

Focus on Creative and Digital



Oxfordshire Labour Market Information, Winter 2016
Produced by Oxfordshire Local Enterprise Partnership

The creative and digital sector is an important part of the Oxfordshire economy. 32,500 people, or 9 per cent of employees, currently work in this sector in Oxfordshire¹, which has grown by 25 per cent in the last five years (from 2010). About a third of creative and digital workers are based in Oxford City. 13,550 work in the digital sub-sector and 19,300 work in the creative side.

Nationally, the sector as a whole is predicted to outperform all other occupational categories¹ with an additional 1.2 million jobs forecast to 2022 in the UK from growth and replacement jobs – this is about half the current workforce. Oxford City is recognized as one of the UK's top 10 'hot-spots' for creative industries (NESTA, 2012) and is the UK's largest centre of publishing outside London. Digital strengths are in cyber security; Big Data; publishing; gaming; medical technologies & medical devices; automotive & Formula 1; space related technologies and electronics.

"Oxford has an exciting future. With a critical mass of talent emerging from world-leading universities, it is fast becoming an innovation hub for specialist areas such as systems design and integration."²

Did you know?

Outside of London, Oxfordshire has the biggest creative employee community and a fast growing digital sector.

Within Oxfordshire, publishing, telecomms and creative, arts and entertainments are focussed around Oxford City. Computing and technical workers are largely based in the Vale, and Advertising and Market researchers are mostly in South Oxon.

¹ ONS, Business Register Employment Survey, 2013. Digital includes, 61-3 & 95 - 2 digit SIC07 codes. Creative is defined as 58-60, 73-4, 90-1.

² Gerard Grech, CEO of Tech City UK, January 2015 <http://www.wired.co.uk/news/archive/2015-01/16/digital-oxford>

What is the Creative and Digital sub-sector?

This sector expands across a broad range of activity and companies and includes: television production through to software development; social networking tools and e-commerce; design to advance digital hardware innovation; and includes advertising and marketing communication companies, electronic publishing, computer games developers, computer programming and consultancy; and broader information and communication technology industries.

The future will see a greater fusion between the creative and digital sectors with many of the employment lines above blurred.

Did you know?

43% of creative workers are self-employed so "young people now need to think about making a job and not simply taking a job".

Robert West, www.fe.news.co.uk

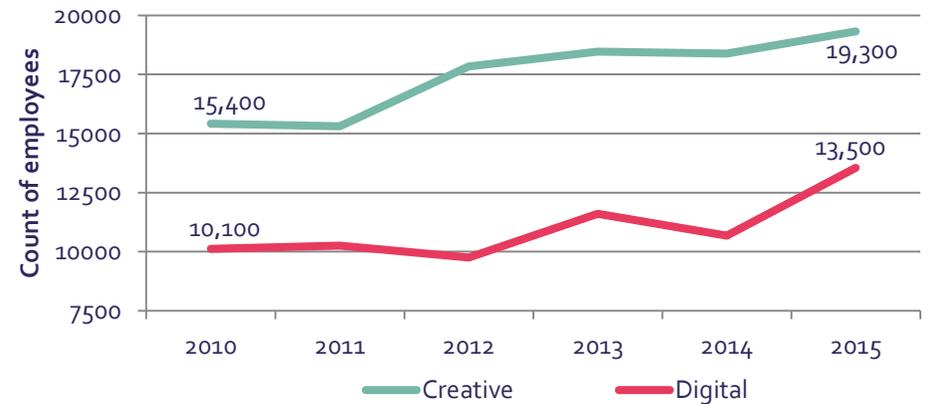
Did you know?

The creative sector is unlikely to be at risk from automation. 87% of creative occupations are considered low risk.

www.fe.news.co.uk

The creative and digital employee split

Count of employees in Creative and Digital sub-sectors, 2010-2015, Oxfordshire



Computer programming and consultancy make up 70 per cent of the digital sub-sector occupations in Oxfordshire and is the fastest growing occupation area. Publishing and advertising/market research make up 70 per cent in the creative sub-sector.

In terms of employers in Oxfordshire, there has been a 24 per cent increase in new digital companies incorporated between 2010 and 2013.³

78% of creative media workforce is educated to degree level – just over half of these were in a creative media related subject.

www.creativeskillset.org, 2014

³ <http://www.techcityuk.com/wp-content/uploads/2015/02/Tech%20Nation%202015.pdf?hootPostID=e58563ffc7df88452825ba4b2c3aa297>

Creative and Digital companies in Oxfordshire



Did you know?
56% of employees found creative jobs by informal means such as word of mouth or social media.
www.creativeskillset.org, 2014

Creative and Digital Employers in Oxfordshire



Broadcasting and Production



Did you know?
94% of companies in the digital creative sector are micro companies, which have 0-9 employees.
ONS IDBR, 2014

Occupations⁴, pathways and skills

As creative jobs are digitised, the digital and creative roles increasingly cover a broad range of occupational groups. The following table shows the ONS mean average advertised salaries for occupations that include digital and creative roles for 2016.

Occupation title	Mean Advertised Salary in Oxfordshire 2016
Marketing and sales directors	£51,424
IT business analysts, architects and systems designers	£48,139
Programmers and software developers	£47,223
Design and development engineers	£41,814
Web design and development professionals	£33,986
Artists	£31,474
Authors, writers and translators	£30,748
IT operations technicians	£30,530
Marketing associate professionals	£28,497
Graphic designers	£27,721
Journalists, newspaper and periodical editors	£25,045
IT user support technicians	£24,774

Differing job titles can refer to the same type of work in this sector. For example IT, Software, Systems, Web, Applications developers or designers could, in fact, be similar roles. Posts most in demand are digital-based with employers citing skills shortages in some areas. There is more competition for creative based roles.

⁴ http://www.prospects.ac.uk/types_of_jobs.htm

Did you know?

Digital Creative gross median weekly earnings were £559 in 2014, compared to the national average of £418, but, where separated, the digital side is more lucrative than the creative. UKCES

Vacancies, 2016	No. of postings
Software developer	302
Marketing professionals	284
Web designers	147
Journalists, newspaper and periodical editors	123
Authors, writers and translators	112

Systems Analyst

Analysts use computers to design IT solutions, or adapt, enhance or modify existing systems to improved business efficiency and productivity.

They examine existing IT systems and business models; analyse systems requirements; undertake product development; implement, configure and test feasible solutions. Technical expertise and clear insights into business practice required. Junior analysts start on about £20,000.

Applications / Systems Developer

Systems developers maintain, audit and improve organisational support systems by working on the internal operations of computers, using existing systems or incorporating new technologies to meet particular needs, often as advised by a systems analyst or architect. They test both hard and software systems, and diagnose and resolve system faults.

The role also covers writing diagnostic programs and designing and writing code for operating systems and software to ensure efficiency. When required, they make recommendations for future developments. Depending on the type of organisation, developers can become either systems or applications specialists. Salaries generally start in excess of £22,000 – usually at graduate level.

Web Designer

Web designers plan, create and code web pages using technical and non-technical skills, so how a website works as well as what it looks like. Designers can also be responsible for maintenance of the site. Starting salary between £18-24,000

Graphic designer

Designers create design solutions for a visual impact, be it for websites, advertising, posters, books or corporate identity. Usually working to a brief and developing ideas to meet the clients' needs. Junior designers start between £15,000 – £19,000 depending on location.

Art officers / Producers (Film, TV and Video)

Arts officers oversees projects from conception to completion and are usually involved in all parts of the process, from organising event / shooting schedules, financing, compliance with regulations and troubleshooting. Starting as an assistant producer would pay from £18,000.

Skills

Skills cluster required in creative digital, Oxfordshire, 2016⁶



A study carried out on behalf of O2 in 2013 found that Britain will need 750,000 skilled digital workers by 2017 – and if we can't support that growth, it could result in costing the UK as much as £2bn each year.⁷

Rapid technological advances are creating digital skills shortages and gaps. This can present a problem for ICT graduates as their knowledge can become quickly out-of-date. Evidence suggests students should not specialise too early.⁸

⁶ Labour Insights top C&D skills – the larger the font, the more this skill is requested in job advertisements

⁷ 'A UK digital skills gap looms', 18 Aug 2014, <http://www.theguardian.com/media-network/media-network-blog/2014/aug/18/uk-youth-shortage-digital-skills> [Accessed 28 Jul 2015]

⁸ <http://www.computerweekly.com/news/2240238003/Computing-teachers-need-more-training-say-students> [Accessed 30/6/15]

Did you know?

26% of digital workers were female, substantially lower than the national average of 47%

UKCES

Did you know?

8% of workers are non-white in creative sub-sector, compared to 11 per cent across the economy

UKCES