The Arts and Culture: Responding to Recession

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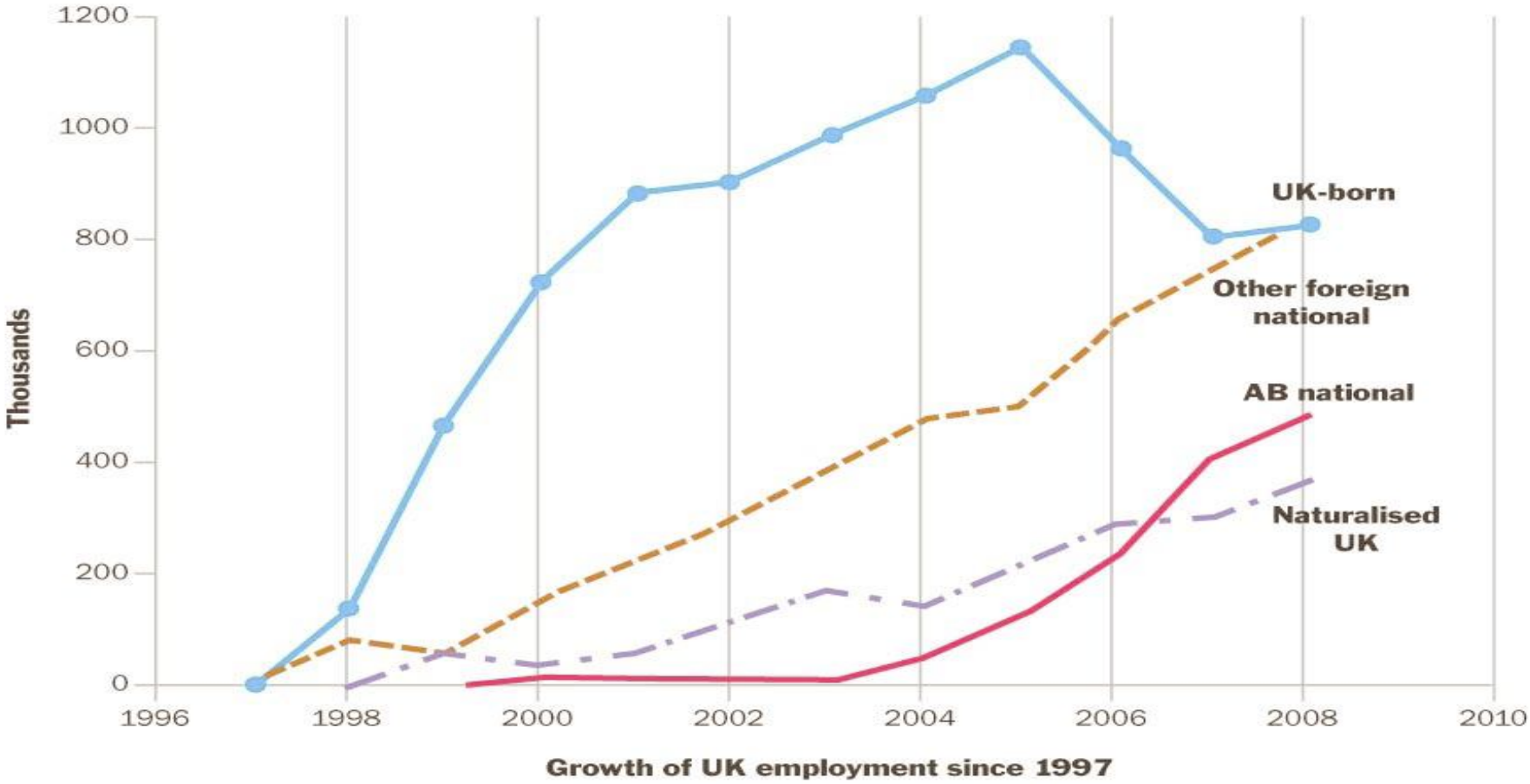
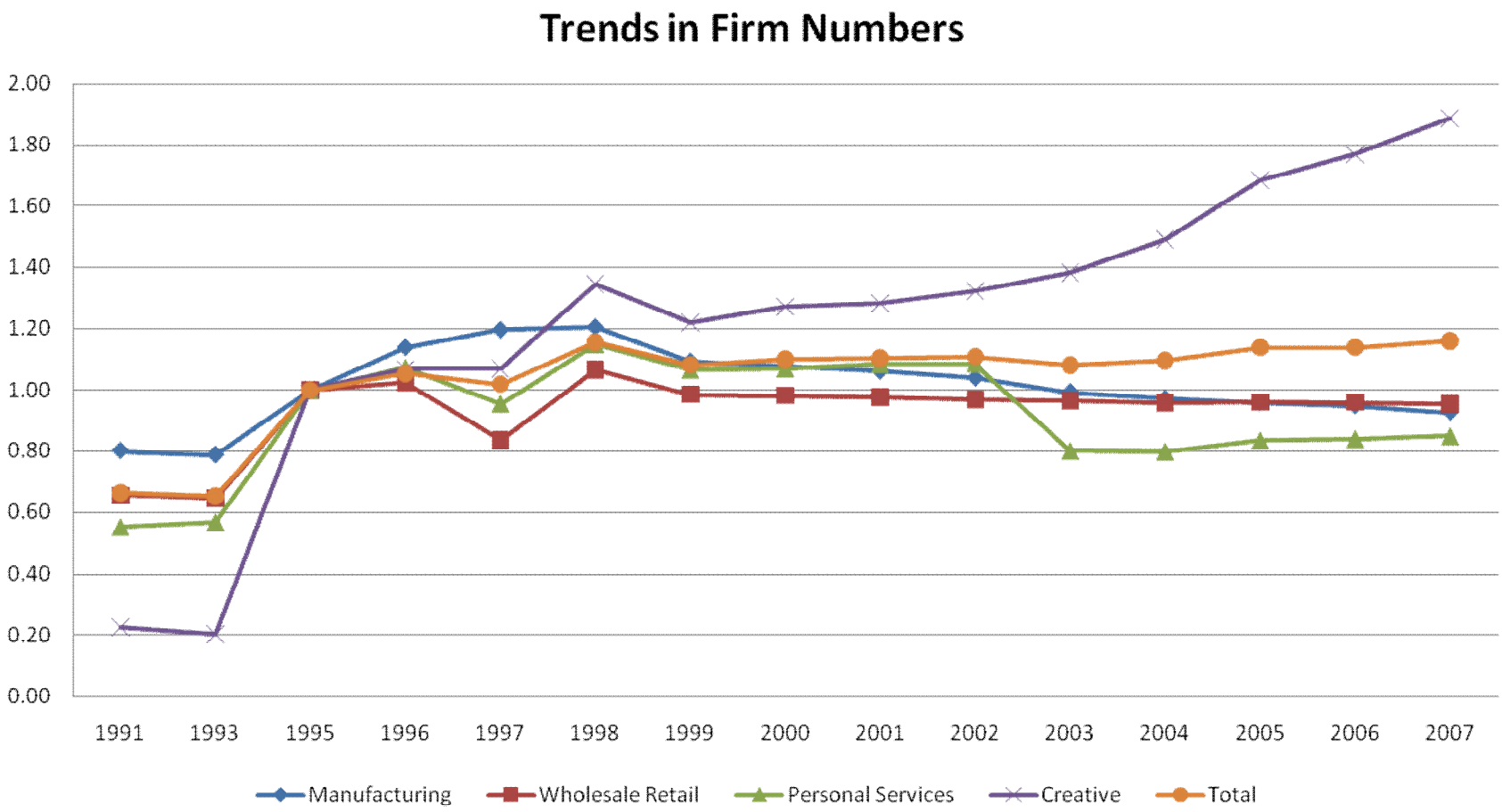
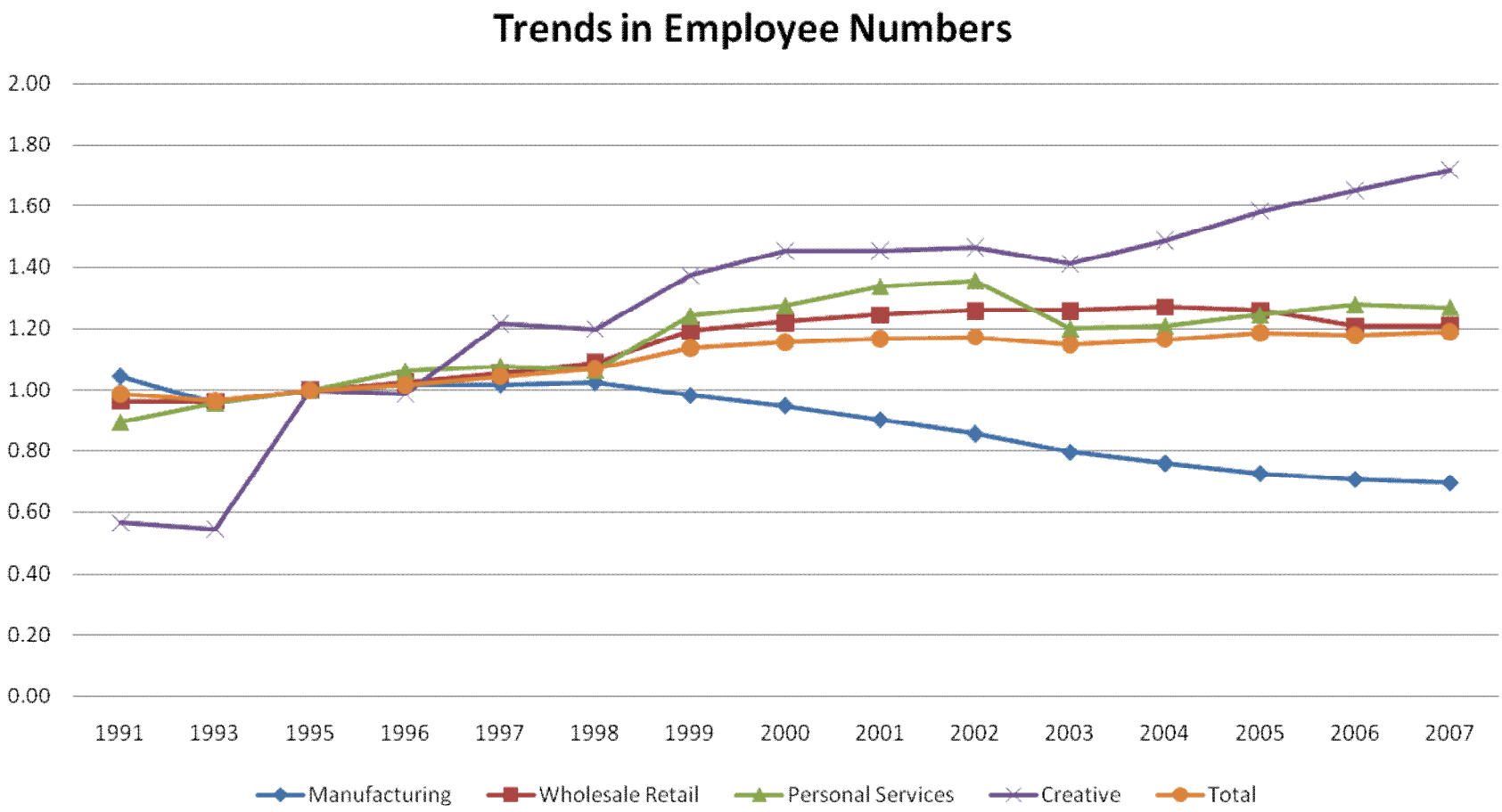
Growth of UK Employment



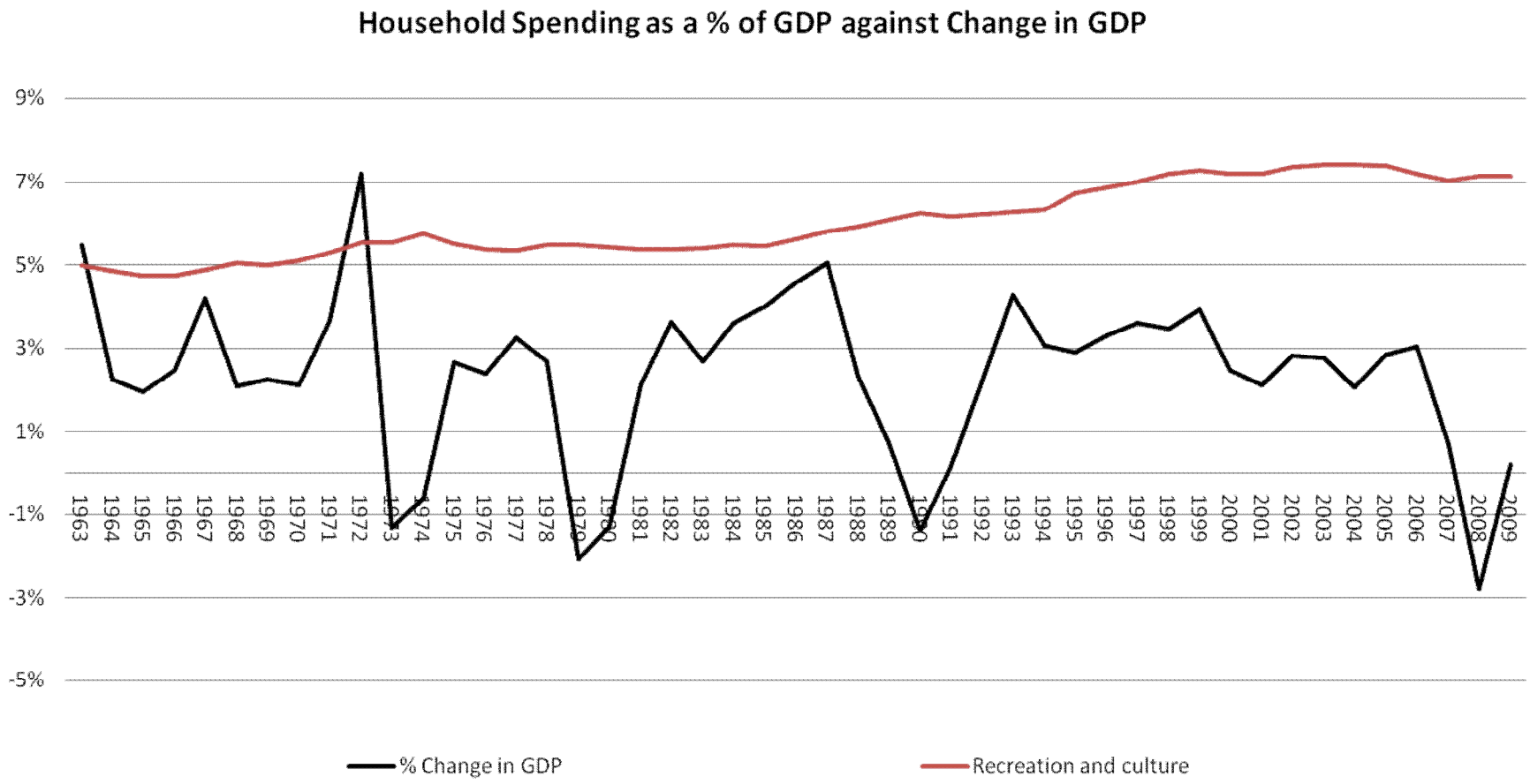
Creative and Cultural Businesses



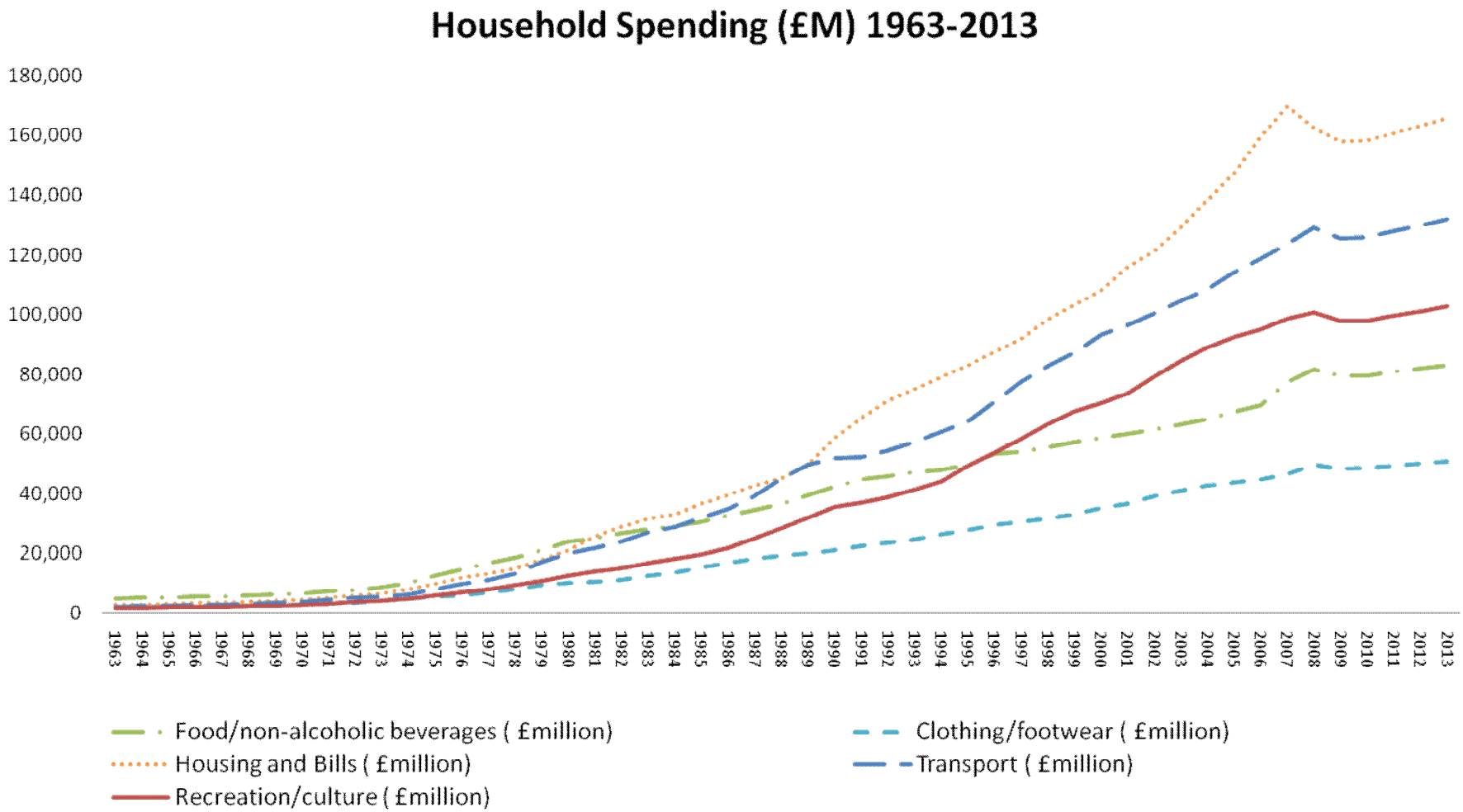
Creative and Cultural Employment



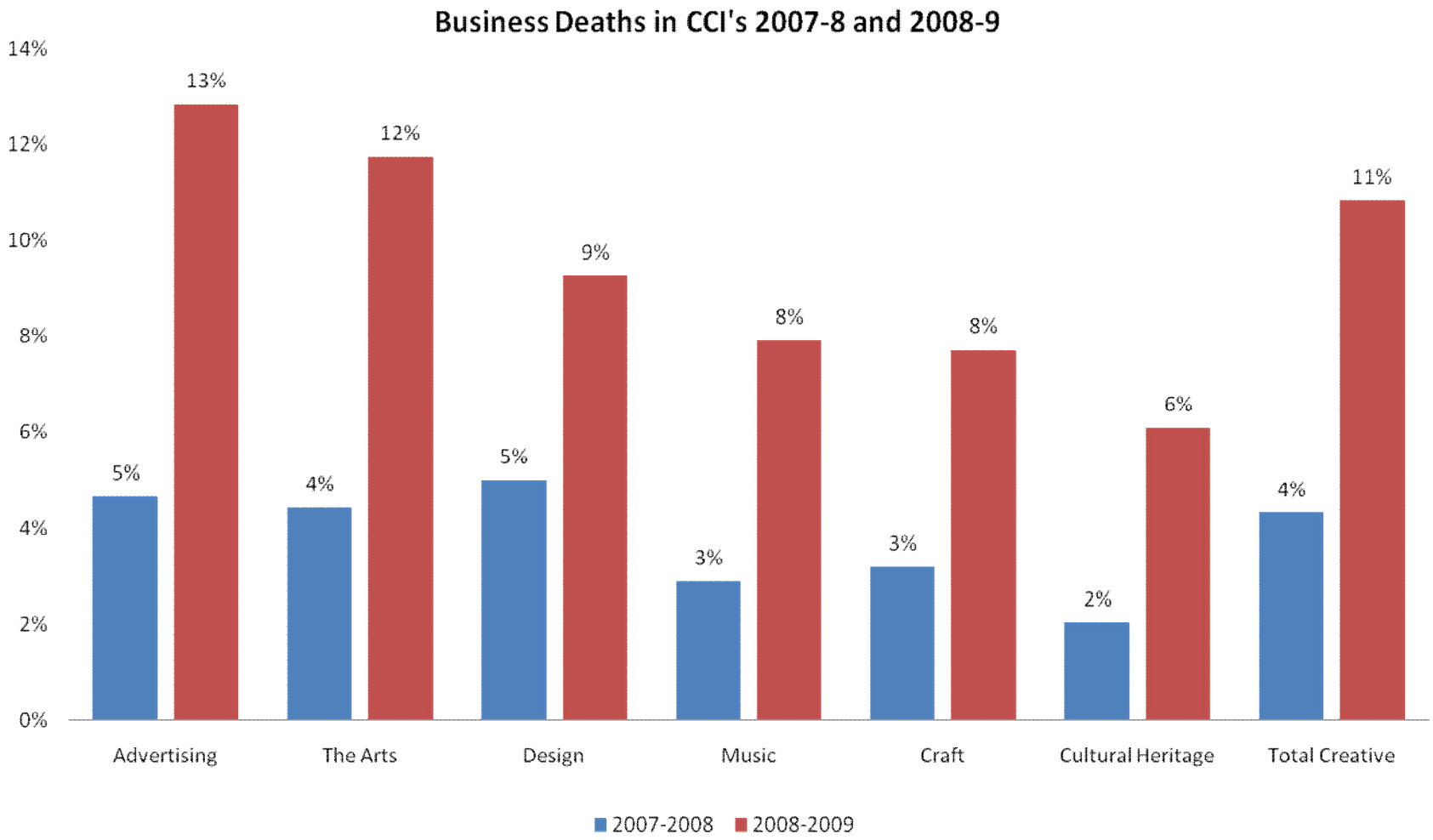
Household Leisure and Culture Spend against GDP Annual Growth



Household Expenditure

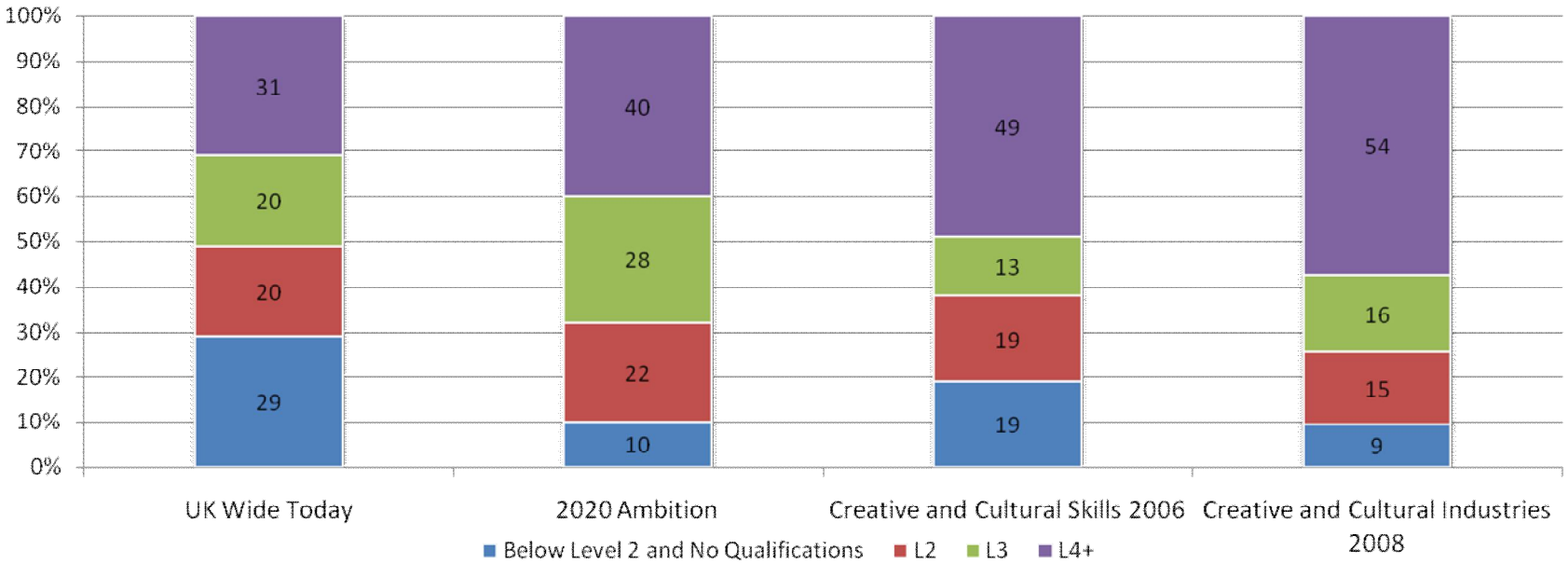


Business Deaths



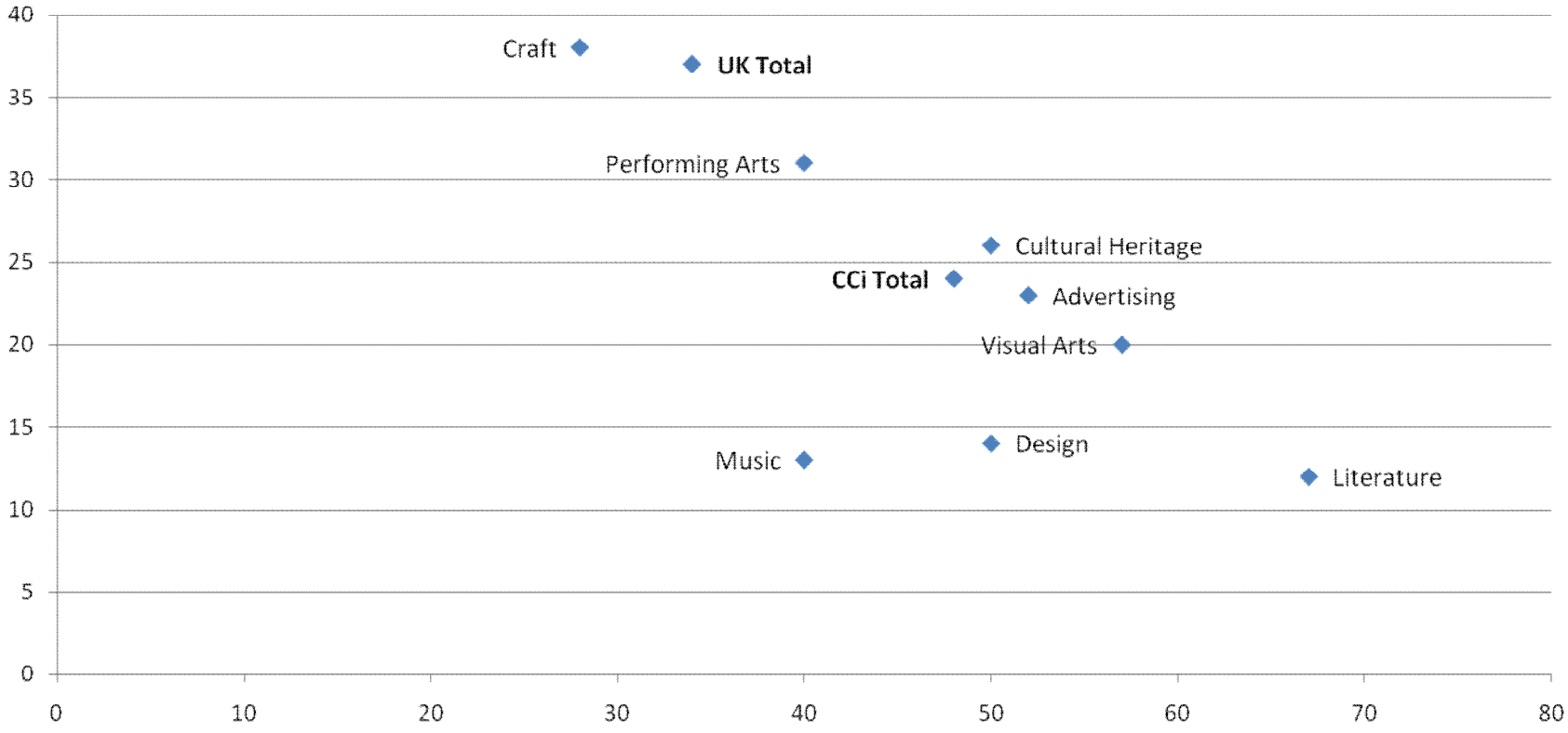
Qualification Levels: Leitch Ambition

- CCi's are performing well against Leitch targets
- There have been some marked changes between 2006 and 2008
    - Highest qualifications below level two have decreased from 19% to 9%
    - Those will highest qualification at L2 have decreased from 19% to 15%
    - Those with highest qualification at L3 have increased from 13% to 16%
    - Those will L4+ qualifications have increased from 29% to 54%
- CCi have higher qualifications than UK in general



Sectoral Skills Gaps

The ratio of higher level skills (x axis) against lower level skills (y axis) in the creative and cultural industries is better than across the average for UK attainment in general (only Craft performs worse)



Skills Shortages

- Despite the relatively high level of attainment in the creative and cultural industries 56% of businesses in the sector are stating that applicants for jobs lack the right skills for those occupations
- Only 89% of those same businesses state that those same applicants have the appropriate qualification
- Therefore applicants are appropriately qualified, but still lack the right skills for the jobs they are applying for

	Total Footprint
There have been few or no applicants	27.1%
Applicants lack the skills you are looking for	55.6%
Applicants lack the qualifications you are looking for	10.9%
Applicants lack the experience you are looking for	33.2%
Applicants tend to have poor attitudes and low motivation	16.5%
Other	17.1%

Some Questions

- Do recessions actually benefit the creative / cultural industries
- Will investing in creative / cultural industries help boost economic productivity
- Should this investment be in training, and what should this training look like