

Creative and Cultural Futures

There is a huge range and number of careers in the creative industries; with the sector employing over 3 million people – that's 1 in 11 UK jobs. It is the fastest growing sector, expanding three times quicker than the rest of the UK economy, with 900,000 new jobs forecast by 2030.

The creative industries are in our lives each and every day – every time you turn on the TV, visit a museum, play a game, choose a product or read a book. There are an exciting variety of roles and opportunities available across the creative industries, which are divided into 12 sub-sectors (below).

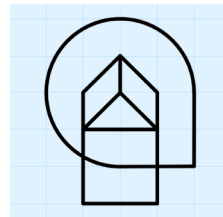
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need for the job.



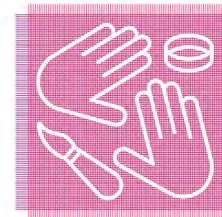
Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



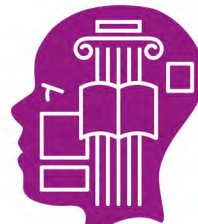
Film, TV, Video, Radio & Photography



Heritage



IT, Software & Computer Services



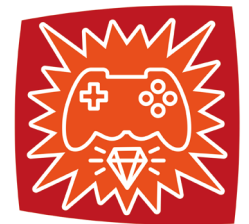
Museums, Galleries & Libraries



Music, Performance & Visual Arts



Publishing



Video Games

Choose a Sector to explore



SECTOR

Music, Performance & Visual Arts

The Music, Performing & Visual Arts Sector is well known as a place for people to express their creative personalities, through dancing, drama, singing, or playing a musical instrument. However, this sector is not only about performing in front of an audience; there are also great opportunities for those with creative practical skills to take key roles staging entertainment events, whether that's as stagehands, lighting technicians, arts administrators or community artists.

This sector includes working as a performer in dance, drama, music and other forms of entertainment, from stand-up comedy to circus acts. Jobs in arts administration, community arts, music technology and theatre technology are also included in this sector.

According to the figures published in 2018, there are around 296,000 people working in music, performing and visual arts in the UK.

Creative Career Case Studies

Each case study features a professional who works in a creative job. They are a great way to understand how broad the creative industries are and see what might grab your interest. You can see the real names and faces behind the job titles and find out more about each professional and their work life by watching their film. In the film/s you can hear the professional discussing their career pathway, the choices they made, and how important creative skills are for them in their jobs every day.



**Music, Performance
& Visual Arts**

CASE STUDIES



RACHEL DRURY

Director & Co-founder of Collusion

Rachel is a creative producer, fundraiser and strategist who leads on Collusion's forward strategy, funding raising, and partnership development. For 15 years, Rachel worked at a senior level for Arts Council England contributing to strategic developments and place-making initiatives. Since leaving in 2013, she's raised in excess of £3m for a range of arts projects. Collusion was founded in 2014 by Simon Poulter and Rachel Drury.

Collusion is a not-for-profit company that creates ambitious, immersive, and interactive public artworks and events that consider the impact of emerging technology on society. Their mission is to build an international profile for the wider Cambridge area as a centre for interdisciplinary arts and technology collaboration, while engaging artists, creatives, academics, and technologists to generate work that could only have been produced here.

They are based in Cambridge at Cambridge Junction, but work with artists nationally – and their projects extend across the surrounding area, including such towns as King's Lynn, St Neots and Bury St Edmunds.

View the ins and out of the job and career paths.

The Interview

The Professional Focus

Website: www.collusion.org.uk



MILLY KIRBY

Freelance Arts Coordinator and Musician

Milly Kirkby currently works freelance as a Coordinator for Young Norfolk Arts, a youth-led organisation providing opportunities for children and young people to create and engage with arts and culture across Norfolk. She is also a freelance musician, workshop facilitator and events coordinator, having worked on a variety of creative projects with organisations like the British Film Institute, Norfolk & Norwich Festival and Creative Arts East.

Since graduating from Norwich University of the Arts with a BA in Visual Studies in 2010, she has worked at Cinema City in Norwich as Education Officer for their educational charity Cinema City Education. From 2017-2019 she was with the Norfolk & Norwich Festival working on their Festival Bridge programme.

She is passionate about the benefits that arts and culture can have on both individuals and communities, and in particular, the importance of providing authentic experiences for children and young people from all backgrounds to engage in the arts and creative industries.

View the ins and out of the job and career paths.

The Interview



**Music, Performance
& Visual Arts**

CASE STUDIES



KATE MARSH

Independent Dance Artist

Kate Marsh is a disabled dance artist with over 20 years of experience in performing, teaching and making. Her interests are centred around perceptions of the body in the arts and the notion of aesthetics relating to a person's body. Specifically, she is interested in each of our lived experiences of our bodies, and how this does (or doesn't) inform our artistic practice. Her completed PhD focusses on leadership in the context of dance and disability, and draws strongly on the voices of artists to answer questions around notions of leadership, perceptions and the body.

View the ins and out of the job and career paths.

[The Interview](#)

[The Professional Focus](#)

Links to other professionals who work in this sector of the creative industry

View the ins and out of the job and career paths.

CHERYL FRANCES-HOAD

Composer

Website: www.cherylfranceshead.co.uk

[The Interview](#)

TOM MCKINNEY

Broadcaster

[The Interview](#)

HAROLD OFFEH

Fine Artist

Website: www.haroldoffeh.com/info

[The Interview](#)

JAMIE SCALLION

Musician, Songwriter & Novelist

[The Interview](#)

[The Professional Focus](#)

JAKE VERNUM

Freelance Senior Project Manager

[The Interview](#)

GREG ARROWSMITH

Musical Director

Website: www.gregarrowsmith.co.uk

[The Interview](#)

SUZANN MCLEAN

Actor, Artistic Director, Educator & Producer

[The Interview](#)

MARCUS ROMER

Director & Theatre Maker

Website: marcusromer.wordpress.com/about/

[The Interview](#)

LIZ FALCONBRIDGE

Freelance Arts & Culture Consultant
and freelance consultant for Babylon ARTS

Website: www.babylonarts.org.uk

[The Interview](#)

Skills

It's easy to think that studying creative subjects or participating in arts and cultural projects will only help your career progression if you want to work in these sectors. This is where you'd be wrong! The great thing about getting involved in these areas is that you get to flex and develop many skills that are transferable to all sorts of workplaces.

Take a look at this short video of Caroline Hyde, Founder Director of Allia Business Centre, explaining further: [view video](#)

To help highlight some of the skills you can develop through working on creative sector projects, we have aligned our Creative Briefs with the Skills Builder Universal Framework; this brings together eight essential skills that employers and education providers value, and that are central to your ability to get the most out of opportunities in life. They are:



Useful websites:

Discover! Creative Careers is an initiative by the UK creative industries to make it easier for young people to find careers in the creative industries. www.discovercreative.careers/#/

The Creative Careers Programme, inspiring the next generation. www.creativeindustriesfederation.com/publications/creative-careers-programme

Creative & Cultural Skills works to create a fair and skilled cultural sector by shaping skills, education and employment best practice. www.ccskills.org.uk/

ScreenSkills is the industry-led skills body for the UK's screen industries, including animation, film, games, television including children's TV and high-end drama, VFX and immersive technology. www.screenskills.com/

The Skills Service aims to develop the knowledge, aspirations and employability skills of young people. www.theskillsservice.co.uk/

The Careers and Enterprise Company exists to facilitate a world-class careers education, inspiring and preparing young people for the world of work. www.careersandenterprise.co.uk/

Creative Industries Federation is the independent body which represents, champions and supports the prosperity of the UK's creative industries. www.creativeindustriesfederation.com/

icanbea... is a platform to find a job or career in Norfolk or Suffolk based on your specific interests. www.icanbea.org.uk/

Prospects guides millions of students to make the right choice by matching your skills and personality to 400+ job profiles. www.prospects.ac.uk/

Form the Future connects young people to a world of career possibilities, inspiring them to dream big and empowering them to fulfil their potential. www.formthefuture.org.uk/

Prince's Trust believes that every young person should have the chance to embrace exciting opportunities. It helps 11 to 30 year-olds to find the tools and confidence to try free courses and start careers. www.princes-trust.org.uk/

The Culture Catalogue is an online hub of cultural enrichment and creative careers opportunities available locally. www.babylonarts.org.uk/culture-catalogue.htm



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 **Skills Builder
PARTNERSHIP**