



Digital Media, Creative & Cultural Industries in Brighton & Hove

This leaflet looks at employment in Digital Media, Creative & Cultural Industries in Brighton & Hove. Jobs include journalists, artists, printers, games designers, library assistants, graphic and web designers. Digital Media, Creative & Cultural workplaces include TV production and other media companies, publishers and entertainment venues.

A Who works in Digital Media, Creative & Cultural Industries?

In Brighton & Hove there are approximately 900 Digital Media, Creative & Cultural Industries business units with around 3,400 employees. There are also around 700 more people in the sector who are self-employed.

Figure 1: Employment in Digital Media, Creative & Cultural Industries

	Brighton & Hove	Sussex
Number of business units	900	3,000
Number of employees	3,400	14,900
Number of self-employed	700	3,100

Source: ABI 2007 and APS April-June 2006.

Ways of working in the sector

The majority of employees work on a full-time basis, although around four out of ten jobs are part time. Around a quarter of employees in the sector work "overtime"; hours additional to their normal working time, either paid or unpaid.

Figure 2: Working patterns in Digital Media, Creative & Cultural Industries

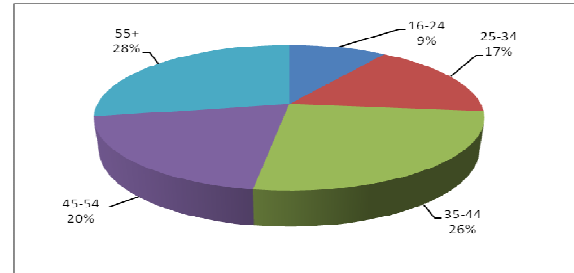
	% of employees
Full-time	61
Part-time	39
Overtime	26
Shifts	6
Flexi-time	8

Source: APS April-June 2006.



Age Profile

Figure 3: Age profile of people working in Digital Media, Creative & Cultural Industries



Source: APS April-June 2006.

B Qualifications, skills and occupations

Qualifications explained

Qualification levels used in this leaflet are based on both academic and vocational qualifications. The levels used are:

Figure 4: Qualification types

Qualification type	Equivalent to
No qualifications	No qualifications
Level 1	1 or more GCSEs at any grade
Level 2	5 or more GCSEs (grade A – C)
Level 3	2 or more A Levels
Level 4 or above	First degree level or above

What qualifications are needed?

Although some jobs in the Digital Media, Creative & Cultural Industries sector do not have formal entry qualifications, employers often expect entrants to have at least some qualifications and for some roles, a university degree is normally expected (see Figure 5).

Figure 5: Typical entry requirements

Occupation	Entry requirements
Journalists & Editors	No formal academic requirements but entrants usually have a degree.
Library Assistants & Clerks	No minimum academic requirements but entrants usually have GCSEs.
Printers	No formal academic requirements but some employers may require GCSEs.
Artists	No specific academic qualifications are required but a variety of degrees and vocational courses are available.
Software Engineers	Entrants usually have a degree or equivalent qualification, although entry with other academic qualifications and/or relevant experience is possible.
Broadcasting Assistants	There are no formal academic requirements but entrants usually have a degree.



What else are employers interested in?

Within Digital Media, Creative & Cultural Industries, potential employers may be particularly interested in new employees who have or can show that they have technical, IT or communication skills, as well as those who can demonstrate that they are good at managing people or projects. Employers may also expect potential employees to be able to demonstrate imagination and creativity.

Occupations in Digital Media, Creative & Cultural Industries

Figure 6 shows the levels of qualifications people working in key Digital Media, Creative & Cultural Industries occupations have. Most people working in the sector have at least a Level 2 qualification and 40% have a qualification at degree level or equivalent.

There are however, some roles, such as printers and printing assistants, library assistants and bookbinders, where qualifications are not required although qualifications often help people who want to progress to higher level occupations in the future.

Figure 6: Key Digital Media, Creative & Cultural Industries occupations and qualifications of people in these occupations

	No. of employees in Digital Media, Creative & Cultural Industries	% with type of qualification		
		Level 4+	Level 2 & 3	Below Level 2
Journalists & editors	240	58	42	0
Library assistants & clerks	160	31	58	12
Printers	140	0	87	13
Artists	130	71	29	0
Printing assistants	130	27	51	22
Archivists & curators	110	49	46	6
Broadcasting assistants	110	92	8	0
Bookbinders	110	0	88	12
Musicians	70	62	38	0
Producers & directors	40	100	0	0

Source: APS April-June 2006

What other jobs are there in the Digital Media, Creative & Cultural Industries sector?

You don't have to be an artist or journalist to work in the Digital Media, Creative & Cultural Industries



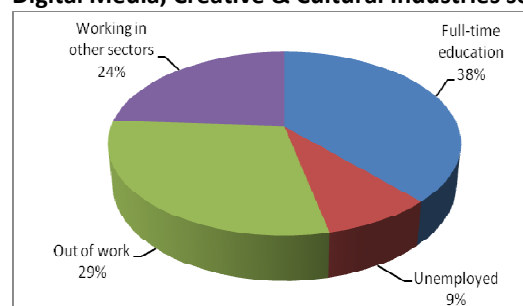
sector, as there are plenty of opportunities to work in other jobs which are not specific to this area of work. For example, there are around 2,900 people in the Digital Media, Creative & Cultural sector in Brighton & Hove working in other occupations such as marketing, IT or other managers, authors and graphic designers.

For more information on the different careers available, visit the following websites:

<http://www.connexions-direct.com/Jobs4u> or <http://jobseekers.direct.gov.uk/subjectmenu.aspx?sessionid=514621e5-f90c-4b94-998d-3e01122cea52&pid=1&o=3>

Where do Digital Media, Creative & Cultural Industries employees come from?

Figure 7: What did people do before they joined the Digital Media, Creative & Cultural Industries sector?



Source: APS April – June 2006. Note: Out of work = neither in employment nor unemployed i.e. caring for children, long term sick, retired etc.

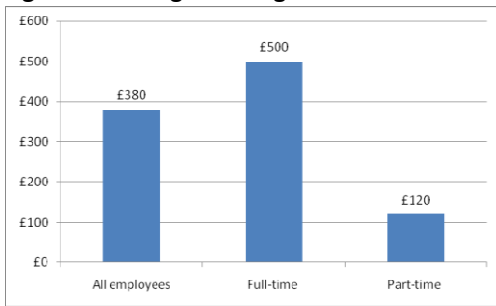
C How much do people earn in the sector?

The average gross weekly pay for all employees in the Digital Media, Creative & Cultural Industries sector in Brighton & Hove is around £380 (before tax etc), equivalent to a salary of around £19,800 per year. Full-time Digital Media, Creative & Cultural Industries workers in Brighton & Hove earn on average £500 (before tax etc) per week or £26,000 per year. The average gross weekly pay for part-time workers is £120, equivalent to £6,200 per year¹.

¹ Note: these figures are based on local average earnings and South East earnings for Digital Media, Creative & Cultural Industries from the Annual Survey of Hours and Earnings.



Figure 8: Average earnings in the sector



Source: Local level sector estimates based on regional and local data from ASHE 2008.

What people earn when they enter full-time work in Digital Media, Creative & Cultural Industries in Brighton & Hove depends on the job that they do. However, some people could expect a weekly pay of around £310 rising to around £680 per week for more skilled and experienced employees.

D How many job vacancies are there?

On average, Jobcentre Plus are notified of around 20 job vacancies in the Digital Media, Creative & Cultural Industries sector in Brighton & Hove each month. This figure is around 140 across Sussex as a whole.

Figure 9: Notified Jobcentre Plus vacancies

	Brighton & Hove	Sussex	South East
Average number of vacancies each month (Oct 08 - Sept 09)	20	140	530

Source: Jobcentre Plus Vacancies.

Further, not all vacancies in Digital Media, Creative & Cultural Industries are listed with Jobcentre Plus. Employers may advertise vacancies on their website or in newspapers or magazines. There are also some specialist Digital Media, Creative & Cultural employment websites including Wired Sussex (www.wiredsussex.com/jobs), Creative Brighton (www.creativebrighton.co.uk), lisjobsnet (www.lisjobnet.org.uk) and Creative Jobs Board (www.creativejobs.co.uk)².

How competitive is the sector?

Around 5% of Digital Media, Creative & Cultural Industries employers have vacancies that they are finding difficult to fill. This is below the average for all types of employer (7%) and suggests that most Digital Media, Creative & Cultural employers face little

difficulty recruiting new members of staff.

E What might happen in the future?

In the past

Over the last 10 years employment in the Digital Media, Creative & Cultural Industries sector has increased in Brighton & Hove by 22% or around 600 jobs.

In the future

It's difficult to predict but forecasts suggest that employment in Digital Media, Creative & Cultural Industries may decline over the next couple of years. However, the sector is expected to continue to be an important source of employment over the longer term.

F What are the major employers in the Digital Media, Creative & Cultural Industries sector in this area?

The table below gives examples of large employers in the sector in Brighton & Hove.

Figure 10: Large Digital Media, Creative & Cultural Industries employers in Brighton & Hove

Employer	Type of Service	No. of employees
Newsquest Sussex	Publishing	450 salaried + 2,000 casual staff
NC Soft	Software	250-500
Babel Media Ltd	Computer games design	100-250
RDF	Software	100-250
Brighton Dome	Entertainment venue	100-250
Royal Pavilion & Museum	Museum	100-250
Theatre Royal	Theatres	100-250
The Hove Centre	Entertainment Venue	50-100
Ricochet	TV production	50-100
Insure com	Internet services	50-100

Source: Brighton & Hove Business Directory.

² A wide range of recruitment sites are available. These are just some examples.

