A LABOUR MARKET ANALYSIS OF CREATIVE IN THAMES VALLEY BERKSHIRE

Creative activities play a significant role in the economy of Berkshire. The county is home to over 32,600 jobs and large companies including British Sky Broadcasting and Virgin Media.

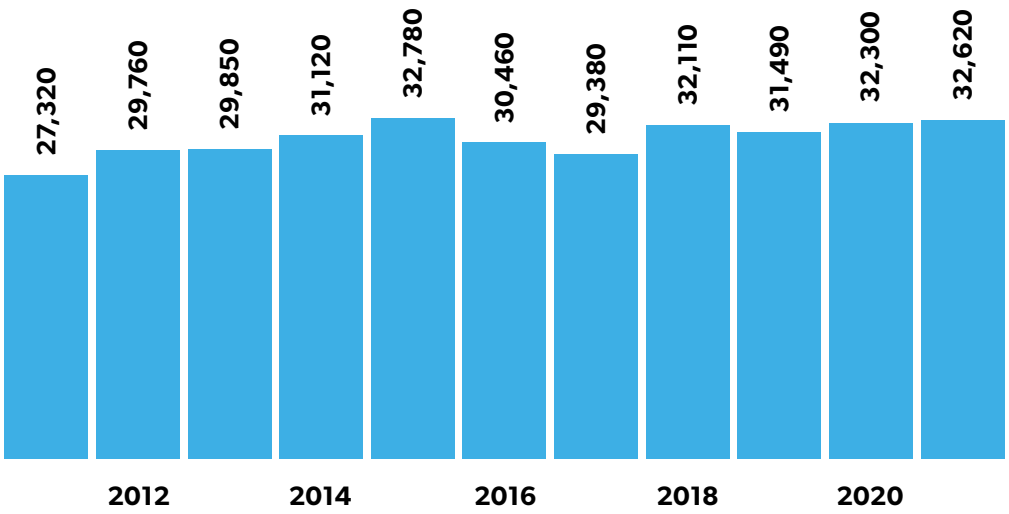
There are 32,620 creative jobs in Berkshire today, representing 6.3% of all jobs in the county. Demand for these jobs has remained strong in recent years, with job vacancy volume recovering quickly after a slight dip during the first Covid-19 lockdown.

Major local creative employers include Virgin Media and British Sky Broadcasting, who require workers from multiple occupations to operate effectively. There is evidence of existing need for workers in areas such as software development and marketing, with specialist skills including market research, software as a service and software development also being demanded by employers.

Projections indicate significant future demand from employers for workers in multiple occupations between 2021 and 2030. These occupations include graphic designers, arts officers, producers and directors and web design and development professionals. The further education and apprenticeship systems will play an important role in meeting this demand by providing a steady stream of people with the right skills. ◆

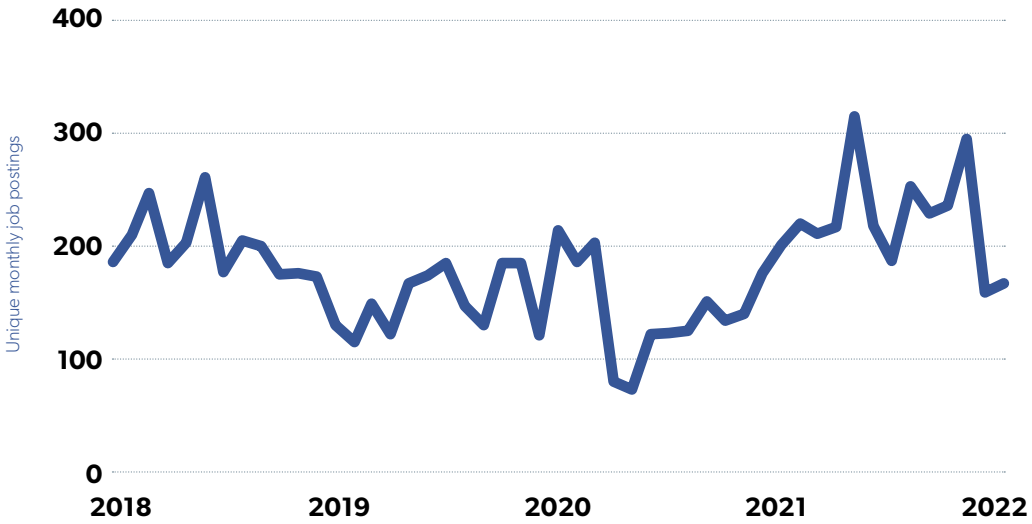
All the data on this graphic is for Thames Valley Berkshire LEP region only.

Creative jobs



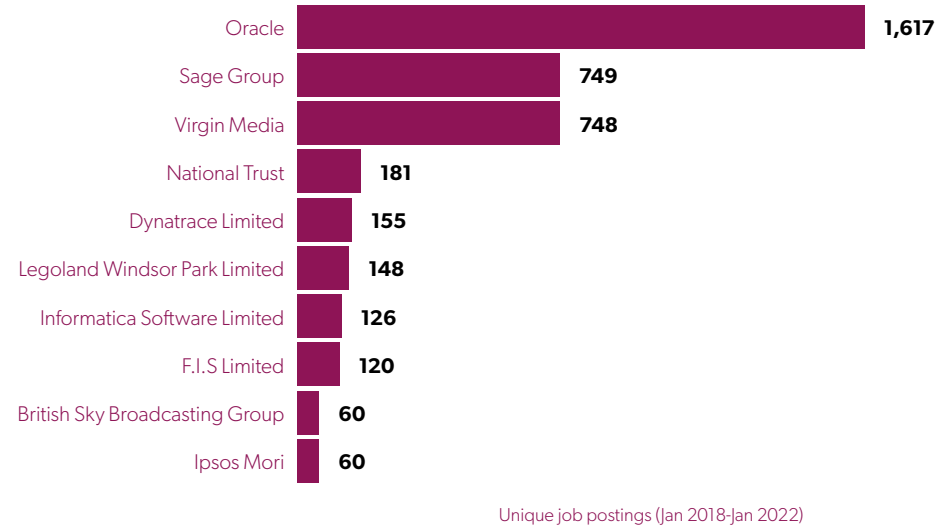
Data: Emsi Burning Glass 2022.1

Creative monthly job postings



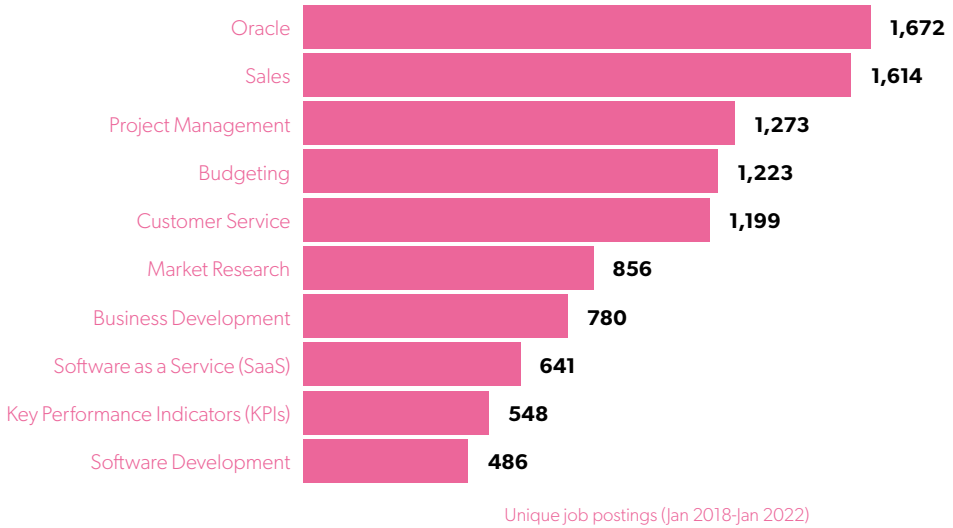
Data: Emsi Burning Glass Job Posting Analytics

Top 10 Creative employers looking to hire since jan 2018



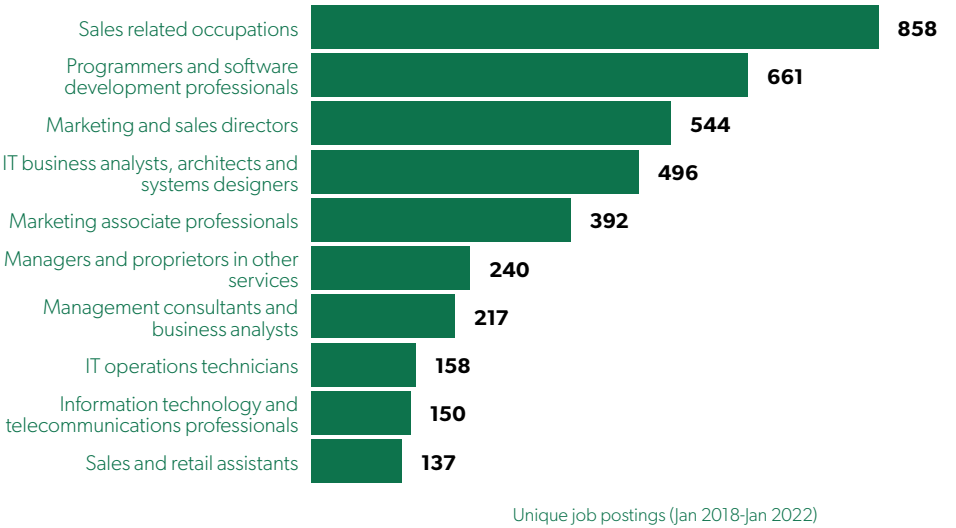
Data: Emsi Burning Glass Job Posting Analytics

Top 10 Creative specialised skills in postings since jan 2018



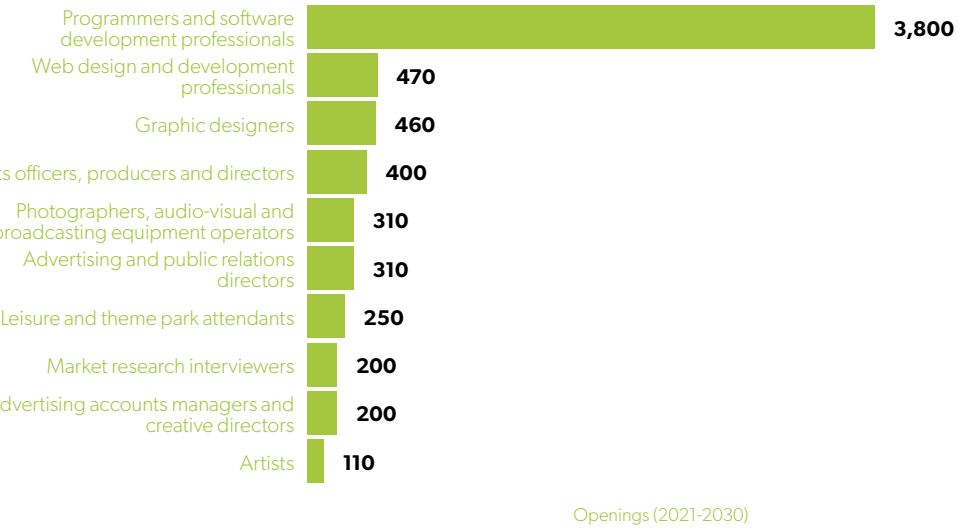
Data: Emsi Burning Glass Job Posting Analytics

Top 10 Creative occupations in postings since jan 2018



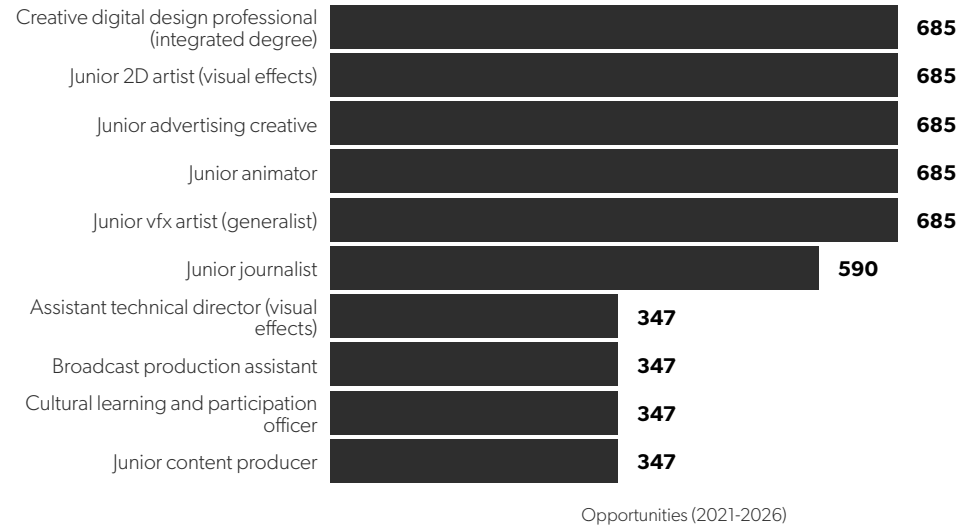
Data: Emsi Burning Glass Job Posting Analytics

Top 10 Creative job openings



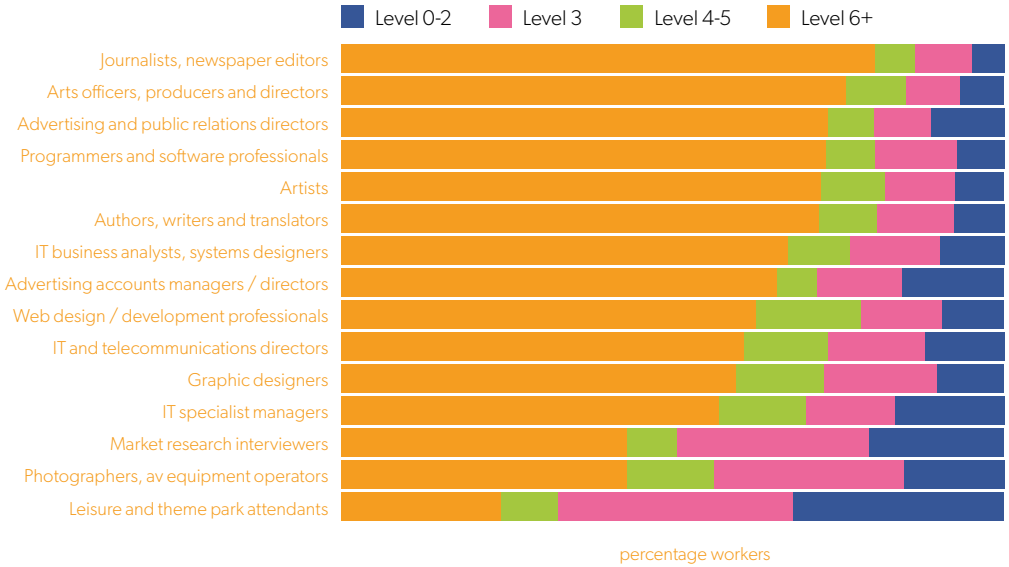
Data: Emsi Burning Glass 2022.1

Top 10 Creative apprenticeship delivery opportunities



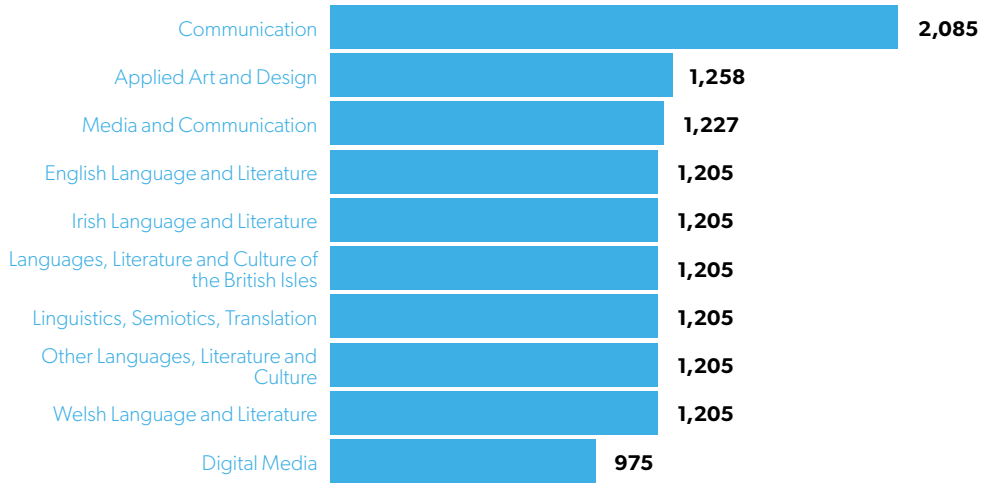
Data: Emsi Burning Glass 2022.1

Creative occupations qualification level



Data: ONS Labour Force Survey

Top 10 Creative further education delivery opportunities



Data: Emsi Burning Glass 2022.1

GUIDANCE NOTES

The apprenticeship and further education delivery charts highlight where there are opportunities to increase the delivery of courses in certain subject sector areas (SSAs) and apprenticeship standards over the period from 2021 to 2026. Specifics on the potential scale of increases are not included as the methodology used to generate the charts factors in the capability of learners on different courses to enter one occupation, introducing some overlaps in the scale of opportunity. Therefore, the charts should be interpreted as indicators of potential and not of what exactly needs to be delivered.

Both delivery opportunity charts should also be interpreted within the context of the qualification level profile chart. This chart shows the qualification level profile of the most concentrated occupations within the sector, enabling for observations to be made about what level of qualification an SSA or apprenticeship standard could be delivered by assuming links between the occupations and opportunities shown on the other two charts.

More detailed information on how future labour demand and supply may change opportunities for apprenticeship and further education delivery is available elsewhere through software tools such as Emsi Burning Glass Analyst. ◆