



Cultural Ambition: Diversifying the heritage workforce through collaboration, opportunity and skills

FAQs

Background

1. What is Cultural Ambition?

Cultural Ambition is funded project, run by Creative & Cultural Skills, which aims to support young people through training placements in the cultural heritage sector. Linking strongly with the Fusion: Creating Opportunities through Culture programme and the Andrews report *Culture and Poverty*, trainees will primarily come from communities experiencing economic disadvantage.

2. How did Creative & Cultural Skills become the Provider for Cultural Ambition?

Creative & Cultural Skills compiled and completed the application for the Heritage Lottery Fund's *Skills for the Future* funding. The project is also match-funded by the Museums, Archives and Libraries Division of Welsh Government

3. What does Cultural Ambition hope to achieve?

The project will create 33 12-month training placements across Wales over a four-year period.

4. How does Cultural Ambition help young people?

Cultural Ambition supports young people through helping them to access this new training opportunity which will lead to a qualification, as well as employability and progression support.

5. How long will the programme last?

Cultural Ambition will run until December 2021, and there will be 4 cohorts of trainees in this time.

6. How will Cultural Ambition help the sector?

Lead partners in the project noted particular areas of skills shortage where they feel that this project will be able to make a difference. Those included:

- Welsh language in the workplace
- Front of house skills
- Business support skills
- Digital skills and social media

The project would also address other issues identified by partners:-

- Lack of workforce diversity within organisations or particular venues
- Need to offer an entry-route into other training/employment opportunities such as apprenticeships
- Better stability in the workforce by ensuring qualification levels are relevant to jobs

7. What happens after 2021?

Currently, there is no plan for the project to continue following 2021. However, if it appears necessary to find continuation funding for this work, then this will happen towards the end of 2020.

8. How is this sustainable over the long term?

Off the back of this project, a new generation of young people will have the relevant skills and qualifications to apply for entry level jobs in the cultural heritage workforce. There will exist a network of local and national venues who have collaborated on a tried and tested qualification for the sector, and who have the potential to continue to deliver the qualification with local partners. Participating organisations will review their own recruitment processes and work placement opportunities in order to plan for a more diverse and representative workforce. The cultural heritage sites will have a strong link with the DWP and Communities 4 Work in order to support with other programmes and increase young people's aspiration to work in the sector. The project will also establish models of local/national partnership across Wales with training providers to support future work placement programmes

9. You say the cultural heritage sector has a skills shortage. What evidence do you have that there is a skills shortage?

There are numerous research papers available which state that there are areas of skills shortage in the sector. In addition, a specific piece of research work was carried out that the start of the application process which identified key

areas of threat to the sector, such as: ageing workforce; limited/no funding; few entry-level opportunities for young people to gain work in the sector.

2. Eligibility

1. Who is eligible to apply for a Cultural Ambition training placement?

Potential trainees should be aged 18-24 and non-graduates who are not in education, employment or training.

2. Is the hosting opportunity only for larger organisations?

No, however there are lead partners across Wales who have the trainee for the first six months of the twelve month placement. Then there are supporting partners who will host the trainees for three months each. We are very happy to speak to other organisations interested in hosting a three month placement.

3. How will young people access Cultural Ambition? Do they have to be on Jobseekers Allowance (JSA)?

Promotion is taking place across Wales through Careers Wales, Communities 4 Work, Fusion Coordinators and other community anchor organisations. Young people do not need to be in receipt of benefits.

4. Why is Cultural Ambition just for young people aged 18-24?

The project is targeted at 18-24 year olds as this links in with the Communities 4 Work remit which is to reduce the number of 16-24 year olds who are not in employment, education or training. We raised the minimum age to 18 so the trainees can experience a broader range of tasks at the venues, and so there won't be any restrictions on what the trainees can do at the venues due to their age.

5. Will young people have to prove they are unemployed? If they are not claiming benefits, how can they prove this?

We are happy to take the word of the applicants that they are unemployed. However the trainees will need to be available for 30 hours a week in order to receive the bursary and complete the traineeship.

3. Funding

1. How do young people receive their bursary?

The bursary of £800 is paid on a monthly basis by Creative & Cultural Skills, who administer the project finances.

2. Do the young people have to be employed by the host?

The young people do not need to be employed by the host and will not be classed as employees of the venues in which they are placed. They will be registered as students with Cardiff and Vale College for the duration of the traineeship.

3. Will hosts be encouraged or incentivised to keep the person employed after the programme comes to an end?

There will be no financial incentive for the hosts to employ the young people, and we cannot guarantee a job at the end of the traineeship. However, we would ask that hosts encourage and support their trainees to think about what they can do following their placement (e.g, further study, apprenticeships, employment).

4. Can a host organisation be involved in more than one training placement?

Yes, a host can be involved in all three cohorts, and can have more than one trainee per cohort. The Project Coordinator will support will the planning of this.

4. Opportunities

1. When will the opportunities for young people start?

The cohort dates are: Sept 2018-Aug 2019; Jan 2019-Dec 2019, Oct 2019-Sept 2020 and Sept 2020–Aug 2021. Each placement lasts for 12 months.

2. What is the qualification?

Trainees will be working towards an NVQ Level 2 in Cultural Heritage. The units that the trainees will complete as part of the qualification will cover areas such as health and safety, customer service, marketing, learning activities and identity and cultural diversity.

3. How will Creative & Cultural Skills ensure that employers will not unfairly exploit young people?

Staff from the host organisations that will be spending the most time with the learners have been given training in what is involved in mentoring a trainee in their place of work, and how best to support a young person on a work-based learning qualification such as ours. The host organisations fully understand that the trainees will be students and not employees, and as such should not be given the level of responsibility that would be given to a full time member of staff. The trainees will not be covering for full time members of staff who are

absent for any reason. Cardiff and Vale College and the Project Coordinator will be in constant contact with the venues and the trainees to make sure that both are happy and that the placement is working well.

4. What if someone leaves their placement early?

If a young person leaves their placement early then their bursary payments will stop, they are unlikely to complete the qualification and therefore will not receive their completion payment.

5. Can a host organisation specify in the advert that they are looking for someone with a certain set of skills and experience?

The main criteria for young people is that they are 18-24, non-graduates and NEET. Other than that, we ask that they demonstrate why they want this placement. Hosts have the option to specify whether or not the young person should be a Welsh speaker.