

PEC Review of Job Quality & Working Practice in the Creative Industries

Terms of Reference

Background and Context

Over the past two decades or more, there has been growing recognition of the need to look beyond levels of employment in the economy, to consider how to deliver '*more and better jobs*'.

Enhancing job quality and promoting work that is good, fair and decent is now an explicit priority in each UK nation, as set out in the UK Government [Good Work plan](#) and the Programmes for Government in [Wales](#), [Scotland](#) and [Northern Ireland](#).

Alongside pan-economy labour market reforms, increased emphasis is given to *sectoral approaches* that reflect distinct structural features, priority issues and needs and which genuinely engage employers, workers and other stakeholders in shaping an approach to enhancing job quality that works in the industry context.

The [Taylor Review](#) of Modern Working Practices, for example, suggested each sector would require a tailored approach, with the [UK Government response](#) committing BEIS to work proactively with sectors to promote quality work. The [Fair Work Convention](#) in Scotland is progressing sectoral inquiries to advance sector-level fair work processes, initially in the Social Care, Construction and Hospitality sectors. In Wales, the [Fair Work Commission](#) has called for detailed sectoral analysis, to provide robust evidence on structural drivers and shape solutions that work in different sectors of the economy. This has included establishing a Social Care Fair Work Forum – an initiative also implemented by the [Northern Ireland Executive](#).

The Creative Industries have the opportunity to build on these developments, to be the first sector to develop a *roadmap for improving job quality*: comprising action by Government and Industry, over the long-term, and contextualised with the distinct challenges and policy priorities in each UK nation. In setting out such a roadmap, the Creative Industries can act as a trailblazer, demonstrating how modern work can be good work, as these practices become more pervasive across the wider economy.

The PEC's Review: Aims and approach

To support the development of this roadmap for advancing Good Work in the Creative Industries, it is important to first undertake a rigorous and balanced assessment of job quality in the sector and build a better cross-industry understanding of both the opportunities and the risks that creative work presents. This needs to be developed with industry-wide stakeholders in each of the four nations, so that action can be more appropriately customised to tackle the most pressing and varied needs.

The PEC will lead an independent Review of Job Quality and Working Practices in the Creative Industries. The Review will:

1. Develop a quantitative framework of indicators and measures of Good Work at the sectoral level;
2. Establish a robust baseline picture of job quality in the Creative Industries, using existing evidence, which can be benchmarked against other sectors of the economy and used to monitor progress over time;
3. Synthesise wider research on the key challenges and opportunities for promoting quality work in the Creative Industries, spanning the most relevant dimensions of Good Work to the sector, with reference to the broader Taylor Review and underpinning Fair Work Frameworks in the Devolved Nations;
4. Foster an open, effective and informed dialogue with key stakeholders across the Creative sector, to draw out priority themes and build consensus around the most pressing concerns in the Creative Industries context for action;
5. Consider sector-based policy levers for improving job quality in priority areas and examples of effective practice, from within and beyond the sector, nationally and internationally.
6. Based on the evidence and analysis, articulate a set of high-level priorities and detailed recommendations for Government in the four UK nations and industry, that could help shape a ten-year roadmap for advancing Good Work in the Creative Industries.

The PEC's Review will commence in January 2022 and report by July 2022. It will be undertaken in three phases, where each stage informs the next, in a robust and transparent process.

Figure 1: Work Phases for the PEC's Review



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