

RECRUITMENT & DEI IN THE UK CREATIVE INDUSTRIES

Notes on diversity, recruitment, and the state of the UK creative industries as reflected in the I LIKE NETWORKING community.

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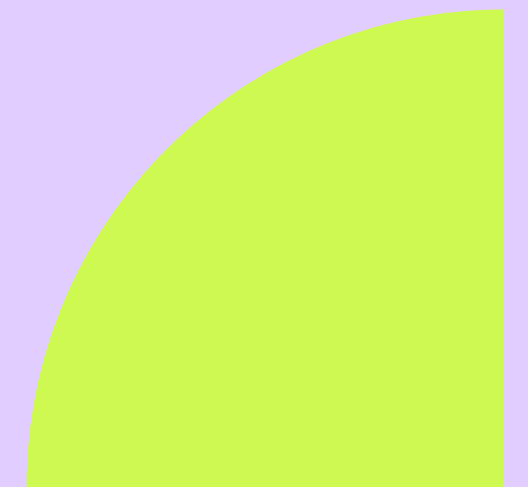


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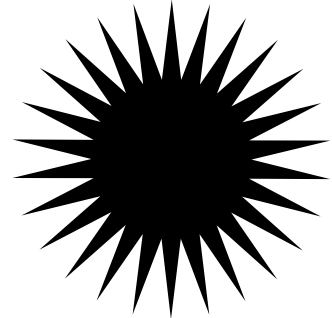
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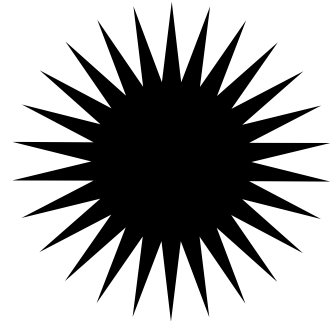
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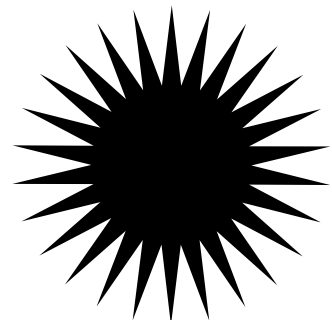
ABOUT US



Since its inception in 2020, I LIKE NETWORKING (ILN) has been on a mission to reshape the creative landscape.



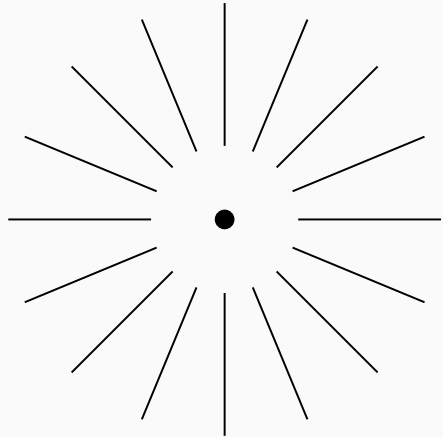
Founded amidst the challenges of a global pandemic, ILN's genesis mirrors the resilience and adaptability inherent in the creative spirit.



The why: to dismantle barriers, redefine industry norms, and cultivate a space where everyone's potential can flourish.



We've been making great strides in fostering the development of a more diverse and inclusive sector within our online community of 40k+, having successfully mentored over 700 individuals in the past three years.



WHY DOES DIVERSITY MATTER?

In addition to the social, moral, and ethical cases for diversity - there is a direct correlation between diversity and financial performance in companies.

The most racially and ethnically diverse companies are more likely to have better financial returns.

Companies with more women are likely to have financial returns above average.

Greater gender diversity on senior executive teams boosts performance.

[Source: McKinsey & Company.](#)

FAILING TO DIVERSIFY = WASTED BUSINESS OPPORTUNITIES

Although women hold **47.2% of** jobs in the wider UK workforce, only **36%** of creative industry jobs are held by women.

The percentage of women in the creative industries decreased between 2013 and the present.

% of women in UK workforce

% of women in creative industry workforce

Source: Creative Industries Federation



As the creative industries sell ideas, content and products, they might benefit more than other businesses from diversifying.



For instance, only 14% of workers in the £1.7 billion video games industry are women, yet women play more than half the games.

UNTAPPED POTENTIAL...

The BAME population will make up nearly a third of the UK's population by 2050.

In the decade following 2001, their disposable income increased

x10

Source: Policy Exchange,CEBR

Women influence **80%** of buying decisions.



By 2025, women are expected to own **60%** of all personal wealth.



MAKING THE CASE FOR CHANGE:

The Creative Industry is the industry of representation.

It is a powerful influence in shaping how individuals experience and perceive the world across various forms of media – including news, music, film, and more. It holds a unique role in conveying cultural narratives.

Therefore, diversifying its workforce is crucial as it directly influences the authenticity of narratives presented to the public.

A diverse team not only boosts business but also ensures a more accurate and inclusive portrayal of human experiences in cultural output, shaping societal perceptions and fostering connection.



BARRIERS TO ENTRY

Lack of representation, systemic biases, and limited access to resources.

FINANCIAL CONSTRAINTS

LACK OF AWARENESS OF OPPORTUNITIES

LIMITED APPLICATION & INTERVIEW SUPPORT

LIMITED CAREER ADVANCEMENT OPPS

LIMITED NETWORKING OPPS

LACK OF ACCESS
TO UPSKILLING

In the creative and cultural industries recruitment often occurs through **interconnected networks** where one job opportunity can lead to another.

A person's social capital and their network of contacts has a huge impact on their ability to compete, and is determined by a range of factors including socio-economic status, gender, race, class, and education.

This is why we are on a mission to redefine networking, and ensure that the door to the creative industries is open to all.

SOCIO-ECONOMIC INEQUALITY

DEI initiatives also need to address Socio-Economic inequality.

Reliance on **unpaid work**, the high **cost of creative education**, and **low entry-level salaries**

disproportionately impact those from lower socio-economic backgrounds.

It's imperative that the industry changes its practices.

Almost half of the Creative Skillset Workforce survey participants had done unpaid work at some point in their career.

48%

£6K

Those who attended private schools earned this much more than average.

THE CURRENT STATE OF DIVERSITY IN THE CREATIVE INDUSTRIES

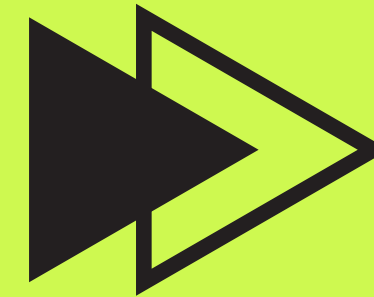


The creative workforce appears to have grown more diverse...

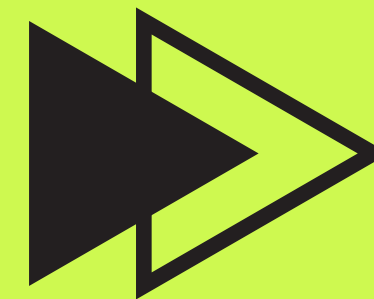
Sources: [Creative Industries Federation](#), [UK Gov](#), [McKinsey](#).

23% of jobs filled are filled by BAME workers, This is a similar level to the BAME workforce in the UK economy as a whole.

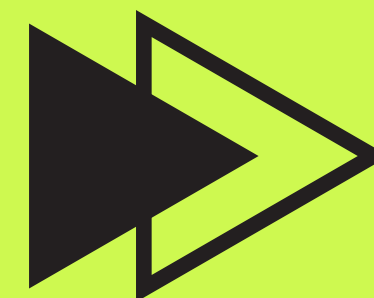
28% is the average increase in women representation on executive teams since 2018 McKinsey.



Creative subject students with disabilities are more likely to work in the creative economy.



Women graduates with creative degrees are less likely to be unemployed than their male counterparts.



Companies with greater diversity on their boards of directors are more likely to outperform financially. For the first time, this correlation is statistically significant for both gender and ethnicity.

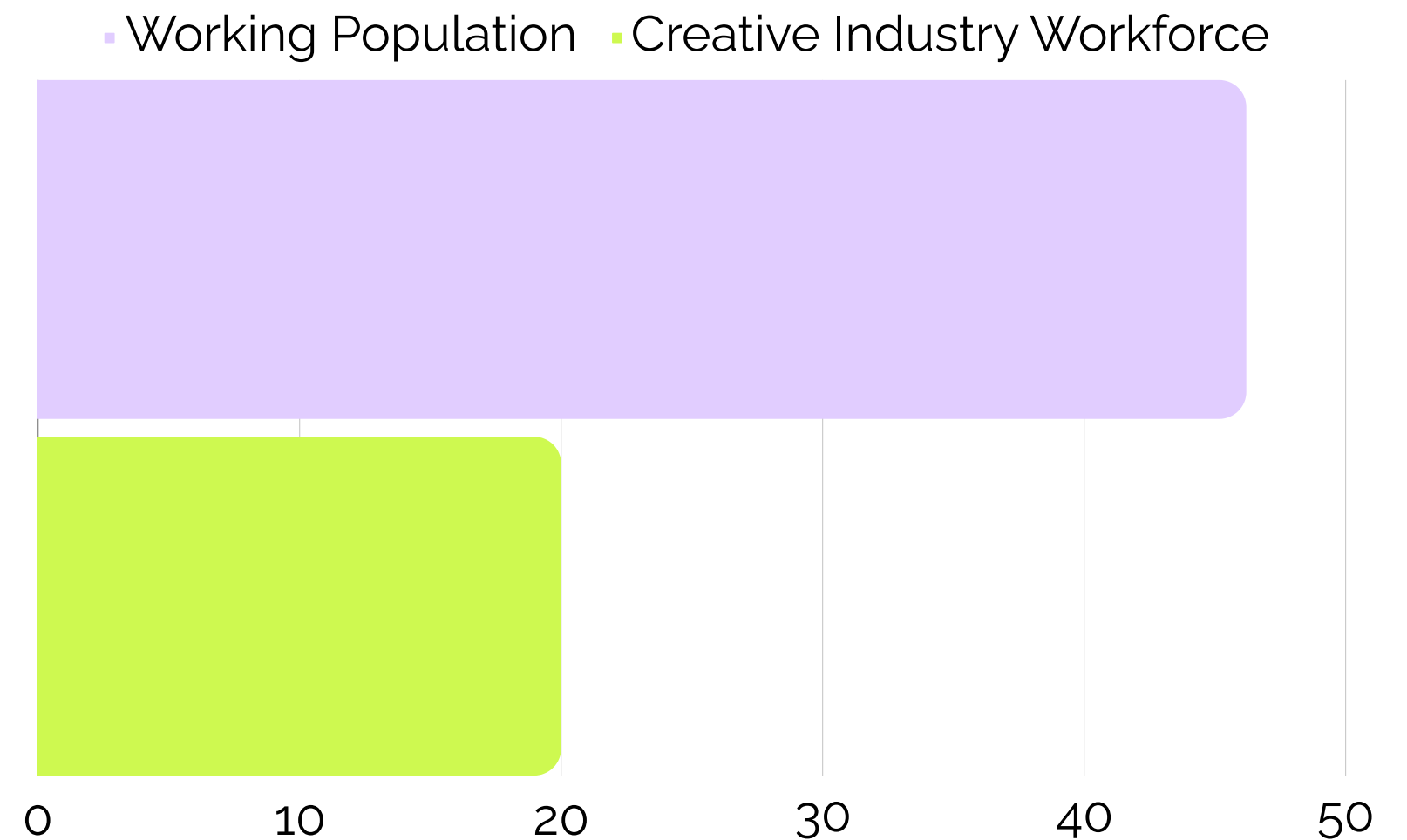
However...

In London, 46.2% of the working-age population are BAME.

Yet they represent only 20% of the workforce in Arts Council England's portfolio of London-based organisations.

This problem is magnified because London continues to host nearly 32% of all creative jobs in the UK..

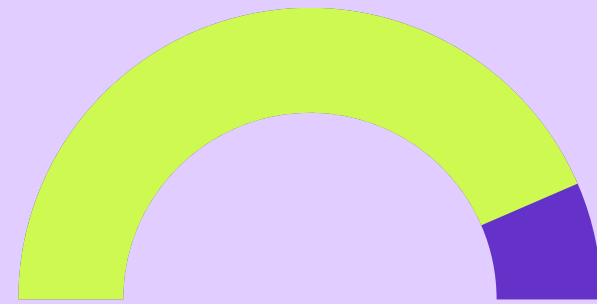
Source: Creative Industries Federation



HOW MUCH IS A CREATIVE SKILL SET WORTH?

Despite inflation decelerating in recent weeks, it still exceeds the expected rate

4x



87% of workers are earning less than **£80k/pa.**

ONLY 28%

reported their company had put in place cost-of-living provisions, meaning that many have lower living standards.

To keep up with current inflation, permanent and freelance salaries and day rates would need to increase by.

9%

Addressing the problem of low salaries salary gap is not just a matter of numbers—it's about ensuring the well-being and financial stability of the workforce. It's time for businesses to reevaluate and recalibrate, taking proactive steps to bridge the gap between salaries and the ever-increasing cost of living.

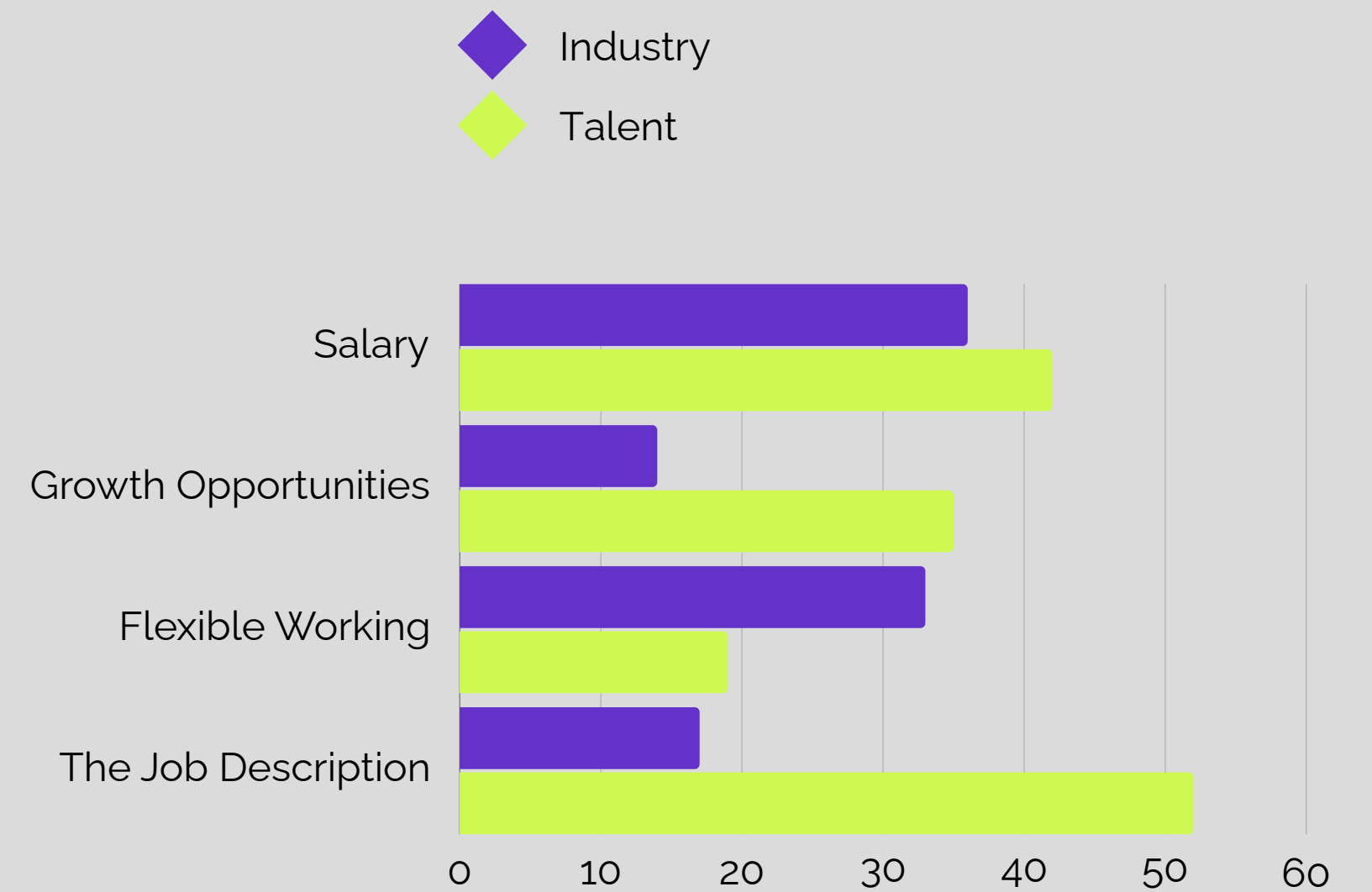
RECRUITMENT CHALLENGES

INDUSTRY ASSUMPTIONS VS. TALENT INTERESTS

There is a notable disconnect between industry assumptions and talent aspirations.

We strive to bridge this gap by helping the industry understand and adapt to what job seekers truly want.

We're working to communicate that job seekers have a broad set of priorities but salary transparency is key.



PROPOSED ACTIONS FOR RECRUITERS

Take advantage of our [job ad service](#) to connect directly with our diverse talent collective of individuals from a range of backgrounds, who can bring different ideas, perspectives and skills to your business.

[Browse and Advertise Here.](#)



SALARY TRANSPARENCY

Stand out in the competitive landscape by prioritizing transparency in your job ads. We exclusively promote jobs with salary transparency, ensuring clarity and fairness in the recruitment process.



ENHANCE YOUR JOB DESCRIPTIONS

Crafting accurate and compelling job descriptions is paramount to attracting top-tier candidates. [Download our Job Submission Guide](#) for tips on taking your job description from good to great.



DIVERSIFY RECRUITMENT CHANNELS

Use diverse recruitment job boards which attract a broader range of applicants, rather than by passing the word around informally.

FURTHER STEPS TO IMPROVE DEI IN THE INDUSTRY FROM WITHIN

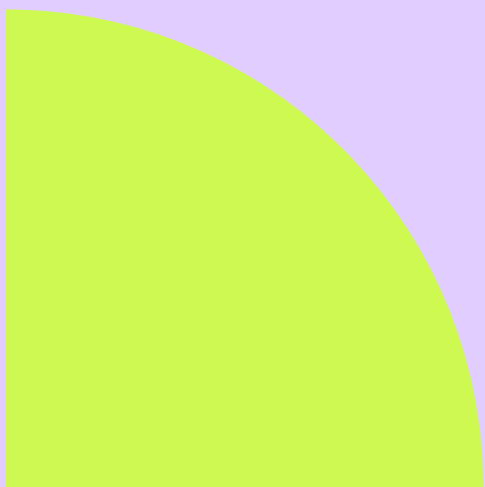
Start by making a meaningful commitment

Promote internal mentoring

Offer flexible working

Stop unpaid internships

HOW CAN WE HELP YOU ADDRESS INDUSTRY PROBLEMS?



Job Board

Connect directly with diverse talent in the creative industries through our specialized job board. [Submit here!](#)

Free Resources

We provide valuable industry insights to equip you with the tools and expertise needed to navigate the evolving landscape of creative recruitment. See our [guides](#), [surveys](#), and [more](#).

Events

We design and deliver networking and career development events and workshops. [See here](#).

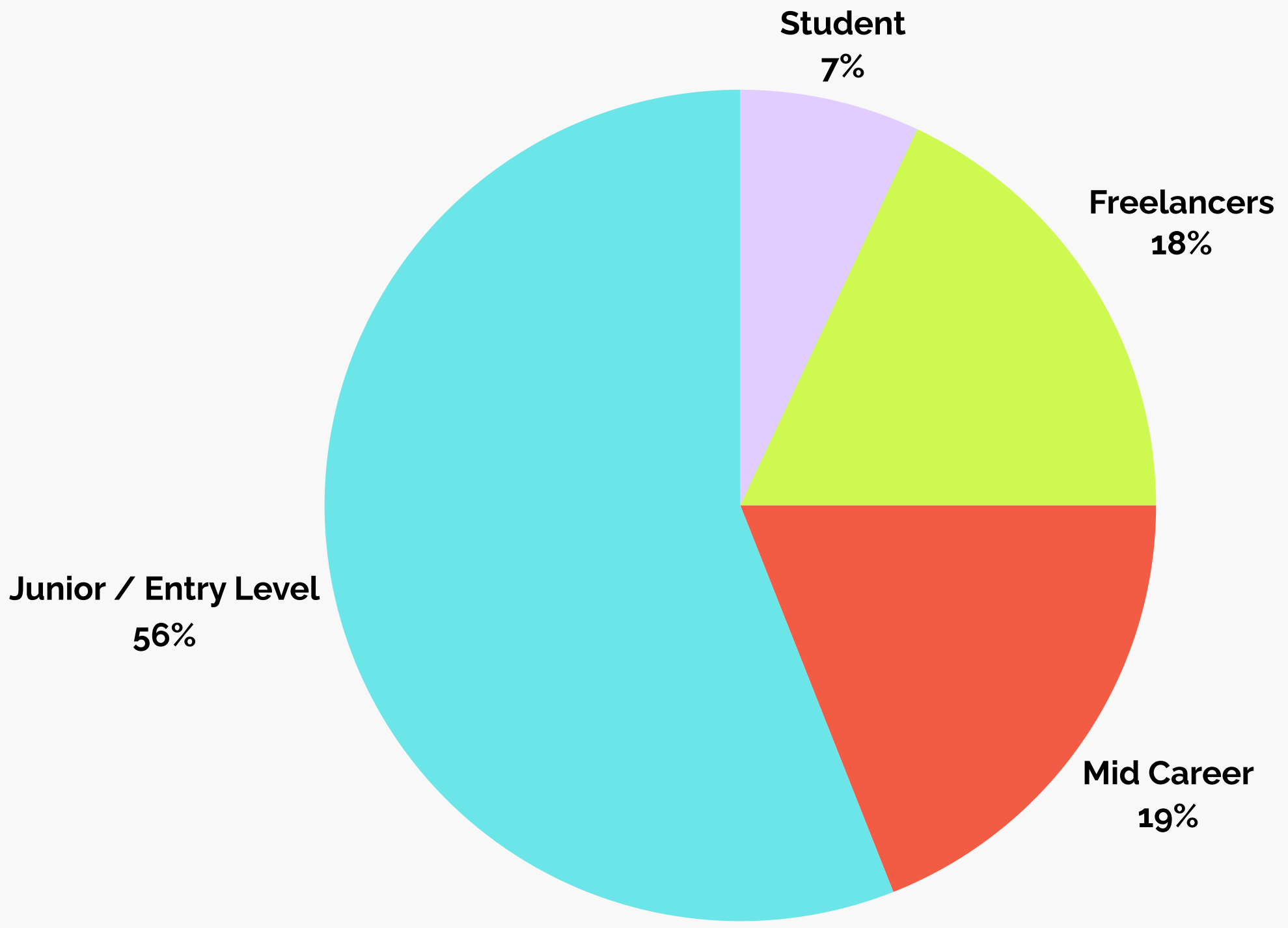
Mentoring

Elevate your recruitment strategy with our [bespoke mentoring programme](#) focused on corporate needs.

Community Engagement & Newsletter

Our newsletter and social channels keep our vibrant community of 40k+ informed about the latest opportunities, jobs, and exclusive perks. [Stay in the loop](#).

WHO ARE OUR JOB SEEKERS?



WHY I LIKE NETWORKING?

Here are our community's favourite things about us:

The amount of early career support.

Quality of shared opportunities

Diverse approach.

Responsive and community oriented.

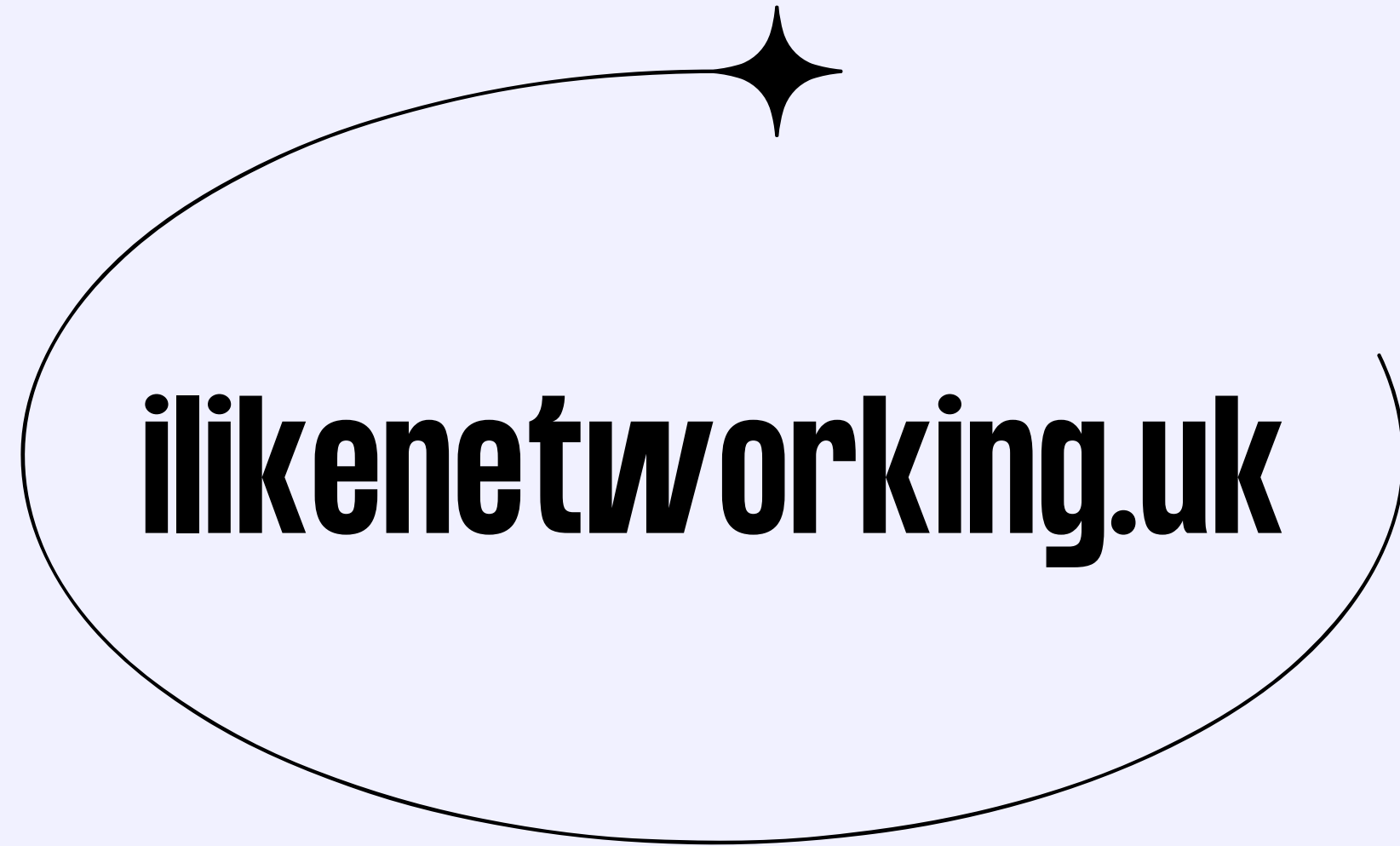
Down to earth, friendly tone.

Accessible content and events.

Championing creatives.

Commitment to openness transparency.

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