

The Future of Creative Industries in Education – Post election.....

Gini Stirling, Quality Associate,
Creative Skillset



Creative Skillset

Creative Skillset empowers the Creative Industries to develop skills and talent;

We do this by influencing and shaping policy, ensuring quality and by securing the vital investment for individuals to become the best in their field and for businesses to grow.

As the industry skills body for the Creative Industries, we work across **film, television, radio, fashion, animation, games, visual effects, textiles, publishing, advertising and marketing communications.**

Post Election – What do we know?

Much remains the same:

- The Rt Hon Sajid Javid MP appointed Secretary of State for Business, Innovation and Skills; previously Secretary of State for Culture, Media and Sport from April 2014 to May 2015 - Co-Chair of Creative Industries Council
- Nick Boles MP remains as a Skills and Equalities Minister
- Ed Vaizey MP remains in his role as Minister for Culture and the Digital Economy, shared by DCMS and BIS
- Jo Johnson MP - new Minister for Universities and Science
- Unprotected FE/Adult vocational budget
- Unprotected HE budget
- Continued focus on Employer Ownership of Skills
- 3 million more apprenticeships

Post Election – What do we know?



- **Schools policy continues with an emphasis on STEM (via E-Bacc)**
 - New A Levels will be coming in 2015 onwards (incl new AS/A Level in Art and design)
- **Conservative manifesto promised 3 million more apprenticeships over the course of their government, incl Degree Apprenticeships – and an encouragement to HE to offer 2-year undergraduate degrees.**
- **Unprotected FE/Adult vocational budget.**
- **The whole of BIS is an unprotected Department which could mean potential cuts within HE although there is some protection for the Science/Research funding.**
- **The conservative government has made 4 promises regarding HE :**
 - **Removal of cap on student numbers; introduction of post-graduate loans; a new framework on HE teaching quality; more information on degree courses for potential applicants.. & 2 questions**
 - **will there be an increase in fees? And what impact will the EU referendum have?**
- **Continued focus on industrial strategy and employer ownership of skills. Focus on skills within devolution & ‘local’ agenda (for England: LEPs).**
- **New Budget 8th July & Comprehensive Spending Review Nov 2015**

Creative Industries Council



- Set up in 2011 to be a voice for creative industries
- Focused on areas where there are barriers to growth:
 - access to finance,
 - skills,
 - export markets,
 - regulation, intellectual property (IP)
 - and infrastructure.
- **The CIS Skills Group** is a subgroup of this council:
 - Chaired by Dinah Caine, CEO Creative Skillset, and tasked by DCMS, BIS and the CIC to examine the skills issues facing the UK's creative industries.
- Brings together creative industry leaders to:
 - explore in depth the challenges and opportunities facing the creative sector and to recommend industry-led solutions to support growth and worldwide competitiveness.

Creative Industries Now



“It’s an exciting and pivotal time for the UK’s Creative Industries. Developing world class talent

Recent statistics show the sector punches above its weight for the economy generating £71.4 billion gross added value in 2012 – a 9.4 per cent increase that surpasses the growth of any other UK industry sector.

- Creative industries generate value that spreads far wider than the sector itself: as a key part of a wider supply chain; as a driver of business for other sectors; 866,000 people in creative occupations outside of the sector, in addition to the 1.68 million jobs within the sector in 2012.
- UK is a world leader when it comes to the creative industries and they play an important role in shaping how the rest of the world perceives the UK.
- Trading in an increasingly competitive marketplace and cannot take our position for granted. Standing still is not an option.
- Need to take action now to ensure we are inspiring and equipping the next generation of talent, helping creative businesses to start-up and grow and maintaining the UK’s competitiveness against other international markets.

Nicola Mendelsohn Industry Co-Chair, Creative Industries Council
VP EMEA, Facebook

Creative Industries Now



Developing world class talent

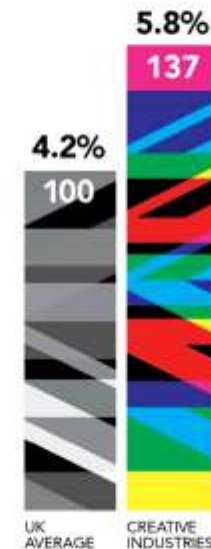
* The UK Creative Industries



GVA of UK Creative Industries 2013 (£m) Total £76.9bn



Change In GVA 1997-2013



www.thecreativeindustries.co.uk

Source: All data from DCMS estimates June 2014/Jan 2015

Creative Industries Now



Developing world class talent

THE CREATIVE INDUSTRIES SECTOR IS IN AN EXCELLENT POSITION TO GROW, AS IT BUILDS ON A VERY STRONG BASE:

- £1 of advertising spend generates £6 for the economy. The £16 billion spent on UK advertising in 2011 generated £100 billion in the UK economy⁴.
- The UK is a recognised global leader in the field of architectural education and there are around 15,000 students currently distributed amongst 47 schools of architecture in the UK⁵.
- Craft is a core component of the UK's thriving creative industries, employing over 100,000 people and showing an above average increase in Gross Value Added (GVA) between 2008 and 2012⁶.
- The UK has the second largest design sector in the world⁷ and design accounted for £131 million of services exported in 2011⁸.
- In 2012, British films earned a worldwide gross of \$5.3 billion, which amounted to 15% of global box office⁹. The UK is the second largest exporter of television in the world by hours behind the United States¹⁰. International sales from UK TV programmes were £1.2 billion in 2012¹¹.
- Fashion's total contribution to the economy via indirect support for supply chain industries and induced spending of employee's wage income is estimated to have risen to over £46 billion¹⁴.
- IT, software and computer services increased employment by 15% between 2011 and 2012, to over half a million jobs¹⁵. The UK games industry, which is the largest in Europe, is responsible for creating some of the most recognisable games in the world¹⁶.
- The UK is home to some of the world's biggest publishing companies. The estimated value of the entire UK publishing industry is £10 billion¹⁷, with 40% of revenues coming from exports¹⁸.
- The UK music industry generates around £3.5 billion globally¹⁹ and is the largest global exporter of music after the United States²⁰.
- The arts in England created a GVA of £5.9 billion in 2011²¹.

More sector stats and case studies can be found at the new online hub for the creative industries –

www.thecreativeindustries.co.uk

Creative Industries Council –

*Create UK Strategy

July 2014 Creative Industries



- **To boost the creative industries' competitiveness, the UK needs:**
 - an industry-led skills system that enables growth in companies of all sizes
 - supports entry to and progression within these industries for individuals from all backgrounds.
 - This must be underpinned by an education system that includes a commitment to creativity and that supports young people inspired to pursue a career in the creative industries.

CLC Strategy – Education and Skills



In order to support growth we need to invest in Talent, Education and Skills

Success measures:

- Increased share of entrants in subjects related to the creative industries at school
- Increased proportion of creative training (FE and HE) courses gaining accreditation from industry recognised quality marks; increased employment rate of creative graduates
- Increased number of creative industries apprenticeship starts
- Increased proportion of creative industries firms offering training

Our strategy...



Developing world class talent

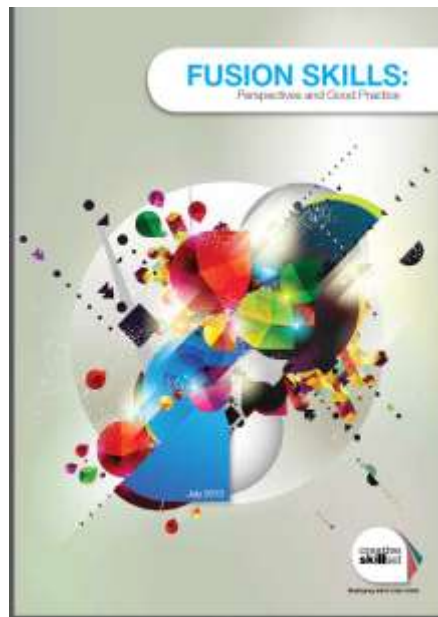
- Support talent pipeline through focused partnership activity with careers, schools, FE and HE
- Support Fusion and STEAM
- Support new pedagogies
- Deliver and develop industry engagement and quality marking of vocational courses through The Tick
- Fostering new business / HE collaboration - support clusters for economic development and local to global agenda for HE
- Research that drives growth in creative industries

Careers and Schools

- Through the Next Gen Skills review in 2011 Creative Skillset worked with NESTA and successfully lobbied for Computer Science to be on the school curriculum...
 - but apart from this success, creative industries subjects are increasingly poorly represented on the curriculum
- **Creative Skillset new Careers and Schools team:**
 - contributing to the current GCEs/ A/AS levels subject reform in Film and Media Studies
 - but a full vocational curriculum reform needs to take place and Creative Skillset will join others in lobbying for this change.
- A priority for the next 6 months will be investment in the Creative Skillset website careers information – to inspire and inform the next generation of talent of the amazing variety and breadth of career opportunities and roles across the Creative Industries

Fusion and STEAM

- As the Creative Industries Federation put forward through their Creative Education Agenda – we need to focus on not just STEM but STEAM.
- We need to ensure the future talent of our industry has a fusion of technical, creative, artistic, entrepreneurial and business skills.



Fostering HE Business Collaboration



As stated in the newly launched *State of the Relationship Report 2015 – The National Centre for University and Business Collaboration*:

“Universities face significant pressures to play a more active role in tackling major national and global societal challenges, addressing technological and innovation challenges in industry, and helping to stimulate an innovation-led, export-driven economic recovery. At the same time, they face growing calls to become engines of regional innovation and economic growth, strongly anchored in place and responsive to regional needs”

Fostering HE Business Collaboration

- New Government placing increased emphasis on the need to rebalance the economy, sectorally and regionally, universities are already being seen as key players in the developments of hubs and clusters; generating employment and supporting innovation and the 'local to global' agenda.
- Creative Skillset wants to support universities more in positioning themselves in the innovation system.
 - We already support sectoral clusters e.g. in VFX (AUB and BU) and Games (Abertay Dundee). But we want to encourage more **sharing of best practice across universities and across sectors.**

Fostering HE Business Collaboration



In September we will be inviting university partners from Creative Industries but also from Aerospace and Engineering to a symposium, to take place in Spring 2016 :

Rebalancing the Economy: Universities the powerhouse for growth

To:

- explore the different models that are already having an impact in regions and sector wide
- tease out the particular interventions that can generate and support start -ups, new innovation and clusters
- compare examples of success with these in other sectors as well as internationally.
- identify factors that are required to build capacity and to support further development.

Supporting new pedagogies

- Currently exploring different e-learning pedagogies by trialling up to 10 different MOOCS (Massive, open, online, course) with creative communities. Projects already commissioned:
- **Collabology - Collaboration in Digital Design** led by - **University of the Arts London (Central St Martins)**
- **Angry Algorithms – Maths for Games – with Goldsmiths University**
- **Using Storytelling to build a brand – with D&AD**

Supporting new pedagogies

- Through a HEFCE catalyst project we have worked with universities and employers such as BBC, Sky and ITV to develop:
- Undergraduate > **fast track two-year** Honours degree
Postgraduate > **work-based** masters degrees.

Middlesex University - [BA \(Hons\) Professional Practice in Visual Effects](#)

[MA Professional Practice in Visual Effects](#)

University of Bradford – MA Outside Broadcast - www.bradford.ac.uk/outsidebroadcasting

Norwich University of the Arts – MA Games - <http://www.nua.ac.uk/magames>

Southampton Solent University – BA (Hons) Public Relations – www.solent.ac.uk/fasttrackpr

Southampton Solent University – BA (Hons) Advertising - www.solent.ac.uk/fasttrackadvertising

Southampton Solent University –BA (Hons) Journalism – www.solent.ac.uk/fasttrackjournalism



Sign posting courses – The Creative Skillset Tick

The **Creative Skillset Tick** is a quality mark indicating the courses and apprenticeships best suited to prepare students for a career in the Creative Industries.



The Tick for Creative courses?

The Creative Skillset accreditation process is designed to **facilitate the dialogue** between industry and education. Achieving the Tick demonstrates a course is industry approved. The Tick raises the profile of the accredited training in an increasingly competitive HE, FE and employment market and has been known to **triple application numbers to a course**



Business/HE Collaboration

Sir Tim Wilson, who led the recent review of business-university collaboration, said:

“I featured the work of Creative Skillset in my report to highlight the value of engaging business in developing an accreditation scheme. This coupled with the involvement of higher education in designing and piloting the scheme is an excellent example of successful business/HE partnership. This latest pilot extends that partnership, bringing benefits for both higher education and business, but also, critically, ensuring potential students have an indication of industry endorsement”.

A word from our sponsors...

**Stewart Till CBE, Sonar Entertainment CEO and Chair,
Creative Skillset, said:**

“The UK Creative Industries are growing. To support that growth and ensure continued competitiveness we need people from all backgrounds to work in creative, technical and entrepreneurial roles. With the Creative Skillset Tick young people have a clear signpost to courses able to give them the skills and knowledge needed by industry. Equally, employers, through their involvement in the accreditation scheme, are able to help shape those courses on offer and ensure their relevance”.

The Tick for Careers advisors and school leavers

There are over **5,000** higher education courses available in 2014 which are relevant to the Creative Industries.

If choosing a **vocational** course – students need to know which courses are going to give them the skills, knowledge and capabilities for the best chance of a life long career.



Industry led Criteria

For a course to achieve the Tick it needs to:

- **Recruit with a focus on talent** and aspiration to work in the creative industries
- Have **staff and lecturers who are practitioners**
- Have access to **up to date industry standard equipment**
- Embed **practical and team work** throughout the course and ensure that all students have the opportunity for **work experience and industry mentoring**
- Ensure that **business and professional skills** are part of the course
- Demonstrate that the majority of their **graduates are gaining employment in the Creative Industries**

Employer engagement through the Tick

- We actively **promote the Tick** to potential students (and their advisors) and industry employers in **Pick the Tick®** campaigns throughout the year.
- We facilitate the **sharing of best practice** and employer engagement amongst accredited course networks through **Conferences, Masterclasses, CPD** and **workshops** for tutors
- We **Showcase Ticked graduate** work direct to employers
- We offer Ticked graduates privileged access to **Trainee Finder** - a service that matches trainees with companies across the UK's animation, games, film, high-end TV and VFX industries.
- Where available we partner with industry bodies to offer **scholarships** and **funding** opportunities for Ticked courses.

Courses



↓ Pick the Tick®: Degree courses

- What is the Tick?
- What does the Tick mean for employers?
- Accredited Advertising courses
- Accredited Animation courses
- Accredited Art and Design, CGI/Graphics courses
- Accredited Fashion Design courses
- Accredited Film Production courses
- Accredited Games and Interactive courses
- Accredited Media Business courses
- Accredited Media Technology courses
- Accredited Photo Imaging courses
- Accredited Post Production courses
- Accredited Pre-Production/Screenwriting courses
- Accredited Publishing courses
- Accredited Radio courses
- Accredited TV Production courses

Results

The results of your search are listed below. Please click on the course title or 'More info' to view the full course details. Alternatively, [click here to search again](#)

← RETURN TO SEARCH

Currently displaying 172 results

Your results ↓

Pick the Tick: Degree Course

ADD TO WISHLIST +

BA (Hons) 2D Digital Animation

Institution: University of Hertfordshire

Location: Hatfield

Course Type: Undergraduate

Other courses like this →

Other courses at this institution →

What sets this course apart? →

Relevant jobs →

National Occupational Standards →



MORE INFO →

Pick the Tick: Degree Course

ADD TO WISHLIST +

BA (Hons) 3D Digital Animation

Institution: University of Hertfordshire

Other courses like this →

Other courses at this institution →

Filter Results

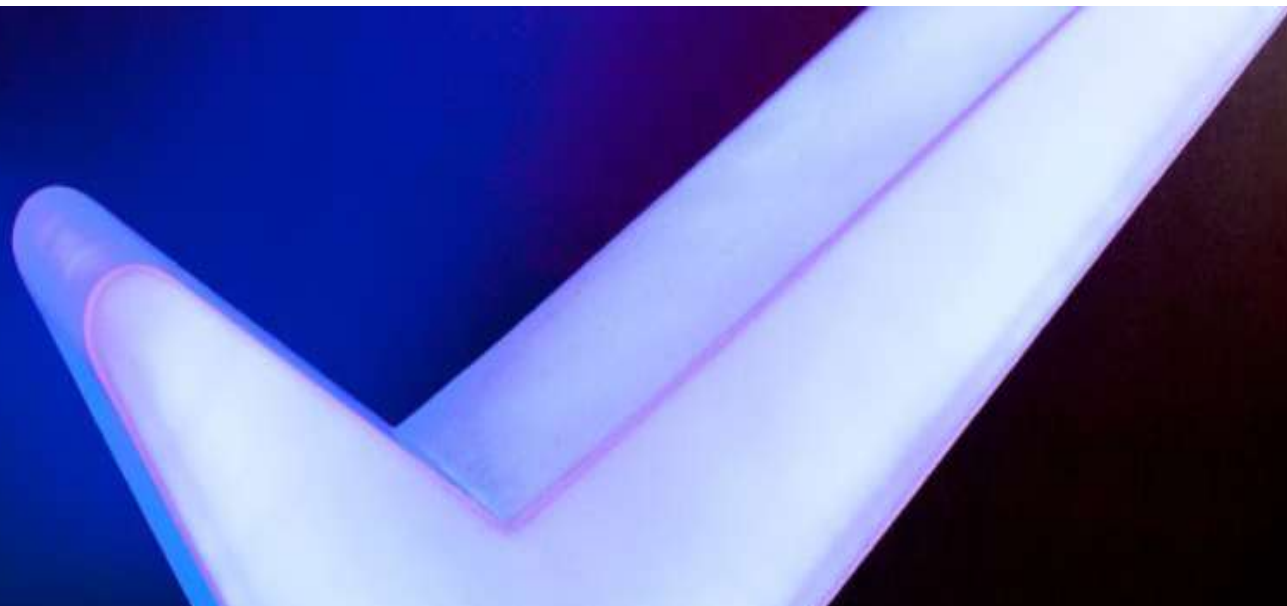
Mode of Learning ?

- ☐ Full-time
- ☐ Part-time
- ☐ Online
- ☐ Sandwich
- ☐ Distance Learning

SEARCH →

The Tick for Degrees

- 175 Ticked courses across the UK at undergraduate and postgraduate level covering all Creative Media and Fashion sectors



The Tick for Apprenticeships

Advanced Apprenticeship in Creative and Digital Media
Apprenticeship in Fashion and Textiles (all pathways)
Advanced Apprenticeship in Fashion and Textiles (all pathways)
Advanced Apprenticeship in Photo Imaging



A new Tick for FE

- Building the talent pipeline

- Particularly with the threats to Further Education budgets – FE courses need to differentiate themselves in the market
- We are now piloting a new Tick for Further Education courses at level 3

Industry Research



- We have just announced the results of our Creative Media Workforce Survey 2014 <http://creativeskillset.org/>
- 5,000 respondents TV, animation, games, VFX, radio, film production and cinema exhibition sectors
- Over half of respondents found their current job through informal recruitment methods (56% in 2014; up 10% since 2010)
- 48% have done unpaid work at some point in their career
- Numbers of people with disabilities in the creative media industries has remained static for 12 years at 5% against 11% across the wider working population
- 14% of respondents attended an independent/fee-paying school (compared to 7% in the wider workforce)
- 78% of all the creative media workforce are now graduates
- Over half (51%) of these graduates hold a creative/media degree

Thank you



Image by Hive user Olly Newport

Your **creativity**
+
hiive.co.uk
=
jobs

1,700,000 jobs in fact
making £9,000,000 per hour
or £146,000 per minute

And they say creatives
don't like numbers...

Source: DCM



The professional network
for creative people

POWERED BY 