



The Future of (Digital) Creative Employment in Norfolk and Suffolk

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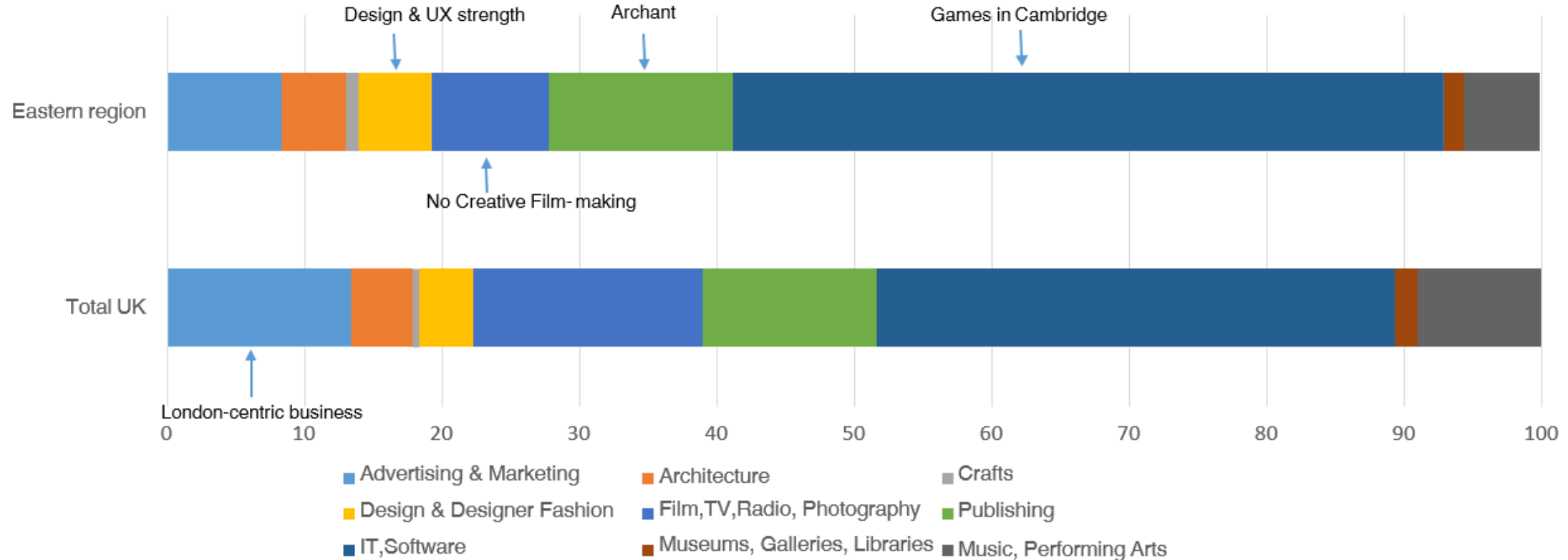




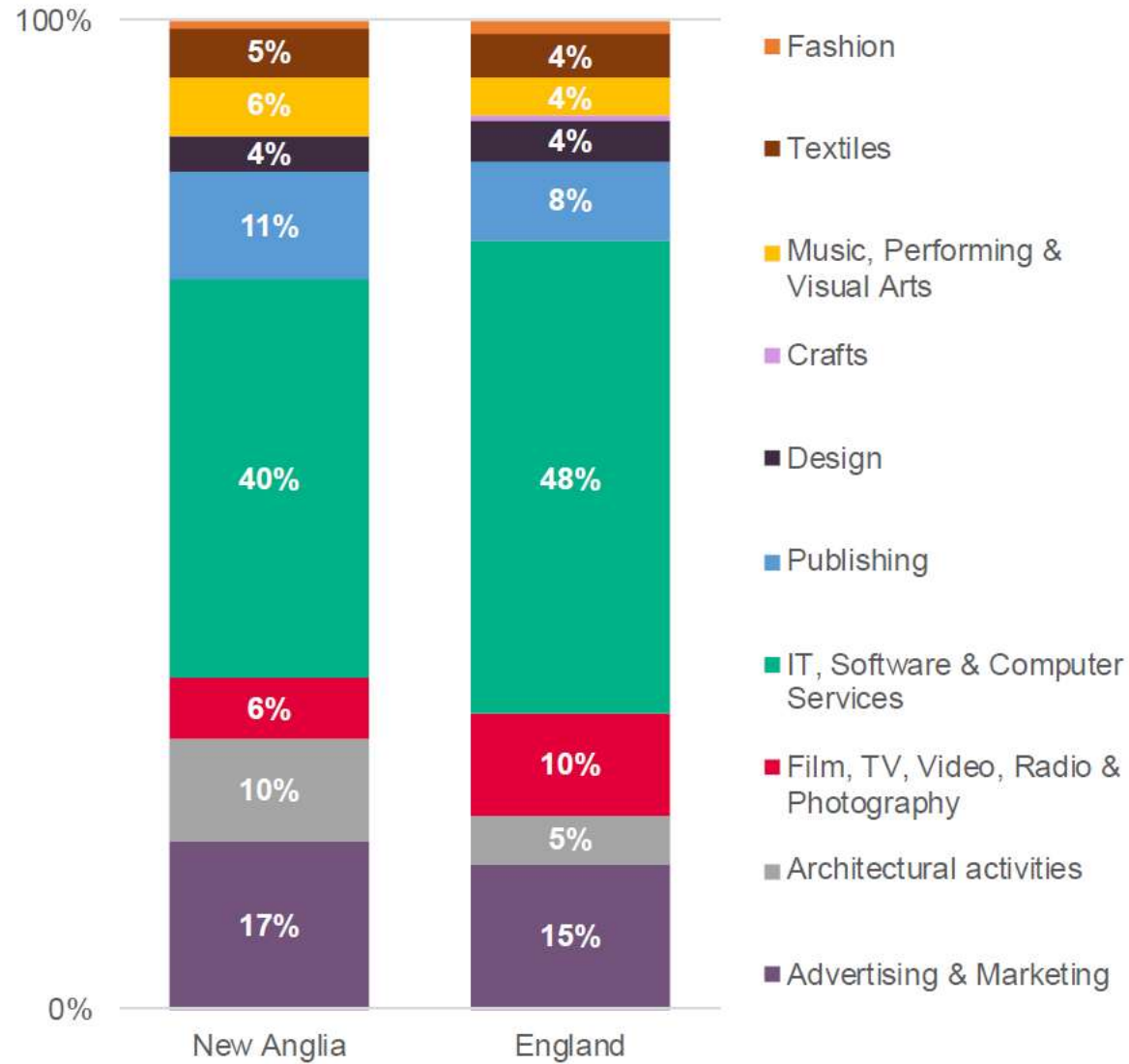
DCMS analysis shows how the Creative Sector in the East of England compares to the national picture: the challenges and the opportunities

GVA by Creative Sector, UK v Eastern Region

Creative Industry % Total Economy = 5.2%, but only 3.4% in the East



Norfolk and Suffolk overperform in jobs in Publishing, Advertising and Architecture, but underperform in creative IT & Software development v the national picture



It is important to understand the nature of the different businesses and organisations that make up the creative scene... The average size of a creative business in the UK is 3.5 people.



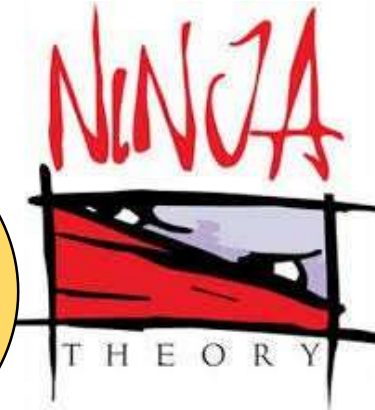
Pickr

Digital Creative Start-ups

- IT driven products/platforms
- More likely to scale up
- Bigger teams
- Software-based ideas, informed by UX
- **Government growth target**
- Whitespace & St Georges

Creative Content Businesses

- Business formed around creatively driven projects - film, games etc
- Core teams + specialist freelancers
- Business entity exists for project duration
- **Government growth target**



Creative Service Businesses

- Teams often small but stable
- UX agencies, Design agencies, Commercial film & animation agencies
- Service driven by client commissioning
- **Create vicarious value in client business**

Creative Employers

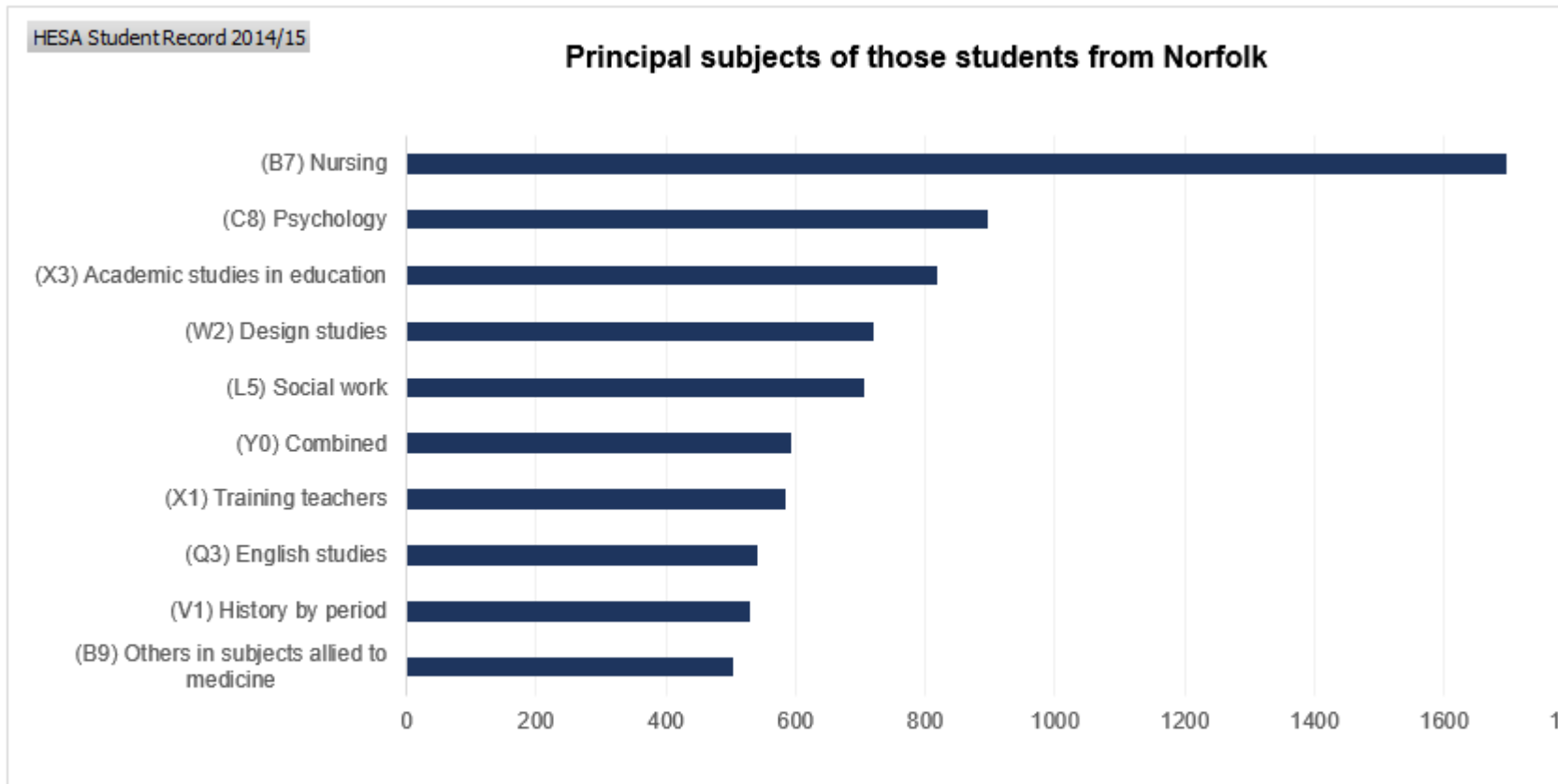
- Established commercial businesses incorporating creative process
- Museums, galleries, larger design agencies, publishing houses
- **Spine of the Creative Industries in training and partnering**





In our region we are strong providers of design education, but there is still work to do in creative IT and software development...

Chart 3 - What are our domiciled students studying in HE?



Since this data was collected, NUA has been named the UK Number 1 University for Games and World Top 10

Students from Norfolk and what they studied 2014/15 by STEM marker and HE provider



Apprenticeship starts are low compared to other sectors – but this is because the right standards do not exist and small businesses find the system hard to navigate...

Apprenticeship Starts by Creative Industries Related Framework

Apprenticeship Framework	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Broadcasting Technology	-	-	-	-	-	-	-
Community Arts	-	5	5	5	-	-	-
Creative and Digital Media	-	10	5	5	10	-	-
Cultural and Heirtage Venue Operation	-	-	-	-	-	-	-
Design	5	5	-	-	-	-	-
Digital Learning Design	-	-	-	-	-	-	-
Fashion and Textiles	-	-	-	-	-	-	-
Furniture, Furnishing and Interiors Manufacturing	-	-	-	-	10	10	-
Glass Industry	-	-	-	-	30	60	30
IT Application Specialist	165	120	60	65	70	30	20
IT, Software, Web & Telecoms Professional	100	120	120	170	180	130	170
Jewellery, Silversmithing and Allied Trades	-	-	-	-	-	-	-
Journalism	-	-	5	5	-	-	-
Live Events and Promotion	5	-	-	5	-	-	-
Marketing	15	25	25	15	20	20	10
Photo Imaging	-	-	-	-	-	-	-
Public Relations	-	-	-	-	-	-	-
Social Media and Digital Marketing	-	-	5	35	50	40	20
Technical Theatre, Lighting, Sound & Stage	-	-	-	-	-	-	-
Total	290	285	225	305	370	290	250

What progress are we making in this region?

- New Anglia LEP Creative Sector Skills plan has been developed and identifies alternative pathways as a priority
- Marketing & Architecture are likely to be the first to be introduced
- Degree Apprenticeship Standards now exist for Digital Solutions Professional and UX Designer
- UX Designer has been pioneered by the Tech Partnership but is not currently available for study in this region
- FE partners are leading this area

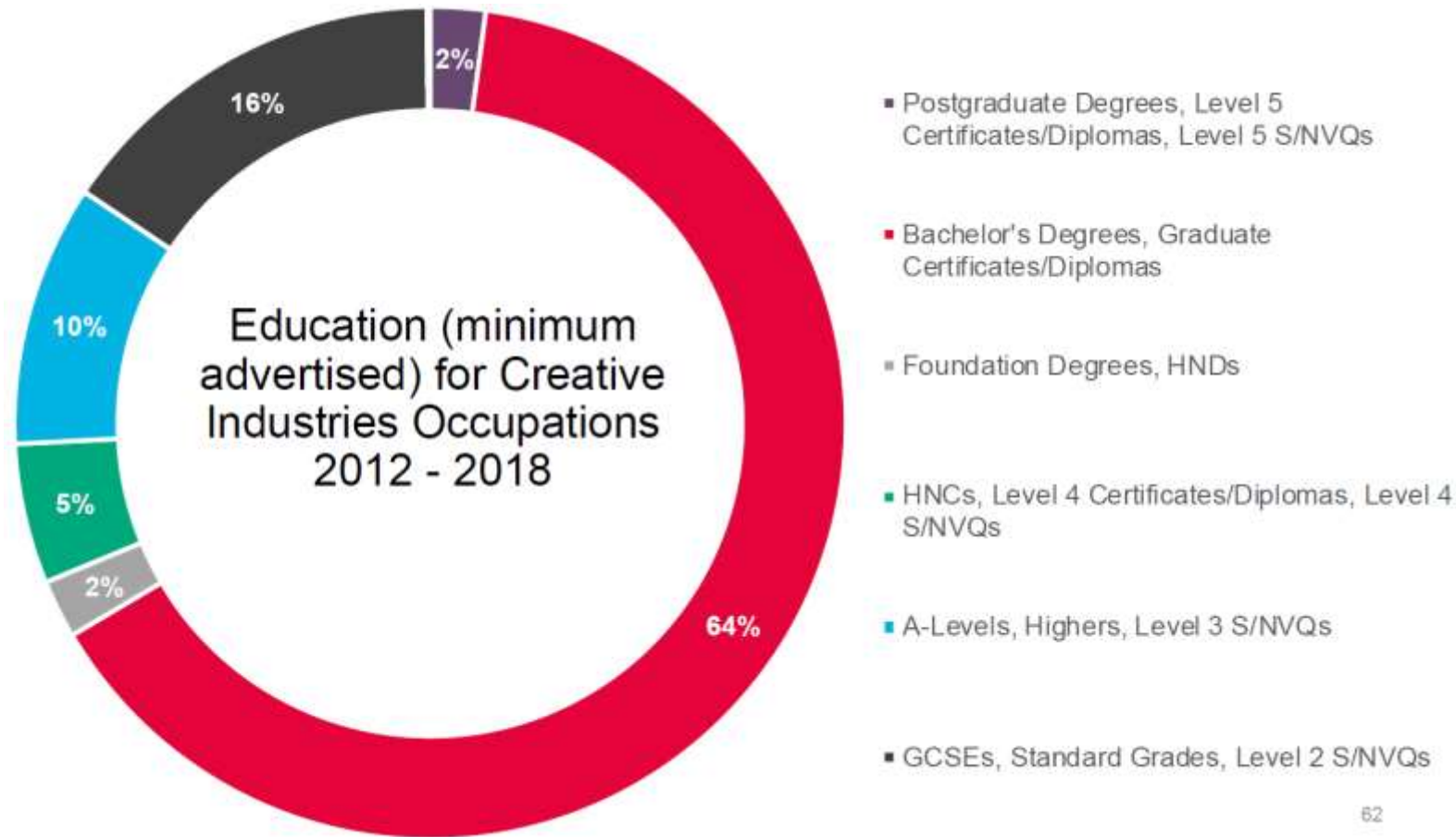
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But...

- Innovative courses are available to study as degrees: hybrid creative science degrees developed hand in hand with employers
- The Creative Sector Skills Plan also prioritises a more integrated system for work-based learning for students at all levels

The majority of jobs are accessed by graduates. There is an opportunity to develop alternative pathways to promote social mobility, but this does reflect the national picture, and to a certain extent, employer demand.





For employers, it is all about skills - so for students it has to be about how they use their educational experience to build skills...

Top 20 'Core' Skills for Creative Industries Occupations 2018

Skills	Job Postings
Communication Skills	2,125
Creativity	1,625
Planning	1,175
Organisational Skills	962
Writing	954
Detail-Orientated	787
Problem Solving	780
Microsoft Excel	631
Research	556
Building Effective Relationships	526
Microsoft Office	423
Leadership	422
Meeting Deadlines	340
Time Management	324
Editing	320
Presentation Skills	318
English	298
Mentoring	265
Energetic	247
Troubleshooting	219

Top 20 'Specialised' Skills for Creative Industries Occupations 2018

Skills	Job Postings
Microsoft C#	1,575
SQL	1,538
JavaScript	1,492
Software Development	1,391
Marketing	1,196
.NET	1,151
Teamwork / Collaboration	1,134
Sales	979
Social Media	914
Web Development	903
Budgeting	876
Active Server Pages (ASP)	702
Business Development	656
Software Engineering	655
jQuery	645
Java	636
SQL Server	610
ASP.NET	597
Customer Service	594
Hypertext Preprocessor (PHP)	584

NUA has been working with a skills-based approach since 2017...



Winner of 2019 Guardian Education Prize :

Best UK Employability and Entrepreneurship Initiative

Our own project began with employers and they have always been at the heart of our process

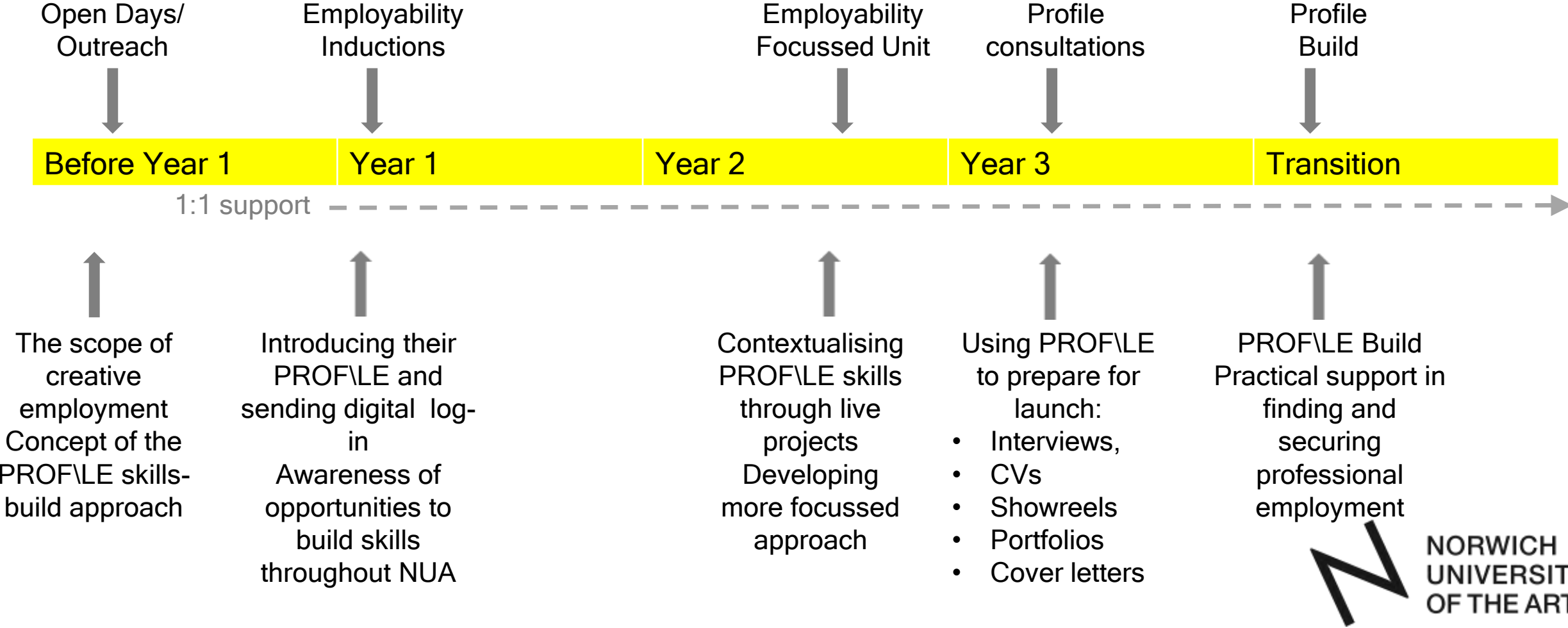
- Based on insight from employers: the skills they need to build their creative sector teams
- Making sense of 'graduateness' for the Creative Sector
- Innovating delivery models to meet employer need, internships, game models, VR...
- Bringing the employer into the student experience
- Underpinned and informed by regional, national and international trends: economic policy, political change, Industrial strategy, Industrial Revolution



The Top 10 Skills



Integrated Delivery of Employability learning at NUA is starting to deliver better graduate outcomes...



Engagement is everything. Profile can only help if our students like it, use it and take control of their own futures...



- Using serious play to engage with students / graduates
 - Board game
 - Card games
 - Group work
 - Serious play
 - Digital platform
 - PROFILE centred internships
 - VR delivery
- Interrupts 'normal' behaviour of participants
- Already under test with industry partners
- Re-frames...and re-values the core student experience: skills built, exposure to experience

The Card Sort:
What is my
PROFILE?



How does the region stack up on graduate outcomes?

- NUA has 94% graduates employed/further study 6 months after graduation, with 69% in Professional and Managerial work
- Specialist universities achieve better in graduate outcomes for target graduate destinations:

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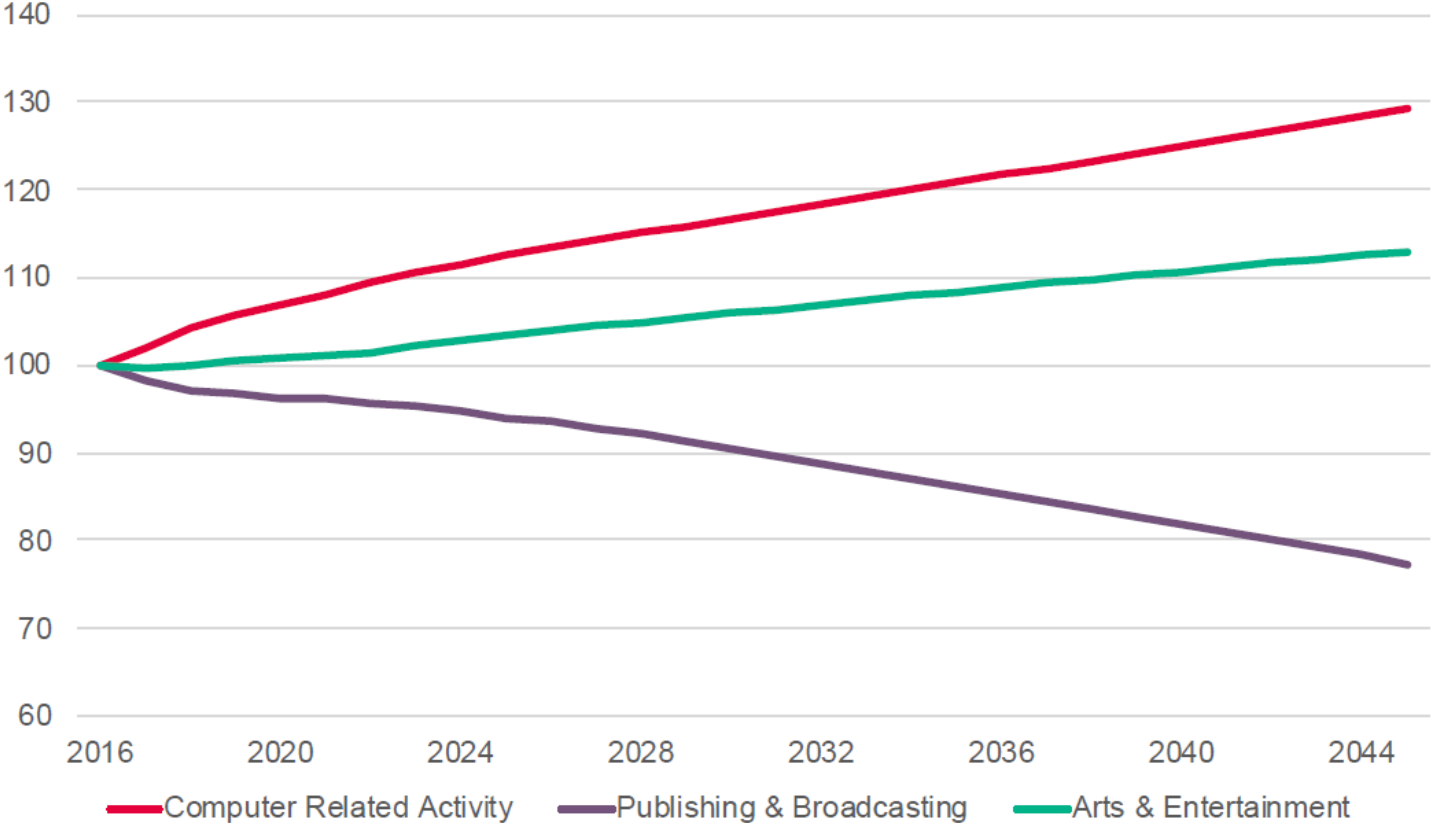
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	Film	Games	Design	Animation
UEA	55%	-	-	-
NUA	69%	78%	86%	76%
ARU	25%	70%	65%	45%



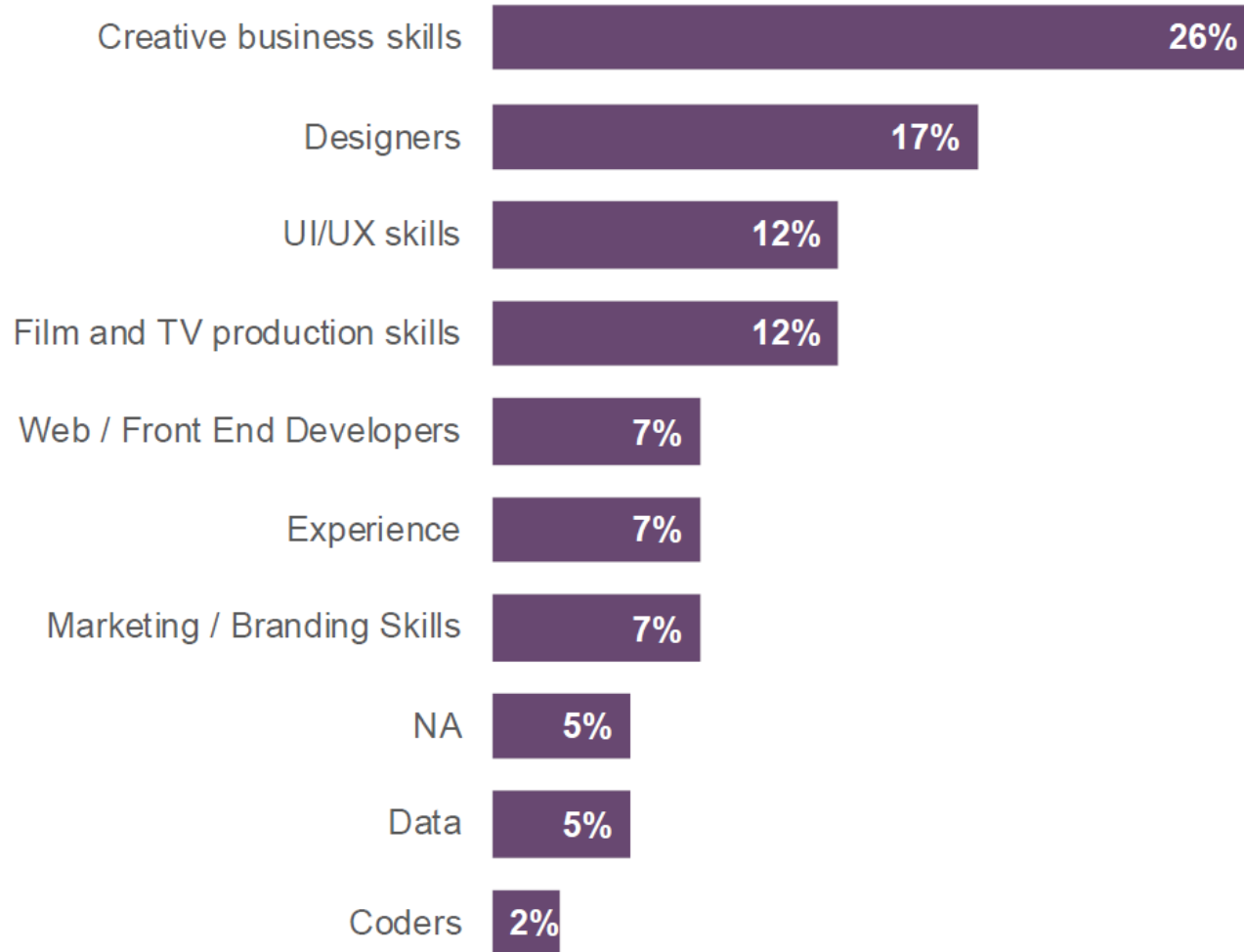
Digital creative employment has a bright future in our region; the World Economic Forum forecasts creative skills as being the most important for economic growth in the next 30-50 years...

Employment Projections Index (2016 = 100) for Sectoral Elements of Creative Industries



Source: East of England Forecasting Model

Even now, these are skills which employers hold in high demand...and where they currently recruit from outside of our region.





Investing in an education that develops creative skills is a smart move...

- Creative Industry is worth £101.5 billion to the UK Economy and is growing faster than any other sector
- 3.1 million people working the Creative Economy – job creation is 3x faster than the economy as a whole
- East of England is the fastest growing region outside of London – and 75% of jobs still are outside London
- There are top quality providers of creative education in this region and a strong and growing employer base
- Current statistics indicate that Digital Creative, in all of its forms, is the area to target...

Investing in an education that develops creative skills is a smart move...

- Creative Industry is worth £90billion to the UK Economy and is growing faster than any other sector
- 2.8 million people working the Creative Economy – job creation is 3x faster than the economy as a whole
- East of England is the fastest growing region outside of London – and 75% of jobs still are outside London
- There are top quality providers of creative education in this region and a strong and growing employer base
- Current statistics indicate that **Digital** Creative, in all of its forms, is the area to target...

...but what can I see in my crystal ball?

Unicorns...



GAMES IS THE BIGGEST
ENTERTAINMENT
INDUSTRY – WORTH
£1BILLION GDP AND
£2BILLION GLOBAL SALES

Science

43% BUSINESSES SAY
SKILLS SHORTAGE IS
THE BIGGEST
BARRIER TO GROWTH

Creativity

UX FOCUSSED BUSINESS
OUTPERFORMED
COMPETITORS BY 228%
ON AVERAGE (DESIGN
MANAGEMENT INSTITUTE 2016)

UX DESIGN IS NUMBER
1 'IN DEMAND' CAREER
IN USA
(BRAZEN LIFE MAGAZINE 2016)

Extended Reality



New routes to market

NETFLIX



Flexibility, Adaptability, Resilience

- Careers at the start of their degree will be different by the end
- Creative sector jobs are considered amongst the least affected by automation, but will nevertheless adapt to the new way of working
- People who value themselves as a collection of skills they can apply to changing opportunities will fare best



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- Creative sector jobs are considered amongst the least affected by automation, but will nevertheless adapt to the new way of working
- People who value themselves as a collection of skills they can apply to changing opportunities will fare best
- Creative roles will increase in value, but may not be where we think



Global working, but from any location

