

Alignment to strategic priorities:

National Hampshire CC Surrey CC Coast to Capital Enterprise M3

<p><b>59,243</b></p> <p>Jobs (2019)</p> <p>41% above National average</p>	<p><b>+2.5%</b></p> <p>% Change (2019 - 2022)</p> <p>Nation: +1.8%</p>	<p><b>14,997</b></p> <p>businesses (2021)</p> <p>90% have 1-4 employees</p>	<p><b>£45.1k</b></p> <p>Average wages per job:</p> <p>LSIP = £31.0k   South East = £30.5k   Nation = £30.4k</p>
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Source: Lightcast

TOP ONLINE POSTED OCCUPATIONS:

1. Programmers and software development professionals
2. Marketing and sales directors
3. IT business analysts, architects and systems designers
4. Marketing associate professionals
5. Web design and development professionals

TOP SPECIALISED SKILLS:

1. Marketing
2. Agile methodology
3. Javascript (Programming language)
4. SQL (Programming language)
5. C# (Programming language)

TOP SOFT SKILLS:

1. Communications
2. Management
3. Sales
4. Planning
5. Customer service

JOB POSTINGS REGIONAL BREAKDOWN:

1. Guildford
2. Basingstoke and Deane
3. Rushmoor
4. Reigate and Banstead
5. Woking

Data are for January 2019 – December 2022 | Source: Lightcast

**Additional insights and intelligence**

The Creative industries sector contributed £109bn to the UK economy in 2021 – about 5.6%. This sector saw a faster recovery in employment after the pandemic with 3m jobs in 2021, representing 7% of all filled jobs in the UK economy. This sector has been identified as one of the four key sectors in the Plan for Growth<sup>1</sup> to encourage recovery and a vision for the sector will address creative skills and other workforce issues, the impact of artificial intelligence and ensure the sector is accessible to people from all backgrounds<sup>2</sup>. As noted at the Creative focus group session, entry tends to be ‘largely degree level and above so the cost of training and risk, therefore, falls on entrants to the sector rather than employers which make creative careers inaccessible to a wide range of people<sup>3</sup>.

For the LSIP area, the Createch sector (i.e. businesses harnessing the interaction of creativity and technology<sup>4</sup>) is of particular interest due to the Digital clustering in the area alongside recent growth in (e.g.) the gaming and immersive technologies sector which accounted for

over 1,000 jobs in 2020<sup>5</sup> – mainly in the production and publishing of gaming software which have seen high growth and concentration of jobs in/around Guildford.

The skills in these sectors are also likely to see increasing demand due to the recent growth of other creative industries in the area. For example, film and TV production with the announcements of both Amazon Prime Video and Netflix expanding their production facilities at the Shepperton Studios in Surrey<sup>6</sup>.

Work from Nesta<sup>7</sup> using an analysis of job adverts for creative occupations, clustered thousands of skills into five, key skill clusters: *Support skills*, *Creating & design skills*, *Tech skills*, *Marketing skills* and *Teaching skills*. A presentation from Screen South as part of the LSIP project, identified related shortages such as Technical, Lighting and Production (Support); Storyboard artists, Animators and Prop creators (Creating & design) and VFX, Unreal and Coders (Tech).

With a high percentage of the creative workforce being freelance (around a third compared to 16% across the UK generally<sup>8</sup>), they also need accessible CPD opportunities such as leadership, project management, funding applications and financial management.

With reference to local provision, 15% of vocational achievements in FE in 2021-22 were in *Arts, Media and Publishing + Information and Communication Technology* subject areas<sup>9</sup> - second only to *Health, Public Services and care*.

Although apprenticeship starts in *Arts, Media and Publishing* in 2020-21 were low, there was a higher proportion starting on *Information and Communication Technology* apprenticeships than in England. Creative & Cultural Skills have also identified apprenticeships as vital to diversify the creative workforce and sustain skills within the sector<sup>10</sup> and with organisations such as intogames<sup>11</sup> supporting apprenticeships, this should help attract and retain a more domestic workforce – something the games industry would like to see more of.

**CASE STUDY:** UCA has recently created the **Creative Industries Network for Surrey**<sup>12</sup> – an open voluntary network and working group that brings together a dynamic range of diverse practitioners and businesses from across the creative sector to share common challenges, opportunities and best practices. The Creative Industries Network will support and become a collective voice for local creative industry businesses, development agencies and regional local authorities.

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