

The Commercial Creative Sector

As the economy recovers, new jobs and opportunities will emerge. The basic skills required for many of these jobs are expected to rise – it is estimated that by 2010 around 95% of all new jobs will be at Level 2 or above. These fact sheets have been designed to support people in making informed choices about future employment and / or training to make the best of these new opportunities.

The North East Commercial Creative sector

The Commercial Creative sector is broad and dynamic industry with a promising future. It is made up of businesses which all rely on creativity and innovation to make money. It includes advertising, performing arts, publishing, music, film, television and radio, new media (computer games and software).

Job roles across the Commercial Creative sector are varied and include games designers, musicians, publishers, writers, broadcasters, advertisers and brand designers, artists, sculptors, potters and librarians.

The Commercial creative sector is a young industry in the North East and has strong links with the Tourism and Hospitality sector. Commercial Creative businesses across the UK find the region an attractive place to locate. The sector relies quite heavily on being innovative and original to compete against similar firms in other regions.

Employment is expected to increase in the Commercial Creative sector across the North East by over a quarter from 2007 to 2017. The sector will feel some negative impacts from the recession (such as reduced spending on the Creative and Cultural sector) but it is expected to bounce back faster than many sectors that have been more directly affected, such as Financial Services.

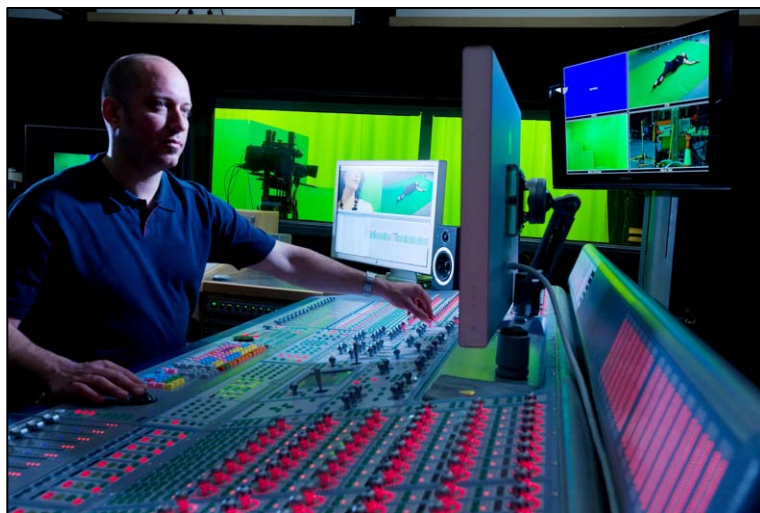
The recession has only temporarily slowed growth in this important sector of the region's economy, and it will play a key part in the economic upturn in the near future.

This industry is dominated by small companies and many people working within it are self-employed. People that have lost a job within the sector could consider starting their own business; support and funding is available from a wide range of sources (such as Business and Enterprise North East) which can make this a realistic option. The region has particular strengths that it can build upon such as online content and technology development as well as exhibitions and culture. As outlined in its recent report – Digital Britain – the Government recognises the importance of the sector nationally.



Skills required in the Commercial Creative sector

The skills required in the Commercial Creative sector are mainly office environment and IT skills. People who are able to display creativity and develop new ideas tend to do particularly well in the industry.



Employers in the industry look for skills such as:

- Innovation
- Management and leadership
- Design expertise
- Commercial awareness
- Creativity
- IT skills

As its name suggests, the sector is very commercial, so an understanding of business principles is valued by employers, in addition to the skills listed above. Many types of qualifications are valued across the Commercial Creative sector, from GCSEs to NVQs to Degrees. Because the range of job roles in the sector is quite varied, there is a large range of subjects which are relevant.

Common examples include A-levels in Art, the Institute of Practitioners in Advertising (IPA) Foundation Certificate, the Apprenticeship in Computer Games, Degrees in Journalism and NVQs in Graphic Design, Photo Imaging and Photo Processing, and Radio Production. Qualifications in Sales, Business Administration and Customer Service are also valuable.

Skills needed in the sector are changing in a number of ways. There is an ongoing use of cutting edge technology (for example, in developing new gaming software and broadcasting) which means that there will be future opportunities for new applicants with IT skills. Many North East companies are still on the lookout for new staff during the recession, and the skills required are constantly changing to reflect advancements in technology. The Government has identified this sector as a strong point of the economy in the global market place and as such it can expect a large amount of support, which should aid the creation of new jobs within new sectors; the North East would benefit from this.

Training provision for people interested in the Commercial Creative sector is available in a wide variety of locations in the North East and there are many opportunities to develop skills which will be in demand in the future. Creative apprenticeships are available in areas including Live Events and Promotion, community arts and cultural venue operations (for example, museum management). Training in digital and IT skills will be particularly valuable as they will continue to become more important to a range of occupations.

For more information about the Commercial Creative sector please see the following websites:

- The Institute of Practitioners in Advertising www.ipa.co.uk
- Creative and Cultural Skills www.ccskills.org.uk
- Creative Choices www.creative-choices.co.uk