The Creative Employment Programme
Creative Skills Initiative

The Creative Employment Programme is committed to the following outcomes:

- To create fairer entry routes into the arts and cultural sector
- To encourage greater collaboration and innovation by employers to generate jobs in the arts and cultural sector
- Support the next generation of self-employed arts and culture professionals to enable the growth of the sector by directly addressing skills gaps and shortages
- Help the sector become sustainable over the long term
- Have a positive impact on youth unemployment across England
About the Creative Skills Initiative

The Creative Skills Initiative is a strand of the Creative Employment Programme specifically designed to give young people aged 16-21, who are not yet ready to enter the workplace, some of the confidence and experience they need to take the next step towards employment or further training.

The Creative Skills Initiative will enhance the connection between education and the workplace, giving young people opportunities to engage in the arts, develop employability skills and gain nationally recognised qualifications.

The Creative Skills Initiative is led by Artswork and being delivered across England in partnership with the following organisations:

Artswork (South East)
Artsworxk is a national youth arts development agency and a registered charity. We are committed to transforming the lives of children and young people through arts and cultural practice.
A New Direction (London)
A New Direction connects children, young people and education with the best of arts and culture in London. We believe that together we can make London the best city in the world for young people's cultural and creative development.

CapeUK (Yorkshire & Humber)
CapeUK is an independent not for profit organisation committed to improving the lives of children and young people – placing creativity at the heart of inspired teaching, learning and leadership.

RIO (South West)
RIO – the Real Ideas Organisation, are leaders in Cultural Education. As the Bridge we work with schools, youth settings and cultural organisations to connect young people with great art and culture in the South West.

Royal Opera House (East)
Royal Opera House Bridge has been working to better assure young people’s access to arts and cultural experiences across the East. We are particularly keen to engage children and young people who have restricted access to arts and culture.

SAGE Gateshead (North East)
Sage Gateshead is a national live music venue and a powerhouse for music education and training. We use our profile as a pioneering national and international project to bring about change through social, creative and economic opportunities for the North East.

The Mighty Creatives (East Midlands)
The Mighty Creatives (TMC) is a charity that champions young people’s creativity and innovation. Our mission is to create a world where children and young people are using their creativity to: realise their rights, reach their potential, and make a difference.
We have engaged with 500 young people to date
Our aim is to reach a further 1000 by July 2016

What our young people are saying about the Creative Skills Initiative...

“The Creative Skills Initiative is ongoing until July, but I feel I have already gained good experience in the ‘behind the scenes’ work that goes on within dance companies. As Plymouth Dance is a network of dance organisations it has meant that I have worked with more than one company which has been a great experience. I feel I have learnt about what goes into organising dance events and how organisations work together within a network. I would love to work with Plymouth Dance after College if I become a Dance practitioner or choreographer.”

Rachel Priest, Plymouth Dance
“The project developed my enjoyment of the film because teamwork, planning and storyboards all increased my knowledge of filmmaking.”

Skye Haden, Peterborough College

“I’m thoroughly enjoying the Creative Skills Initiative course so far as it’s opened a lot of opportunities for me. I’m leaning towards doing voluntary work for Mercury Theatre after attending work shadowing there. I feel more confident in pursuing a career in fashion and make up after being on the course for these few weeks and gaining the support from my tutors.”

Lauren Parry, Colchester Institute

Why we want to work with our education partners:

Creative & Cultural Skills runs the National Skills Academy network of colleges to deliver programmes designed to improve the provision of skills and training in the creative and cultural industries.

Through the National Skills Academy for Creative & Cultural, we are working with education providers to shape the next generation of creative practitioners.

The work that we have done on the Creative Skills Initiative so far has shown us that the most successful models of delivery have been college based. Embedding the programme in college timetables and enriching existing courses, will help to ensure that the Creative Skills Initiative is a sustainable offer for colleges and young people in the future.

How this can work for you:

- As an enrichment programme for your existing level 1 & 2 arts courses; specifically providing work experience and work shadowing opportunities with creative and cultural organisations and embedding Arts Award.
- As a bespoke course which includes all of the programme core elements and is aimed at any students who are at risk of becoming NEET.
- Included as part of a cultural study programme; specifically providing work experience opportunities with creative and cultural organisations and offering Arts Award as part of the study programme enrichment.
The programme core elements are:

- Work experience opportunities with a range of creative and cultural organisations
- Arts Award
- Qualification such as: Enterprise, Customer Services, Business Admin, Art & Design, Performing Arts
- Functional skills where required
- Employability skills
Some of the education partners we have worked with on the Creative Skills Initiative to date:

Barking & Dagenham College

City College Plymouth

Leeds City College

Lewisham Southwark College

East Kent College

Havering College

North Hertfordshire College

Newham College of Further Education

Rotherham College of Arts and Technology

Colchester Institute

Plymouth College of Art

Rye Studio
What our education partners are saying about the Creative Skills Initiative...

Newham College

“From the recent conversation I had with the students this morning, I can tell they learnt so much from other people and they began to appreciate their course much more. Part of the knowledge they have gained in the course so far started to make sense after these two weeks. Also they had the chance to see how professional people deal with real situations and challenges in a professional manner. I am so glad you gave them the opportunity to take part in a music industry event! Now they all seem more proactive and engaged in the lessons!”

Carlos Uzcategui, Music Technology Tutor
Gateshead College

“The Creative Skills Initiative partnership has been a great opportunity for the Prince’s Trust young people to explore the creative and cultural sector with people from within industry. Students have been able to explore creative venues that they may not have otherwise encountered, such as Sage Gateshead and professional roles within this sector.”

Anna Waldron, Curriculum Leader

Brockenhurst College

“It has been a pleasure to work with Artswork on the Creative Skills Initiative. Working in partnership has enabled us to reach a diverse group of learners and to collaboratively map out the different programme elements to make a connected, integrated approach. It has been a pleasure to see the learners grow and benefit greatly from the programme.”

Tasha Dawes, Work Based Learning Coordinator
Calderdale College

"Working with CapeUK to develop our Creative Skills Initiative has been really valuable. We have been supported every bit of the way from the original concept right through to the technicalities of delivering the Arts Award and advice on what qualifications are approved. Help with the work placement element has been especially useful and in my opinion will make all the difference to our learners in terms of giving them a real life experience within the Creative Industry."

Carol Gladstone South, Curriculum Area Manager Creative, Digital and Enterprise

2.61 million people are currently employed within the creative economy, with 908,000 people in creative roles working outside the creative industries in the wider economy.

Building a Creative Nation: The Next Decade
Creative & Cultural Skills, 2015
Some of the creative and cultural organisations who have taken part in the Creative Skills Initiative to date:

What our industry partners are saying about the Creative Skills Initiative...

"We were delighted to welcome Shaneka to our team at Tavaziva Dance. She joined us with enthusiasm, a strong interest in our work, and a big smile!

She has shown good focus and interest for the projects and tasks allocated for her placement, completing work swiftly and to a high standard. Shaneka has had the opportunity to experience various elements of arts administration; marketing, including social media, collating audience data and archiving work. She has also shadowed the company during rehearsals for Tavaziva's boys dance programme. This has enabled her to see the Company in another capacity, giving her a greater understanding of Tavaziva's dance style and teaching methods.

Shaneka has been a good member of the team and willing to assist wherever possible. We hope that by working with the company in various different capacities, Shaneka's placement will have given her a diverse range of experience which will support her studies and future career."

Tavaziva Dance working with A New Direction

"Seven Creative Media students from City College Plymouth took part in a 12 week Creative Skills Initiative where they gained practical work experience in events management alongside gaining a Bronze arts award and employability skills.

The students aged between 16-21 years were set the challenge of putting on the 'Column Acoustic' music event that is held regularly at Devonport Guildhall. Working with Zebra Collective and RIO, the young people were given full responsibility for the event; from booking and confirming acts, writing the press release and promoting the event, to the actual running of the event on the night itself.

The group worked hard to promote the event; getting a mention in the local Plymouth Herald newspaper’s ‘What’s on’ section and asking local businesses to donate prizes for their raffle.

Each young person took on an individual responsibility towards the event, so that they could work efficiently as a team to help ensure the event ran smoothly. The group developed skills in teamwork, communication and confidence during the process. The experience of putting on an event where so many people attended gave the young people a real sense of achievement."

Zebra Collective working with RIO
For more information or to get involved please contact:

Miranda Hewitt-Green, Artwork (SE): miranda@artwork.org.uk
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Judy Kenney, Royal Opera House (East): judy.kenney@roh.org.uk
Steve Jinski, Sage Gateshead (NE): steven.jinski@sagegateshead.com
Carl Quinn, The Mighty Creatives (EM): carl@themightycreatives.com

For information about opportunities in the North West & West Midlands please contact
Miranda Hewitt-Green, National Programme Manager: miranda@artwork.org.uk
About Creative & Cultural Skills

Creative & Cultural Skills gives young people opportunities to work and learn in the creative industries. We want to ensure that employers benefit from a skilled generation of talent and continue on a course of economic growth. Our network of industry and education supporters – the National Skills Academy for Creative & Cultural – is open to those who are committed to the provision of high quality creative education and training, apprenticeships and careers advice. Together we’ve created over 3,500 Creative Apprenticeships in the UK since 2008. Creative & Cultural Skills is the National Provider for the Creative Employment Programme. Visit www.ccskills.org.uk

About the Creative Employment Programme

The Creative Employment Programme is a £15m Arts Lottery fund, supported by Arts Council England, which aims to support the creation of 6500 new work focused opportunities for young unemployed people (graduate and non-graduate) aged 16-24.

Funding will support employers across the arts and cultural sector, with a primary focus on the following footprint of: **Music, Dance, Theatre, Combined Arts, Visual Arts, Literature, Carnival, Circus, Contemporary Craft, Galleries, Museums and Libraries.**