

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).

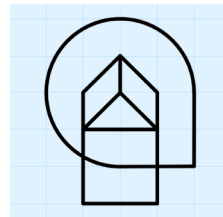
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need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



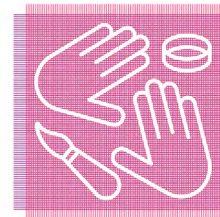
Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



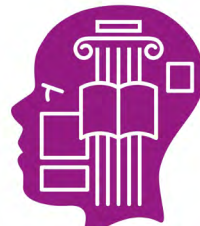
Film, TV, Video, Radio & Photography



Heritage



IT, Software & Computer Services



Museums, Galleries & Libraries



Music, Performance & Visual Arts



Publishing



Video Games

Choose a Sector to explore



Publishing

The Publishing Sector is traditionally seen as printing material to make it available for public view. The sector produces a variety of publications, including magazines, books, newspapers, and directories.

More recently, the creation and increased use of the internet and electronic media has widened the scope of publishing significantly. Now, a huge volume of websites, emails, computer games and software and blogs are published each day around the world.

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.

SECTOR



Publishing

CASE STUDIES



ANNE BEAMISH

Founder of Indie Cambridge

Anne Beamish and Steve Linford are the founders of Indie Cambridge. As both long-term residents of the city and avid independent (indie) supporters, you can imagine their dismay and anger when, in 2010, a think tank voted Cambridge ‘number one clone town’ with a bland High Street offering. Although this may be true in some areas of Cambridge, Anne and Steve wanted to prove that this is only part of the story. Alongside the usual chain stores and overbearing corporates there are fantastic indies – doing things their own way and doing them extremely well.

So, in 2012, they formed their own independent company to celebrate the diversity and individuality unique to the local indie scene, and to create a community of indie people who could share their journey together. Indie Cambridge is a membership organisation and all its members are all independently-owned businesses or individuals in the Cambridgeshire area. Together, they publish *The Indie* magazine and have set up the Indie Academy to share skills and knowledge to help indie businesses grow.

In their travels, Anne and Steve have discovered many fantastic people and businesses right across the city and beyond. In addition to shops, restaurants, cafes, bars, galleries and hotels, they have found an incredible number of crafts people, artists, courses, indies on the web, and individuals offering trade and professional services

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

The Interview

Website: www.indiecambridge.com



CHIP COLQUHOUN AND DAVE HINGLEY

Chip, editor at Epic Ink & Dave, illustrator at Epic Tales

Chip Colquhoun began storytelling professionally in 2007, but was winning competitions with his writing from as young as 7. He wrote the EU’s guidance on storytelling for schools, and represented the Roald Dahl Story Company on ITV – as well as writing 5 theatre shows that toured with Arts Council funding, and 3 books for children. He is editor-in-chief at Epic Ink, editing stories and non-fiction books for ages 7+.

Dave Hingley has always loved drawing and comic books. Since gaining a degree in animation, he has worked for Frontier Developments on digital projects including the Jurassic World video game and the virtual Disneyland. But in his spare time he has illustrated 3 children’s books, contributed to various comic book anthologies on both sides of the Atlantic, and recently begun publishing his own self-authored comic books to critical acclaim.

Epic Tales uses storytelling to help children and young people grow their confidence, creativity, and sense of community. Supported by the EU, Epic storytellers designed and led the world’s first research on the impact of storytelling in education, and have since shared the enormous benefits with schools in 8 different countries – but they also regularly enthral audiences at the Glastonbury Festival, the Edinburgh Fringe, the online portal of the world-renowned Oxford Reading Tree, and more. In 2017 Epic also formed “Epic Ink”, a small press publishing children’s illustrated literature – including *A Little Sport in Littleport*, commissioned by Babylon Arts.

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

The Interview

Website: www.epictales.co.uk



Publishing

CASE STUDIES



GENEVIEVE CHRISTIE

Director at First Light Festival CIC

Genevieve Christie is a creative producer and Director of First Light Festival and arts charity FlipSide. Genevieve studied Drama and English at the UEA and spent 20 years working in television, at the BBC, London Weekend television and setting up her own production company where she produced a raft of programmes for both UK and international broadcasters.

Genevieve was a founder director of the publishing house Full Circle Editions where she and her partners published books that were inspired by and had a link with the East of England, including This Luminous Coast which won the East Anglian Book of the Year. Genevieve has produced five FlipSide festivals at Snape Maltings and Henham Park and latterly set up First Light Festival Community Interest Company to produce a free access festival on Lowestoft Beach, that is a central part of cultural regeneration ambitions for the town.

Genevieve especially enjoys reading all sorts of genres but particularly fiction, developing her country garden and being inspired across her diverse roles by the East of England and its wealth of talented residents.

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

The Interview

Websites: www.firstlightlowestoft.com
www.fullcircle-editions.co.uk
www.flipsideuk.org

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

SAM DUMIAK

Head of Media and Assets Global ELT, Cambridge University Press

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

The Interview

Website: www.cambridge.org

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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