



**BEDFORD**  
BOROUGH COUNCIL

# Labour Market Information: *Creative and Digital*

*Yearly Insight*  
*(2020 release/2019 data)*

*(Due to the data lag the statistics provided may not be reflective of Bedford now, however they still give us insight into the sector)*

# Key Statistics

		Bedford Average	East Average	GB Average	Comparison
<b>Job Numbers</b>		5% (3,835 jobs)	6.4 %	5.8%	Below East and GB average
<b>% of businesses in Bedford in sector</b>		13.63%	13.35%	14.05%	Slightly below GB and slightly above East averages
<b>Business Numbers</b>	Total *	995	N/A	N/A	The numbers of businesses overall has seen a small increase (+15), over the last year.
	Micro*	945			
	Small*	40			

# Key Statistics: *Key Growth Areas*

Business numbers within the sector have stayed relatively stable, with just a small increase overall. The biggest increase in percentage has been seen in Information Services and Motion pictures sub sector. The biggest sub sector is still computer programming, consultancy and related activities.

Industry	2018	2019	Change	% Change
71.11: Architectural activities	35	35	0	0%
58: Publishing activities	35	30	-5	-14%
59: Motion picture, video and television programme production, sound recording and music publishing activities	35	40	5	14%
60: Programming and broadcasting activities	5	5	0	0%
61: Telecommunications	30	30	0	0%
62: Computer programming, consultancy and related activities	480	500	20	4%
63: Information service activities	25	30	5	20%
73: Advertising and market research	40	40	0	0%
74: Other professional, scientific and technical activities	205	200	-5	-2%
90: Creative, arts and entertainment activities	45	50	5	-11%
91: Libraries, archives, museums and other cultural activities	0	0	0	0%

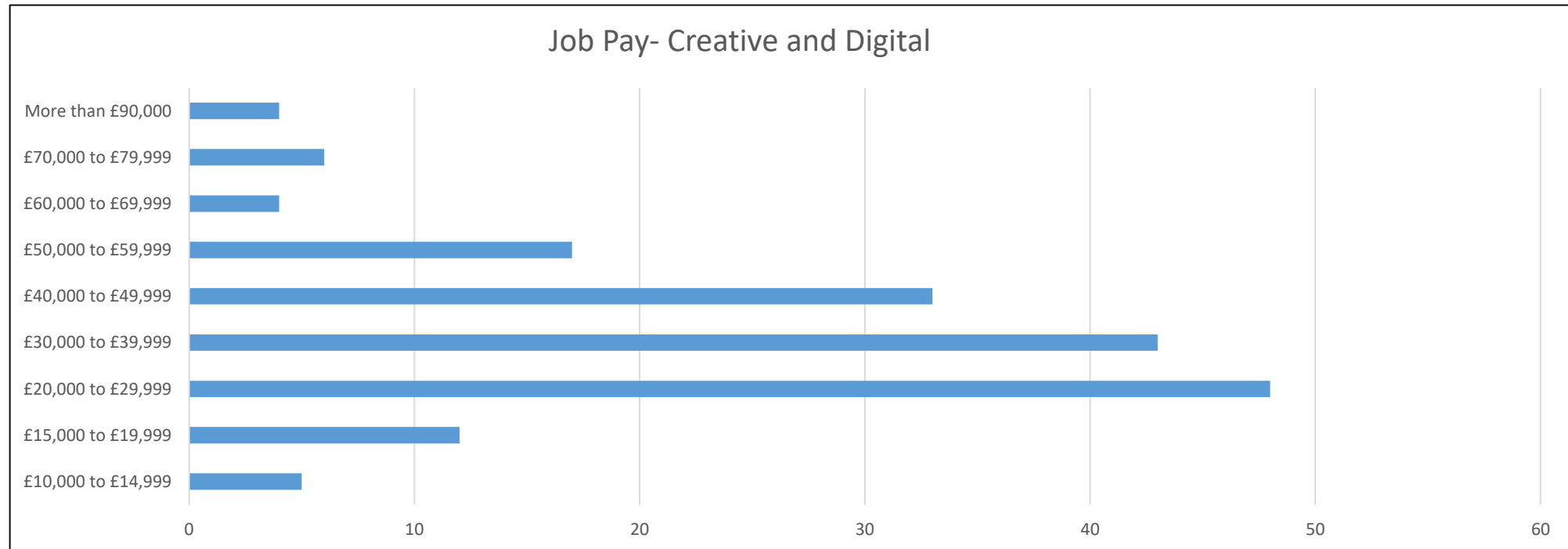
# Jobs Advertised- *Top Jobs*

The Top 10 advertised jobs within the sectors are:

- |                        |                                 |
|------------------------|---------------------------------|
| 1. Marketing Manager   | 6. Senior Public Affairs Manger |
| 2. Marketing Assistant | 7. Copywriter                   |
| 3. Design Engineer     | 8. Senior Design Engineer       |
| 4. Graphic Designer    | 9. Marketing Coordinator        |
| 5. Video Editor        | 10. Head of Marketing           |

# Job Advertised- *Pay*

The graph illustrates a range of wages available within the sector. The majority of wages are



**Median Wage= £34,600K / Mean Wage= £37,200K**

\*Data extracted from Labour Insight Advertised Jobs 24/06/2020 with the time frame 'full year of 2019'.

# Jobs Advertised- *Job Examples*

## Web Developer

**Average Wage:** 20k- 50k

**Job Adverts in the past year:** 112

**Key specialist skills:**

JavaScript  
SQL  
Web Development

**Key baseline skills:**

Communication Skills  
Creativity  
Problem Solving

**Related Subjects:**

Maths, English, IT

**Application Route:**

University  
Apprenticeship  
Direct Application/Workforce Development

## Software Developer

**Average Wage:** 48k (mean)

**Job Adverts in the past year:** 514

**Key specialist skills:**

Software Development  
Software Engineering  
SQL

**Key baseline skills:**

Communication Skills  
Planning  
Problem Solving

**Related Subjects:**

IT, Maths, English

**Application Route:**

University  
Apprenticeship

## Graphic Designer

**Average Wage:** 34k (mean)

**Job Adverts in the past year:** 30

**Key specialist skills:**

Graphic Design  
Adobe Photoshop  
Adobe InDesign

**Key baseline skills:**

Creativity  
Communication Skills  
English

**Related Subjects:**

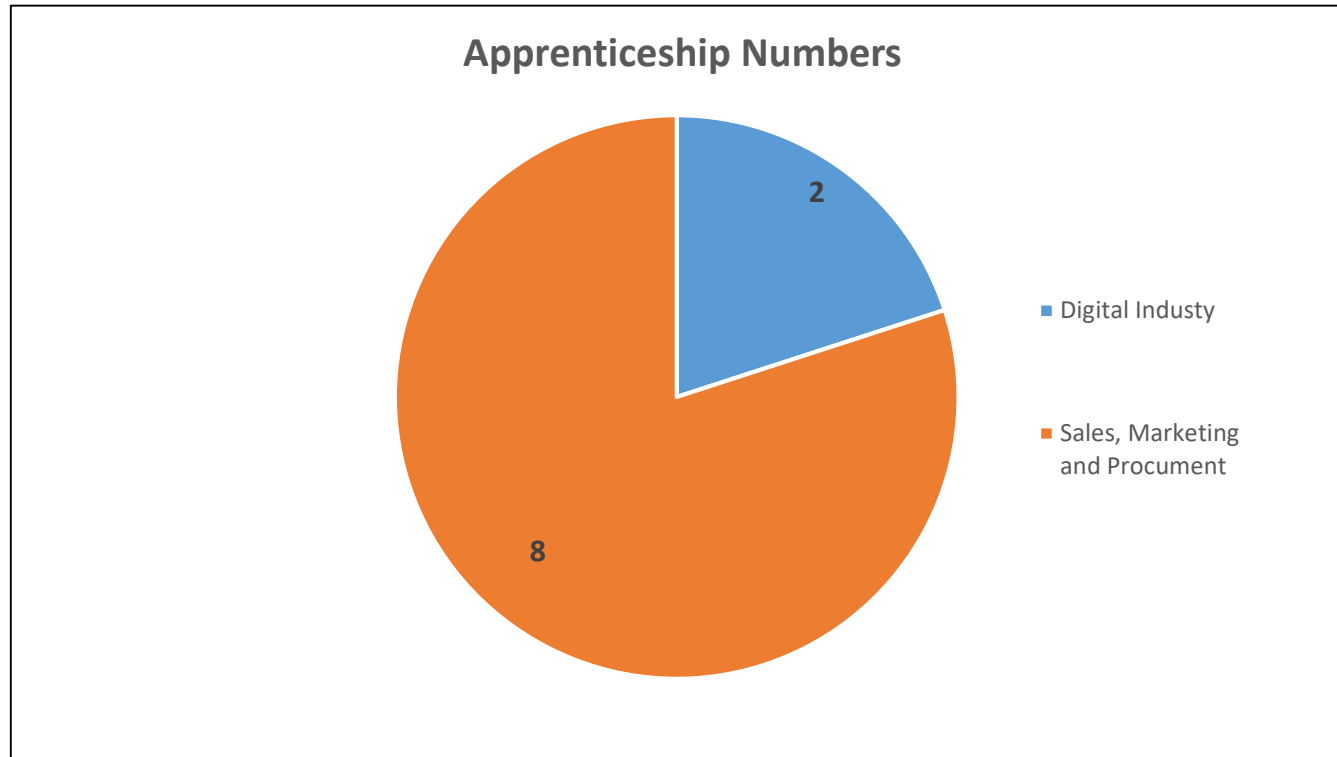
Art/Design, English, IT

**Application Route:**

University  
Apprenticeship  
College Course

# Apprenticeships

The total number of apprenticeships within this sector were low for the full year of 2019 (10 combined total). This was a mix from two subsections that included roles related to the sector.



\*Please note these are the advertised apprenticeships from 2019 Bedford Borough.



# Creative and Digital Businesses in Bedford



**Receptional:** A digital marketing agency that provides a variety of services for a range of businesses. Services include paid search, SEO, Link building and web design. Roles at the company range from marketing specialists to graphic designers.



**Verifile:** Are a company which provide high-quality data for recruitment, including employment procedure, standards and regulations. Services include criminal record checks, fraud checks, media searches and much more, all related to recruitment. Roles range from marketing managers to net developers.



**Quotevine:** Is a company which focuses on business related efficiency, services include automation of tasks, web quotations, brand management, web site design, invoice management and much more.



**Xigen:** Digital design agency specialising in web design, eCommerce and digital Marketing. The digital headquarters are located in Bedford. Customers of the company include Audi, UNICEF, Epson UK and Dunelm.