

The PEC is spearheading a major new review of job quality and working practices in the Creative Industries to inform a ten-year roadmap for advancing Good Work across the Creative sector.

In many respects, the Creative Industries encapsulate the vision of a high-wage, high-skilled, high-productivity modern economy.

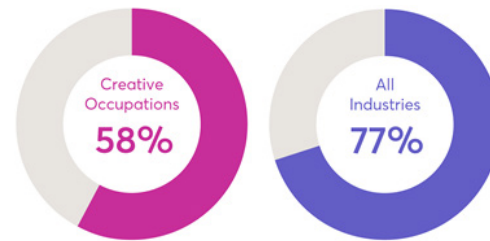
More than eight in ten (83%) of those working in the Creative Industries work in professional or managerial roles, compared to 46% across the UK workforce. Nearly three quarters (73%) of those employed in Creative Occupations are qualified to degree-level or above (44% of those working across all industries are as well-qualified). In some parts of the Creative Sector productivity is 1.5 times the UK average and creative roles are amongst the best-paid in the economy.

But these headline statistics belie a much more mixed picture. While creative work can offer much fulfilment and purpose, in parts of the Creative Industries pay can be low, hours long and work precarious – often to the detriment of the diversity and wellbeing of those working in the Creative sector.

Modern ways of working, including freelance and project-based work, provide considerable flexibility, but also raise important questions about employment status, rights and protections, collective representation and the balance of power and risk that can leave workers vulnerable to exploitation and mean bad practice goes unchecked.

Poor labour practices are often rooted in informality in the way the sector operates and

Percentage of workers who feel their job is secure



Carey et al. 2021, based on Understanding Society 2016-18

an underlying sense of fragility of Creative business models that have struggled to adapt to changes in commercial risk, revenue models and margins. Past research has found management and leadership capability to be wanting – a critical skills gap that undermines the ability of creative businesses to maximise the value of talent and to advance product and process innovation.

Whether these challenges reflect 'growing pains' of a creative sector transitioning to maturity or the position of many of these industries at the vanguard of technological change – what is clear is that, for the Creative Industries to achieve their full potential, we must consider how to enhance the resilience of creative business models, extend management and leadership capability, and ensure that all work in the creative sector is Good Work.

The need to enhance job quality is not limited to the Creative sector but part of a wider national and international agenda to promote work that is 'good', 'fair' and 'decent'. This includes the UK Government commissioned Taylor Review of Modern Working Practices and Good Work Plan, and the Fair Work Commission, Convention and Code of Practice, in Wales, Scotland and Northern Ireland (respectively).

Government in each nation have recognised that pan-economy labour market reforms must be coupled with sectoral strategies that seek to tackle distinct issues and that engage employers, workers and other stakeholders in shaping an approach to enhancing job quality that works in the industry context.

The Creative Industries have the opportunity to be the first sector to develop a roadmap for improving job quality: to act as a trailblazer, demonstrating how modern work can be good work, as these practices become more pervasive across the wider economy.

To support the development of this roadmap for advancing Good Work, it is important to first undertake a rigorous and balanced assessment of job quality in the Creative Industries and build a better cross-industry understanding of both the opportunities and the risks that creative work presents. In response to this need, the PEC is leading a major new Review of Job Quality and Working Practices in the Creative Industries.

Objectives of the PEC's Good Work Review

- 1 Establish a robust baseline picture of job quality in the Creative Industries, across a range of domains and benchmarked against other sectors of the economy;
- 2 Identify the key challenges and opportunities for promoting quality work, spanning the range of themes considered in the Taylor review and Fair Work Frameworks, but drawing out priority themes and the most pressing concerns in the Creative Industries context;
- 3 Consider sector-based policy levers for improving job quality and 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.

Supported by:



Good Work Review

Creative Industries
Policy & Evidence Centre Led by **nesta**

The Review process

The PEC's Review will be undertaken in three phases, where each stage informs the next, in a robust and transparent process.

Phase 1 will synthesise and enhance the evidence base on job quality in the Creative Industries. This assessment will be underpinned by a robust Quantitative Framework, will include new analysis of secondary data sources and will review academic and grey literature to identify critical concerns and priority themes.

Phase 2 will entail widescale consultation and engagement, including a Call for Evidence and bilateral Stakeholder Interviews, to foster an open, effective and informed dialogue across the sector and build consensus around the most pressing concerns in the Creative Industries context.

"Whether it is a prevalence of low paid work or the emergence of automation, each sector will require a tailored approach if it is to deliver work that is fair and decent, with realistic scope for development and fulfilment."

Taylor Review of Modern Working Practices (2017)

Phase 3 will consider sector-based policy levers for improving job quality. PEC researchers will examine examples of effective practice, from within and beyond the sector, across the UK nations and internationally.

Policy options will subsequently be discussed and debated at a series of thematic, semi-structured Policy Roundtables, both as individual interventions, and as a part of a package of measures to drive-up job quality in the Creative Industries.

The **final report** from the Review will build on the evidence, analysis and engagement activities to articulate a set of high-level priorities and detailed recommendations for Government in the four UK nations, and Industry.

The Review will commence in January 2022 and report by July 2022. It is our hope that the PEC's Review will provide the basis for a ten-year roadmap for advancing Good Work in the Creative Industries: a long-term, collaborative sectoral approach, grounded in an evidence-based understanding of the distinct structural features, priority issues and needs, and which reflects the distinct context and policy priorities in each UK nation.

Such a roadmap could deliver a 'step-change' in job quality for creative workers, promote more productive, competitive and resilient creative businesses and enable the UK Creative Industries to cement their position as

a high skill, high productivity, high wage part of the economy, while also widening access, improving diversity and representation and promoting inclusive growth.

About the Policy and Evidence Centre

The Creative Industries Policy and Evidence Centre (PEC) works to support the growth of the UK's Creative Industries through the production of independent and authoritative evidence and policy advice.

Led by Nesta and funded by the Arts and Humanities Research Council as part of the UK Government's Industrial Strategy, the Centre comprises of a consortium of universities and research organisations from across the UK (Birmingham; Cardiff; Edinburgh; Glasgow; Work Advance; LSE; Manchester; Newcastle; Sussex; Ulster).

For more details visit www.pec.ac.uk

Work phases for the PEC's Review



Getting Involved

The PEC are actively seeking to engage with a multitude of stakeholders across the UK nations, including policy makers, industry bodies, unions, charities, subject matter experts, diversity champions, businesses and creatives.

We are asking all stakeholders to raise awareness of the Review, to ensure we hear from a diversity of

voices, from across the sector. We are also inviting a range of stakeholders to participate in interviews and policy roundtables.

Please contact Heather Carey, at the Creative Industries Policy and Evidence Centre (PEC) to get involved:
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