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Creative Skillset invites Radio industry to take part in 2015 Creative Media Industries Census

Creative Skillset is once again giving creative media employers the chance to stand up and be counted in the first industry-wide census since 2012.

Broadcasters and Radio production companies are encouraged to fill in the census questionnaire online at: <http://j.mp/Census15-3>

The deadline for filling in your census form is Friday 30 October.

Creative Skillset's **Employment Census of the Creative Media Industries**, which has been running since 1999, is the only project of its kind for creative media in the UK, and provides an accurate and detailed picture of the creative industries.

The crucial piece of work helps the creative sectors* in the UK stay informed about the industry, including key occupations, working patterns, gender and ethnicity. Findings from the Census also inform Government and industry policy and co-investment in developing the skills of people working in these sectors.

The results of the Census are shared freely throughout the industries, allowing employers, training and education providers, policy makers and individuals to see the key issues affecting the creative media industries and inform decisions on how and where to invest in skills and training.

The last Census in 2012 revealed that the representation of Black, Asian and Minority Ethnic people (BAME) had declined to just 5% of the TV workforce and produced a significant response from the media and the TV industry. It inspired Lenny Henry's notable BAFTA lecture in 2014 calling for more diversity in TV and the wider creative industries.

Creative Skillset CEO, Dinah Caine CBE, urges everyone working in Radio to take part in the Census. She says: *"The Creative Skillset 2015 Census is a unique and immensely valuable opportunity to give an accurate overview of the creative media industries in the UK today. The findings will help us develop ways to make the sector more accessible whilst remaining highly competitive in the global market."*

Courtney McLeod, Director of the Bauer Academy added: *"The Creative Skillset Employment Census of the creative media industries is a crucial measure of who works in Radio in the UK. Please do take part, as this major overview of our sector is sure to have wider policy influence."*

For more information please visit: creativeskillset.org/census2015

Follow updates on Twitter: @SkillsetSSC #CreativeCensus2015

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NOTES TO EDITORS

*The Census will cover the **TV, animation, Games, VFX, radio, film, digital media and cinema exhibition industries.**

About Creative Skillset

Creative Skillset empowers the Creative Industries to develop skills and talent; we do this by influencing and shaping policy and by securing the vital investment for individuals to become the best in their field and for businesses to grow. As the industry skills body for the Creative Industries, we work across film, television, radio, animation, visual effects, games, fashion and textiles, advertising, marketing communications publishing and performing arts.

<http://j.mp/Census15-3>

The Creative Skillset Creative Media Industries Census collects employment data across the entire Radio industry.

Headlines from the last Creative Skillset Census in 2012:

Total employment in the creative media industries has grown by more than 4,000 since 2009 (from 188,150 to 192,200). This represents a 2% increase in employment. This is significant when viewed in the context of the wider economic climate, which saw less than 1% increase in employment across the rest of the UK economy.

The representation of women increased from 53,750 in 2009 to 69,590 in 2012. Women represented 36% of the total workforce in 2012 compared to 27% in 2009. This reverses the previous decline seen between 2006-2009.

Representation of Black, Asian and Minority Ethnic people (BAME) had declined further since the previous Census in 2009. Almost 2,000 BAME people had left the industries since 2009 reducing the representation to just 5.4% of the total workforce.

Levels of employment increased in **Wales, Scotland** and **Northern Ireland**, the **South East** and the **South West** of England.

24% of the workforce was freelance, the same as 2009. Freelancing was most prevalent in those areas most closely involved in the production process.

The full Creative Skillset 2012 Census report is available [here](#)