



Neurodiversity in the creative industries

Greta Thunberg has described autism as her superpower. Within the creative industries neurodiversity is frequently a secret ingredient.

Famously many creative business leaders such as Richard Branson and Kelly Hoppen are dyslexic. The British Interactive Marketing Association have however revealed the overlap between creative employment and neurodiversity is more profound. The sector has a 50% over representation of ND talent. More remarkably, autistic people are 16 times more likely to be found in digital marketing jobs than in the general employment. (Shockingly only 16% of autistic people are in full time employment). People with ADHD are twice as likely to be employed in interactive marketing as in other occupations. The advertising, design, architecture and film sectors have high representations of dyslexic people.

Once in employment many ND people develop successful careers, however starting a career can be challenging. The transition from education into employment is a time when extra support is useful. Over the past six months the youth arts organisation Artswork and Autism Hampshire

have run a programme with a group of six talented autistic creatives to explore how collaboratively they can find pathways to employment.

To enhance this programme Artswork is seeking to build a network of employers positive about utilising ND talent. As a first stage an employer conference will be held on Thursday 5th March in Southampton. If you would like to book a place, find out how you can benefit from utilising ND talent or discover more about support available when you employ an ND team member, please contact AnnaBrown@artswork.org.uk at Artswork. 🍓

