

Creative & Media

Overview of Sector:

The Creative & Media sector is large and complex covering 20 disciplines that broadly fit into three groups:

1. **Performing Arts:** dance / drama / music
2. **Media:** film and TV / visual art / radio / web and interactive media / computer games / animation / photography / print media / creative writing / advertising
3. **Design:** 2D and 3D visual art / graphic design / product design / fashion / textiles / craft

The range of occupations within the sector can be researched at www.connexions-direct.com/jobs4u. Select "job families", then choose from:

- Computers and IT
- Design, Arts and Crafts
- Marketing and Advertising
- Media, Print and Publishing or
- Performing Arts.

Growth in these industries is typical of many parts of the UK in that there is no one outstanding specialist industry. However, support for this sector from Yorkshire Forward, the region's development agency, the local councils and individual entrepreneurs has meant the expansion of the sector is growing at an increasingly fast rate with:

- 125K employees in sector across region (25% of which are freelancers)
- 13,000 businesses across region

and employment growth within the sector predicted to increase by 13-18% over next 3-5 years. **(Source: Yorkshire Forward: Feb 2007 and including the print industry).**

The table below shows the changes in business numbers nationally between 1996 and 2004. The video, film and photography sector has seen the greatest increase, with the number of businesses nearly doubling. The sharpest decline has been in the music and the visual and performing arts sector. However, despite losing 3,000 businesses this is still the largest creative sector in terms of number of companies.

Of the three sectors which have seen a decline in the number of businesses, two have simultaneously seen an increase in the number of employees. The advertising sector gained 27,000 employees and the music and visual and performing arts sector gained 16,000 employees. This suggests that although these sectors have lost some businesses, those that remain are thriving and expanding. The only sector to lose business and employees (-52,900 workers) was the publishing sector, suggesting that this sector may be experiencing a decline.

	Designer Fashion	Advertising	Radio & TV	Architecture	Arts & Antiques
Number of businesses in 1996	1,400	10,600	2,300	3,700	1,400
Number of businesses in 2004	1,400	9,800	4,200	4,100	1,700
Increase / Decrease	0	-800	1,900	400	300

	Video, film and photography	Music and the visual and performing arts	Publishing	Software, computer games, & electronic publishin	
Number of businesses in 1996	4,100	33,100	7,200	48,100	
Number of businesses in 2004	8,000	30,100	6,500	49,100	
Increase / Decrease	3900	-3,000	-700	1,000	

Source: Creative Industries Economic Estimates Statistical Bulletin, October 2005

In the Yorkshire and Humberside area there are 19,800 employees and 11,920 self-employed people working in creative and cultural industries and as below:

Advertising	810
Cultural	2,550
Design	10,510
Music	5,840
Visual arts	2,520
Performing arts	12,000
Music	5,840
Writers, journalists etc	3,640

The sector is driven by the increased importance of creativity within business activities generally ie a continual drive to be innovative and creative and the need to find new and niche markets.

There is however a strong south/south east 'drift' in terms of employment opportunities (ie towards London) which is demonstrated by the work base of sector:

- London 45%;
- Yorks & Humber 5%

A large proportion of those working in Creative & Media are freelancers, self-employed or short-term contract workers (media, audio/visual: 25% but estimated to be nearer 50% within the

arts/entertainment discipline). Employment can be precarious with long periods of unemployment (particularly within performing arts) and there may be a need for 'fill-in' and multiple job holding strategies.

According to the Annual Survey of Hours and Earnings 2007, average pay in the sector was between £23,967 for photography and audio visual operators, to £48,258 for advertising and public relations managers. This is of course a huge generalisation and whilst some who are nominally employed within the sector earn next to nothing from that work, there are a few household names that are paid a great deal.

Creative and media workers in Yorkshire and the Humber can expect to earn slightly less than in other areas of the country. The table below gives national and regional comparisons:

Gross Annual Income by Creative and Media Occupation 2006			
	Cultural, Media and Sport Employees	Technology Professionals	Textiles, Printing and Other Skilled Workers
UK	£26,991	£36,507	£16,166
Yorkshire and the Humber	£17,189	£24,898	£15,916
London	£37,322	£31,105	£19,363
South East	£25,691	£25,691	£16,063

It is expected that average pay in Yorkshire and Humber should fall below that of London due to the high cost of living in the capital. However, Yorkshire and the Humber also falls below the UK and South East averages. For technology professionals and textiles, printing and other skilled workers, this shortfall is only small, but employees in the cultural, media and sport industries are earning an average of £9,802 less than the UK average, and £8,502 less than their counterparts in the South East.

Creative and Media covers a wide range of careers eg

Designers

- **Interior designers** – this area of work has become very popular, possibly due to the amount of TV programmes over the last few years
- **Clothes/footwear designers** – the majority of students who have studied fashion design do not get a job in this area, but there are other opportunities eg fashion journalism, buying and marketing etc
- **Product design** – can include anything from household goods to medical equipment and cars
- **Graphic Designers** – produce designs that get their clients' messages across using high visual impact. They can work on websites, packaging, books and magazines. Most graphic design work today is done on computers using specialist software packages.

Not all designers work for industry designing products for mass production. A small number work as designer craftspeople designing and making unique pieces.

Media including Performing Arts

- **Radio/TV** – employs researchers, studio managers, technicians, journalists
- **Photography** – opportunities include press photographers and photojournalists for magazine features and publicity as well as studio photographers
- **Publishing** – is very competitive. Editorial skills, marketing and advertising skills are vital. Publishing is generally a career for graduates although there are some openings for those with “A” levels or equivalent qualifications.
- **Dancer/musician/actor** – again very competitive. Many people in these areas of work spend times unemployed, so always useful to be able to earn money doing something else

Qualifications: General Information

- Most designers have a degree or HND qualification in an art & design course. Some courses are broad based, others more specialised.
- Usually 4/5 GCSE’s plus “A” levels or a relevant BTEC course is required before studying for an HND or degree course.
- Courses which include work experience provide an opportunity to put together a portfolio of work, which is always useful at interviews
- The BBC and ITV have many work experience opportunities in a variety of roles for young people, however placements are very popular and competitive to get into.
- It is possible to get into journalism or TV work as a direct entrant and training “on the job” but most entrants still tend to be graduates.

Creative jobs are also located within other sectors; most localities have local newspapers, many larger companies have their own marketing departments and manufacturers often employ designers. Local arts projects often require the services/expertise of artists, musicians and other creative people. The sector also offers opportunities for support staff such as administration/reception, business managers, accountants and IT services.

More information:

www.ucas.com **UCAS**

www.skillset.org – the Sector Skills Council for the audio-visual industries

www.ccskills.org.uk – the Sector Skills Council for the advertising, crafts, design, music and performing arts

www.guidance-services.co.uk – A variety of information leaflets on all areas of creative, media and performing arts careers. Also see a free publication “sorted 2008” which gives details of which schools/colleges offer creative & media and other relevant courses.

www.skillfast-uk.org/justthejob - provides regional information for the clothing, footwear & textile sector as well as information on careers in the industry and a searchable course database

www.canucutit.co.uk – job profiles and a 10 minute programme featuring “top tips”, interviews with major designers

www.bfi.org.uk – online directory of film & TV companies and services

www.skillset.org/careers - e-newsletter with jobs for media training, work experience & jobs

www.iagworkforce.co.uk and link to free downloads; scroll down for an LMI summary for the Creative & Media sector

Across the Region:

Bradford

The following Bradford (and surrounding area) companies are working within the Creative & Media sector:

Sector Area	Business Name	Business Activity	Location	Any other Info
Advertising, Public Relations & Marketing	Sign & Design	Signwriters	Keighley	
	Obelisk	Retail advertising		01274 530991
	Global PR & Marketing	Marketing	Bradford	
	PRromotion	PR, journalism and marketing	Keighley	
	Views News	Support for internet users	Bradford	
	HDC Media Group	Providers of DVD, CD and CD Business Card replication	Bradford	
	X-pand Marketing	Marketing Consultancy	Bradford	
	Sun Branding Solutions		Bradford	
	Global Marketing International		Keighley	
	Arete Business Services Ltd	Ethical telemarketing & research company	Bradford	
	Wewow Ltd	CD/DVD replication and duplication	Bradford	
	Magnetize Advertise	2 Advertising	Bradford	
	PC Medic	IT solutions and support	Bradford	
	Occident International		Saltaire	
	USB Extra		Bradford	
	Palmedia		Bradford	
	Massive		Bradford	
	Northern Sounds		Shipley	
	Global PR & Marketing	Marketing Specialists	Bradford	
	Cultural	Bradford Council Museums & Art Galleries		
Cartwright Museum		Art collections		

**Designers
(including web
design)**

E4 Print			
Hallmark Cards		Heaton	
3d.com Ltd			01274 534130
Visual Reality	Creative artwork, logo design, brochures	Shipley	
Scarlet Solutions	Graphic Design		
Ichicoo Design	Web design	Bradford	
Fresh Studios	Web design & print	Bingley	
Web design Killer Webs	Design/creation of web sites	Bradford	
Dan Markinson		Bradford	
Mac Artwork			
Abbott Designs Ltd	Web and graphic design	Bradford	
Peak Graphics	Graphic & web design	Keighley	
Strawberry Swirl	Design & marketing	Bradford	
End Design Media Ltd	Graphic design		
DDesignED	Web development & graphic design	Bradford	
The Devil in the Clock	Design & Marketing	Bradford	
9thwave New Media	Web & graphic design	Bradford	
Blythmedia Ltd	Digital design & development	Bradford	
Seamless Marketing & Communications Ltd		Bradford	
Design 2b	Web design	Bradford	
Eighty Design		Keighley	
Wow Vehicle Graphics	Graphic design on vehicles	Bradford	
Multigraphics	Design & print	Bradford	
Rhema Web Design		Bradford	
Yammer Web Design	Website designers	Shipley	
Swish Pixel Website Design	e-commerce web designers	Bradford	
Mark H Design	Customisable web designers	Bradford	
A Perkin Design	Website designers	Bradford	
SwisWeb	Custom website designers	Bradford	
Webability Design		Bradford	

**Media
Including
Performing
Arts**

EmptyCupboard Media Ltd	Accessible website provider	Bradford
WebSquare	Web design solutions	Bradford
Web Design Phpo	E-commerce web design	Bradford
MaFt Web Design	Web designers	Bradford
Websquare Solutions Ltd	IT Web designers	Keighley
3 Recurring	Web designers	Bradford
BMB Design	Graphic Designer, Illustrator, cartoonist	Cleckheaton
Raise the Roof	Prop production	

Mind the Gap Theatre Company

National Media Museum
Dance United Bradford
Bradford Mela
Bradford Film Festival
Alhambra Theatre
Bradford Playhouse
Artylicious

www.nationalmuseum.org.uk

**Crafts
Printing
& Publishing**

Carbon Cats	Online canvas art gallery Digital Art traders Art & craft shops	ShIPLEY Bradford South Square, Thornton
Steffprint	Printers	
Horton Print Hart & Clough Emerald Group Publishing Ltd	Publishers of management research & academic works	Bradford
Fuzz Design	Designers & printers	Bradford
Printdigital	Digital Printers	ShIPLEY
Oriss	T Shirt printers	Bradford
Printserve	Bespoke, one stop shop printers	Bradford
Colour Display Ltd		ShIPLEY
Unique Print Solutions		Bradford
School supplies Direct		Bradford

Retail Sales	Blur Design & Publishing	Graphic, web design & desk top publishing	Bradford
	Print Logistics Creative Impressions Print & Display	Digital printing Print & display	Bradford Shipley
	Pride Design & Print Ltd	Design & digital printers	Bradford
	The Early Music Shop	Medieval, renaissance & baroque periods	Saltaire

Calderdale and Kirklees

Facts & Figures

The creative and cultural sector is a small but important part of Calderdale and Kirklees and as in the rest of the region, it is growing.

The majority of people working in the sector locally work in small companies employing fewer than five people; many are either freelance workers hired by other businesses or are self-employed. It is not unusual for some people to be offering more than one service or running more than one self-employed business for example, printing and designing T-shirts, and running art workshops.

Industries within the sector that are strongly represented include web-design, advertising and marketing agencies, graphic design agencies, printing and publishing. A small but growing part of the sector locally includes video, multimedia, TV and film production, and community arts and training companies using performing or visual arts to run workshops, education and training events. Also to be found in the locality is events management, photographers, copywriters, games designers, product designers, interior design and music production companies.

Creative jobs are also to be located within other sectors locally. Both Calderdale and Kirklees have local newspapers; some local companies such as Mamas & Papas have their own in-house advertising and/or marketing sections; many larger companies also have their own public relations staff; larger retailers employ window dressers; and manufacturing companies may employ designers for example, textiles, clothing.

The 'creative' sector in Calderdale is growing but in 2007 it accounted for just 2.5% of employment. The Elsie Whiteley Innovation Centre in Halifax opened in 2004 to provide space for digital and new media companies. Dean Clough in Halifax is also home to local artists, Northern Broadsides Theatre Company and BBC local radio. Halifax has its own long established theatre, the Victoria Theatre.

Kirklees also has a small, around 4.6%, but growing digital and media sector. 92% of Kirklees' creative businesses employ less than 10 people. In 2005, there were thought to be 775 creative businesses, an increase of 28% since 1999; excluding those who are self-employed, these businesses employed 7,408 people, an increase of 34% in 6 years. The University of Huddersfield is the base for Huddersfield Business Generator, which supports new creative businesses. Beaumont Street Studios runs training in video, radio and record production. The Media Centre in Huddersfield

provides workspace for new digital and creative industries. Kirklees also has its own theatre the Lawrence Batley Theatre and Huddersfield Town Hall is a well known venue for classical music.

Both Calderdale and Kirklees have a number of venues where paintings, sculpture and a range of crafts are exhibited and sold – Dean Clough, Hebden Bridge Tourist information, the North Light Gallery in Armitage Bridge and the main libraries.

The BBC move to Manchester by 2012 will not only mean greater opportunity to work at the Corporation for people within daily travel but is likely to result in further development of creative companies such as TV production companies and freelance staff. It could also result in other opportunities as staff moving up to Manchester may spend their free time and money on for example, the arts!

Leeds

Facts & Figures

It is difficult to be confident of exact numbers for the sector because of its diverse nature; it does not fit neatly into conventional labour market categories. Thus the following should be seen as a rough indication.

Leeds is the third largest media location outside London after Birmingham and Glasgow. According to a report for Leeds City Council in 2005 there were 12,000 employees and 2,000 self-employed in creative and digital industries in Leeds. That breaks down into:

Audio-visual	6,300
Writing and publishing	4,480
Performing arts	840
Visual arts	2,380

This amounts to around 3% of all jobs in the city (compared with construction, 5.4%, manufacturing, 9%). 78% of the above are full-time employees. 60% of employees are male (54% in England as a whole). The performing arts sector has more females at 54%. There is insufficient statistical evidence on ethnic and minority group employment, although there is some anecdotal evidence of under-representation.

Leeds is particularly successful in advertising, interactive media, marketing and public relations and design. Leeds is also a centre for broadcasting, although recent reorganisations have meant the loss of some broadcasting jobs. Journalism and performing arts are also well represented in Leeds – but the number of jobs is still relatively small.

The following table summarises Leeds businesses:

Activity	Number of businesses
Advertising	381
Architecture	254
Arts and Antiquities	61
Craft	101
Design	183
Designer Fashion	14
Film and Video	180
Interactive Leisure Software	8
Music	190
Performing Arts	253
Publishing	178
Software and Computer Services	116
TV and Radio	76
Unclassified	56
Total	2051

Source: The Creative and Digital Cluster in Leeds

Major companies in the Leeds area include TV and radio broadcasters, public relations and marketing, media planners and buyers, design agencies, Internet-based services, and newspaper publishers. In addition there are many more smaller companies, like specialised arts and crafts, theatre companies, designer fashion, animation, and music production.

85% of employer businesses are micro-enterprises employing fewer than ten people, and over 1,000 are sole traders. Self-employment accounts for 8% of jobs in the audio-visual sector, 2% in books and press, 26% in performing arts, and 44% in the visual arts.

Employment and businesses in Leeds grew steadily throughout the late 1990s and has settled at a steady level from 2000 onwards. Developments in the media sector in Manchester, including the BBC move in 2012, are seen as a potential threat to the sector in Leeds, and similarly creative talent in many sectors is drawn to London. However, plans to develop a large scale arena and conference facility, and recently developed facilities at The Carriageworks and at Quarry Hill present opportunities to raise the profile of the sector. Work spaces for small creative and media enterprises are available at the Round Foundry, Holbeck, Aire Street and Dock Street Workshops, the Host Media Centre in Chapeltown and Castelon Mill at Armley.

The creative and digital sectors in Leeds are comprised of a mixture of private commercial activities, publicly funded, and social and community enterprises. The audio-visual and books and press sectors are mainly private commercial enterprises, visual arts and design a mixture, and performance is often wholly or partly publicly funded.

Sub-sectors that are relatively underrepresented in Leeds include:

- Popular music (despite exceptions like the Kaiser Chiefs). A major reason for this is that the city lacks a large performance venue
- Fashion design
- Visual arts

There are relatively few of the more “glamorous” jobs in creative and media like TV presenters, dancers, fashion designers and film producers. Beyond the glamour of fashion, film, games and music there are opportunities in through web development, marketing and communications and product design. Generally speaking though the creative and media industries are very competitive to get into, so candidates need dedication, a little luck, and in most cases a specialised higher education qualification.

Examples of Leeds employers and related organisations and events

Artco – art gallery and dealer
Artlink West Yorkshire – community arts organisation
arts-stra Management not-for-profit arts management company
Attik – design consultants
BBC – TV and radio
Brahm – marketing and communications agency
Brilliant – media planner sand buyers
CDS-Studio – website design, online marketing and print
East Street Arts – visual arts organisation working across artists’ needs
East Street Arts – visual arts organisation providing workspace and studio space
Fuse – web design and animation agency
Galaxy Radio – commercial radio station
Grand Theatre
ITV Yorkshire – TV broadcaster
Keyframe – Internet and web design
Leeds Carnival
Leeds City Art Gallery
Leeds City Council Arts and Regeneration
Leeds City Council Department of Heritage, Learning and Leisure
Leeds College of Music – music performance venue
Leeds Guide – listings publication
Leeds International Film Festival
Leeds Metropolitan University Studio Gallery – art gallery
Leeds Visual Arts Forum
Lumen – arts organisation
New Media Collective – digital media company
North Street Gallery – art gallery and dealer

Northern Ballet Theatre
Northern School of Contemporary Dance
Opera North
Orange Multimedia Operations – online information
Peepal Tree Press – publisher of Caribbean writing
Phoenix Dance Theatre
Poulter Group – advertising
Radio Aire/Magic 208 – radio stations
RJC Dance Company
Round Foundry Media Centre – serviced office accommodation for the creative, digital and media sectors
SAA UK – South Asian Arts organisation
TEAMtalk.com – online sports information
The Carriageworks – theatre and conference venue
The Thinking Agency – graphic design agency
True North - TV production company
West Yorkshire Playhouse
Yorkshire Playhouse
Yorkshire Post – newspaper group

Higher Education options

There are literally hundreds of Creative and Media courses to choose from in West Yorkshire alone. Here is a sample of them:

Advertising and Media Relations
Contemporary Surface Design with Textiles
Digital and Creative Enterprise
Digital Film and Visual Effects Production
Film and Moving Image Production
Media Studies with Web Design
Music Production and Sound Recording
Performance Arts
Popular Music Studies
Virtual Reality Design with Animation

Local Information

UCAS	www.ucas.com
The University of Bradford	www.bradford.ac.uk
Bradford College	www.bradfordcollege.ac.uk
Dewsbury College	www.dewsbury.ac.uk
The University of Huddersfield	www.hud.ac.uk/
Leeds College of Art and Design	www.leeds-art.ac.uk
Leeds College of Music	www.lcm.ac.uk
Leeds Park Lane College	www.parklanecoll.ac.uk
The University of Leeds	www.leeds.ac.uk
Leeds Trinity and All Saints	www.leedstrinity.ac.uk

Leeds Metropolitan University www.leedsmet.ac.uk/
 Leeds area prospectus:
 Where to learn and what to learn in Leeds: www.leedspathways.org.uk

Sources

Leeds Economy Handbook 2007
 The Creative and Digital Cluster in Leeds, University of Leeds 2005
 Skillset
 CCSkills
 Skillfast
 UCAS

The Humber

Facts & Figures

Over 38,000 jobs within the sector across the Humber area however this figure relates to the broad range of the Digital Sector, rather than simply C&M.

Forecast to grow by 15% by 2015

A growing sector within the Humber which reflects the national trend; many businesses are small ie 1-5 employed (micro) and do not create many jobs; there is a strong south, south/east drift away from the local area for work opportunities within this sector which reflects the national picture.

Local research carried out for an LSC Humber project (2007) on volume of local work opportunities by sector would seem to substantiate this, see below. (The picture is not that different on the north bank of the Humber).

OCCUPATIONAL GROUPING	NUMBER OF VACANCIES
1. Business Admin & Finance	156
2. Health & Social Care	125
3. Retail	59
4. Engineering	55
5. Hospitality & Catering	54
6. Public Services	52
7. Construction & Built Environment	44
8. Manufacturing	23
9. Hair & Beauty	15
10. IT	14
11. Creative & Media	7
12. Sport & Leisure	6
13. Travel & Tourism	5
14. Landbased & Environmental	4
Total Number of Vacancies	619

The Ropewalk at Barton upon Humber (North Lincolnshire) is being developed as a creative centre for small businesses within the sector and includes (as part of social enterprise) galleries, coffee shop and regular exhibitions plus accommodation for a number of small creative businesses, Fathom Writers, Fusion Theatre, Blueprint: Film (video production company).

Development of Channel 7 local tv station reaching 140,000 homes in north east and north Lincolnshire – originally set up at Image 2000 studios – C&M CoVE at Grimsby Institute of FE.

Impact and ‘strength’ of voluntary sector within creative & media eg Artlandish in NEL.

Impact of move of BBC to Manchester, to be completed by 2011. The move of 5 departments including Five Live and BBC sport expected to have an effect on employment in the sector in Leeds and Yorkshire, which is anticipated to have an impact on the Humber; ie movement of people from Leeds & Yorks to Manchester will free up opportunities for the Humber.

Local Business Examples:

Design Workshop – Hessle, East Riding of Yorkshire
 Eon Media - Hull
 Communique Advertising – Beverley, East Riding of Yorkshire
 20/21 Visual Arts Centre - Scunthorpe, North Lincolnshire
 The Ropewalk - Barton upon Humber, North Lincolnshire
 Plowright Theatre – Scunthorpe, North Lincolnshire
 New Theatre - Hull
 Hull Truck - Hull
 Ferens Art Gallery - Hull
 Innovative Graphics - Hull
 Hull Daily Mail - Hull
 Scunthorpe Evening Telegraph – Scunthorpe, North Lincolnshire
 Grimsby Evening Telegraph – Grimsby, North East Lincolnshire
 PA News – Howden, East Riding of Yorkshire
 Image 2000, Grimsby/Immingham – North East Lincolnshire
 Urban Feather – North Lincolnshire

Related to or providing related jobs:

NL Museum
 Fishing Vessel Museum
 Adult Education
 John Leggott College
 Hull University
 Kingston Communications

Local Information:

Labour Market Information for the Humber area www.lmihumber.co.uk

The electronic prospectus for North and North East Lincolnshire

www.lincs2.co.uk

Use the link to Interactive Pathways to view progression pathways and supporting LMI for Creative & Media in North and North East Lincolnshire.

The electronic prospectus for Hull and the East Riding of Yorkshire

www.learnhull.co.uk

www.learneastriding.co.uk

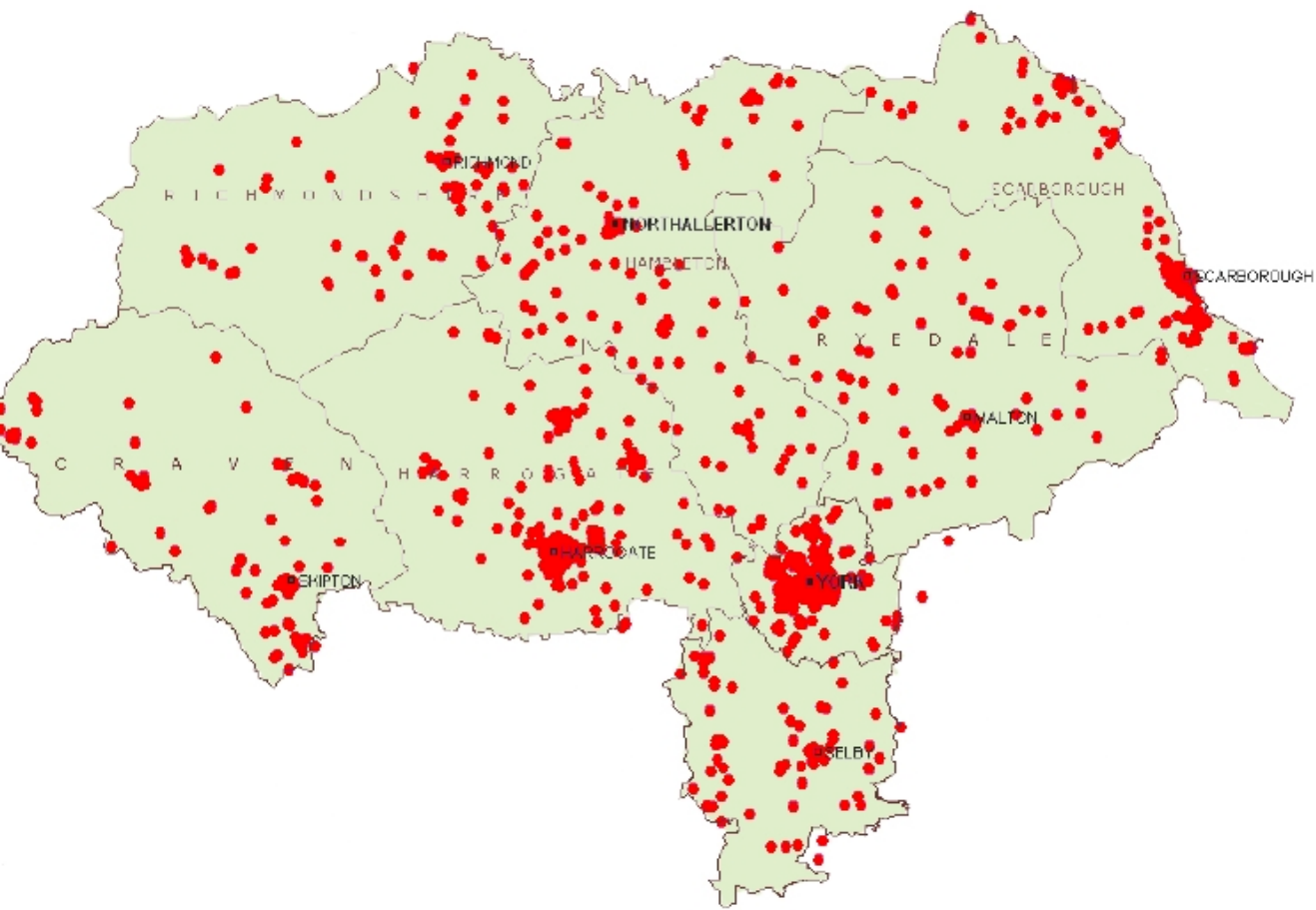
North Yorkshire

Companies:

In 2005 there were 2,602 creative businesses in York and North Yorkshire.ⁱ This means that 5.1% of all York and North Yorkshire businesses were from the creative and media industry. During the same year there were 113, 000 creative and media companies nationally, which accounted for 7.1% of all businessesⁱⁱ. These percentages show that North Yorkshire is slightly underrepresented when it comes to creative and media businesses.

42% of the creative and media businesses in York and North Yorkshire are sole-traders. This high number of small businesses is also reflected both regionally and nationally, where 93% and 94% of businesses respectively have between 1-10 employees.ⁱⁱⁱ

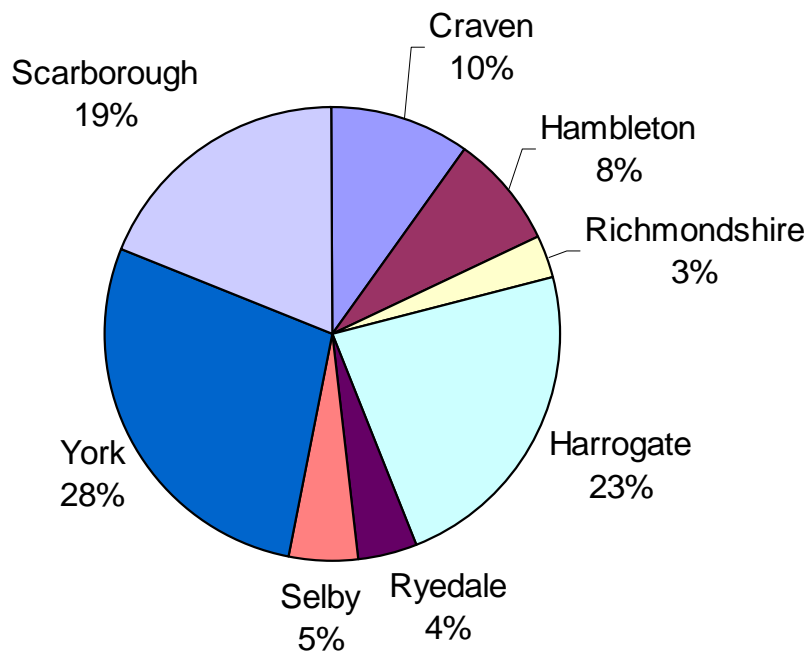
The map below shows the distribution of Creative and Media companies across North Yorkshire. As you can see the majority of businesses are located in York, Harrogate and Scarborough, with smaller concentrations around market towns such as Northallerton, Richmond, Malton, Selby, Skipton and Whitby. It is clear that the majority of businesses are spread around the centre and east of the county, with fewer in the rural areas to the West. Creative and media businesses tend to fare well in areas with a strong tourist industry, as this provides a good market to sell their products to. York England.com observes that 'the spread of the creative industries throughout the county shows the wide strength and presence of the creative industries sector not only in urban locations but across rural settings too.'^{iv}



Source: Burns Owens Partnership 2005

The pie chart below shows this distribution as a percentage of total creative industries businesses in the county.

**Percentage of York and North Yorkshire Creative Businesses
Based within each Local Authority**



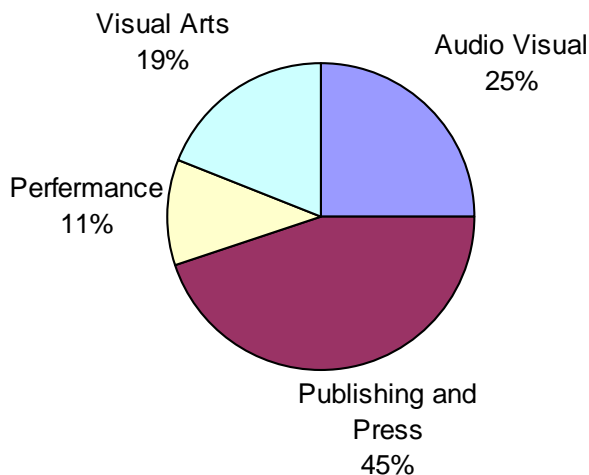
Source: www.york-england.com

The Burns Owens Partnership reports that the Visual Arts is the most geographically dispersed creative sector with 26% of its employment located in by rural areas. The Audio Visual sector is the most concentrated with 64% of its employment based in Harrogate and York. Meanwhile, 62% of all Performance employees are located in Scarborough (31.3%) and York (30.7%). These two towns also 'account for 52% of books and press employment' as a few medium to large newspaper and printing businesses are located here.^v

Employees:

In 2005 York and North Yorkshire had 11,600 employees working in creative and media industries.^{vi} This represents 3.1% of the total workforce. The pie chart below shows the creative sectors in which these employees work.

Types of creative employees in North Yorkshire in 2005



Soucre: Burns Owens Partnership 2005

Creative and media workers in Yorkshire and the Humber can expect to earn slightly less than in other areas of the country.

Trends:

Creative and media employment in York and North Yorkshire has been increasing, and York-England.com reports that ‘the creative and cultural industries represent a great growth sector in the county.’ Between 1999 and 2003 York and North Yorkshire saw a 16.4% rise in creative employment in this sector. During the same four years creative employment in Yorkshire and the Humber also rose, but at a slower rate of 6.4%^{vii}.

This increase in employees is predicted to continue across the region. Between 2006 and 2010 the number of Yorkshire and Humber workers employed in culture, media and sports occupations is predicted to have risen from 41,540 to 42,320. This is an increase of 2%. This increase is in line with the predicted rise in total employment which is also predicated to increase by 2%.^{viii} Between 2002 and 2014 the region’s creative and cultural industry is predicted to have grown by 15%, while the broadcast, film and media industry is predicted to grow by 19%.^{ix}

It is also anticipated that between 2006-2010 this sector will need to replace 5,560 employees due to retirement, restructuring and people taking on new jobs. York and North Yorkshire has the lowest share of this replacement demand with only 840 jobs expected to need replacement employees. The only sectors in the county with a lower predicted replacement demand are science associate professionals (730 employees) and skilled agricultural trades (570 employees).^x

Further information:

Area Wide Prospectus: www.nyork.futures4me.com

Information Sources:

- ¹ Burns Owens Partnership 2005, pp.19
- ii Department for Culture, Media and Sport, Creative Industries Economic Estimates Statistical bulletin, October 2005 – Revised Version
- iii Sector Skills Development Agency, www.ssda.org.uk
- iv www.york-england.com
- v Burns Owens Partnership 2005, pp.26
- vi Burns Owens Partnership 2005, pp.14
- vii www.york-england.com
- viii Sector Skills Development Agency, Regional Overview Yorkshire and the Humber, www.ssdaorg.uk
- ix Sector Skills Development Agency, Regional Overview Yorkshire and the Humber, www.ssdaorg.uk
- x Learning and Skills Council, Regional Strategic Analysis for Yorkshire and the Humber, November 2006, pp.25

Sheffield

Facts & Figures

The Sheffield Cultural Industries Quarter houses 300 organisations employing 3,000 working across all areas of the sector.

Within the creative and digital industries there are some 9,174 people employed in 1,248 businesses with a total turnover of £700million -9% of the cities' total.

Across Sheffield 17,000 are employed in this wide group of industries (some 7% of the workforce), a further 1,000 jobs are predicted to 2010. Most people are employed in SME or micro companies as the above ratios of employees to companies shows. For most of these companies recruitment is at degree level or equivalent, with higher level FE qualifications being the minimum, many within very specialised fields.

Sheffield is a centre of e-learning with over 600 employed in e-learning and development and associated services to businesses. It is home to two of the largest applied e-learning companies in the world – Ufi Learndirect and e-SY info as well as being home to Digital South Yorkshire, the specialist network and support organisation for Creative and digital industries in South Yorkshire.

New developments include the Sheffield Digital Campus, a new building offering 600,000 square feet of specialised accommodation for creative, digital and tech-led companies and is due to open in Autumn 2008.

Also opening soon is Electric Works, a new and contemporary workplace for creative, digital and media businesses. Electric Works will open early 2009 and is now taking reservations for studio offices for digital, creative and media businesses employing 1-75 people.

Examples of Creative, Digital and Media opportunities in Sheffield District

Local companies offer:

- Animation – Finger Industries, WAK Studios
- Graphic Design – The Designers Republic, DIVA
- 2D/3D Design – Lightworks
- Film and TV – Warp Films, SY Film Makers Network

Games – Zoo Digital
 Interactive Media – Line Communications, The Workshop
 Music – In the Nursery, Music Factory
 Performance – Forced Entertainment, Sheffield Theatres
 Radio – BBC, Hallam FM
 Web Publishing – Futurate, Technophobia

Zoo Digital Publishing – The ZOO Digital Group comprises ZOO Tech, a technology company and creators of DVD extra, and ZOO Digital Publishing, the video games publisher - over 100 staff

Sumo Digital – games developers -employ 45 designers, developers and project managers and develop software for global giants Microsoft and SEGA,

Game Republic - an Independent Trade Alliance that supports, encourages and promotes video game development in the Yorkshire and Humber region

LINE Communications - delivers e -learning and communication solutions to a number of Government departments and corporate clients including, Becta, Dcsf, Ufi, RAF and corporate clients including BT, The British Museum, Nokia, PWC, BBC, BP, Volvo, and Reed Elsevier.

The Polestar Group - Europe's leading independent printing company, producing a wide range of newspaper supplements, magazines, mail order and retail catalogues. New Shepcote Lane site will eventually support 1,500 jobs

Red Tape Studios - a training delivery site for Sheffield City Council's Employment Unit which offers:

- Band & Artist Management
- Performing Arts in Music
- DJ Skills for all levels
- Music Technology Course
- Studio Recording
- Logic Audio
- Music Business

The Workshop - One of the top 10 UK digital media companies (as listed by Design Week) and one of the top 100 UK design companies, the Workshop produces learning materials for clients such as BP, Channel 4, learndirect and the National Learning Network

diva creative - diva is the fastest growing creative company in the UK, as listed in the 2002 and 2003 Inner City 100 index of companies, with a growth rate of 2500% over the last five years. Providing print, web and media design and marketing services diva employs a staff of 25

Dialogue Communications - world leader in the development and implementation of mobile messaging and Internet messaging solutions

WAKEFIELD DISTRICT

Facts & Figures

EXAMPLES OF DESIGN AND MEDIA OPPORTUNITIES IN WAKEFIELD DISTRICT

There are companies offering:

- Creative designs for brochures, catalogues, exhibitions etc
- Web design companies
- Interior design companies
- Graphic/logo design/branding
- Printing and design

How can you identify these companies??

- Yellow Pages
- Other directories
- Libraries
- Websites
- An excellent web based directory is www.netparkone.co.uk

There are also colleges regionally eg Leeds where it is possible to work towards relevant qualifications.

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