

# The Institute: Young People and Cultural/ Creative Sector Jobs

#creativenation



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MEDIA CENTRE ★



University of the  
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creative  
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The National  
Skills Academy  
CREATIVE  
& CULTURAL





**ENTRY  
LEVEL**  
EMPLOYMENT IN  
BRISTOL'S  
CREATIVE  
INDUSTRIES  
SECTOR

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**THIS IS  
URGENT**



- Any suggestions to describe this?

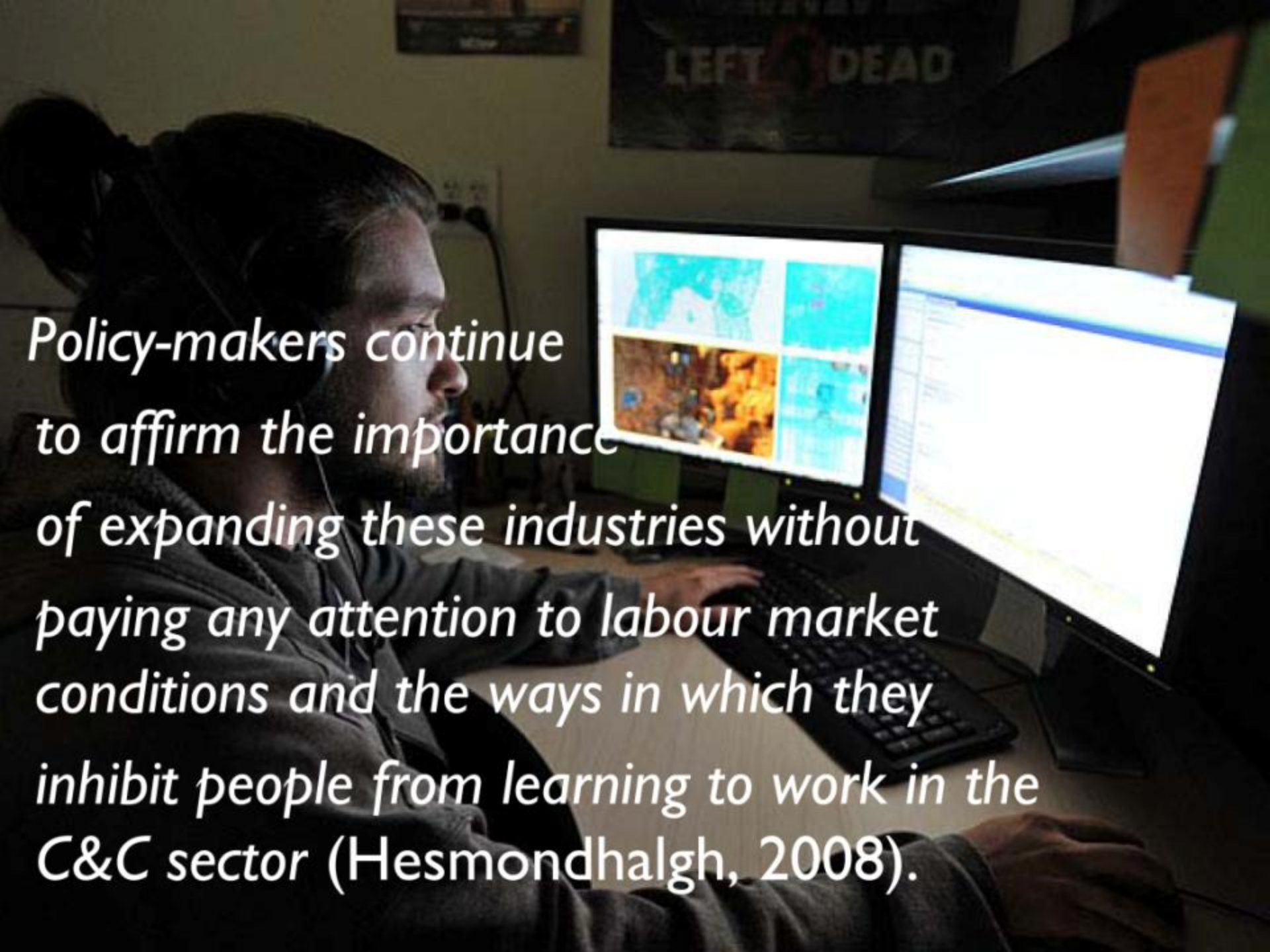
# Findings from the Literature Review

- Definitions of Entry-Level are inconsistent
- Recruitment practices in the sector are informal and network-based
- Definition of the term Creative Industries continues to be in flux
- The Creative Industries Sector in Bristol is made up of more than 90% SME and Micro-SME companies, many of whom do not have any employees



# Findings from the Literature Review

- VET for those furthest from the labour market is most successful when delivered by organisations for whom the development of social capital is their core purpose; when employers are involved and when it is responsive to the specific context
- Models of previous successful creative-led regeneration build on existing networks /organisations



*Policy-makers continue to affirm the importance of expanding these industries without paying any attention to labour market conditions and the ways in which they inhibit people from learning to work in the C&C sector (Hesmondhalgh, 2008).*



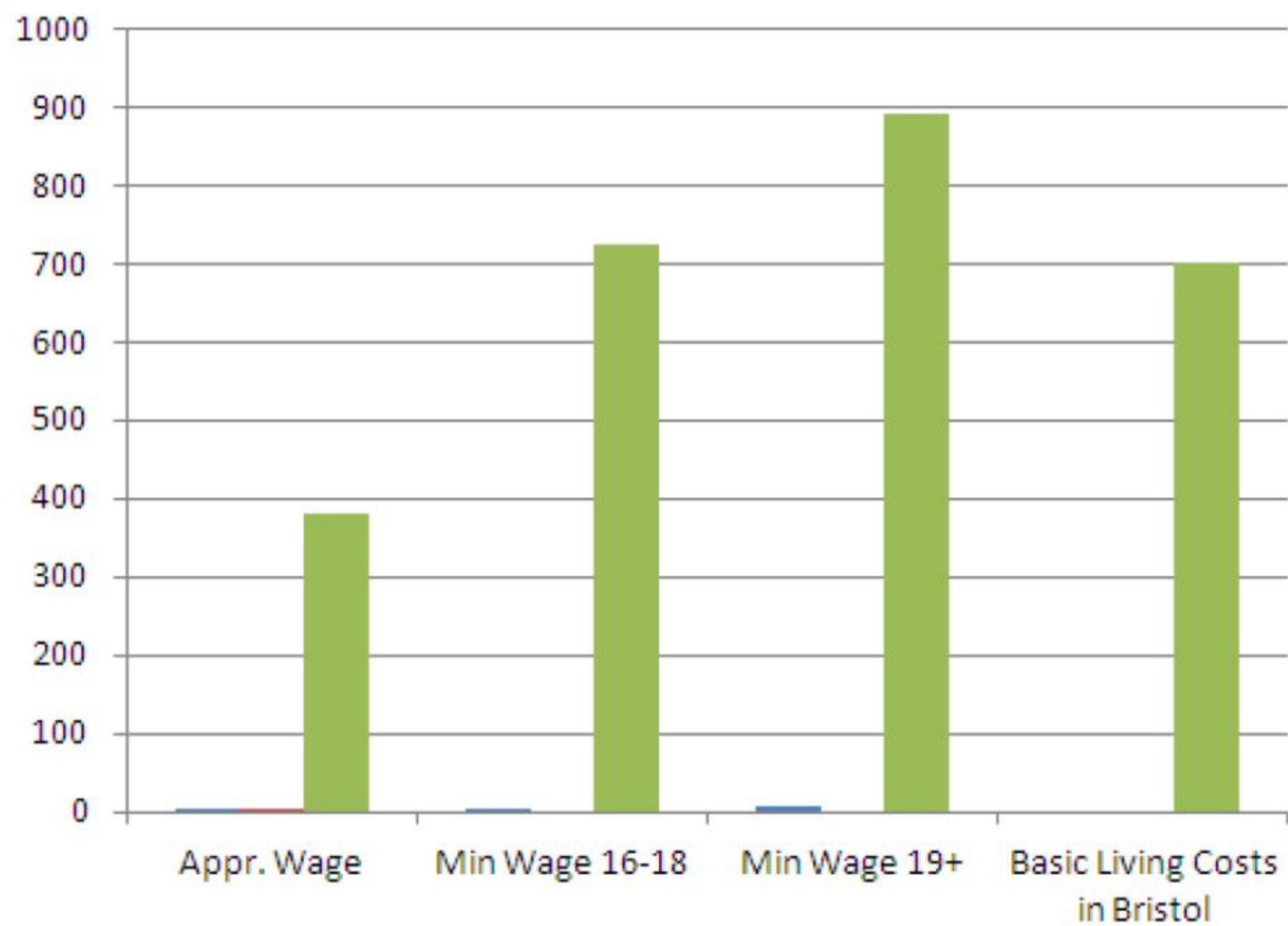
# Barriers for Young People

1. **Oversupply of highly qualified young people seeking employment**
2. **Informal and network based recruitment practices**
3. **The need to undertake unpaid work experience**
4. **Lack of available relevant work experience opportunities**
5. **Financial barriers**
6. **Lack of clarity about meaningful routes into jobs in these sectors**
7. **The nature of 'project-based' work and freelance culture which does not provide a stable income stream, specifically at entry level**



# Barriers for Young People

- 8. Lack of understanding of working practices in these sectors
- 9. Lack of relevant business development support – sensitised and specific to these industries
- 10. Lack of understanding of sector recruitment practices and requirements by those advising job seekers and offering careers advice
- 11. Lack of availability of ongoing training opportunities in local areas
- 12. Age
- 13. Existing formal education provision at Levels 2 and 3 does not provide a meaningful route into employment in these sectors.





**FOR EMPLOYERS**

**FOR THE LEP**

**FOR THE CITY**

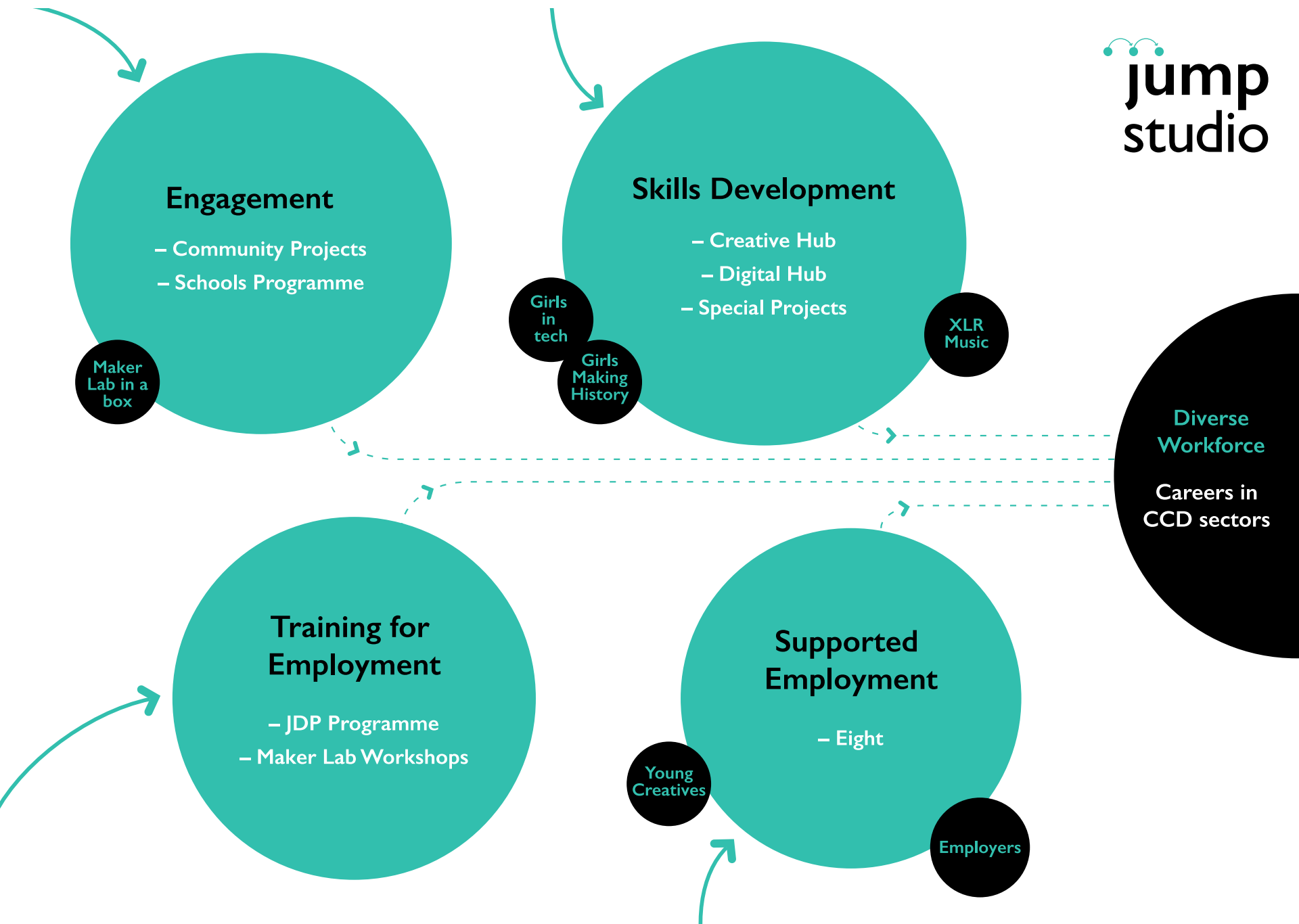
**FOR THE YOUNG**

**PEOPLE WHO LIVE**

**HERE**

# The Institute?





# The Employers Perspective

8 out of 13 organisations support young people's learning in arts administration and management skills,

9 out of 13 in producing and events management,

8 out of 13 deliver mixed media programmes.



# Learning Programmes

68 young people aged 16-25 across Bristol are engaging with an organised learning programme, in a creative or cultural sector organisation, for more than one day every week.

48 young people aged 16-25 are engaged in an organized learning programme that lasts for 6 months to 1 year.

87 young people aged 11-25 are engaged in an organized  
**Most organisations had waiting lists, or had to turn young people down because their programmes were already full.**

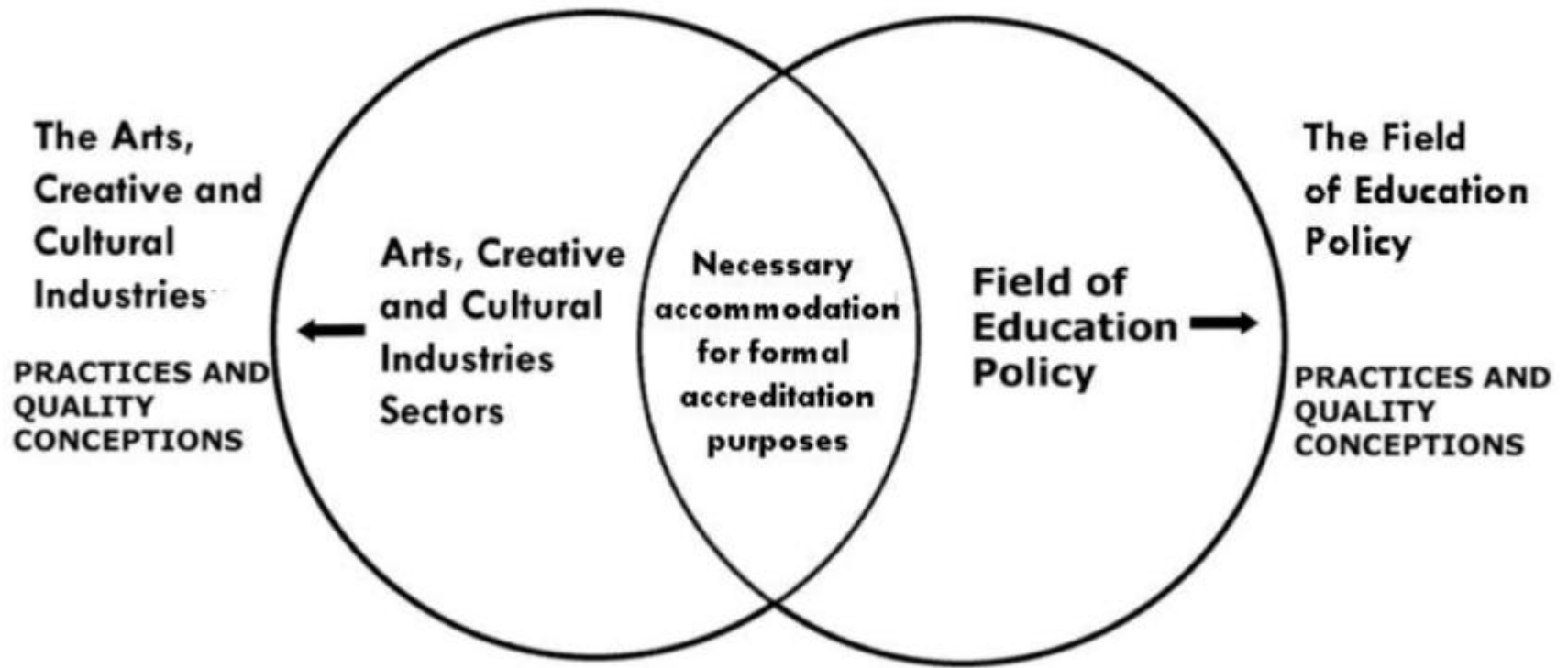
# Accreditation

15 of 22 opportunities offer accreditation

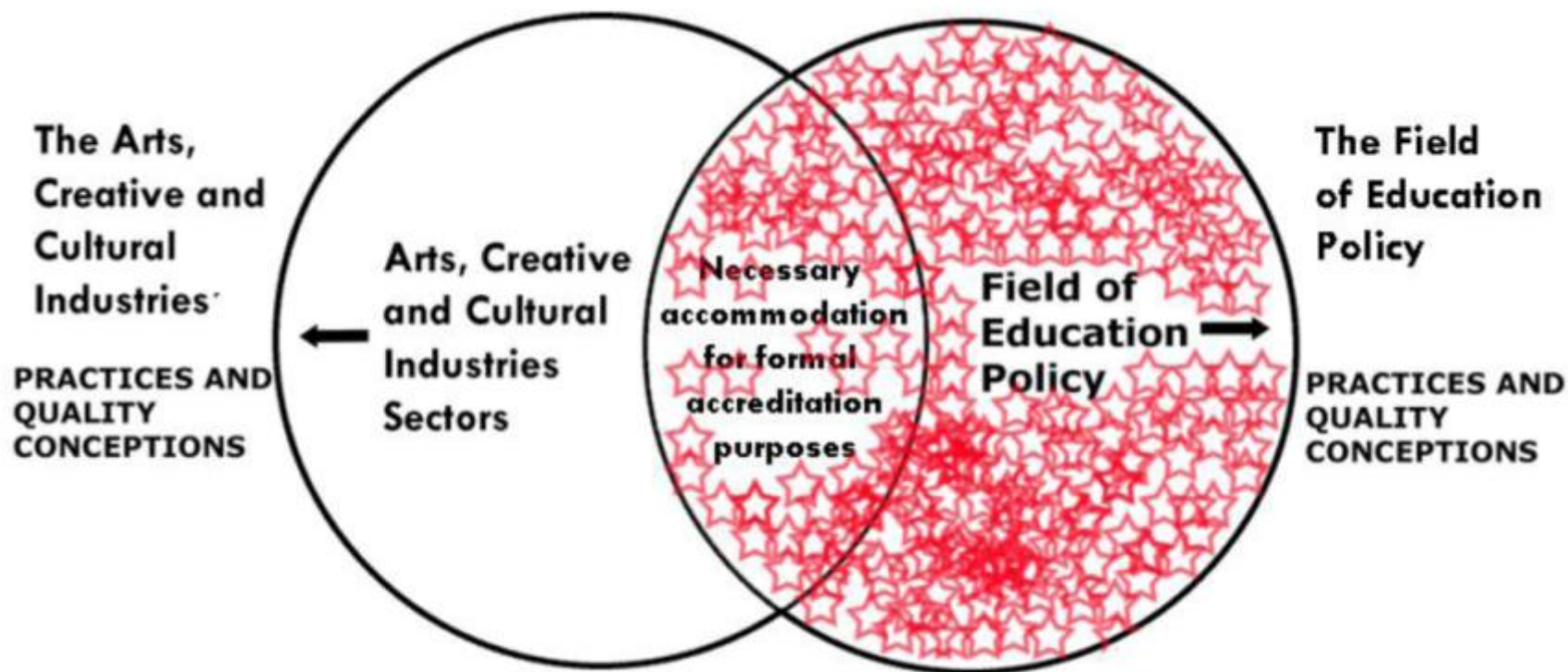
10 different types of qualification are available to young people aged 14+

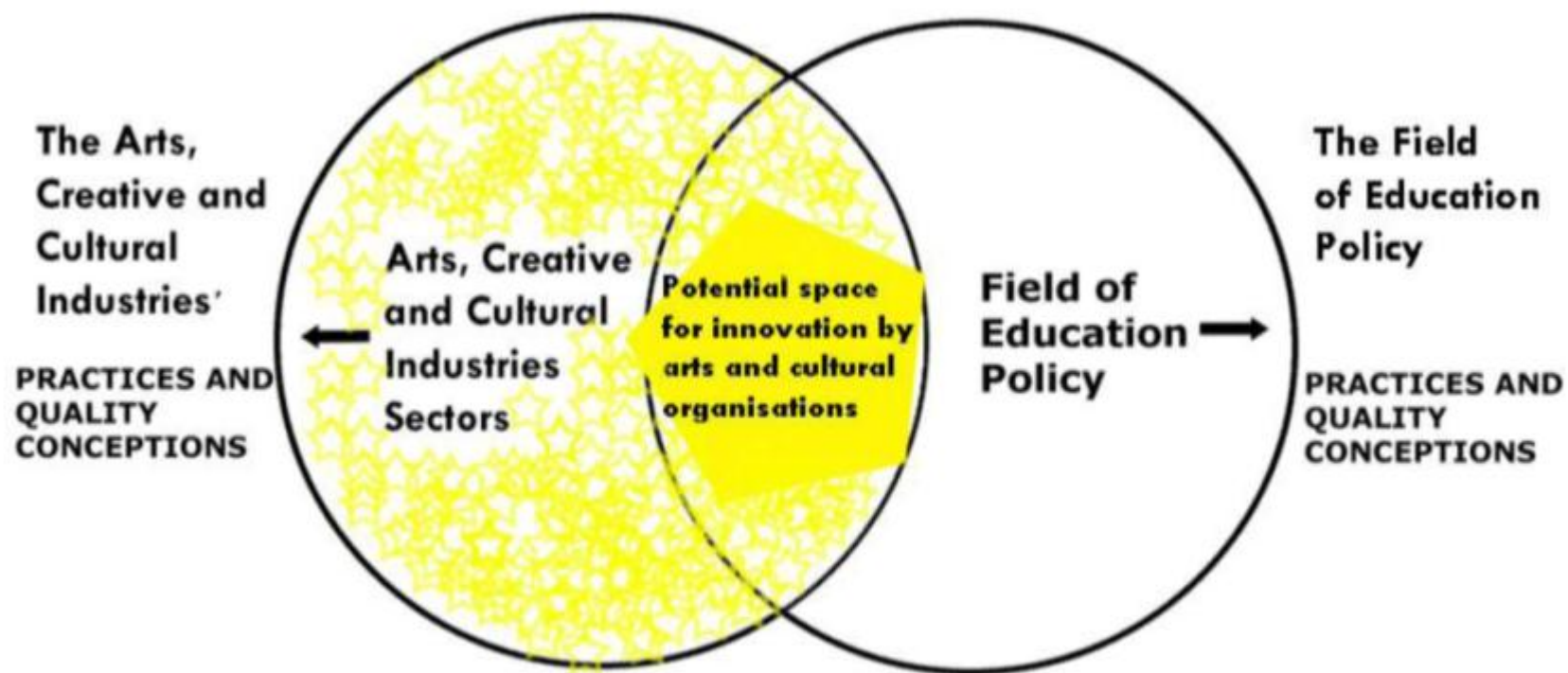
9 of 15 offer the Arts Award; Of these, 6 received funding from RiO to offer the Gold Arts Award

Other qualifications offered are funded by SFA funding drawn down through partnerships with Further Education providers and fee-paying students (Circomedia).









# The Institute?



## Current members of Bristol Cultural Education Partnership

Access to Music  
 Architecture Centre  
 Arncliffe  
 Arnos Vale Cemetery Trust  
 Arts Council England  
 Asian Arts Agency  
 B-Creative  
 Bristol City Council  
 Bristol Libraries  
 Bristol Museums, Galleries and Archives  
 Bristol Music Education Hub  
 Bristol Music Trust  
 Bristol Old Vic  
 Bristol University  
 British Film Institute  
 The Churches Conservation Trust  
 Clifton Suspension Bridge  
 Encounters Short Film and Animation Festival  
 English Heritage  
 Knowle West Media Centre  
 Lighting Up Learning  
 Playing Out  
 Real Ideas Organisation  
 South Gloucestershire Music Education Hub  
 Spike Island  
 ss Great Britain  
 Supercat  
 Tobacco Factory Theatre  
 Travelling Light Theatre Company  
 University of Bristol  
 University of the West of England  
 Watershed



## ENTRY LEVEL EMPLOYMENT IN BRISTOL'S CREATIVE INDUSTRIES SECTOR

80 entry-level jobs are being created by Arts and Cultural Organisations in Bristol between Sept 2013 - March 2015.

The first are recruiting now...

For more information - contact your local job centre



First 'Bristol Bid' to the CEP programme – successful and brought £350k in to Bristol for Arts, Cultural and Heritage organisations to create jobs for young people - 80 jobs to date (plus an administrator)





Real Ideas Organisation

West of England

Local Enterprise Partnership



 **bristolmedia**

The logo for Bristol Media features a stylized icon on the left made of two interlocking loops in blue, green, and orange. To the right of the icon, the word "bristolmedia" is written in a lowercase, sans-serif font, with "bristol" in black and "media" in orange.

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skills



**ARTS COUNCIL  
ENGLAND**





# **‘The Institute’: A new model of education and training for young people in Bristol?**

A scoping study and report for Arts Council England.

**Authors:**

Beccy Thomas, Knowle West Media Centre  
Sam Thomson, University of the West of England, Bristol

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**KWMC**  
KNOWLE WEST MEDIA CENTRE

**RIO**  
Real Ideas  
Organisation

**UWE**  
BRISTOL  
University of the  
West of England

## **Contact:**

**[Beccy@kwmc.org.uk](mailto:Beccy@kwmc.org.uk)**

**[Sam.Thomson@uwe.ac.uk](mailto:Sam.Thomson@uwe.ac.uk)**

**[www.uwe.ac.uk](http://www.uwe.ac.uk)**

**[www.kwmc.org.uk](http://www.kwmc.org.uk)**

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