

## Sector Skills Council: Creative & Cultural Skills

<b>Website</b>	<a href="http://www.ccskills.org.uk">www.ccskills.org.uk</a>
<b>Footprint – areas of responsibility</b>	<p>Creative &amp; Cultural Skills is an industry led body, licensed by, but independent of government. Formed in May 2004, it was granted its licence to operate by the Sector Skills Development Agency on 12th July 2005. Creative &amp; Cultural Skills is the Sector Skills Council for advertising, crafts, cultural heritage, design, music, performing, literary and visual arts. It is an industry-led organisation that campaigns hard across the United Kingdom to deliver the skills and support that employers, artists and freelancers need. Their aim is to make Britain a world-class hub of creative enterprise and diverse cultural industries.</p>
<b>Key Drivers and/or SSC priorities</b>	<p>Creative &amp; Cultural Skills promises to have real influence over the supply of education and training, from the school curriculum, work-based training and apprenticeships, through to higher education, the nurturing of talent and continuing professional development.</p> <p>This will be achieved through:</p> <ul style="list-style-type: none"> <li>▪ Widening the choices people make on career pathways and jobs by providing better information and advice and identifying and tackling the barriers that lead to people's choices being narrow or denied</li> <li>▪ Ensuring that the education and training offered to people joining or working in our industries is relevant to the needs of individuals as well as the current and future requirements of employers large and small</li> <li>▪ Securing a responsive education and training system by awarding our public recognition and approval to those institutions, qualifications or providers that meet the needs of our industries</li> <li>▪ Putting workforce diversity and equality of opportunity at the centre of what we do to help build a more prosperous sector, widen the pool of available talent, challenge complacency, and help sustain inclusive, creative and culturally inspired communities</li> </ul>
<b>Key Drivers for Skills for Life</b>	<p>Campaigning organisation committed to delivering interventions that are aimed at</p> <ul style="list-style-type: none"> <li>▪ improving the choices people exercise in terms of career pathways into the creative and cultural industries</li> <li>▪ securing a qualifications system that is more</li> </ul>

	<p>relevant to the needs of individuals and employers</p> <ul style="list-style-type: none"> <li>▪ ensuring colleges, universities and training providers are more responsive to the skills industry demands</li> <li>▪ delivering all these improvements by putting diversity at the centre of everything we do.</li> <li>▪ CCS is 'embryonic' and is concentrating on the 14 -19 yr agenda.</li> </ul>
<b>Key contact for Skills for Life</b>	Stuart Turner, <a href="mailto:stuart.turner@ccskills.org.uk">stuart.turner@ccskills.org.uk</a> 020 7089 5863
<b>Main programmes offered in sector</b>	<p><b>Creative diplomas</b>  From 2008, 14 year olds in (England) schools will get the option to take a new specialist Diploma in Creative &amp; Media. The aim of the diploma is to secure a high-quality vocational route into our industries as well as give young people broader knowledge that will better equip them for further study at college and university. Creative &amp; Cultural Skills is playing a leadership role with other Sector Skills Councils and the education sector to develop the curriculum that will underpin the new diploma.</p> <p><b>Young apprenticeships</b>  The Young Apprenticeship programme is a small-scale, high-quality route at Key Stage 4 which allows pupils to have extended experience of work and pursue vocational qualifications outside school, whilst continuing with core national curriculum studies.</p> <p><b>Creative apprenticeships</b>  Creative &amp; Cultural Skills is leading the development of a new apprenticeship framework. Working in close partnership with the Department for Education and Skills, the Department for Culture, Media and Sport and the Learning and Skills Council, the aim is to launch an industry-recognised programme UK-wide with a pilot programme to begin in London probably later in 2006.</p> <p><b>Cultural leadership programme</b>  Improving management and leadership skills is a top priority for the sector. The key to fostering a sustainable culture for improving the skills of our workforce is to harness and grow the cultural leaders of the future. With the Arts Council England and other partners we are jointly developing an intervention in this area through a £12 million programme commencing in April 2006.</p> <p><b>Creative learning accounts</b></p>

	<p>Accessing finance for people seeking to join or work in the creative and cultural industries is a significant barrier. Creative &amp; Cultural Skills aims to help individuals – particularly those from more non-traditional backgrounds – better access skills and support in future. The learning account approach is about putting purchasing power into the hands of the sole creative or freelancer. Individuals not institutions therefore will be able to choose what training support they need from a quality network of preferred courses and suppliers.</p> <p><b>Creative choices</b> Better informing the individual choices that people make when deciding to join our industries is a cornerstone of our work. A new advice line and web support portal is under development to help provide individuals and employers with more consumer orientated intelligence about the value of courses on offer.</p> <p><b>Creative knowledge lab</b> At the centre of our plans to become the credible industry source on current and future skills needs we are planning to build the UK's first Creative Knowledge Lab (CkL). This will help a variety of agencies and policy makers better understand the skills, competitiveness and strategic issues facing the sector.</p> <p><b>Creative diversity</b> Fostering a diverse and successful workforce is at the centre of everything we do. Creative &amp; Cultural Skills is putting together a new delivery alliance that aims to make practical improvements to the levels of participation in the creative industries by ethnic minorities and under-represented groups.</p>
<b>Key statutory and/or legislative influences in sector</b>	
<b>SSC agreement completed</b>	SSA due to be completed January 2007.
<b>Labour Market Information available</b>	<p>Labour market intelligence will form part of the Creative Knowledge Lab currently in development. Please see SfBN Evaluation Employer Survey 2004 (prepared by IFF Research Ltd on behalf of SSDA) on our website –</p> <p><a href="http://www.ccskills.org.uk/publications/">http://www.ccskills.org.uk/publications/</a></p>
<b>Delivery issues for providers</b>	There is currently a lack of apprentices because of limited opportunities for employers or sole traders to

	access a flexible approach or secure public support.
<b>Embedded learning materials available</b>	No
<b>Case studies</b>	Please see 'Your stories' on our website - <a href="http://www.ccskills.org.uk/stories/">http://www.ccskills.org.uk/stories/</a>
<b>National Skills Academy established?</b>	No – will be carrying out consultations with DfES and employers in the next few months.
<b>Skills for Life projects running</b>	
<b>Newsletters available</b>	Please email <a href="mailto:info@ccskills.org.uk">info@ccskills.org.uk</a> to receive news and updates on Creative & Cultural Skills. Alternatively, register your details on website <a href="http://www.ccskills.org.uk/register/index.asp">http://www.ccskills.org.uk/register/index.asp</a>