Case Study
Creative & Cultural Footprint
Client: Creative & Cultural Skills

Outcomes and value

Creative & Cultural Skills was granted its licence to operate by the Sector Skills Development Agency in 2005. A key first step for the organisation was to commission research to understand the size, nature and occupational trends of the sub-sectors it is designed to serve: Advertising, Craft, Cultural Heritage, Design, Music and Visual, Performing and Literary Arts.

Creative & Cultural Skills could not adequately define or analyse their sector using national statistics owing to the generic coverage of standard industrial and occupational classification (SIC/SOC) codes. Creative & Cultural Skills' footprint contains a complex mix of activities and jobs, and the SIC/SOC system is not sophisticated enough to allow many of these to be identified (e.g. theatrical performing arts from musical performing arts).

A vital preliminary stage was an in depth review of all existing information on the scale and nature of the creative footprint across the UK. It was crucial that no work be duplicated or replicated unnecessarily and a strong case was needed to justify any new research.

TBR canvassed existing intelligence in detail to assess what had been completed and the extent to which each document provided:

- Information that related directly to the core objectives of the project.
- Comparative outputs so that different pieces of research could be combined.
- Robust outputs.

TBR then identified and assessed gaps in the literature and made recommendations to Creative & Cultural Skills on potential ways to fill these gaps, whilst bearing in mind the costs and benefits.

James Evans, Research Manager at CCS said:

"TBR have worked with us on a number of projects, and on each project I have been delighted with their professionalism, dedication and hands on approach. They are very communicative, flexible and easy to manage and work very hard to provide the best outputs for the brief provided. In my opinion they are extremely strong on the quantitative side of research, but are also good at qualitative research as well."

The report provided our client with:

1. Reliable and robust research for ongoing sector support work.
2. A set of information that can be used by anyone who needs a reliable picture of the sector.
3. A robust and sustainable way of measuring the sector's development.

Our solution

Our added value is captured by our ability to provide Creative & Cultural Skills with a set of resources that help it to engage with its industries, to lobby more effectively on their behalf and to help build consensus about what the UK's Creative Industries look like.

Using Trends Central Resource (TCR) TBR was able to go beyond the boundaries of standard classification systems and provide a detailed breakdown of actual activity within the sector. This enabled Creative & Cultural Skills to understand for the first time exactly what proportion of organisations in each SIC were engaged in business relevant to their footprint.

The Footprint 06/07 reports the following range of information for each sub-sector:

- The number of firms and total employment distributed across the UK, turnover gross value added (GVA) and productivity.
- Patterns of employment: growth, temporary and second job employment, self-employment, full and part-time work.
- Workforce demographics: age, gender, ethnicity, disability.

As part of this commission TBR also produced an Occupational Map for every sub-sector, which defined the range of occupational roles available, analysed trends and patterns of employment across occupations and charted typical career and progression routes for each role.
The document also described the skills gaps facing each sub-sector, detailed the range of qualifications available and analysed the relevance of qualifications to industry.

This has been the most comprehensive and statistically robust assessment of the creative industries to date answering key questions and provided a long overdue baseline of reliable information on the nature of a complex and constantly evolving sector.

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