

SW REGION SECTOR SUMMARY CREATIVE & CULTURAL SKILLS

SECTOR FOOTPRINT

Creative & Cultural Skills is the Sector Skills Council for the Creative and Cultural industries, including Advertising; Craft; Cultural Heritage; Design; Music and The Arts (Performing, Visual and Literary Arts) www.ccskills.org.uk .

- The Sector Skills Agreement is under development with research and consultation taking place during 2007 and is due for publication in 2008.

CREATIVE & CULTURAL SKILLS LABOUR MARKET

Sources: *Skills Balance Sheet supplied by Creative & Cultural Skills to LSC October 2006 CC Skills – Victoria Pirie National Employer Skills Survey, 2005, LSC, SLIM SW Sector balance sheet, June 2008, NESS 2007 data derived from LSC SW research team..*

Sector size & business unit size

- 3,890 workplaces in the SW
- 31,600 people work in the sector in the SW
- The sector contributes 0.9% to SW total employment
- The largest sub-sectors are Visual, Performing and Literary Arts and Design
- Music and the arts account for the greatest proportion of the SW's creative and cultural industries.
- 94% of businesses employ less than 10 people in the SW
- 55% are employees; 45% are self-employed (with the Arts having the greatest proportion of self-employed workers at 63%); 20% are freelancers

Profile of workforce

- The Creative and Cultural Skills workforce in the SW is divided equally between males and females with 49.7% of the workforce male and 50.3% female.
- The age profile of the workforce is in line with the average for the SW as a whole with over half aged between 25 and 49.
- There was a 26% change between 1998 and 2003 in this sector of employment in the SW. Forecasts of employment growth suggest that from 2004 to 2014 there will be 5,000 new jobs created through expansion of the sectors employment and that an additional 12,000 jobs will need to be filled due to replacement demand (created by people leaving that sector of employment or retiring).

Vacancies & recruitment

- Employing establishments within Creative and Cultural Skills in the SW reported 800 vacancies in 2007, accounting for 1% of the total number of vacancies in the region.
- Of those vacancies 45% were hard-to-fill, 10 percentage points higher than the overall average for the SW (35%).

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- In 2007 there were 225 vacancies that were as a result of skills shortage accounting for 27% of all vacancies. Skills shortage vacancies also account for 60% of all hard-to-fill vacancies in line with the SW average of 62%.

Qualifications in the workforce

- Just over half (56%) of the Creative and Cultural Skills sector workforce in the SW are qualified to Level 4+, significantly higher than the average for the region as a whole (31%).
- 5% of the workforce are qualified to below Level 2 compared to 15% regionally. 5% are without qualifications compared to 8% regionally.
- Three fifths of Creative and Cultural Skills establishments in the SW provided on or off the job training in the 12 months prior to the NESS07 survey, lower than the average for all industries as a whole in the SW (68%).

KEY DRIVERS AND ISSUES

Sources: *Skills Balance Sheet supplied by Creative & Cultural Skills to LSC October 2006 CC Skills – Victoria Pirie.*

Although this is not a LSC priority area it is a RES priority area.

Consultation with industry and education partners is currently taking place on the development of 14-19 Specialised Diploma in Creative and Media to be ready for 2008. This is being developed in consultation with Skillfast and Skillset SSCs.

Creative & Cultural Skills is leading the development of a new Apprenticeship framework to diversify the workforce and create more accessible routes into our industries.

The Creative Apprenticeship programme will allow young people to choose from a number of pathways. This new approach to apprenticeship training in these industries will help revolutionise the way people access high-quality work-based routes into the sector

Five specialist pathways of the Creative Apprenticeship are being developed in identified skills needs areas for late 2007, these are now Apprenticeship Frameworks:

- Music Business Pathway. (Prototypes for these pathways are taking place in London and the evaluation will inform the specialist pathway)
- Performing, Literary and Visual Arts Sectors – Technical Theatre pathway and Arts Administration pathway
- Cultural Heritage – Cultural Venue Administration
- Cross sector-Olympic Apprenticeship
- Live events and promotion
- Community Arts and Education

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The information, advice and guidance made available to learners is very limited and largely supplied by higher education institutions themselves. As a result the choices learners make are often prone to high levels of uncertainty.

Currently there is an identified skills gap in management and leadership in the creative industries.

Young Apprenticeships in Design and Performing Arts have been running nationally for 2 years. Achievement has been excellent at 98%. In the SW there is a Young Apprenticeship in Art & Design in Plymouth.

Skills passports for the creative and cultural industries are being created to give people with portfolio careers, recognition for their skills and knowledge.

NSAS/COVES /14-19 DIPLOMA/HE (NATIONAL SKILLS ACADEMIES AND CENTRES OF VOCATIONAL EXCELLENCE)

Plans for an industry-led National Skills Academy for the Live Performing Arts and Music are moving forwards to the next stage of preparing a full Business Plan and feasibility studies. This was submitted in March 2008 and creative and cultural are awaiting the result. Learning will be led by experienced industry professionals and work-based instructors, potentially at a state-of-the-art central facility in Thames Gateway and via a regional network of employers operating in partnership with local colleges and universities.

The Academy's emphasis will be on 'backstage' technical skills in areas such as lighting, sound and production management. There will also be provision for learning about the business and commercial aspects of the industry, including promotion and finance – crucial in a sector with large numbers of small businesses, freelancers and self-employed workers.

In the SW, Plymouth Theatre Royal has formally expressed support for this project.

There are no CoVES in the SW or the country for this sector.

KEY EMPLOYERS

- English Heritage HQ
- National Trust HQ

LOCAL & REGIONAL PROJECTS/NETWORKS

Culture SW

Established in 1999 by the Department for Culture, Media and Sport.

In Tune

To identify and engage 130 young people in Gloucestershire in years 10 & 11 and 16 to 17 year old NEETS (Not in Employment, Education or Training) and engage them in a course of music orientated performing arts. The objectives of this project are to:

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improve the behaviour of the young people, for 65 young people to attain an NCFE Level 1 Certificate in Technical Theatre, and for 90 young people to progress into some other form of learning or employment. This is running at Stroud College from Feb 06 until Dec 07.

Arts Institute in Bournemouth is developing two Foundation Degrees in Applied Arts and Graphic Design with Multimedia as part of a partnership with advanced engineering/marine developments across HE/FE providers.

There are a number of local networks:

- Creative Dorset being set up in Dorset by the RDA and other partners to support the creative industries.
- Wessex Media group for its design and creative elements
- Plymouth Creative Training Partnership

Business Development Programme

This is funded by the RDA which is aimed specifically at creative companies working in non-media areas. Working with Arts Matrix, the project will encourage and support businesses to take part in high-quality, economically relevant training to enhance their commercial and management skills. Total funding of £1.3m between 2005 and 2008

SUMMARY OF SUPPLY

Source: LSC IPOL data (ILR extract)

Analysis of further education and work based data by Sector Skills Council footprint is not yet available for 2006/07. The data presented below relates to Train to Gain funded activity. The qualifications listed are generic, and therefore cannot be reliably attributed to a specific sector. However, it is likely that some of this activity will relate to this sector.

Not aligned to a particular SSC Starts 06/07		
Starts	Certificate in Adult Literacy	124
	Certificate in Adult Numeracy	89
	NVQ in Business and Administration	391
	NVQ in Customer Service	834
	NVQ in Management	88
	NVQ in Team Leading	361
Total Starts		1,887

Train to Gain planned provision

Creative and Cultural Skills don't have a level 2 or level 3 offer at present, but are working with Train to Gain for the introduction of the Creative Apprenticeships. However, there is a demand for Leadership and Management in this sector.

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HE Activity

Creative and Cultural skills as a sector skills council are actively engaged with the Higher Level Skills Pathfinder Project in the South West Region with particular interest in the creative industries theme.

SUMMARY OF DEMAND

- 16% of businesses said that they experienced difficulties recruiting in the last year (2005/6).
- 66% of businesses said that applicants lacked the right skills, but only a quarter lack qualifications.
- A quarter of businesses said they have skills gaps in their organisations.
- 66% of business did not arrange for training in the last year.
- 20% were aware that funding could be accessed. Only a third actually accessed the funding.
- 14% of organisations in the SW report that they have more than one vacancy, which is lower than the SW average for all sectors of 17%.
- 4% of organisations report that they have a skills shortage vacancy (SW average for all sectors is 4%).
- 12% reported internal skills gaps.
- Nationally they are not a sector that appears to be particularly engaged with training.
- 57% of establishments provided training (65% is SW average for all sectors), with no preference towards either on-the-job or off-the-job training.