



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

ENTRY LEVEL EMPLOYMENT IN BRISTOL'S CREATIVE INDUSTRIES SECTOR

**KNOWLE WEST
MEDIA CENTRE** ★



University of the
West of England

ELEBCIS Research Project Aims



<http://elebcis.weebly.com/research-aims.html>

Entry Level Employment in Bristol's Creative Industries Sector (ELEBCIS): What we did...



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

A photograph of two men in a workshop or classroom setting. They are seated at a desk with two computer monitors. The man on the left is wearing a blue and white checkered shirt and glasses, looking towards the right. The man on the right is wearing a dark shirt and a yellow headband, looking towards the left. They appear to be engaged in a collaborative activity. The desk has a keyboard, a mouse, and some electronic components. The background shows a window and a wall with a red circular logo.

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

‘The Skills and ‘Talent’ Pipeline’

- The appropriateness and relevance of the ‘pipeline’ metaphor for the interrelationships between education and employment in these sectors is subject to considerable debate currently**

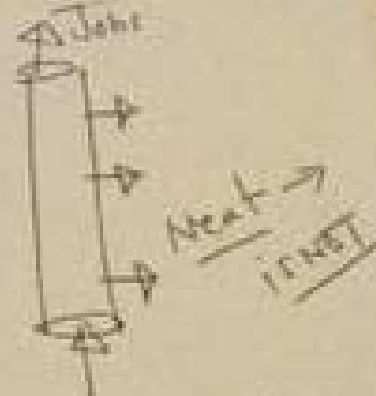
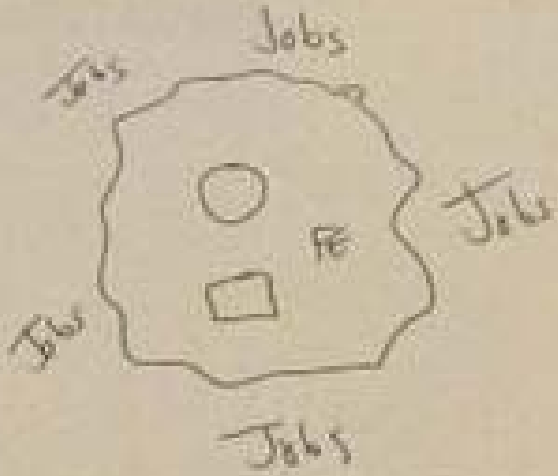
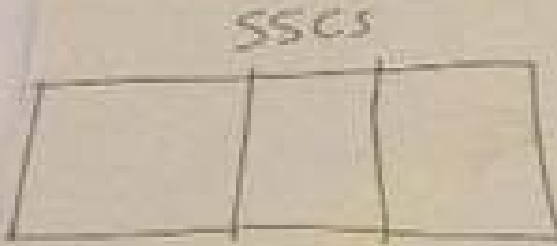
- Any suggestions to describe this?

~~'The Pipeline'~~

definition of early

Therefore what skills set... might have been... some organisations... employees and expected to work... professional and employees... whether any of those would be... Please see below for a further discussion about the skills of roles in the Creative and Digital Industries Sectors, and related research connected with training and assessment, but what this uncertainty amongst employers and professionals makes visible is the considerable uncertainty that young people face when considering what might be an appropriate employment for them in these sectors, and how to make choices about what an appropriate development pathway might be for them to achieve these aspirations.

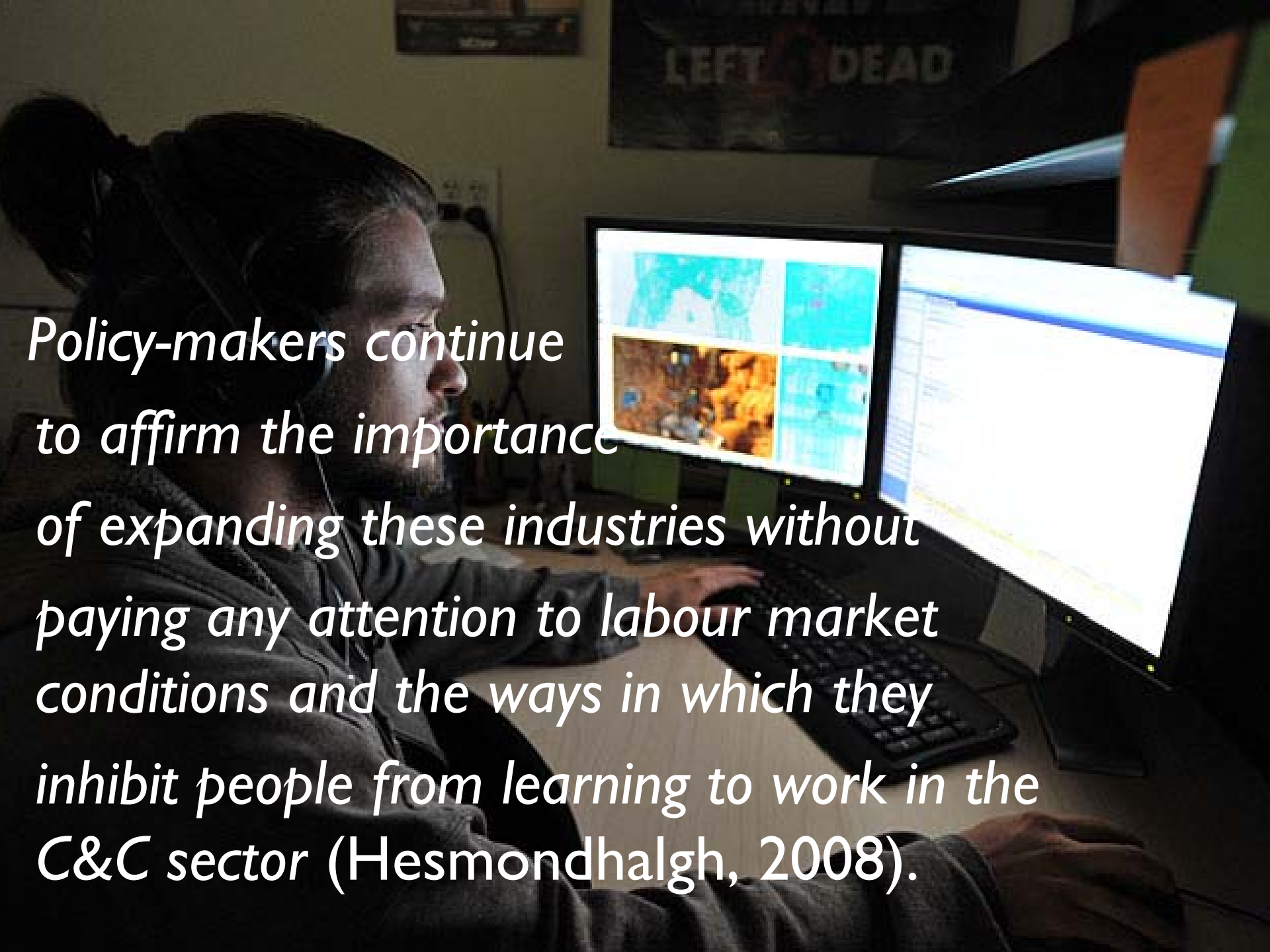
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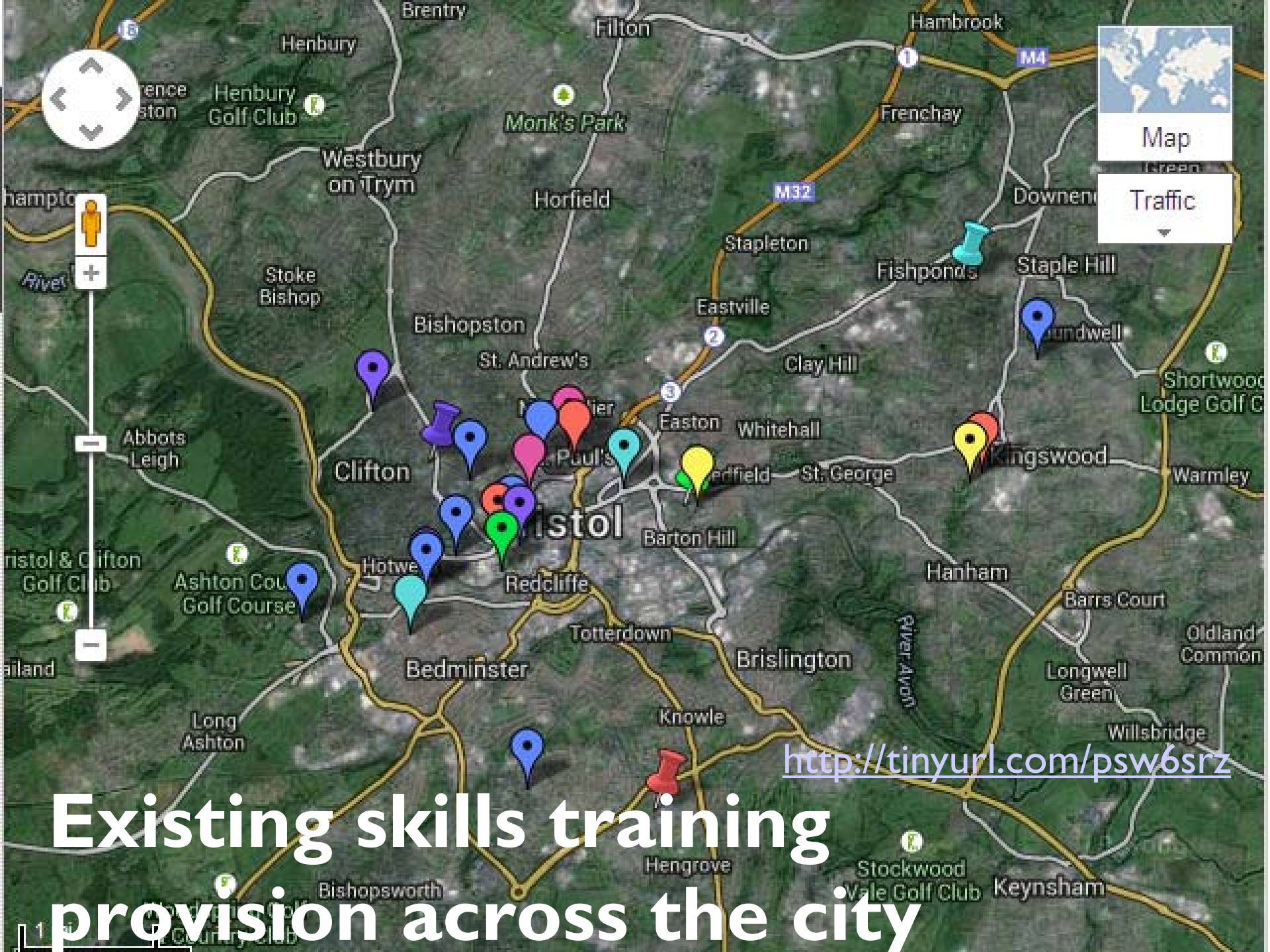
Policy does not like this

working in partnership with... like this... which exist

and what relationship these organisations have with the LEP as a... city may be particularly useful and effective... impact on...



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).



Existing skills training provision across the city

<http://tinyurl.com/psw6srz>

The ELEBCIS project has developed a series of categories which attempt to describe each of the organisations participating in, and making up this network of provision.²⁵

These categories are:

- Arts, Cultural and Media Sector Organisations (Publicly funded)
- Arts, Cultural and Media Sector Organisations (Charitably/Grant funded)
- Arts, Cultural and Media Sector Organisations (Publicly/Charitably/Grant funded) delivering formal education
- Arts, Cultural and Media Sector Organisations (Publicly/Charitably/Grant funded) delivering informal education
- Community-Media-Sector-Connector Organisations (Community-based, social purpose and predominantly grant funded)
- Community Media/Arts Providers
- Industry/Employers
- Formal Education Providers
- Commercial Training Organisations

There are a number of organisations which inhabit several of these categories simultaneously, and which it is proposed potentially offer particular scope for ongoing development of their role in the support of opportunities for progression into meaningful sustainable employment in the sectors, in reference to the focus and aims of this project.

Specifically those which offer education provision, are social purpose organisations, are creative industries sector specialists and employers and which have premises which are physically located in areas of the city where youth unemployment is a particular challenge could be an effective

What do employers want from an entry-level employee?

Good communication skills

Ability to work in a team

Basic IT skills (word, e-mail etc)

Ability to respond constructively to feedback and act on it

Social Media Skills

Ability to work independently

Ability to 'self-learn' (e.g. to learn how to use a new 'app' without instruction)

'Common-sense'/ability to problem solve

A sense of humour

Willingness to do whatever is asked of them – not to be reluctant to make the tea, for example – to accept that they are in a junior role

Q. What do employers want?
A. Digitally Savvy Employees



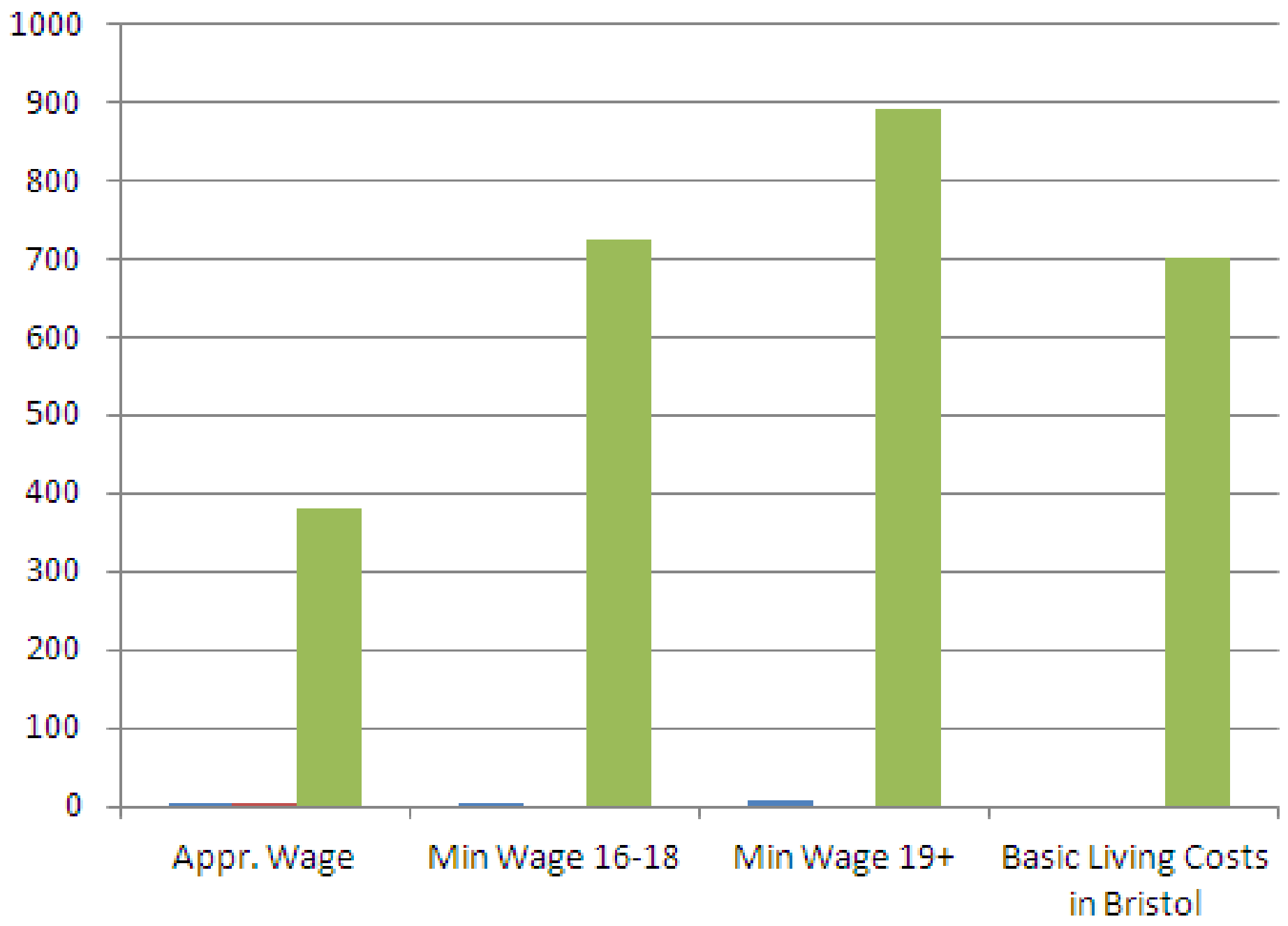
Employers frequently used the term '*digital native*' to describe the expectation that they had new entry level employees' skills levels in the use of social and new media.

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.



Barriers for employers



THIS IS

URGENT

FOR EMPLOYERS

FOR THE LEP
FOR THE CITY

FOR THE YOUNG
PEOPLE WHO LIVE

HERE

The ELEBCIS project aims to support achievement of WoELEP's ambitious plans for economic growth in the region, which firmly assert that *'No-one will be left behind.'* (WoELEP: 2012)

What Next....?



First Job, Second Job . . .



The Institute

map of bristols arts centre

https://maps.google.co.uk/maps?ie=UTF-8&q=map+of+bristols+arts+centres&fb=1&gl=uk&hq=bristols+arts+centres&hnear=0x4871836681b3d...

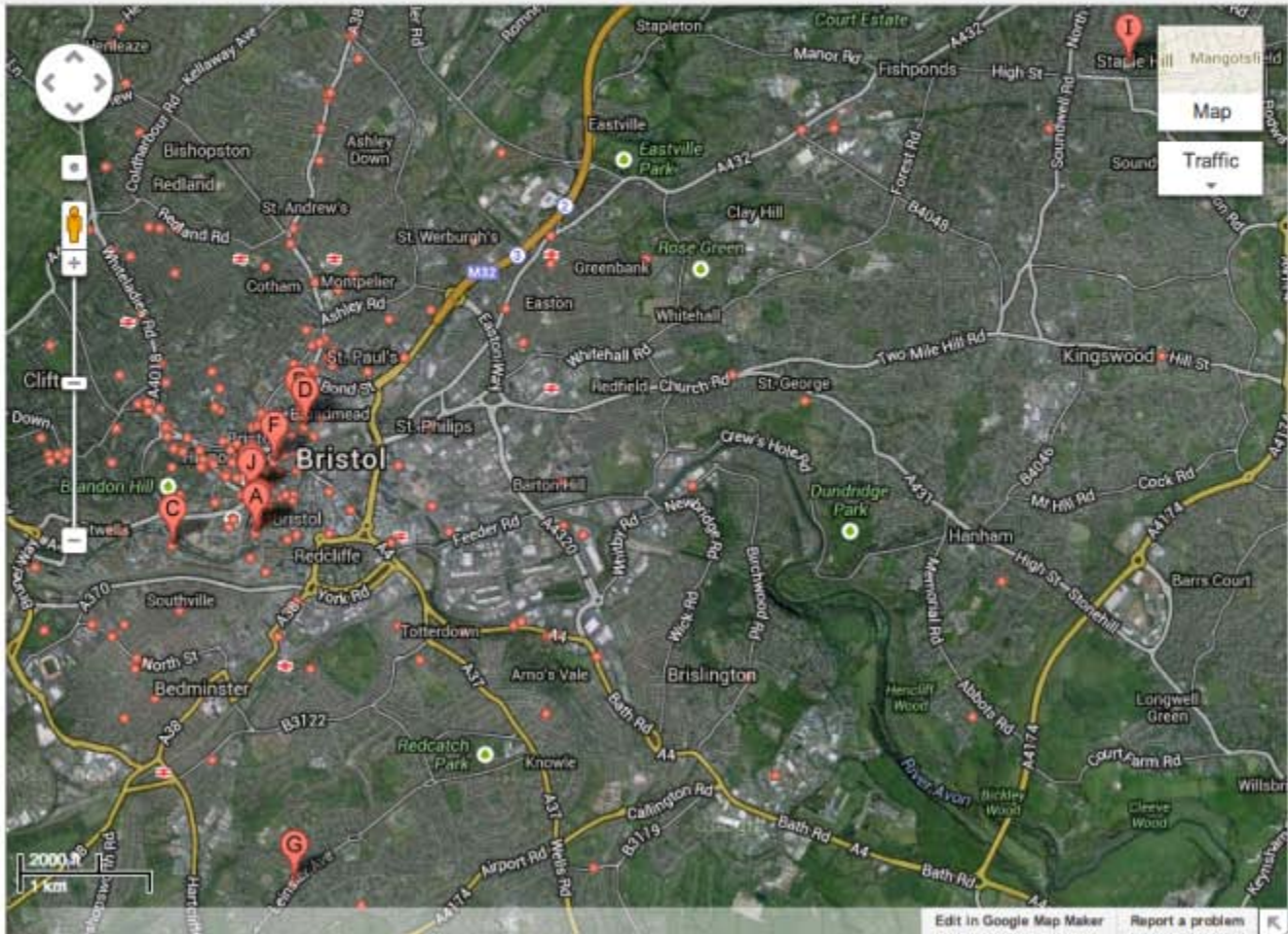
+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google map of bristols arts centres candicepepperall@gmail.com

Get directions My places

bristols arts centres near Bristol, UK

- A Amolfini**
16 Narrow Quay, Bristol, Avon BS1 4QA
0117 917 2300 · amolfini.org.uk
4.4 ★★★★★ 18 reviews
cafe bar · dance and music · floating harbour · bookshop · centre for contemporary
"Standing at the heart of Bristol's busy harbourside in a nineteenth century warehouse, Amolfini is one of Europe's leading centres for the contemporary ..."
- remotegoat.co.uk
- B The Architecture Centre**
16 Narrow Quay, Bristol, Avon BS1 4QA
0117 922 1540 · architecturecentre.co.uk
south west region · exhibition space · built environment · small projects · programme includes
"The Centre is based on Bristol's Harbourside and our gallery is open to the public 5 days a week (we are closed on Mondays and Tuesdays). ..."
- tripadvisor.com
- C Brunel's ss Great Britain**
Great Western Dockyard, Gasferry Rd, Bristol BS1 6TY
0117 926 0680 · ssgreatbritain.org
4.5 ★★★★★ 44 reviews
falkland islands · steam ship · old ship
- D Bridewell Space**



2000 ft 1 km

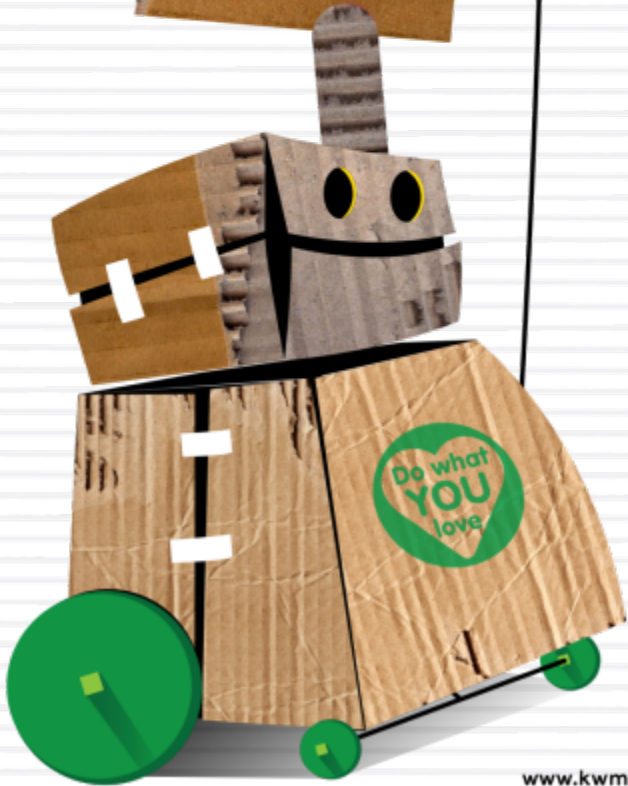
Edit in Google Map Maker Report a problem

Make it!

Festival 2013

21st September
10am to 4pm

COME AND MAKE
SOMETHING WITH
YOUR FAMILY
AGES 3 TO 103!



Leinster Avenue, Bristol BS4 1NL
E: hazel@kwmc.org.uk T: 0117 903 0444

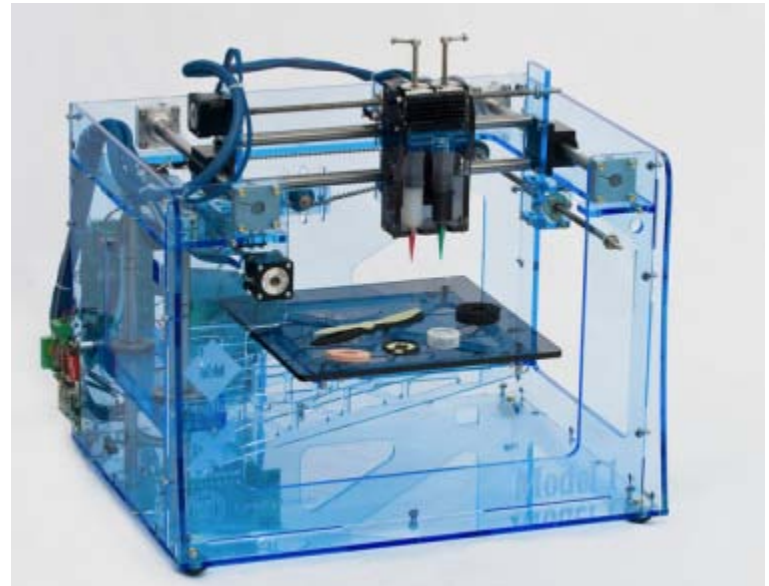
FREE ENTRY



www.kwmc.org.uk



Community Based Maker Labs



Recommendations

....the further development of VET systems to meet the needs of groups at risk of exclusion requires a combination of targeted investments.... and tailored training and learning provision (EVALVET: 2012)

Recommendations

Reconceptualizing the transition from education to work and work/unemployment to work transitions as the development of vocational practice, social capital and 'moebius strip' expertise, rather than as the acquisition of qualifications. (Guile, 2010)

10 Recommendations, and an action plan...

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KNOWLE WEST
MEDIA CENTRE 

creative employment programme

Bid 2 Launches now – opened out to West of England Region

Can you host a 6-month paid internship in a creative sector company for an 18-24 year old who has been unemployed and claiming JSA for 6 months?

If so – get in touch!

We are developing a West of England bid to the Creative Employment Programme, building on the success of our first bids which have secured funding for a total of 80 new jobs for young people in Bristol to date.

Your company can be a commercial or publicly funded organisation.

creative
employment
programme

Bid 2 Launches now – opened out to West of England Region

Final Deadline for submission of application is 10th January 2014.

To meet this deadline we need information from you by 13 December 2013.

To get involved, contact Nicky Williams, Creative Skills Adviser at West of England Local Enterprise Partnership (nicky.williams@woeskills.co.uk)

You will need to confirm which jobs you can provide within your company & when you can host them. There is a simple Google Form which you will need to fill in before 13 December 2013

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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



University of the
West of England



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)

To take part, contact:
nicky.williams@woeskills.co.uk





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