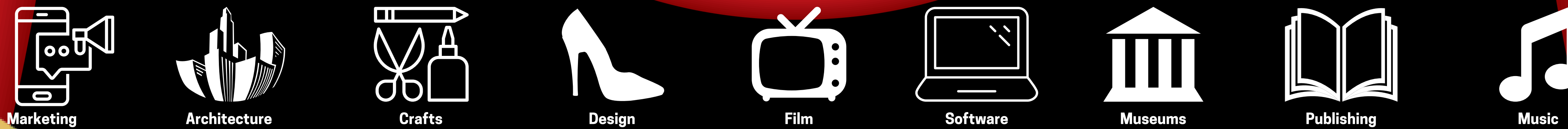
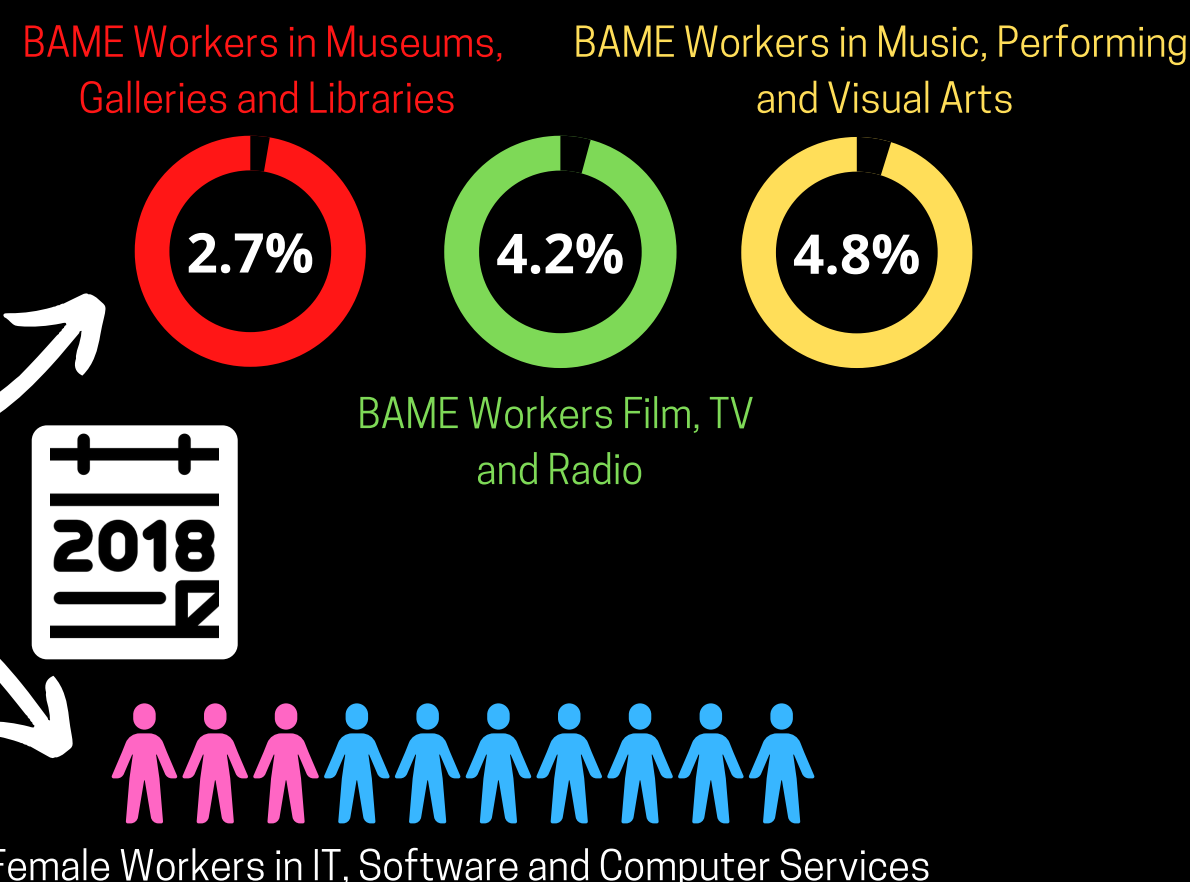


Exacerbating Inequality: The Impact of the Covid-19 Pandemic on Liverpool's Creative Industries (CIs)

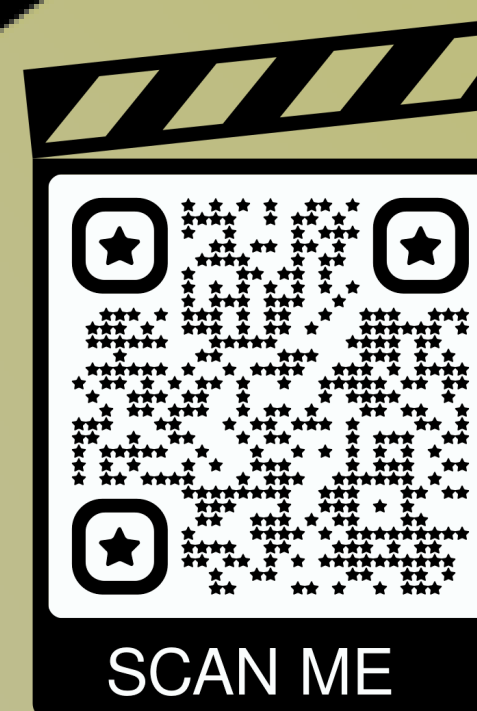


£112bn Creative Industries (CIs) are now bigger than UK Life Sciences, Aerospace and Automotive sectors combined accounting for 5.8% of UK GVA

However! For over two decades academics have highlighted persistent employment inequalities embedded in CIs. Meanwhile CI policy has failed to address these issues focusing purely on economic growth.



If you would like to find out more about my initial findings and access references please scan the QR code!

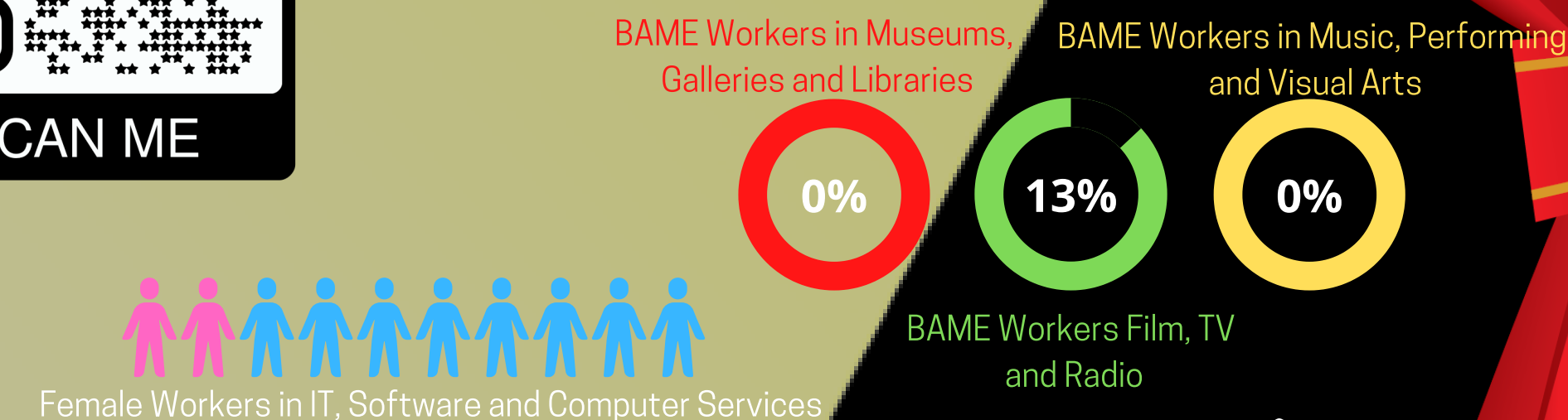


COVID Impact
31% Turnover Loss 2020
409,000 CIs jobs at risk during pandemic
 CI are among the most affected by the current Covid-19 crisis

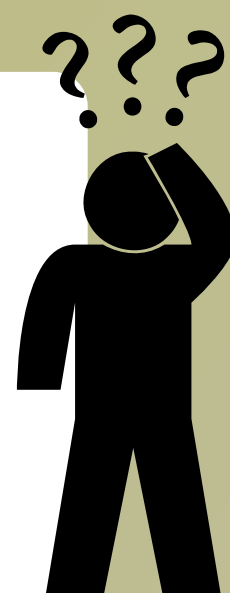
In-depth Case Study of Liverpool's CIs

- Act One: Survey (Complete)
- Act Two: Interviews (Ongoing)
- Act Three: Longitudinal Interviews (Final Stage)

The study covers each of the nine CIs sub-sectors exploring the different experiences of each sector. The research explores the following inequalities: gender; race; disability and age.



Research Question
 Has the Covid-19 pandemic caused inequalities in the CIs or simply put a spotlight on pre-existing employment precarity?



85% of respondents said yes when asked if the pandemic has exposed the precariousness of CIs employment

Initial Results Snapshot
 The survey results are comparable to pre-pandemic findings by Brook, O'Brien and Taylor (2018). At this stage it could be argued that Covid-19 has exacerbated pre-existing employment inequality in the CIs. The interview stage of this research will provide more in-depth and nuanced findings to help answer this question.

Precarious Creative Industries

Author
 Ryan Clarke BSc MA, Liverpool Screen School
 r.clarke1@2017.ljmu.ac.uk

Supervisory Team
 Dr Gerwyn Jones
 Prof Rex Li
 Prof Rachel McLean

