

# CRAFT, CULTURAL HERITAGE, DESIGN, LITERATURE, MUSIC, PERFORMING ARTS AND VISUAL ARTS.



## What is it?

The creative and cultural industries include craft, cultural heritage, design, literature, music, performing arts and visual arts. They have experienced rapid growth in the UK over the last 10 years, which

has focused attention on the industries, in terms of policy development and action, and on the role of creativity and innovation in business and the economy.

## Where do I start?

The vast majority of people working within the creative and cultural industries are educated to a high level. 61% of people are qualified to Scottish Vocational Qualification (SVQ) Level 4 or above. Furthermore, a large number of entrants to the sector also have to undertake unpaid work experience, in order to gain entry into such a competitive environment.

A significant number of people start their own business, or work as sole traders. 37% of people in the industry are self-employed in Scotland and this rises to a figure as high as 90% in visual arts.

## What are the jobs?

There are a range of jobs available in the creative and cultural industries. Some of these transfer across sectors, such as the role of a live events producer in theatre or music. There are also niche roles in all of the individual areas of the creative and cultural industries. For example, the cultural heritage sector sometimes requires workers with very specific skills, such as archaeological illustrators.

A detailed list of jobs within the creative and cultural industries, including the specific skills needed within each role, is available at [www.creative-choices.co.uk/career](http://www.creative-choices.co.uk/career).

## What skills & strengths do I need?

Individual skills and strengths will vary greatly depending on both the sector and the occupation that the individual is trying to access within the creative and cultural industries. However, along with the specific skills needed to succeed, such as the drawing skills to be a cartoonist, there are also generic skills needed within the creative industries.

The main current and future skills priorities in Scotland are around digital, ICT and online skills. Skills in marketing and management within the creative and cultural industries are also essential.

## Useful links.

**Creative & Cultural Skills:**

**Creative Choices:**

**Alliance Scotland Careers IAG fact sheets:**

**Skills Development Scotland:**

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

[www.creative-choices.co.uk](http://www.creative-choices.co.uk)

[www.alliancescotland.org/publications/IAGfactsheets/](http://www.alliancescotland.org/publications/IAGfactsheets/)

[www.skillsdevelopmentscotland.co.uk](http://www.skillsdevelopmentscotland.co.uk)

## Did you know?

- 61% of people working in the creative and cultural industries in Scotland are qualified to Scottish Vocational Qualification (SVQ) Level 4 or above. This is significantly higher than in the creative and cultural workforce in the UK as a whole.
- Most businesses in the creative and cultural industries in Scotland are very small. 80% employ less than 5 people.
- A majority of people working in the creative and cultural industries are white and male. 60% are male and 99% of the workforce is white.
- 24% of people who work in the creative and cultural industries in Scotland engage in work on a part-time basis.

## How I did it.

**Claire Cunningham**

Performer and Choreographer

"I wanted to work initially as a Singer. I studied music, then after graduation worked as an Administrator and Performer with a theatre company. This time was vital for learning basic stagecraft and an understanding of administration – which is absolutely essential to exist as an artist today.

"After a few years I realised that to be more employable I needed more than just singing, so I did a course in drama, and I began to learn aerial skills. As I used crutches (long-term), I had a lot of upper body strength which helped. The people I met through aerial work led me into dance. I became very interested in working in movement. I applied for funding to study with various individuals that interested and challenged me, then I began to create my own work.

"I work full-time now as a Performer and Choreographer, both in the UK and abroad."