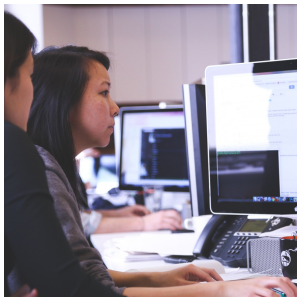
CREATIVE CAREERS PROGRAMME



The **Creative Careers Programme** is an industry-designed and led initiative to raise awareness of opportunities for work across the creative economy. It was a commitment made by government and industry, made through the Creative Industries Sector Deal with support from the Creative Industries Council. The Department for Digital, Culture, Media and Sport has provided funding to kick-start the programme.

Through the programme around **2 million young people** will be able to access better advice about pursuing a creative career, and leading organisations and individuals from across the creative industries will engage with **more than 160,000 school-age students** by March 2020.

More than £12m of value-in-kind commitments have been made by creative enterprises and individuals across England, who will be at the heart of the programme's delivery. The **Creative Industries Federation**, **ScreenSkills** and **Creative & Cultural Skills** are the lead delivery partners for the project, and will be working closely with **The Careers & Enterprise Company**, **Speakers for Schools** and creative enterprises and individuals across the country to ensure its long-lasting impact.

Why?

The Creative Careers Programme aims to ensure that there is a larger and more diverse intake of young people into the sector. It will respond to serious skills gaps and help to cultivate a workforce that is fit for the future.

Skills shortages and risks to the talent pipeline are some of the most urgent challenges facing the creative industries. There is a lack of awareness among young people and those who influence them about opportunities for work within the creative economy and how to pursue them, which has limited the talent and diversity of those entering the sector.

The programme will mobilise employers, addressing serious market failures which have resulted in too few young people, particularly those from disadvantaged backgrounds, considering creative careers or being able to find entry routes into the sector.

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What?

The Creative Careers Programme will help young people to better understand the range of opportunities open to them across the creative economy, as well as the skills and qualifications they need in order to succeed when they leave school.

The programme will bring together organisations and individuals from across the creative industries with teachers, careers advisers, parents, guardians and thousands of young people. Together, we will ensure that careers in the creative economy are more accessible to a wider range of people and that we maximise the creative talent of the next generation.

The programme has been shaped directly by industry, and will be funded and delivered by creative businesses, institutions, trade bodies and individuals across England. The programme will be supported by government through to March 2020, but industry's intention is to ensure that the programme, and its impacts, will last long beyond this time.

How?

Through the Creative Careers Programme, we will work with industry to:

1. Inspire young people aged 11-16 to discover the possible routes for pursuing careers in the creative industries and wider creative economy
- Spotlight, mobilise and upscale a series of immersive events for 11-16 year olds across the country, introducing the range of opportunities available in the creative industries
- Increase the number of industry speakers in schools and available work experience placements
- Deliver a national week in which hundreds of employers open their doors to young people

2. Ensure young people aged 14-24 who are considering their career options have access to the information and advice they need
- Train The Careers & Enterprise Company's Enterprise Coordinators on the creative industries
- Develop an online toolkit and signpost existing advice about careers in the creative industries
- Recruit more 'Enterprise Advisers', to share their expertise with schools and colleges

3. Equip employers to diversify their workforce and plug skills shortages by developing the most urgently needed apprenticeship standards
- Identify the most urgently-needed apprenticeship standards across the sector and fast-track their development
- Deliver awareness-raising activities for employers to diversify approaches to recruitment, supporting the use of alternative entry routes into our workforce to aid inclusivity

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Why get involved?

This is a unique opportunity to radically increase the impact and reach of our sector's engagement with young people.

By being involved in the Creative Careers Programme you will join with the rest of the creative industries to bring about genuine change. Through our shared mission and a coordinated approach, we can make a far bigger impact together than would be possible alone.

It is vital that we work in partnership with those across industry who are already providing careers advice, materials, and initiatives for young people in order to identify where we can jointly publicise, connect and upscale initiatives and share learning and insight for the benefit of the creative industries at large.

How to get involved

There are many ways in which industry can get involved with the Creative Careers Programme.

- Leading industry figures are encouraged to give their time through inspiring assembly talks with Speakers for Schools
- Provide work experience placements with the help of S4SNextGen, reaching a diverse group of young people without industry access
- Offer industry insight and advice to a local school or college by becoming an Enterprise Adviser
- Open up your doors as part of a new national week in which hundreds of employers open their doors to young people
- Partner with us to deliver a series of immersive events with young people
- Update us with the work that you are already doing so that your organisation's engagement with young people can be further spotlighted and shared

To discuss any of these ideas, or for further information:
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