

creative  
& cultural  
skills

The National  
Skills Academy



CREATIVE  
& CULTURAL



[www.ccskills.co.uk](http://www.ccskills.co.uk)

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## About Creative & Cultural Skills

- UK-wide licensed sector-skills council
- 41 staff across the 4 UK-nations
- Bringing Education and Industry together to create jobs in the creative industries
- A new national training centre in Purfleet Essex
- Supporting training and apprenticeships
- Working with craft, cultural heritage, design, literature, music, performing arts, visual arts
- #CreativeNationUK



# Creative Choices

[www.ccskills.org.uk](http://www.ccskills.org.uk)



# the backstage centre





# UK Creative Industries



- The CIs account for **1.8 million jobs**, 5% of the total number of jobs in the UK
- **65,200** creative businesses
- **£77 billion** contribution per year for the UK economy - more than 5% of total economy
- Employment growing **five times faster** than the national average

# Employment in the Creative Economy 1997-2013 (DCMS)

	CE Employment 1997	CE Employment 2013	% change
Creative jobs in creative industries	373,000	890,000	+ 138%
Jobs in the creative industries	931,000	1,708,000	+ 83%
Creative Economy (CIs + creative occupations in the wider economy)	1,806,000	2,616,000	+ 45%
<b>Total UK employment</b>	<b>22,706,000</b>	<b>30,643,000</b>	<b>+11%</b>

# Characteristics of the Creative Industries

- 43% of workers freelance
- 78% of businesses employ fewer than 5 employees
- 57% qualified to level 4 or above (32% the norm)
- No one knows where the jobs are!





# 'Make a job', not 'take a job'



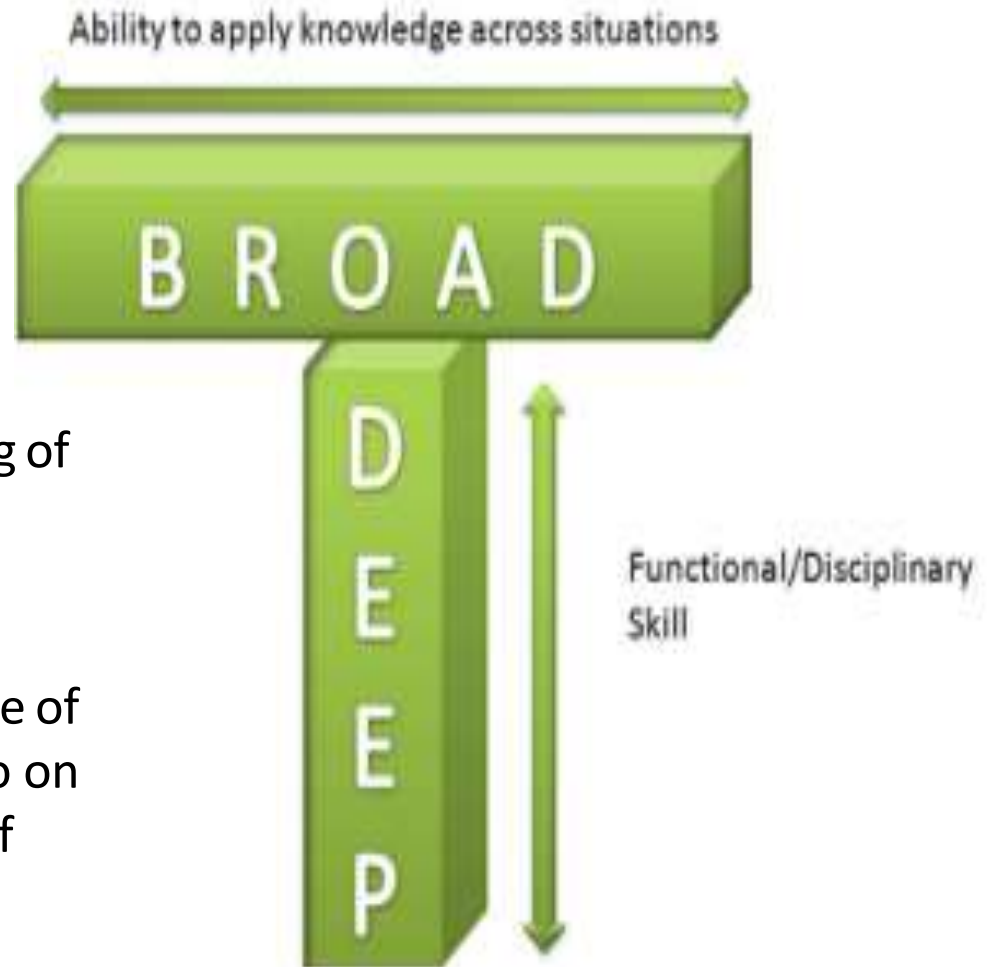
# 'Backstage, not on stage'



# 'T-shaped'

'They bring deep understanding of at least one field, but have the capacity to converse in the language of a broader range of disciplines. This requires a sense of curiosity and a willingness to go on learning far beyond the years of formal education.'

Institute for the Future (2011)



# The future of the creative industries



# The future of the creative industries



Administrator



Editor



3-D designer



Sound engineer



Account Manager



Maker





## Teddy bear maker



Each bear takes about 30 hours to make

Filed under Craft / Toys / England

1 Comment

Written by Sarah Marten

- Inside Craft
- Ceramics (5)
- Craft Management (5)
- Glass (8)
- Graphic (3)
- Heritage & Traditional (10)
- Iron & Stone (7)
- Jewellery & Silversmithing (14)
- Musical Instrument Making (7)
- Taxidermy (2)
- Textiles & Leather (14)
- Toys (3)
- Wood (9)

Gregory Gyllenship gave up a successful career in the City of London to make and design teddy bears. He spoke about how he achieved international standing for his creative career.

Gregory worked his way up in the city from office junior to management accountant after leaving school with O levels. After about twenty years the culture started to change, and he was not enjoying the work as much. At the same time Gregory started exploring a more creative side of his personality. What started as a hobby eventually

## Making edible art



Sculptures in hot cake and fondant icing: 'Big Yellow' and 'Three Balls' and 'Big Yellow' and 'Three Balls'.

Filed under Visual Arts / Making Art / Northern Ireland / Starting off

6 Comments

Written by Connie Viney

- Also of interest
- Philomena Francis, artist
  - Nick Homby, sculptor
  - A career in figure sculpture
  - 7 ways to promote yourself
  - Business skills for artists
  - How to approach art galleries
  - Inside Visual Arts
  - Exhibiting Art (25)
  - Making Art (27)
  - Selling Art (10)
  - Visual Arts Education (8)
  - Visual Arts Management (2)

Connie Viney is an artist who creates outlandish and larger-than-life sculptures and installations made from cake and icing. She spoke about how she started her creative career.

While I've enjoyed cooking and baking cakes for as long as I can remember, my main passion growing up was always drawing and painting.

From a young age, I enjoyed nothing more than visiting art galleries, which usually inspired me to get stuck into my own art projects at home. I was always fascinated by colour and loved everything weird and wonderful, be it on TV, in a storybook or even a





# creative apprenticeships

Each cohort of  
200 apprentices  
makes a contribution  
of over £2.4 million  
to the national economy

[www.creative-employment.co.uk](http://www.creative-employment.co.uk)







Building  
a Creative  
Nation

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Logo on a sign to the right of the building.

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