

ROUTING

for **you**



Mapping pathways to help **YOU** choose the right route to your future career.



What is the Creative Industries Sector?

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Creative industries are those based on creativity, skill and talent, or which have the potential to create wealth and jobs through the development or production of intellectual property. Together they make an essential contribution to our national wealth and international reputation.

The industry includes:

- Advertising & Marketing
- Architecture
- Crafts
- Design
- Film, TV, Radio & Photography
- IT, Software & Computer Services
- Museums, Galleries & Libraries
- Performing Arts

Example job roles:

- Journalist
- Illustrator
- Actor
- Film Director
- Graphic Designer
- Fashion Designer
- Photographer
- Composer
- Architect
- Marketeer
- Librarian



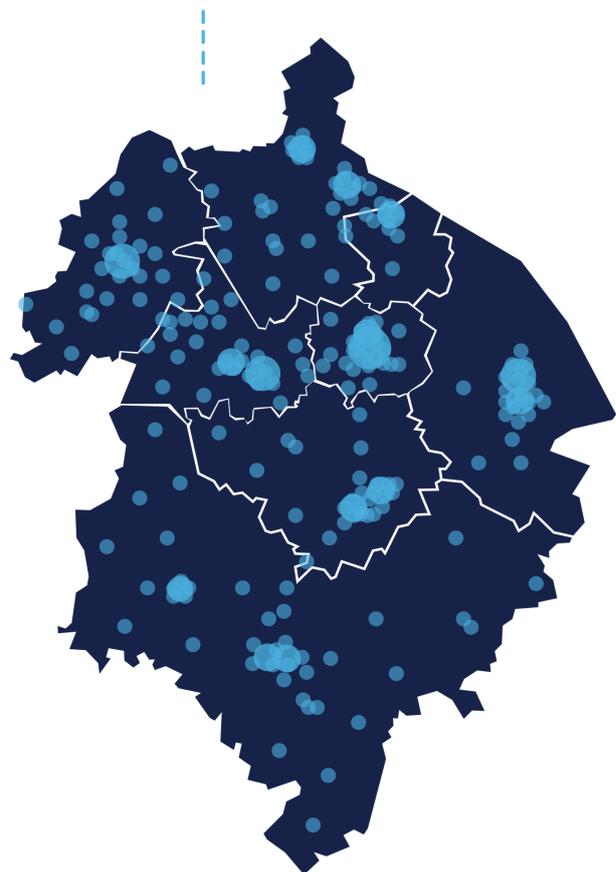
The heat map below indicates the number of jobs posted by employers during 2019, helping you to quickly recognise areas of high and low job density around you.



London's housing shortage crisis led to architects crafting new properties that can float on water. Baca Architects created the new role of creating amphibious houses offering around £35,000 for a salary.

44,343
jobs in 2019

In 2019 there were 44,343 job postings for creative industry occupations in Solihull, Birmingham, Coventry and Warwickshire.



Why Creative Industries?

The creative industry is hugely important to the West Midlands, contributing almost £4 billion to our economy. More than 10,000 creative businesses reside in the West Midlands, and the West Midlands Combined Authority aims to have over 100,000 people employed in this sector by 2030.

The creative industries offer a unique platform to showcase talents in a world of imagination and creativity. Maybe you have been gifted with a knack for singing and dancing, love to draw and paint, spend your days with your nose buried in books or love to get crafty. Nothing is stopping you creating a route to follow your dreams.

Skills that are often required in this sector are:

- Imagination
- Creativity
- Problem solving
- Organisation
- Communication
- Planning
- Analysis



Between 2015 and 2018 publishing of computer games roles increased by 200% and television programming and broadcasting roles increased by 249% in Solihull and the wider region.

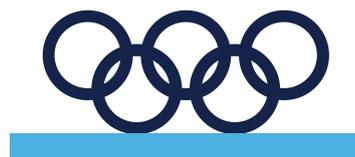
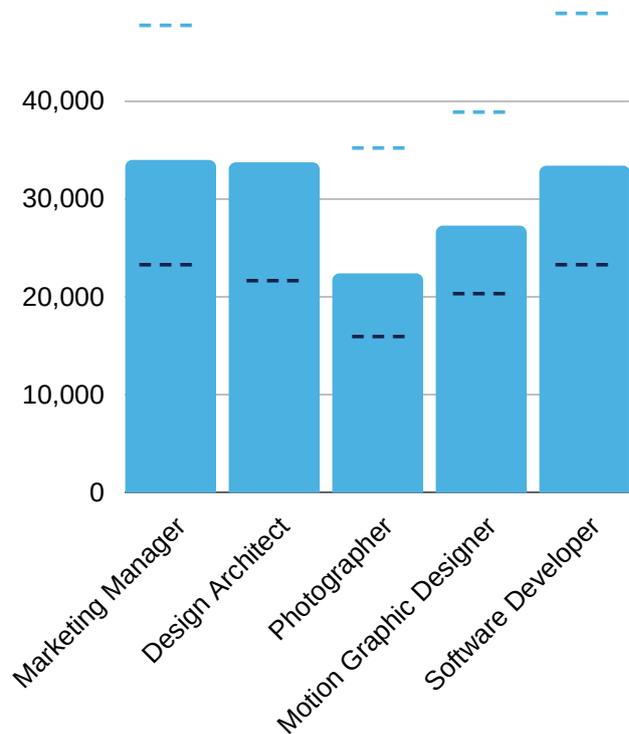


Want a job in the TV industry? Why not become a Gross Stunt Tester? For every person who chomps down a grasshopper on a TV show, there are people behind the scenes who've tested it out first.

Average Salary in UK

--- Can earn up to

--- Average starting salary



During the first four decades of the modern Olympic Games, 151 medals were awarded for music, painting, sculpture, literature, and architecture. Art was considered an essential part of the competition. Now 128 years on, in 2024 breakdancing has been introduced to the games.



Famous twins James and Oliver Phelps born in Sutton Coldfield starred in the Harry Potter films as Fred and George Weasley. They are reported to have an estimated net worth of a little over £1million each.



£70,000

At senior associate, partner, or director level you'll typically earn up to £70,000.

Did you know?

The Sims is one of the most popular video games around, but before it became a life simulator the original concept had players designing buildings, it was an Architecture Simulator.

Did you know?

More time has passed between the start and end of construction on the Great Wall of China than between the start of Christianity and today.

Architect

As a fully qualified (Part 3) Architect, depending on your experience you could earn between £32,000 and £45,000.

Apprenticeships

Two types of apprenticeship are available. On completion of the Level 6 architectural assistant apprenticeship you'll earn a Bachelors degree and Part 1 qualification. On the Level 7 architect apprenticeship, you'll obtain a Masters of Architecture (MArch) and Part 2/3 qualifications.

Find out more about these degree apprenticeships and how to find one here: www.architecture.com/education-cpd-and-careers/apprenticeships

University

Part 1 - An undergraduate degree taking three to four years to complete full time.

Part 1 practical experience - Taking a minimum of one year out, you'll need to find an employer, mentor and advisor to log your experience with RIBA's Professional Experience & Development Record (PEDR).

Part 2 - Bachelors of Architecture (BArch), Diploma or Master of Architecture (MArch).

Part 2 practical experience - A total of 24 months' experience is required to advance.

Part 3 - This involves a written and oral examination as well as assessment of your previous experience.

Other Courses

Other Level 3 courses (e.g. science or engineering) may be acceptable for entry to a recognised degree at some universities but will need to be checked with them directly

A Levels

To get on to a related degree, you will usually need a minimum of two A Levels, with three A Levels and A/B grades required for the most popular courses. Entry requirements range from CCD to AAB, with the universities and colleges most commonly asking for BBB.

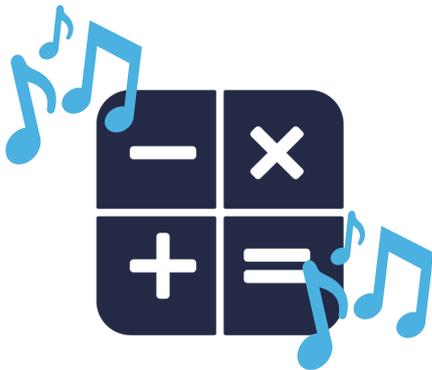
School

5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English, maths and science.

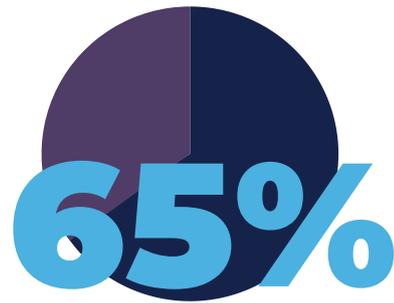
Did you know?



Want to be paid to watch TV all day?
Netflix hires someone to watch all their
content, review and assign each program
with a correct tag to help us find something
to watch.



Taking part in music is actually proven
to raise attainment in maths.



65% of advertising & marketing job
postings in the wider region in 2019 were
in Birmingham.



13% of all Solihull and the wider
region job postings in 2019 were
within the creative sector.



The highest increase in roles within Solihull
and the wider region was Digital Marketing
Executive. This role could see you earning
£45,000 at senior level.

Tomorrow's Working World

Worldwide changes

What's happening and how does this impact you and your career?

Which jobs will be a priority?

Environmental concerns and changes to the global climate.



People are looking for greener energies and developing technologies which are more efficient and sustainable. The importance of looking after the planet has never been more recognised.

Moving towards a greener world will affect all sectors. Industries are switching over to ecological technologies and changing how we work with an increase in remote working and digital technology.

Engineering Automotive Design, Chemical Processing, Recycling and Waste Solutions, Agriculture Energy and Utilities Innovation

Ever-increasing need for speed, turnarounds and direct routes to a result.



Convenience and fast delivery of projects is a priority. With an economy vastly effected by global changes and the pandemic, businesses are finding ways to save money and speed up processes to help them survive.

Businesses are becoming more accessible via digital platforms and using technology to reduce overheads, providing opportunities in roles within the technology, manufacturing and digital sectors.

Advanced Manufacturing, Business Developers, Creative App Development, Coding, Digital Marketing, Professional Services, Lawyer, Sales Representative, Underwriter, Auctioneer, Judge, Coroner, Valuer

Technology is advancing every day with new technologies emerging at an ever-growing rate.



The world is changing as a result of emerging technology. Some jobs and market requirements have become redundant because of new ways of working.

Technologies will keep changing, and therefore different skills will be desired in areas such as IT, design, mechanics and STEM subjects.

Engineering, Advanced Manufacturing, Creative Media roles, ICT Data Analysts, Aerospace, Aeronautical, Electronics, Energy Technology

Life expectancy is longer than ever before with the average person living to 81 years old.



Due to medical advances and the development of life sciences, people are living for longer than ever before.

You will be working longer due to the ever-increasing retirement age. Although this may not be something you are thinking about now, it will be important to you when you get older. You want to find a career that makes you happy and fulfils you.

All sectors



What next?

The information in this brochure only scratches the surface when it comes to choosing your career pathway. Now it is time to start looking at your options and choices, carry out research and discover what is out there for you. Follow your passions and make a career out of what you love. Opportunities are endless. You just need to start looking for them.

ROUTING for YOU



Sources & Useful Links

Useful links:

- <https://nationalcareers.service.gov.uk/explore-careers>
- www.statista.com
- http://www.lmiforall.org.uk/explore_lmi/
- <https://www.ucas.com/>

Advanced Manufacturing:

- <https://nationalcareers.service.gov.uk/job-profiles/mechanical-engineer>

Business, Professional and Financial:

- <https://gbslep.co.uk/what-we-do/business/business-professional-financial-services>

Creative:

- <https://www.gov.uk/government/news/uks-creative-industries-contributes-almost-13-million-to-the-uk-economy-every-hour>
- <https://www.wmca.org.uk/news/creative-industries-in-west-midlands-to-get-12m-boost-from-government/>
- https://www.thecreativeindustries.co.uk/media/529975/cic_3yr_export_strategy_v3_singles.pdf
- <https://www.creativeindustriesfederation.com/statistics>

Energy Technology:

- <http://www.nef.org.uk/knowledge-hub/other-renewable-energy/renewable-energy-technologies>
- <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/energy-and-utilities/renewable-energy-careers>
- <https://www.bmrsolutions.co.uk/a-beginners-guide-to-careers-in-renewable-energy/>
- <https://www.careeronestop.org/GreenCareers/ExploreGreenCareers/renewable-energy.aspx>
- <https://www.statista.com/statistics/1094309/renewable-energy-market-size-global/>
- <https://www.quanta-cs.com/blogs/2017-10/why-work-in-renewable-energies>

Life Science:

- <https://www.healthcareers.nhs.uk/explore-roles>
- <https://career-advice.jobs.ac.uk/resources/what-jobs-could-i-do-in-life-sciences/>
- <https://gbslep.co.uk/what-we-do/business/life-sciences-healthcare>
- <https://www.lateet.com/8-cool-facts-to-know-about-a-career-in-life-sciences/>

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