

## Sector Summary Report Digital Media Sector

### Sector Definition

Skillset is the Sector Skills Council with responsibility for the Audio/Visual sector and they have many sub sectors related to their footprint most of which require a high level of technical ability and use of technology.

- TV & radio broadcasting
- Independent TV and Radio production
- Film production & distribution
- Cinema exhibition
- Animation
- Commercials
- Corporate video production
- Facilities
- Interactive media and games
- Photography, photo processing and retail
- Manufacture of photographic equipment and materials
- Picture libraries
- Publishing.

### Digital Media Sector

Creative Media Industries account for 5.6% of total UK output. This is a significant contribution, when you consider that they account for a 2% share of total employment in the sector (nearly 537,100 jobs). Over the last decade, the Creative Media Industries have grown at twice the rate of the economy as a whole.

INDICATOR		Skillset
-		Broadcast, film, video, interactive media, photo imaging
<b>EMPLOYERS</b>		
Number of establishments		200
Share of all establishments		0.4%
<b>EMPLOYMENT</b>		
Number of employee jobs		2,200
Share of all employee jobs		0.2%
<b>QUALIFICATION LEVELS (INDICATIVE)</b>		
Employees whose highest qualifications are at:		
	Level 4 and above	40.3%
	Level 3	29.9%
	Level 2	11.6%
	Below Level 2	18.2%
	No qualifications	0%
Proportion of employees without qualifications at Level 2		18.2%
<b>PROJECTED EMPLOYMENT CHANGE</b>		
Projected employment change 2007-2017		12.4%

(Sector Skills Needs in the NE: Summary Matrix (modified 13 October 2008))

### **Future Skills Key Demand side issues for 2009/10**

From research conducted by the SSCs for their Sector Skills Agreements, the following key issues were identified:

- 1) To review the Level 2 Induction to Media course and promote it more widely.
- 2) Develop a Level 3 Entry qualification and further develop the Media Techniques Level 3.
- 3) Look to develop apprenticeship routes following on from the newly developed NVQs.
- 4) Seek to develop a Creative Media Apprenticeship Framework at Level 2 & 3.
- 5) Ensure that FD provision is mapped against sector needs and are endorsed by employers.

### **Sector Qualification Strategies (SQS) and Vocational Qualification Reform (VQR)**

All Sector Skills Councils have recently completed their SQS and Action Plans. Through this process a variety of new and updated qualifications will emerge that are more closely aligned to the needs of employers. It is anticipated that there will be a need for providers to develop capacity and upskill their workforce to deliver new qualifications which are being developed through SkillSet's network of industry Academies in consultation with employers. SkillSet's can be found at

<http://www.skillset.org/strategy/strategies/> and  
[http://www.skillset.org/uploads/pdf/asset\\_5363.pdf?2](http://www.skillset.org/uploads/pdf/asset_5363.pdf?2)

which are being developed through SkillSet's network of industry Academies in consultation with employers.

### **Compacts**

A sector compact is a non-contractual agreement between the Department for Innovation Universities and Skills, the Learning and Skills Council and a Sector Skills Council to work collaboratively to drive up demand for skills across England through Train to Gain. The LSC will be working with SkillSet to develop compact in 2009/10. It is anticipated that the flexibilities within the compact will facilitate growth in provision.

### **WBL Apprenticeships**

Although Apprenticeships may not be an appropriate entry route for all sectors and organisations of the creative media industries Skillset's recent research has identified a number of areas and occupations where Apprenticeships could offer a viable entry route into employment.

These areas are:

- Photo Imaging
- Games Testing \*
- Technical Roles in Film and TV\*
- Production Roles in TV \*
- Set Crafts

*\* these are in Pilot stage but not currently offered in the North East region. More work needs to be done in collaboration with Northern Film & Media and SkillSet to establish realistic market opportunity.*

Of those identified above in pilot stage they are available in both Level 2 (Apprenticeship) and Level 3 (Advanced Apprenticeship) but the BBC have already expressed a preference for level 3 entry only.

**Focus Recommendations for 09/10**

- Further develop the provider base across the region to best respond to the needs of employers in the sector.
- Developing new delivery models to allow SMEs to get involved and grow provision in the region.
- Deliver the new qualifications when available ensuring that the Provision continues to adapt and be responsive to sector needs.
- Support the sector during the economic downturn.