

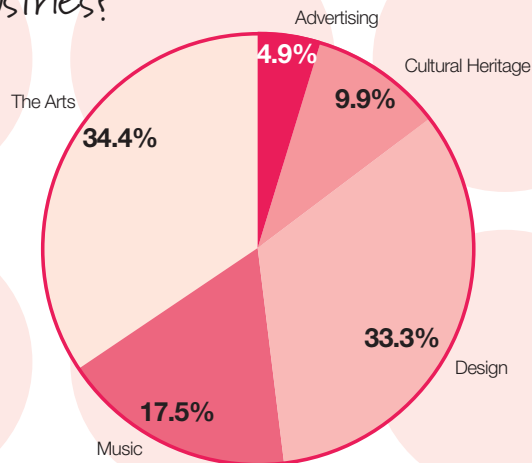


Creative and Media

What's happening?

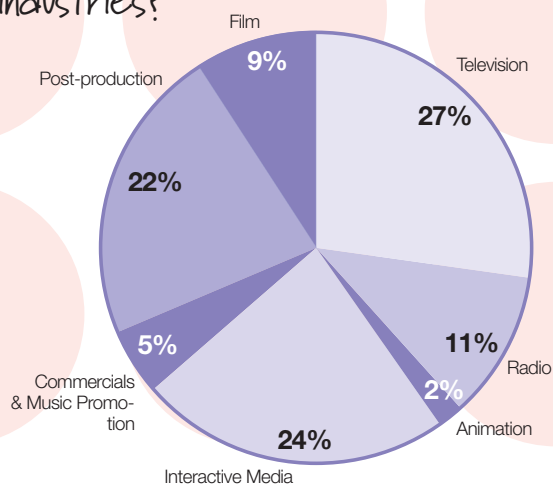
- It is estimated that 22,100 people work in the audio visual industries (excluding photo-imaging) in the South East. 76% of these (17,000) are employees and 23% (5,100) are self-employed.
- There are six commercial film studios in Hertfordshire - Elstree Studios, BBC Elstree, Leavesden Studios, Eon Studios, Millennium Studios and Hillside Studios. This represents 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 neighbouring Buckinghamshire.
- 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 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 United Kingdom.

How much will I get paid?

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.

	Average annual salary
Animator, Photographer, Exhibition Designer, Graphic Designer, Stage Designer, Camera Operator, Reporter (newspaper/broadcasting)	£32,737
Advertising Director	£47,688
Make-up Artist (films)	£16,272

Source: Annual Survey of Hours & Earnings 2005, © Crown Copyright. Salary rates have been calculated using the average, gross pay (before deductions) for full-time workers in the UK.

Numbers employed locally

Hertfordshire	21,400
London & South East	486,100
Great Britain	1,128,000

Source: Annual Business Inquiry, 2005, © 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.

What we think will happen

- 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.
- The biggest occupational skill changes anticipated from now until 2010 are likely to be within the higher level occupations associated with business and creative strategy.
- 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

In 2006 a total of 1,383 Year 11 local school leavers entered full-time employment or work-based training. Of this number, 3 went into creative and media related work. Most people interested in this career continued developing their skills and knowledge at school, college or through work-based learning Source: Connexions Hertfordshire 2006.

Some job suggestions

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

Next steps...

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

Use your Connexions area or visit your local Connexions Centre or One Stop Shop for information about jobs; qualifications; local training; further and higher education; skills and personal characteristics; rates of pay and working conditions; local, national and international employers.

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 08000 150600**

E-Clips (information about careers and lifestyle issues)

– www.connexions-hertfordshire.co.uk

Fast Tomato (interactive careers guidance)

– www.hertsft.com

Jobs4u (careers database)

– www.connexions-direct.com/jobs4u

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

Please contact your Connexions Personal Adviser for further information and advice.

Freephone: 0800 389 3258 • enquiries@connexions.hertscc.gov.uk • www.connexions-hertfordshire.co.uk

The information in this leaflet can be made available in other languages and formats. Contact the Information Team on 01462 704 914.

July 2007