Sector Summary Report Creative & Cultural Sector

Sector Definition

Cultural & Creative Skills is the Sector Skills Council, The Cultural sector is made up from a wide range of sub sectors including, Arts, Craft, Performing Arts, Music , Creative Design industries which overlap with Digital Media, additionally it covers Heritage and Library and Archive services.

Cultural Creative is a priority sector for the Regional Economic Strategy. However the definition is quite broad and overlaps with a number of other sectors including Digital Media and Tourism.

Overview of the North East Region

In England there are 480,000 people in the creative and cultural workforce, representing 88% of the UK's creative workforce. London has 31% of this UK creative workforce. There are 56,000 business organisations contributing £21 billion GVA to the UK economy. Arts & Design are the two largest industries in England. By 2014 the workforce is expected to increase by 49,000 with 30% through new jobs. Two thirds of the growth will be in the higher skilled jobs; currently 46% of the workforce is educated to Level 4 or above.

INDICATOR		Creative & Cultural Skills Arts, museums and galleries, heritage, crafts, design
EMPLOYERS Number of establishments		600
Share of all establishments		1.0%
EMPLOYMENT Number of employee jobs		4700
Share of all employee jobs		0.5%
QUALIFICATION LEVELS (INDICATIVE) Employees whose highest qualifications are at:	Level 4 and above	42.3%
	Level 3	15.3%
	Level 2	26.5%
	Below Level 2	15.9%
	No qualifications	0%
Proportion of employees without qualifications at Level 2		15.9%
PROJECTED EMPLOYMENT CHANGE Projected employment change 2007-2017		26.4%

(Sector Skills Needs in the NE: Summary Matrix (modified 13 October 2008)

Future Skills Key Demand side issues for 2009/10
From research conducted by the SSCs for their Sector Skills Agreements, the following key issues were identified:

1) The development of management and leadership skills for the workforce are critical to support the development of the sector.
2) The introduction and development of Creative Apprenticeships within the sector is a priority.
3) Developing appropriate CPD that will provide key business skills including negotiation, selling, marketing and raising IT skills so that businesses can respond to future needs.

Sector Qualification Strategies (SQS) and Vocational Qualification Reform (VQR)
All Sector Skills Councils have recently completed their SQS and Action Plans. Through this process a variety of new and updated qualifications will emerge that are more closely aligned to the needs of employers. It is anticipated that there will be a need for providers to develop capacity and upskill their workforce to deliver new qualifications. CC Skills' can be found at http://www.ccskills-nos.org.uk/.

This likely to be a significant role for the National Skill Academy (NSA). a network of employer/training 'hubs' across the country. They will locally deliver accredited training for the skills required in backstage and off stage production. Although the north east hub is not planned until phase 3 of the development plan likely 2010/11.

Compacts
A sector compact is a non-contractual agreement between the Department for Innovation Universities and Skills, the Learning and Skills Council and a Sector Skills Council to work collaboratively to drive up demand for skills across England through Train to Gain. The LSC will be working with CCSkills to develop compacts in 2009/10. It is anticipated that the flexibilities within the compact will facilitate growth in provision.

WBL Apprenticeships
Nationally and regionally, the SSCs have indicated that there is a need to increase the uptake of apprenticeships in the sector. Within the North East region this has largely been driven by the large Arts Venue organisations who have supported the new Creative Apprenticeships as the best way that they can influence the skills of their new entrants going forward.

The Creative Apprenticeships has six strands which offers a broad range of opportunities meeting the needs of the sector in the region.

- Live Events and Promotion
- Music Business
- Technical Theatre
- Costume and Wardrobe
- Cultural Venue Operations
- Community Arts

Currently offered by two Providers

Focus Recommendations for 09/10

- Further develop the provider base across the region to best respond to the needs of employers in the sector developing new delivery models to allow SMEs to get involved and grow provision in the region.
- Deliver the new qualifications when available ensuring that the provision continues to adapt and be responsive to sector needs.
- Support the sector during the economic downturn.