

**East Midlands Sector Skills Research**

**Leicestershire LSC Report**

**Creative & Cultural Skills**

# 1. Introduction

This report is part of a wide-ranging programme of skills research covering all five Learning and Skills Council areas in the East Midlands region.

In relation to each of these Learning and Skills Council areas and the East Midlands region as a whole, a series of detailed reports have been produced that focus on the present and future skill needs of different sectors of the economy. The research outputs include:

- Individual reports for each Sector Skills Council footprint
- A further set of reports covering 39 of the 67 sectors defined by the Working Futures 2 employment forecasts. These sectors have been selected with reference to their importance in terms of numbers employed regionally and at an individual LSC area level and with consideration to the value each report will add to the Sector Skill Council reports.<sup>1</sup>

This report focuses on the Creative & Cultural Skills Sector footprint within the Leicestershire LSC area. The activities covered by the Creative & Cultural Skills Sector footprint are set out in Appendix One.

The analysis contained in this report is entirely based on secondary data and includes use of data from the Working Futures 2 employment forecasts<sup>2</sup>, National Employer Skills Survey 2005, Annual Business Inquiry 2004 and the Census 2001.

The structure of this report is as follows:

- Current sector structure
- Sub sector analysis
- Workforce profile
- Historical trends
- Forecast employment change
- Drivers of change and key skill issues
- Human resource indicators
- Business and employment matrix

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<sup>1</sup> A separate report setting out the full criteria for selection of reports has been produced and is available from Nottinghamshire Learning and Skills Council

<sup>2</sup> Working Futures: New Projections of Occupational Employment by Sector and Region, 2004, SSDA/LSC/IER/CE

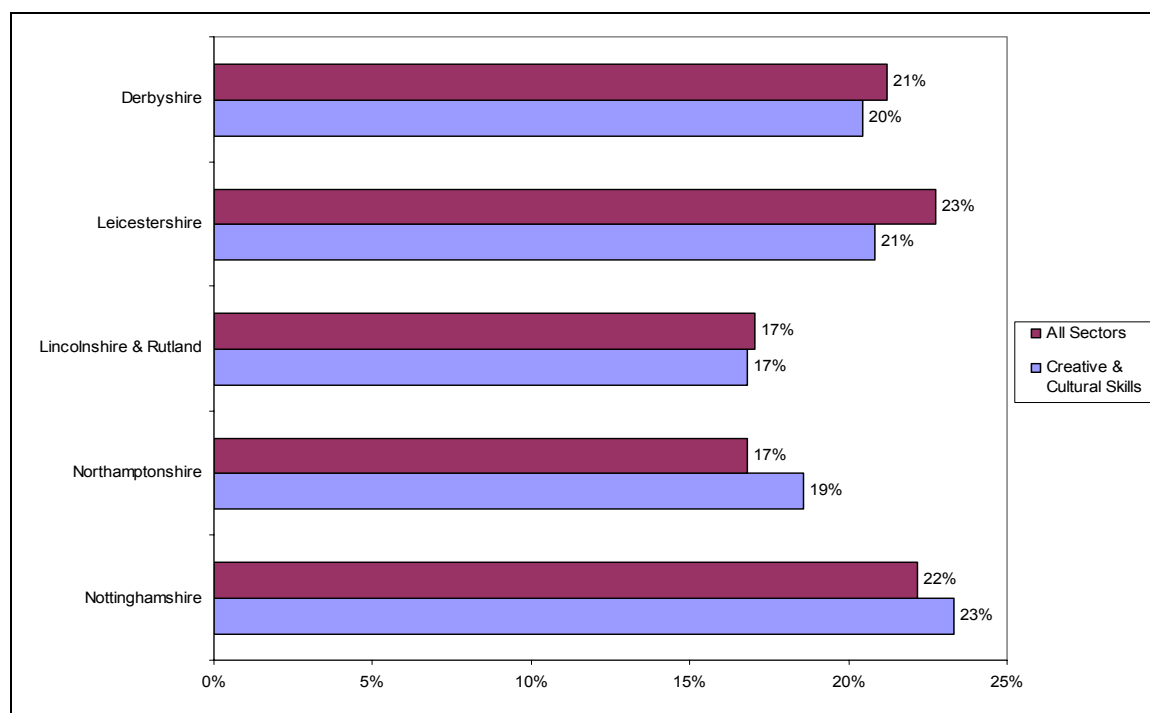
## 2. Current sector structure

Based on the Annual Business Inquiry 2004 there are an estimated 409 employers and 1,596 employees working in the Creative & Cultural Skills sector in the Leicestershire LSC area<sup>3</sup>.

The sector accounts for 1% of all employers in Leicestershire LSC area and 0% of total employment<sup>4</sup>.

Chart 1 sets out the distribution of Creative & Cultural Skills employers by LSC area within the East Midlands region and compares this with the distribution of all employers (All sectors)<sup>5</sup>.

**Chart 1: Share of total employers by LSC area; Creative & Cultural Skills and All sector average**



Source: ABI 2004

<sup>3</sup> The Annual Business Inquiry figures on employment excludes those self employed and casual labour, so is likely to under-estimate the total number of people working in the sector. Working Futures 2 data which takes account of numbers self employed estimate that the total numbers working in the sector in 2004 was 4,650.

<sup>4</sup> The Annual Business Inquiry (ABI) estimates for employers cover all UK businesses registered for Value Added Tax (VAT) and/or Pay As you Earn (PAYE).

<sup>5</sup> It should be noted that the figures on all charts in this report have been rounded to the nearest full percentage, but the bars on each chart still reflect any small decimal point differences

Analysis of the spatial distribution of the sector indicates that as a proportion of all Creative & Cultural Skills employers within the East Midlands Region those in Leicestershire account for an estimated 21% and of all Creative & Cultural Skills employers in England, those in Leicestershire account for 0.9%

In relation to employment, the respective figures are 21% of the regional total and 0.8% of the total for England. (See Table 1 for more details).

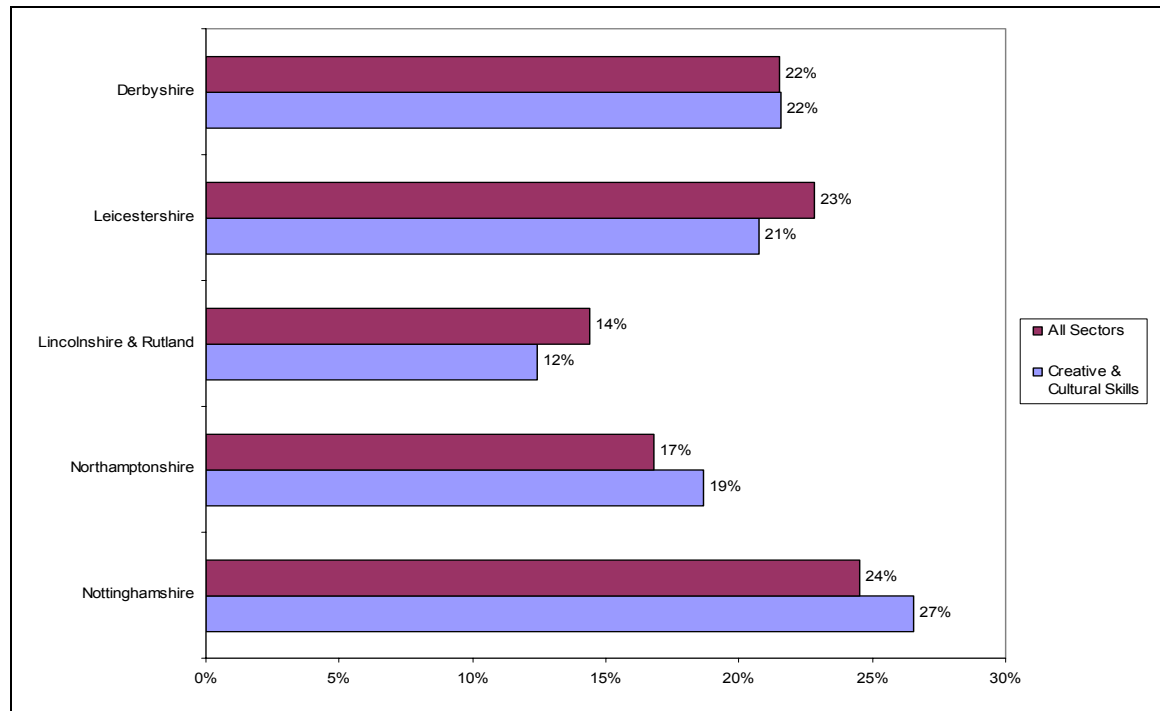
**Table 1: Structure of employment and employers within Creative & Cultural Skills; Leicestershire, East Midlands Region, England**

	Number (LSC area)	As % of all in LSC area	As % of sector in East Midlands Region	As % of sector in England
Number of employers	409	1%	21%	0.9%
Number of employees	1,596	0%	21%	0.8%

Source: ABI 2004

Chart 2 sets out the distribution of Creative & Cultural Skills employment by LSC area and compares this with the distribution of total employment (All sectors).

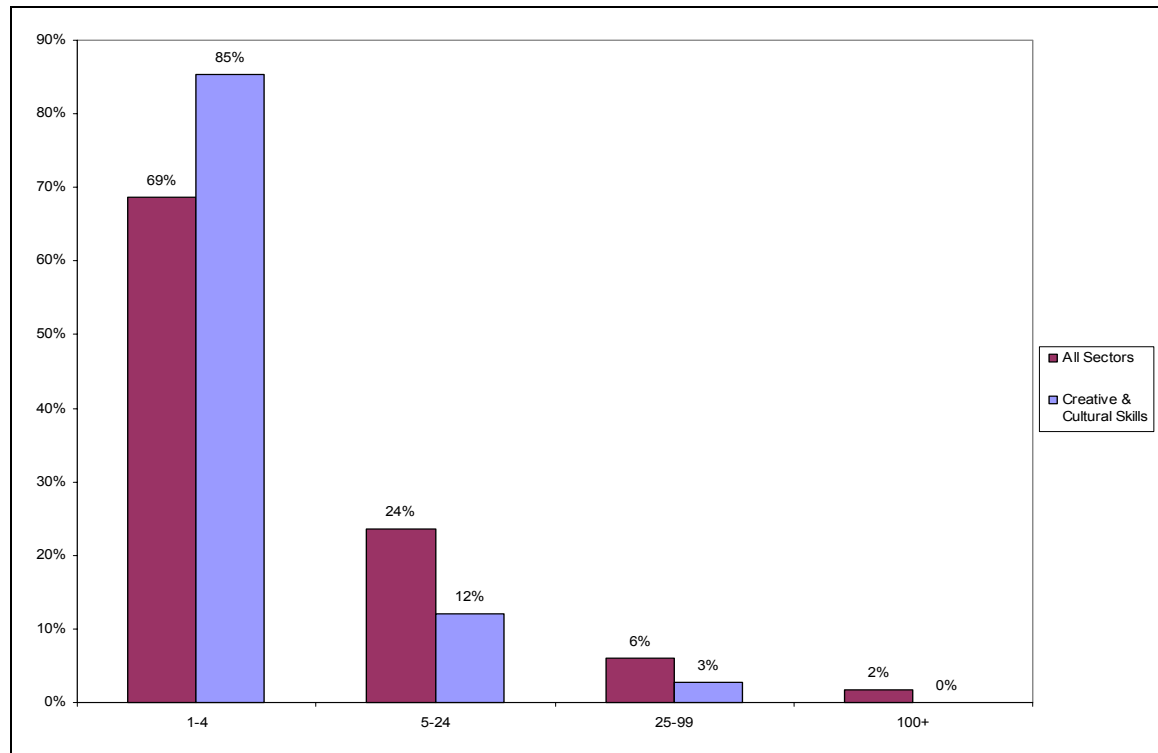
**Chart 2: Share of total employment by LSC area; Creative & Cultural Skills and All sector average**



Source: ABI 2004

Chart 3 outlines the proportion of employers within different employment size bands in Leicestershire and indicates that by comparison with the average for all sectors within Leicestershire, there are relatively high concentrations of very small employers within the Creative & Cultural Skills sector footprint (Those employing between 1-4 employees).

**Chart 3: Proportion of employers by employment size band in Leicestershire; Creative & Cultural Skills and All sector average**



Source: ABI 2004

Table 2 identifies the proportion of employees working in different sized workplaces and highlights the relative concentrations of employment within establishments employing less than 100 employees.

**Table 2: Size structure of employment within Creative & Cultural Skills; Number of employees within each employer size band; Leicestershire, East Midlands Region, England**

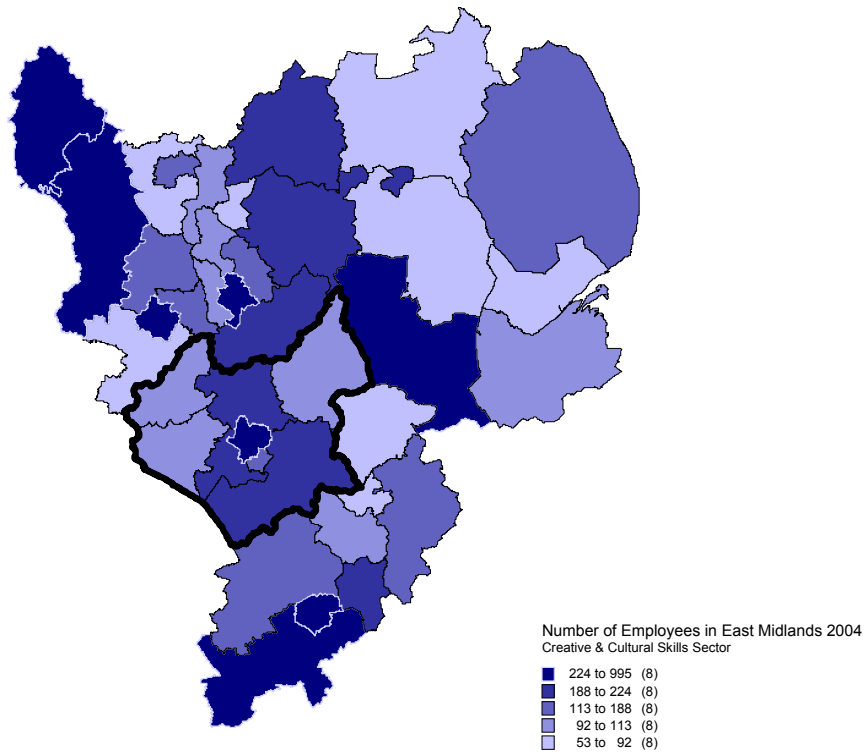
	Number of employees in Creative & Cultural Skills (LSC area)	% employees in Creative & Cultural Skills (LSC area)	% employees in All sectors in LSC area	% employees in Creative & Cultural Skills in East Midlands Region	% employees in Creative & Cultural Skills in England
Number of employees (1-4 employees)	587	37%	11%	36%	29%
Number of employees (5-24) employees)	518	32%	22%	29%	20%
Number of employees (25-99) employees)	491	31%	24%	30%	22%
Number of employees (100+) employees)	0	0%	43%	5%	29%
All employees <sup>6</sup>	1,596	100%	100%	100%	100%

Source: ABI 2004

Maps 1 and 2 highlight the spatial concentrations of employees and numbers of businesses in the Creative & Cultural Skills Sector within each local authority area within the East Midlands region. Appendix Two contains a key to all local authority names within the East Midlands region.

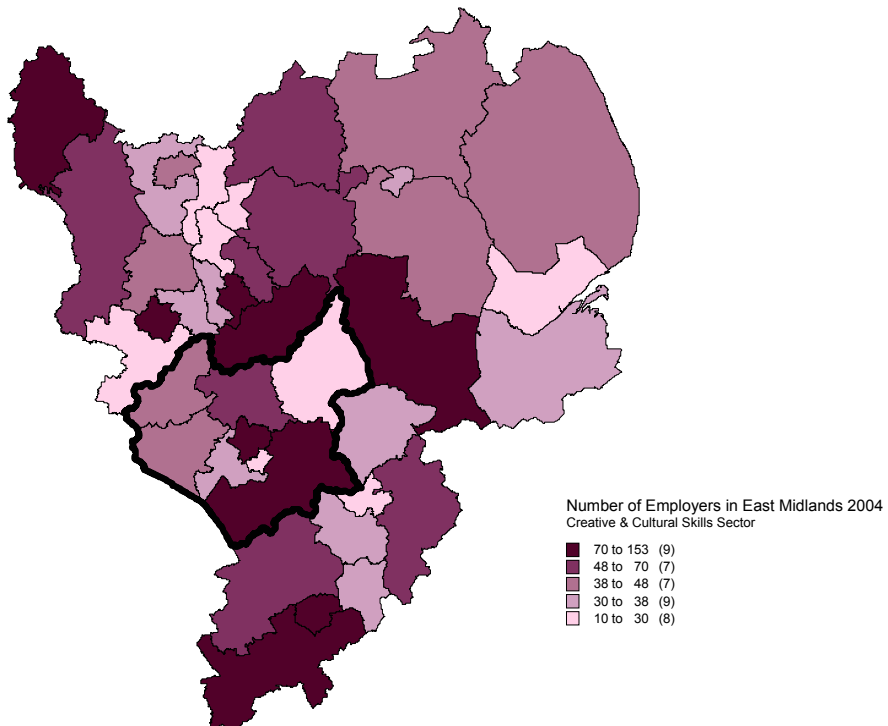
<sup>6</sup> Creative & Cultural Skills has now defined a further 'design' sub sector for the industry, which includes SIC codes 92311 and 74872. It has been estimated by Creative & Cultural Skills that 10,620 people are employed within the definition of these codes within the East Midlands region and that total employment across the region within the sector is 28,890

**MAP 1**



Source: Annual Business Inquiry 2004

**MAP 2**



Source: Annual Business Inquiry 2004

### 3. Sub sector analysis

Total employment within all sectors in Leicestershire represents about 1.8% of the total for England. Given that employment within Creative & Cultural Skills within the LSC area represents 0.8% of the total for England, employment in Creative & Cultural Skills activities within Leicestershire are somewhat under-represented.

Table 3 provides a breakdown of employment within different Creative & Cultural Skills sub-sectors<sup>7</sup>.

The analysis indicates that advertising accounts for an estimated 46% of all employment in Creative & Cultural Skills activities in Leicestershire, cultural heritage 17%, music 6% and performing visual and literary arts 31%.

**Table 3: Number and % of employment by Creative & Cultural Skills sub-sector; Leicestershire, East Midlands Region, England**

	Number (LSC area)	As % of all in Creative & Cultural Skills sector in LSC area	As % of sub-sector in East Midlands Region	As % of sub-sector in England
Advertising	740	46%	30%	0.9%
Cultural heritage	267	17%	16%	0.9%
Music	89	6%	37%	1.2%
Performing visual and literary arts	500	31%	15%	0.5%
Total for Creative & Cultural Skills	1,596	100%	21%	0.8%

Source: ABI 2004

Table 4 provides a breakdown of employers within each Creative & Cultural Skills sub-sector.

<sup>7</sup> Appendix One contains SIC definitions for each Creative & Cultural Skills sub sector

**Table 4: Number and % of employers by Creative & Cultural Skills sub-sector; Leicestershire, East Midlands Region, England**

	Number (LSC area)	As % of all in Creative & Cultural Skills sector in LSC area	As % of sub-sector in East Midlands Region	As % of sub-sector in England
Advertising	150	37%	23%	1.3%
Cultural heritage	32	8%	26%	1.9%
Music	15	4%	19%	0.6%
Performing visual and literary arts	212	52%	19%	0.7%
Total for Creative & Cultural Skills	409	100%	21%	0.9%

Source: ABI 2004

Table 5 identifies sub regional concentrations of employment within different Creative & Cultural Skills sub-sectors, using location quotients. Location quotients use the local share of national employment for the sub-sector or sector and compare it with the local share of national employment overall. The difference gives an indication of whether there is a higher level of employment in the sub-sector/sector than average, or a lower level. In this example, the average for all sectors is 1.0. Therefore, a figure for a sub-sector/sector below 1.0 indicates an under-representation of employment and a figure above 1.0 represents a relative concentration of employment.

The analysis indicates that in relation to Leicestershire LSC as a whole, employment in all Creative & Cultural Skills sub-sectors is under-represented. However, within this overall pattern, there are considerable sub-regional variations in employment. Table 5 identifies a number of relative concentrations of employment or 'hot spots' at a local authority area level.

**Table 5: Sub regional concentrations of employment within Creative & Cultural Skills sub sectors within Leicestershire**

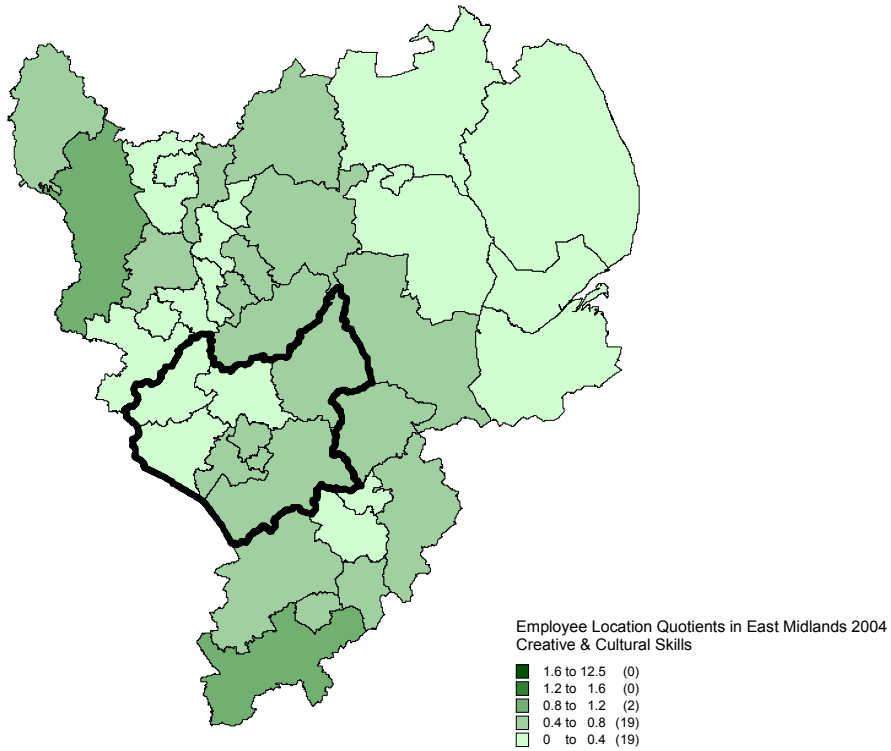
Sub-sector	Location Quotients for Creative & Cultural Skills sub-sectors in Leicestershire <sup>8</sup>	Sub regional 'hot spots'
Advertising	0.51	
Cultural heritage	0.51	Melton (2.91)
Music	0.67	Oadby and Wigston (8.54)
Performing visual and literary arts	0.30	
Total for Creative & Cultural Skills	0.42	
Total for All Sectors	1.00	

Source: ABI 2004

<sup>8</sup> The share of employment in England within each sub sector or sector in Leicestershire by comparison with the share of employment in England in Leicestershire of all sectors.

### MAP 3

Map 3 identifies spatial differences in location quotients for the Creative & Cultural Skills sector for each local authority area in the East Midlands region.



Source: Annual Business Inquiry 2004

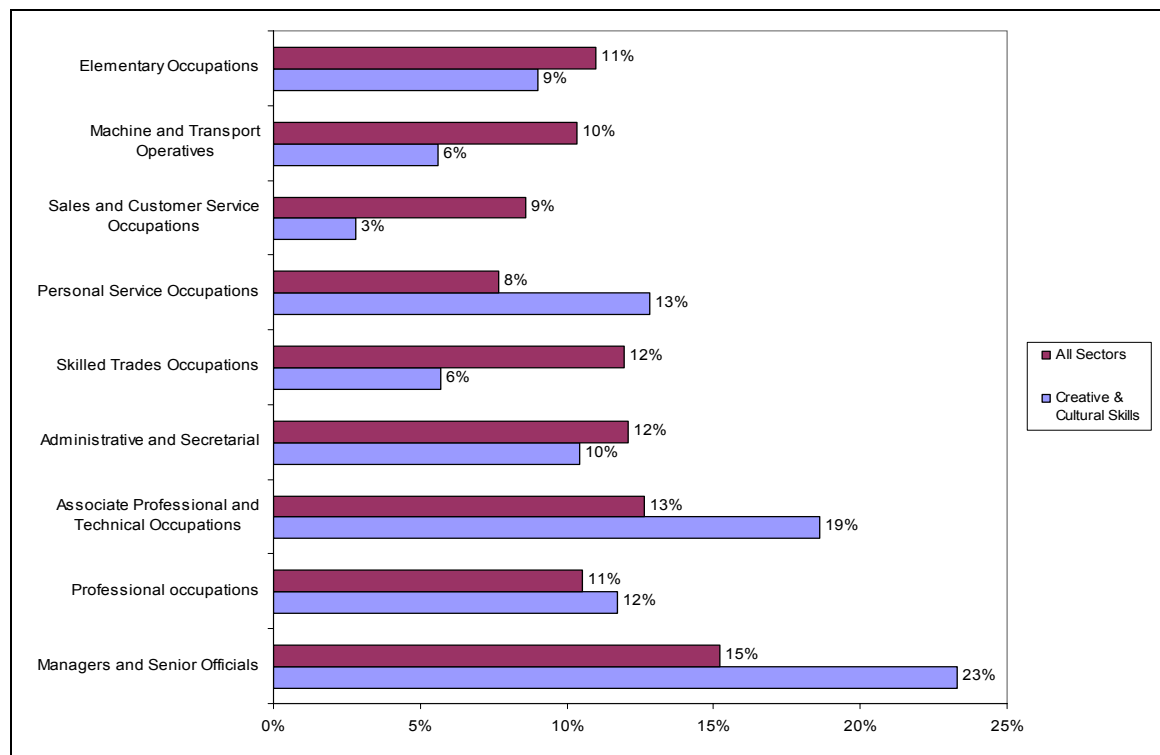
## 4. Workforce profile

This section examines the profile of those working within the Creative & Cultural Skills sector in Leicestershire in relation to occupations, employment status, ethnicity, age and attainment level.

Chart 4 sets out the occupational structure and indicates that by comparison with the average for all sectors:

- A somewhat higher proportion of those employed in the Creative & Cultural Skills sector work in personal service, associate professional and technical, and managerial occupations
- A lower proportion work in elementary, transport and machine operative, sales and customer service, skilled trade and administrative and secretarial occupations

**Chart 4: Occupational structure of employment within Leicestershire; Creative & Cultural Skills and All sector average**



Source: Working Futures 2

Table 6 indicates that by comparison with the average for all sectors within the Leicestershire LSC area<sup>9</sup>:

- Self-employed work is more prevalent within Creative & Cultural Skills
- A higher proportion of females work in the sector

**Table 6: Creative & Cultural Skills workforce profile summary; Leicestershire, East Midlands, England**

	Creative & Cultural Skills			Average for all sectors in LSC area
	LSC area	Regional average	Average for England	
% part time employees <sup>10</sup>	20%	20%	19%	28%
% full time employees <sup>11</sup>	35%	34%	40%	60%
% self-employed <sup>12</sup>	45%	45%	41%	12%
% male <sup>13</sup>	44%	45%	49%	54%
% female <sup>14</sup>	56%	55%	51%	46%
% Non-White employees <sup>15</sup>	6%	3%	6%	12% <sup>16</sup>
% employed whose highest qualification is NVQ Level 4 or above <sup>17</sup>	28%	28%	41%	18%
% employed whose highest qualification is NVQ Level 3	11%	12%	12%	8%
% employed whose highest qualification is NVQ Level 2	23%	24%	21%	21%
% employed whose highest qualification is NVQ Level 1	18%	17%	13%	21%
% employed with no qualifications	14%	13%	9%	24%
Other qualifications/Not known	5%	6%	4%	8%
% employed aged 16-17 <sup>18</sup>	2%	2%	2%	2%
% employed aged 18-24	13%	12%	12%	12%
% employed aged 25-44	48%	46%	53%	50%
% employed aged 45+	37%	39%	33%	36%

<sup>9</sup> The employment data relating to the workforce profile in terms of part time and full time employees, self-employment and gender is drawn from Working Futures 2 and are estimates. At an individual LSC area level these figures need to be treated with caution

<sup>10</sup> Working Futures 2

<sup>11</sup> Working Futures 2

<sup>12</sup> Working Futures 2

<sup>13</sup> Working Futures 2

<sup>14</sup> Working Futures 2

<sup>15</sup> Census 2001. All Census data utilised is workplace based

<sup>16</sup> In relation to ethnicity, qualifications and age, the average for all sectors has been derived from the average for all SSC footprints

<sup>17</sup> All attainment level data has been derived from Census 2001.

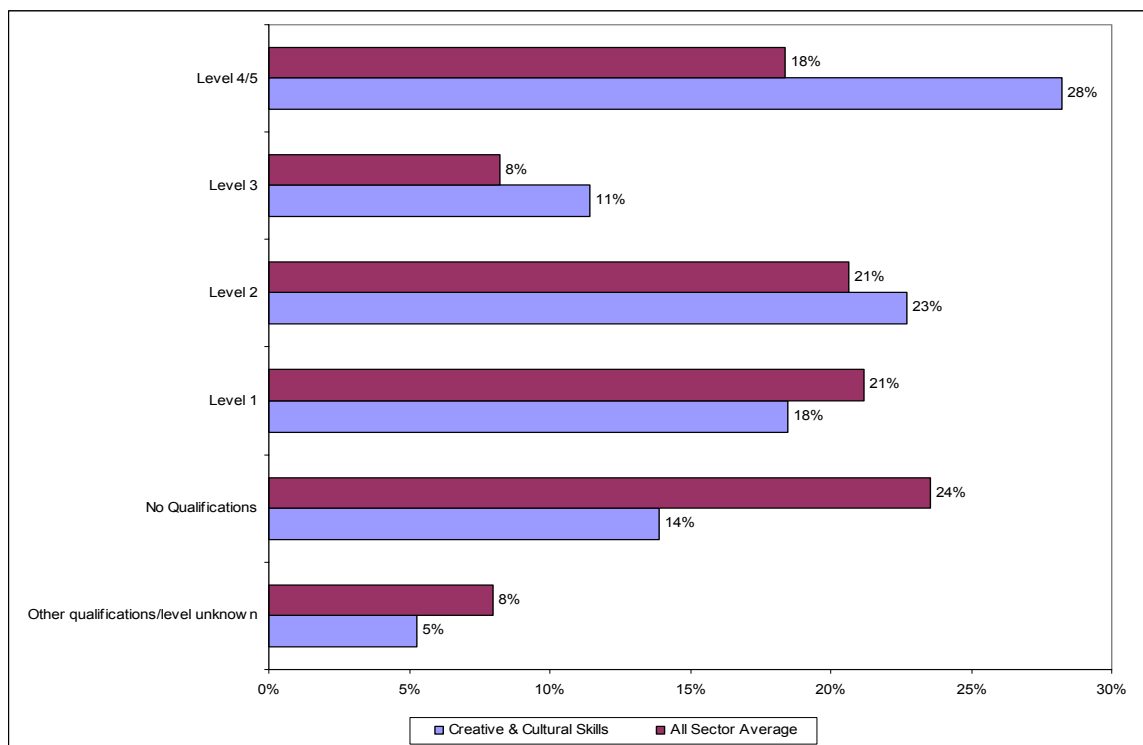
<sup>18</sup> All age data has been derived from the Census 2001

It is estimated that 6% of all Creative & Cultural Skills workers within Leicestershire are classified as Non-White, which compares with an England average of 6%. The average for all sectors in the Leicestershire LSC area is 12%.

Examination of the existing age profile of the workforce can help highlight a number of potential recruitment, retention and succession issues employers may need to address. Within Creative & Cultural Skills the proportion of those aged 45 or more within Leicestershire is 37%. This compares with an average for all sectors in the LSC area of 36%.

In relation to workforce attainment levels, Table 6 and Chart 5 indicate that while it is estimated that 14% of the Creative & Cultural Skills workforce within Leicestershire have no qualifications, the average for all sectors in the LSC area is 24%. At the other end of the spectrum, while an estimated 28% of the Creative & Cultural Skills workforce in Leicestershire has attained an NVQ Level 4 or above qualification, the respective average for all Sector Skill Councils in Leicestershire is 18%.

**Chart 5: Proportion of Leicestershire workforce by highest qualification; Creative & Cultural Skills and All sector average**



Source: Census of Population 2001

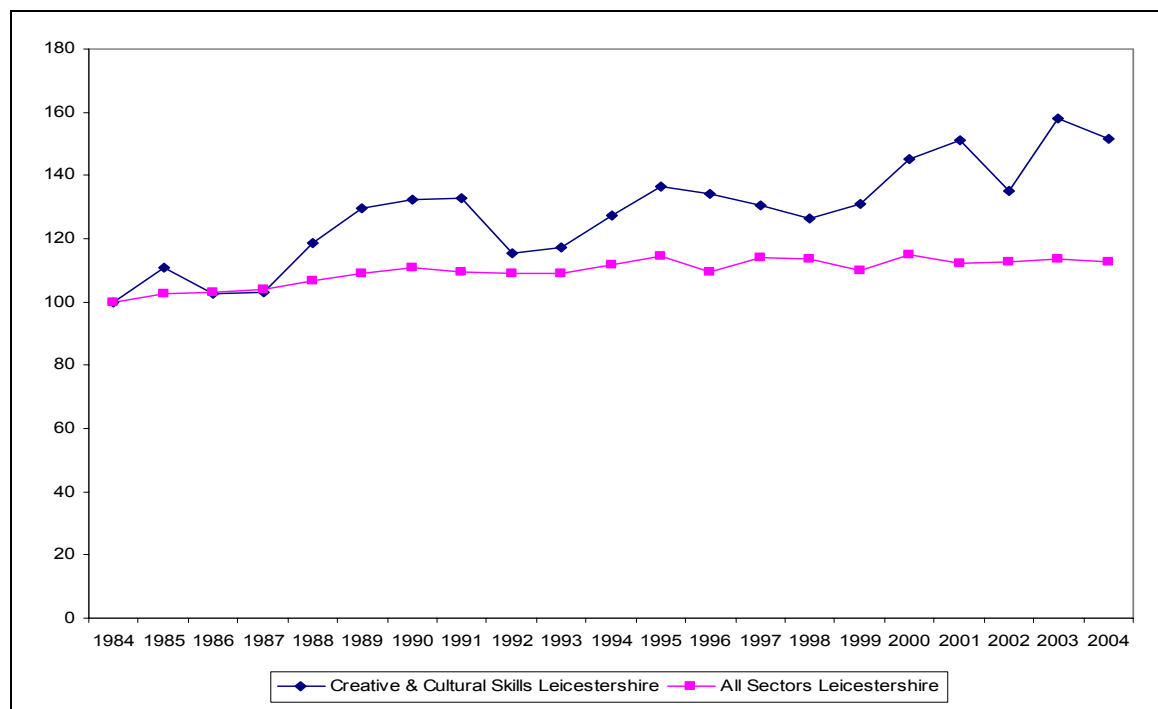
## 5. Historical trends

Table 7 identifies employment trends over the period 1984-2004. The analysis indicates that:

- Over the whole period 1984-2004 numbers employed within Creative & Cultural Skills in Leicestershire changed by an estimated 1,600, or +52%. This compares with +52% for the sector in the East Midlands Region and +51% within England. The average for all sectors within Leicestershire over this period was +13%.
- Over the more recent period 1994-2004 numbers employed within Creative & Cultural Skills in Leicestershire changed by an estimated 750, or +19%. This compares with +26% for the sector in the East Midlands Region and +26% within England. The average for all sectors within Leicestershire over this period was +1%.

Chart 6 outlines the year on year changes over the period 1984-2004. It shows how the growth/decline in employment in the Creative & Cultural Skills sector compares with the growth/decline in employment across all sectors. It maps the change in employment, with the figure for both sets of data being indexed to 100 in 1984.

**Chart 6: Historical employment trends in Leicestershire 1984-2004; Creative & Cultural Skills and All sector average**



Source: Working Futures 2;

Note: Both the Creative & Cultural Skills and All sector average have been indexed to 100 in 1984

**Table 7: Creative & Cultural Skills employment trends summary 1984, 1994, 2004; Leicestershire, East Midlands, England**

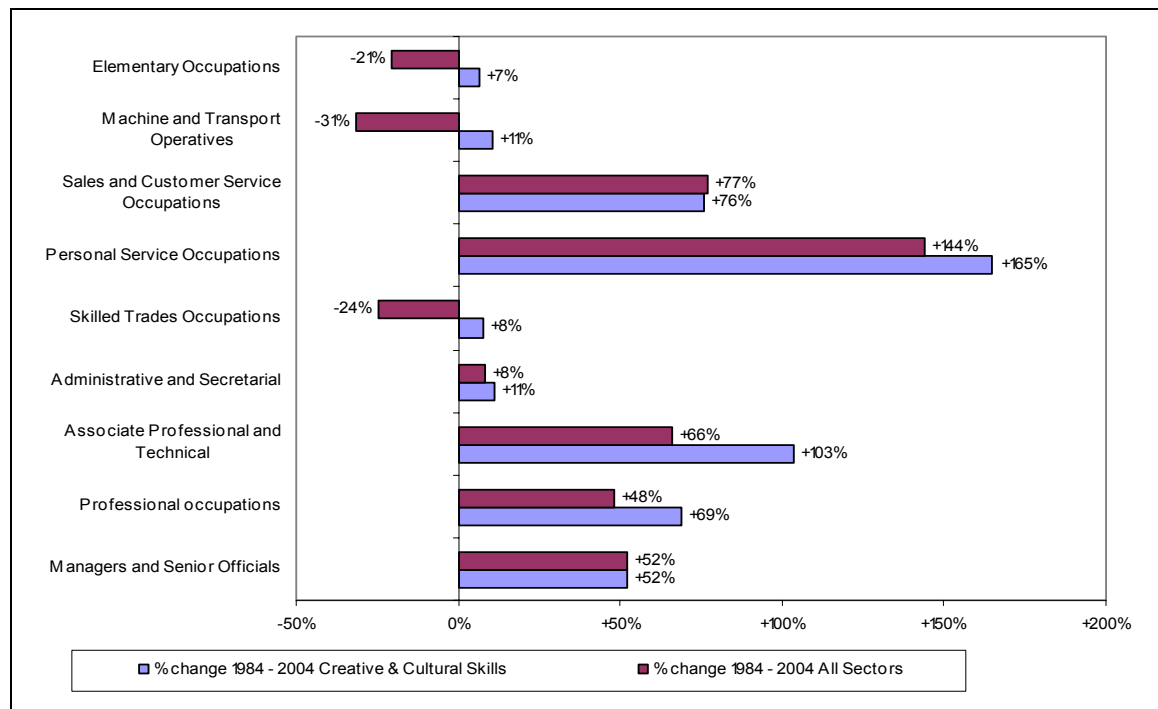
	LSC area Numbers	LSC area %	Regional average	Average for England	Average for all sectors in LSC area
Change in numbers employed 1984-1994	850	+27%	+20%	+19%	+12%
Change in numbers employed 1994-2004	750	+19%	+26%	+26%	+1%
Change in numbers employed 1984-2004	1,600	+52%	+52%	+51%	+13%

Source: Working Futures 2

Note: Numbers have been rounded to the nearest 50

Chart 7 sets out changes in employment by occupation and indicates that all occupational areas within Creative & Cultural Skills in Leicestershire have experienced net growth in employment over the period 1984-2004.

**Chart 7: % change in numbers employed by broad occupation within LSC area 1984-2004 (Creative & Cultural Skills and All sector average)**



Source: Working Futures 2

## 6. Forecast employment change

Table 8 and Chart 8 provide a summary of forecast employment change over the period 2004-2014.

**Table 8: Creative & Cultural Skills employment forecast summary; 2004-2014**

	Creative & Cultural Skills				Average for all sectors in LSC area (%)
	Leicestershire area (Numbers)	Leicestershire area (%)	Regional average (%)	Average for England (%)	
Change in total numbers employed	1,150	+25%	+25%	+14%	+2%
Expected change part time employees	0	+2%	+1%	-5%	+9%
Change full time employees	500	+30%	+32%	+27%	+1%
Change in numbers self employed	650	+30%	+31%	+11%	-8%
Change in numbers of males	600	+30%	+38%	+27%	+1%
Change in numbers of females	500	+20%	+14%	+2%	+3%
Net requirement (Total numbers)	3,000	N/A	N/A	N/A	169,000
Replacement demand (Total numbers)	2,000	N/A	N/A	N/A	161,000

Source: Working Futures 2

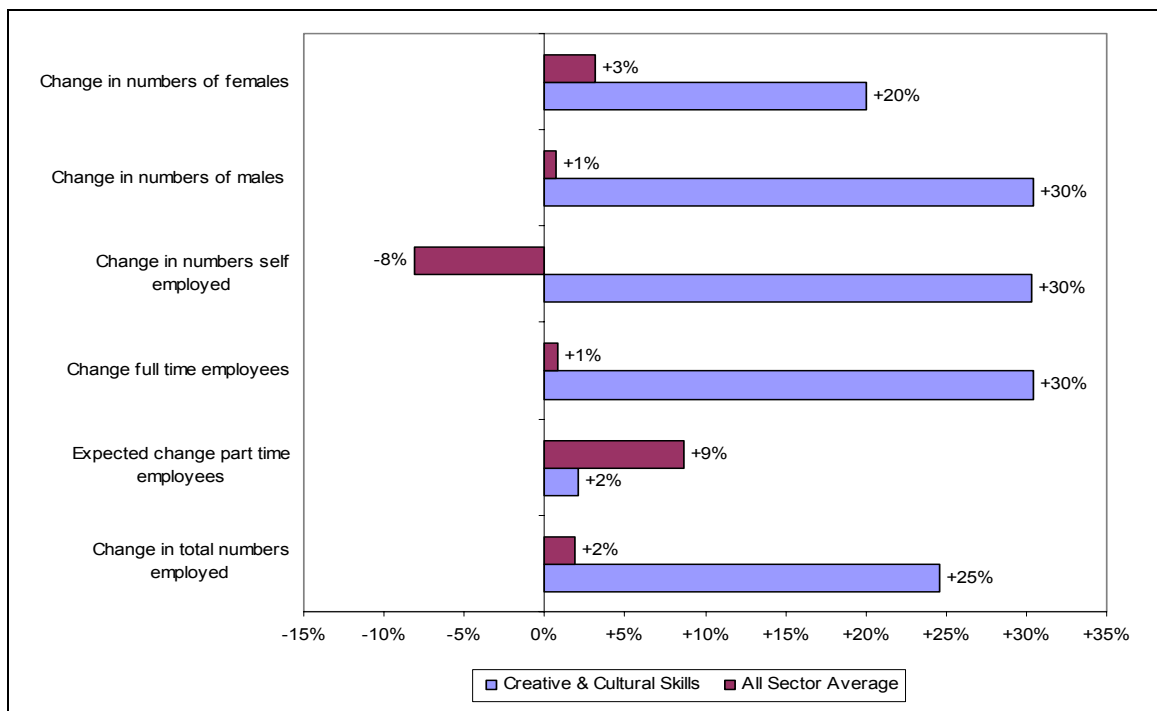
Note: Numbers have been rounded to the nearest 50, except replacement demand and net requirement figures which have been rounded to the nearest 1000

The analysis set out in Table 8 indicates that over the period 2004-2014 it is estimated that:

- overall employment within the Creative & Cultural Skills sector will increase by about 1,150, implying an estimated change of +25% over this period. This compares with an estimated +25% in relation to the sector regionally and +14% within England. The respective figure for all sectors in the LSC area is +2%.
- part time employment within the Creative & Cultural Skills sector will remain broadly stable over this period. This compares with an estimated +1% change in relation to the sector regionally and -5% within England. The respective figure for all sectors in the LSC area is +9%.

- full time employment within the Creative & Cultural Skills sector will decrease by about 500, implying an estimated change of +30% over this period. This compares with an estimated +32% in relation to the sector regionally and +27% within England. The respective figure for all sectors in the LSC area is +1%.
- self-employment within the Creative & Cultural Skills sector will increase by about 650, implying an estimated change of +30% over this period. This compares with an estimated +31% in relation to the sector regionally and +11% within England. The respective figure for all sectors in the LSC area is -8%.
- male employment within the Creative & Cultural Skills sector will increase by about 600, implying an estimated change of +30% over this period. This compares with an estimated +38% in relation to the sector regionally and +27% within England. The respective figure for all sectors in the LSC area is +1%.
- female employment within the Creative & Cultural Skills sector will increase by less than 500, implying an estimated change of +20% over this period. This compares with an estimated +14% in relation to the sector regionally and +2% within England. The respective figure for all sectors in the LSC area is +3%.

**Chart 8: Forecast change in numbers employed by nature of work and gender; 2004-2014; Creative & Cultural Skills and All sector average**

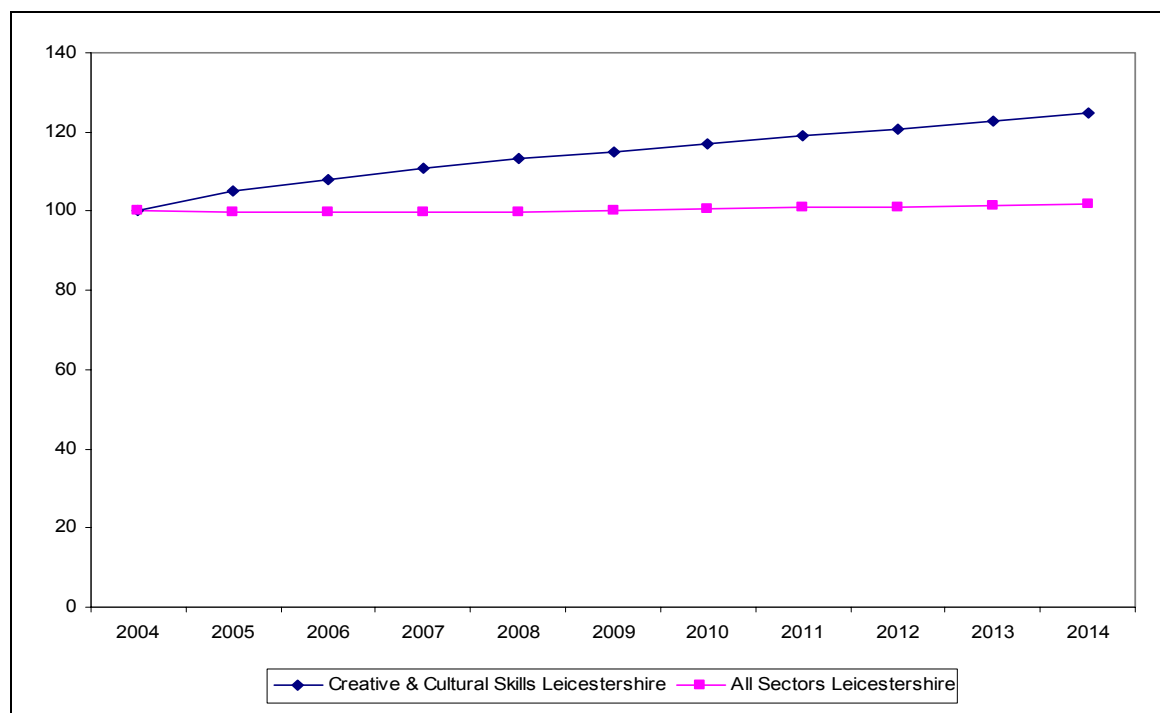


Source: Working Futures 2

The forecasts set out in Table 8 and Chart 8 indicate that in addition to the net increase in numbers employed within Creative & Cultural Skills in Leicestershire over the period 2004-2014 there are likely to be an additional 2,000 workers required as a result of replacement demand, as people retire, move into other jobs in the sector or leave the sector altogether. This implies a net requirement for workers over the whole period 2004-2014 of about 3,000 workers, or an average annual net requirement of about 300 workers<sup>19</sup>. This accounts for about 1.8% of the total estimated annual net requirement for all sectors in Leicestershire.

Chart 9 outlines year on year forecast changes within the Leicestershire Creative & Cultural Skills sector for the period 2004-2014 and compares these trends with the all sector average forecast by indexing both sets of data to 100 in 2004. The chart indicates that the Leicestershire Creative & Cultural Skills sector is likely to outperform the all sector average over this period.

**Chart 9: Indexed forecast employment change 2004-2014; Creative & Cultural Skills and All sector average**



Source: Working Futures 2;

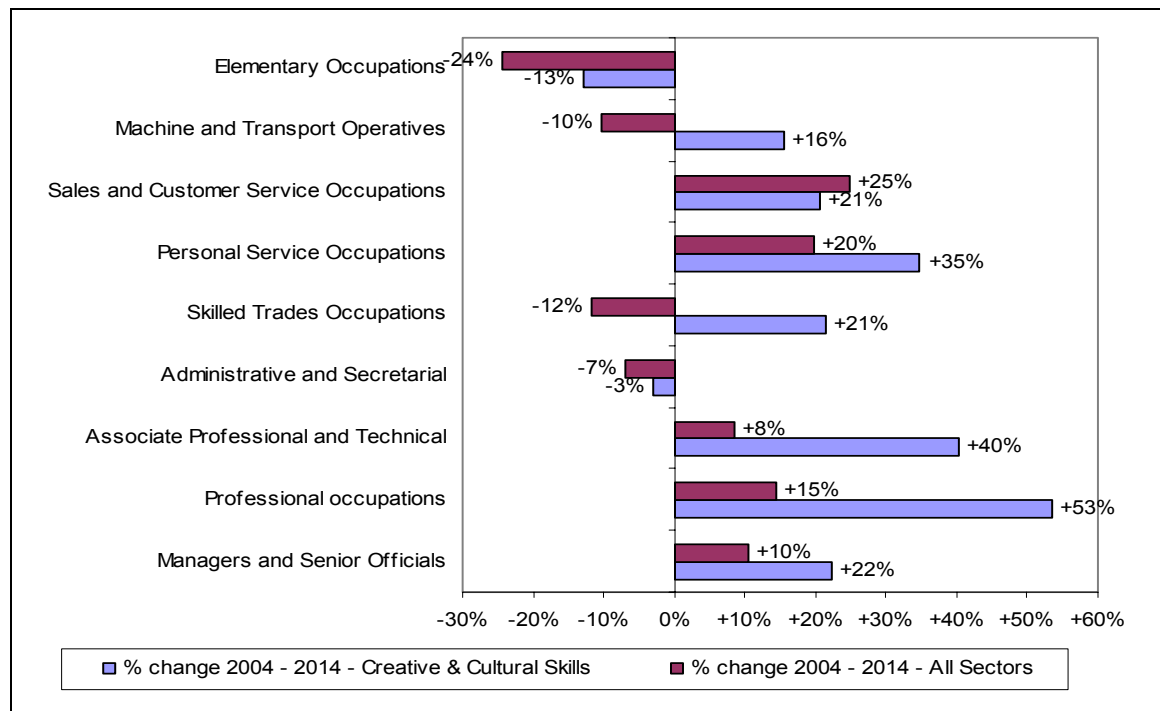
Note: Both the Creative & Cultural Skills and all sector average have been indexed to 100 in 2004

<sup>19</sup> The actual annual net requirement will of course vary from year to year

Chart 10 identifies forecast change by occupational area over the period 2004-2014 and compares expected trends within the Creative & Cultural Skills sector with the all sector average within Leicestershire.

All occupational areas within the Leicestershire Creative & Cultural Skills sector are expected to experience growth, with the exception of administrative and secretarial and elementary occupations, which are expected to experience significant net decline.

**Chart 10: Forecast change 2004-2014 by main occupational categories within LSC area; (Creative & Cultural Skills and All sector average for LSC area)**



Source: Working Futures 2

## **7. Drivers of change and key skill issues**

At the present time very little information is available from a number of Sector Skills Councils (SSCs) in relation to drivers of change and key skill needs. This is mainly because a number of SSCs, including Creative & Cultural Skills are relatively new and research in relation to skills has not yet been completed. Discussions have been held with Creative & Cultural Skills and no other authoritative and published sources of information have been identified for the sector in relation to drivers of change and skill needs within the sector.

However, research activities are currently underway and it is likely that Creative & Cultural Skills will have completed Stage 1 of the Sector Skills Agreement process by the end of 2006. Stage 1 involves the production of a sophisticated assessment of the Creative & Cultural Skills sector in order to determine short-term, medium-term and long-term skills needs and to map out the factors for change in the sector.

Information on the Skills Needs Assessment undertaken by Creative & Cultural Skills will be available from the following website:

[www.ccskills.org.uk](http://www.ccskills.org.uk)

## 8. Human resource indicators

Table 9 is based on the results of the National Employer Skills Survey (NESS) 2005. In order to ensure the data utilised is reasonably robust, all analysis is restricted to a regional or national level.

**Table 9: Creative & Cultural Skills Human Resource indicators summary**

	East Midlands Creative & Cultural Skills average	England Creative & Cultural Skills average	Average for All sectors in East Midlands
% employers reporting skill gaps	6%	9%	16%
Skill shortage vacancies (SSVs) as a % of all vacancies	15%	27%	20%
% employers reporting hard to fill vacancies	3%	6%	5%
Hard to fill vacancies as a % of all vacancies	20%	40%	29%
% employers undertaking training over the previous 12 months	65%	57%	66%
% employees undertaking training over the previous 12 months	88%	60%	84%
% establishments with a business plan	58%	61%	55%
% establishments with a training plan	37%	33%	47%
% establishments with a training budget	34%	30%	34%
% of establishments that formally assess whether individual employees have gaps in their skills	56%	50%	56%
% of establishments formally assess the performance of employees who have received training and development	41%	57%	46%
Employer engagement score <sup>20</sup>	45.2	46.4	47.6

Source: National Employer Skills Survey 2005

Note: The sample size for data from NESS at a detailed sector level is likely to be too small at an LSC level. All data has been weighted

<sup>20</sup> This has been compiled by summing the % of establishments with a business plan, establishments with a training plan, establishments with a training budget, establishments that formally assess whether individual employees have gaps in their skills and establishments that formally assess the performance of employees who have received training and development divided by 5

Table 9 compares the Creative & Cultural Skills sector within the East Midlands with the respective figures for England and also the average for all sectors within the East Midlands region. The analysis indicates that in relation to:

- the proportion of employers reporting skill gaps, the figure for Creative & Cultural Skills within the East Midlands region of 6% compares with a figure for Creative & Cultural Skills in England of 9% and an average for all sectors in the East Midlands region of 16%
- the proportion of employers reporting hard to fill vacancies, the figure for Creative & Cultural Skills within the East Midlands region of 3% compares with a figure for Creative & Cultural Skills in England of 6% and an average for all sectors in the East Midlands region of 5%
- reported skill shortage vacancies as a proportion of all vacancies, the figure for Creative & Cultural Skills within the East Midlands region of 15% compares with a figure for Creative & Cultural Skills in England of 27% and an average for all sectors in the East Midlands region of 20%
- hard to fill vacancies as a proportion of all vacancies, the figure for Creative & Cultural Skills within the East Midlands region is 20% compared with a figure for Creative & Cultural Skills in England of 40% and an average for all sectors in the East Midlands region of 29%
- the proportion of employers undertaking training over the previous 12 months, the figure for Creative & Cultural Skills within the East Midlands region of 65% compares with a figure for Creative & Cultural Skills in England of 57% and an average for all sectors in the East Midlands region of 66%
- the proportion of employees undertaking training over the previous 12 months, the figure for Creative & Cultural Skills within the East Midlands region of 88% compares with a figure for Creative & Cultural Skills in England of 60% and an average for all sectors in the East Midlands region of 84%

A number of indicators of levels of employer engagement have been utilised as part of the analysis. A composite employer engagement score based on five different indicators has been derived, these being the % of establishments with a business plan, establishments with a training plan, establishments with a training budget, establishments that formally assess whether individual employees have gaps in their skills and establishments that formally assess the performance of employees who have received training and development.

The composite employer engagement score provides an indication of the overall commitment of employers to these human resource planning and management techniques. The analysis indicates that the East Midlands Creative & Cultural Skills sector has an overall score of 45.2, compared with 46.4 for Creative & Cultural Skills in England and an All Sector regional average of 47.6.

## 9. Business and employment matrix

Table 10 sets out a series of business and employment indicators for Creative & Cultural Skills in Leicestershire. Each of these indicators has also been set in the context of a ranking of all 25 Sector Skills Councils in Leicestershire, which provides an SSC ranking (1-25) for Creative & Cultural Skills in relation to each indicator.

**Table 10: Business and employment matrix**

Indicator	Creative & Cultural Skills	SSC Ranking
Number of businesses 2004	409	17
Numbers employed 2004	4,650 <sup>21</sup>	23
% change in numbers employed 1984-2004	+52%	9
Absolute change in numbers employed 1984-2004	+1,600	14
Expected % change in numbers employed 2004-2014	+25%	2
Expected absolute change in numbers employed 2004-2014	+1,150	6
Expected absolute replacement demand 2004-2014	+2,000	20
Skill Shortage Vacancies as a % of all vacancies 2005	15%	18
% of employers reporting skill gaps 2005	6%	24
% workforce with no qualifications	14%	18
% employed whose highest qualification is NVQ Level 1	18%	19
% employed whose highest qualification is NVQ Level 2	23%	9
% employed whose highest qualification is NVQ Level 3	11%	7
% employed whose highest qualification is NVQ Level 4 or higher	28%	5
% non-white employees 2001	6%	20
% employees aged 45+	37%	10
An occupational employment change score <sup>22</sup>	0.28	3

Note: For ranking purposes, % figures have been rounded to the nearest decimal place. Some SSC's are therefore equally ranked for some indicators. Qualifications, age and ethnicity indicators are ranked 1-24, as no data is available for Summit Skills

<sup>21</sup> This figure is derived from Working Futures 2 and is an estimate that includes employees and those working on a self employed basis. The figure therefore differs from data derived from the Annual Business Inquiry – It is rounded to the nearest 50

<sup>22</sup> This occupational employment change score has been developed in order to provide an indication of the extent of occupational restructuring expected to occur in the future within different sectors. The score is derived from Working Futures 2 data and is calculated by summing each element of expected occupational change (using broad occupational groupings) over the period 2004-2014 and expressing this as a ratio in relation to total numbers employed in 2004 in all occupations within Creative & Cultural Skills. The direction of change in occupational employment, whether negative or positive is treated as positive when calculating this ratio. The score provides an indication of the extent of expected occupational restructuring, with the highest scores pointing to a greater level of expected occupational restructuring.

### Activities covered by the Creative & Cultural Skills Sector footprint

SSC industry	Sub sectors	SIC sub sector definitions <sup>23</sup>
Creative & Cultural Skills [22.14, 22.31, 36.3, 74.4, 92.31, 92.32, 92.34, 92.4, 92.52]	Advertising	74.4
	Cultural heritage	92.52
	Music	22.14, 22.31, 36.3
	Performing visual and literary arts	92.31, 92.32, 92.34, 92.40

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<sup>23</sup> Creative & Cultural Skills has now defined a further 'design' sub sector for the industry, which includes SIC codes 92311 and 74872.

## Appendix Two

