



Leeds City Region – Sector Fact Sheet

Creative Industries Sector

What are the opportunities in this sector?

- Leeds city region has strengths in photographic, interactive media, publishing & design, BUT there are too many potential applicants- many badly informed about the reality of working in the sector
- IT & telecoms skills are needed to support the creative sector
- Skills shortages exist for computer programmers with strong maths and science backgrounds to work in the computer games development industry

What are my chances of getting a job in this sector?

- Not great, there are only 3% of jobs in this area and 12.5% of 16-18 year olds following creative-related learning programmes, so only the best will make it.
- Although we do have internationally recognised agencies working with top brands like Nike in the Leeds city region, you may need to be prepared to move to other centres of creative industries e.g. Manchester or London
- Consider alternative careers where creative talents are equally valued e.g. product design for manufacturing, hospitality & tourism.

How many jobs are there?

This is a thriving business sector in the city region and attracts a lot of interest from young people, but employs only 3% of the workforce. There are 32,000 people* employed in the following industries:

• Advertising	3,200
• Architecture	2,400
• Art & Antiques	200
• Design	1,100
• Designer Fashion	100
• Video, Film & Photography	1,100
• Music, Visual & Performing Arts	1,800
• Publishing	10,500
• Software & Electronic Publishing	10,200
• Radio & TV	1,000

Data Source: ONS BRES 2010 (Job numbers rounded)

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www.leedscityregion.gov.uk

What are employers looking for?

- Employers are inundated with applicants keen to work in the creative sectors, so they rarely advertise
- Talented individuals with great portfolios, relevant work experience and a strong work ethic will be best placed to get the few jobs available
- A degree in PR or design on its own is not enough – for PR roles employers look for strong written skills with academic degrees from top universities. For design, work experience and a strong portfolio are key.

Interested?

More information can be found on the following websites:

- Skillset (creative media) <http://www.skillset.org/careers/>
- Creative and Cultural Skills <http://www.creative-choices.co.uk/>
- E-Skills (IT and telecommunications) <http://www.e-skills.com/careers/>

or ask your careers advisor for more information about careers in this sector.