

# PRESS RELEASE

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## **EBACC RISKS THE FUTURE PROSPERITY OF BRITAIN'S FASTEST GROWING SECTOR**

Today there is a debate at Westminster on the EBacc (English Baccalaureate), the new headline accountability measure for schools.

At the Creative Industries Federation, we encouraged our members to sign the petition that secured more than 100,000 signatories and helped trigger the debate.

The EBacc requires pupils to study a minimum of seven GCSEs, but the options do not include any creative subjects. We and our members are exceptionally concerned about the message this sends from Government about the value and importance of creative subjects. We are further concerned that the marginalisation of creative subjects in schools will further exacerbate existing skills shortages in the sector.

John Kampfner, chief executive of the Creative Industries Federation, said: "The EBacc debate's a moment to focus on a key issue for the UK economy - whether we are giving generations of schoolchildren an education that prepares them for fulfilling lives and careers and whether we are building the skilled workforce of the future.

"A narrow, traditional curriculum not only does a disservice to many students but can only exacerbate existing skills shortages in jobs such as animation and special effects - jobs that young people would want to do. Other industries, such as engineering, that require a similar mix of creative and technical skills, are also affected.

"We hope the EBacc debate is only the start of a serious discussion on how to achieve the best education for our young people and the future of the British economy. The creative industries are currently the fastest growing sector but a proper creative education is crucial to maintaining that success."

The creative industries are worth £84.1bn GVA to the British economy and grew by 8.9 per cent in 2014, nearly twice as fast as the economy at large.