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## **Creative Employment Programme**

### **Q: What is the Creative Employment Programme?**

**A:** The Creative Employment Programme is a £15m fund to support the creation of traineeships, formal Apprenticeship and paid internship opportunities for young unemployed people aged 16-24 wishing to pursue a career in the arts and cultural sector.

Through the Creative Employment Programme we will provide part wage grants to employers who create new apprenticeship and internship job opportunities for young unemployed people aged 16-24. Employers will need to make an application for funding to us in order to access a part wage grant, this is because we are dealing with lottery money.

A small fee will be available to employers wanting to provide work experience as part of a traineeship programme.

The focus will be on Arts Council England's footprint: music, dance, theatre, literature, visual arts, contemporary craft, combined arts, galleries, circus, carnival arts, museums and libraries. However, this includes all employers, both commercial and subsidised that fall within this footprint.

Young people aged 16 - 24 from all backgrounds, from graduates to those with few or no qualifications will get the chance to access on the job training and experience to build the skills that employers want.

### **Q: How did Creative & Cultural Skills become the National Provider for the Creative Employment Programme?**

**A:** Creative & Cultural Skills applied to Arts Council England through an open process. Our proposal was supported by a strong track record of delivering similarly large scale, complex and national work-based learning and skills development programmes which have benefitted the arts and cultural sector and have been backed up by high quality research and industry knowledge.

**Q: What does the Creative Employment Programme hope to achieve?**

**A:** The Creative Employment Programme aims to:

- Increase the number of Apprenticeship opportunities across the arts, museums and library sectors;
- Increase the number of paid interns in the sector, with a view to completely eradicating unpaid internships in the long term;
- Deliver work focused training opportunities to 16-21 years old to help build their confidence and employability skills;
- Generate long term commitment to sustaining new job opportunities beyond the life of the Creative Employment Programme;
- Establish/maintain equitable and fit for purpose recruitment practices;
- Improve understanding of employment challenges associated with the arts;
- Develop robust local partnerships that can help improve employment opportunities for young people;
- Establish effective relationships with Job Centre Plus;
- Increase Arts Award attainment.

**Q: How does the Creative Employment Programme help young people?**

**A:** It is creating 6500 paid internships, apprenticeships and traineeships in arts and cultural organisations and gives young people the chance to gain experience in organisations local to where they live and not just in London.

Young people aged 16 - 24 from all backgrounds, from graduates to those with few or no qualifications will get the chance to access on the job training and experience to build the skills that employers want while working in high quality organisations.

All internships created through the Creative Employment Programme will need to be filled by a young person who is registered unemployed and claiming unemployment related benefits.

Evidence from Creative & Cultural Skills shows that 90% of Creative Apprentices enter employment with the same employer, or with a different employer within the sector. This figure is significantly higher than other areas of the economy.

**Q: How long will the programme last?**

**A:** Arts Council England will fund the Creative Employment Programme to run until March 2015. As long as all job opportunities have started (not completed) by March 2015 they are eligible for funding from us.

**Q: How will the Creative Employment Programme help the sector?**

**A:** There are more than 1million young people currently unemployed and there has been an increase in student higher education fees which is having an impact. This has implications for the future arts workforce and the development of diversity and talent for the next generation. We want to avoid employment patterns where entry routes to the arts and cultural sector are narrow. The programme will help nurture young talent by providing paid experience in the sector.

Traditionally the arts and cultural sector has employed graduates into unpaid internships as the way to enter the workforce. The Creative Employment Programme addresses this cultural barrier by incentivising employers to adopt fairer employment practices.

Due to the economic climate, some employers have limited resources available to create new jobs at entry level. Employers may also need resources for additional training and support to create new Apprenticeships. For Small and Medium Enterprises (SMEs), these can be significant barriers. The Creative Employment Programme will help support employers create these entry level jobs during tough economic times.

**Q: Will Creative & Cultural Skills try to stop unpaid internships?**

**A:** We encourage all employers to help achieve fairer entry routes into the workforce, but we have no current intention to “name and shame” those who disagree. However, we reserve our right to only work with others who comply fully with the UK’s employment and anti-discrimination laws.

We published [Internships for the arts](#) which provides guidance to arts organisations on taking on internships. The Creative Employment Programme will

help create a level playing field and provide a fair wage to people joining the arts and cultural workforce.

We expect all Creative Employment Programme internships to be paid at least the National Minimum Wage.

We also have a Fair Access Principle, which we encourage employers to read and sign up to.

**Q: How is this programme different to the DWP's Work Programme?**

**A:** The Creative Employment Programme is designed to create paid apprenticeship and paid internship opportunities across arts organisations, museums and libraries for unemployed 16-24 years olds by offering part wage grants. The package will include providing training and support for young people and employers as well as traineeships for 16-21 year olds.

In contrast, the Department of Work and Pensions (DWP) Work Programme provides tailored support for claimants who need more help to undertake active and effective job seeking. It is delivered by DWP contracted service providers who have been given complete autonomy to decide how best to support participants while meeting their minimum service delivery standards.

**Q: How are you working together?**

**A:** We are not working directly with the Work Programme. We are however working closely with Jobcentre Plus to maximise Creative Employment Programme job opportunities. All internship posts created through the programme will need to be advertised through Jobcentre Plus and be filled by Jobseekers Allowance claimants (although the length of time they have been claiming for is irrelevant).

The Creative Employment Programme is not substituting Department of Work and Pensions (DWP) or BIS funding, it is providing funding for arts and cultural businesses to create new paid Apprenticeships and internships including part wage grants, training and support for employers, alongside traineeships for 16-21 years olds.

Employers are free to match Work Programme funding and support with the Creative Employment Programme.

**Q: What happens after 2015? How is this sustainable over the long term?**

**A:** The funding for the programme is planned to end in March 2015. Bringing in the Creative Employment Programme at a time of economic downturn provides the extra help that employers need. Over the life of the programme, we hope employers will experience the real benefits of creating fairer entry routes and will have seen that the impact of bringing in a more diverse workforce. The programme will ensure a change in employment practices and a shift to high quality, paid opportunities for young people. The programme will also provide access to an increased talent pool, nurture talent and a new generation of arts professionals.

**Q: Arts organisations funded by Arts Council England already receive a lot of money. Why is Creative & Cultural Skills helping them to pay wages rather than using the money to support more and different art?**

**A:** The Creative Employment Programme is not designed to fund Arts Council England National Portfolio Organisations only. Both commercial and subsidised employers can benefit from Creative Employment Programme funding as long as they fall within the identified footprint.

The Arts Council is trying to build a resilient and sustainable arts and culture sector in England and to do so we need to look at some of the long-term issues it faces. More than a quarter of creative and cultural organisations have had difficulty in recruiting due to a lack of experience and skills in applicants which shows that there is currently a skills shortage in the arts sector.

The current high levels of unemployment mean that many young people across the country are struggling to get the skills and experience they need to build a successful career in the creative industries. It is not just artists who need financial help, this programme is about helping young people across the sector who could become the future administrators, event producers and stage managers of tomorrow.

**Q: You say the arts and cultural sector has a skills shortage. What evidence do you have that there is a skills shortage?**

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**A:** A survey undertaken by Creative & Cultural Skills in 2010 showed that more than a quarter of employers in the creative and cultural sector have had difficulty in recruiting due to a lack of experience and skills in applicants.

Creative & Cultural Skills, [Assessing the Return on Investment, Evaluation and Impact of Creative Apprenticeships](#) (2011).

## 2. Eligibility

### **Q: Who is eligible to apply for funding through the Creative Employment Programme?**

**A:** Employers working across Arts Council England's footprint of Music, Dance, Theatre, Combined Arts, Visual Arts, Literature, Carnival, Circus, Contemporary Craft, Galleries, Museums and Libraries.

You can also make an application to the programme on behalf of a consortium (as lead applicant) as long as all of the employers you are working with fall within the identified footprint. This means if you are a Local Authority and you would like to administer Creative Employment Programme funds across a network of employers within the designated footprint then you are eligible to apply. A consortium must be made up of a minimum of 5 partners as long as 4 of them are employers within the identified footprint (e.g. 1 x Local Authority partner, 1 x museum, 3 x arts organisations).

### **Q: Why can't you fund creative employment opportunities outside of the Arts Council's footprint?**

**A:** Arts Council England has a specific remit as one of 13 recognised lottery distributors. For this reason it has had to identify the sectors that can benefit. The Programme can fund job roles in enterprise and freelancing, and it can fund roles that are not strictly 'creative' e.g. business and administration, box office, as long as the employers fall within the identified footprint.

### **Q: Why would I want to be the lead applicant on behalf of a consortium or network of employers?**

**A:** A lead applicant should be in a position to help support smaller organisations who might not have the resource or capacity to apply for funding directly or host a new job opportunity in its entirety.

The lead applicant can apply for up to 10% of the total funding sought through the Creative Employment Programme to cover administration costs associated with distributing funds and collecting data for reporting purposes.

**Q: How big is a consortium?**

**A:** For Creative Employment Programme funding, a consortium must be made up of a minimum of 5 partners, of which 4 must be employers working within the identified footprint (e.g. 1 x Local Authority partner, 1 x museum, 3 x arts organisations). There is no maximum limit; however applications to the Creative Employment Programme cannot exceed £200,000.

**Q: Is the Creative Employment Programme only for larger organisations?**

**A:** It is for any organisation, Small and Medium Enterprises (SMEs) and sole traders, working across the Arts Council's footprint (music, dance, theatre, literature, visual arts, contemporary craft, combined arts, galleries, circus, carnival arts museums and libraries) that wants to provide Creative Employment Programme opportunities.

**Q: Will commercial organisations be eligible for the Creative Employment Programme?**

**A:** Yes, the Creative Employment Programme is part funding work opportunities, not an organisation's core business.

**Q: My organisation is very small, can I still apply?**

**A:** Yes. We'd like to receive applications from organisations of all sizes, however if you feel it is difficult to make an application due to your limited capacity, we would encourage you to work in partnership with larger organisations. If you are not sure who you could work with, we can explore this with you so please get in touch.

**Q: Can museums and libraries apply for funding?**

**A:** The Creative Employment Programme will support some opportunities in Museums and Libraries where job roles and skill sets that are common to arts organisations, for example, front of house, education and outreach, marketing, digital media.

**Q: Do you need to be an Accredited museum or formally Working Towards Accreditation in order to make an application to the programme?**

**A:** As the programme is open to organisations within the Arts Council's footprint that would not be eligible to apply for Accreditation, this is not a formal eligibility criterion for the programme. We would expect those organisations applying to the Creative Employment Programme that are eligible for Accreditation to be within the scheme and we will take account of Accredited status as an indication of organisational quality assurance within our assessment criteria.

**Q: How will young people access the Creative Employment Programme? Do they have to be on unemployment related benefits?**

**A:** The Creative Employment Programme is not exclusively for those claiming unemployment related benefits. Young people will be able to access the programme at a local level through a variety of means such as Youth Services, Colleges, Jobcentre Plus and arts and cultural organisations' outreach programmes. However all internship opportunities will need to be filled by a young person claiming unemployment related benefits so we can be sure we are reaching a wide demographic.

All Apprenticeship posts will need to be advertised through the National Apprenticeship Matching Service as a minimum.

**Q: Why is the Creative Employment Programme just for young people aged 16-24?**

**A:** Young people are disproportionately affected by current levels of unemployment. There are currently more than 1 million unemployed young people in the UK.

The Creative Employment Programme will include training and support for both young people and employers through peer networks for young people, Arts Award, HR support and wider professional practice and employability training.

**Q: What is the upper age limit for CEP participants with a disability or learning difficulty?**

**A:** Creative & Cultural Skills recognises having a disability or learning difficulty can sometimes lead to delayed entry into employment. For this reason we are able to extend the eligible age bracket up to the age of 29 where a candidate has a disability or learning difficulty.

Employers should request that candidates between the ages of 25-29 include a short statement with their application outlining how/why they feel their disability has resulted in delayed entry into the workplace. This is not designed to test the applicant in any way and is for Creative Employment Programme evaluation purposes only.

**Q: Will young people have to prove they are unemployed? If they are not claiming benefits, how can they prove this?**

**A:** All internship opportunities must be filled by a young person who is registered unemployed and claiming unemployment related benefits. These jobs must be advertised through Jobcentre Plus.

All Apprenticeship posts must be advertised through the National Apprenticeship Matching Service. As there is no formal way of officially verifying the employment status of some young people (e.g. you cannot be a Job Seekers Allowance

claimant if you're 16-18 years old) then we ask employers to try and recruit in the spirit of the programme by offering apprenticeship opportunities to those who are likely to benefit the most.

All traineeship opportunities must be filled by a 16-21 year old who is not in education, employment or training.

**Q: Which Apprenticeship pathways will the Creative Employment Programme fund?**

**A:** Any pathway that is relevant to the arts and cultural workforce, including (but not exclusively) Live Events & Promotion, Music Business, Technical Theatre, Costume & Wardrobe, Cultural and Heritage Venue Operations, Community Arts, Design, Set Crafts, Creative and Digital Media, Enterprise, Accounting, Business Administration, Marketing, and Customer Service.

**Q: Will the Programme be run in Scotland, Wales and Northern Ireland?**

**A:** Organisations in these areas can apply for funding provided the new job opportunity benefits a young person in England and the majority of their work takes place in England e.g. if you are a circus company that is based in Scotland, Wales or Northern Ireland, but the new job will support your work in England then that's fine.

### 3. Funding

**Q: How can I access funding?**

**A:** The Creative Employment Programme has been funded by Arts Council England; as a result Creative & Cultural Skills has become an Arts Council England delegated lottery distributor. This means all funds we distribute through the programme must be awarded following an open and competitive application process. Please see the [guidance for applicants](#) for further information about how to apply for funding.

**Q: Will employers receive a wage grant?**

**A:** Yes. The programme can cover some of the wage costs for new Apprenticeship and paid internship job opportunities. There will also be some funding available to employers who offer work experience as part of our traineeship programme.

At Creative & Cultural Skills we believe in making high quality training accessible to those who want to work across the sector, so we will be offering a wider service of training and support to young people and employers.

**Q: How much wage funding is available?**

**A:** Up to £2500 per paid internship based on a minimum of 26 weeks of employment at 30 hours per week. Wages must be paid at National Minimum Wage or above.

Up to £1500 per Apprenticeship based on a minimum of 12 months at 30 hours per week. This is if the employer chooses to pay National Minimum Wage for Apprenticeships (£2.65 an hour).

Up to £2000 per Apprenticeship based on a minimum of 12 months at 30 hours per week. This is if the employer chooses to pay National Minimum Wage or above for the age of the apprentice.

Our grants make a contribution to the total costs of employing a young person. This does not include the costs of recruitment e.g. job adverts (however you can advertise your jobs for free through Job Centre Plus and the Apprenticeship Matching Service).

**Q: Is there other match funding available?**

**A:** Yes. You may be able to access additional funding through the [National Apprenticeship Service AGE grant](#).

You are also free to secure additional match funding through a third party such as a Local Authority or a Trust and Foundation. However it is your responsibility to secure this and identify it within your application for funding to us.

**Q: Are there any types of funding that cannot match the Creative Employment Programme**

**A:** Yes. Other arts lottery money, such as Grants for the Arts cannot be used to match the Creative Employment Programme. Any other funding can be used as match.

**Q: Can the Programme fund general arts programmes?**

**A:** The Creative Employment Programme has been created in order for Arts Council England to make a direct intervention to address youth unemployment through the arts. The Programme cannot fund other types of arts activity.

**Q: Will employers be encouraged or incentivised to keep the person employed after the programme comes to an end?**

**A:** Employers are not required to employ the young person after the Creative Employment Programme comes to an end, however we hope to see employers demonstrating a good level of support and guidance to each young person they

employ to ensure they have the best chance of securing employment beyond the programme. We will want you to tell us how you will go about providing this support within your funding application to us.

All employers will be encouraged to develop sustainable, long term jobs and opportunities for young people. Bringing in the Creative Employment Programme at a time of economic downturn provides the extra help that employers need. Over the life of the programme, we hope employers will have experienced the benefits of creating fairer entry routes and will have seen the positive impact of a more diverse workforce. The programme will also provide access to an increased talent pool, nurture talent and a new generation of arts professionals.

**Q: Can I be involved in more than one application for funding?**

**A:** Employers must not submit more than one application for funding to the Creative Employment Programme at the same time; however employers may be involved in more than one consortium bid. Where this is the case it must be declared in both applications so that we can keep track of the allocation of opportunities per organisation.

As this is an open application funding programme, you are free to make subsequent applications once you have been notified of the outcome of any previously submitted applications. However, applicants should note that the Creative Employment Programme intends to support new job opportunities across England therefore repeated applications from the same geographical locations cannot all be successful.

**Q: If my application is successful, how will I receive the funding?**

**A:** If you are made a formal offer of funding, then we will need you to sign a funding agreement with us. This will include a payment schedule and any conditions associated with a payment. Once all conditions have been met we will make a Bacs payment directly into your bank account using the details you have provided.

## 4. Creative Employment Programme opportunities

### **Q: When will the opportunities for young people start?**

**A:** We aim to be open for applications from the end of March 2013; the funding applications will run in frequent rounds that will each last 5 weeks (for the dates for each application deadline please see the [guidance for applicants](#)). This means we hope to make our first funding awards at the beginning of May 2013. We hope to make awards until March 2015; this means some Creative Employment Programme job opportunities will continue for some months after the final funding round has closed.

### **Q: What kinds of jobs are available?**

**A:** Entry level jobs across all aspects of arts and cultural organisations will be available. This could include the likes of Event Management, Arts Administration, Technical Theatre, Visitor Services, Box Office, IT, Digital Media, Festival Production, Collections, Archives and Library, Communications, Marketing, Design, Education, and Stage Management.

All new jobs created through the Creative Employment Programme must either be a formal Apprenticeship lasting for a minimum of 12 months or a paid internship lasting for a minimum of 6 months.

Within the Creative Employment Programme a traineeship is not considered to be a job; these are work focused training opportunities designed to help young people gain the confidence and skills to enter the world of work.

### **Q: Is there a minimum or maximum length of time for each opportunity?**

**A:** Apprenticeship frameworks require a minimum of 12 months. Paid internships should last for a minimum of 6 months and for no more than 12 months. Our traineeships will last for sixteen weeks including a minimum of 12 days work experience.

**Q: How will Creative & Cultural Skills ensure that employers will not unfairly exploit young people?**

**A:** All of the new job opportunities created as part of the programme will be paid National Minimum Wage or National Minimum Wage for Apprenticeships. All opportunities created through this programme will need to be delivered to a high standard and in line with UK employment regulations. We will monitor the delivery of all Creative Employment Programme funded jobs throughout the programme – any employer seen to exploit a young person will have their funding agreement with us terminated and may be asked to pay back any funding that we have already released.

**Q: What is a traineeship?**

**A:** The Creative Employment Programme aims to support 1600 16-21 year olds to undertake work focused training. Please note our grant programme does not apply to this strand of our programme. This will be a 16 week long programme that focuses on generic and transferable skills relevant to the work place (e.g. customer service). Within the 16 week training programme, 12 days of work experience will be available to each trainee, giving them the opportunity to observe real life work within an arts organisation, museum or library.

**Q: What if someone leaves their job early?**

**A:** If an employee leaves their placement earlier than expected we will not allocate additional funding to help the employer recruit into the role as if starting from scratch. However, the employer may choose to use any remaining funds to recruit a new apprentice or intern on the basis that any shortfall is then covered by the employer. If the employer decides not to use the remaining funding to create a new opportunity we reserve the right to ask for any outstanding funds to be repaid. Any Creative Employment Programme funds that have already been legitimately spent do not need to be repaid.

**Q: Can I specify in my job advert that I am looking for someone with a certain set of skills and experience?**

**A:** Jobs that are part-funded by the Creative Employment Programme must be suitable for young people aged 16-24 who are unemployed. We expect the majority of jobs created to be entry-level positions that do not require high levels of previous experience or qualifications. Where employers require specific skills or experience to fill their post careful consideration should be given to ensure that advertisements, job descriptions and selection criteria do not directly or indirectly discriminate against potential applicants. Employers should consider whether particular qualifications or levels of experience are strictly necessary. It is preferable to focus instead on the competencies required in the post.