

CREATIVE, DIGITAL AND DESIGN

The West of England has established itself as one of the 3 key areas for creative, digital and design industries alongside London and Manchester. Employment within the creative industries includes advertising, architecture, arts and culture, craft, design, fashion, games, music, publishing, technology and TV and film, and this industry is growing at four times the rate of the UK workforce as a whole.

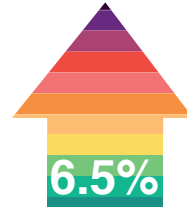
All data represents the West of England

SIZE OF SECTOR



21,231

people are employed in this sector.



The sector is forecast to grow by 6.5% between 2017 and 2026.



3,208

unique job postings between Jan 2017 and Jan 2018.



42% of advertised jobs in 2017-18 required a **bachelor's degree**.



11.4%

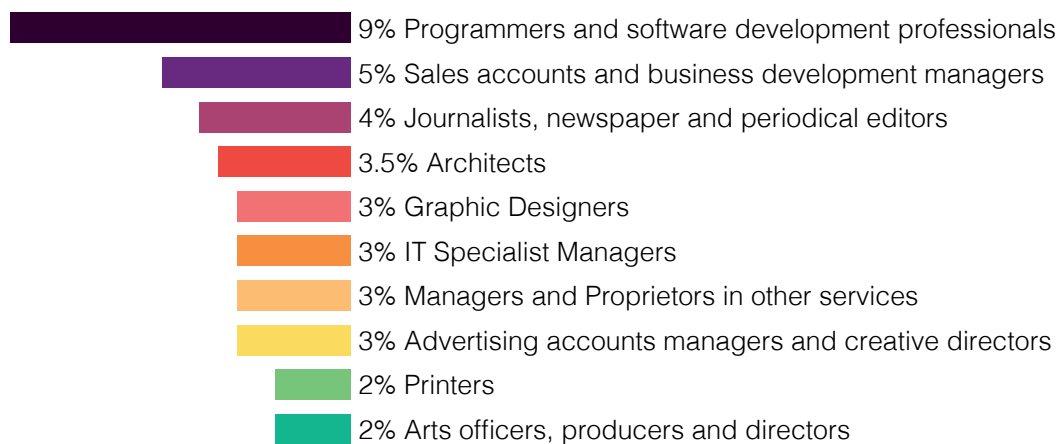
of the workforce are aged 16-24 years old.



EMPLOYMENT AREAS



The main areas of employment within this sector are:



AVERAGE HOURLY WAGE

Programmers and software development professionals	£19.99
Sales accounts and business development managers	£20.11
Journalists, newspaper and periodical editors	£14.43
Architects	£22.48
Graphic Designers	£11.95
IT Specialist Managers	£21.44
Managers and Proprietors in other services	£13.88
Advertising accounts managers and creative directors	£21.65
Printers	£10.69
Arts officers, producers and directors	£16.58



SKILLS IN DEMAND

These soft skills are most commonly requested by employers:

COMMUNICATION

CREATIVITY

ORGANISATIONAL

COLLABORATION

PROBLEM SOLVING

The most requested skills specific to this sector are:

SPECIALIST	
Social media for business	Teamwork / collaboration
Public relations	Budgeting
Marketing	Journalism
BASELINE SKILLS	
Communication	Creativity
Editing	Planning
Writing	Research
BUSINESS SKILLS	
Microsoft Excel	Adobe Photoshop
Microsoft Office	Adobe InDesign
Facebook	LinkedIn

EMPLOYERS

Employers with the most advertised vacancies over the past 12 months in the West of England:

- Immediate Media Company
- University of Bristol
- BBC
- Future Publishing
- ZigZag Education
- University of Bath
- Amazon.com
- Trinity Mirror PLC
- Aardman Animations
- Archant Ltd
- Boeing
- Bristol Commercial
- Bristol Zoo Garden
- Clifton Photographic Company Ltd
- Cute Resource
- Inside Media Ltd
- Invitation Digital Limited
- Above and Beyond

Sources

- 1) Labour Insights - Data range 2017 / 2018
- 2) West of England LEP
- 3) EMSI - Burning Glass - Data range 2017 / 2018
- 4) Business West Skills Statements 2018

Partners

