THE CREATIVE SKILLS INITIATIVE:
A REVIEW, 2013-2016
Across 2013-2016, Creative & Cultural Skills delivered the multi-million pound Creative Employment Programme (CEP), on behalf of Arts Council England.

Over the course of three years, CEP has supported thousands of young people aged 16-24 to make their first steps into employment, through an apprenticeship or paid internship.

Alongside this, a £1 million investment from Creative & Cultural Skills to the Creative Skills Initiative has enabled hundreds of young people to gain basic skills, experience, qualifications and confidence, taking them one step closer to working in the creative and cultural industries.

Led by Artswork, we have worked with some of England’s leading cultural education organisations to realise the ambitions of the Creative Skills Initiative.

Through working at a local level, we have been able to reach a diverse group of young people, including those considered ‘hardest to reach’, tailoring the programme specifically for their needs.

The Creative Skills Initiative has also forged strong working relationships between colleges and employers that will benefit other young people in the future, by embedding high quality creative and cultural work experience opportunities throughout.

Evaluation of the programme to date shows that the Creative Skills Initiative has made a positive difference to the lives of many of our participants. It has hugely increased both their potential and their desire to go on to further education or employment in the sector.

We are delighted to be able to share with you over the following pages case studies and stories that demonstrate the range and scope of the programme. They highlight the crucial role of employers and education institutions in engaging young people and developing employability skills, and they celebrate the many and varied successes of the Creative Skills Initiative.

Thank you for reading and we hope you enjoy,

Madeleine Lund
Head of Employer & Learner Relations, Creative & Cultural Skills

Together, we have:

- Worked with 202 creative and cultural employers
- Developed 138 unique programmes
- Reached 1386 young people
- Delivered over 700 Arts Awards*

*Arts Award at Bronze, Silver and Gold Levels as of 31st August 2016

“It’s been wonderful to meet these young people and see their confidence develop as they become part of our work place”

(Sage Gateshead Producer)
PROGRAMME DELIVERY MAP

Led by Artswork, the Creative Skills Initiative ran from 2013-2016, delivering opportunities for young people aged 16-24 across England.

Lead Organisations:

Artswork (South East) - www.artswork.org.uk
A national youth arts development agency and registered charity, committed to transforming the lives of children and young people through arts and cultural practice.

A New Direction (London) - www.anewdirection.org.uk
Connecting children, young people and education with the best of arts and culture in London.

Cape UK (Yorkshire & Humberside) - www.capeuk.org
An independent not for profit organisation committed to improving the lives of children and young people. Placing creativity at the heart of inspired teaching, learning and leadership.

Curious Minds (North West) - curiousminds.org.uk
The lead agency for creative and cultural education in the North West of England.

Real Ideas Organisation (RIO) (South West) - realideas.org
A leading social enterprise supporting young people to build better futures, through applying imaginative, ethical business thinking across a wide range of sectors.

Royal Opera House Bridge (East) - www.roh.org.uk/learning/royal-opera-house-bridge
Royal Opera House Bridge works to connect children and young people with great art and culture.

Sage Gateshead (North East) - www.sagegateshead.com
A national live music venue and powerhouse for music education and training, bringing about change through social, creative and economic opportunities in the North East.

The Mighty Creatives (East Midlands) - www.themightycreatives.com
A charity championing and enabling children and young people to use their creativity to realise their rights, reach their potential and make a difference.
In November 2015, CFE Research published interim evaluation data about the Creative Skills Initiative, which we have reproduced here. The full evaluation report will be published in April 2017.

- As a result of undertaking a pre-employment opportunity, 52.2% of young people said that their aspiration to work in the arts and cultural sector had increased.
- Out of a score of 7, where 7 is most satisfied, young people rated their satisfaction with their work placement at 5.9 out of 7.
- Out of a score of 7, where 7 is most satisfied, young people rated their satisfaction with their learning experience at 6.0 out of 7.
- Out of a score of 7, where 7 is most satisfied, young people rated their satisfaction with the overall programme at 5.96 out of 7.

### Young person’s perceived skills and attributes before and after pre-employment opportunity

<table>
<thead>
<tr>
<th>Skill or Attribute</th>
<th>Before pre-employment opportunity</th>
<th>After pre-employment opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am clear about my future career goals and aspirations</td>
<td>5.3</td>
<td>6.1</td>
</tr>
<tr>
<td>I am knowledgeable about the different career, training and education opportunities available to me</td>
<td>4.7</td>
<td>5.7</td>
</tr>
<tr>
<td>I am knowledgeable about the types of skills required for work in the arts and cultural sector</td>
<td>5.3</td>
<td>6.0</td>
</tr>
<tr>
<td>I am able to solve problems</td>
<td>5.7</td>
<td>5.9</td>
</tr>
<tr>
<td>I am able to think creatively</td>
<td>5.7</td>
<td>6.2</td>
</tr>
<tr>
<td>I am able to take a positive approach to things</td>
<td>5.5</td>
<td>6.2</td>
</tr>
<tr>
<td>I am able to make good decisions</td>
<td>5.6</td>
<td>6.0</td>
</tr>
<tr>
<td>I am a creative person</td>
<td>5.1</td>
<td>6.2</td>
</tr>
<tr>
<td>I am a confident person</td>
<td>4.7</td>
<td>6.2</td>
</tr>
</tbody>
</table>

Young people attribute 40.1% of this development directly to their involvement in the Creative Skills Initiative.
In Central London, 10 Media Production students considered at risk of disengaging with their studies were recruited for a 12-week training programme, run by Creative Media Network in partnership with A New Direction, hosting students from City of Westminster College. The programme’s aim was to provide young people with a taste of working in their future industry.

Working with production company Purple Geko, the students set up a content production studio in Creative Media Network’s central London offices. A brief was formed, comprising of video production, event management and social media marketing. Young people responded to the challenge of creating high quality video content, and learnt how to design standout events, using their existing expertise to programme support artists.

“The young people were able to experience industry-level working environments. They told us it was the fullness of the experience, e.g. ownership from inception to delivery, that excited them.”

(Creative Media Network)

The young people focused on cross-pollination of audiences across a range of musical genres (including urban, grime, and hip hop), and explored how the merging of such audiences could create wider audience development opportunities for emerging artists. They managed the entire process, from setting up live shoots, editing and captioning, to creating an online music series, called ‘In the Office’, to promote and showcase emerging artists. The students gathered performance clips and conducted interviews, to create content that could then also be marketed through social media channels.

The programme enabled the young people to see and experience the vast range of roles involved in delivering a brief — including recording live performances on location, researching and conducting interviews, and editing and marketing. All students achieved Arts Award Bronze, and the assessor suggested that the standard of many entries would have in fact been high enough to achieve Arts Award Silver.

“As an employer, this was an invaluable experience. The young people brought with them new ideas, approaches and insight that was very useful to us. We work with young people a lot, but things change so quickly that even in terms of how we sought to amplify and promote the events, they came up with so many new and innovative ideas.”

(Creative Media Network)

To find out more about A New Direction’s work on Creative Employment visit www.createjobslondon.org, and to read more about the type of work A New Direction have been doing as part of the Creative Skills Initiative visit www.anewdirection.org.uk/blog/a-magical-underground-world
Grand Futures is a network of arts and cultural organisations led by Leeds Grand Theatre, working to raise awareness and create opportunities for young people across the arts and cultural sector.

13 students from Leeds City College completed 12 days of work experience based at Leeds Grand Theatre, with visits to arts organisations across the city. A further 3 students completed individual placements at The Tetley, East Street Arts and Leeds Art Gallery.

Students explored the venue spaces and cultural offers of the partner organisations. They worked with a digital artist to collate and present their findings creatively as part of their Arts Award Bronze portfolios.

Highlights for the young people included backstage tours of Leeds Grand Theatre and Northern Ballet, opening their eyes to the work that goes on behind the scenes.

“This project has allowed us to offer real-world learning experiences for a large number of students. It has built on our existing partnerships, giving the students a really broad range of opportunities.”

(Catherine Hayward, Acting Head of Learning, Leeds Grand Theatre)

During a visit to Leeds Discovery Centre, the group learnt about the importance of retail to the sustainability of cultural venues. Working with the visual merchandising team, they created their own merchandise items, inspired by the museum’s collection.

The students also supported the planning and delivery of festivals and events such as The Tetley Weekender: No Quiet Place – a two-day microfestival featuring workshops, performances and talks, inspired by the idea of noise in sound and art.

An informal sharing event was held at Leeds City Museum to celebrate the students’ achievements. All students presented photographs, sketchbooks and films they had created and spoke enthusiastically and confidently in front of their peers.

A selection of the film and audio resources created by the students is to be hosted on the Grand Futures website, providing other young people with information about the arts in the city.

“It was fantastic to see the young people so engaged. One participant was so inspired that he signed up to take part in various arts activities at the organisations we visited. This proves to me how successful the project has been.”

(Laura Cope, Learning Officer, Leeds Grand Theatre)

To find out more about Grand Futures Leeds, please visit www.leedsgrandtheatre.com/Online/GrandFutures
Working across the Midlands, The Mighty Creatives (TMC) have worked with a wide range of organisations to create a host of flexible opportunities, to provide work-related opportunities for Study Programme students at levels 1 and 2. The approach undertaken by TMC was to be locally responsive and match the needs and skills demands of programme providers, employers and young people aged 16-24 in the area.

“We believe in putting young people at the heart of our decision making, which is why work placements are so important. David worked extremely hard and it was great to see him grow in confidence over the weeks and to see all his hard work pay off at the final event.”

(Lincolnshire One Venues)

In Birmingham, Access to Music worked with a whole cohort of young people on Level 1 provision, through the start-to-end process of curating and producing a small music festival, which took place at The Old Rep Theatre. In Lincoln, a bespoke response was created, with individuals being matched to specific roles generated by various employers.

Lincolnshire One Venues (LOV) hosted David, who managed a ‘LOV Introduces’ set at the Lincoln Performing Arts Centre. This set was then performed at a pre-show event in front of a live audience.

As part of his work placement, David developed his artistic and technical skills, improved his communication and organisational planning (by liaising with the venue), programmed musicians, and, with the support of the experienced venue staff, managed the coordination of the event on the night.

“Education providers generally see value in work experience programmes, but are so time limited that actually reaching out to employers and coordinating placements can be prohibitive. The Creative Skills Initiative helps make these connections possible.”

(Lincolnshire One Venues)

To find out more about the work The Mighty Creatives have been doing as part of the Creative Skills Initiative, please visit www.themightycreatives.com/skills-and-employment/our-work-developing-skills
In Colchester, Royal Opera House Bridge ran a 16-week programme focusing on creative employability. Learners were able to develop and build on many skills, including planning, leadership, communication and working to a tight deadline.

Through undertaking collaborative projects for an Arts Award, the young people learnt transferable life skills and developed confidence, pride and self-esteem in the process. The opportunity to undertake work shadowing in the creative and cultural sector also allowed them to experience theatre and opera productions, and visits to a wide range of creative organisations.

“Several of our learners have autistic spectrum disorders and ADHD. They are all extremely keen, although some may seem disengaged to begin with. Our Level 1 Creative Art students have benefited greatly from the programme, as it has allowed them to develop practical skills and learn about a wide range of employment opportunities in the creative sector.”

(Suzi Potts, Colchester Institute)

The young people delivered a performance of Is She the Unknown Soldier? as part of their Arts Award work. The performance showcased the individual skills of the learners and demonstrated the progress the group had made in terms of managing and producing a self-devised project.

An additional number of students supported the performance through technical, behind the scenes work, including wardrobe, props, and hair and make up assistance. The group also performed a murder mystery event at the Balkerne Restaurant at Colchester Institute:

“The idea of a murder mystery dinner was extremely popular, selling out in just a few hours. Your students put on a great evening of entertainment for all our guests.”

(Annie Kettle, Lecturer at Colchester Institute)

To find out more about Royal Opera House Bridge’s work with children and young people, please visit www.roh.org.uk/learning.
Working with Performing Arts lecturers at City College Plymouth, Real Ideas Organisation turned the usually classroom-based Performing Arts business unit into a practical research and challenge-based module. Students met with and worked alongside two local businesses on real business problems that would help them increase audience numbers as well as revenue.

Each young person got to know their partner business — its audiences, how they marketed themselves, and their current revenue streams. The students split into two groups and dealt out job roles and responsibilities amongst themselves. They were then given four weeks to research, plan and present their solutions back to the business.

The presentations meant that students were able to gain live feedback on their ideas from the professional businesses. Both groups did exceptionally well; one created a viral video and examples of a social media campaign, the other looked into simple, cheap merchandise ideas that could garner interest from potential new audiences.

The project provided students with a chance to put into practice the business skills they had been studying all year, and gave them the opportunity to engage with the industry in a very tangible way.

“Working with RIO through the Creative Skills Initiative has enabled our learners to get real world, industry-led work experience that has practically delivered across our assessment schemes. It has given our learners a fantastic insight and has inspired many of them to push their aspirations further.”

(Matt Dean, Subject Leader in Theatre Studies, City College Plymouth)

To find out more about the work RIO have been doing as part of the Creative Skills Initiative, please visit realideas.org/news/case-studies/680-creative-skills-initiative#.V9qKjTU2yVt

CASE STUDY: REAL IDEAS ORGANISATION
In Southampton, Artswork, Brockenhurst College, Wheatsheaf Trust and Southampton City Council collaborated on a programme for a small group of young people not in education, employment or training.

The programme ran for 14 weeks and included a customer service qualification, weekly employability training sessions, cultural trips (including to theatres and museums), and an Arts Award Bronze qualification. The programme also involved functional skills training and work shadowing. Participants trained and worked for 21 hours a week in total, with two of these days based with a local creative and cultural employer.

“The training programme was a great chance for me to refresh my English and Maths skills, gain work experience and a customer service qualification, and boost my confidence and independence again.”

(Young participant)

Work placement roles on offer were varied, and included working in finance, front-of-house, arts education and arts administration. Four young people achieved a Bronze Arts Award, with one completing their Silver Arts Award.

“Every young person who completed the Initiative has gone on to further education, an apprenticeship or employment. This is testament to the hard work of those young people supported by the programme, and we are certain many more will follow in their footsteps.”

(Southampton City Council)

By working together as a collaborative hub, the partnerships between Southampton City Council, Brockenhurst College, Wheatsheaf Trust and Artwork were strengthened. The hub were able to benefit from a knowledge share between organisations, support in delivering Arts Award and closer working relationships, meaning the programme could be as flexible as possible to adapt to the needs of each individual learner.

“It has been a pleasure to work with Artwork on the Creative Skills Initiative. Working in partnership has enabled us to reach a diverse group of learners; it has been great to see the learners grow and benefit greatly from the programme.”

(Tasha Dawes, Work-based Learning Coordinator, Brockenhurst College)

To find out more about Artswork’s work-based learning opportunities for young people, please visit www.artswork.org.uk/programmes/apprentices-and-trainees

CASE STUDY: ARTSWORK
In South-East Northumberland at the Silx Teen Bar venue, the CoMusica staff team delivered the first cohort of the Creative Skills Initiative project. The programme involved delivering music workshops with embedded employment skills to a mixed group of NEET young people.

The young people completed AQA qualifications in DJing, filmmaking, and employment-related topics, including relationships, behaviours and practices in the workplace, and Bronze Arts Award.

“I can’t say how much this programme has benefited me, it’s not possible to put it into words; thank you.”

(Young participant)

After the course’s completion, the CoMusica team returned to Blyth Silx to support some of the programme’s participants to lead participatory DJ workshops at a community event in the town.

Following the project, Silx were awarded £25,000 from Natwest’s Skills and Opportunities Fund, to set up a ‘First Step’ Employability Programme, which they subsequently received a ‘Projects with Pride Award’ for.

“I really enjoyed the DJ course and would easily do it over again. It was exciting to meet others who have the same interests as me. Thanks to the brilliant tutors who helped us through any troubles we encountered.”

(Young participant)

To find out more about Sage Gateshead’s work with children and young people, please visit http://www.sagegateshead.com/comusica
The Creative Skills Initiative has been an amazing programme that has made a genuine difference to almost 1400 young people across England. It has opened up new windows of opportunity for participants in terms of the development of both their arts and leadership skills but also in terms of their awareness of jobs and careers in the creative and cultural sector.

Furthermore, it has developed young people’s aspirations, self-esteem, communication and team working skills – all of which are vital skills for employment in any sector – and they have achieved a range of qualifications including Arts Award.

Finally, the Initiative has created new sustainable links between training providers (mainly FE Colleges) and the cultural and creative sector, opening up the way for new strategic partnership to secure and build a legacy from the programme.

It has been a privilege for Artswork to work with the lead partner delivery organisations – our Bridge Colleagues – to coordinate this programme. We have achieved more together than we could individually and crucially, we have directly observed the positive impact on the educational and life chances of young people.

Jane Bryant
Chief Executive, Artswork

IN CLOSING
The Creative Skills Initiative Programme would not have been possible without the commitment of the creative and cultural organisations, colleges and training providers and other practitioners who provided invaluable support, training and opportunities for the participants:

20 Stories High
Access to Music - Birmingham
Access to Music - Lincoln
Action Transport Theatre
ADM Productions
All Star Entertainment
Almeida Theatre
Amp Awards
ArtsNK
Aspire-igen
Atkins Hub
Attenborough Arts Centre
Barking & Dagenham College
Bedford College
Beatfreeks
Belgrave Theatre
Brockenhurst College
Burnley Youth Theatre
Buxton Opera House
Cadence Café
Calednare College
Caramel Rock
Caspian Cultural
Central Bedfordshire College
Chesterfield College
City and Islington College
City College Plymouth
City Eye
City of Westminster College
Clarence Street Studios
Ciffs Pavilion
Colchester Arts Centre
Colchester Institute
Colchester Institute Live Events Team
College Arts
Collective Encounters
Contacting the World
Corby Library
Cornwall College
County Youth Arts
Cramlington Voluntary Youth Project
Creative Media Network
Culture Coventry
DaDa Fest
Daniel and Pow
Dance Activate
Dance Umbrella
Darnall Music Factory Digital
Dazed Group
Dead Earnest Theatre Company
Derby Theatre
Derby College
Derbyshire County Council
Devonport Guildhall
Devonport Market Hall
DVS Sussex
DVS- Sussex
 Dyspla
East Kent College
East Street Arts
Eastleigh College
EAVA FM
Elstree Studios
Escape Arts
Fabrications
Fargo Village
Fashion Enter
Fettle Animation
Firstsite Gallery
Fleet Arts
Focal Point Gallery
Full House Theatre
Gateshead College
Gateway College
Global Grooves
Graff HQ
Guildhall Museum
Gwin Kerry
Half Moon Theatre
Handmade Parade
Harlow College
Harris Gallery and Museum
Hat Factory
Haverling College of Further Education
Highly Sprung
Hope Street
Huguenot Museum
Hull Carnival Arts
Hull College
Hull Culture and Leisure Service
Hull Library Services
Hull Museums and Galleries
Hull Scrapstore
Hull Training
Hull Truck
Humber Mouth Literature Festival
Icon Theatre
Illuminous
Iorchestra
John Clare’s Cottage
John Hansard Gallery
John Herbert Museum
Kazumm
Leeds Art Gallery
Leeds City College
Leeds Grand Theatre
Leeds Museums and Galleries
Leicester Print Workshop
Lets Go Global
Lewisham and Southwark College
Lincoln City Radio
Lincoln College
Lincoln Performing Arts Centre
Lincolnshire Music Service
Lincolnshire One Venues (LOV)
London College of Fashion
Ludus Dance
Luton Culture
Luton Music Hub
Lyric Hammersmith
M2K Carnival Arts
Made in Corby
Making Theatre, Gaining Skills
Margaret London
Marine Academy Plymouth
Masquerade 2000
Medway Council Arts Development Team & Loop Dance Company
Melanie Jackson Design
Mercury Theatre
Metal Culture
Mid Kent College
More Music
Mouthy Poets
Mynt Image
New Carnival Company
New Model Theatre
Newham College
Next Step Studios
Nice One Films
Nocturne
Noisy Toys
North Hertfordshire College
North West Kent College
North West Media
NSA - Back Stage Centre
Oldham Gallery
Oldham Library
One Take Training
Open School East
Paddington Arts
Patchings Arts Centre
Peabody Trust
Pedestrian
People Express
Peoples Palace Projects
Peterborough Community Radio
Peterborough Museum and Gallery
Peterborough Regional College
Phoenix Arts
Piers Atkinson
Platform One College of Music
Plymouth College of Art
Plymouth Dance
Plymouth Museum and Art Gallery
Plymouth Music Zone
Plymouth Social Enterprise Network
Pomegranate Theatre
Our students have benefited hugely from this valuable experience; they have been able to apply their specialist skills in a real-life context that supports progression." (Rye Studio School)