

Creative & Cultural Skills Annual Conference 2019

1 April 2019

City Hall, Gorsedd Gardens Rd,
Cardiff CF10 3ND

creative
& cultural
skills

The National
Skills Academy

CREATIVE
& CULTURAL



Timings and speakers subject to change.

11:00 – MORNING PLENARY

Barriers in the cultural sector

Simon Dancey, CEO, Creative & Cultural Skills

The persistent inequalities in the creative and cultural sector mean that we are still excluding people from the workforce. This is bad for our sector, and bad for our society. We are here today to hear more about this, learn best practices and debate amongst ourselves.

Tackling inclusion in Wales

Lord Elis-Thomas, Deputy Minister for Culture, Sport and Tourism, Welsh Assembly

The Assembly's activities to promote diversity in the arts and cultural sector in Wales.

Diversity and recruitment

Phil George, Chair, Arts Council of Wales

Recruiting and reflecting diversity in your organisational structure and culture. What Arts Council Wales is doing to support and promote this.

Panel debate – Breaking down the barriers

Vilma Nikolaidou, Associate Director, People Strategy, University Arts London; **Kate Danielson**, Director, Weston Jerwood Creative Bursaries; **Emma Green**, Head of Diversity, Dept of Business, Energy and Industrial Strategy; **Alex Porter-Smith**, Co-founder, High Tide; **Marc Jaffrey**, Creative, Media and Film specialist.

12:15 – LUNCH

13:15 – BREAKOUT SESSIONS

Breakout Sessions

1. Media, Broadcast and Production T Levels - **Room A**
2. Linking Schools and The Creative Economy - **Room I**
3. Creativity, Innovation and New Technology - **Room B**
4. Make Art Not War - a Creative Skills Programme - **Room K**
5. Understanding the Creative Workforce - **Room D**
6. How Local Workforce Connects with Industry Clusters - **Room C**

14:30 – AFTERNOON PLENARY

Creative thinking and creativity

Bill Lucas, Director, Centre for Real-World Learning

How are schools preparing the future workforce for entry into the creative and cultural sector?

Presentation: Creative Careers Programme

Simon Dancey, Creative & Cultural Skills, Seetha Kumar, Screenskills; Alan Bishop, Creative Industries Federation

Working together to support careers advisers, teachers, parents and guardians, and thousands of young people, to better understand the sector and the range of careers within it.

Developing a creative workforce

Graeme Farrow, Artistic Director, Wales Millennium Centre

How Wales Millennium Centre is showing leadership to the sector for entry routes and progression in the workforce.

Apprentice discussion

Apprentice experiences from across the UK, chaired by **Yvonne Kelly**, Principal and CEO, Barking and Dagenham College. With **Kamiah Cowell, Becky Kaylor, Keisha Peets, James Parrott** and **Ahuti Punja**.

Closing remarks

16:00 - CLOSE

Breakout sessions

1. Everything You Want to Know About Media, Broadcast and Production T Levels

Amy Smith, Head of Talent for Framestore and Chair of the Media, Broadcast and Production T Level employer panel; Jon Winn, Work Experience and Training Officer at Royal Opera House

An introduction to T Levels given in plain English, explaining: Why do we need T Levels and where do they fit in? What might a T Level look like and how could they work? How are T Levels being developed and who is involved? When are T Levels coming and where do we go from here? Facilitated by the panel: Amy Smith (Head of Talent for Framestore and Chair of the Media, Broadcast and Production T Level employer panel) and Jon Winn (Work Experience and Training Officer for the Royal Opera House and T Level employer panel member).

2. Linking Schools and The Creative Economy

Nick Batchelar, Director of Education and Lifelong Learning; Sarah Mair Hughes, Head of Skills Academy Wales

Linking schools with the Creative Economy: City of Cardiff Council works with over 500 schools across the city and city region, and recognises the potential in linking employers with schools to raise young people's aspirations and attainments. The Cardiff Creative Education Partnership is one such intervention, linking the creative economy with a new, pathfinder school. This session will explore the background to this Partnership and discuss the potential for expanding this work across the city, and with other sectors.

3. Creativity and Emerging Technologies

Robin Moore, Head of Innovation, BBC Wales - BBC Academy

What will the acronym soup of AI, AR and VR mean for the next generation of creatives? Some predictions and tips on creativity and innovation in the face of this extraordinary technical and cultural change.

4. MAKE ART NOT WAR - a Creative Skills Programme

Erin Barnes, Joint Head of Learning 14-18 NOW; Amanda White, Project Manager Make Art Not War; Yinka Danmole, artist; Simon Underhill, Curriculum Operations Manager Gateshead College; and students from Cardiff & Vale College

The final 14-18 NOW programme - Make Art Not War - was created to encourage young people to nurture essential creative skills fundamental to wider learning and matched to future social and economic demands.

Leading contemporary artist Bob & Roberta Smith (one of the artists commissioned by 14-18 NOW) invited students from our National Skills Academy colleges to explore creative skills and to make new work in response to the provocation - What Does Peace Mean To You? Hear from the organisers 14-18NOW, artists and participants on the lessons learned, and whether creativity is an essential skill for the 21st Century.

5. Analysis of the Creative & Cultural Workforce

Lindsey Bowes, Research Director; Rebecca Steer, Research Manager, CFE Research

CFE Research is an independent not-for-profit social research agency specialising in education and skills. This workshop will draw on our recent research and analysis of the creative economy. Delegates who attend will have the opportunity to:

- interact with a new data dashboard in order to understand the size and shape of the creative workforce and businesses operating in the sector;
- discuss current and likely future skills gaps and shortages and their implications; and
- explore the impact of recent policy reforms on the talent pipeline and consider what employers can do to support the development of the next generation of creatives.

6. How Local Workforce Can Connect With Creative Industry Clusters

Oliver Benjamin, Director of Employment and Skills, A New Direction; Vivian Murinde, Senior Regeneration Manager, LLDC; Graeme Farrow, Artistic Director, Wales Millennium Centre; Marc Jaffrey Creative, Media and Film specialist

A discussion with industry specialists including case study examples from London and the Olympic Park, Cardiff and Manchester.

A facilitated discussion presenting action-based examples of how local corporations and creative agencies design pathways that connect local resident populations with localised employer clusters, including creative enterprise zones, cultural districts, and wider creative workforce.

Thanks to our sponsors and partners



Arts Council England



UK Music



The Stage



Blue Raincoat Music



1418NOW



MAP Awards Music



Chrysalis Records



Rubicon Dance