

# Creative Professionals Survey - 2016

## Introduction

The Arts Council offers a variety of support to independent creative professionals with the aim to '*develop a more resilient and higher performing artist base*' in Wales. The survey was sent to all individuals who have received funding through any one of our grant schemes for individuals in the last three years (2013/14 to 2015/16). In total 536 individuals were identified as receiving these grants, some of which may have been in receipt of grants over multiple years.

In total 140 responses were received from the 536 individuals receiving a grant in the last 3 years. This represents over a quarter (26.1%) of the total sample. Of these responses 93.6% (131) were completed in English and 6.4% (9) in Welsh.

## Grant Schemes

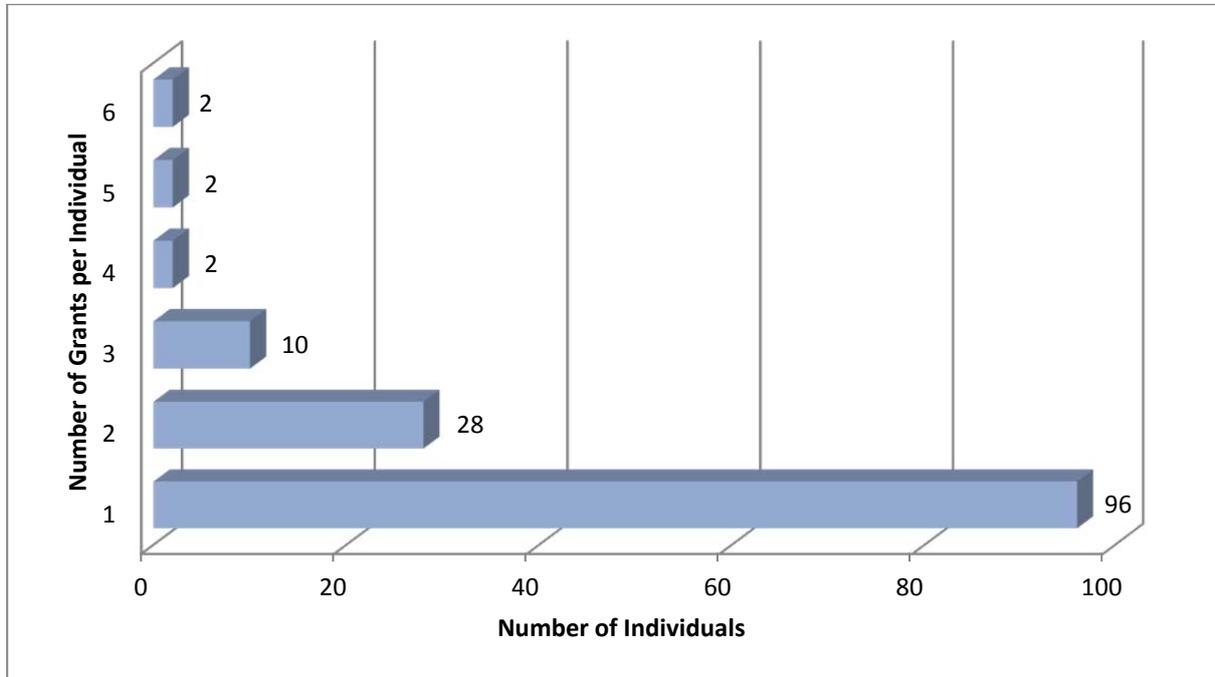
- Over the 3 year period covered (2013/14 to 2015/16), a total 211 grants were awarded to the 140 individuals that responded.
- Small Grants awarded to individuals accounted for over a half (55.5%) of all grant provision to the respondents.

The table below highlights grants awarded to the respondents by year along with the percentage change in the number of awards from 2013/14 to 2015/16.

	2013/14		2014/15		2015/16		% Change 2013/14 - 2015/16
	No.	%	No.	%	No.	%	
Small Grant (Under £5,000)	38	58.5	35	50.7	44	57.1	15.8
Large Grant (Over £5,000)	16	24.6	19	27.5	13	16.9	-18.8
International Opportunities Fund	6	9.2	14	20.3	13	16.9	116.7
Creative Wales Award	5	7.7	1	1.4	7	9.1	40.0
Creative Ambassador	0	0.0	0	0.0	0	0.0	n/a
<b>Total</b>	<b>65</b>	<b>100.0</b>	<b>69</b>	<b>100.0</b>	<b>77</b>	<b>100.0</b>	<b>18.5</b>

- More than two thirds (68.6%) of respondents indicated that they had only received one grant over the 3 year period.

The graph below shows the number of grants awarded to individuals over the three year period.



## Income

- A third (32.9%) of respondents indicated that 100% of their total income (including grants) in 2015/16 is linked to the work as a creative professional.
- 8 individuals indicated that less than 5% of their income in 2015/16 was linked to their work as a creative individual and none of whom received a grant in 2015/16. Of these individuals, 5 did not generate any income from their creative work.

The table below shows the percentage of respondents' income in 2015/16 that is related to their creative professional work

	No.	%
100%	46	32.9
76% - 99%	22	15.7
51% - 75%	15	10.7
26% - 50%	31	22.1
11% - 25%	7	5.0
5% - 10%	10	7.1
>5%	8	5.7

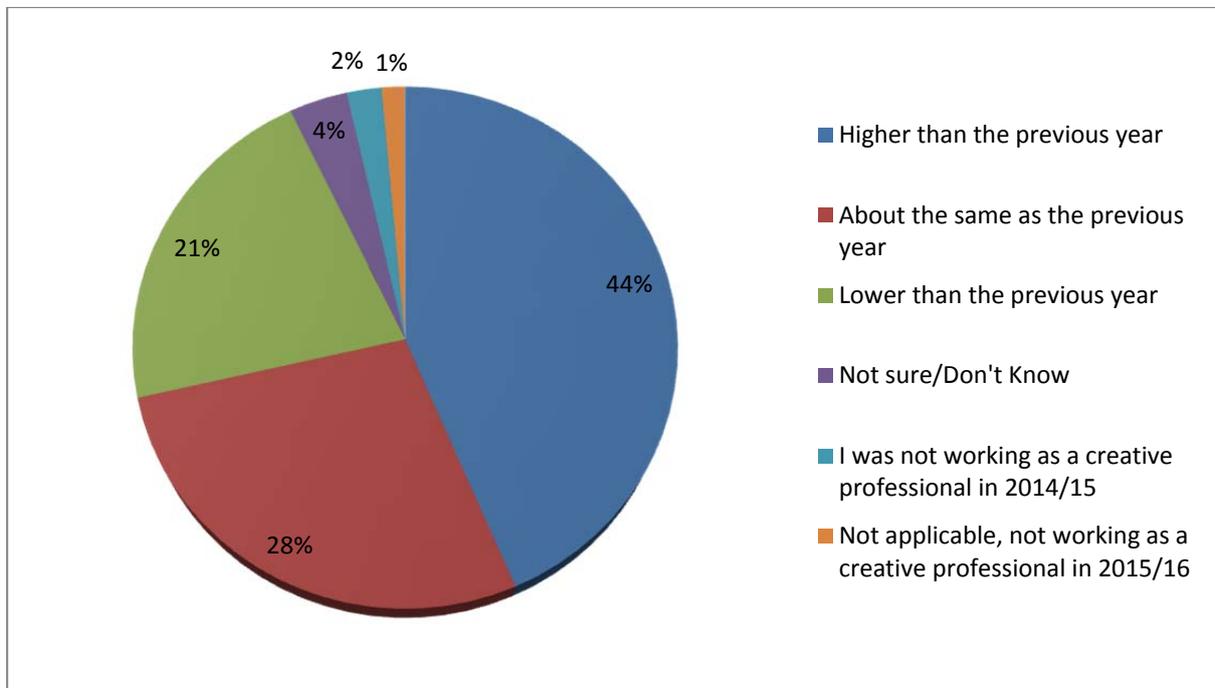
- 43 (30.7%) creative professionals did not undertake additional work to supplement their income in 2015/16.
- More than a third (37.1%) of creative professionals worked within the education sector in addition to the creative work, and just 5 worked within the voluntary sector.

	No.	%
Education	52	37.1
Creative Industries	43	30.7
Not Applicable / no other paid work	43	30.7
Other	37	26.4
Community Arts	22	15.7
Arts Administration	16	11.4
Voluntary Sector	5	3.6

## Work as a creative professional

- Over two fifths (43.6%) of respondents indicated that their income (including grants) as a creative professional in 2015/16 was higher than that of the previous year. A quarter (27.9%) identified their income stayed about the same as the previous year and a fifth (21.4%) that their income was lower than the previous year.

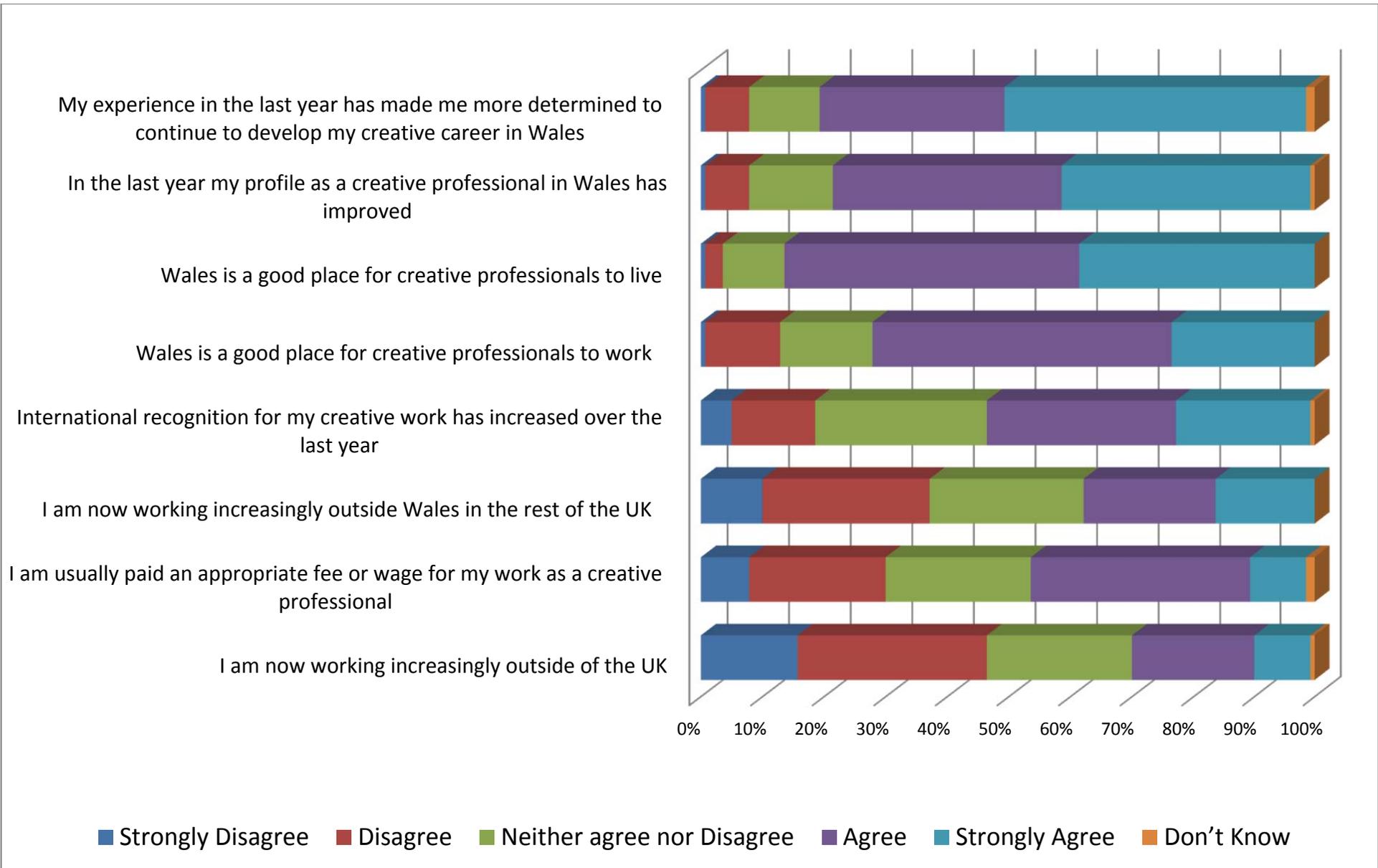
The chart below highlights creative professionals' income in 2015/16 compared to 2014/15.



- While over two fifths (42.0%) of respondents indicated that their current prospects as a creative professional in Wales is about the same, over a quarter (27.5%) feel that their prospects are less financially sustainable now.

	No.	%
About the same	58	42.0
Less financially sustainable now	38	27.5
More financially sustainable now	27	19.6
Not sure/Don't Know	15	10.9

- Almost four fifths (79.3%) of creative professionals agree that their experience in the last year has made them more determined to continue to develop their creative career in Wales.
- Wales is seen to be a good place for creative professionals to live with 82% of respondents agreeing with this, while almost three quarters (72.1%) agree that Wales is a good place for creative professionals to work.
- 5 in 10 of the respondents agreed that they were usually paid an appropriate fee for their work as a creative professional.
- Over a half of creative professionals agreed that international recognition for their work has increased over the last year.
- More than three quarters (77.9%) of creative professionals agreed that their profile as a creative professional in Wales has improved.



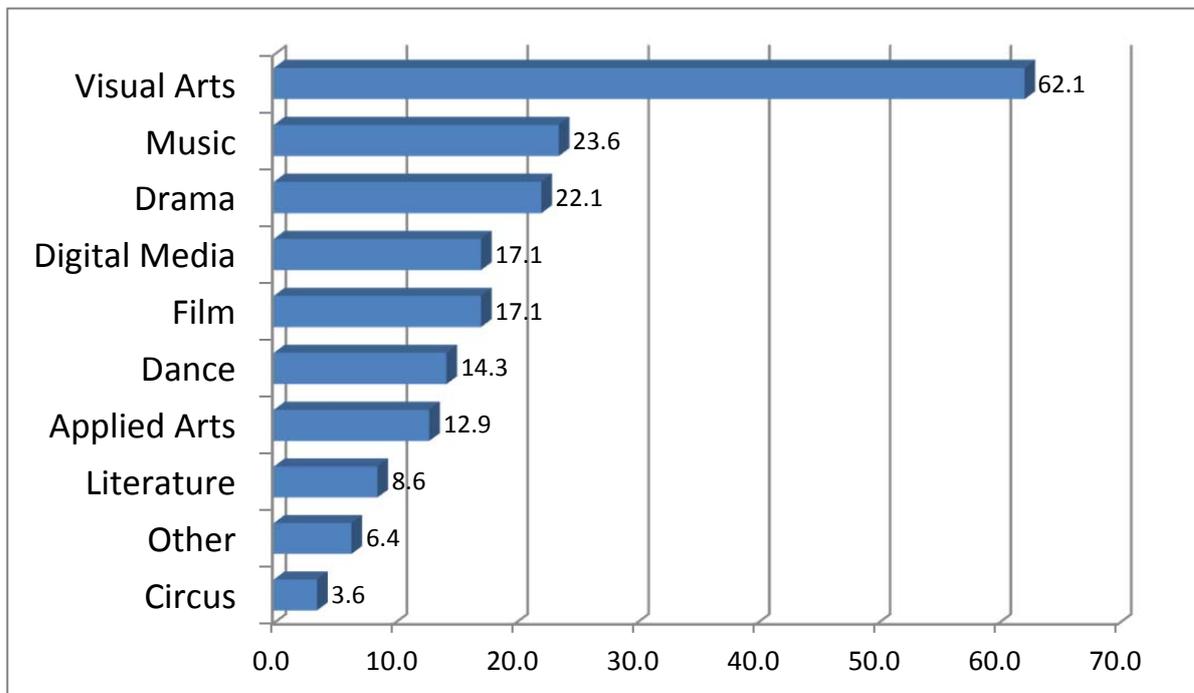
## Professional Development

- A half (50.0%) of all respondents indicated that they had undertaken artistic Continuing Professional Development in 2015/16.
- Just a quarter (25.0%) of creative professionals undertook Continued Professional Development in business during 2015/16.

## The Respondents

### Artform

- The majority of respondents indicated that they work across many artforms. Almost two thirds (62.1%) indicated that they worked within visual art and just 5 (3.6%) working within the circus artform.



### Gender

- Over a half (52.1%) of creative professionals responding to this survey were female with 47.9% being male.

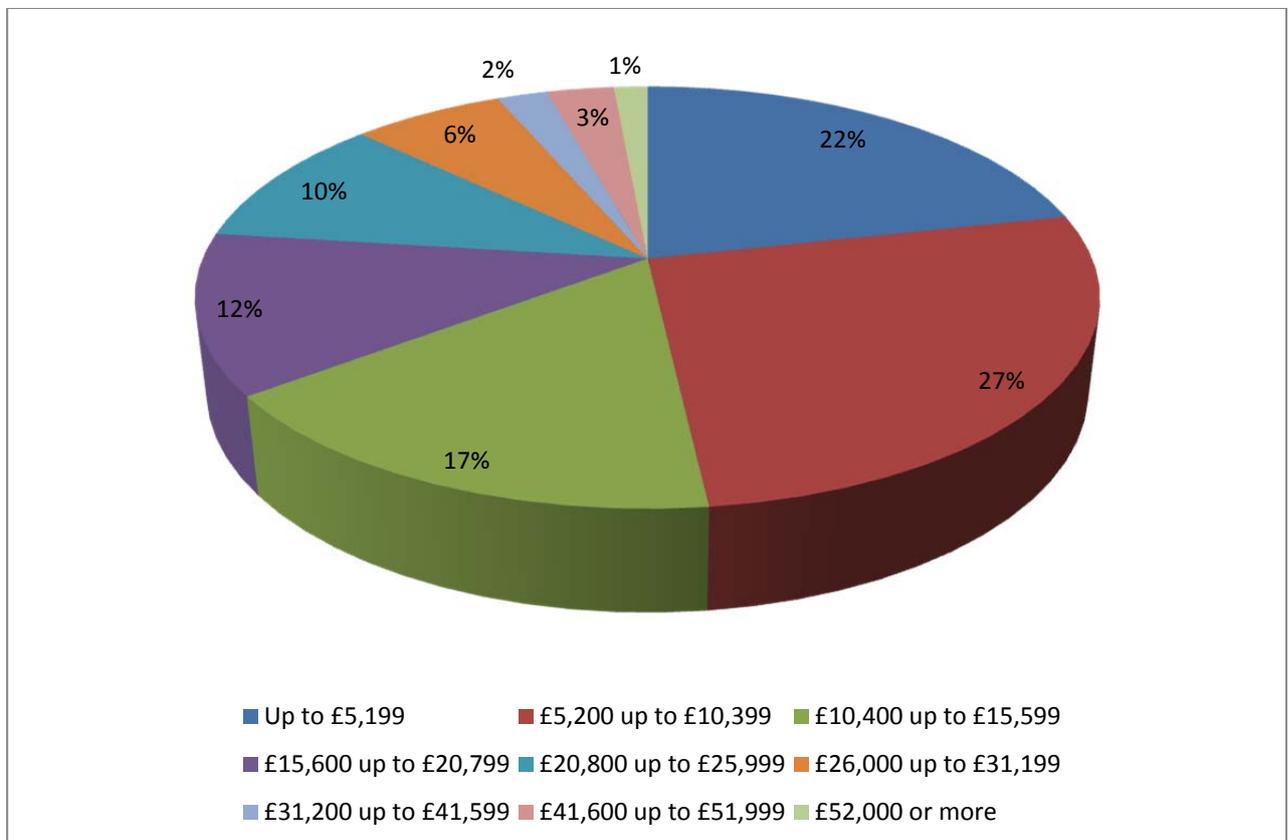
## Age

- There were no creative professionals responding to this survey aged 24 or under. Over a third (34.3%) were aged 25-34 and a further quarter (25.0%) aged 35-44.

	No.	%
18-24	0	0.0
25-34	48	34.3
35-44	35	25.0
45-54	28	20.0
55-64	18	12.9
65-74	9	6.4
75+	2	1.4

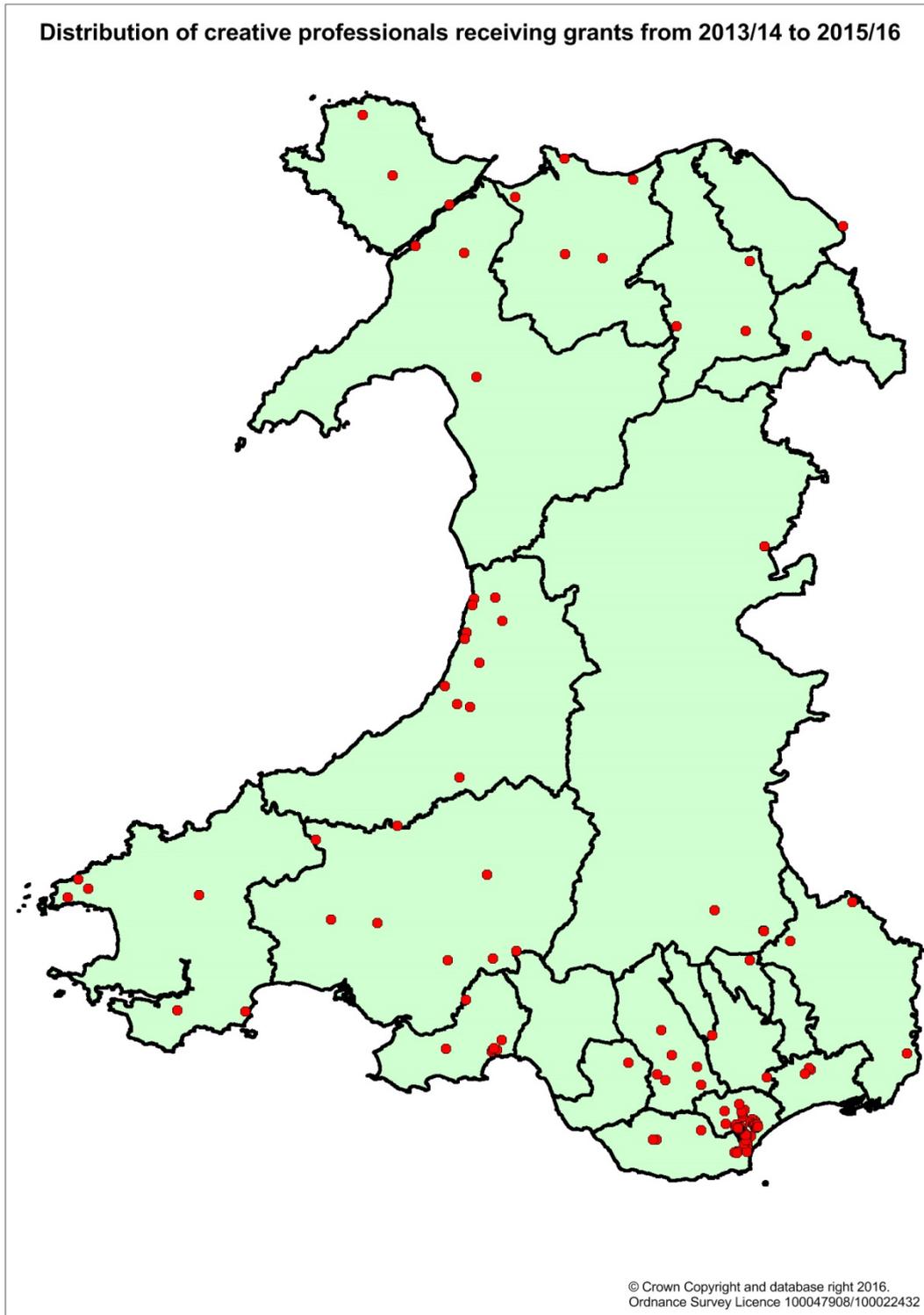
## Income

- Almost a half (48.2%) of creative professionals highlighted that their income (including grants but excluding deductions) was less than £10,399 in 2015/16.
- Over a tenth (12.9%) of individuals declared their annual income in 2015/16 to have exceeded £26,000.



## Geographic Distribution

- 46 individuals living in Cardiff received creative professional grant awards from 2013/14 to 2015/16.
- There were no responses recorded to the survey from individuals living in Neath Port Talbot, Merthyr Tydfil or Torfaen.



## Focus on Grants (2015/16)

### Small Grants

- Of the 44 creative professionals that received a 'small grant' in 2015/16 over a quarter (27.3%) indicated that 100% of their income is linked to their work as a creative professional.
- Over a half (54.5%) believed that their income from their work as a creative professional was higher in 2015/16 than that of 2014/15.
- A quarter (25.0%) of those individuals receiving 'small grants' in 2015/16 believed that compared to previous years their prospects as a creative professional in Wales are less financially sustainable now.
- A half (50.0%) agreed that they are usually paid an appropriate fee or wage for their work as a creative professional, with a quarter (27.2%) disagreeing with this statement.
- 9 out of 10 (90.1%) creative professionals receiving a small grant in 2015/16 agreed that Wales is a good place for creative professionals to live and 8 out of 10 (81.8%) agreed it is a good place to work.
- Over a half (54.5%) of individuals receiving 'small grants' indicated an income from their work as creative professional was below £10,399.

### Large Grants

- In total 13 creative professionals received a 'large grant' in 2015/16. 12 of the 13 respondents in receipt of a 'large grant' indicated that over 50% of their income is linked to their work as a creative professional. Two fifths (38.5%) indicated that 100% of their income was from their work as a creative professional.
- Over three fifths (61.5%) of those that received a 'large grant' in 2015/16 highlighted that their income in 2015/16 was higher than that of the previous year.
- 5 (38.5%) individuals receiving large grants in 2015/16 believed that compared to previous years their prospects as a creative professional in Wales are more financially sustainable now, with a further 4 individuals indicating their prospects to be the same as the previous year.
- Over three quarters (76.9%) of those that received a 'large grant' agreed that Wales is a good place for creative professionals to live and work.
- A half (46.2%) of respondents in receipt of a large grant in 2015/16 agreed that they are usually paid an appropriate fee or wage for their work and over three quarters (76.9%) agreed that their profile as a creative professional in Wales has improved in the last year.
- Three fifths (61.5%) of those receiving a 'large grant' in 2015/16 indicated that their income from their work as a creative professional was below £20,799.

## International Opportunities Fund

- 7 of the 13 (53.8%) creative individuals that received an 'International opportunities fund' grant in 2015/16 indicated that all of their income is related to their work as a creative professional.
- Two fifths (38.5%) of those that received an 'International opportunities fund' grant in 2015/6 highlighted that their income in 2015/16 was higher than that of the previous year, with a third (30.8%) indicating it was about the same as the previous year.
- A quarter (23.1%) of the respondents in receipt of an 'International opportunities fund' grant in 2015/16 believed they were more financially sustainable now and a quarter (23.1%) felt less financially sustainable.
- Over three quarters (76.9%) of respondents agreed that Wales is a good place for creative professionals to live and three fifths (61.5%) agreed Wales is a good place to work as a creative professional.

