



# insight

## The Research Bulletin for London West

### Introduction

*Insight* is the research bulletin from London West Learning and Skills Council (LSC), which is produced on a quarterly basis. The aim of *Insight* is to give a snapshot of the London West area, in terms of education and labour market information, with regular updates on current research. This edition of *Insight* features a strong sectoral focus: it includes a briefing on the important Media and Creative Industries sector in London West, together with a report on a pan-

London research project into the construction industry and also the key findings from studies into the Engineering Manufacturing and Food Processing industries in London West.

The next edition of *Insight* will include the second borough profile in our series and some findings from the 2002 London Employers Survey.

### Overview of the London West LSC Area

- The London West Learning and Skills Council area comprises the boroughs of Ealing, Hounslow, Hillingdon, Hammersmith & Fulham, Brent and Harrow.
- Figures based on the 2001 Census show that the resident population of London West in 2001 was just under 1.4 million. This is around 75,000 or 6% higher than in 1991. The number of people in Brent grew at the fastest rate, nearly 10%, over the decade. Harrow saw its population grow by only 2.5% over this period.
- The proportion of the population above retirement age is relatively low in London, 12.4% of London's people were aged 65 or over in 2001, compared to 16% for England and Wales. Only 10.5% of people in Hammersmith and Fulham were aged 65 or over, whilst in Brent Ealing and Hounslow the figure was 11.5%.
- More detailed results from the Census reveal that Brent has the most ethnically diverse population in Britain: White British people make up the largest single group, 29% of the total; 18%, are of Indian ethnicity; 10% Black Caribbean and nearly 8% Black African. The proportion of Brent's residents of Irish ethnicity, 7%, is the highest for any local authority in England.
- In Winter 2002/3, there were approximately 693,000 people in employment in the London West LSC area, of whom 89,000 were self-employed.
- In addition to the new Terminal 5 at Heathrow Airport, another major development is underway in London West – Chiswick Park. This is the largest UK office development since Canary Wharf, and will bring major new employers to the area, for example Nokia, One.Tel, Corinthian TV, and Disney. Upon completion in 2004, there are expected to be 10,000 new jobs at Chiswick Park.
- A new "Media Village" development will soon be underway at the BBC's Wood Lane site in Hammersmith and Fulham. This will involve merging broadcasting facilities with leisure and retail as part of a scheme to regenerate the area. Eight new buildings are being designed, including a learning centre specialising in broadcasting skills.

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# Findings from Research Projects

Evidence-based research continues to be a driving factor in London West LSC's planning and funding system. Whereas our previous research projects largely considered the position of learners (see Edition 1 of *Insight*), current research concentrates more on issues of learning and skills from an employers' perspective. Two of the reports – Engineering Manufacturing and Food Processing – are drawn from London West's priority sectors. The third, the construction industry, is of immense importance across London and was undertaken in conjunction with our colleagues in the other London LSCs, plus the London Development Agency and the Construction Industry Training Board (CITB).

It is interesting to look at the skills needs of industry against the background of young people's career choices. Our final research project examined the decision-making process of year 11 students. Bringing together the potential of learners with the requirements of employers is a key task for Learning and Skills Councils and we will build on this work over the coming years.

## Research on choice, pathways and progression for young people in London West

London West Learning and Skills Council recently commissioned consultants to undertake a study focusing on the post-16 progression ladder and the factors influencing destinations choice. The research was conducted by the University of Lincoln, in association with the University of Southampton, and focused on a number of aspects including subject choice, career aspirations and destinations by gender, ethnicity and socio-economic status.

The impact and effectiveness of careers advice and guidance was also examined as this may influence a young person's decision to stay on in education / training. All the adults and young people who participated in the research were invited to comment on the effectiveness of the advice and support systems in place for young people making decisions.

## Methodology

The research involved a qualitative study, using focus groups and interviews. Six focus groups were conducted with Year 11 pupils, covering the London West boroughs. Interviews were carried out with the Head of Year 11 and the Head of Student Guidance in each of the schools. Key stakeholders such as the careers service and Connexions were also consulted. Each focus group consisted of four pupils each from the top, middle and lower potential GCSE achievement range within the school. In total, the number of pupils within the focus groups was 56, with an average of 11 per group. Both the names of the schools and the pupils involved in the research were kept anonymous.

## Findings

The research highlighted the complexity of the decision-making process, and recognised the potential vulnerability of young people in making choices.

The research found that, although family members, peers and schools often have a positive impact on a young person's decisions, they may be consciously or subconsciously promoting choices which are not necessarily the right pathways to follow. Although the young people felt they made their own choices, the subtle influence of parental

expectations was apparent in the quote "I think they would be surprised if I didn't go to sixth form and university".

There appears to be conflict between the national emphasis on the importance of academic learning and higher education, on the one hand, and the government's efforts to promote vocational qualifications as the equivalent of academic qualifications, on the other. However, it would appear from this research that vocational qualifications are still regarded as being of less value.

The research highlighted that young people face a lot of pressure to stay on in education, and a place at university was often regarded as the most "prized goal". Of the 56 pupils who participated in the focus groups, 45 indicated that they planned to stay on in full-time education. This reflects destination statistics for London West which show that, in 2001, 79% of Year 11 pupils stayed on in full-time education.

Peer pressure was an important factor, and often had an influence on what the young people perceived to be 'acceptable' or 'fashionable' choices. Courses in media and performing arts are currently regarded by many students as being 'fashionable'. Students spoke of the consequences of choosing something which was considered to be 'uncool', for example a boy was bullied because of his interest in training as a carpenter. On the other hand, friendship groups also provided support mechanisms, and were a source of information for the young people.

**Ethnic background** was seen as a potential influence in terms of high aspirations, a narrowing of the choice of curriculum areas and a preference for higher status jobs. Furthermore, certain colleges were often seen as popular with particular ethnic groups, and consequently felt familiar and secure.

**The impact of gender** was also observed, and the research highlighted that stereotypes still persist in subject choices. The self-esteem of young people can be influenced by views of male and female behaviour. For example, one focus group, consisting of boys only, reflected that girls of their age were viewed as "more perfect", and "more mature", whereas boys were seen as less able to seek support, and less likely to request help from personal advisors. Some courses, such as health and social care, were considered to be more suitable for "less bright" students, and given that the majority of students on these types of courses were female, by association they were assumed to be less bright. Also, it was found that apprenticeship is still largely a male domain.

**Socio-economic status** must be regarded both in association with and distinct from ethnicity and gender. For example, some refugees and asylum seekers may have families with a long history of professional status, but be financially disadvantaged. It was noted that a family's location on a certain estate may be disadvantageous in job applications.

Pupils' choices were in part based on their anticipated performance at GCSE, which in most cases was optimistic. When asked about their career aspirations, the fields of computing, sport, law, hair and beauty were most commonly mentioned. Teachers and guidance professionals reported that there were sometimes discrepancies between the young people's aspirations and their actual abilities.

Money was also an important factor in the choices of some of the young people. Many of the pupils said they would be willing to do a job they hated as long as they were paid a lot of money.

There were inconsistencies in the levels of satisfaction amongst pupils in relation to the **careers advice and guidance** they had received.

Although young people were often appreciative of the efforts of their schools and careers guidance professionals, they felt that advice was received too late, and that it would be preferable to receive advice at the end of Year 9. However, Heads of Year 11 felt that pupils needed to experience subjects before making choices.

In terms of careers advice and guidance received, positive comments were reported from focus groups with regard to:

- Advice about subjects for A-level choices
- Providing guidance about university courses
- Offering realistic advice based on perceptions of academic potential and competence

Also, the young people remembered and commented on the theatre production they had seen on post-16 pathways, which they felt clearly portrayed the different options available to them. This highlights the potential of less traditional forms of advice and guidance.

Some of the young people suggested that "more tasters and input from employers, older students, jobholders and mentors" would help them gain a better insight into the realities of different jobs and education/training programmes. Students also suggested that there was a lack of full utilisation of PSHE (Personal, Social and Health Education) sessions, and that these could be used more productively. Careers advice and guidance was considered to be biased towards the pathway of staying in school and pursuing A-level study.

Staff concerns included:

- Resource levels which would not allow every young person to have access to an advisor
- Literature which was inaccessible to many, particularly those with literacy or ESOL (English for Speakers of Other Languages) difficulties
- Ineffective marketing of Modern Apprenticeships both to young people and to employers
- Insufficient links with employers
- Absence of the young person's voice in shaping policy and practice
- A general context where A-levels are seen as a desirable achievement

## Learning and Skills Needs in the Construction Industry: A Research Study across London

The observation that you can discern the state of the London economy by the number of cranes you can see from the top of Centrepont may be an exaggeration but there is no doubting the importance of the construction industry as a barometer of economic growth.

Whilst it is true that construction tends to be cyclical, it would be impossible to plan for the learning, training and development needs of the construction workforce without some idea of potential growth and the demand for training from employers and learners.

It is an issue that impinges particularly on London, with its history of labour migration and its national and international reputation as a fertile source of employment opportunities. Consultants Experian Business Strategies were commissioned to research the ability of the construction industry in London to meet the expected increase in building activity and repair and maintenance over the next five to ten years. There were three key elements to this work:

- Identifying future demand for construction education and the need for training
- Assessing the current provision of the education and training infrastructure for the construction sector, in terms of learner characteristics, sources of provision and identifying areas of duplication and any gaps that may exist
- Supply/demand mismatches and the policy issues that arise from these.

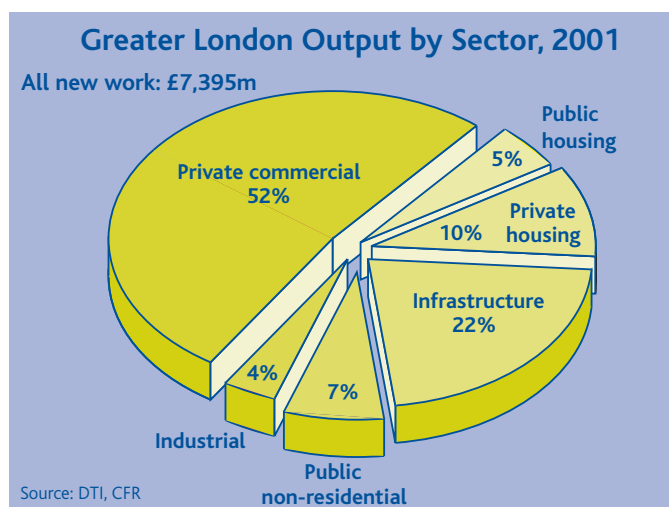
## The Shape of Existing Provision

Statistics from 2001/2 show that construction enrolments constitute around 1.4% of all further education and 4.5% of work-based learning enrolments in Greater London. Of LSC-funded places in FE, the highest proportion - 36% - was in London East, whilst London South, with 10%, had the smallest share. Electrical building work was by far the most popular course, with more than double the number of students than on the second most popular, construction: carpentry and joinery and erection. Overall, there were approximately 17,300 LSC-funded construction enrolments in FE and some 1,400 in work-based learning.

## The Make-Up of the Industry

More than half of all construction in Greater London is concentrated in the private sector, with skilled trade workers dominating the industry. These include carpenters and joiners; electricians; plumbers; bricklayers; painters; plasterers; roofers and floorers.

The profile of qualifications in the construction industry reflects this, with 30% of workers qualified to NVQ level 3 or equivalent. There are, however, comparatively few construction workers qualified at levels 4 and 5: 16% as against an all-industry average of 31%. This may be because there are far fewer managers and professionals in construction than in other sectors.



## Findings from Research Projects continued

### Short-Term Prospects

Employment growth through industry growth is termed "expansion demand". In Greater London, forecasts show that expansion demand is relatively moderate, with some 9,000 new jobs expected to be created over the next four years. This will be followed by a similarly modest contraction.

In addition, workers are needed to replace those leaving the industry and evidence points to an ageing construction workforce. Estimates using the CITB employment model suggest that, over the period 2002-6, the industry will require around 8,000 new recruits each year, with the greatest demand for skilled craft trades such as carpenters and electricians.

Anecdotal comments from the colleges allude to an FE system where demand is currently outstripping supply, with many colleges close to – or beyond – their capacity.

### Issues for the Sector and for Providers

The main indications from the research are that the existing forms of training delivery are not meeting the needs of employers nor of those workers that the industry seeks to attract. Women, Black and Asian workers and career changers are all under-represented in the sector.

Employers ideally require more flexible training but colleges find it difficult to meet this under current funding stipulations. Certainly, diversification of the workforce would need more part-time and weekend courses, while women would welcome the opportunity to gain some experience to see whether they would want to move into construction-related professions.

Some innovative training targeted at the needs of ethnic community and migrant workers is already taking place across London and the research shows the need for greater Pan-London evaluation and co-operation on provision.

### Engineering Manufacturing and Food Processing

In late 2002, London West LSC commissioned studies into two contrasting sectors within London West's manufacturing industry. The areas chosen were Engineering Manufacturing and Food Processing. Engineering Manufacturing is the larger of the two; in 2001 it employed around 36,000 people in London West compared to maybe 15,000 in Food Processing. Engineering Manufacturing has many more firms, over 3,000 across the area, five-sixths of which are small enterprises. Food Processing is much more concentrated: there are a little over 200 firms, of which nearly two-fifths are medium sized or large. Food Processing activity is also concentrated geographically, with the Park Royal industrial estate forming the predominant focus.

Key findings from the reports were:

#### Engineering Manufacturing

- The largest sub-sectors within Engineering Manufacturing in London West are architectural and engineering activities that account for nearly a quarter of the workforce, maintenance and repair of motor vehicles (about 15%) and research activities (13%)
- Although the short-term outlook is subdued, in the medium term - up to 2008 - employment is expected to expand slightly. Significantly, forecasts predict that the higher skill occupations will expand more strongly
- The current workforce is predominantly (over 70%) male, working full time. The average age of the workforce is over 40, with very small numbers of young people entering the industry
- Knowledge and experience are seen as more critical than specific skills when recruiting staff
- Generic skills gaps were significant, particularly communication. IT skills were felt to be an increasingly important area. There was some evidence of management skills needs particularly amongst medium sized firms
- Firms were not aware of developing skills gaps in the face of new technology. Skills audits would address this need.

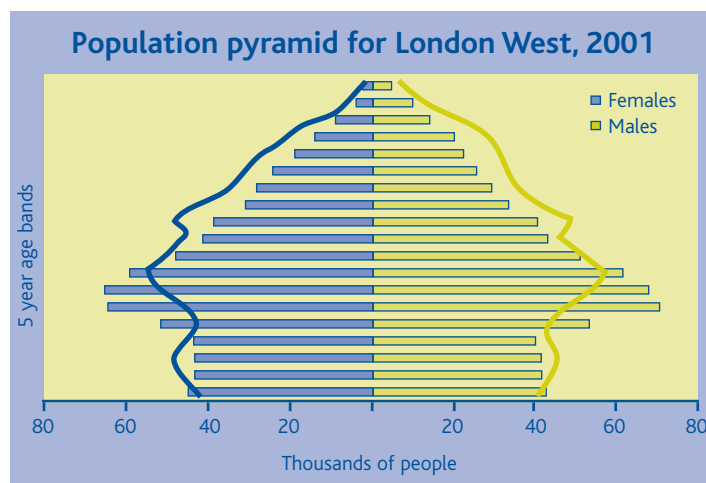
#### Food Processing

- The Food and Drink manufacturing sector in London West accounts for nearly half all such activity across London
- Bakeries, cake and pastry-making is the largest sub-sector. In contrast to much of the food sector, workplaces here are generally small
- Other important sub-sectors are brewing and soft drinks manufacture. There is also appreciable ethnic food manufacturing in London West
- Firms are positive about growth prospects and most expect employment growth in London West
- Employees are predominantly young and two-thirds are male. Nearly two-fifths of workers have Indian ethnicity
- Much of the employment is low-skilled, and the workforce possesses relatively low qualifications
- Food Hygiene and Health & Safety are the skills considered most important by employers; however lack of basic skills and team-working skills were cited as the weakest areas for potential employees
- IT skills are relatively unimportant compared to other sectors
- Most training is delivered in-house, often on-the-job. A key requirement of external training is that it must be easily accessible – in other words, local.
- Despite the employment cluster in London West, there is a lack of food processing specific training.

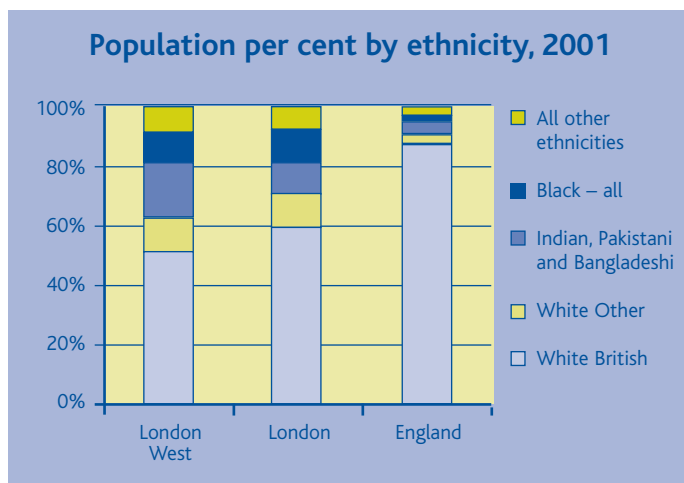
# 2001 Population Census

Commencing this spring, detailed results from the 2001 Census of Population are being published, revealing in depth the numbers, characteristics and behaviours of people in Britain at the start of the 21st century. This article takes a first look at two fundamental aspects -the age structure and ethnicity- of the population of London West. More information will follow in future editions of *Insight* as it becomes available.

The chart, right, is a 'population pyramid' for the 1,395,000 residents of the London West area in 2001. Each bar represents the number of females, in blue, and males, in green, for each five-year age band. The solid lines represent the overall national population profile. The most noticeable feature of the chart is that the largest population cohorts are not at the bottom of the pyramid – that is for children – but instead are for people aged between 20 and 39. This true nationally, but the 'bulge' in the pyramid for London West is far more marked than is the case nationally, which reflects London's attractiveness to young adults as a place to work and live.



The Census confirmed that London West has probably the most ethnically diverse population of any area of Britain: just under half of London West's residents (49%) have an ethnicity other than White British; for London Central LSC the figure is a little lower at 46%. For London as a whole this proportion is 40% and across all of England, only 13% of the population report a non-White British ethnicity.

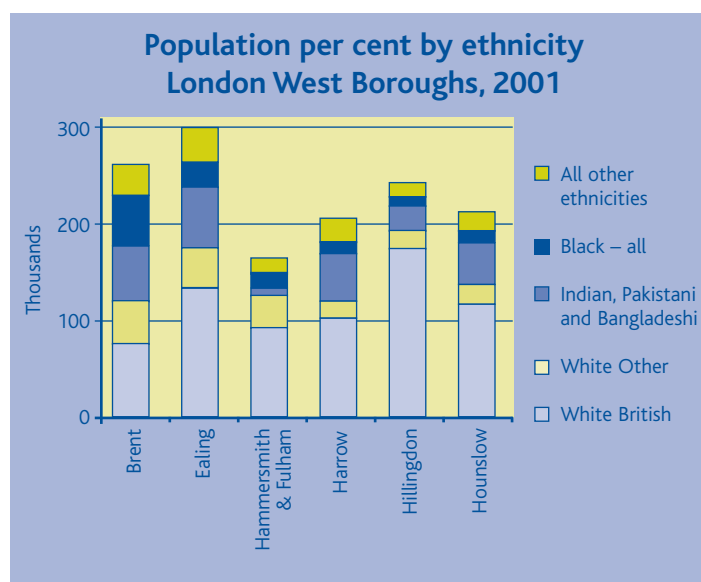


The most numerous non-White ethnic group in London West is Indian, comprising over 200,000 residents, or nearly 15% of the total, so that nearly a half of all London's ethnic Indian residents live in London West. Perhaps surprisingly, Harrow has the highest proportion of Indian residents in London at 22%, followed by Brent at over 18% and Hounslow, 17%.

Black groups make up the next most numerous ethnicity. Some 9% of London West's population have Black Caribbean, Black African or other Black ethnicities, which is actually a little below the average for London. The Black population of London West is quite concentrated by borough. Over 50,000 Brent residents are Black, comprising a fifth of the population; however only in Hammersmith and Fulham amongst the other London West boroughs, does the Black population make up more than 10% of the total.

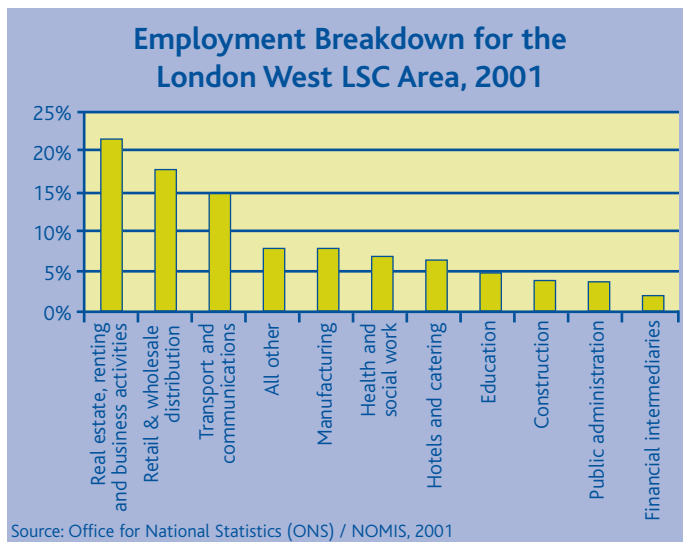
Other Asian ethnicities make up around 100,000 people in London West, of which the largest single group are Pakistani, 41,000 people or 3% of all residents. People of Irish origin constitute a more numerous group nearly 63,000 across London West. In Brent, 7% of the population is of Irish ethnicity, the highest proportion of any local authority in England. The proportion of Irish residents is also relatively high in Hammersmith and Fulham at 4.8%, and Ealing, 4.7%; these boroughs ranked third and fourth respectively amongst English local authorities.

Nearly 8% of London West's residents at the time of the Census were classified as 'White Other', a much higher proportion than the national figure, but slightly below the all-London average. It is not yet possible to determine any more detail about these people, but the highest proportions of White Other residents are found in the London Central boroughs of Kensington and Chelsea, and Westminster where there are concentrations of foreign students. The highest proportion of 'White Other' residents in London West is in Hammersmith and Fulham, where they make up 15% of the total.



# Employment and Unemployment: the Picture in London West

The following chart shows the importance of different industries in London West in terms of the number of employees.



In 2001, there were 704,200 employees in all sectors in the London West LSC area. The chart shows the importance of three main sectors in London West— real estate, renting and business activities; retail and wholesale distribution; and transport and communications.

Between 1995 and 2001, the number of employees in London West increased by 23%. The following sectors showed the largest growth in terms of number of employees:

- Hotels and catering (40%)
- Construction (39%)
- Real estate, renting and business activities (37%)

Between 2000 and 2001, the following industries in London West witnessed substantial growth rates:

- Transport and communications (14%)
- Financial intermediaries (14%)
- Hotels and catering (10%)

## Unemployment

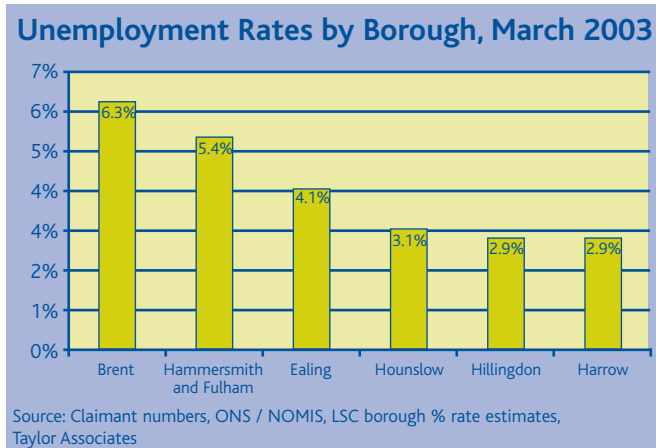
Unemployment rates have fallen considerably in the London West LSC area over the past ten years. For example, in January 1993, there were 83,854 unemployed claimants, but by January 2003, this figure had fallen to 28,361. However, since 2001, unemployment figures have started to rise again.

Recent figures (from March 2003) show there are 29,277 unemployed claimants in the London West LSC area, and the rate stands at 4.1%. This is lower than the comparable rate for London (4.9%) but higher than that for Great Britain (3.2%). The number of unemployed claimants in the London West LSC area has risen slightly since September 2002 when there were 28,632 claimants, an unemployment rate of 4%.

The majority of unemployed claimants in the London West LSC area are male (73%).

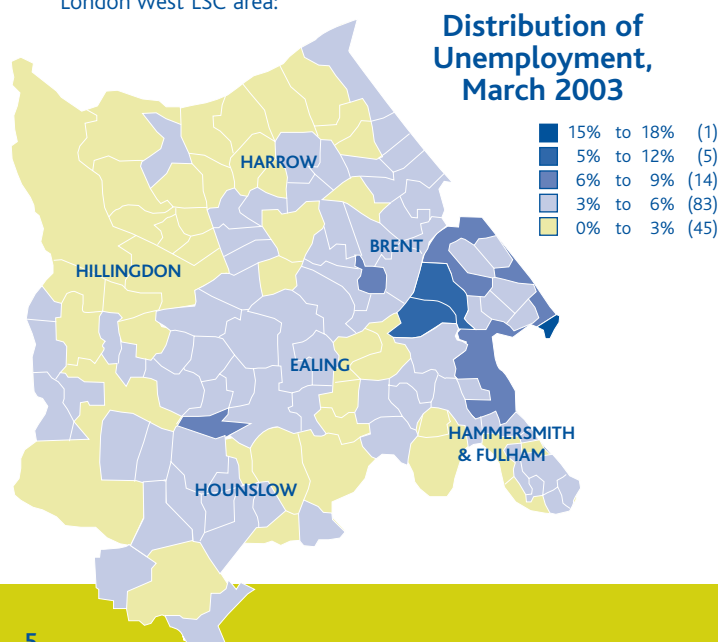
The most recent data available for unemployment by age and duration is from January 2003. At this time, 37% of claimants had been unemployed for over 6 months, 17.5% had been unemployed for over a year, and 5% had been unemployed for more than two years. Those aged 25 and over accounted for 78% of all those unemployed, therefore making up the largest share. It is evident that those aged 25-50 are more likely to experience periods of long-term unemployment than other age groups.

The most common reasons for people leaving unemployment in the London West LSC area in the three months leading to March 2003 were that they had failed to sign (38%), found work (30%), or transferred to Government supported training (7.5%).



Since September 2002, the unemployment rate has risen in all London West LSC boroughs except Ealing and Hammersmith and Fulham, where the unemployment rate fell by 0.4% and 0.2% respectively. Brent and Hammersmith and Fulham have the highest levels of unemployment, with 6.3% (8,255 people) and 5.4% (4,856 people) respectively. However, ward unemployment rates within these boroughs vary considerably. For example, Carlton in Brent has an unemployment rate of 16.2%, the highest of all the wards in the London West LSC area, whilst Kenton, also in Brent, has an unemployment rate of just 2.5%. Furthermore, in Hammersmith and Fulham, White City and Shepherd's Bush has an unemployment rate of 10.4%, whilst Palace, also in Hammersmith and Fulham, has an unemployment rate of just 2.1%.

The following map shows levels of unemployment by ward across the London West LSC area:



# Education and Achievement

## 2002 A-level Results

Unlike previous years, the 2002 A-level results do not provide a 'snapshot' of one year's exam results. Instead, they show the total of the results achieved by 2002's school leavers over two years of sixth-form study. The qualifications have also changed – the Vocational Certificate of Education A-level replaced the Advanced GNVQ as part of Curriculum 2000.

Consequently, it is impossible to compare the 2001 results with those of 2002. However, the graph below shows the position of the London West LSC area in 2001, compared with London and England. As shown in the graph, with an average points score of 16, London West performed favourably compared with London.

## How is the average point score per student now derived?

In 2001, 10 points were awarded for a grade A at A-level but this has now been changed to 120 points. At AS-level, the points are halved (i.e. an A grade is worth 60 points). For a vocational double award, the points are doubled, i.e. an AA grade is worth 240 points. An A-level is equal to one entry, a VCE (Vocational Certificate of Education) A-level Double Award is equal to two entries and an AS qualification is equal to half an entry.

The average point score per student is now derived by adding together the points achieved by each student for each exam. The points scores for all students at an institution are then added together and the result is divided by the total number of students, to get an average point score per student. It should be noted that in cases where a student achieved an AS pass and an A-level pass in the same subject, only the A-level pass is normally included.

## Top Performing Schools in London West

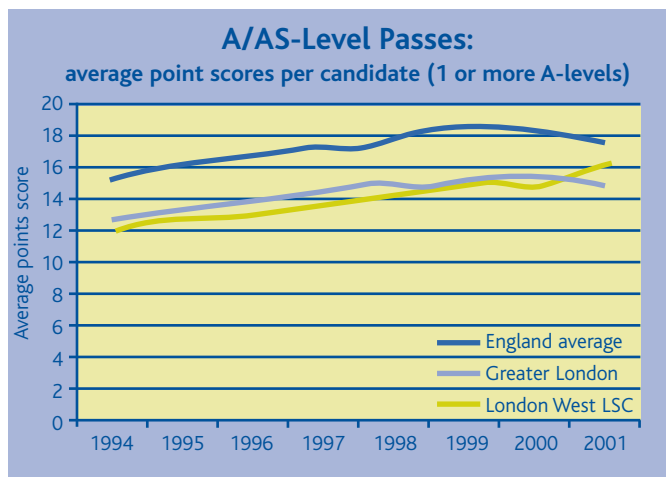
The tables below show the school in each borough with the highest average point score per student. The first table is for comprehensive schools only, and the second for independent schools only. All sixth-forms in the comprehensive schools in the table below are funded by London West Learning and Skills Council.

COMPREHENSIVE SCHOOLS		
School	Borough	Average point score per student
Lady Margaret School	Hammersmith & Fulham	330
JFS School	Brent	299
Twyford Church of England High School	Ealing	296
St. Dominic's 6th form College	Harrow	282
Bishop Ramsey C. of E. Sec. School	Hillingdon	282
Gunnersbury Roman Catholic School (Boys)	Hounslow	255

Source: DFES Performance Tables, 2002

INDEPENDENT SCHOOLS		
School	Borough	Average point score per student
St. Paul's Girls' School	Hammersmith & Fulham	439
North London Collegiate School	Harrow	419
St. Helen's School	Hillingdon	377
Notting Hill & Ealing High School	Ealing	373
Swaminarayan School	Brent	217
No entries	Hounslow	-

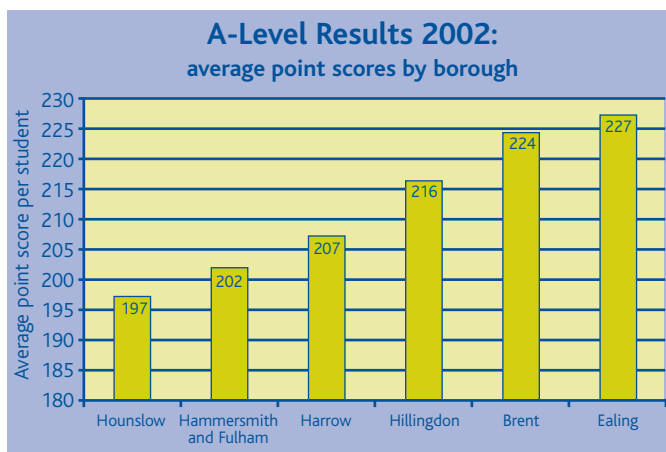
Source: DFES Performance Tables, 2002



Although the average points scores are generally higher for independent schools than comprehensive schools, it should be noted that the majority of these independent schools are selective.

It is interesting to note that amongst the 200 best performing state schools in England, one of them is funded by London West Learning and Skills Council – The Lady Margaret Church of England School in Hammersmith and Fulham, which achieved an average point score per student of 330.

The chart below shows the borough averages for point scores per student. Ealing has the highest average point score, with 227, whilst Hounslow has the lowest, with 197.



\* Please note that these averages exclude independent schools.

The national average point score per student was 254 in 2002.

It is impossible to calculate how much improvement, if any, there has been in the results since 2001. However, it is possible to see whether there have been any changes in the boroughs achieving the highest scores. In 2001, Hammersmith and Fulham had the highest average points score per student with 16.2, followed by Hillingdon with 15.8, Ealing with 14.9, Harrow with 14.8, and Brent and Hounslow both with 13.6. There appears to have been a noticeable change in the boroughs achieving the highest scores, for example, although Hammersmith and Fulham had the highest average point score per student in 2001, it now has the second lowest. Also, Brent had the lowest average point score per student in 2001, but now has the second highest.

# Job Vacancies in London West

There has been a considerable reduction in the number of notified job centre vacancies since the quarter ending September 2002, when there were 14,264 notified vacancies. This figure has fallen by 16% to 11,933.

## Breakdown by borough: notified vacancies (quarter ending March 2003)

	Number of Vacancies
<b>London West LSC Area</b>	<b>11,933</b>
Hillingdon	3,107
Brent	2,640
Ealing	2,068
Hounslow	1,771
Harrow	1,453
Hammersmith and Fulham	894

Source: Quarterly Count of Job Centre Vacancies, ONS/NOMIS

As shown in the table, Hillingdon has, by far, the highest number of job centre vacancies. This may be partly due to the proximity of Heathrow Airport and the employment opportunities available there and in the locality, for example particularly in the logistics, construction and hospitality sectors.

The following table shows the top 10 vacancies notified in job centres in the London West LSC area in the quarter ending March 2003.

## Top 10 notified vacancies<sup>1</sup>

Occupation	Number of Vacancies
Sales and retail assistants	923
Cleaners, domestics	682
Security guards and related occupations	590
Van drivers	528
Kitchen and catering assistants	466
General office assistants / clerks	419
Sales representatives	409
Other goods handling and storage occupations	375
Heavy goods vehicle drivers	347
Customer care occupations	304

Source: Quarterly Count of Job Centre Vacancies, ONS/NOMIS

<sup>1</sup> Please note, information suggests that only about a third of all vacancies are advertised in local job centres.

# Sector Profile:

## Media and the Creative Industries

**The Media and Creative Industries sector plays a vital role in the London West economy. The DCMS (Department of Culture, Media and Sport) defines Creative Industries as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation...”**

The DCMS has defined a number of industries as belonging to the Creative Industries sector. The SIC (Standard Industrial Classification) codes used to gather data for this report are based on the industries suggested by the DCMS, however, not all industries have been included in this profile.

The Creative Industries sector encompasses a range of activities, and this profile will focus on:

- Publishing
- Computer games, software and electronic publishing
- Advertising
- Film, video and photography
- Radio and TV
- Music and the visual and performing arts
- Designer fashion
- Libraries and museums

The size of GDP generated by London's Creative Industries rose from £12 billion in 1995 to £21 billion in 2000. This meant that the Creative Industries showed a larger growth than any other sector. In 2000, London accounted for a quarter of the national Creative Industries output. The growth in the Creative Industries sector in London may be attributed to the range of highly skilled workers, cultural diversity, the hi-tech infrastructure and access to wealthy consumer markets.

### Characteristics of the industry and its workforce

Britain plays a vital role in the global market as a content producer for the multi-media sector, for example, it is one of the world's leading exporters of television programmes.

Recent figures (ONS, Annual Business Inquiry, 2001) indicate that:

- 1,318,500 people are employed in the Creative Industries sector in Great Britain
- 54% of these workers are male

Skillset, the Sector Skills Council for the Audio Visual Industries, recently conducted a Census (in 2002) which focused on employment trends and the representation of certain groups within the sector.<sup>2</sup>

Responses were received from 844 companies, which showed a total of 150,000 people working in the industry on that particular day, around a quarter of whom were freelance. However, this figure excludes a large number of freelancers who were not working on that day, estimated to be around 50,000, bringing the total workforce to 200,000. The commercials sector and film production were predominantly freelance.

The largest single sector, in terms of number of workers, was broadcast television, with nearly 25,000 employees. This was closely followed by CD Rom and other interactive media, with over 23,000 employees.

The Census revealed that women account for around 38% of the workforce, although the percentage of female freelancers increased from 34% in 2001 to 42% in 2002. Around 50% of the workforce in the broadcast television sector are women.

In London West, the representation of women in the industry is higher than average (45%). This is largely due to the nature of the industry in the area, i.e. the concentration of sectors such as broadcast TV and radio.

Substantial increases were noted in the representation of ethnic minorities in the industry, rising from 5.4% to 8.6% amongst employees and from 6.4% to 7.3% for freelancers. The proportions of ethnic minorities are highest in the cinema exhibition and cable/satellite sectors. However, ethnic minorities are still under-represented in the sector.

The Census also focused on the representation of disabled people in the industry, and found that the proportion of disabled employees remained the same as in 2001, at 0.8%.

The work base of the industry was also examined, revealing that nearly half of the workforce is located in London: predominantly Central London (31%) and West London (13%). North London accounts for a further 2% of the workforce and East London, 1%.

As a result of increased leisure time and rising disposable incomes, consumer demand for leisure goods and services has increased considerably over recent years. According to the Mayor's report, 'Creativity: London's Core Business', this has been the motivating force behind the recent striking growth in the Creative Industries sector in London. There has been an increase in access to cultural outputs, for example:

- **Cinema** – the number cinema admissions rose from 54 million in 1984 to over 141 million in 2001.
- **Publishing** – the number of books published rose considerably between 1996 and 2001.
- **Museums and galleries** – the reintroduction of free admission to some museums resulted in a dramatic increase in the number of visitors to London's museums and galleries. Also, the opening of the Tate Modern in May 2000 elicited much interest.

<sup>2</sup> Please note that the sectors covered in this profile do not coincide exactly with those covered by Skillset.

# Sector Profile: Media and the Creative Industries continued

## Creative Industries in West London

London West is home to a number of key media employers, including the BBC, Disney, Endemol and AOL. There are also many international publishing houses and record companies, including Haymarket, Harper Collins, EMI and Chrysalis.

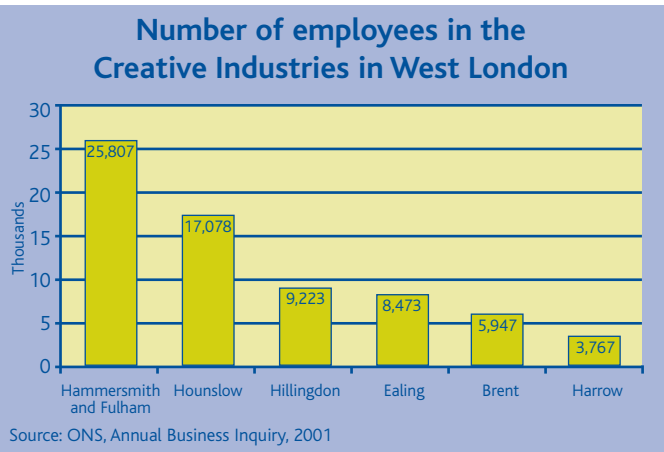
Between 1995 and 2000, Hounslow witnessed the fastest rate of growth in the Creative Industries sector, largely driven by the radio and TV, and computer games, software and electronic publishing industries.

One of the main factors influencing the location of growth in the Creative Industries is the presence of Heathrow Airport. According to the Mayor's report, the rapid growth may be partly attributed to the ease of access to international transport infrastructure, which facilitates important face-to-face contact in industries such as film, TV and music.

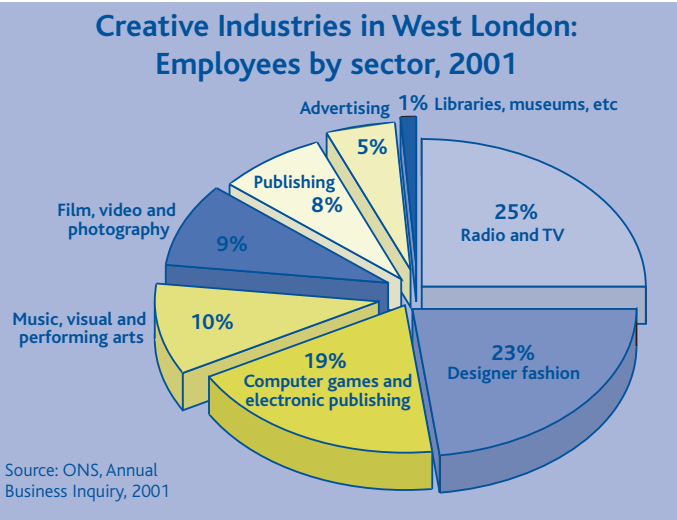
The borough of Hammersmith and Fulham is perhaps best known for its connections with Creative Industries, due to the presence of the BBC at White City. Of all the London boroughs, Hammersmith and Fulham has the third largest number of Creative Industries jobs (after the City of Westminster and Camden). Although the borough witnessed an overall growth in the number of Creative Industries jobs between 1995 and 2000, it experienced the greatest rate of decline in advertising jobs during this period.

Hammersmith and Fulham is host to a number of global creative companies, including the Walt Disney Corporation, United International Pictures, EMI, Polygram UK, and Harper Collins. Because of its ease of access and proximity to Central London, West London is well positioned for music industry communications. Hammersmith plays a pivotal role in the UK's recorded music industry, home to four of the five major record labels, three independent record companies and a number of recording studios.

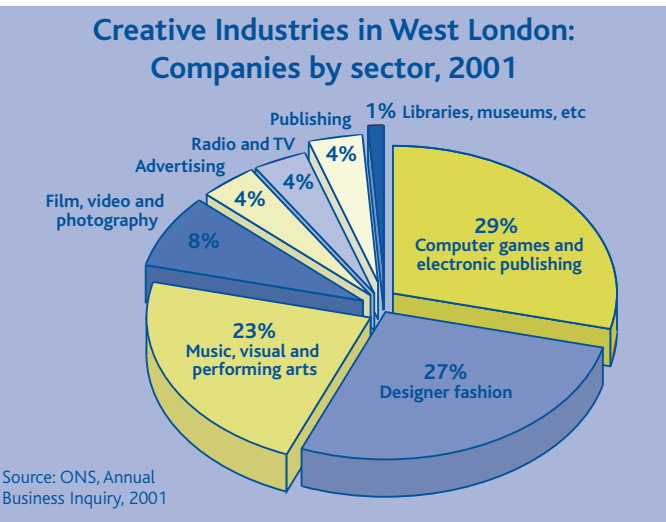
In total, there are nearly 70,400 employees in the Creative Industries sector in London West. As shown in the chart, the largest concentration of employees occurs in Hammersmith and Fulham (nearly 26,000).



As shown in the pie chart, the largest sector in terms of number of employees is 'Radio and TV', accounting for 25% of all employees in the Creative Industries. The sectors 'Libraries, Museums, etc' and 'Advertising' have the fewest employees.



In total, there are 11,642 companies in the Creative Industries sector in West London. As shown in the pie chart, the largest sector in terms of number of workplaces is 'Computer games, software and electronic publishing'. This is closely followed by 'Designer Fashion'.



As shown in the table below, the majority (95%) of companies in the Creative Industries sector in London West have between 1-10 employees.

Number of employees	Number of companies	Percentage of companies
1-10	11,017	94.6%
11-49	461	4.0%
50-199	128	1.1%
200+	36	0.3%
TOTAL	11,642	100%

Source: ONS, Annual Business Enquiry, 2001

## Skills and training

According to Skillset, the audio-visual sector faces a number of recruitment difficulties due to entry level skill shortages. Although the sector generates much interest from potential recruits, there are a number of obstacles:

- There is a lack of 'work readiness' amongst new entrants, and a lack of knowledge about jobs and career opportunities in the sector
- There is a lack of FE and HE courses and qualifications which are recognised by the industry as providing a credible route into the sector

There are also a number of skill shortages, particularly in the following areas:

**Broadcast engineering/cable and satellite:** graphic design, web design and development, producer-directors; production management; sales and marketing; business management; health and safety; script writing and editing.

**Film, animation and commercials:** health and safety for all grades; script writers and development personnel; basic drawing skills for graduates; digital content creation skills; pre-production; make-up and hairdressing; production management; trainers.

**Interactive media, facilities and corporate production:** project management, IT; sales and marketing; people skills; quality assurance; special effects; script writing and editing.

Skillset highlight the importance of supporting and developing on-the-job training initiatives for new entrants to the industry. This can present challenges, particularly in sub-sectors where freelancing predominates, for example film and independent production, and also for SMEs (interactive media, independent television production, facilities, animation).

An estimated 60% of the audio-visual workforce are freelancers, and this group often faces the greatest difficulties accessing training opportunities. Support services are needed to help freelancers develop business skills, for example marketing, financial control, and business planning.

The Census conducted by Skillset shows that some groups such as women, people with disabilities and ethnic minority groups are particularly under-represented in the audio-visual industry. Targeted training and vocational education could have a vital role to play in addressing these issues.

Media agencies, such as Intermedia and Media Café deliver a range of training and employment initiatives designed to meet the needs of excluded communities in London West. They are both located in Hammersmith and Fulham. Intermedia is an information, advice and guidance project that offers support to unemployed and under employed people who wish to further train or develop career paths in the media and creative industries. Intermedia supports individuals to access and identify appropriate training and prepare for careers in the freelance job market. There is also the opportunity to meet a Creative Industries Adviser. Media Café is an innovative facility situated in the White City area of Hammersmith & Fulham providing a range of services and managing a number of projects including ICT and New Media training, open learning and sectoral support. The project is part of the Community Learning & Leisure Service of the London Borough of Hammersmith and Fulham.

## Future developments and trends

Continued growth is expected in the Creative Industries in London. The Mayor's report 'Creativity – London's Core Business', advocates that the Creative Industries will be London's "next big thing".

### Ealing Studios – case study

Ealing Studios is arguably the oldest film studio in the world. Having survived two world wars, and the onset of new technologies, the offices and stages are steeped in history. Ealing Studios has returned to film making after 43 years, with the release of 'The Importance of Being Earnest' in 2002. The studios have also recently accommodated films such as 'Notting Hill' and 'Star Wars-Episode 2'. The Studios are currently undergoing a major redevelopment programme, involving the construction of 10 new buildings, which will provide a state-of-the-art production facility. Ealing Studios is also home to a wealth of comic talent, and is currently producing new comedy both for television and live performance. Recent television productions include 'The Royle Family' and 'Randall and Hopkirk (Deceased)'.

The London Borough of Ealing has developed a new strategy – 'Creative Links', aimed at boosting home-grown talent in the Creative Industries as well as developing local businesses and creating new jobs. The Council are currently investigating the feasibility of developing a 'Creative Industries and ICT Learning, Enterprise and Cultural Hub' in central Ealing. The strategy would bring together a range of key players, including Ealing Studios, Thames Valley University, British Telecom and Ealing and West London College. It is envisaged that the project would tap into and enhance the local Asian film production industry, which is already thriving. According to Ealing Council, the area of London West has the potential to become the Bollywood capital of Europe.

### The BBC White City Project – case study

A new "Media Village" development will soon be underway at the BBC's Wood Lane site in Hammersmith and Fulham. This will involve merging broadcasting facilities with leisure and retail as part of a scheme to regenerate the area. Eight new buildings are being designed, including a learning centre specialising in broadcasting skills. It is envisaged that this will create opportunities for local people to engage with the BBC, and enable BBC staff to work with members of the local community. The BBC is planning to relocate all employees from central London locations to Shepherd's Bush/White City (4,000 in total) over the next two years.

Employment predictions prepared by Experian Business Strategies indicate that the audio-visual sector will have experienced a 10% increase in employment between 1992 and 2006, and that much of this growth will take place in London West. This suggests that there will be more work and employment opportunities in London West in the future, however, this is unlikely to be in the form of full-time jobs.

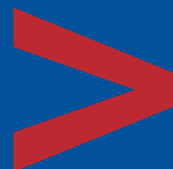


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