

Casting a long shadow: a quantitative overview of creative and cultural work in Brussels



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Symposium: “The diversity of work in the creative and cultural industries”

Emergence of a creative fetish

- ▶ Late nineties: emergence of *the creative fetish*
 - ▶ CCI as answer on shift from industrial to knowledge economy
 - ▶ “New age of creativity” (Florida)
 - ▶ Creative class: “cool, creative and egalitarian”, flexible individual workers
 - ▶ CCI as regenerator for urban centers, facilitator of social inclusion and cohesion, growth of employment and even national health problems
- ▶ CCI on the **political agenda**:
 - ▶ EU: growth and jobs in CCS
 - ▶ BCR regional development plan (since 2013): dynamic employment, image, urban regeneration, inclusion
 - ▶ Focus on urban centers: human resources, networking opportunities, consumption side, “atmosphere”, “buzz”



Casting a long shadow

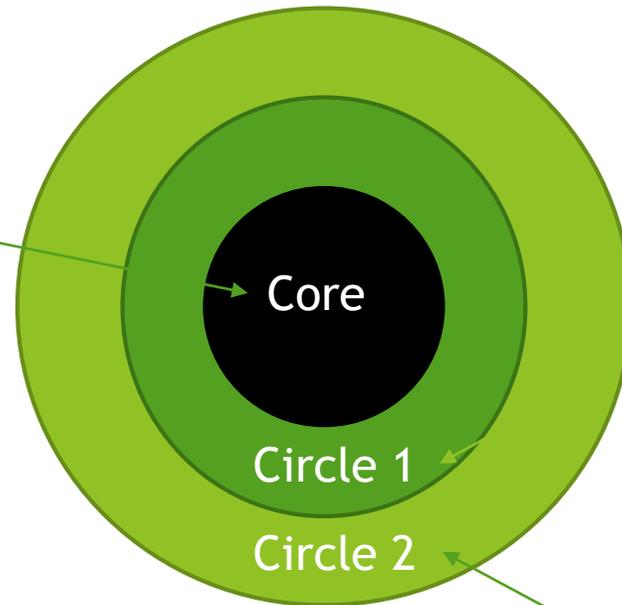
- ▶ Post-Florida criticism:
 - ▶ Conceptual and theoretical vagueness
 - ▶ “creativity”, “CCI”, “creative class”, “openness”
 - ▶ Potential negative consequences:
 - ▶ Precarious working conditions
 - ▶ Growing inequalities (ethnicity, gender, class)
 - ▶ Gentrification issues
 - ▶ Lack of empirical evidence
- ▶ This project:
 - ▶ Empirical evidence on CCI in BCR
 - ▶ Basic indicators on employment, diversity, work conditions, geographical spread, etc.
 - ▶ More high level information on social inclusion, individual strategies, organizational strategies, etc.
 - ▶ Policy consequences



What are we talking about?

Core creative arts:

- Visual arts
- Performing arts



Circle 1:

- Audiovisual
- Music production
- Printed media - books
- Heritage services

Circle 2:

- Design
- Architecture
- Advertising
- Fashion

Concentric circle model
(Throsby, 2008)

What are we looking for?

- ▶ The **size** of the CCI in the BCR
 - ▶ (self-) employment
 - ▶ Geographical lay-out
 - ▶ Economic potential
- ▶ **Who** is working in the CCI in the BCR,
 - ▶ Diversity
 - ▶ Education and human capital
- ▶ **What's it like** to work in the CCI in the BCR?
 - ▶ Working conditions
 - ▶ Work satisfaction, work/life balance
 - ▶ Motivation



What kind of data do we use? (quantitative)

1. Crossroad bank Social Security (CSS)

- ▶ All employees and self-employed in Belgium (Brussels)
- ▶ Workforce size, basic diversity and work condition indicators

2. Labor Force Survey (LBS)

- ▶ Sample of 40099 respondents in Belgium, CCI= 679 respondents
- ▶ Work conditions, diversity and work location

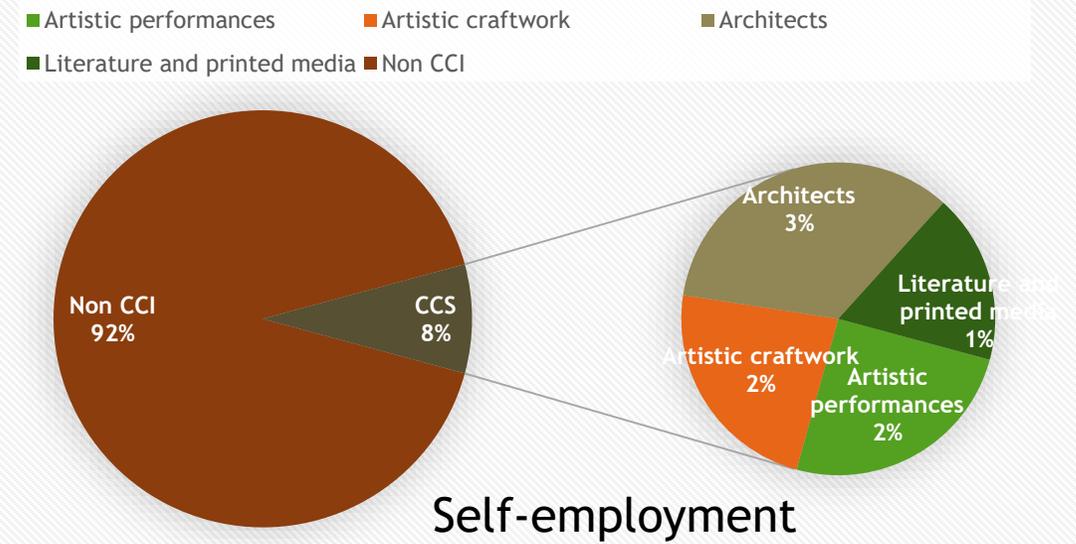
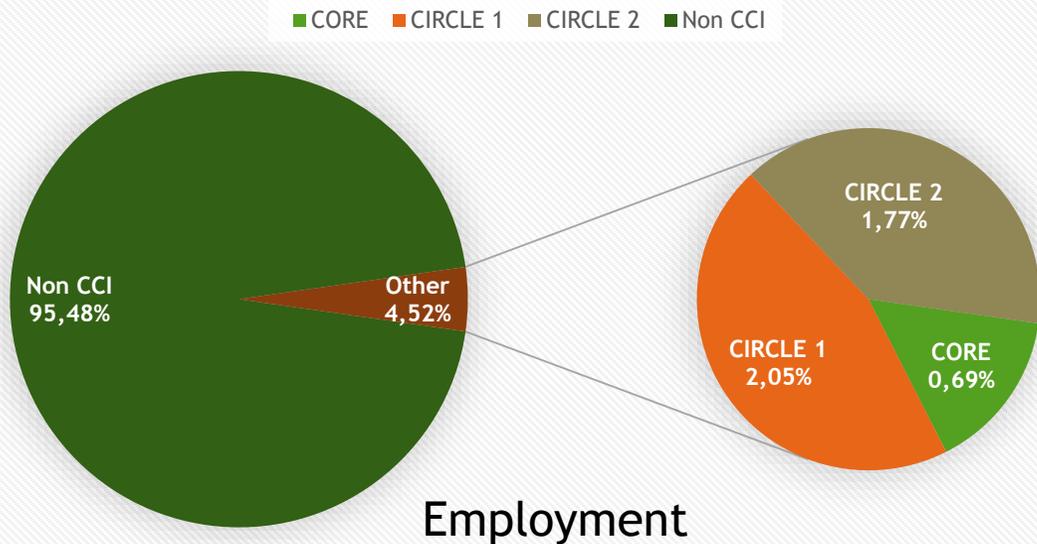
3. Creative.work survey

- ▶ Representative sample of 585 respondents in *Performing arts, Music production and Architecture* (response rate = 26%)
- ▶ Detailed diversity, work conditions, motivations, attitudes, satisfaction, language, ...

DISCLAIMER:

- ▶ Data and CCI: a complicated relationship...
- ▶ Data on the BCR level extra difficulty

An economic heavyweight

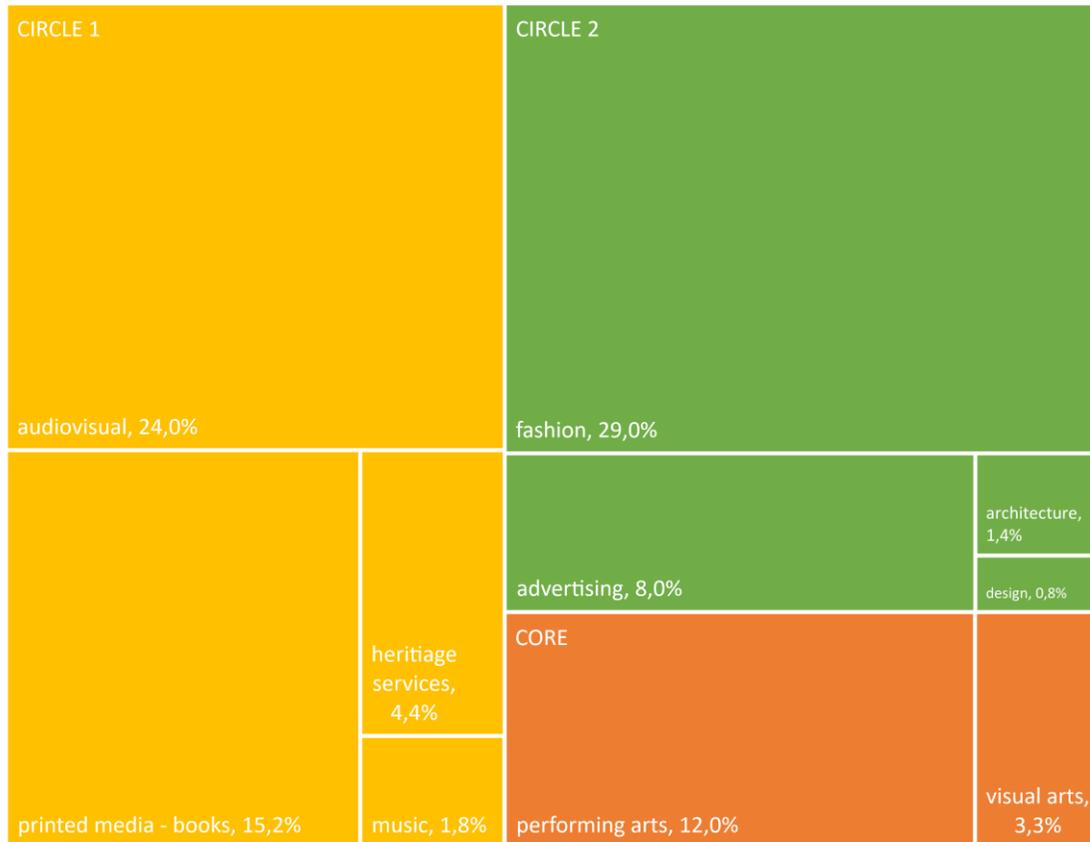


- ▶ Around 32000 employees, 5700 self-employed
- ▶ Relative size is decreasing (-12% from 2008-2014), core is more stable
- ▶ Still largest relative share compared to other regions (Fl and Wal)
- ▶ Turnover is 3,9%, value added is 4,26%

Workforce decomposition

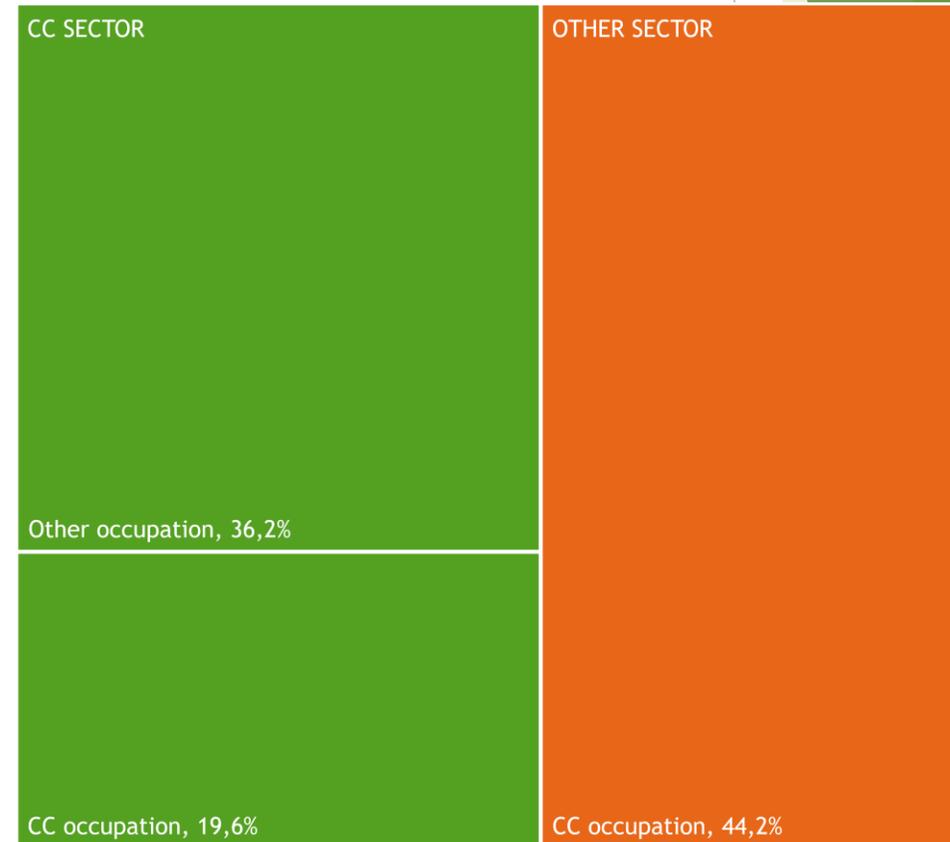
Employment subsector

■ CORE
 ■ CIRCLE 1
 ■ CIRCLE 2

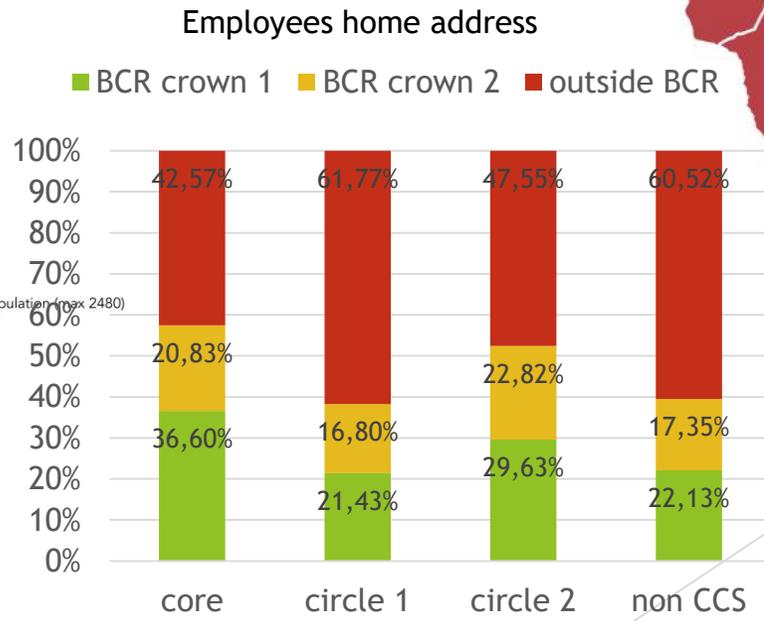
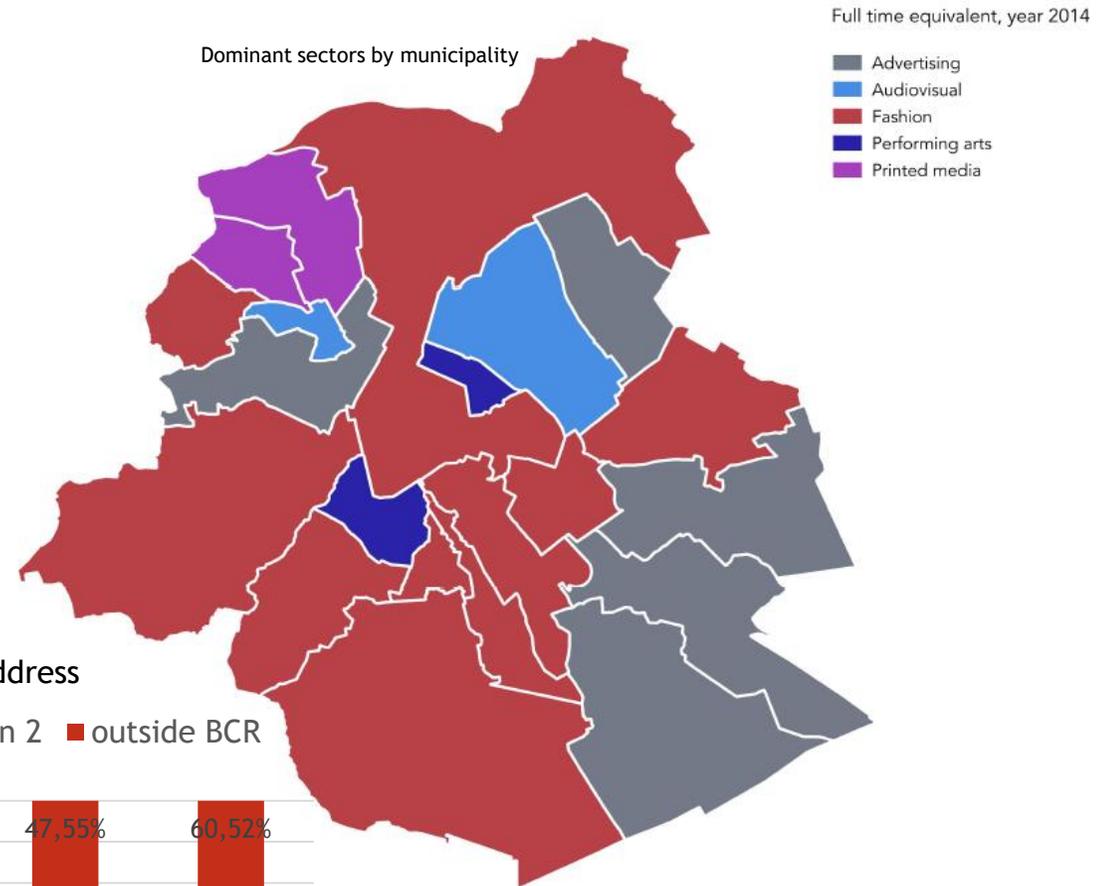
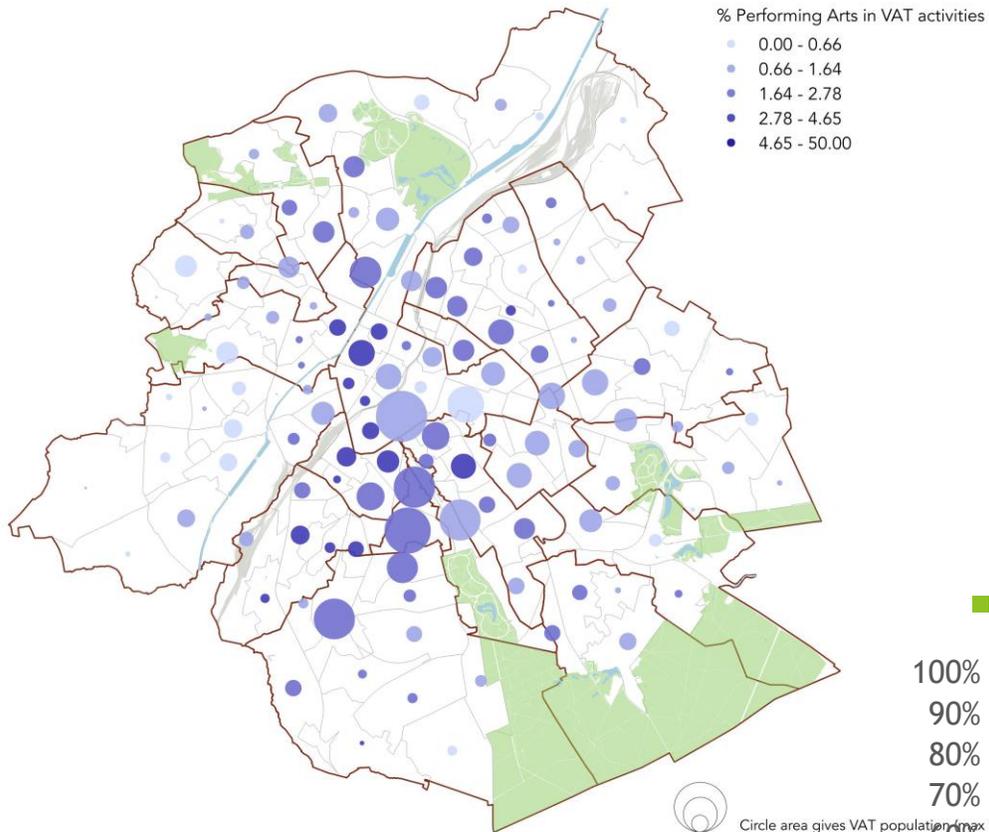


Creative trident

■ CC SECTOR
 ■ OTHER SECTOR

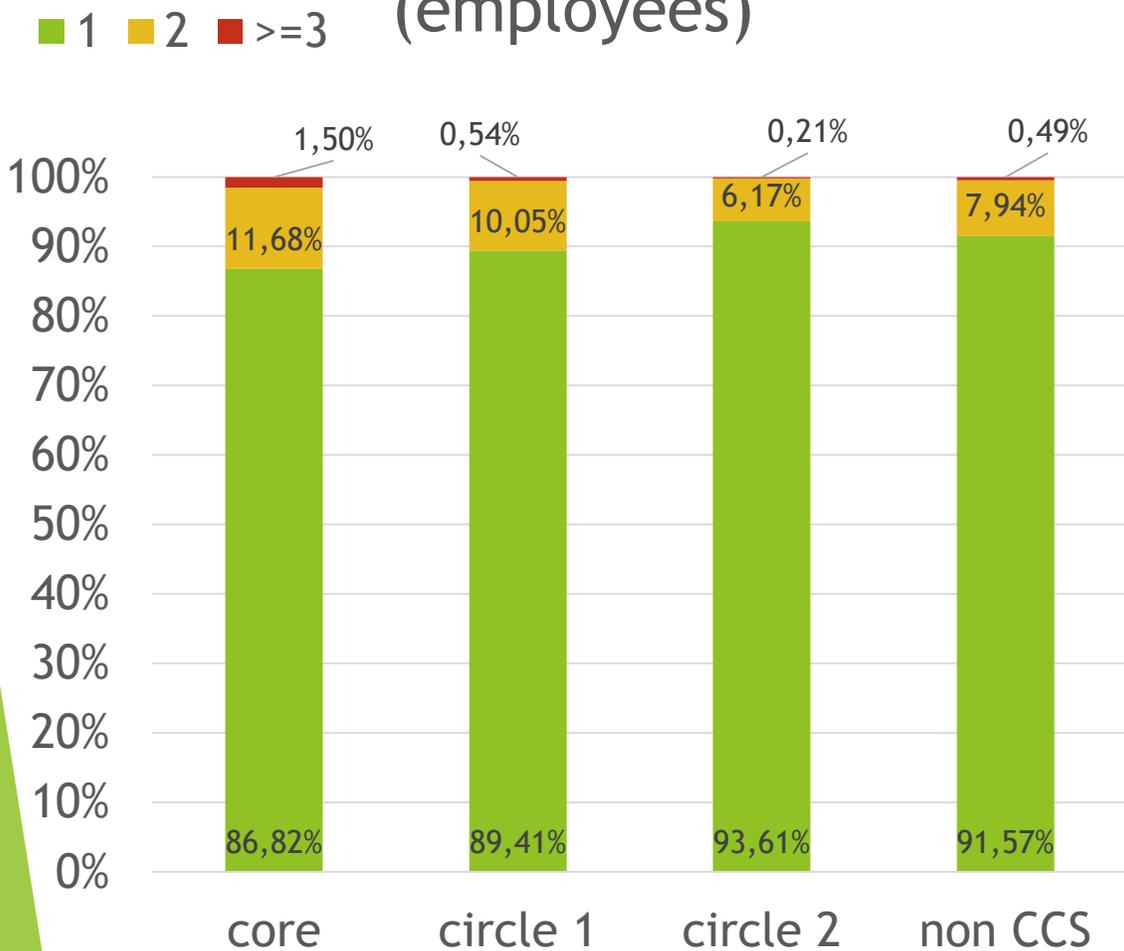


Geographically dispersed

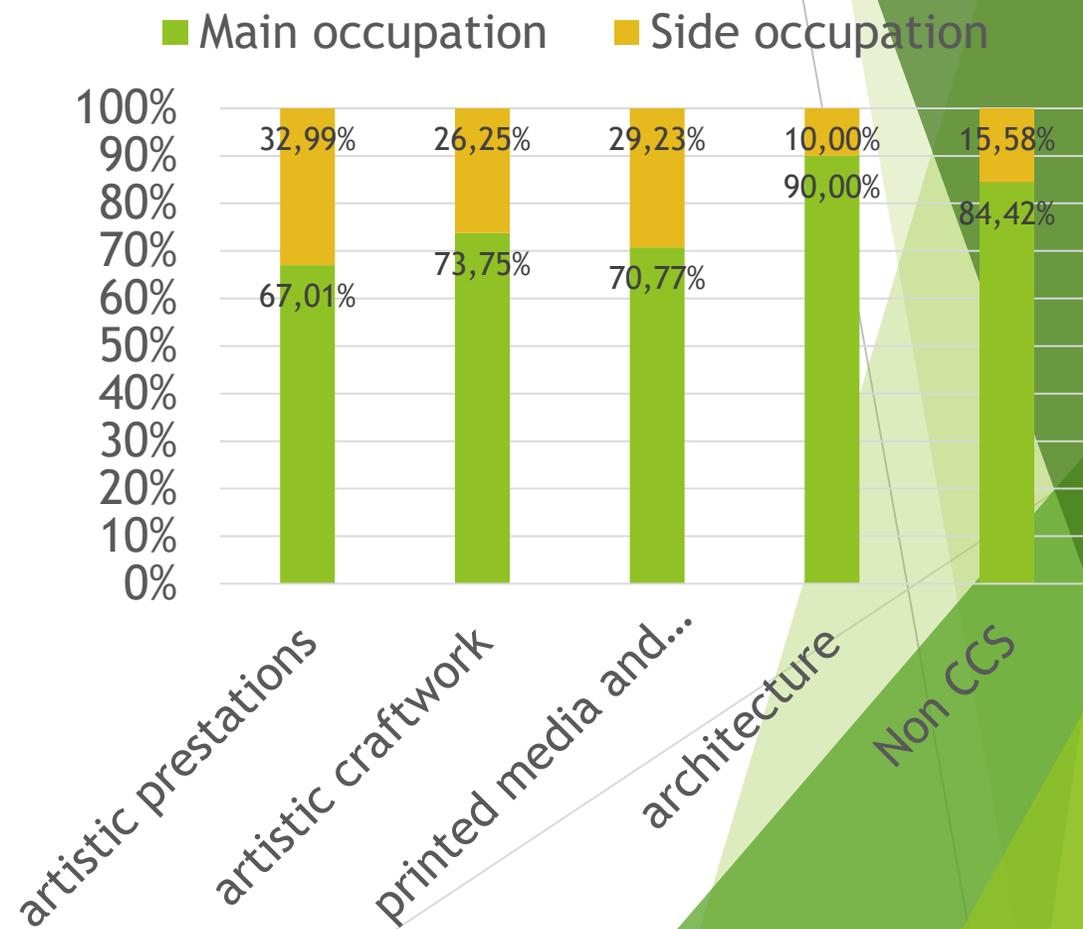


Work regime

Combining different jobs (employees)

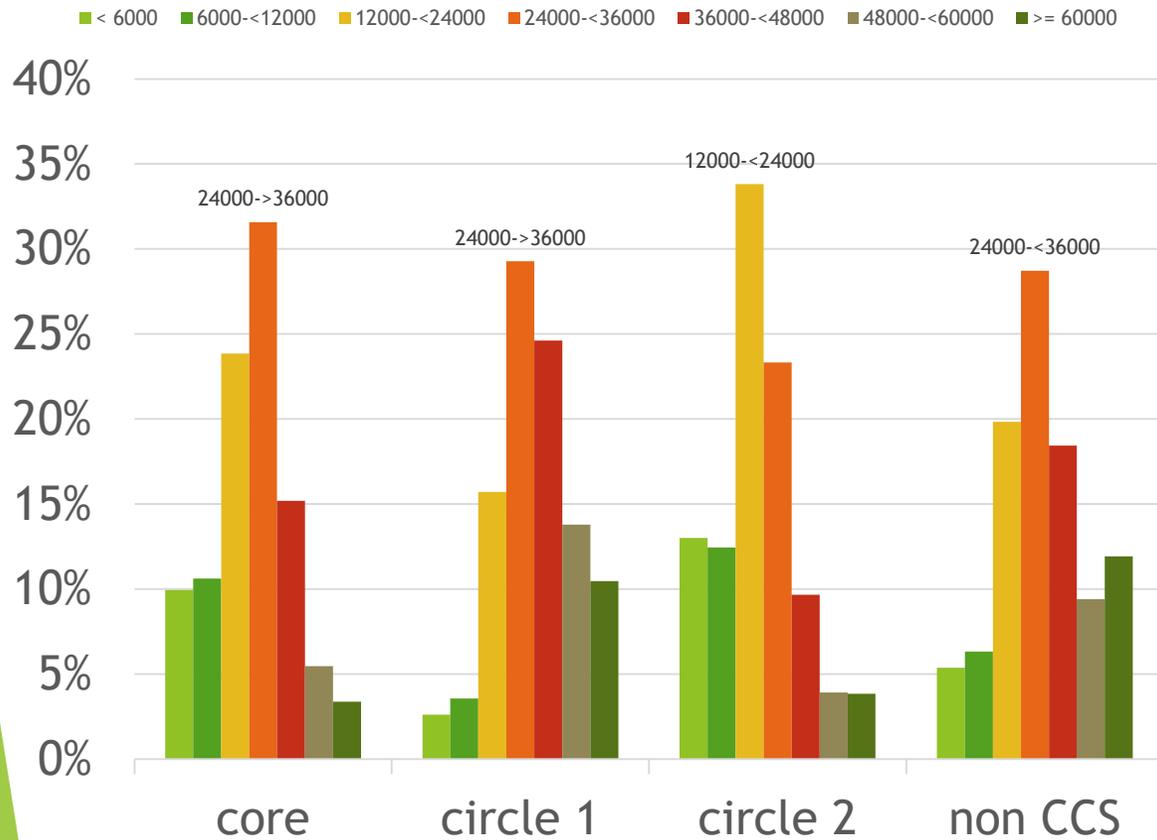


Work regime (self-employed)

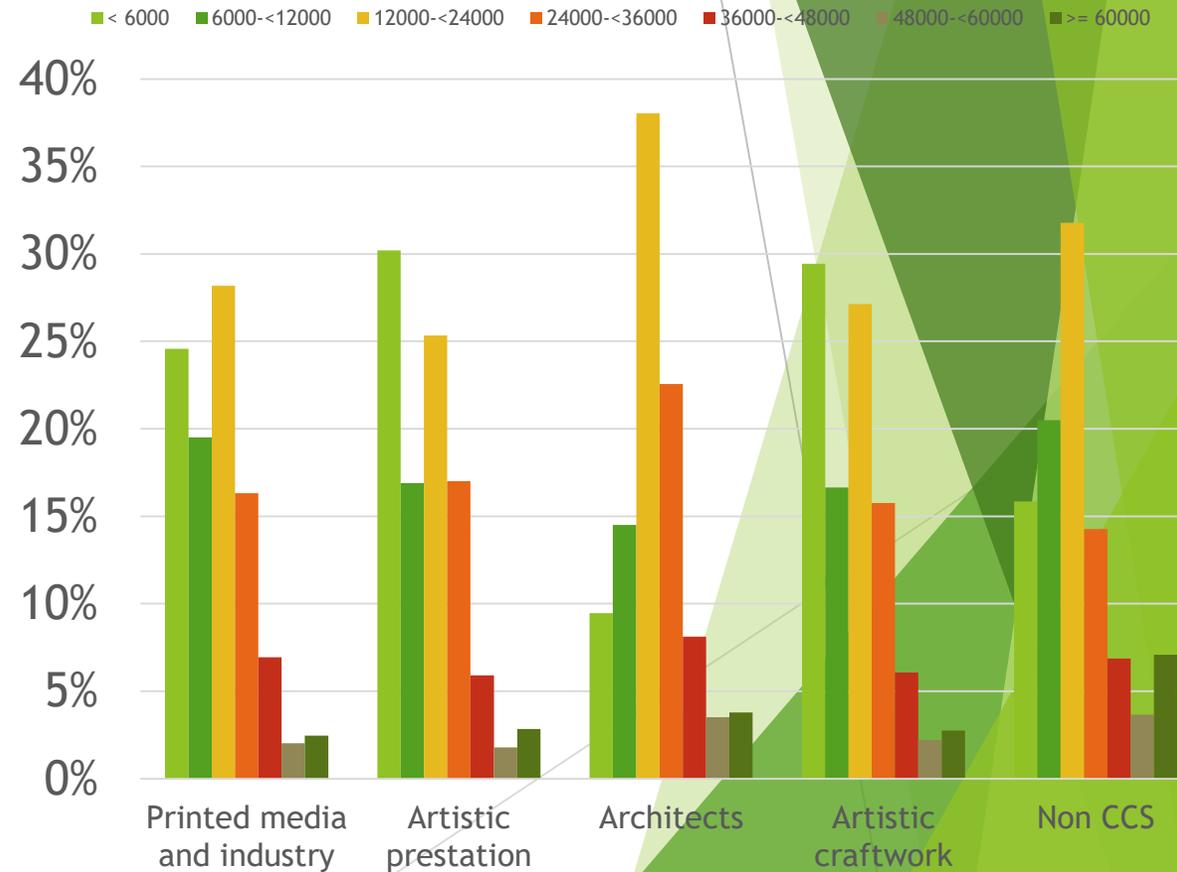


Income/wage

Income (employment)

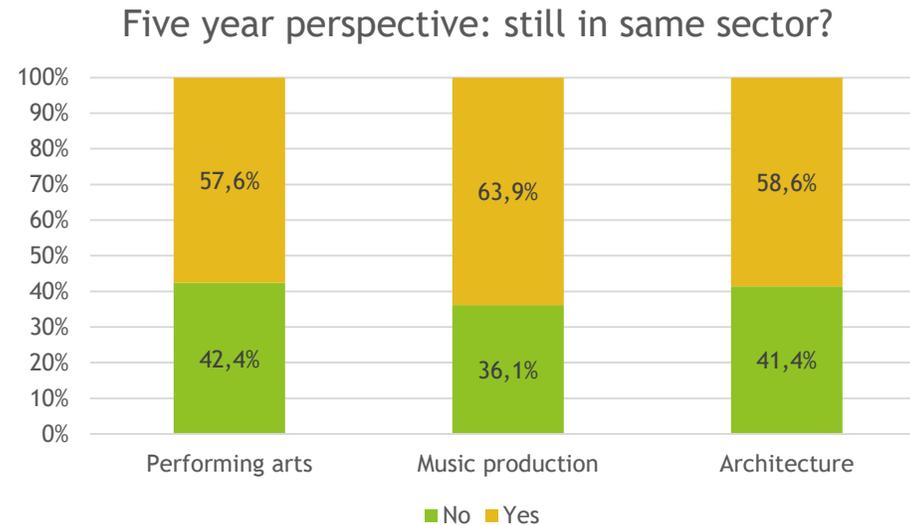


Income (self-employment)



Objective work conditions

- ▶ **Work regime:** part-time, irregular hours, combining jobs
- ▶ **Contract type:** temporary, unpaid work, periods of unemployment
- ▶ **Wage:** very dispersed



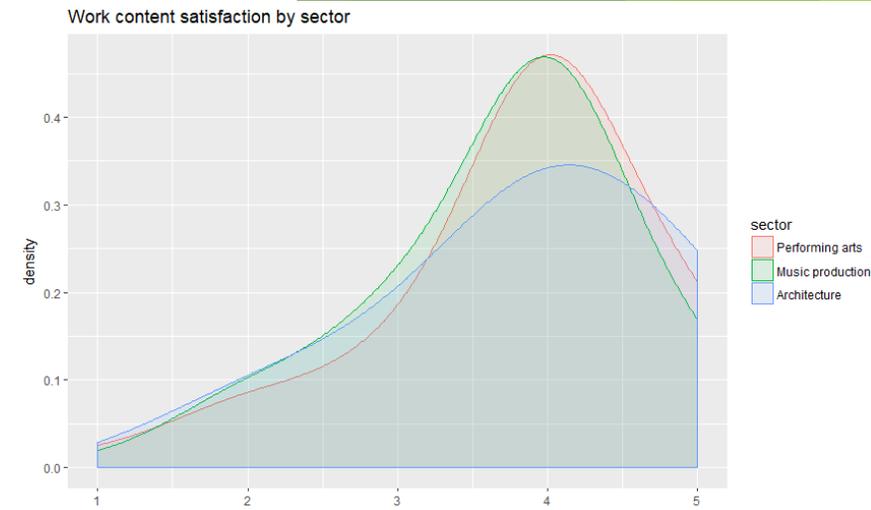
- ▶ **Very much dependent on occupation (less on sector)**
- ▶ **Relates to diversity issues (see next slides)**

Subjective work conditions

► Subjective work conditions:

Positive	Negative
Independence and autonomy	
Wage, reimbursement	Wage, reimbursement
Training, skills and talent development	
	Insecurity, future

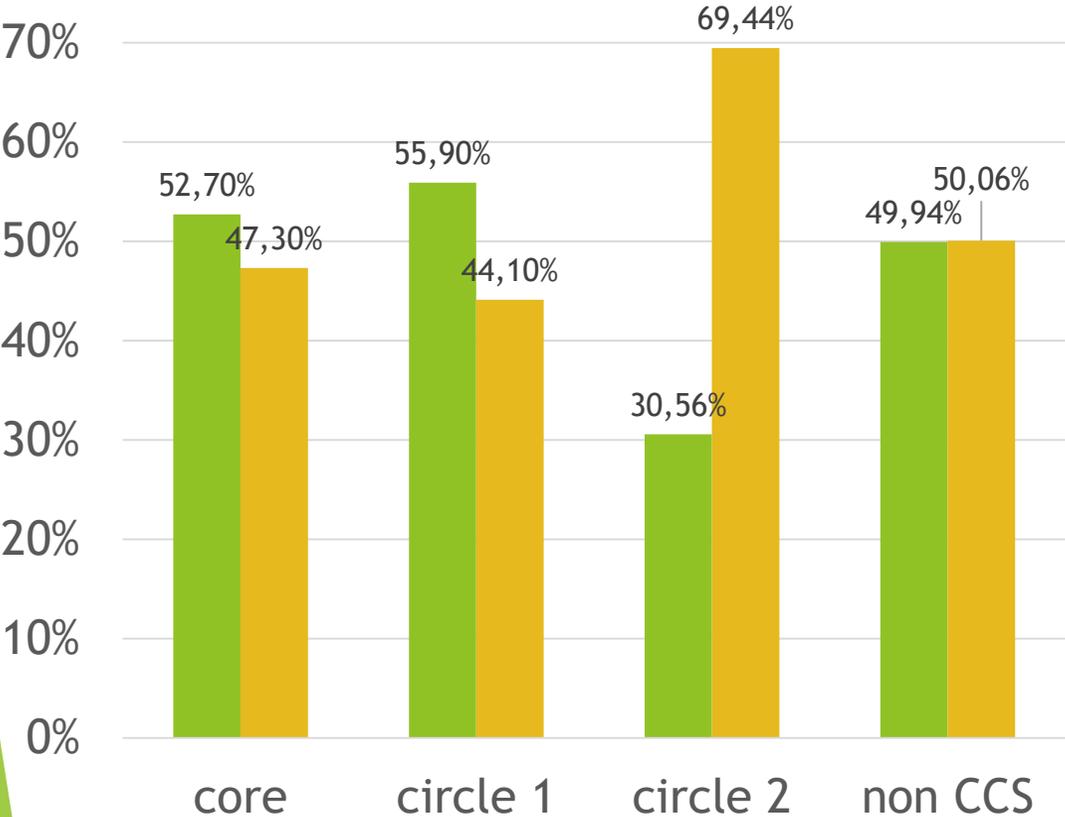
- Very much dependent on occupation (less on sector)
- Relates to diversity issues (see next slides)



Gender diversity

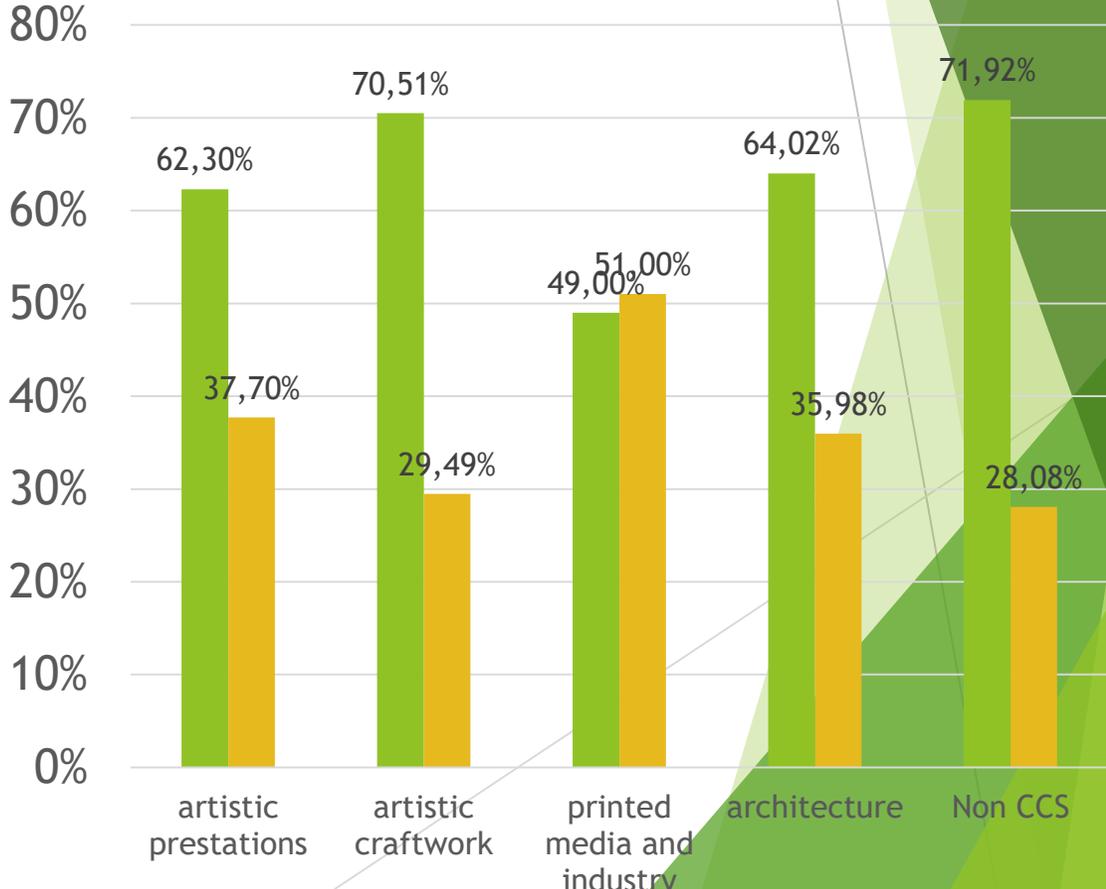
Employees

■ Male ■ Female



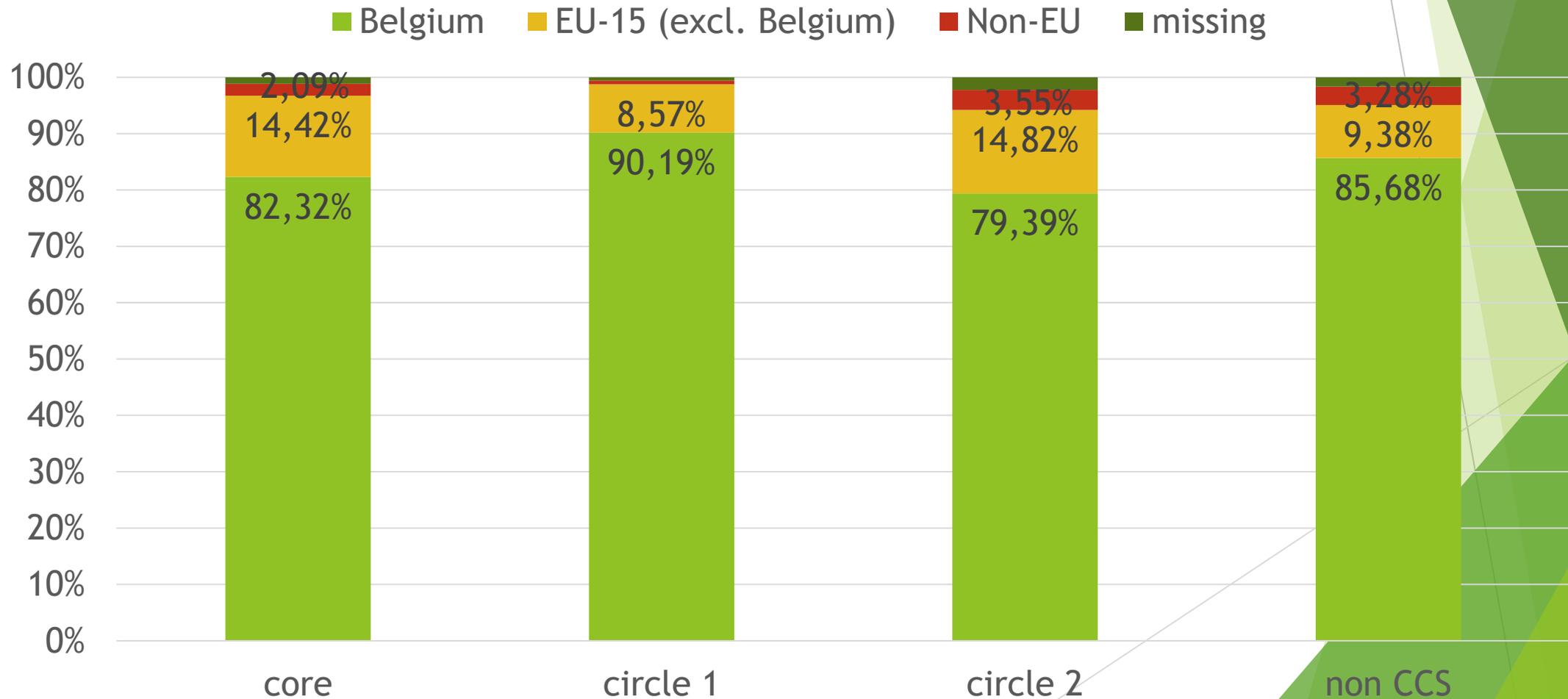
Self-employed

■ Male ■ Female



Nationality diversity

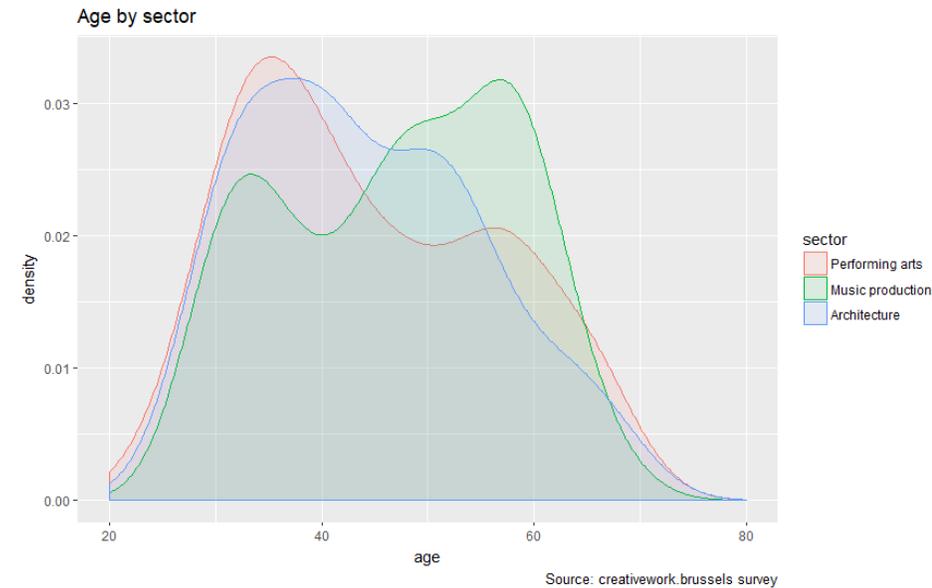
Nationality diversity (employees)



Diversity

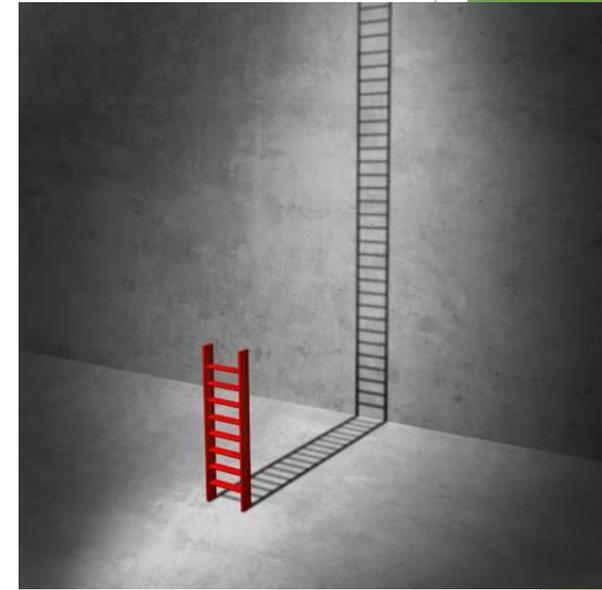
- ▶ Gender
- ▶ Age
- ▶ Education level, education parents (SES), artistic education
- ▶ Nationality/birth country

- ▶ **More related to sector than to occupation** (based on creative trident research)
- ▶ **Link with work-condition issues** → specifically age and gender
- ▶ **Link with hiring process** → specifically SES, education, nationality



Conclusion

- ▶ **Economic heavyweight**
 - ▶ A lot of small companies and employees
 - ▶ Attractiveness of Brussels
 - ▶ Creative trident: creative jobs outside CCI sectors
- ▶ **Long shadow**
 - ▶ **Interplay work conditions and diversity issues**
 - ▶ Focus on work conditions as priority?
 - ▶ **Occupation specific work conditions**
 - ▶ Objective vs. subjective
 - ▶ intrinsic motivation leads to auto-precarization?
 - ▶ **Sector specific diversity issues**
 - ▶ Hiring process/networking



Questions?

- ▶ Contact: jef.vlegels@ugent.be
- ▶ Relevant references:
 - ▶ Vlegels, J. & Ysebaert, W. (2018) *Creativiteit, diversiteit en werkomstandigheden: een analyse van de drietand van culturele en creatieve arbeid in België*. *Sociologos* **39**, 210-241.
 - ▶ Vlegels, J. & Ysebaert, W. (2018) *Creative Brussels - a exploratory view on the Cultural and Creative Industry of the Brussels Capital Region*. In *Cultural and creative industries in Brussels: creativity in a divided city* (VUB academic press).
 - ▶ Rinschberg, F., Swyngedouw, E. & Vlegels, J. (2018) *Cultural and creative industries in Brussels: creativity in a divided city*. *Brussels* (VUB academic press).
 - ▶ Mauri, C. A., Vlegels, J. & Ysebaert, W. (2018) *The Cultural and Creative Economy in the Brussels-Capital Region*. *Brussels studies* **126**, 1-26.
 - ▶ Mauri, C. A., Vlegels, J., Amez, L., Lazzaro, E. & Ysebaert, W. (2017) *The Cultural and Creative Economy in the Brussels Capital Region - Report for minister Guy Vanhengel* (Brussels: VUB).
 - ▶ Genard, J-L, Rinschbergh, F., Swyngedouw, E., Vanhaesebrouck, K., Van Heur, B. and Vlegels, J. (2018). *Rethinking 'creativity' in a cosmopolitan and unequal city*. In *Cultural and creative industries in Brussels: creativity in a divided city* (VUB academic press).