

Creative Industries

Current and future skills demand

The Scottish Government describes creative industries as those which have their origin in individual creativity, skill and talent. They also include industries that have the potential to create wealth and jobs through the development, production or exploitation of intellectual property. Creative Industries includes advertising, architecture, visual art, crafts, fashion and textiles, design, performing arts, music, photography, film and video, computer games, radio and TV, writing and publishing, heritage, software/electronic publishing, cultural education.

The Economy¹



Gross Value Added (GVA)² in 2019

Total **Creative Industries** GVA is:
£4,602m
up 40% from 2009

Forecast GVA in 2029
£5,804m
up 26% from 2019



Productivity (GVA per job) in 2019

Creative Industries productivity is:
£46,085
up 34% from 2009

Productivity across **all sectors** is:
£50,368
up 13% from 2009

Forecast productivity in 2029
£55,547
up 21% from 2019

£57,747
up 15% from 2019

Employment



Top Employing Regions 2019³

Glasgow
26,600 jobs

Edinburgh, East and Midlothian
24,300 jobs

Aberdeen City and Shire
7,500 jobs

All Other Regions
41,500 jobs

Scotland Total⁴ Jobs in 2019
99,900 jobs
2029: up by 5% to 104,500

Gender split⁵

86,400 **Female** | 66,700 **Male**

Ethnicity

4,300 **Ethnic Minority** | 149,000 **White**

Vacancies^{6,7}



Vacancies 2018

Glasgow City
1,938 vacancies
accounting for 33%

City of Edinburgh
1,599 vacancies
accounting for 27%

Aberdeen City
446 vacancies
accounting for 8%



Programmers and Software Development Professionals
389 vacancies
accounting for 7%



Sales Related Occupations
293 vacancies
accounting for 5%



Managers and Proprietors in Other Services
193 vacancies
accounting for 3%

Total vacancies in **Creative Industries**:
5,837 vacancies



Salary 2018

Median real-time advertised salary in **Creative Industries**:
£23,900



Gender Pay-Gap⁸

6.1%
Scotland: 5.7%

¹ Forecasts by Oxford Economics (unless otherwise stated).
² GVA is the measure of the value of goods and services produced within the economy. GVA in constant 2016 prices.
³ Measured by total number of jobs.

⁴ Please note that 2019 is a forecast figure.
⁵ Source: Annual Population Survey (APS) April 2018–March 2019. This dataset is different to Oxford Economics and may not sum to reflect the Scotland total above. Due to data availability the sectoral definitions vary from those we have used elsewhere in this

infographic. E.g. for Engineering we have used 'Manufacturing' and therefore figures may not sum to Scotland's total.
⁶ Source: Burning Glass Technologies Jan 2018 - Dec 2018 (based on calendar year). <http://www.burning-glass.com>.

⁷ Burning Glass technologies gather insight on vacancies from online job postings and websites.
⁸ Source: ONS 2018, based on the Annual Survey of Hours and Earnings based on full-time employee jobs.

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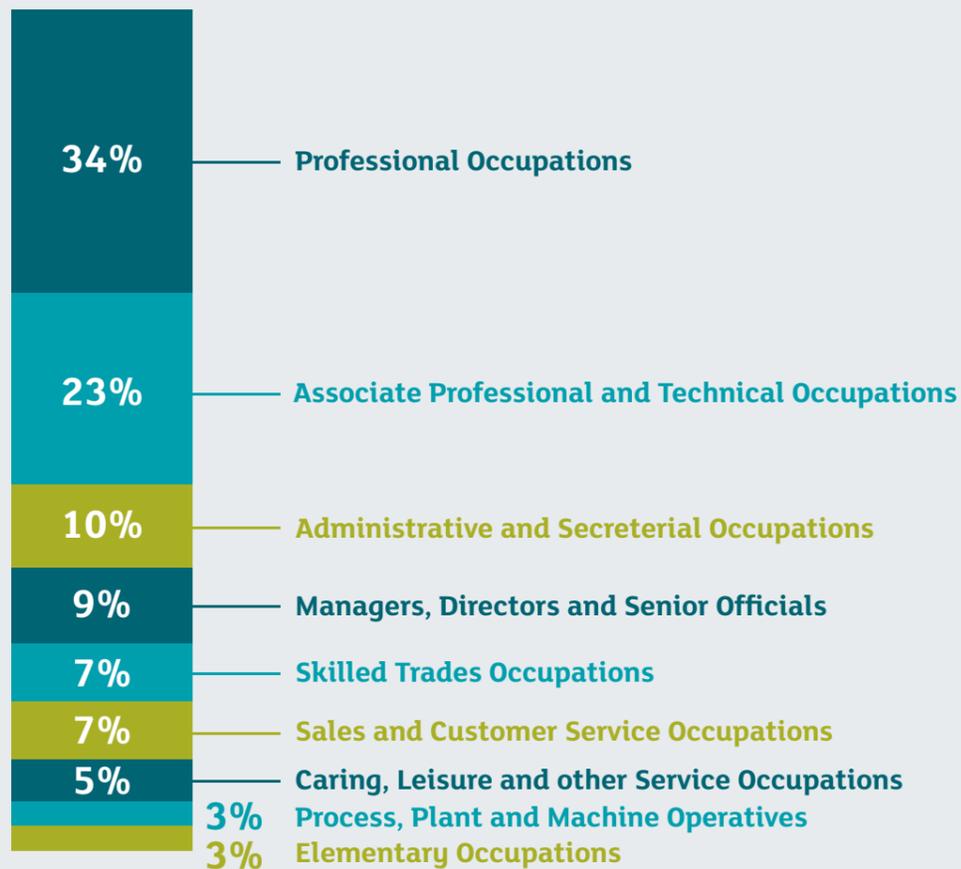
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Future Job Openings

From 2019 to 2029 there will be a requirement for:



Future Job Openings by Occupation from 2019 to 2029



Skills Shortage Vacancies and Gaps¹⁰

Skills Shortage Vacancies¹¹

Density of Skills Shortage vacancies in Creative Industries:
20%



Scotland: 24%

Skills Gaps¹²

Density of Skills Gaps in Creative Industries:
5%



Scotland: 5%

Sectoral Insight¹³

- Real demand for **new** and **replacement jobs** across visual arts, the screen industries, design, writing and publishing and creative digital across the creative economy.
- Creative **digital skills** in support of content creation, storytelling, design, user experience and interface across a range of digital platforms are key.
- Significant demand for design thinking, drawing and hand making skills in areas like visual arts, crafts, fashion and textiles.
- Equality, Diversity and Inclusivity is important. Businesses **need diverse talent who can deliver new products**, services, experiences in new ways to new audiences.
- Need to widely promote **the range of demand occupations and their progression pathways to attract skilled workers from other sectors**, as well as new entrants from Further and Higher Education.
- Realities of sector working: **self-employment, freelancing, portfolio working across short-term engagements**, often in different roles in one or more subsectors.
- Successful workers present and develop skills and attributes like flexibility, adaptation, collaboration, critical thinking, emotional intelligence, networking and their personal values.

⁹ Expansion demand is the measure of an increase/decrease in jobs, as a result of economic growth or contraction; replacement demand is the number of job openings generated through labour market churn (i.e. those who retire, move away, or change jobs). N.B. Some figures may not sum due to rounding.

¹⁰ Due to the way the Employer Skills Survey collects and reports data, the sectoral definitions vary from those we have used elsewhere in this infographic. To define the Creative Industries sector, we have used 'Arts, Entertainment, Recreation and Other Service Activities'.

¹¹ Base: All establishments with vacancies (only 2017 shown). Skill-shortage vacancies as a proportion of all vacancies. This may be due to a lack of skills, qualifications or experience amongst applicants.
¹² Base: All establishments (only 2017 shown). Skills gaps: the proportion of the workforce lacking full proficiency.

¹³ Insight provided by the Key Sector Managers who work closely with industry experts and employers.