

Creative Professionals Survey - 2017



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Arts Council of Wales

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Introduction

The Arts Council offers a range 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 (2014/15 to 2016/17). In total 429 individuals were identified as receiving these grants, some of which may have been in receipt of grants over multiple years.

In total 183 responses were received from the 429 individuals receiving a grant in the last 3 years. This represents over two fifths (42.7%) of the total sample. Of these responses 94.5% (173) were completed in English and 5.5% (10) in Welsh.

Grant Schemes

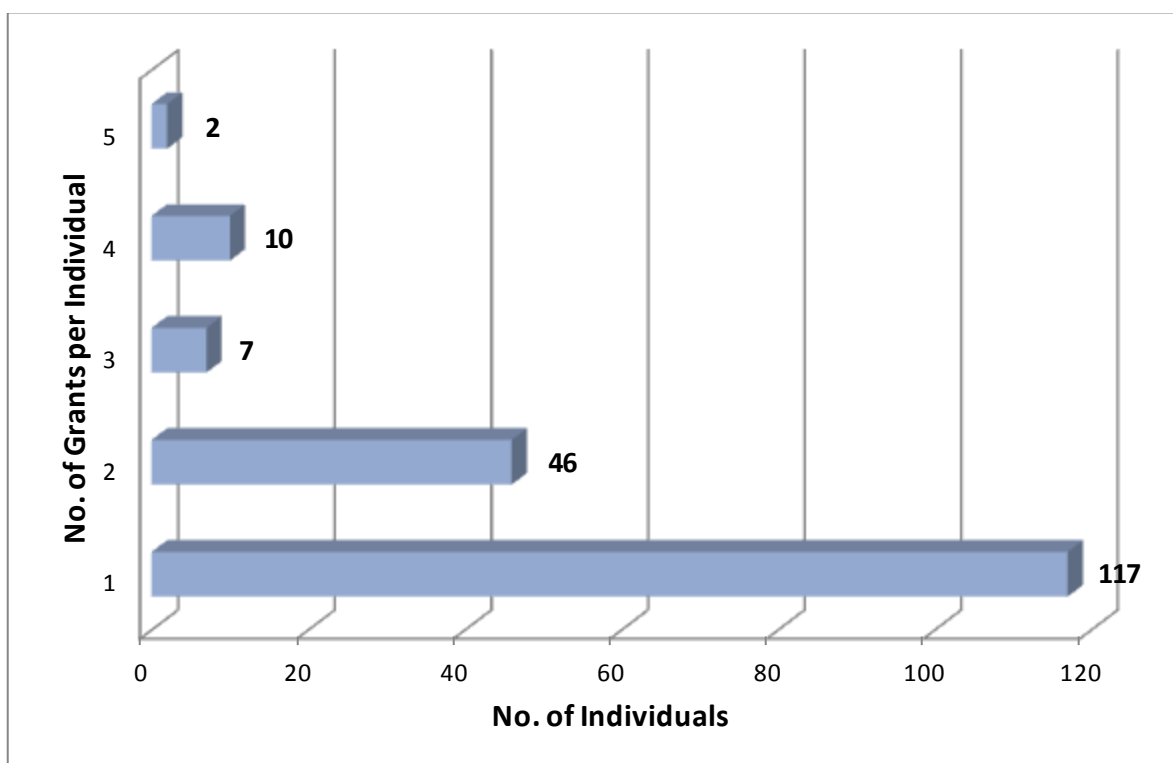
- Over the 3 year period covered (2014/15 to 2016/17), a total of 279 grants were awarded to the 173 individuals that responded.
- Small Grants awarded to individuals accounted for almost a half (49.8%) of all grant provision to the respondents.

The table below highlights grants awarded to the respondents by year along with the percentage change in the number of awards from 2014/15 to 2016/17.

	2014/15		2015/16		2016/17		% Change 2014/15 - 2016/17
	No.	%	No.	%	No.	%	
Small Grant (Under £5,000)	38	47.5	58	56.9	43	44.3	13.2
Large Grant (Over £5,000)	17	21.3	18	17.6	19	19.6	11.8
International Opportunities Fund	16	20.0	18	17.6	26	26.8	62.5
Creative Wales Award	6	7.5	8	7.8	9	9.3	50.0
Creative Ambassador	3	3.8	0	0.0	0	0.0	-100.0
Total	80	100.0	102	100.0	97	100.0	21.3

- Two thirds (63.9%) of respondents indicated that they had received only 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 (36.1%) of respondents indicated that 100% of their total income (including grants) in 2016/17 is linked to their work as a creative professional.
- 4 individuals indicated that less than 5% of their income in 2016/17 was linked to their work as a creative individual. Of these individuals, 3 did not generate any income from their creative work.

The table below shows the percentage of respondents' income in 2016/17 that is related to their creative professional work

	No.	%
>5%	4	2.2
5% - 10%	18	9.8
11% - 25%	18	9.8
26% - 50%	33	18.0
51% - 75%	24	13.1
76% - 99%	19	10.9
100%	66	36.1

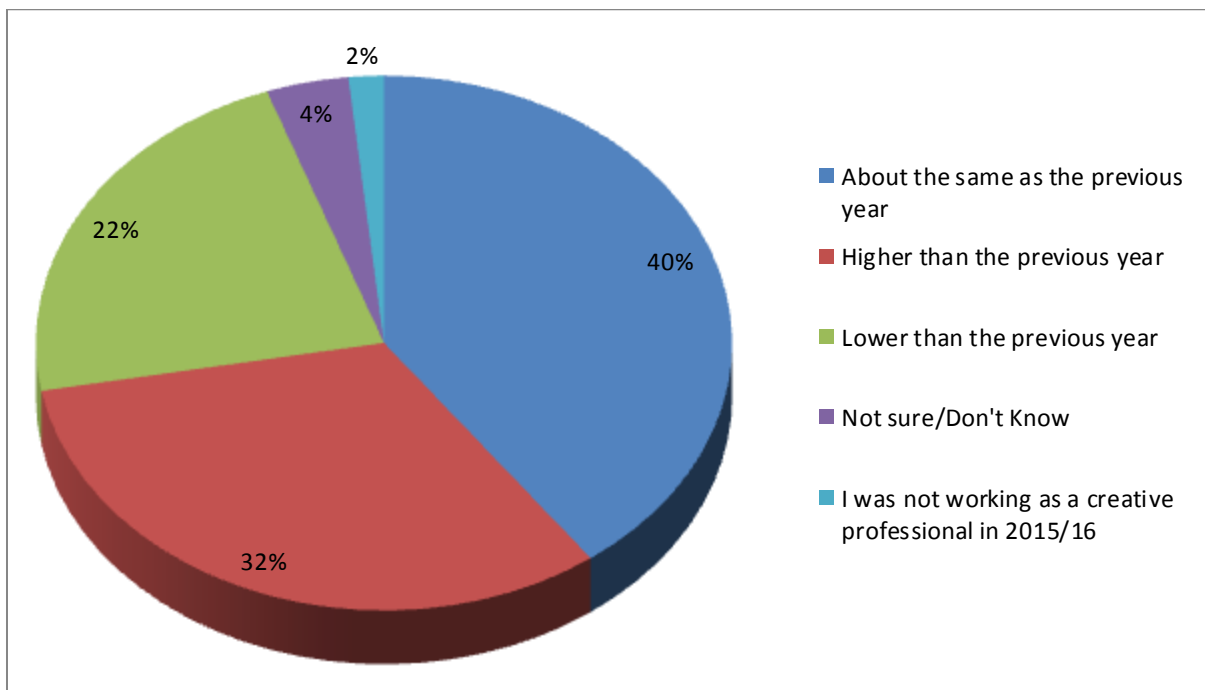
- 59 (32.2%) creative professionals did not undertake additional work to supplement their income in 2016/17.
- Almost two fifths (39.3%) of creative professionals worked within the education sector in addition to the creative work, and 12 worked within the voluntary sector.

	No.	%
Education	72	39.3
Not Applicable / no other paid work	59	32.2
Creative Industries	48	26.2
Other	41	22.4
Community Arts	36	19.7
Arts Administration	21	11.5
Voluntary Sector	12	6.6

Work as a creative professional

- A third (32.2%) of respondents indicated that their income (including grants) as a creative professional in 2016/17 was higher than that of the previous year. Two fifths (39.9%) identified that their income stayed about the same as the previous year and a fifth (22.4%) that their income was lower than the previous year.

The chart below highlights creative professionals' income in 2016/17 compared to 2015/16.



- Over a third (35.5%) of respondents indicated that their current prospect as a creative professional in Wales is about the same as last year, while 30.6% feel that their prospects are less financially sustainable now.

	No.	%
About the same	65	35.5
Less financially sustainable now	56	30.6
More financially sustainable now	45	24.6
Not sure/Don't Know	17	9.3

- Wales is seen to be a good place for creative professionals to live with 84% of respondents agreeing with this.
- 7 in 10 creative professionals agree that their experience in the last year has made them more determined to continue to develop their creative career in Wales.
- Nearly two fifths (37.2%) of the respondents agreed that they were usually paid an appropriate fee for their work as a creative professional.
- Over a half (53.0%) of creative professionals agreed that international recognition for their work has increased over the last year.
- 7 in 10 respondents agreed that Wales is a good place for creative professionals to work.
- Three quarters (75.4%) of creative professionals agreed that their profile as a creative professional in Wales has improved.



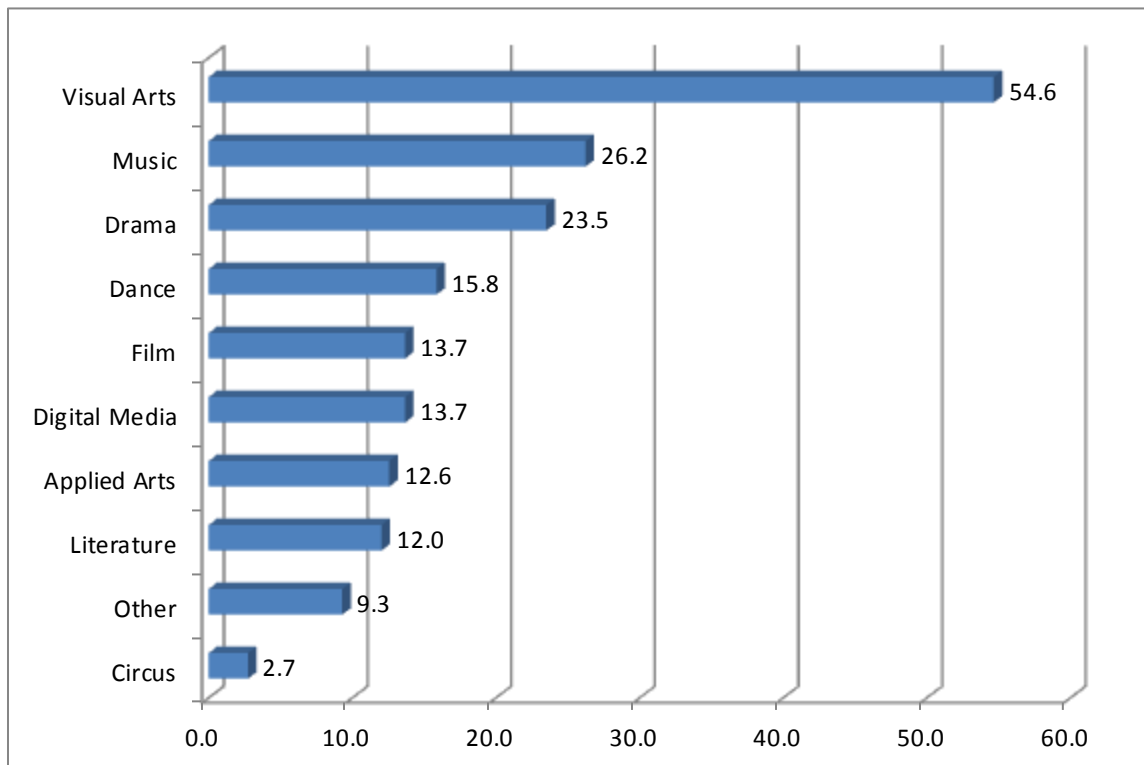
Professional Development

- A half (49.7%) of all respondents indicated that they had undertaken artistic Continuing Professional Development in 2016/17.
- A fifth (20.2%) of creative professionals undertook Continued Professional Development in business during 2016/17.

The Respondents

Artform

- The majority of respondents indicated that they worked across many artforms. Over a half (54.6%) indicated that they worked within visual art and just 5 (2.7%) working within the circus artform.



Gender

- Over a half (54.1%) of creative professionals responding to this survey were female.

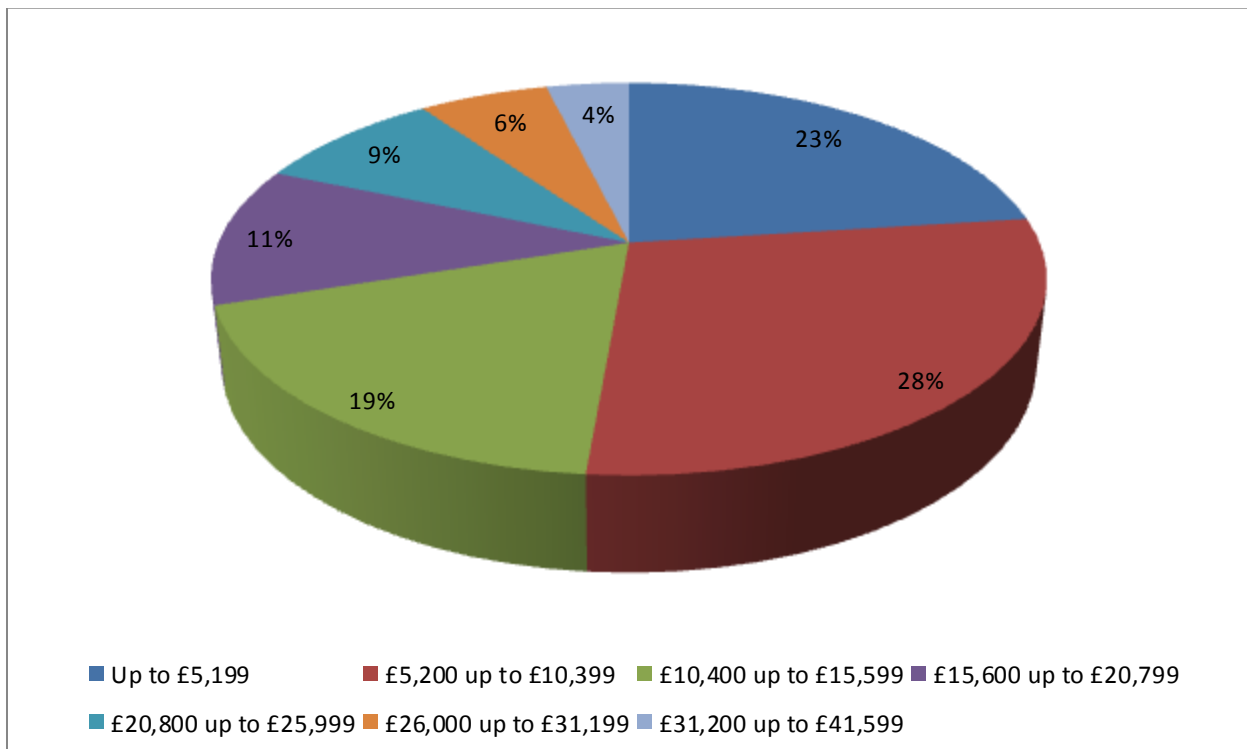
Age

- Over a half (55.2%) of respondents to the survey were aged between 25 and 44. A further fifth (20.8%) were aged between 55 and 74. There were no respondents to the survey aged 75+.

	No.	%
18-24	5	2.7
25-34	50	27.3
35-44	51	27.9
45-54	39	21.3
55-64	27	14.8
65-74	11	6.0
75+	0	0.0

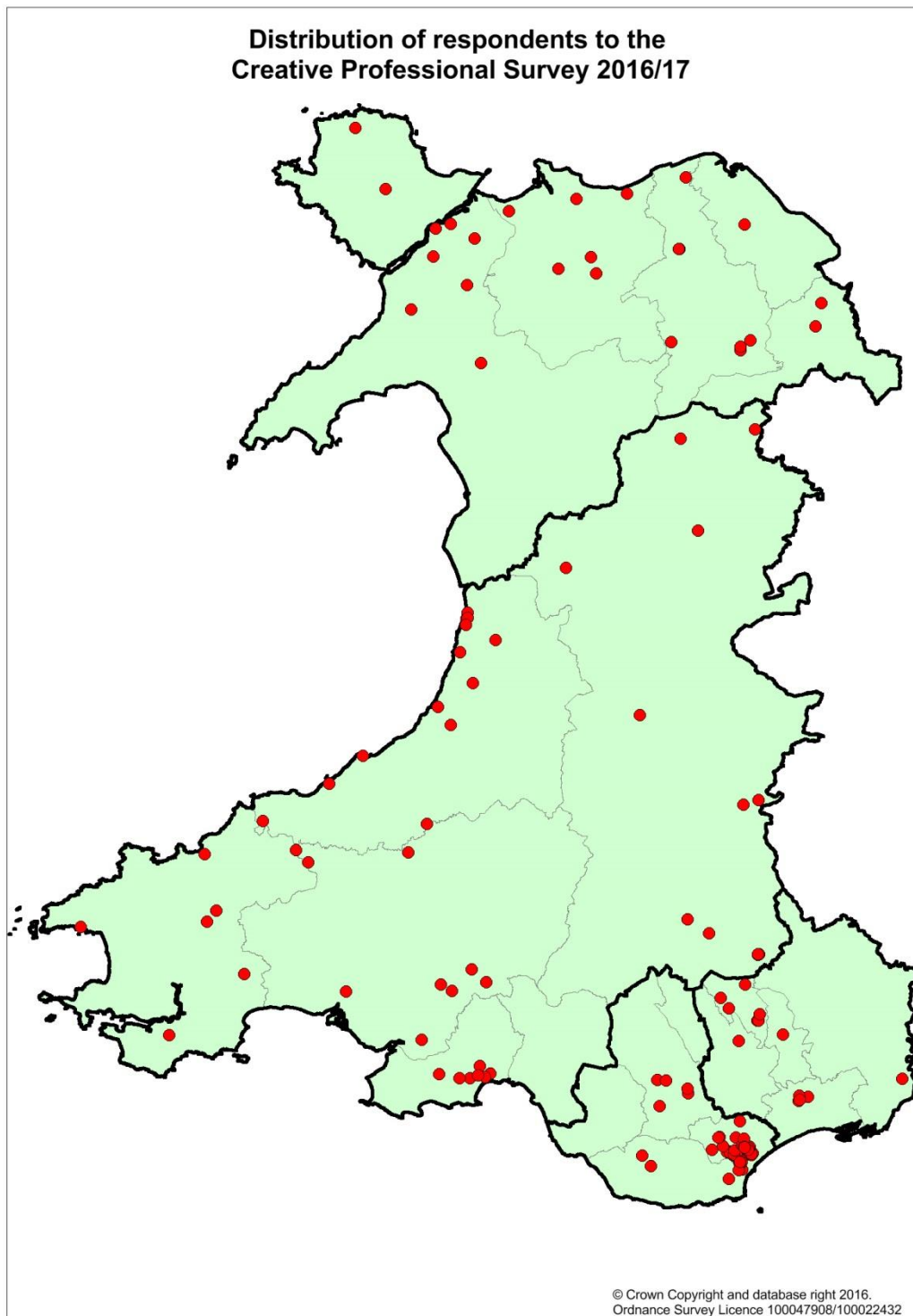
Income

- Over a half (51.4%) of creative professionals highlighted that their income (including grants but excluding deductions) was less than £10,399 in 2016/17.
- Less than a tenth (9.8%) of individuals declared their annual income in 2016/17 to have exceeded £26,000.



Geographic Distribution

- 65 respondents living in Cardiff received creative professional grant awards from 2014/15 to 2016/17.
- There were no responses recorded in the survey from individuals living in Bridgend, Merthyr Tydfil or Neath Port Talbot.



Focus on Grants (2015/16)

Small Grants

- Of the responding 43 creative professionals that received a small grant in 2016/17 almost a half (48.8%) indicated that 100% of their income is linked to their work as a creative professional.
- Over two fifths (41.9%) believed that their income from their work as a creative professional was higher in 2016/17 than that of 2015/16.
- Over a third (37.2%) of those individuals receiving small grants in 2016/17 believed that compared to previous years their prospects as a creative professional in Wales are less financially sustainable now.
- Two fifths (39.5%) agreed that they are usually paid an appropriate fee or wage for their work as a creative professional, with a third (32.6%) disagreeing with this statement.
- 9 out of 10 (88.4%) creative professionals receiving a small grant in 2016/17 agreed that Wales is a good place for creative professionals to live and 7 out of 10 (69.8%) agreed it is a good place to work.
- Over three fifths (62.8%) of those receiving small grants indicated an income from their work as creative professional was below £10,399.

Large Grants

- In total 19 creative professionals indicated they received a large grant in 2016/17. A half (47.4%) of those respondents in receipt of a large grant indicated that 100% of their income was from their work as a creative professional.
- Two fifths (42.1%) of those that received a large grant in 2016/7 highlighted that their income was higher than that of the previous year.
- 6 (31.6%) individuals receiving large grants in 2016/17 believed that compared to previous years their prospects as a creative professional in Wales are more financially sustainable now, with a further 7 (36.8%) individuals indicating their prospects to be the same as the previous year.
- 9 out of 10 (94.7%) creative professionals receiving a large grant in 2016/17 agreed that Wales is a good place for creative professionals to live and 8 out of 10 (84.2%) agreed it is a good place to work.
- Two thirds (68.4%) of respondents in receipt of a large grant in 2016/17 agreed that they are usually paid an appropriate fee or wage for their work and 9 out of 10 (89.5%) agreed that their profile as a creative professional in Wales has improved in the last year.
- A quarter (26.3%) of those receiving a large grant in 2016/17 indicated that their income from their work as a creative professional was below £10,399.

International Opportunities Fund

- 8 of the 26 (30.8%) creative individuals that received an International Opportunities Fund grant in 2016/17 indicated that all of their income is related to their work as a creative professional.
- Over a half (53.8%) of those that received an International Opportunities Fund grant in 2016/7 highlighted that their income was higher than that of the previous year, with a fifth (19.2%) indicating it was lower than the previous year.
- Two fifths (42.3%) of the respondents in receipt of an International Opportunities Fund grant in 2016/17 believed they were more financially sustainable now whilst a quarter (23.1%) felt less financially sustainable.
- Over four fifths (84.6%) of respondents agreed that Wales is a good place for creative professionals to live and work.
- 9 out of 10 (88.5%) of responding creative professionals agreed that international recognition of their work has increased over the past year.

Further Information

If you have any comments or queries on this data release or if you would like to be added to our regular users list then please contact our Research Team:

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or go to our website: www.arts.wales/

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