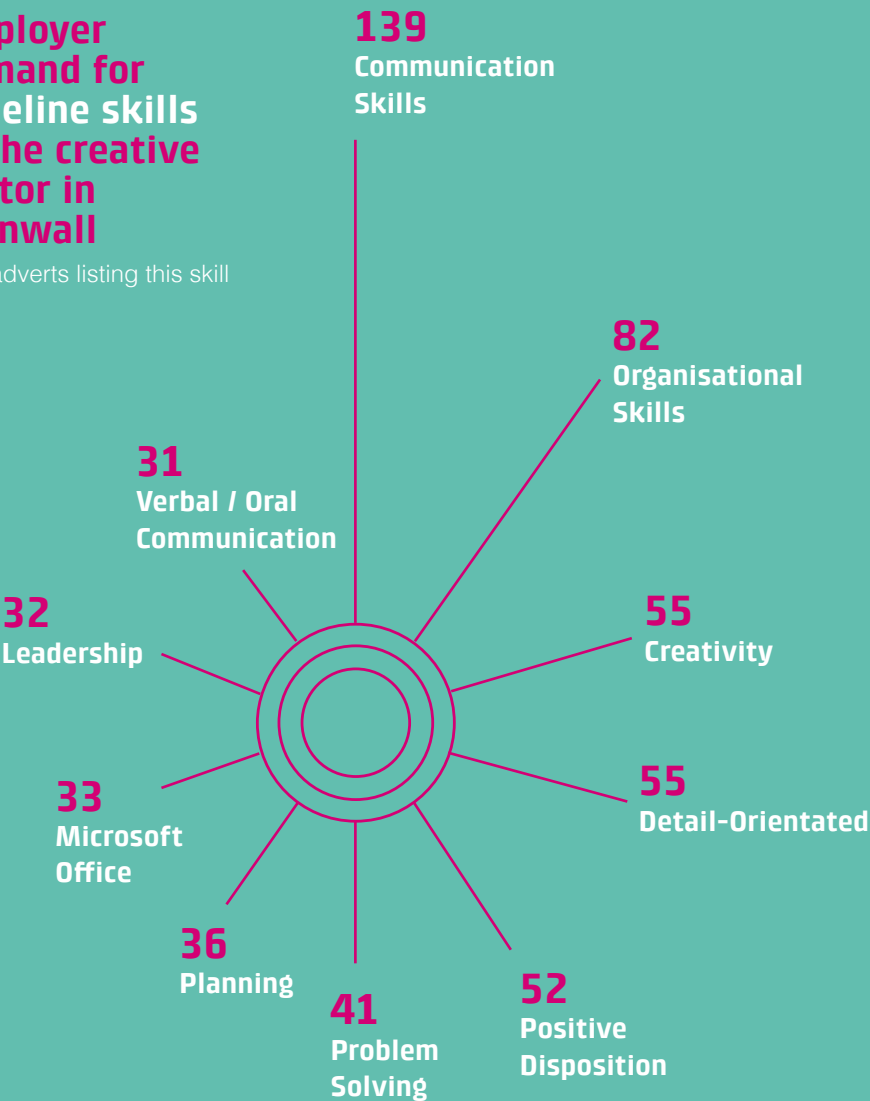
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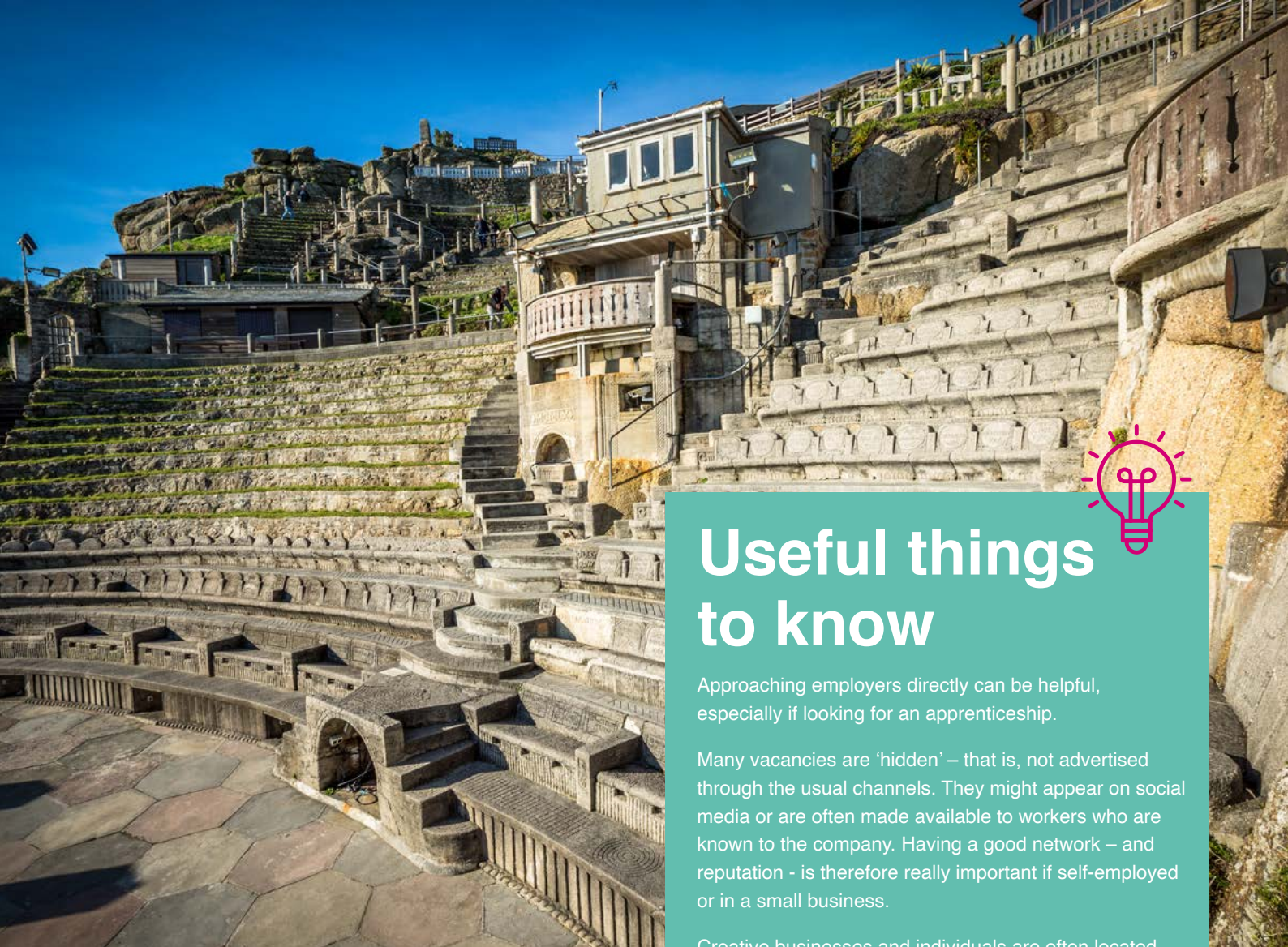
JavaScript



Employer demand for baseline skills in the creative sector in Cornwall

Job adverts listing this skill





Useful things to know

Approaching employers directly can be helpful, especially if looking for an apprenticeship.

Many vacancies are 'hidden' – that is, not advertised through the usual channels. They might appear on social media or are often made available to workers who are known to the company. Having a good network – and reputation - is therefore really important if self-employed or in a small business.

Creative businesses and individuals are often located in a 'hub' or area that allows them to share skills and collaborate on projects.

Creative roles often need digital, financial and technical skills too, whether running a business or employed by an organisation.

Future outlook

The success of the local, national, and global creative industries is linked to wider economic stability. The creative sector has been under considerable pressure in the last few years, with the pandemic requiring many arts and cultural venues to close either temporarily or permanently. However, there has been much innovation too, including in bringing artistic endeavours online allowing them to reach a greater proportion of the population. Advances in Artificial Intelligence and Virtual Reality will continue to develop and these experiences will lead to more employment opportunities in the future.

In addition, the drive to Net Zero is bringing an increasing focus on sustainability. Designers of physical and virtual products are continually searching for technologies to lower the carbon footprint of everything from fashion to furniture to advertising. This will bring opportunities for new roles and approaches that do not exist yet and relies on creative approaches in many existing roles too.

The creative sector is highly dynamic and so you should expect that new new sub-sectors will emerge, as they have done in the past (e.g. video games, podcasts). It is a sector where young, creative minds are greatly valued and where it is possible to generate new opportunities through entrepreneurial activity.

Automation

Overall, the creative sector is unlikely to see a reduction in employment as a result of automation. Indeed automation may offer the sector new opportunities to example. But, as in other industries, there will be some roles and tasks within the sector that could be automated. This is particularly true of low skilled support functions, and some occupations involved in the production and distribution of creative outputs.

Many occupations and creative endeavours are at low risk of automation such as photographers and audio-visual and broadcasting equipment operators. While many other roles will actively be developing new skills to maximise the opportunities linked to new technologies such as Augmented and Virtual Reality and Cloud technologies.¹

All this means it is important for those entering the creative sector to continue to develop skills and engage with new technologies.

¹ <https://ati.ec.europa.eu/sites/default/files/2021-10/Leaflet%20Technological%20trends%20in%20the%20creative%20industries.pdf>



Routes into the creative sector:

1. Direct employment into a job in the creative sector and receive training on the job. The **Find a job service** (<https://www.gov.uk/find-a-job>) can help you with your search for jobs and send alerts when new jobs become available.
2. Apply for an apprenticeship or traineeship with an employer. The **Find an Apprenticeship Service** (<https://www.gov.uk/apply-apprenticeship>) can help you with your search, send alerts when new apprenticeships become available and has advice on how to apply.
3. Undertake a relevant College course, or new T-Level qualifications are available for 16-18 year olds.
4. Graduates can enter the workforce after attaining a relevant degree.
5. Work experience can be a great way to find out what it's like working in the creative sector and gain valuable skills for your CV.
6. Self-employment - some of the best creative businesses have started through a creative passion or hobby. Free Start-up Business Support in Cornwall - Outset

For further support:

Creative Careers (<https://discovercreative.careers>)

Creative Kernow (<https://www.creativekernow.org.uk>)

Cultivator Cornwall (<https://cultivatorcornwall.org.uk>)

Hall for Cornwall (<https://www.hallforcornwall.co.uk>) for help with performance and theatre based careers

Screen Cornwall (<https://www.screencornwall.com>) for help with digital creative careers

Contact the Cornwall & Isles of Scilly People Hub, they can help if you are:

- unemployed and wondering what options are open to you
- out of work and looking to retrain or develop new skills
- recently redundant and want to get back into work or training

Call - 0333 0150699 (Monday–Friday, 9am–4pm)

Visit – www.peoplehub.info

Email – hello@peoplehub.info

The National Careers Service provides free careers advice and guidance to individuals from the age of 14. Visit 'Get the Jump' for 14-19 year olds and the National Careers Service website for adults.

Get the Jump: (<https://nationalcareers.service.gov.uk/explore-your-education-and-training-choices>)

National Careers Service (<https://nationalcareers.service.gov.uk>)

