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[Department
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Research and analysis

DCMS creative careers research

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1. Key Findings

Levels of awareness and interest in the creative industries

Knowledge and understanding of the creative industries:

- There is low awareness of the variety of options on offer within the creative industries.
- Parents and young people are most likely to associate the creative industries with traditional arts like music and the arts, film and TV, and design.

Interest of the creative industries:

- The creative industries have strong positive associations for parents and young people.
- The creative industries have high levels of interest amongst young people, compared to other sectors.
- Young people are slightly more likely than their parents to say that they would like to work in the creative industries in the future.

Both young people and their parents are less likely to associate the creative industries with IT and computer services - but this was the sector that both are most interested in their child/ themselves working in in the future.

Motivators to entering the creative industries:

- Key motivators for working in the creative industries included being able to pursue a passion, having control over their working life and having an impact.
- Interest in the creative industries also increased after learning about the diversity of the jobs available in the sector, suggesting awareness of the diversity of the jobs available in the sector could be a key enabler.

Barriers to entering the creative industries

Although the creative industries appealed to parents and young people alike, the research identified several barriers for communications to address:

- Parents and young people both think a competitive job market is the main barrier to working in the creative industries.
- There is an assumption that you need to be exceptionally talented to succeed in the creative industries.
- This ties to associations with the sector and more traditional arts.
- A sizeable proportion of parents are concerned that jobs in the creative industries lack long-term security and associate the jobs with self-employed, freelance, or contracting work.
- Parents and young people are confused on how to enter the creative industries.
- Young people are unclear on what skills or qualifications they need to work in the creative industries, and a sizeable proportion of young people and parents think that going to university is important to be successful.
- A lesser barrier relates to how many jobs are in their local area.
- Often young people are too young to have considered this seriously or actively looked at jobs in their local area.
- However, some assume that they may need to travel further afield to a larger city like London or a nearby city to access job opportunities.
- Young people from Greater Manchester, Liverpool City region, North East, West Midlands, and West of England and West Yorkshire (campaign target regions) are more likely to

think there is a lack of jobs in their local area.

The target audience and how to reach them

The decision-making journey:

- Young people are more engaged in conversations about careers from age 13. Young people aged 11-12 struggle with conversations about careers, therefore they are less likely to have discussed their future career with their parents or be sure on what they want to do.
- Young people think more consciously about their career when making decisions for GCSEs and post-16 options.
- This often comes as a by-product of schools introducing career fairs and career talks during this period.
- This in turn encourages young people to discuss their future career plans with their parents who play a key role in the decision-making process.

Channels and messengers:

- Parents and young people want to hear from those working in the creative industries.
- However, there are differences in terms of the best channels for reaching both audiences.
- Parents are more likely to use Facebook and SVOD, whilst young people use TikTok and YouTube.
- Young people use these platforms as key sources of information, as well as for entertainment.
- Young people and parents are both most likely to say that they would use Google searches, schools, and job websites to find out more information on jobs in the creative industries.

Regional differences

Findings on regional differences are dispersed throughout the report

DCMS identified six key regions that they are interested in exploring in further detail. These were: Greater Manchester, Liverpool city region, the North East, West Yorkshire, the West Midlands and the West of England. Each region will receive £25 million as part of the UK's Modern Industrial Strategy to support sector growth.

- There are few differences between young people in London and young people in the campaign's key regions in their interest in working in the creative industries.
- Young people in London are more likely to say that they are interested in working in IT & computer services in the future, than those in key regions.
- The proportion of parents from key regions that say they would encourage their child to work in the creative industries is high at three in five.
- However, parents in London are even more likely to say they would encourage their child to work in the creative industries.
- Parents in London are more likely to say that jobs in the creative industries offer long-term security than parents in key regions.
- Parents and young people in London are also more likely to say that they know what skills and qualifications are needed to get a job in the creative industries than those in key regions.
- Young people from C2DE backgrounds in the target regions are often not interested in going to university and so there is an appetite for information about alternative routes.
- Region does not seem to make a difference in terms of whether parents have spoken with their child about what they would like to do in the future in general, nor whether a young person has a strong idea about their future career.

2. Background and methodology

Background

The Department for Culture, Media and Sport (DCMS) is running a behaviour change campaign to encourage greater uptake of creative careers amongst young people from lower socio-economic backgrounds.

Ipsos were commissioned to conduct research to investigate the specific barriers faced by young people from these backgrounds in considering careers in the creative industries including perceived risks, awareness of available roles, and the influence of parents/guardians.

This is to help ensure the campaign can be tailored to resonate with target audiences and drive meaningful engagement with the the DCMS-funded Discover! Creative Careers Programme.

The research project aimed to address the following areas:

1. Knowledge, perceptions, barriers and motivations:

- Perceptions of creative industry careers
- Motivators and barriers preventing them considering a career

2. Key influencers:

- Parents views on creative careers, and their influence on

young people

- Role of careers advisors and teachers

3. Understanding and awareness of the sector:

- Interest and awareness in the roles available per sub-sector
- How to embark on a career in the creative industries

4. Unpicking the decision-making journey:

- What attracts our audience to the careers they're considering?
- Key triggers for thinking about careers during the ages of 11-18

5. Channels and messaging:

- Where do our audiences go to find out more information about career opportunities?

6. Regional and demographic variations:

- How perceptions differ across regions and demographics
- Specific opportunities and challenges in each region

Research approach

To address the research questions, Ipsos delivered a

synchronised two-strands project:

1. Quantitative research

The quantitative research phase was conducted through our online panel of young people aged 11-18 and their parents/guardians.

The survey covered the following areas:

- Overall awareness and experience of career choices
- Specific awareness and understanding of creative careers including pathways into them and skills/qualifications required
- Attitudes to creative careers
- Preferred channels and messengers for information about careers

2. Qualitative research

The qualitative phase involved face-to-face paired depth interviews with young people aged 11-18 and either their parents/guardians or another young person.

The discussion guide covered the following areas:

- Experiences and perceptions of career choices
- Knowledge and awareness of creative careers and pathways into them
- Barriers and motivators to working in the creative industries
- Preferred messaging and channels

Methodology and sample – Quantitative research

Overview

Ipsos carried out an online survey of 1,501 UK adults (parents/guardians) with young people aged 11-18 in their

household.

Quotas were set to be representative of the profile of parents/ guardians of this age group in the UK by:

- Age
- Gender
- Region
- SEG

Data collection

The survey was carried out online and respondents were sampled from the Ipsos online panel.

Fieldwork took place between 14th – 28th March 2025

Reporting note

Throughout this presentation boxes are used to indicate if scores are significantly higher / lower than other groups. This is calculated based on a 95% confidence interval. As this survey is conducted via online panel rather than random sampling, the significance testing should be treated as indicative.

Methodology and sample – Qualitative research

Ipsos conducted qualitative research by carrying out 35 face-to-face paired in-depth interviews with 52 young people and 18 parents/guardians.

Interviews were with young people aged 11-18 and either their parents/guardians or another young person.

Interviews were conducted with young people and their parents from a C2DE background.

Participants were sampled from Criteria Fieldwork's panel. Fieldwork took place between 10th – 24th March 2025. The sample breakdown is as follows:

Parents

Gender

Male	5
Female	13

Age

26-34	2
35-42	8
43-50	8

SEG

C2	14
D	4

Location

Greater Manchester (Oldham)	3
North East (Newcastle)	3
Liverpool City Region	3
West of England (Bristol)	3
West Yorkshire (Morley)	3

Young people

Gender

Male	25
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Female	27
--------	----

Age

11-12	13
-------	----

13-14	14
-------	----

15-16	13
-------	----

17-18	12
-------	----

SEG

C1	1
----	---

C2	38
----	----

D	12
---	----

E	1
---	---

Location

Greater Manchester (Oldham)	7
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North East (Newcastle)	9
------------------------	---

Liverpool City Region	9
-----------------------	---

West of England (Bristol)	9
West Yorkshire (Morley)	9
West Midlands (Solihull)	9

Applying a behavioural science framework to understand drivers of behaviour

We used the COM-B model to analyse what drives or hinders behaviour across the behavioural journey. COM-B stands for:

- **Capability:** The individual's ability, both physically and mentally, to perform the behaviour, influenced by their knowledge, skills, and resources.
- **Opportunity:** The external factors that make the behaviour possible, such as time, money, resources, social norms, and support.
- **Motivation:** The internal drive to perform the behaviour, shaped by beliefs, values, and attitudes.

These components and their subdimensions provide an in-depth understanding of the mechanisms that underpin the behaviour we wish to change. By considering all these components, we can develop a more comprehensive understanding of the factors that influence behaviour change.


3. Understanding and awareness of the creative

industries

Key findings

- 1 Young people's awareness of jobs in creative industries is heavily skewed towards traditional arts like music, drama, and design.
- 2 Jobs in creative industries are not prominently featured in schools or careers fairs, further contributing to their lower visibility compared to other career paths.
- 3 Young people tend to associate the creative industries with highly visible roles like content creation and on-screen talent, rather than the numerous behind-the-scenes or office-based positions that also make up the sector.

In depth findings



Among the sectors within the creative industries, jobs are most associated with traditional arts such as music, drama and design.

Spontaneous awareness of the diversity of jobs within the creative industries is low among both young people and parents. Jobs in the creative industries are typically associated with 'traditional arts' such as music, art, and drama. This means options in this industry are not top of mind compared to other careers. This is compounded by the fact that jobs in creative

industries are not often mentioned in schools or careers fairs.

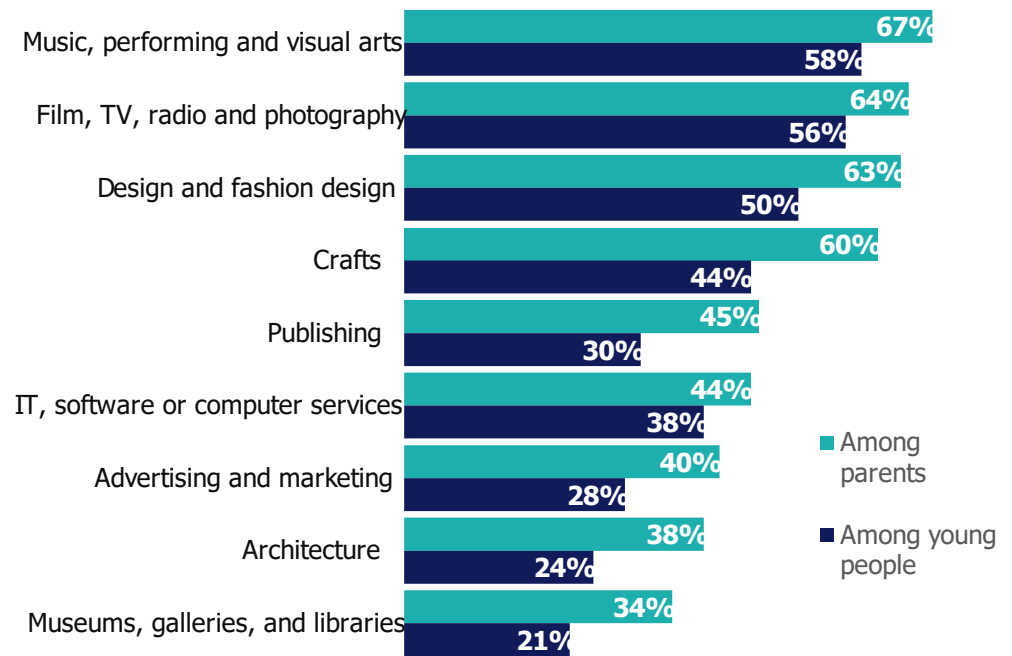


Figure 1 - Q3/22A. Which of the following sectors, if any, do you associate with the creative industries? Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

“Would it be like art? Like dancing, drama?”

- 14, Male, Solihull

“When you say creative industries, I think of more like art and music.”

- 11, Female, Newcastle

Young people also typically associate the creative industries

with roles in front of the cameras and content creation rather than behind the scenes jobs or more traditional office-based roles.

More associated

Roles in front of the cameras

Actors, musicians, artists and other roles are most strongly associated with the creative industries.

Content creation

Young people's active presence on social media leads them to associate creativity heavily with this sphere.

Less associated

Behind the scenes roles

Roles in editing, assisting, law or accounting are less immediately associated with the creative industries.

'9-5' jobs

Jobs that are assumed to be more 9-5 and office based (advertising/marketing, architecture) have less immediate connotations with creative industries.

"YouTube, just influencers online ... Creating content."

- 14, Male, Manchester

"Probably a lot of people think that they'd never go into creative arts without realising that there's much more out there and that there is potentially a job they would enjoy."


- 16, Female, Solihull

4. Interest in the creative industries

Key findings

- 1 Both young people and parents express strong interest in jobs in the creative industries, but young people's interest surpasses their parents', indicating a particular appeal for this sector among the younger generation.
- 2 IT and film & TV are the most popular sectors within the creative industries for both parents and young people. However, a gender divide exists, with boys favouring IT/gaming and girls leaning towards film, TV, music, design, and fashion.
- 3 While IT is a top choice, it is less commonly associated with the creative industries by both parents and young people until they are told that this includes video games. There is also significantly less interest among girls than boys.

In-depth findings



Out of a list of sectors, jobs in creative industries are one of the highest selected for both parents and young people for sectors they would like to work in/ their child to work in.

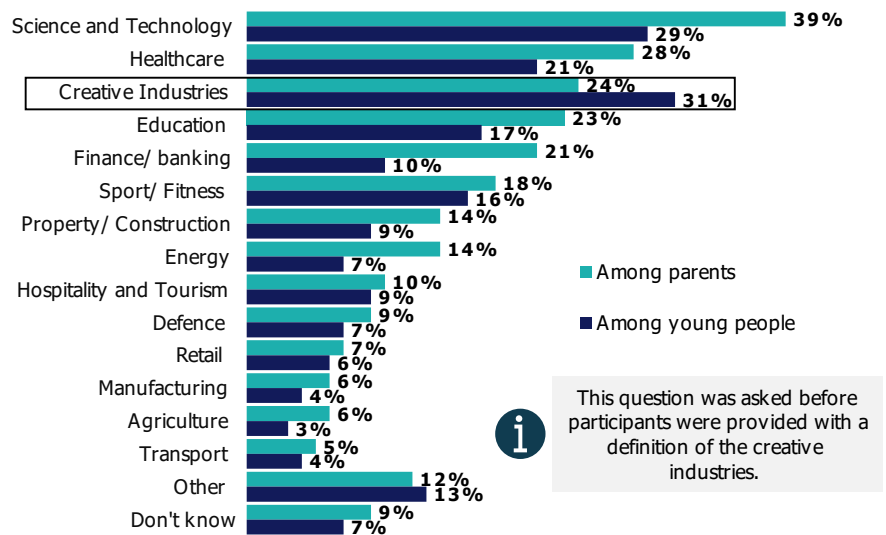


Figure 2 - Q2a. Which, if any, of the following industries would you want your child aged [PIPE AGE] to work in once they have finished their education? / Q19. Below is a list of jobs people might do. Thinking about the list below, and putting aside what others might expect of you, which would you want to work in when you're older?

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

The creative industries is the only sector with more interest among young people than their parents (although the latter is still comparatively high)

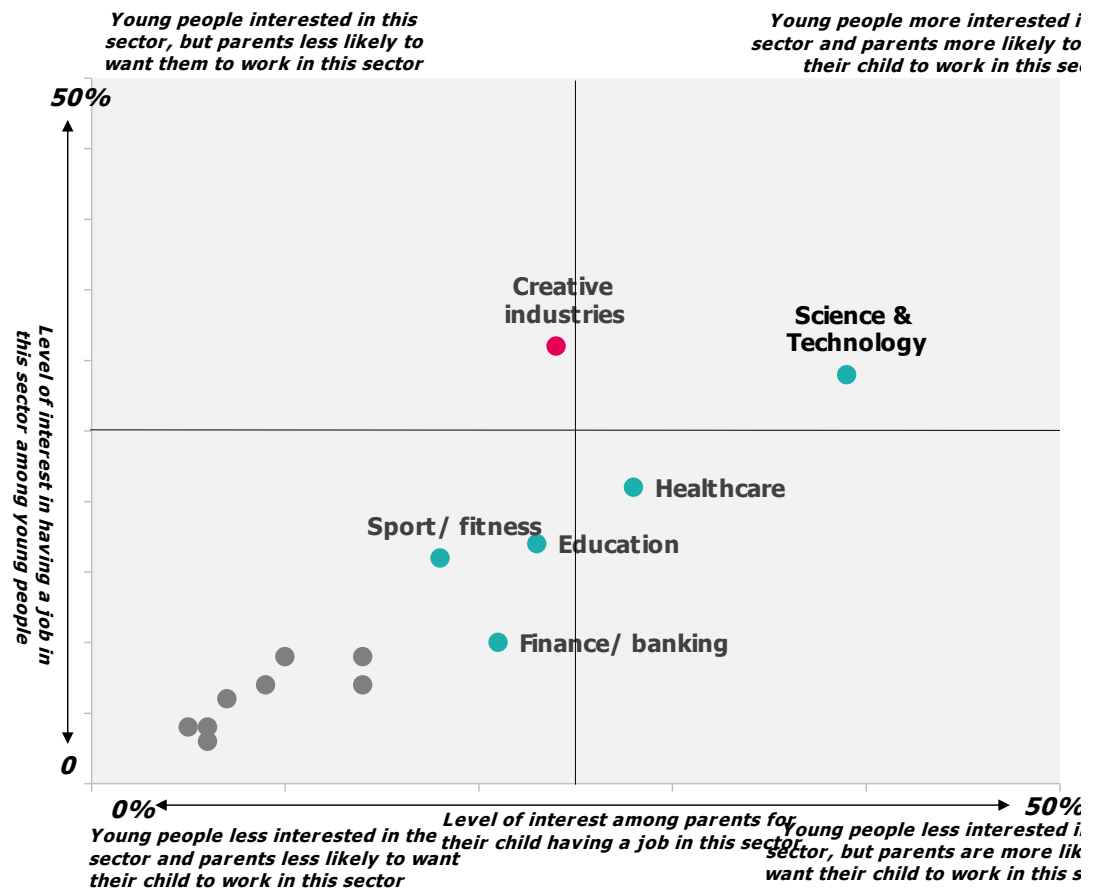


Figure 3 - X axis: Which, if any, of the following industries would you want your child aged [PIPE AGE] to work in once they have finished their education?

Y axis: Below is a list of jobs people might do. Thinking about the list below, and putting aside what others might expect of you, which would you want to work in when you're older?

Base: 1,487 young people aged 11-18 14-28 March 2025

Perceptions that young people have the opportunity to work in the creative industries are in line with interest levels. But education and hospitality are above the creative industries in terms of perceived opportunity to work in.

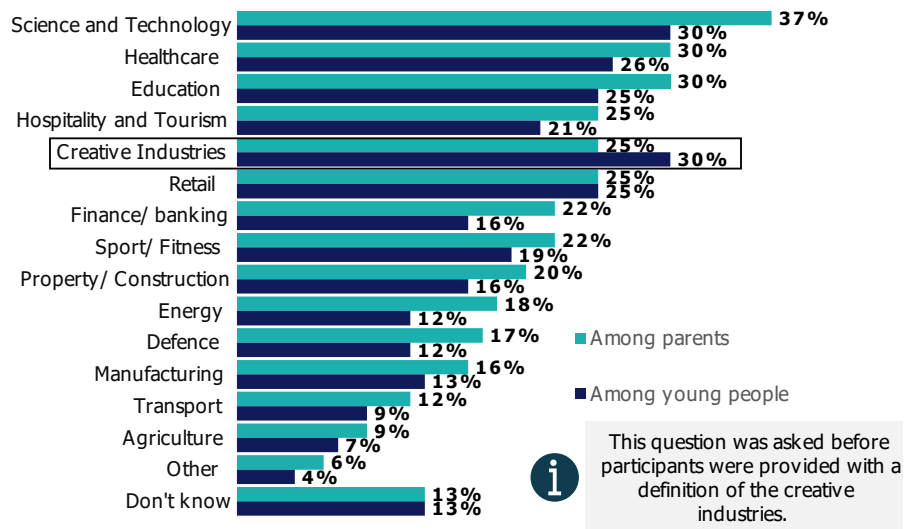


Figure 4 - Q2b. Which, if any, of the following industries do you think your child aged [PIPE AGE] would have the opportunity to work in once they have finished their education? / Q20. And which of the following jobs do you think you would have the opportunity to work in when you're older?
 Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

The creative industries ranks highest for both interest to work in and perceived opportunity to work in, among young people...

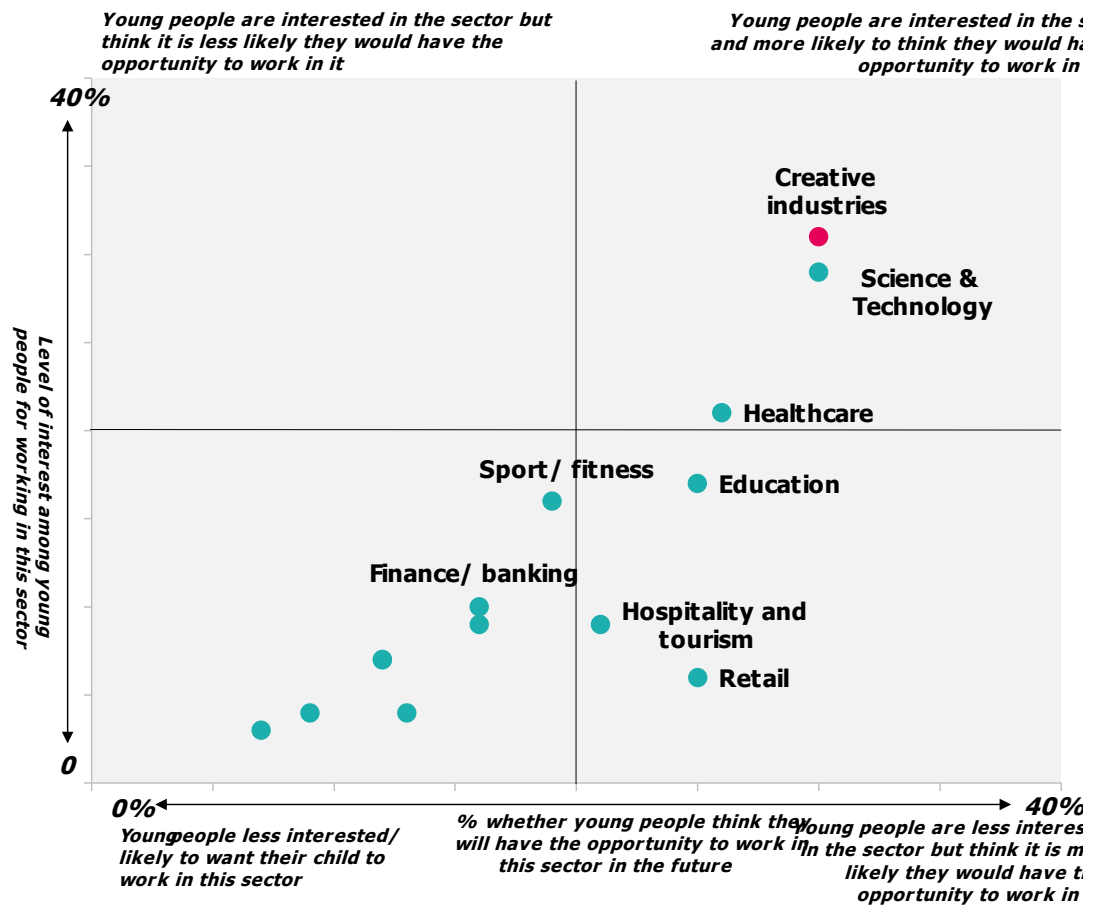


Figure 5 - X axis: Which of the following jobs do you think you would have the opportunity to work in when you're older?
Y axis: And which of the following types of jobs in the creative industries would you be most interested in doing? Please select the three that interest you most.
Base: 1,487 young people aged 11-18 14-28 March 2025

... but falls behind healthcare and science & technology for their parents.

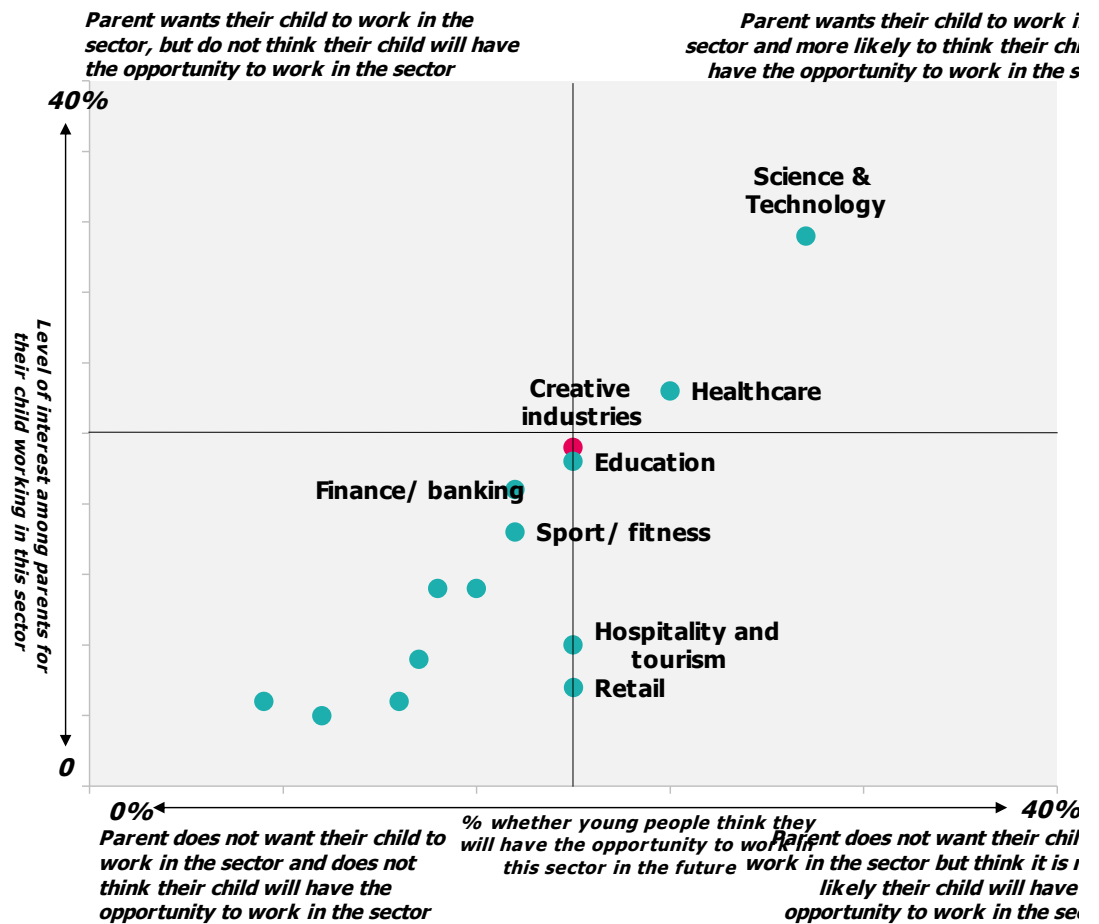


Figure 6 - X axis: Which, if any, of the following industries do you think your child aged [PIPE AGE] would have the opportunity to work in once they have finished their education?

Y axis: Which, if any, of the following industries would you want your child aged [PIPE AGE] to work in once they have finished their education?

Base: 1,501 parents of young people aged 11-18, 24-28 March 2025

Amongst the sectors within the creative industries, the IT sector ranks highest for both parents and young people, followed by film & TV. Young people are attracted to roles within social media, gaming and entrepreneurship.

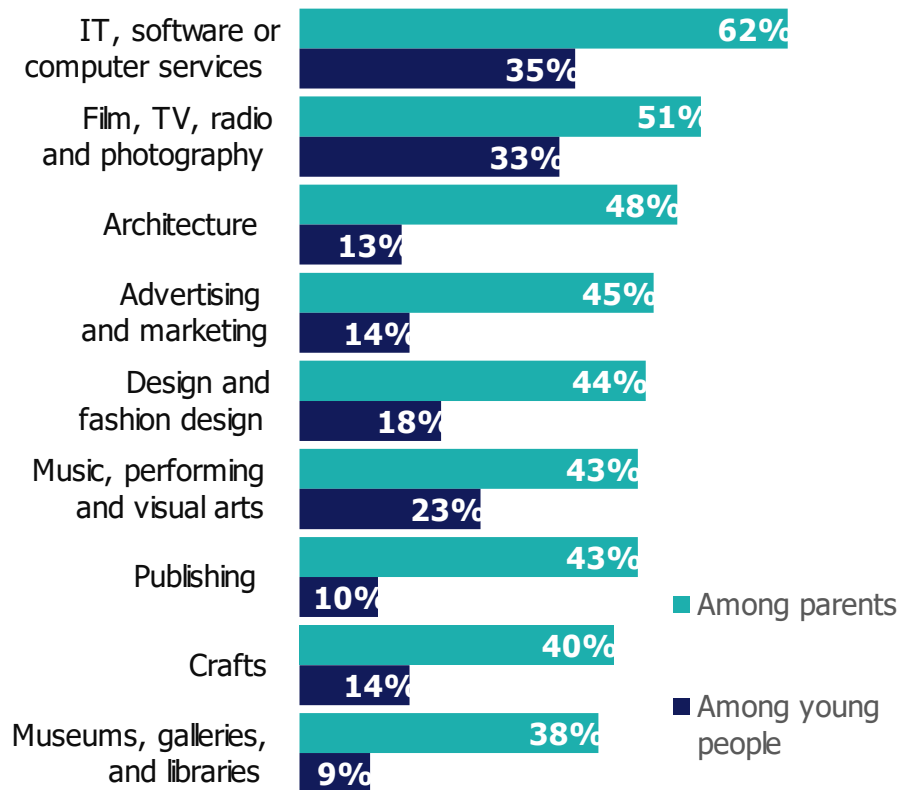


Figure 7 - Q4. Now thinking specifically about the creative industries. Which of the following sectors, if any, would you be happy for your child aged [PIPE AGE] to work in? / Q22B. which of the following types of jobs in the creative industries would you be most interested in doing? Please select the three that interest you most.

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

Interest in specific roles

When presented with a range of specific roles, young people are particularly attracted to the following:

- **Social media manager** has the broadest interest. It's something young people feel comfortable with, and think would be enjoyable. This could be a key route into the advertising and marketing sector.
- **Level designer** is particularly appealing to boys who

are interested in gaming, including those who didn't previously have an interest in the creative industries.

- **Etsy Shop Owner** appeals to young people's entrepreneurial spirit and interest in being their own boss.

"In terms of Etsy shop owner, I really enjoy crocheting. I would say I'm quite good at it and I think that's the sort of thing that would be quite fun to do."

- 16, Female, Solihull

"Building designs and materials that we use could be quite interesting."

- 14, Male, Newcastle

There is a gender divide in terms of preferred sectors with boys having a very strong preference for IT and girls preferring film, TV, music, design and fashion.

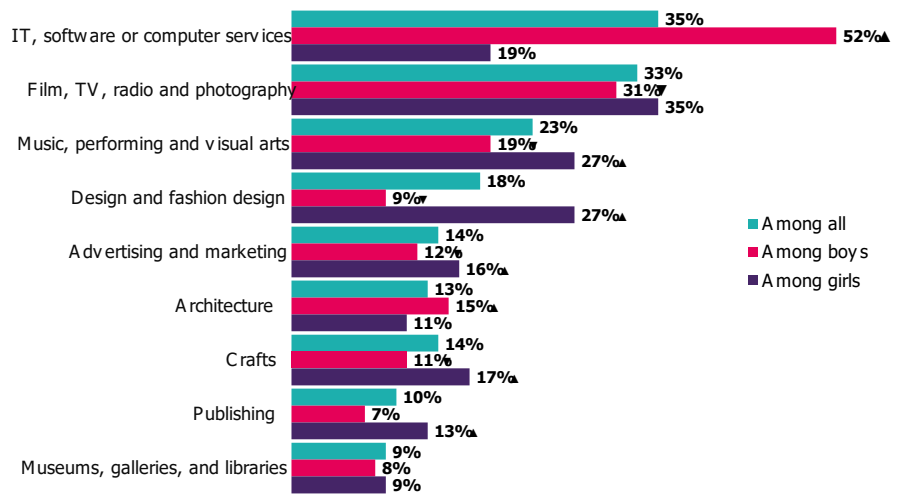


Figure 8 - Q22B. which of the following types of jobs in the creative industries would you be most interested in doing? Please select the three that interest you most.
Base: 1,487 young people aged 11-18 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Young people in London are much more interested in IT & computer services roles and advertising and marketing roles than those in DCMS' regions

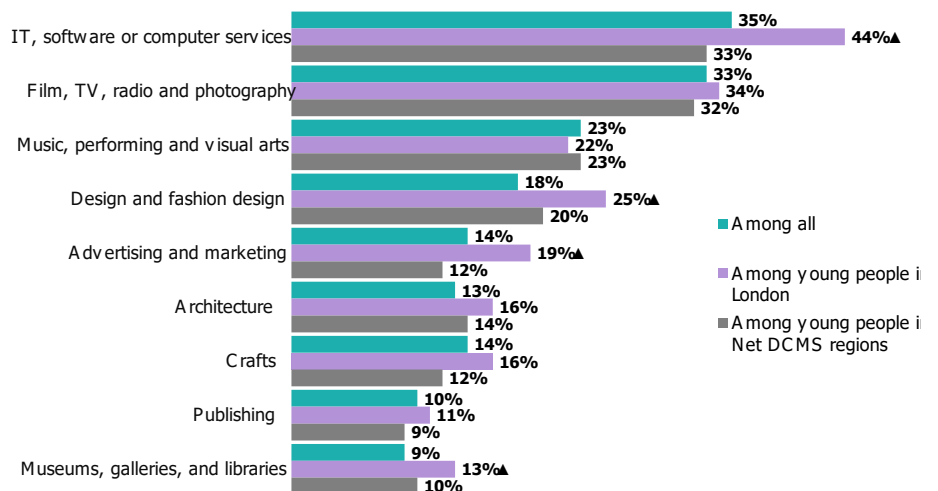


Figure 9 - Q22B. which of the following types of jobs in the creative industries would you be most interested in doing?

Please select the three that interest you most.

Base: 1,487 young people aged 11-18 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

IT, software, and computer services are less associated with the creative industries among young people compared to the traditional arts, but are the type of job that they are most interested in working in.

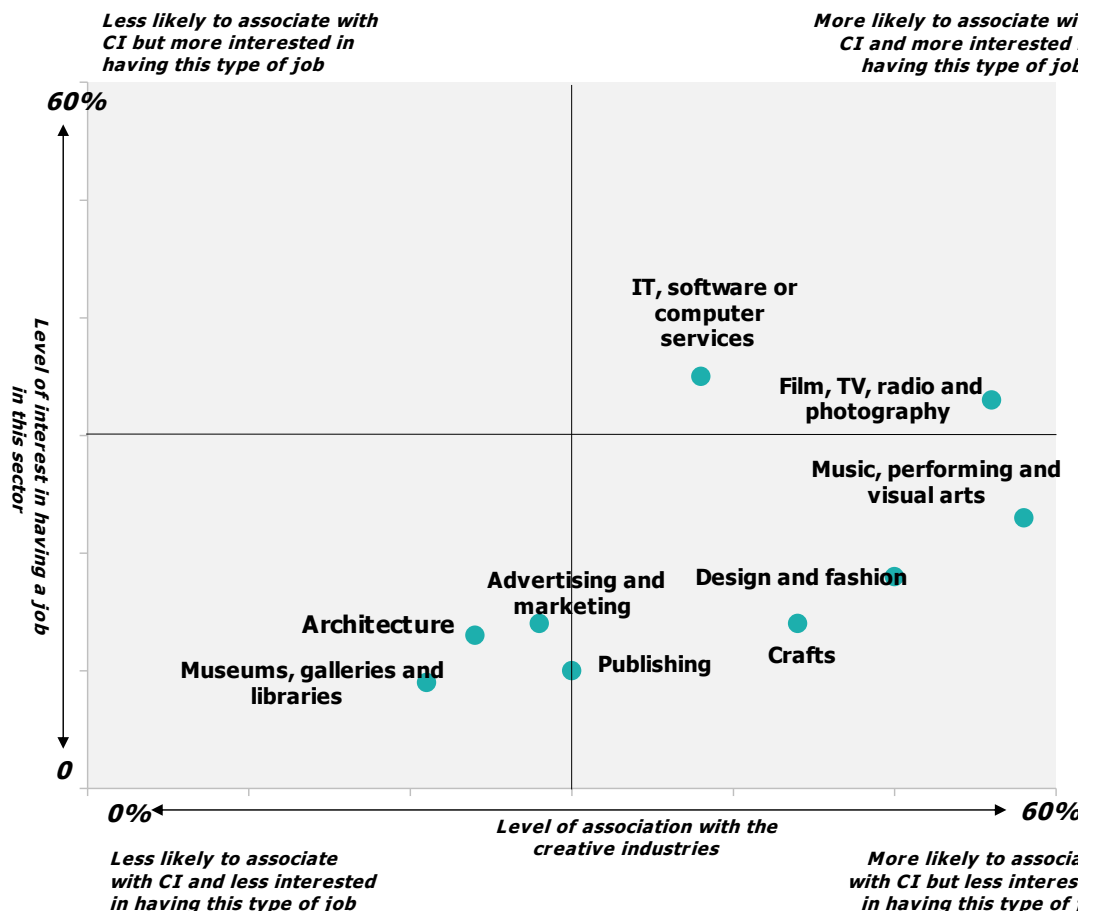


Figure 10 - X axis: Which of the following sectors, if any, do you associate with the creative industries?

Y axis: And which of the following types of jobs in the creative industries would you be most interested in doing? Please select the three that interest you most.

Base: 1,487 young people aged 11-18 14-28 March 2025

Parents are less likely to associate IT, software and computer

services jobs with the creative industries – but it is the sector they would be happiest for their child to work in

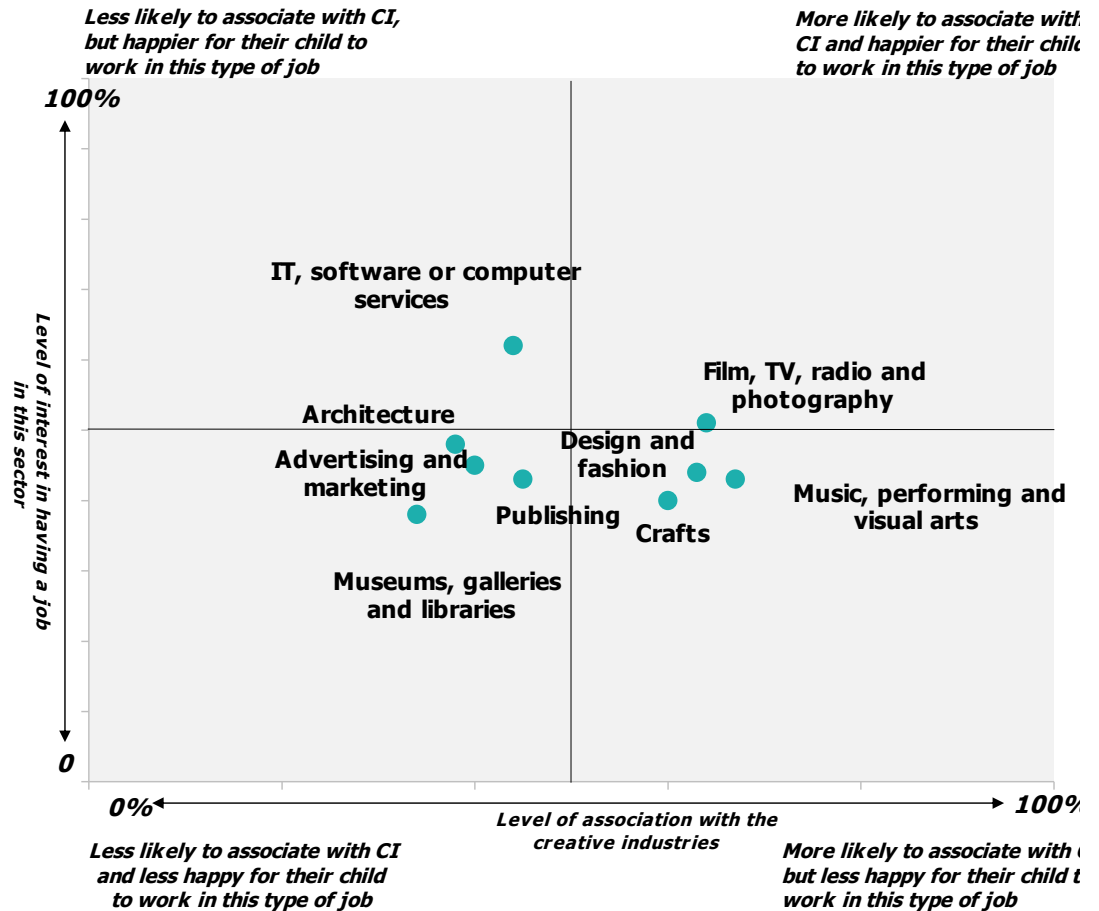


Figure 11 - X axis: Which of the following sectors, if any, do you associate with the creative industries?

Y axis: Which of the following sectors, if any, would you be happy for your child ... to work in?

Base: 1,501 parents of a child aged 11-18 14-28 March 2025

Careers in IT, software and computer services, and film, TV, radio and photography stand out as the sectors that both parents and young people are most interested to work in/ their child work in.

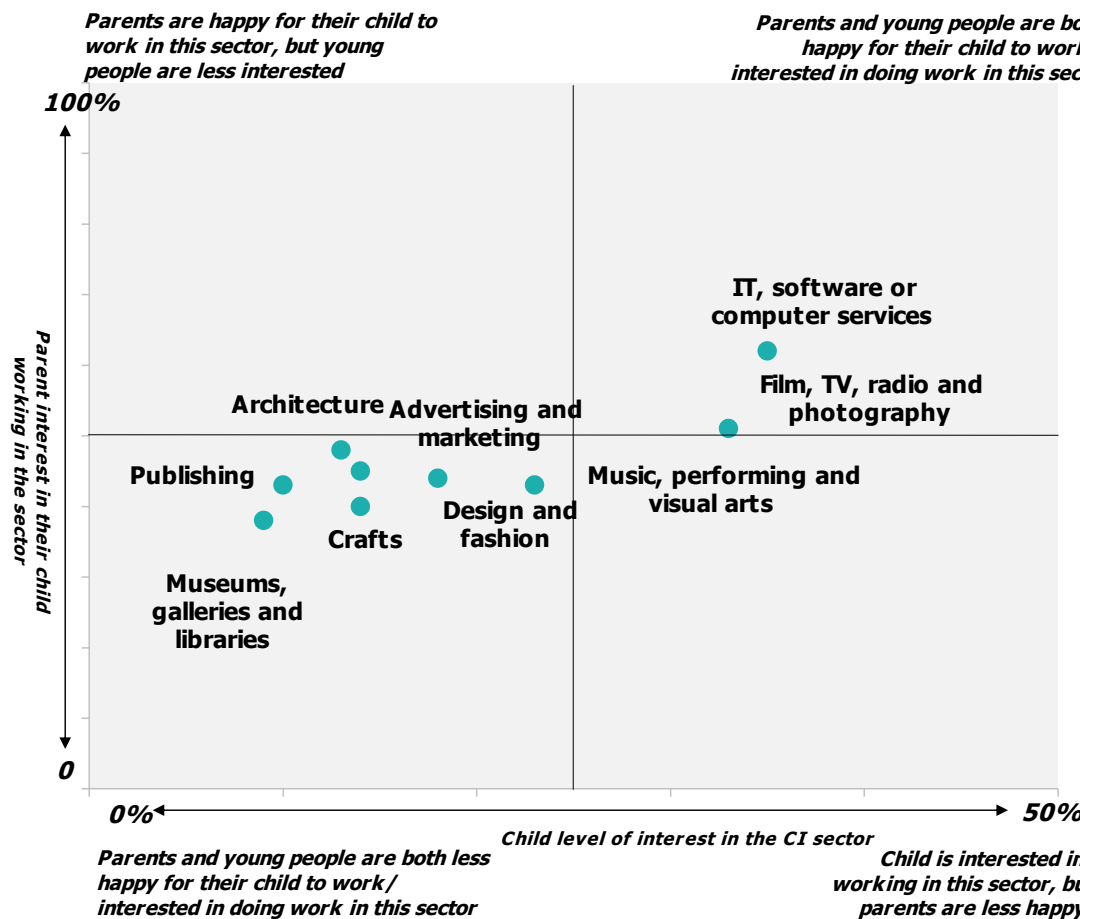


Figure 12 - X axis: And which of the following types of jobs in the creative industries would you be most interested in doing?

Please select the three that interest you most.

Y axis: Which of the following sectors, if any, would you be happy for your child ... to work in?

Base: 1,501 parents of a child aged 11-18 14-28 March 2025

Attitudes towards creative industries sectors

Sector	Association (Parents)	Association (Young people)	Parental happiness	Inter (You people)
Music, performing	1st	1st	6th	3rd

and visual
arts

Film, TV, radio and photography	2nd	2nd	2nd	2nd
Design and fashion	3rd	3rd	5th	4th
Crafts	4th	4th	8th	7th
Publishing	5th	6th	7th	8th
IT, software or computer services	6th	5th	1st	1st
Advertising and marketing	7th	7th	4th	5th
Architecture	8th	8th	3rd	6th
Museums, galleries and libraries	9th	9th	9th	9th

A case study of a young person who is 'interested but unsure'

- **Age:** 15
- **Current situation:** Wants to go into the film industry, but unsure how to go about this. Has looked at A-level courses she can do with her teachers.
- **Work priorities:** Having fun at work is very important

to her, but it also needs to pay the bills.

Motivators to working in the creative industries:

- Passionate about the film industry and engaged in conversation with people at school to learn about how to work in film.
- They enjoy taking part in creative activities like musical theatre and drama, and flower arranging.
- They thought that a creative job would be enjoyable. This includes roles behind the scenes.

Barriers to working in the creative industries:

- Concern that competitiveness makes it hard to get a job in this sector.
- Assumes that you need to be talented to succeed.
- Assumes she would need to move to London due to a lack of roles locally.
- They needs more information on how to get jobs in the creative industries, especially related to film.
- Hard for people from her social background to get into these jobs.

“I feel like it’s easier [for] people if like you have more money or like talent but like you [could] still [try] really hard.”

- Young person

“You’ve got to kind of be a bit unique and different to get noticed as well.”

- Parent

- Positive overall perception of the creative industries
- High level of interest in working in the creative

industries

- Low confidence in finding a job in the creative industries

A case study of a young person who ‘could be persuaded’

- **Age:** 14
- **Current situation:** Has spoken to teachers at school about future career plans. He’s interested in becoming an engineer but open to other options.
- **Work priorities:** Enjoyment was viewed as the most important factor, but the financial aspects of it were a strong secondary factor.

Motivators to working in the creative industries:

- Interesting and engaging careers/ jobs available in the creative industries.
- The broad range of jobs available in the creative industries, which they were not previously aware of.
- Appealing jobs that tie to their hobbies and interests, like being a gaming legal counsel, architectural technician or level designer.

Barriers to working in the creative industries:

- Need lots of confidence and innovative ideas to succeed.
- Perceptions of high levels of competition to break into the sector.
- Low awareness of how to pursue a career in the creative industries.
- More information required before he could consider it

seriously.

- Thinks there is a lack of jobs like these locally to them.

“I want to do engineering, but if I found out about something else that I found more interesting, I’d definitely go for that”

“There’s a lot more creative jobs that I’m interested in [after finding out more], like the gaming ones.”

- Mixed overall perception of the creative industries
- Medium level of interest in working in the creative industries
- Medium confidence in finding a job in the creative industries

5. Motivators to entering the creative industries

Key findings

- 1 Young people are drawn to creative careers due to their interesting nature, the ability to pursue passions, and the potential for greater independence and entrepreneurship.

- 2 Parents are also motivated by the ability of their children to pursue their passion through jobs in the creative industries. Parents in London are more supportive of their child working in the creative industries than parents in DCMS' key regions.
- 3 Learning about the wide range of sectors within the creative industries increases interest in pursuing creative careers among young people.

In-depth findings

Although the levels of encouragement decline as the child gets older, most parents would encourage their child to have a creative job. Parents in London are more supportive than parents in DCMS' target regions.

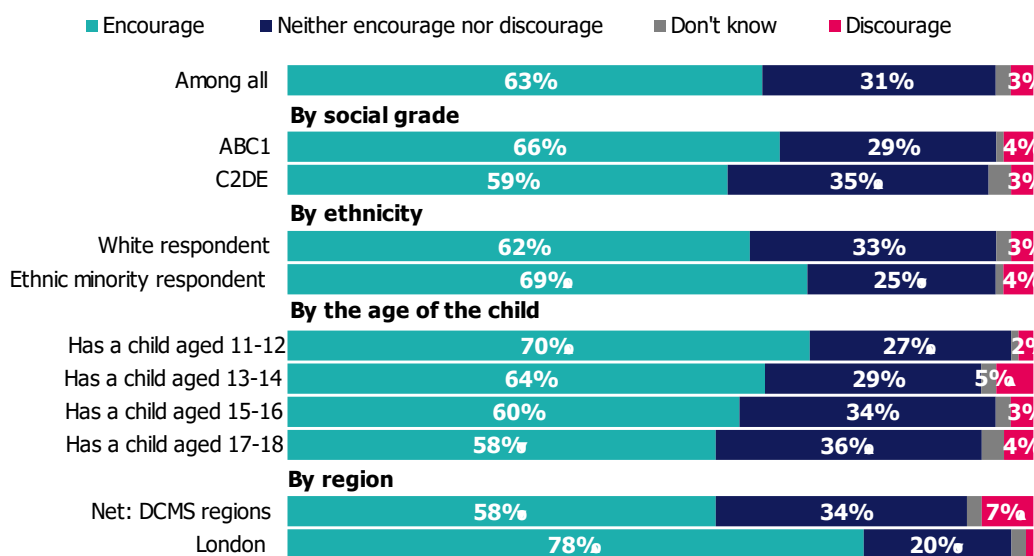


Figure 13 - Q5. Thinking about a job in the creative industries. Would you be likely to encourage or discourage your child [PIPE AGE] from a job in the creative industries?

Base: 1,501 parents of a child aged 11-18 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Parents and young people were open to finding out more about the options available within the creative industries. Very few were against the idea.

“There is a couple [jobs in creative industries] I can see him doing. He’s a bright one ... He’s very good on technology. He’s better than me on technology.”

- Parent, Manchester

“It depends what it would be. Like I’d try or it just depends. Like I wouldn’t know until I had like the opportunity or something.”

- 17, Female, Liverpool

Very few young people think that their parents would not want them to have a job in the creative industries.

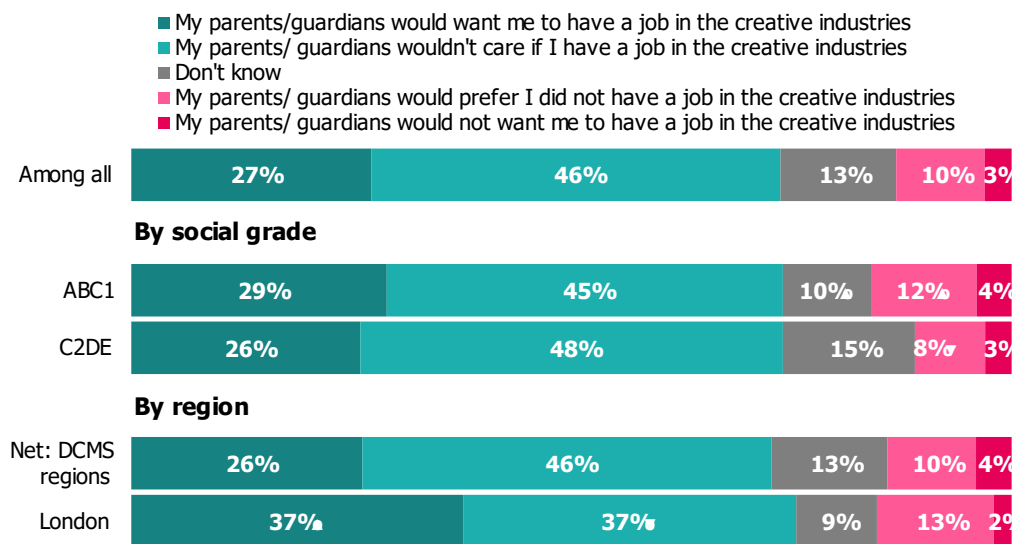


Figure 14 - Q23. Do you think that your parents or guardians would want you to have a job in the creative industries when you're older?

Base: 1,487 young people aged 11-18, 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Parents are typically open to their children pursuing a career in any sector of their choice if it's secure and earns them a decent income.

"So, I do talk to my mum and dad about it. Their main input is just to go down whichever route I'd like to go down."

- 16, Female, Solihull

"You don't have to worry for now. You'll find your path."

- Parent talking to their 11-year-old child, Morley

Once young people receive more information about the range of sectors in the creative industries, levels of interest increase slightly. Both parents and young people are surprised to learn how varied careers in the creative industries are.

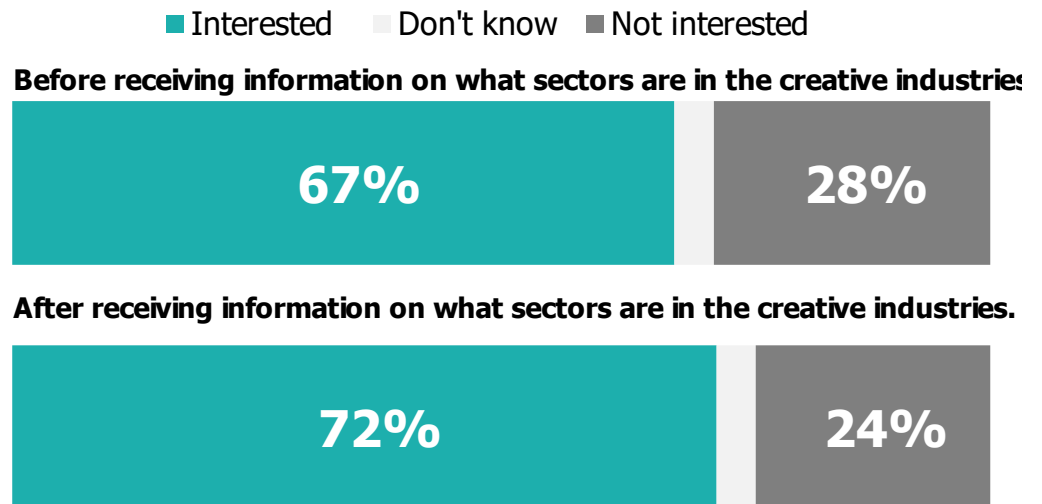


Figure 15 - Q21. One sector that people can work in is the creative industries. How interested are you in working in a job in the creative industries when you're older?/ Q21B. Now you've seen a bit more about the types of jobs it includes, how interested are you in working in a job in the creative industries when you're older?

Base: 1,487 young people aged 11-18, 14-28 March 2025

After the definition and examples were read out during interviews, both parents and young people were surprised about the range of careers on offer within this industry. Some participants said that their interest in the creative industries grew after finding out more information, usually because more of the options felt more relevant to them.

"Makes me feel there's a lot of different options of jobs in the one industry I could take."

- 14, Male, Manchester

“There’s a lot more there than what you’d probably think initially when you hear the word creative industry.”

- Parent, Newcastle

Case study of a young person who became more open to the creative industries after finding out about the types of jobs

- **Age:** 14
- **Current situation:** At school and has wanted to be an electrician for around a year after talking about it with his parents and friends. Also thinks working in the creative industries would be fun.
- **Work priorities:** Has interest in being an electrician, and money.

Motivators to working in the creative industries:

- Loves playing video games – and any opportunity to develop a career in this really appeals.
- Surprised at the range of opportunities on offer within the creative industries.
- Social media jobs stood out as they could turn their ideas into content.
- Jobs like being a sound engineer were new to them, but appealed as something they could do based on their passion for music.

Barriers to working in the creative industries:

- Low awareness in terms of knowing how to enter the creative industries.
- A lack of knowledge and awareness about the creative industries were key barriers.
- Luck is seen as key to succeeding in the creative industries – especially in the social media-based careers they were interested in .

“Makes me feel there’s a lot of different options of jobs in the one industry I could take.”

“I mean, it’s fun to play the game but get paid for it at the same time.”

- Positive overall perception of the creative industries
- Mixed level of interest in working in the creative industries
- Mixed confidence in finding a job in the creative industries

Passion and long-term stability are the most important factors for parents when considering a job in the creative industries for their children.

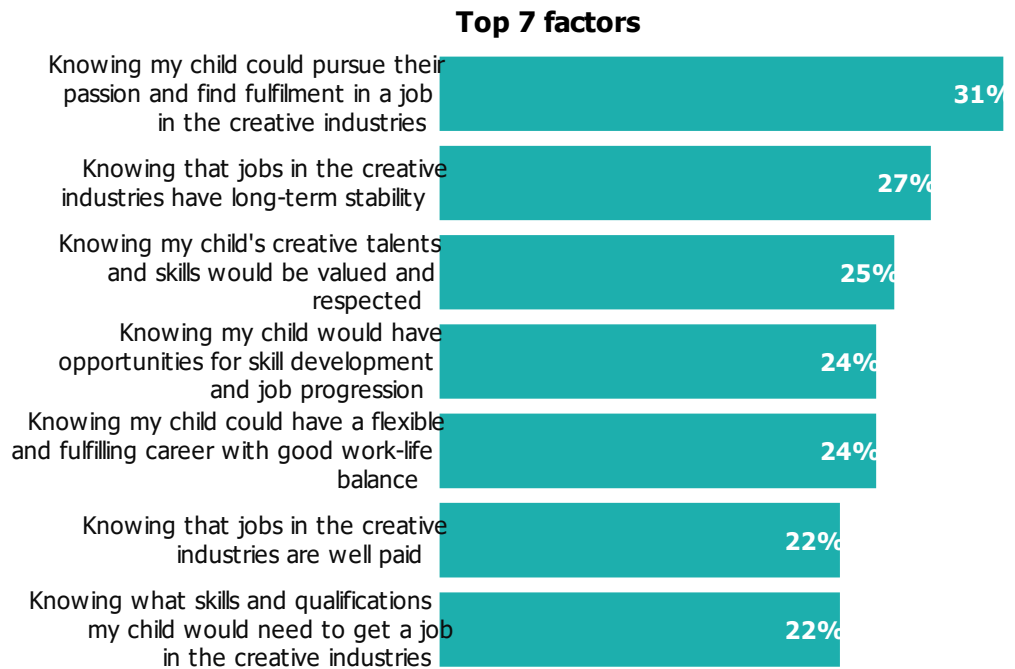


Figure 16 - Q14. Which of the following would be most important in making a job in the creative industries seem more suitable for your child aged ...? Please select up to three?

Base: 1,487 young people aged 11-18 14-28 March 2025

Parents feel the creative industries provide a good opportunity for their children to learn skills that could help them to develop their confidence. They also feel their children would enjoy working in the sector, especially if they have creative hobbies. Long-term security is also important to parents, and many are unsure whether the creative industries could offer this.

“I think it would get them out, get you out of your shell.”

- Parent, Manchester

“If you’re a creative person, it’s something that you enjoy doing.”

- Parent, Solihull

The main attractions among young people for having a job in the creative industries are that they are interesting and allow you to pursue a passion. Young people are also tempted by greater independence and the option to be entrepreneurial.

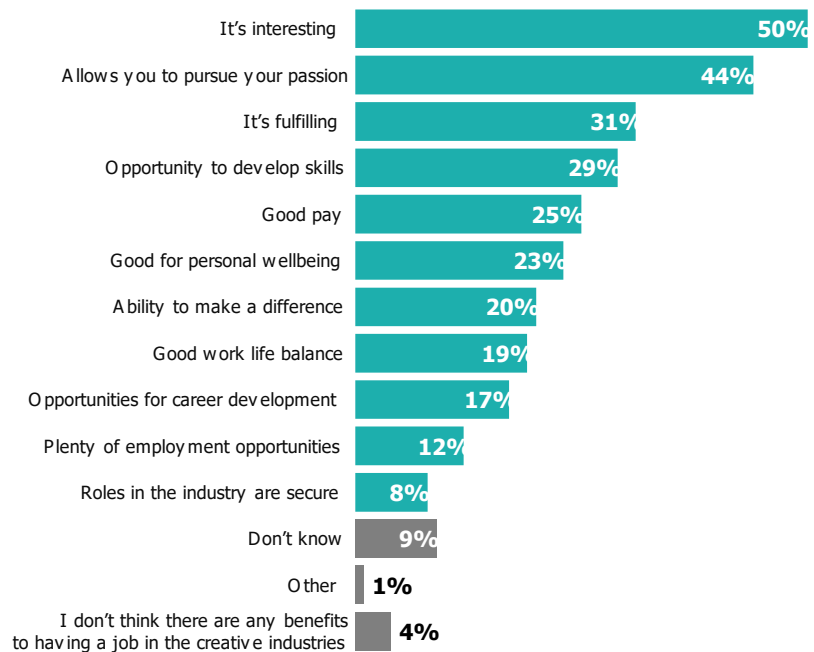


Figure 17 - Q25. What do you think are the biggest benefits of having a job in the creative industries?
Base: 1,487 young people aged 11-18 14-28 March 2025

Key positives for jobs in creative industries:

- Ability to pursue creative passions
- Greater independence
- The chance to be entrepreneurial
- Days would not be boring

“You can express yourself more than you can in like a job where you have to do certain things ... if you don't like art, you can like draw what you want.”

- 13, Female, Newcastle

“It doesn’t sound boring ... Creative. It sounds like you’re using your mind a lot. You get to pick what’s going on.”

- 14, Male, Solihull

The potential to have control over their working life is a key attraction for young people, feeling this leads to more impactful work.

More control over their working life

The creative industries are considered an entrepreneurial career path where you’re likely to be your own boss. Whilst this is both a positive and negative for working in this industry, many young people are attracted to the idea of having creative freedom at work.

Fulfilling work that has an impact within the wider community

Young people also feel as if having more creative freedom at work would allow them to establish more of a personal brand and have an impact within the wider community, e.g., by being able to create and decide how they promote their work.

“They’re like their own boss ... They just do what you want to do for the day.”

- 17, Female, Liverpool

“It’s not a 9 to 5, it’s just like what, what you make is what you’re going to get from it. So, the more work you do for it, the more, more things you’ll get for it.”

- 17, Male, Liverpool

Case study of a young person who wants a role where they can have ownership over their work.

- **Age:** 16
- **Current situation:** Studying English Literature, Biology, and Chemistry at A Level and is now considering her future options
- **Work priorities:** Money and progression opportunities primarily, but enjoyment was a strong secondary factor

Motivators to working in the creative industries:

- Having control over their working life really appeals. In particular the creative freedom to put their own ideas into practice and manage their own schedule.
- Jobs like advertising, being an editor, and working in social media appealed, as they thought they could capitalise upon skills they already had.

Barriers to working in the creative industries:

- Jobs in the creative industries are seen as too competitive.
- Limited awareness of what jobs they could do, and what skills and qualifications they needed.
- They were doubtful that what they had learnt at school was relevant to the creative industries.
- Very little information on the creative industries had

been shared at school – they would like to hear much more.

“I think creative freedom is obviously key. You get to make like a difference in your own way if you’ve got a message. There’s just so many different mediums that you can express it in.”

- Mixed overall perception of the creative industries
- Medium level of interest in working in the creative industries
- Low confidence in finding a job in the creative industries

Summary of motivators to increasing consideration of a career in the creative industries

Several motivators were identified throughout the research. The diagram below ranks these motivators from most impactful to least impactful. While less impactful motivators may not require immediate attention, they can still significantly impact specific young people’s abilities to enter the creative industries.

Motivators - capability (most impactful to less impactful)

- Learning about the diversity of jobs that can suit different skills and temperaments
- Knowing what jobs are available
- Knowing the pathways into jobs in creative industries

Motivators - opportunity (most impactful to less impactful)

- Parents being open to the idea of their children working in the industry
- Jobs in creative industries are discussed in school and career fairs
- Jobs in creative industries are available in local area

Motivators - opportunity (most impactful to less impactful)


- Positive top-of-mind associations with the idea of creative industries (Ranked highly in quantitative findings)
- Feeling that jobs in the creative industries allow you to pursue your passion (Ranked highly in quantitative findings)
- Feeling confident about long-term stability and 'demand' for creative skills (Ranked highly in quantitative findings)
- Feeling that jobs in creative industries allow control over your working life
- Feeling that jobs in the creative industries allow you to have an impact on society

6. Barriers to entering the creative industries

Key findings

- 1 Jobs in the creative industries are often viewed as insecure, particularly by those outside of London. This leads some parents to discourage their children from pursuing creative careers, suggesting them as “side jobs” rather than primary employment.
- 2 A common perception is that exceptional talent and hard work are prerequisites for jobs in the creative industries. This is reinforced by the narrow focus on “traditional arts’. There is a lack of clarity on career pathways, including the role of university.
- 3 Young people, especially those from lower socioeconomic backgrounds and DCMS’ target regions, often do not see themselves represented in the creative industries. This is coupled with uncertainty about local job availability.

In-depth findings



The assumed competitiveness of the job market is the main barrier among both parents and young people to working the creative industries. Parents are also concerned that roles in the creative industries are insecure.

Among parents

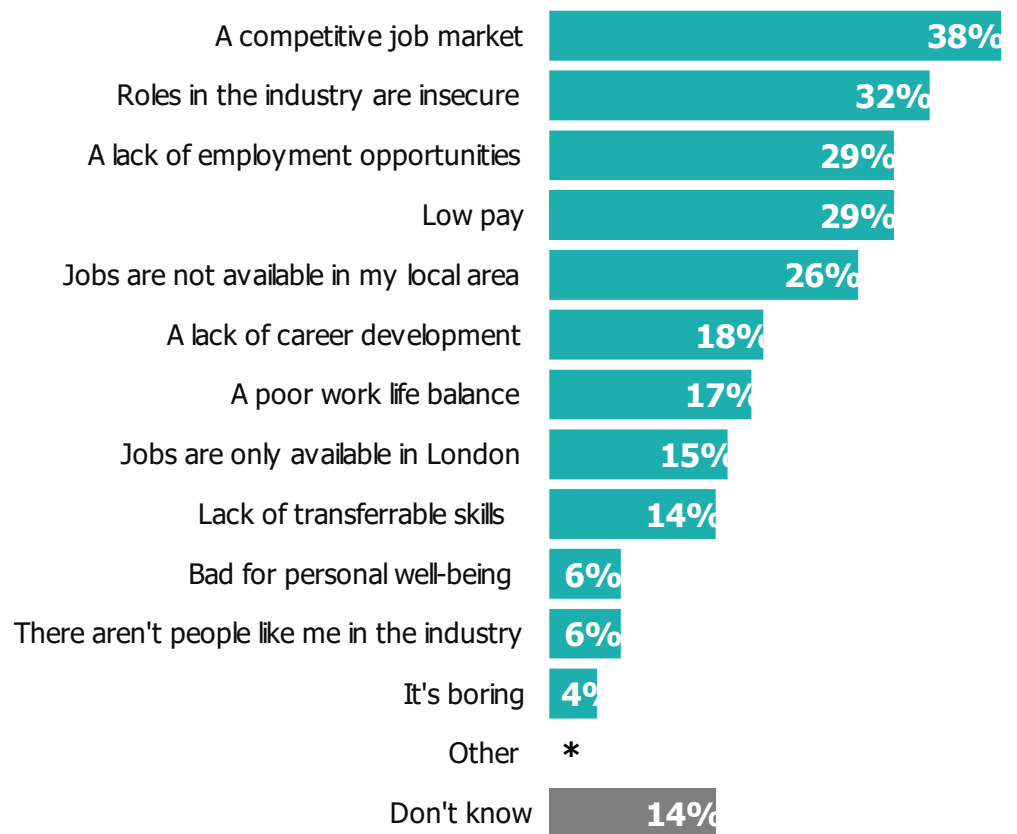


Figure 18 - Q7. What do you think are the biggest downsides of having a job in the creative industries? (Among parents)

Base: 1,501 parents of a child aged 11-18 14-28 March 2025

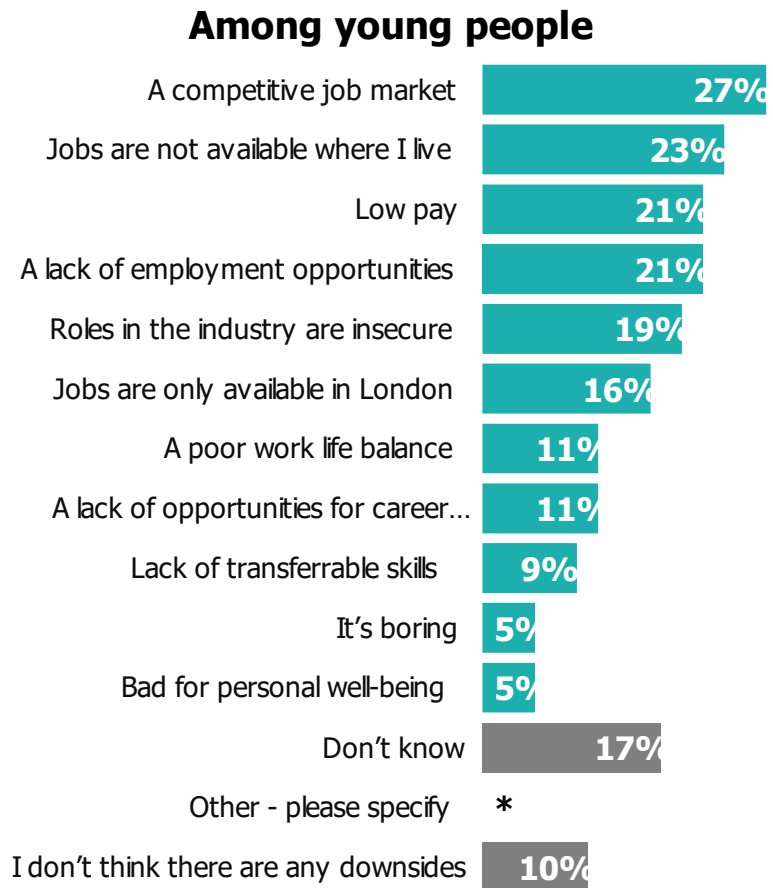


Figure 19 - Q26. What do you think are the biggest downsides of having a job in the creative industries? (Among young people).

Base: 1,487 young people aged 11-18 14-28 March 2025

The view that jobs in the creative industries are insecure is more prevalent in target regions than London. This leads some parents to tell their children that creative pursuits are more suitable as a side job.

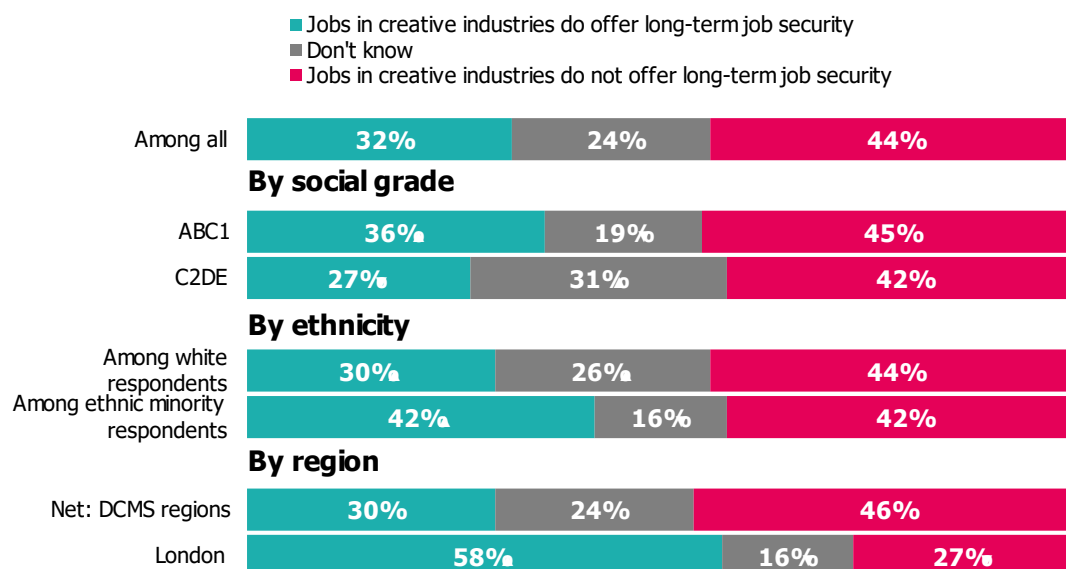


Figure 20 - Q10. Which of the following statements comes closest to your view?

Base: 1,501 parents of a child aged 11-18 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Due to the entrepreneurial associations with the creative industries, many also assume that it would be challenging to earn a stable income if they're having to compete with lots of other people. Stability and security are important for young people from C2DE backgrounds in the target regions. As a result, jobs in the creative industries are seen by some parents as 'side jobs' rather than a career.

"The money, obviously if you [are] a big actor, great, yeah, you can get loads. But there's a lot of people in the music industry struggling and acting. So, it's not necessarily. You may not, at least in the lower level get paid as much as some other jobs."

- Parent, Bristol

“I’m not saying it’d be a full-time job, but I think she would enjoy it.”

- Parent, Newcastle

Case study of a young person who has been discouraged from the creative industries due to parental influence.

- **Age:** 16
- **Current situation:** Has been thinking about her future career since year 10 (now in year 11) and is interested in working in childcare, or as a pharmacist, beautician, or a teaching assistant.
- **Work priorities:** Finding a job that suits their personality and skills.

Motivators to working in the creative industries:

- Previously uninterested in the creative industries but intrigued by what the options on offer.
- Thought you could earn a respectable income.
- Role like a being an Etsy Shop Owner or a fashion buyer appealed as they sounded like fun experiences.

Barriers to working in the creative industries:

- Their parent has discouraged them from looking at jobs in the creative industries.
- They believe it is a hard industry to break into.
- Their parent also felt these jobs were more appropriate as hobbies / side jobs rather than careers.
- They also felt these jobs would be difficult as you

would need require a lot of self-confidence, and the hours would be long.

“I always say to her, don’t have that as your main show. Maybe do that as a course, like a hobby ... You could just do that on the side, like a weekend thing.”

- Parent

“Long hours, maybe tired all the time from filming and taking pictures.”

- Young person

- Negative overall perception of the creative industries
- Low level of interest in working in the creative industries
- Low confidence in finding a job in the creative industries

It is also assumed that you need to be exceptionally talented and work hard to land jobs in the creative industries, reinforced by the perception that creative industries are made up of the ‘traditional arts’.

The association of the creative industries with the ‘traditional arts’ reinforces two assumptions about what is needed in order to succeed in the creative industries:

- That you need to be not just creative to enter the industries, but exceptionally so
- That you need to work incredibly hard compared to other

sectors in order to be successful

“I think it’s probably very competitive. If we are talking about your artists, musicians type jobs, there’s a lot of people who would obviously like to be the authors and stuff like that. It’s probably very competitive.”

- 16, Female, Solihull

“Ever since I could remember, my dream has always been to be an actor. Like I am quite dramatic anyway, but. But I also like, I think it’s hard to get into. It’s hard to put yourself out there ... Rejection is a thing and it’s quite high enough in the acting community. It’s a bit like. Well, it’s not, as you said, sustainable ... It’s hard to get into.”

- 17, Female, Morley

Both parents and young people are unclear on the pathways into creative industries. This includes whether you need to go to university or not.

47%

of young people and parents thought that you could get a job in the creative industries without going to university.

49%

of young people said they do not know very much/nothing at all about what skills and qualifications are needed to get a job in the creative industries.

- Awareness about pathways into the creative industries is low, and both parents and young people would like to understand more about the pathways into jobs in the creative industries.
- As a result of this uncertainty, a significant number of young people and parents think a university degree is needed to find a job in the creative industries.
- Young people from C2DE backgrounds in the target regions are often not interested in going to university and so there is an appetite for information about alternative routes.

“[Information is] is quite limited and it means that you don’t necessarily know what to do with your A levels and stuff and what career pathways you’ll need to go down.”

- 16, Female, Solihull

“The pathway is probably [a] university course.”

- 17, Male, Newcastle

Parents and young people in London are more likely to say they know about what skills and qualifications are needed to get a job in the creative industries, than those in DCMS’

target regions.

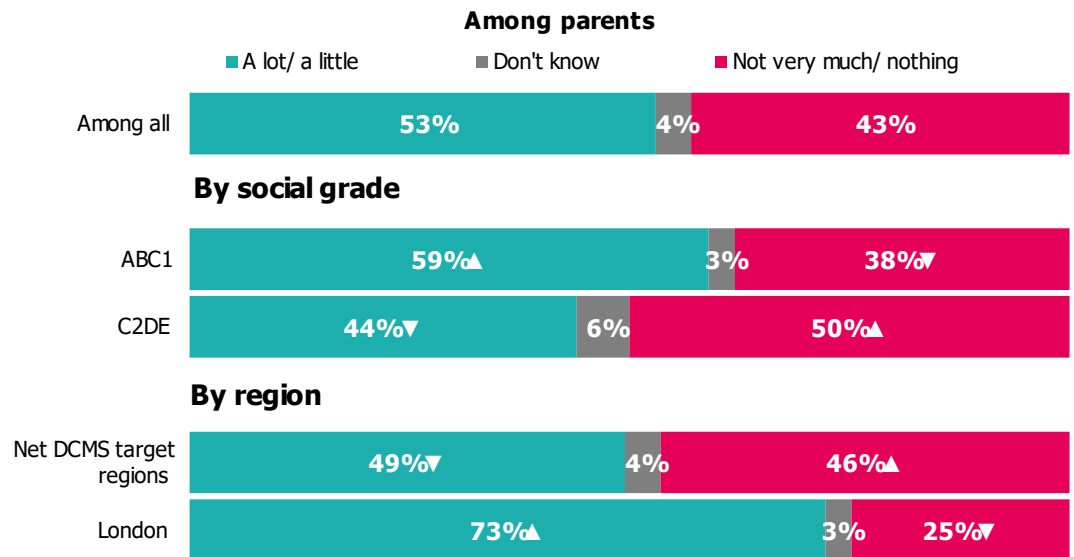


Figure 21 - Q8. How much would you say you know about what skills and qualifications are needed to get a job in the creative industries? (Among parents).

Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

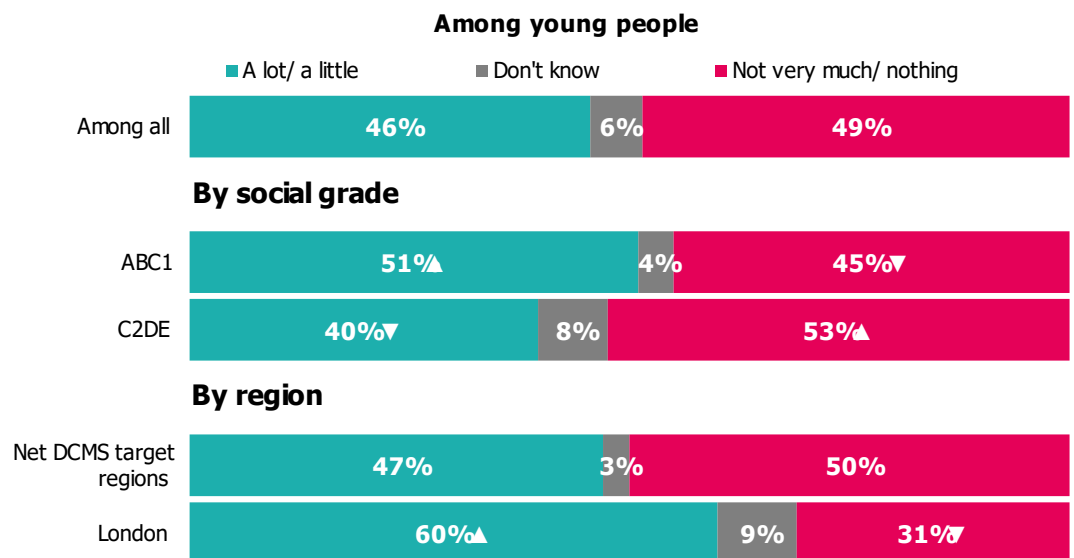


Figure 22 - Q24. How much would you say you know about what skills and qualifications are needed to get a job in the creative industries? (Among young people)

Base: 1,487 young people aged 11-18, 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Young people are unsure whether there are jobs in the creative industries in their local area and think they might have to move to get these jobs.

25%

of young people from C2DE backgrounds thought there were lots/some jobs in the creative industries in their local area.

50%

of young people from DCMS' target regions think there are not many/no jobs in the creative industries in their local area.

Most young people said they have not researched local opportunities in the creative industries but assumed there would be jobs available in the nearest big city. Some felt they'd need to be travel further afield to larger cities such as London as the prospects would most likely be greater, e.g., more of a variety of different career paths. Young people from Liverpool, Morley, and Bristol stressed this during interviews.

“I think there probably is, but it doesn't seem like advertised or not. I think it's mainly advertised like in like places where it's popular for people to visit more like, like the media.”

- 17, Female, Liverpool

“I’ve not heard of many [opportunities ... But] I reckon there is quite a few.”

- 11, Male, Morley

“I don’t know about Bristol, but I’d say definitely like London. That’s where you see most like, fashion jobs is like, London. Bigger places.”

- 17, Female, Bristol

A sizeable minority of young people from C2DE backgrounds and the target regions say they do not see themselves represented in creative industries.

41%

of young people think anyone can have a job in the creative industries regardless of their background.

33%

said it is harder if you are not wealthy or connected, but it is possible.

36%

of young people from a C2DE background think there are not many/ hardly any people like them in jobs in the creative industries.

Young people generally think the creative industries are open to all if you are talented or have a strong passion in a creative field that you can pursue. However, a number of young people felt these opportunities were enhanced if you have connections in the industry or can afford lessons to regularly practice the skills that are relevant to your chosen career path.

“Probably rich people with parents taking like art school and stuff ... they got to know what to do ... Like you could be good at like singing but you could also ... have like lessons to get them good at singing.”

- 17, Female, Liverpool

“I would actually say that it’s just the people who know the right people.”

- 16, Female, Solihull

Summary of barriers to considering a career in the creative industries.

Several barriers were identified throughout the research. The diagram below ranks these barriers from most impactful to least

impactful. While less impactful barriers may not require immediate attention, they can still significantly impact specific young people's abilities to enter the creative industries.

Barriers - capability (most impactful to less impactful)

- Jobs are highly competitive and require hard work (Ranked highly in quantitative findings)
- Young person assumed not to be talented enough
- Not knowing about the range of jobs available
- Jobs not seen to suit young person's temperament
- Not knowing how to turn creative interest into a career
- Not knowing what the pathways are
- Not knowing that you don't have to go to university

Barriers - opportunity (most impactful to less impactful)

- Not discussed as options by friends, family and school
- Training opportunities are not there in places young people look
- Job adverts are not there in places young people look
- Not having opportunities in local area
- Family and friends don't have jobs in the creative industries

Barriers - motivation (most impactful to less impactful)

- Creative industries seen as lacking the security that young people and their parents want (Ranked highly in quantitative findings)
- Young people have other careers they envision for themselves
- Not seeing people like them in the creative industries

7. The decision-making journey

Key findings

- 1 Around age 13, detailed career discussions between parents and children become more common, marking a crucial stage in the decision-making process. This suggests a key period for early influence and guidance.
- 2 While young people generally have a clearer career direction by age 15, a significant proportion still remains undecided. This highlights the ongoing evolution of career aspirations throughout adolescence.
- 3 Decisions about GCSEs and post-16 options often prompt focused career consideration. These educational milestones trigger conversations with parents, who play a vital role in shaping young people's career choices.

In-depth findings

Age 13 is a key pivot point in the decision-making journey, where parents are more likely to have spoken to their child about what job they would like to do in the future in a lot of detail.

Region and social grade do not appear to play a significant role in terms of whether a parent has had these discussions with their child.

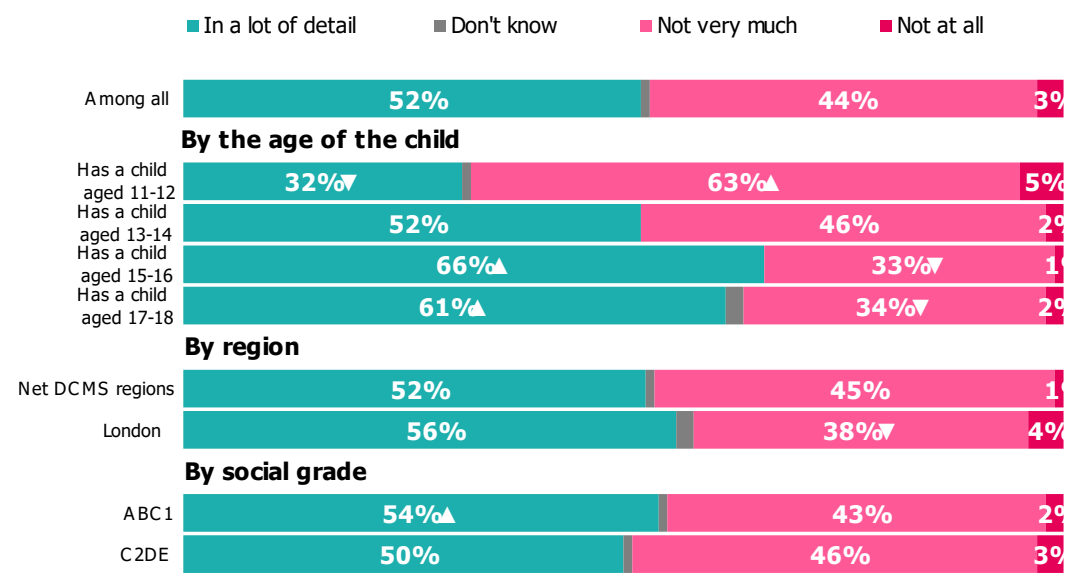


Figure 23 - Q1. Thinking about your child aged [PIPE AGE], in how much detail have you discussed with them what job they would like to do when they're older?

Base: 1,501 parents of a child aged 11-18 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Young people have a stronger idea of what they would like to do by the time they turn 15. But there is still a sizeable proportion who are unsure.

There is little difference in terms of how strong an idea young person has about their future career based on region or their social background.

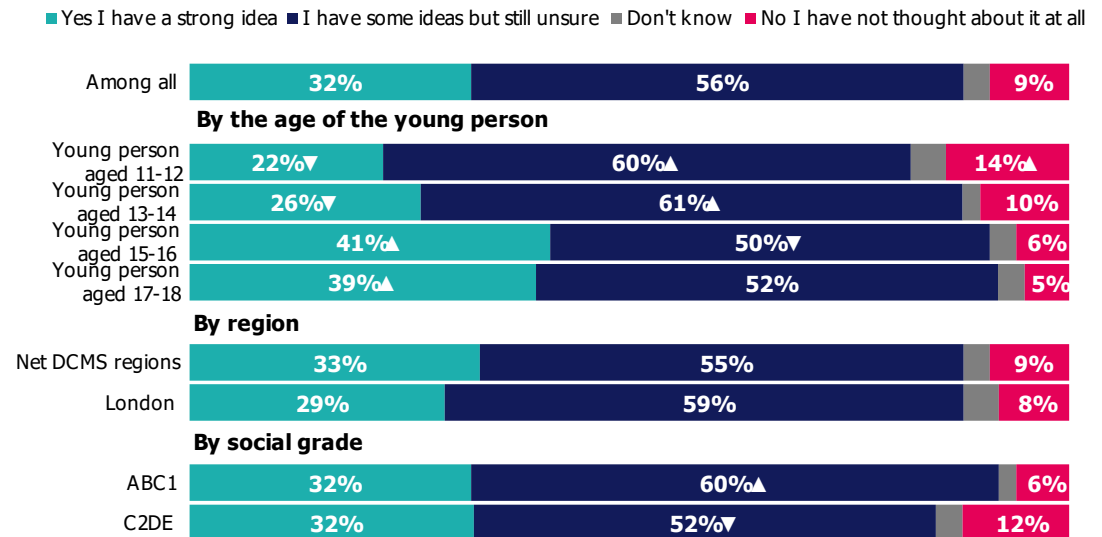


Figure 24 - Q18. Do you have an idea of what job you'd like to do when you're older?

Base: 1,487 young people aged 11-18, 14-28 March 2024

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Whilst some young people have had a clear career path from a young age, the most common triggers for thinking about it are deciding GCSEs or post-16 choices. Typically, this leads to conversations with parents who play a key role in shaping young people's decision making.

Younger audiences (ages 11-12) reported that they haven't spent much time, if any, thinking about the type of job they'd like to do in the future.

Young people (ages 13-17) typically start thinking about their future careers from the age of 13. Key triggers for these conversations include:

- Choosing GCSE subjects in Year 9
- Choosing post-16 education

- Having a conversation or career fair at school

By the time young people reach 18, they have often had to make a decision about their career after leaving school. But they may still not have a strong idea of what they want to do.

“Probably [thought about it] at the end of year 10, because we were doing our options.”

- 16, Female, Morley

8. Channels and messengers

Key findings

- 1 While Google and schools serve as primary information sources for both parents and young people, significant differences exist in preferred channels. Young people gravitate towards TikTok and YouTube while their parents prefer Facebook.
- 2 Industry professionals are considered the most trustworthy sources for key information about creative jobs, including day-to-day tasks, salary expectations, and career pathways.

- 3 Hearing firsthand accounts from individuals working in the creative industries is crucial for both parents and young people. This direct engagement makes creative careers feel more attainable and provides more convincing information.

In-depth findings

Google and schools are the main sources of information for both parents and young people to find out information about jobs in the creative industries. Sources of information are similar in DCMS' key regions and England overall.

Top five amongst parents

■ Among all ■ Net DCMS regions

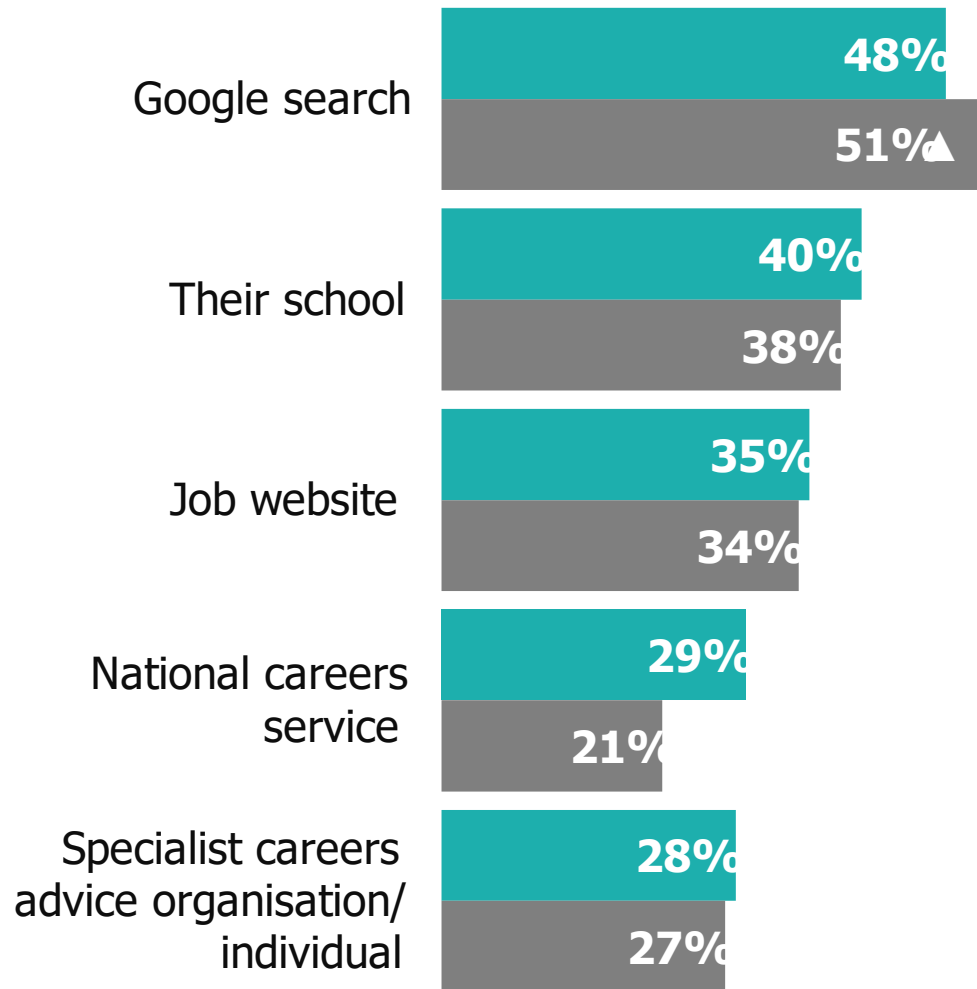


Figure 25 - Q16A. Where might you go to find out about work experience and/or skills for career opportunities for your child aged [PIPE AGE]?

Base: 1,501 parents of young people aged 11-18, 14-28 March 2025.

Top five amongst young people

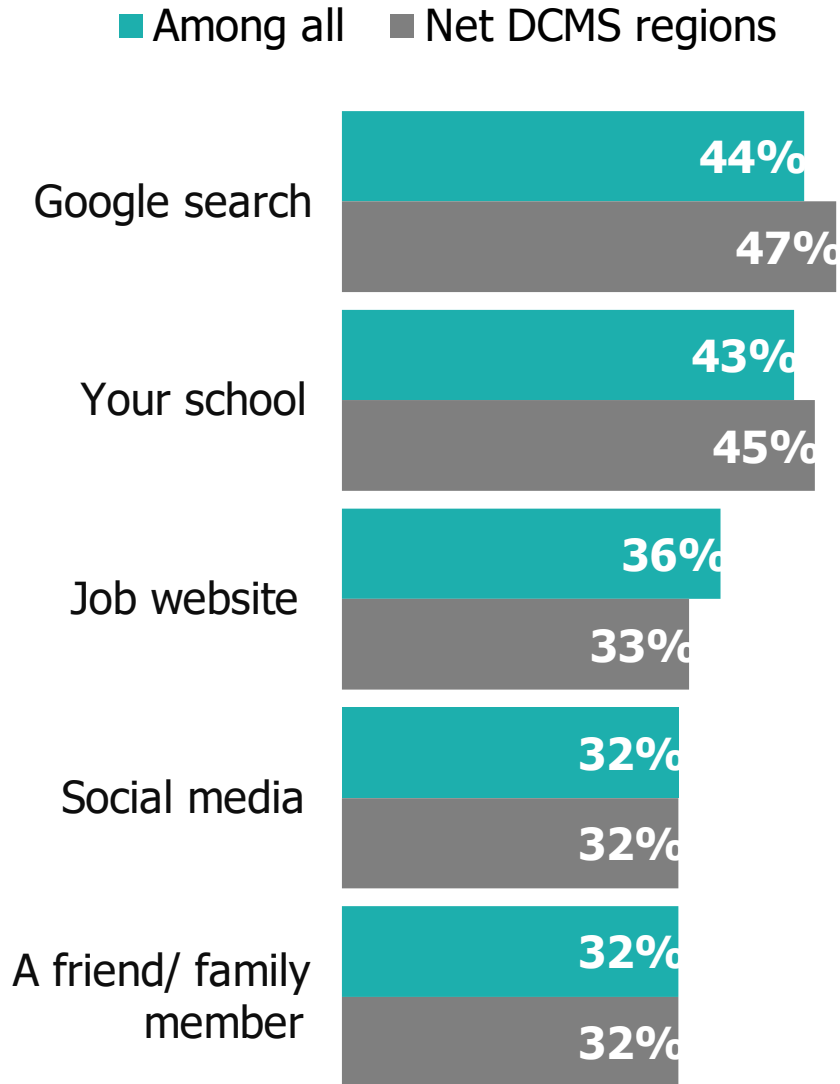


Figure 26 - Q31A. Where do you think you might look to find out about jobs or careers when you're older?

Base: 1,487 young people aged 11-18, 14-28 March 2025

The most used channels differ between parents and young people. For young people, TikTok and YouTube are key sources of information and learning about the world.

Online platforms such as TikTok are more than just a source of

enjoyment for young people. They are dominant in young people's lives and influence how young people perceive potential jobs and careers.

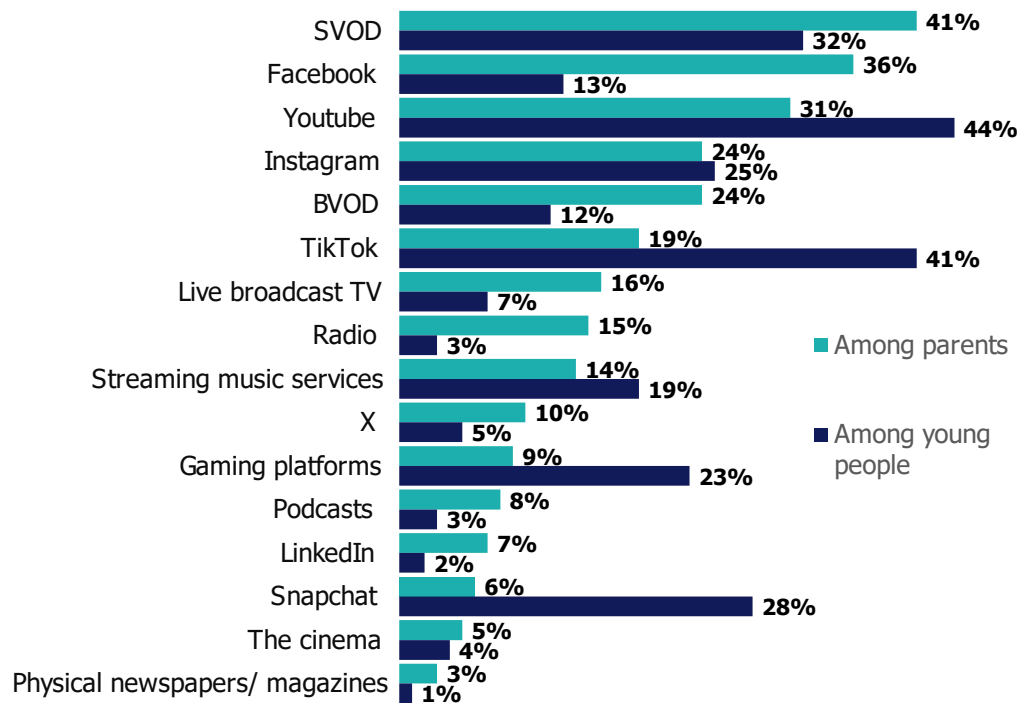


Figure 27 - Q15/Q30. Which of the following media channels and platforms do you use most often...? Please select three options.

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

"I just like social media. Like I'm always on it and it's just like I actually find it helpful."

- 15, Female, Liverpool

Preferred channels are similar in DCMS' target regions and England overall.

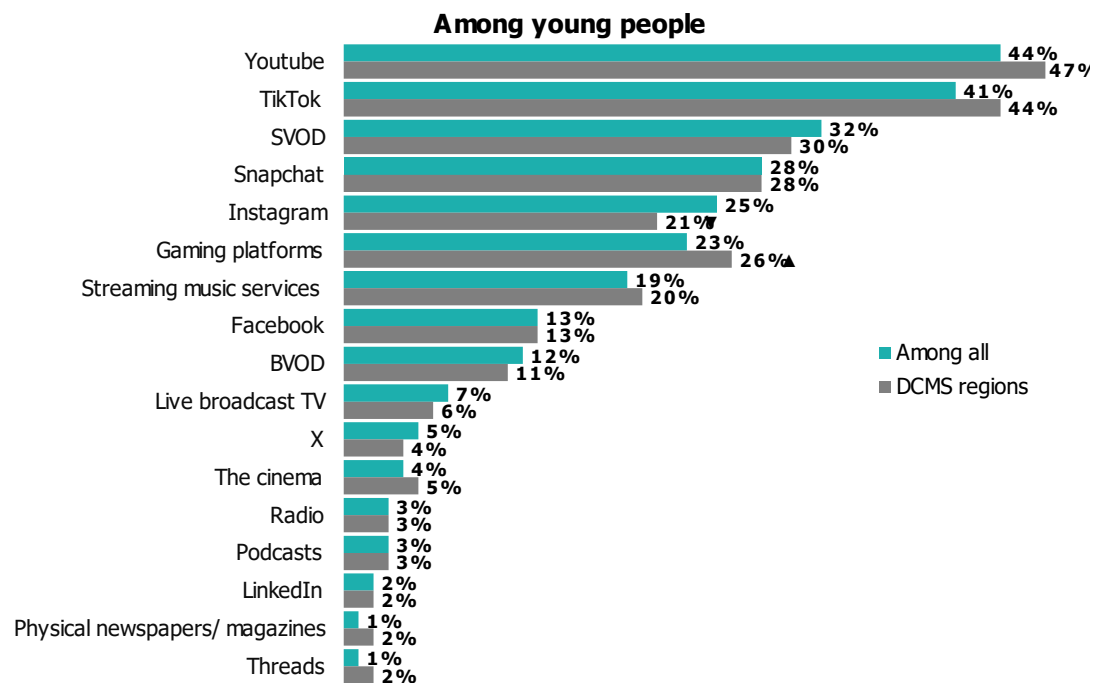
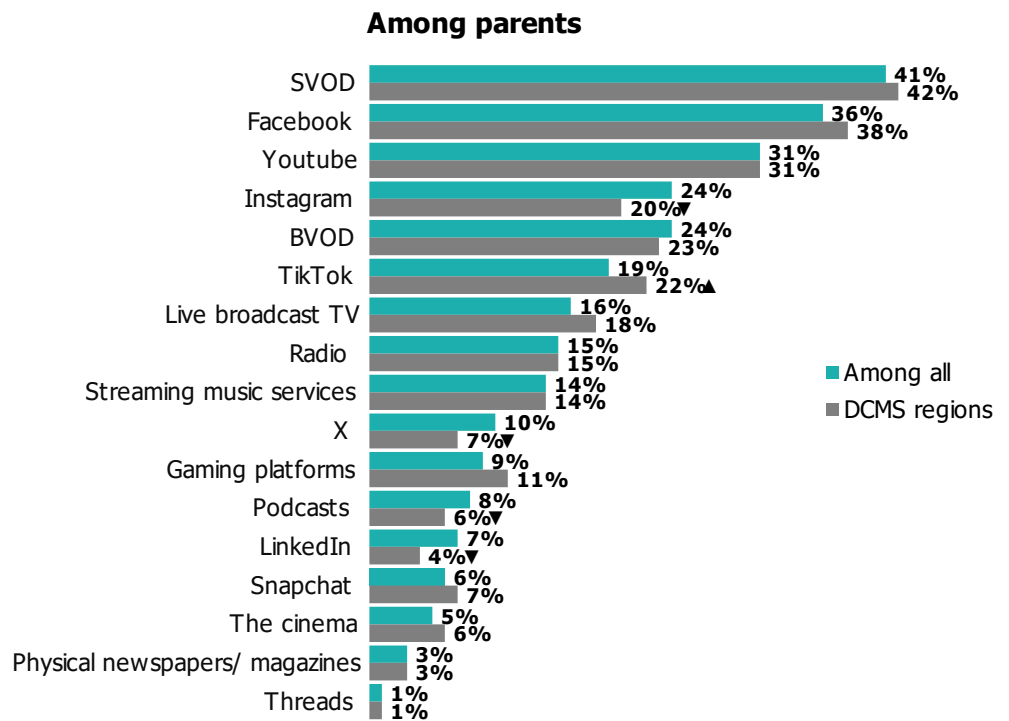


Figure 28 - Q15/Q30. Which of the following media channels and platforms do you use most often...? Please select three options.

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Hearing directly from people with jobs in the creative industries is important. These help the jobs feel more tangible and the information is more convincing.

People working in the industry are seen as the most credible voices for hearing about the key information that parents and young people are looking for:

- What the day-to-day job is like
- What pay is like
- Pathways to enter the industry

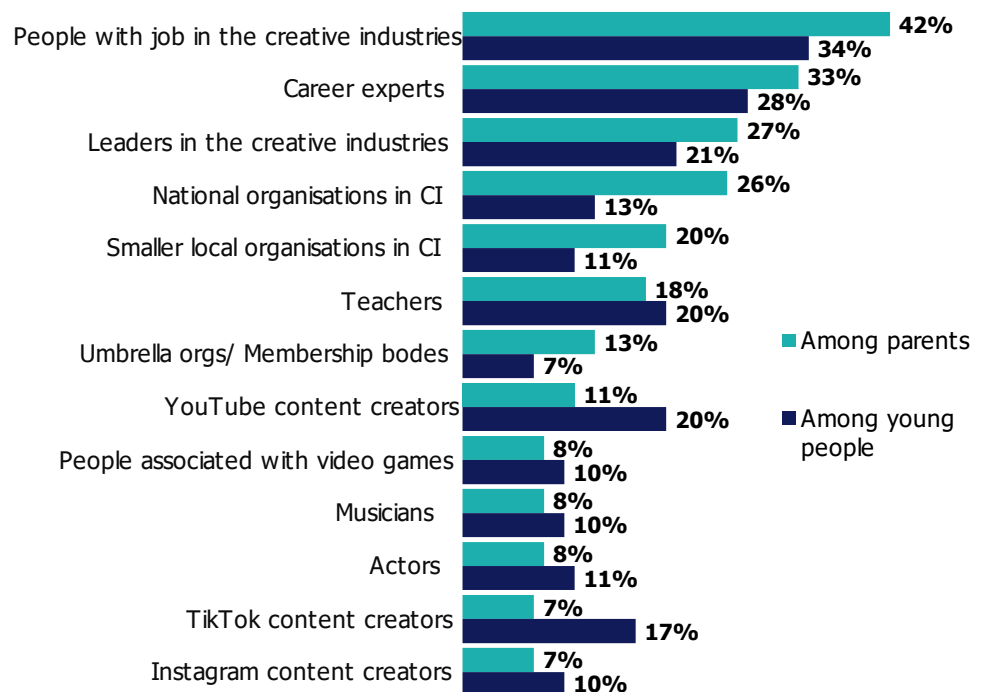
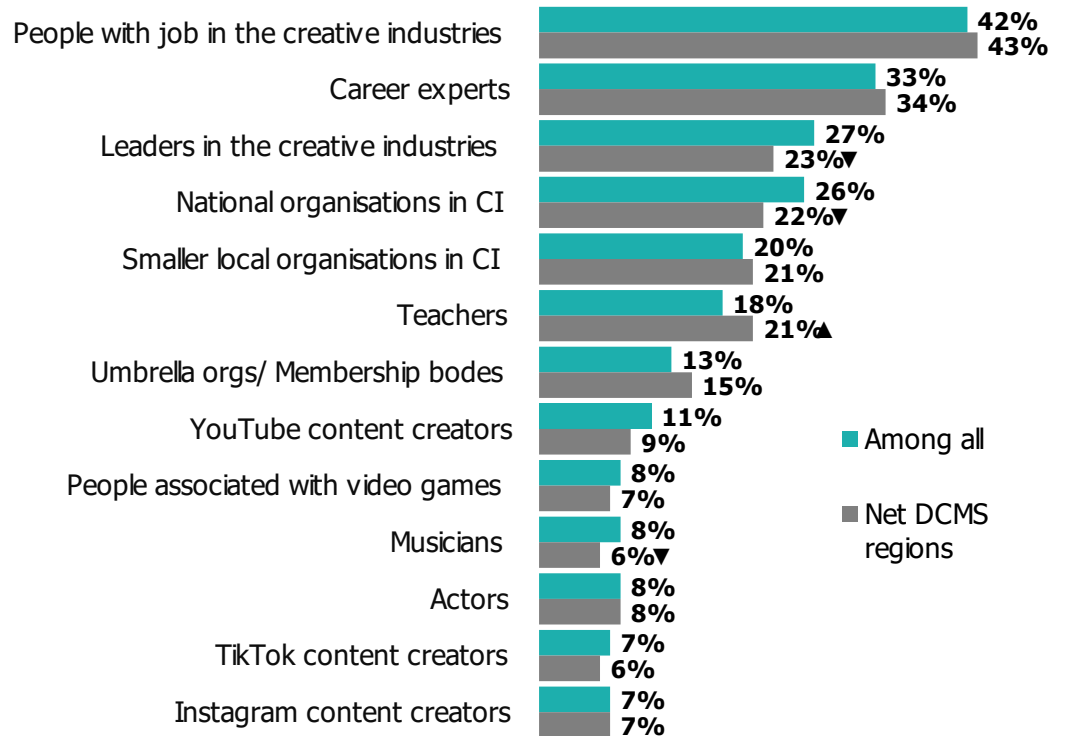


Figure 29 - Q16B/Q31B. And which of the following types of people would you like to hear from about jobs in the creative industries? Please select three options.

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

Preferred messengers are similar in DCMS' target regions compared to England overall, but they are slightly more likely to want to hear from teachers.

Among parents



Among young people

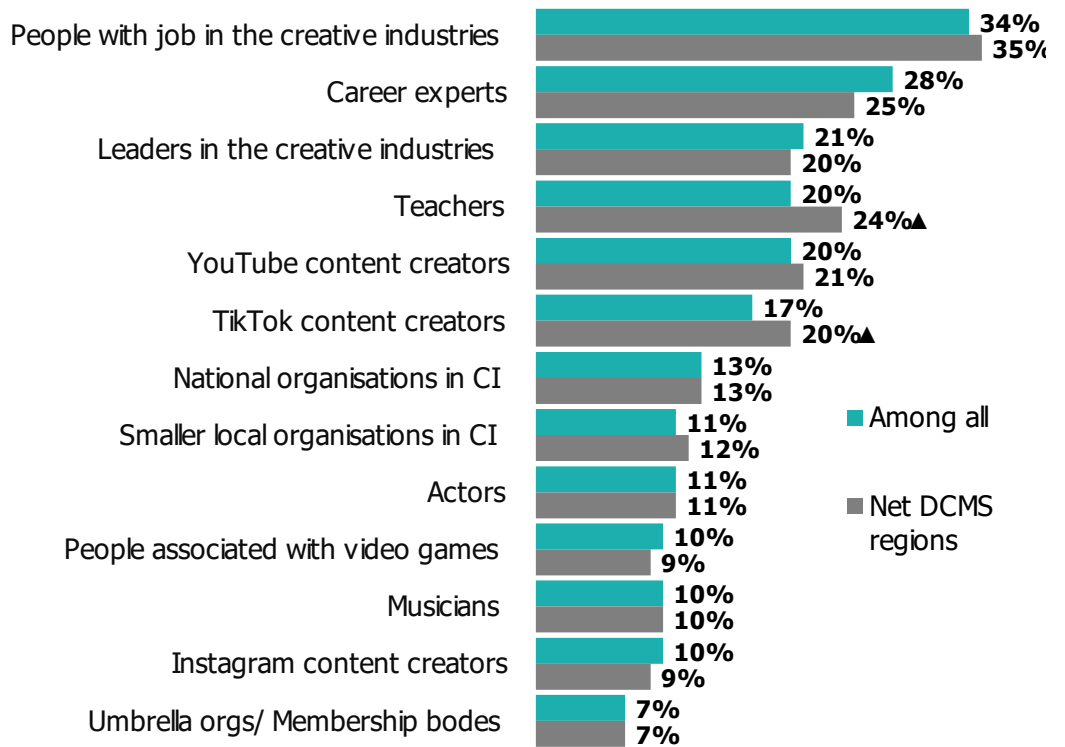


Figure 30 - Q16B/Q31B. And which of the following types of people would you like to hear from about jobs in the creative industries? Please select three options.

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Preferred messengers are similar by social grade. Parents from ABC1 backgrounds are slightly more likely than those from C2DE backgrounds to want to hear from leaders and national organisations in the creative industries.

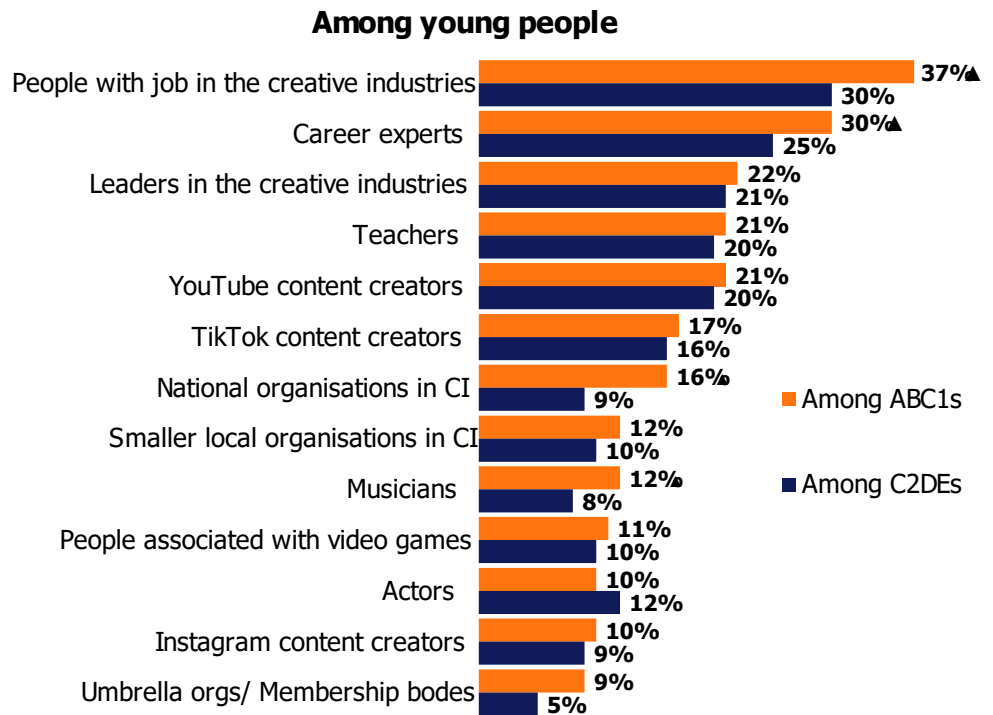
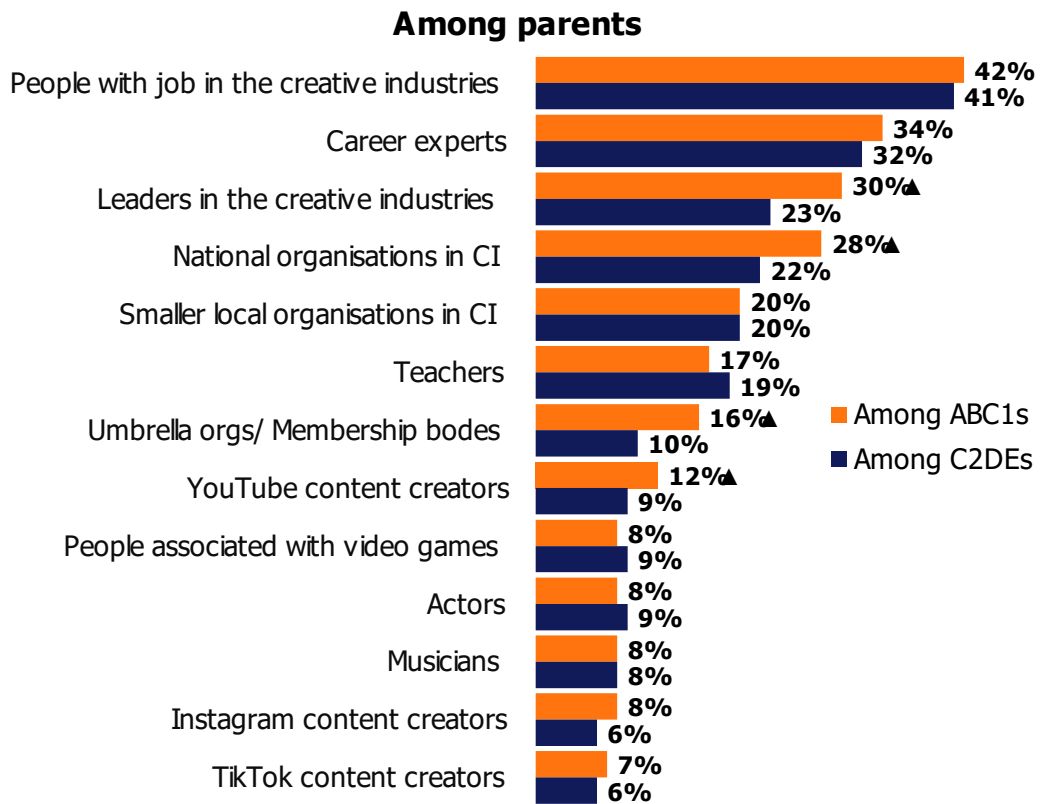


Figure 31 - Q16B/Q31B. And which of the following types of people would you like to hear from about jobs in the creative industries? Please select three options.

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025

The symbols ▲ ▼ (up arrow and down arrow) represent significantly higher or lower compared to total.

Appendix

Levels of interest in working in the creative industries among young people rise after being shown the range of sub-sectors within the industry.

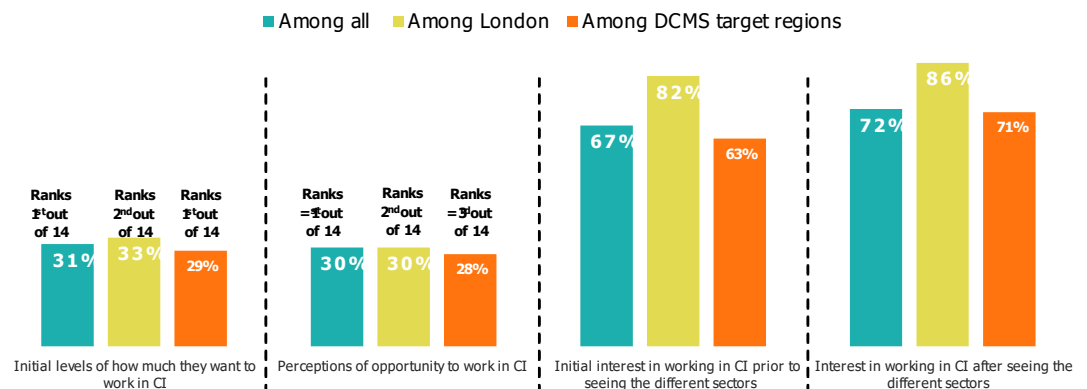


Figure 32 - Regional differences in level of interest and perceptions of working in the creative industries

Figure 33 - Q22B. And which of the following types of jobs in the creative industries would you be most interested in doing?

Job sector	Among all	Among 6 regions
IT, software or computer services	35%	33%
Film, TV, radio and photography	33%	32%
Music, performing and visual arts	23%	23%

Advertising and marketing	14%	12%
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Base: 1,487 young people aged 11-18, 14-28 March 2025.

Figure 34 - Q4. Now thinking specifically about the creative industries. Which of the following sectors, if any, would you be happy for your child aged [...] to work in?

Job sector	Among all	Among 6 regions
IT, software or computer services	62%	59%
Film, TV, radio and photography	51%	50%
Advertising and marketing	45%	43%
Music, performing and visual arts	43%	44%

Base: 1,501 parents of young people aged 11-18, 14-28 March 2025.

Figure 35 - Q24. How much would you say you know about what skills and qualifications are needed to get a job in the creative industries?

Group	Among all	Among 6 regions
Parents	A lot/little: 53% Not very much/nothing: 43%	A lot/little: 49% Not very much/nothing: 46%
Young people	A lot/little: 46% Not very much/nothing: 49%	A lot/little: 47% Not very much/nothing: 50%

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025.

Figure 36 - Q14. Which of the following would be most important in making a job in the creative industries seem more suitable for your child aged [PIPE AGE]?

Statement	Among all	Among 6 regions
Knowing my child could pursue their passion and find fulfilment	31%	31%
Knowing that jobs in the creative industries have long-term stability	27%	27%

Base: 1,501 parents of young people aged 11-18, 14-28 March 2025.

Figure 37 - Which of the following media channels and platforms do you use most often...?

Group	Channel	Among all	Among 6 regions
Parents	Facebook	36%	36%
Young people	YouTube	44%	47%

Figure 38 - Which of the following types of people would you like to hear from about jobs in the creative industries?

Group	Messenger	Among all	Among 6 regions
Parents	Career experts	33%	34%
	Teachers	18%	21%

Young people	People with jobs in CI	34%	35%
	Instagram content creators	10%	9%

Base: 1,501 parents of young people aged 11-18, and 1,487 young people aged 11-18, 14-28 March 2025.

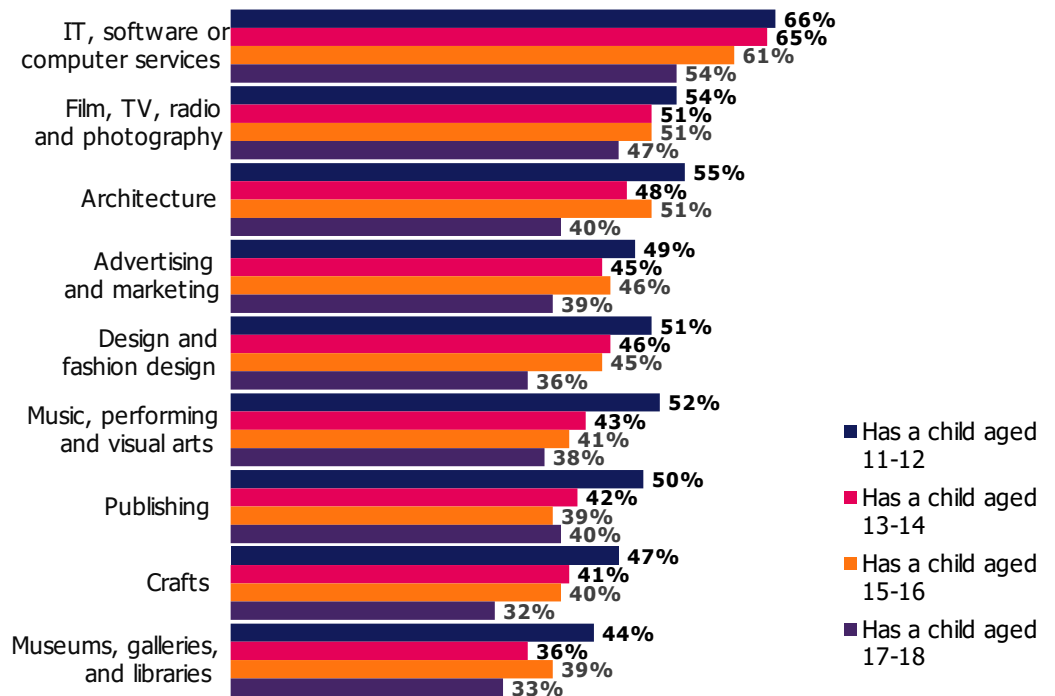


Figure 39 - Q4. Now thinking specifically about the creative industries. Which of the following sectors, if any, would you be happy for your child aged [PIPE AGE] to work in?
Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

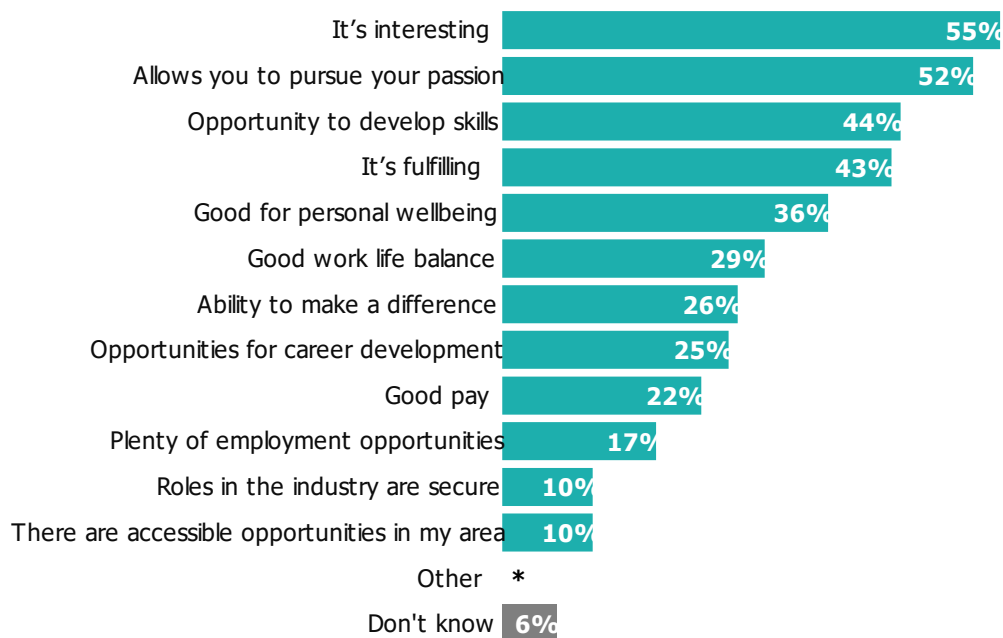


Figure 40 - Q6. What do you think are the biggest benefits of having a job in the creative industries? Among parents.
Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

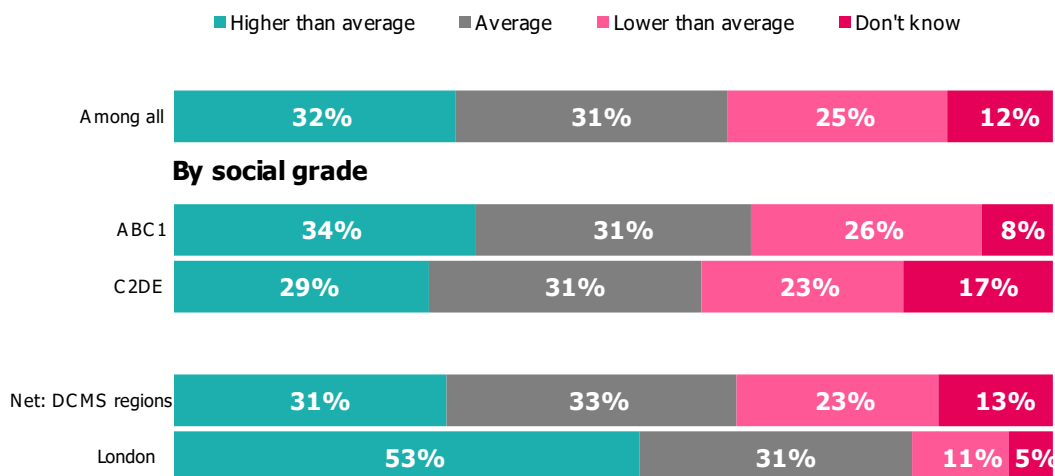


Figure 41 - Q9. Do you think the level of pay in jobs in the creative industries is higher or lower than average? Among parents.
Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

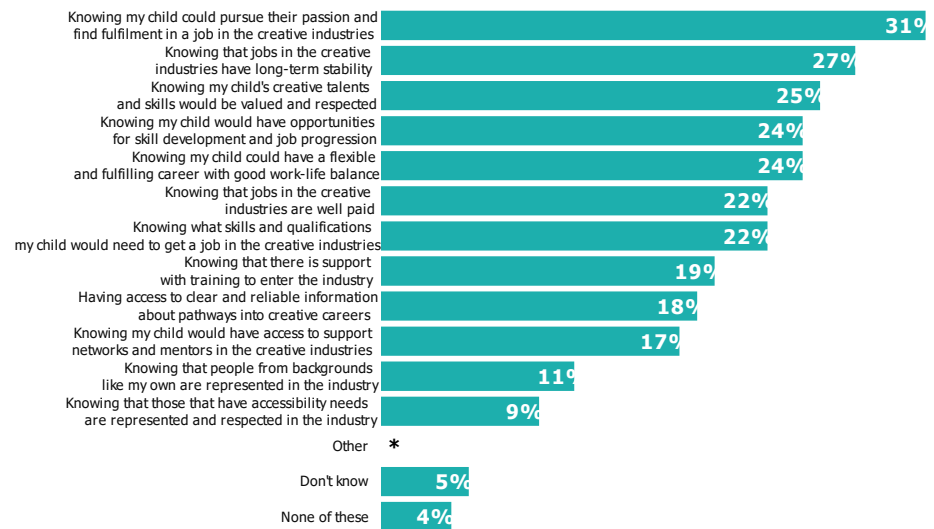
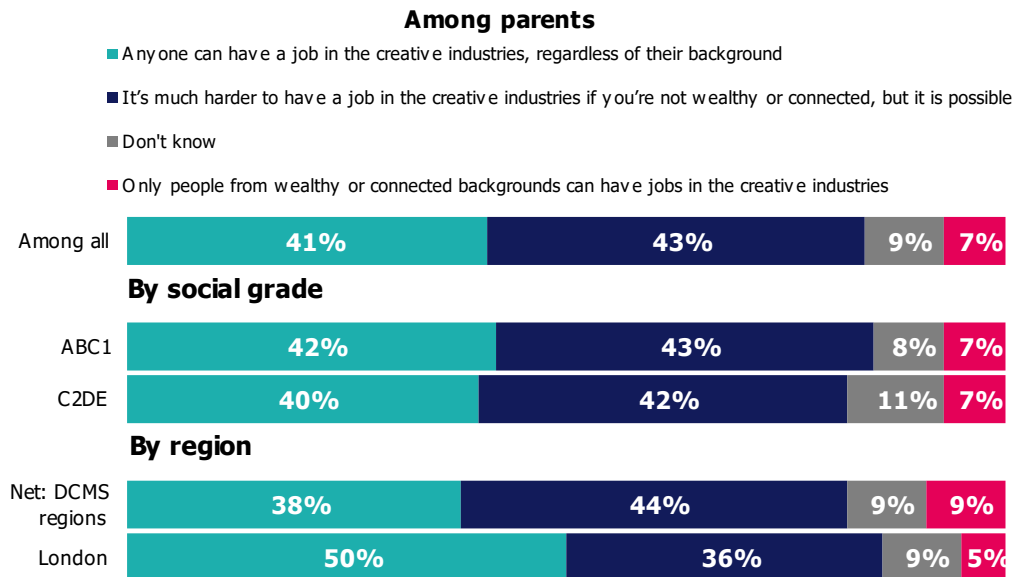


Figure 42 - Q14. Which of the following would be most important in making a job in the creative industries seem more suitable for your child aged ...? Please select up to three?

Base: 1,487 young people aged 11-18 14-28 March 2025

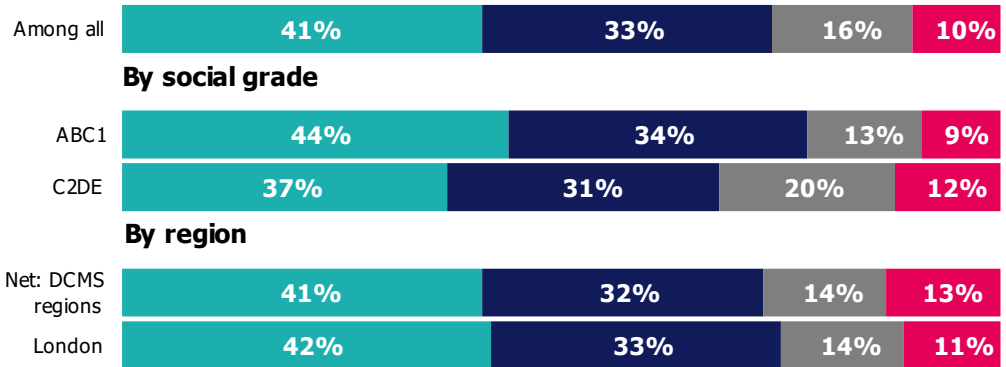
Figure 43 - Q11A/Q29B. Which of the following statements comes closest to your view?



Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

Among young people

- Anyone can have a job in the creative industries, regardless of their background
- It's much harder to have a job in the creative industries if you're not wealthy or connected, but it is possible
- Don't know
- Only people from wealthy or connected backgrounds can have jobs in the creative industries

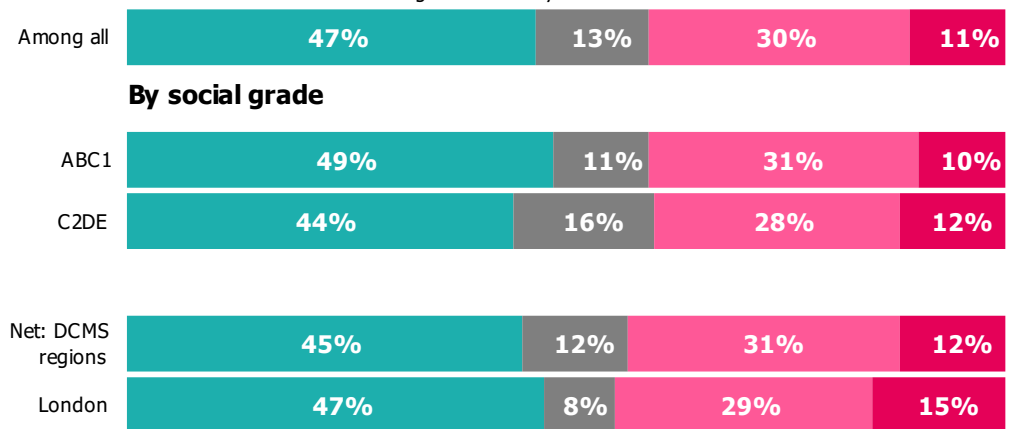


Base: 1,487 young people aged 11-18, 14-28 March 2025

Figure 44 - Q12/Q29. Which of the following statements comes closest to your view?

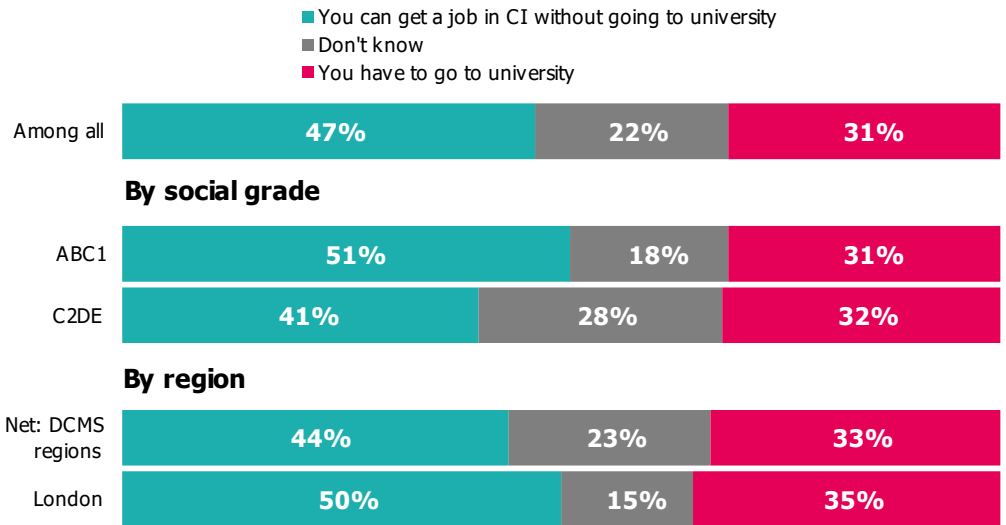
Among parents

- You can get a job in CI without going to university
- Don't know
- The better paid jobs in CI require a university degree
- You have to go to university



Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

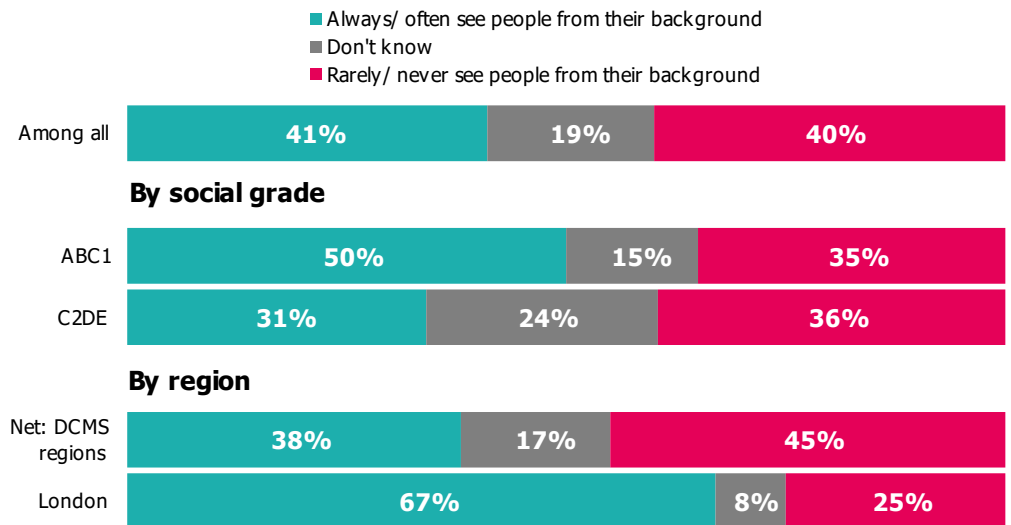
Among young people



Base: 1,487 young people aged 11-18, 14-28 March 2025

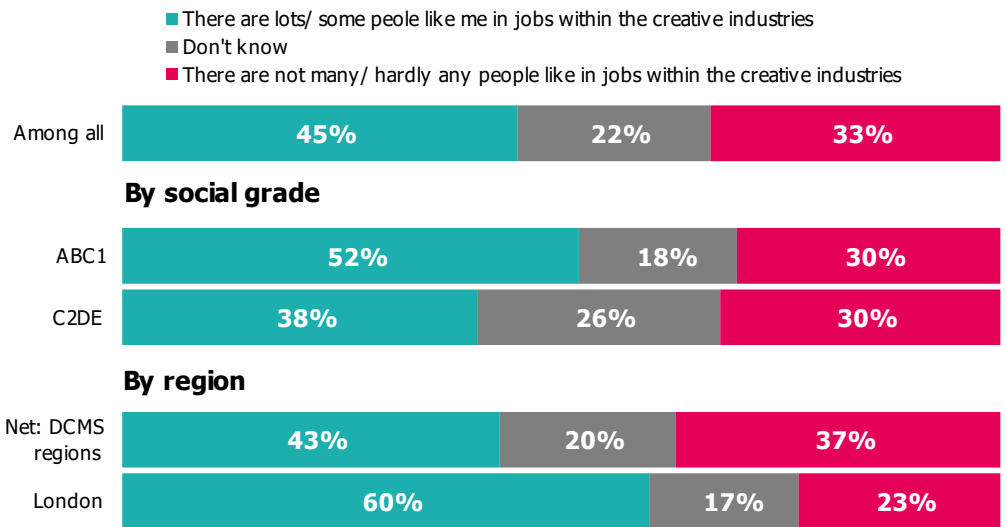
Figure 45 - Q13A/Q28. Which of the following statements comes closest to your view?

Among parents



Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

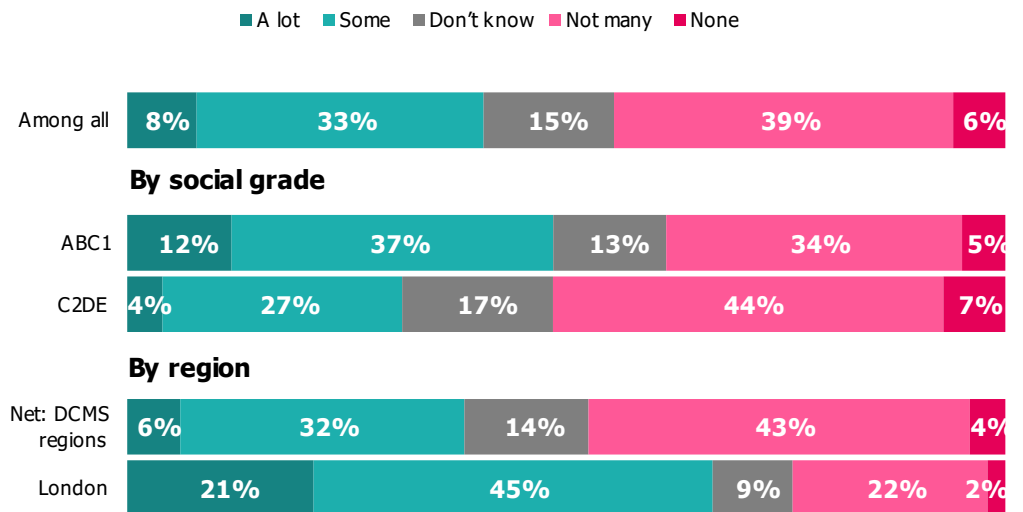
Among young people



Base: 1,487 young people aged 11-18, 14-28 March 2025

Figure 46 - Q13B/Q27. How many jobs in the creative industries do you think there are in your local area?

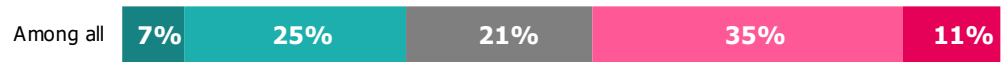
Among parents



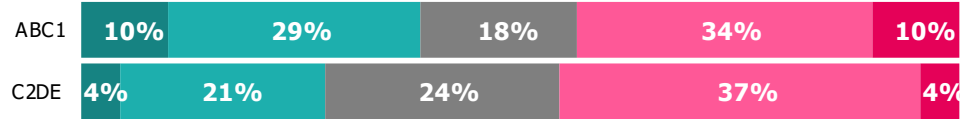
Base: 1,501 parents of young people aged 11-18, 14-28 March 2025

Among young people

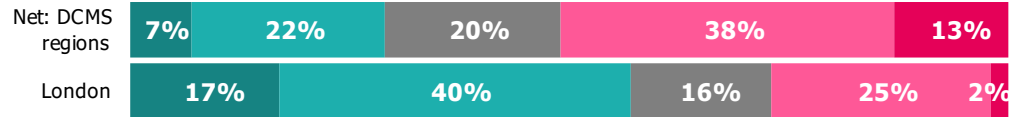
■ A lot ■ Some ■ Don't know ■ Not many ■ None



By social grade



By region



Base: 1,487 young people aged 11-18, 14-28 March 2025

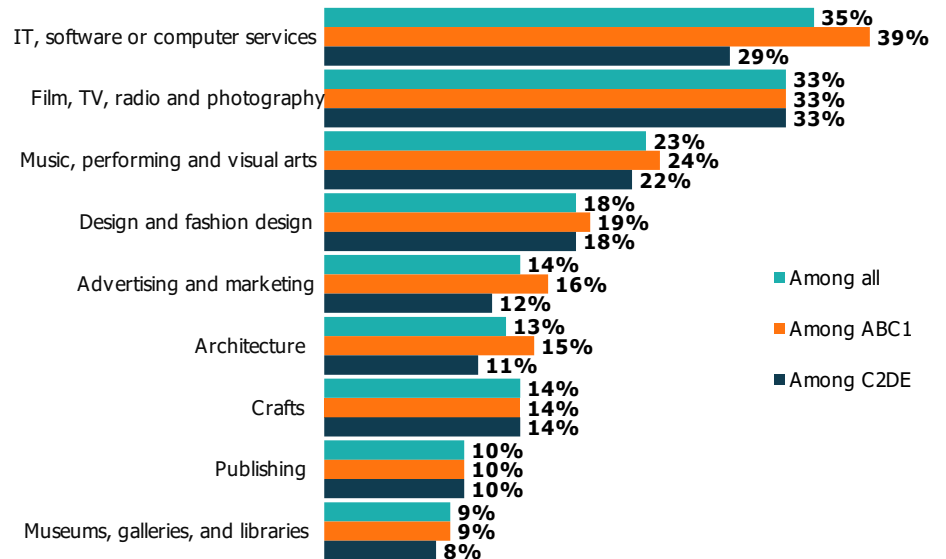


Figure 47 - Q22B. which of the following types of jobs in the creative industries would you be most interested in doing? Please select the three that interest you most. By social grade. Base: 1,487 young people aged 11-18 14-28 March 2025

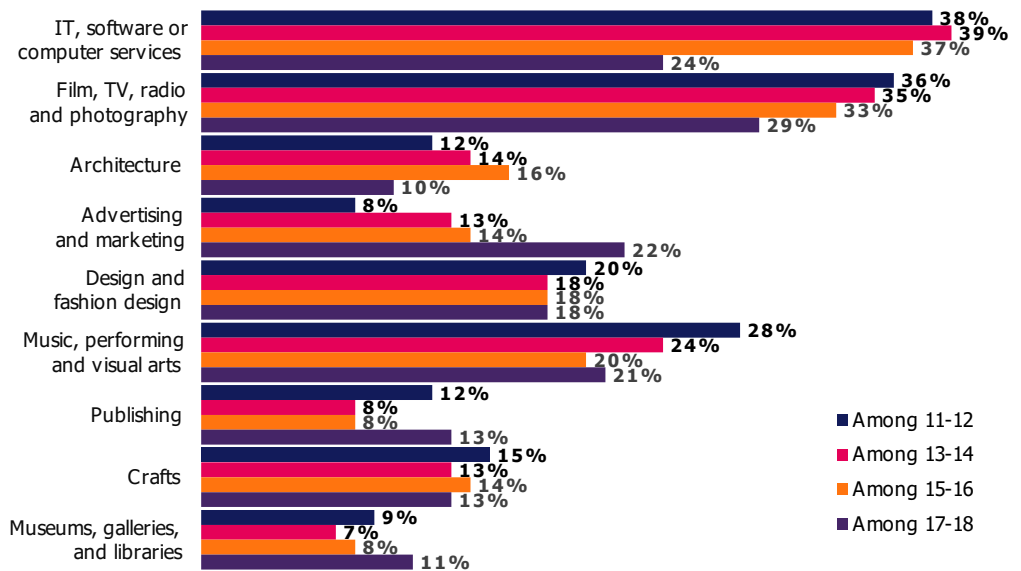


Figure 48 - Q22B. which of the following types of jobs in the creative industries would you be most interested in doing? Please select the three that interest you most. By age.

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