creative & cultural skills

Meeting the Skills Challenge

Caroline Parkinson
Director – Scotland & NI

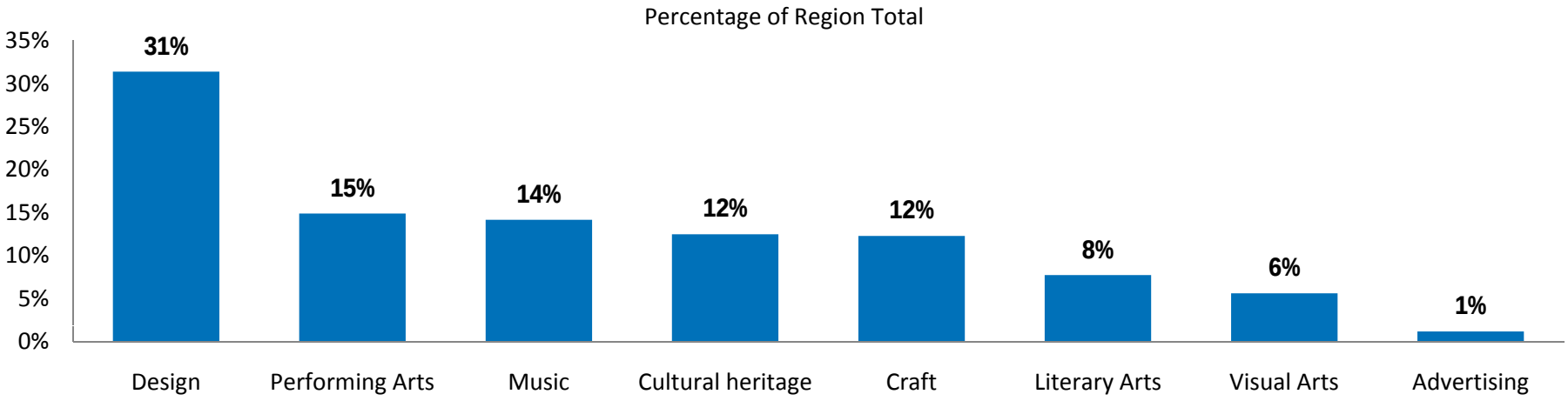
Footprint

Creative & Cultural Skills serves the following creative and cultural industries:

- Advertising
- Craft
- Cultural Heritage
- Design
- Music
- Performing Arts
- Literary Arts
- Visual Arts

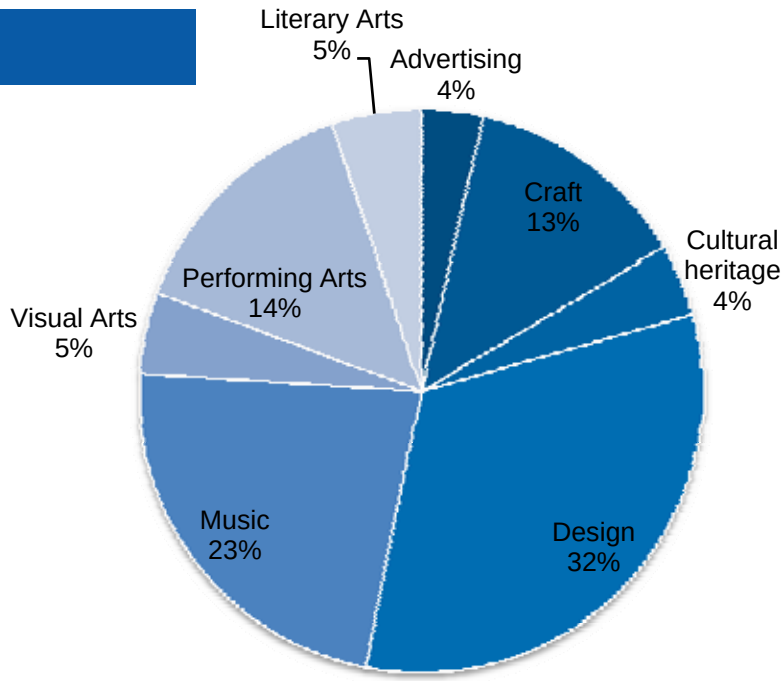
Employment in Scotland

- Total employment: 45,420
- Design account for the greatest proportion of Scotland's creative and cultural industries
- Employment in the creative and cultural industries in Scotland between 2006 and 2008 increased by 9%



Gross Value Added

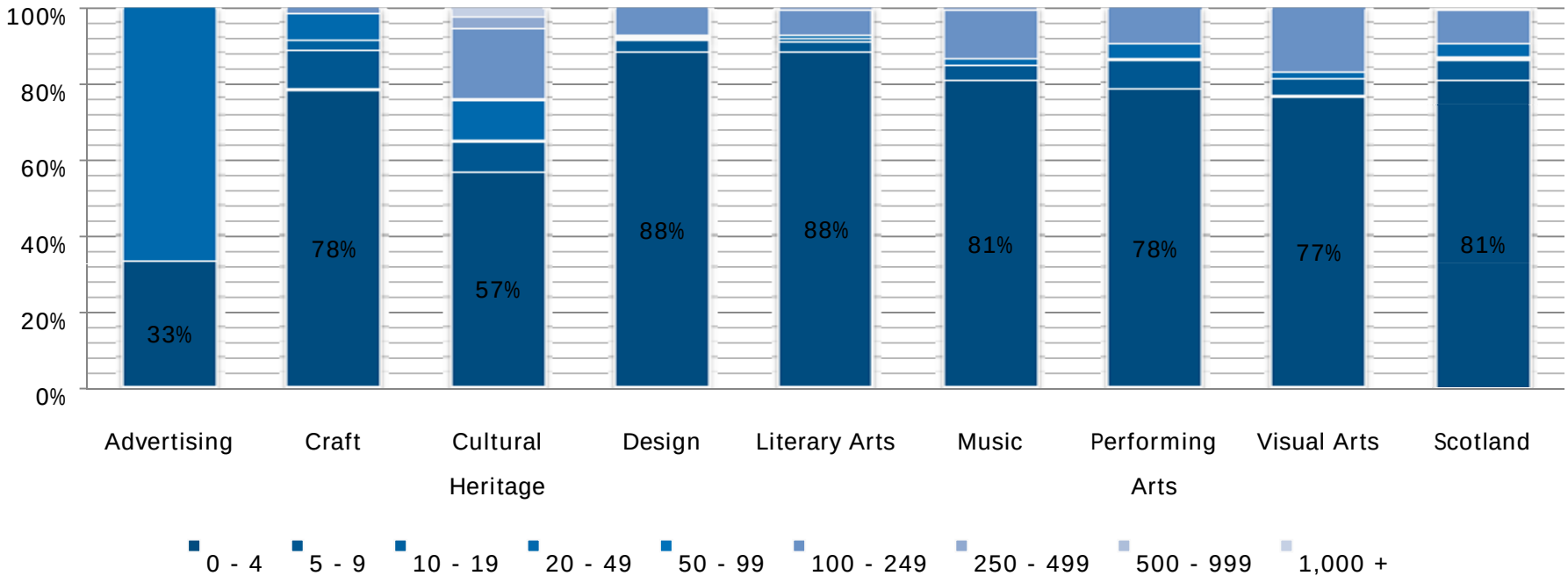
- Creative and cultural industries in Scotland contribute £1.01B GVA to the UK economy
- GVA in Scotland has declined by 19% since 2006
- GVA per employee is £ 22,280



Productivity levels: These statistics are based solely on an economic understanding of productivity. Our largely commercial sectors have a high GVA as a result, whereas sectors which are predominately subsidised (such as Cultural Heritage) will base productivity levels on other definitions (social inclusion, community etc)

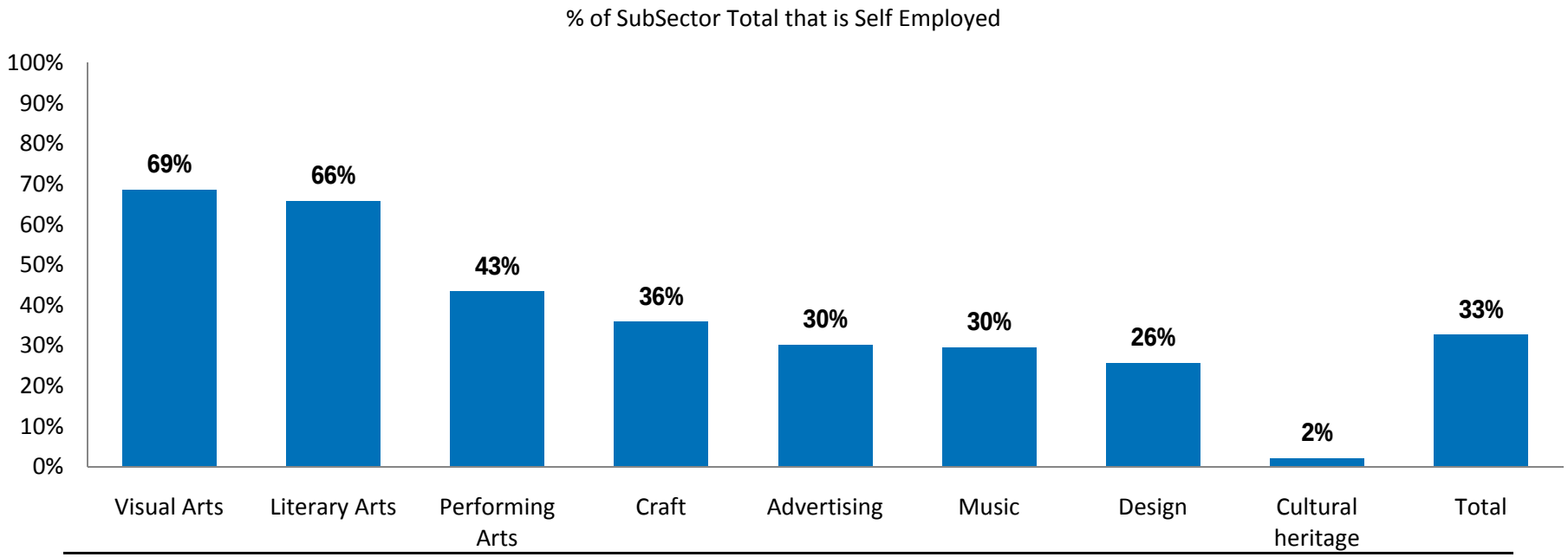
Businesses by Employment Size

- There are 3200 creative and cultural businesses in Scotland
- 81% employ less than 5 people



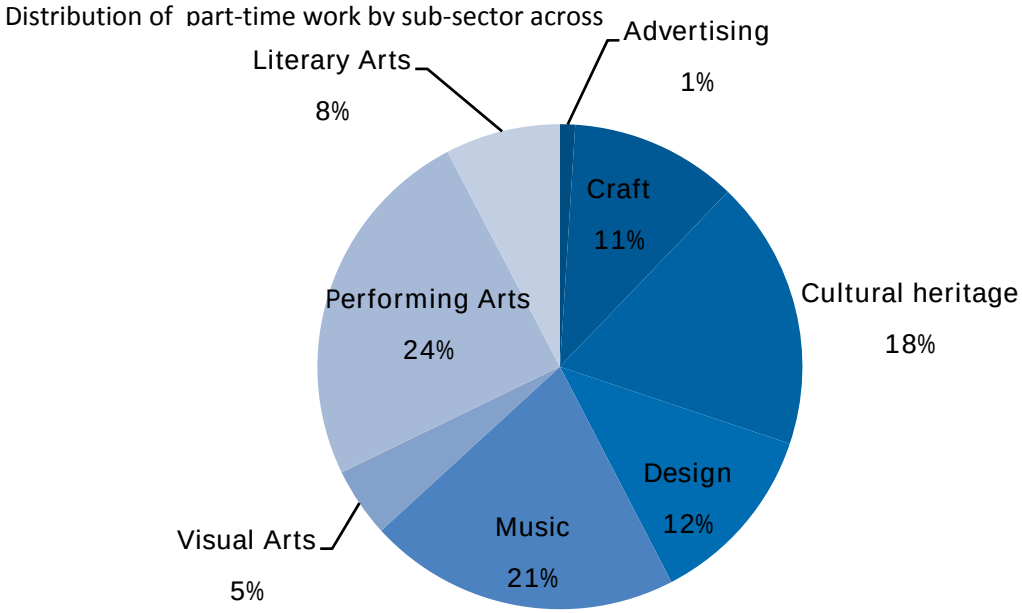
Self Employed

- 67% are employees, 33% self employed
- Creative and cultural industries differ in their levels of self employed work (see graph below)



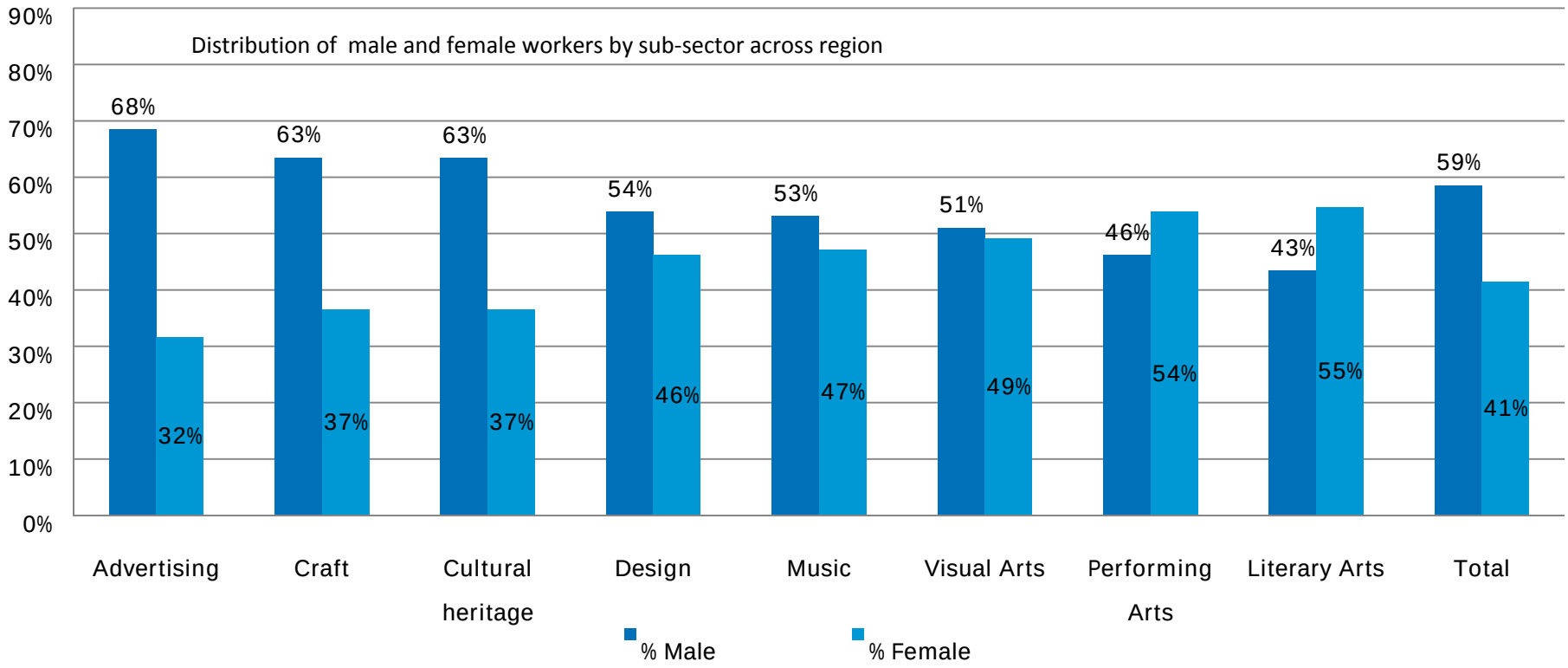
Full and Part Time Work

- 30% of staff work on a part time basis
- Nearly a quarter of all those working on a part time basis are in Performing Arts



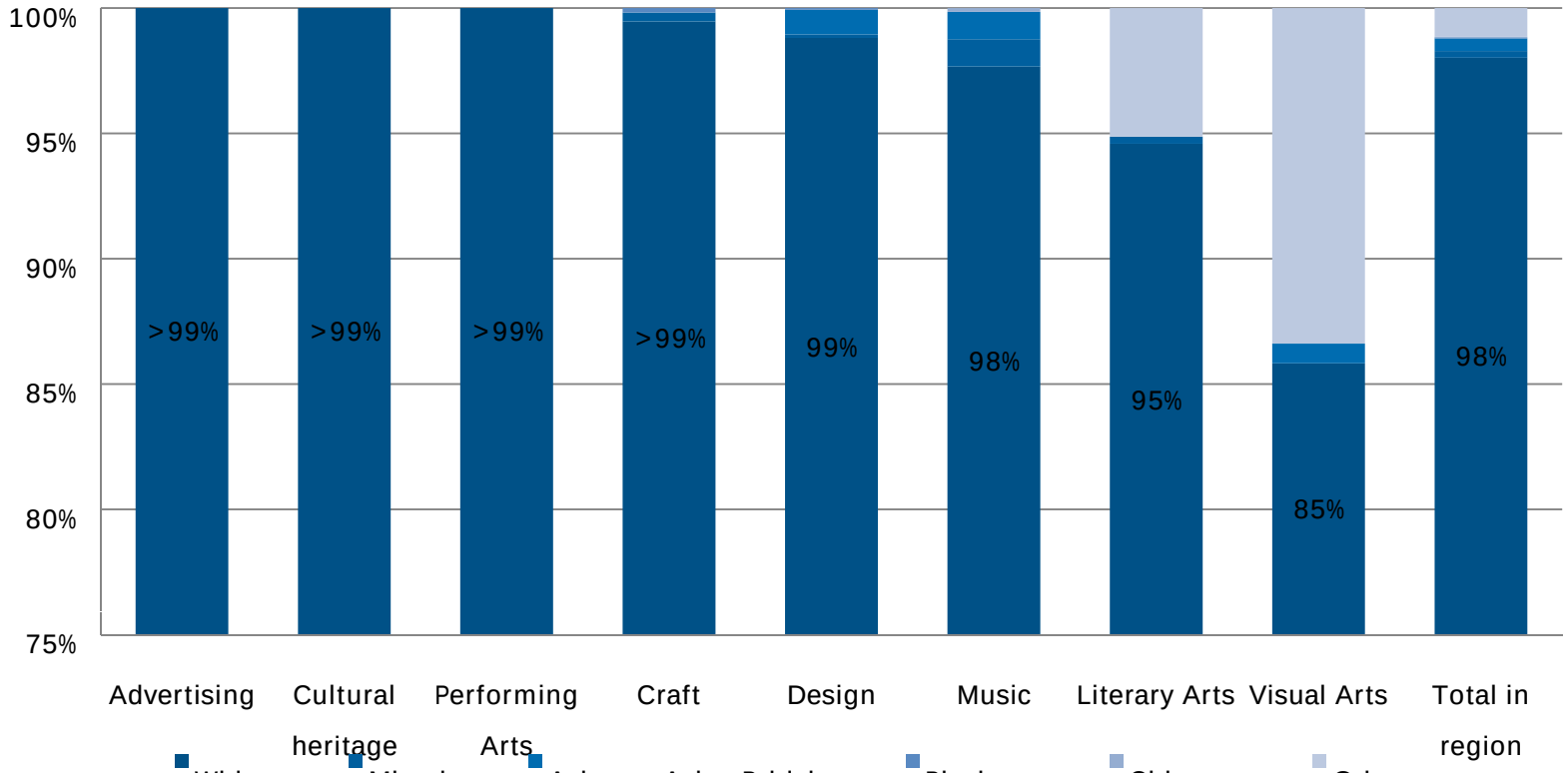
Gender

- There is a majority of male workers (59%)



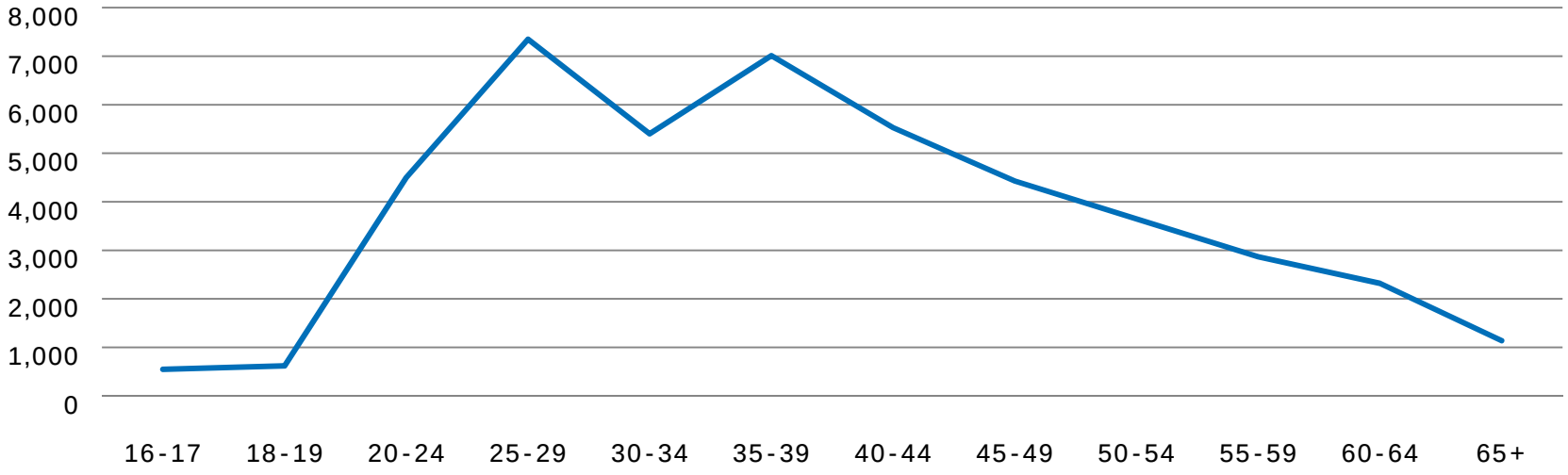
Ethnicity

- 98% of workforce is white



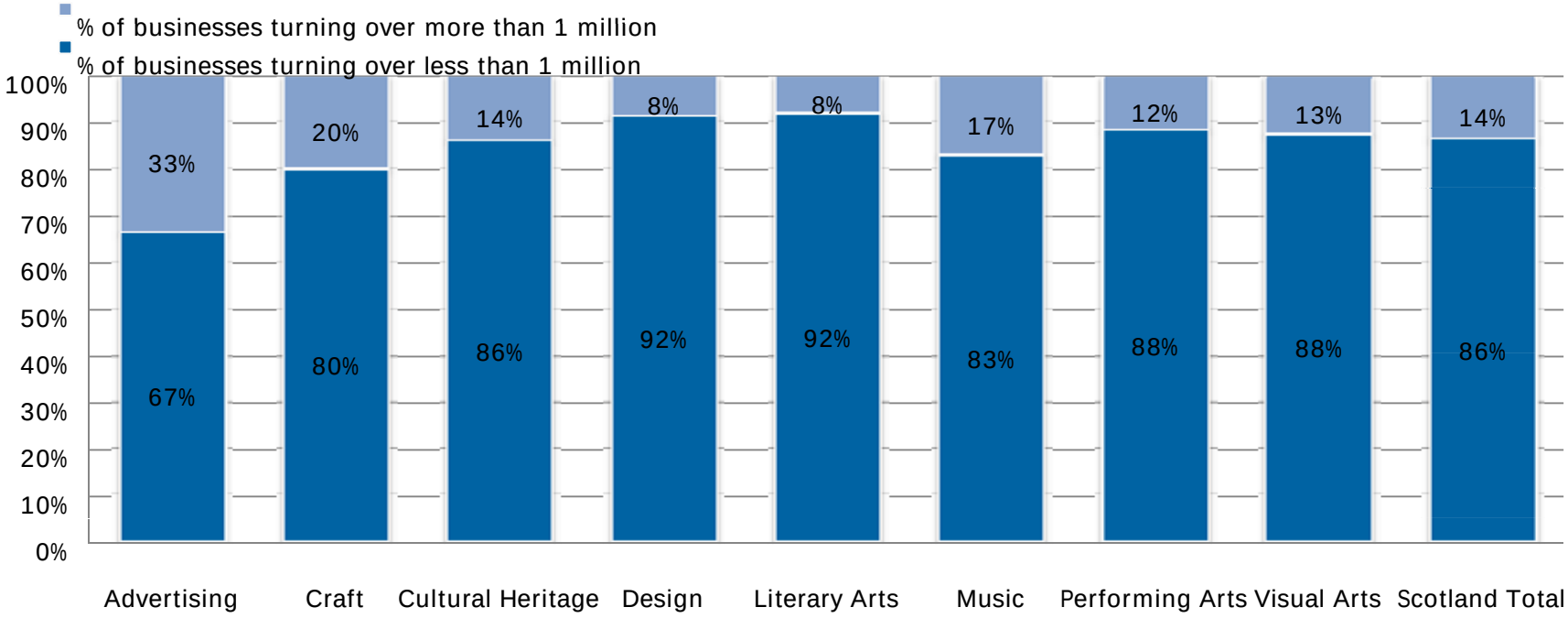
Age of the Workforce

- Over half of the workforce is 39 or under (55%)
- Most workers are between 25-29 (16% each)



Businesses by Turnover Size

- 14% of creative and cultural businesses in Scotland have a turnover of more than £1M



Future Growth

- Over the period 2004 – 2014 employment was forecast to grow by 3000 in Scotland but we have already achieved that, new projections are 18,000* in 2007-2017. More than half of the jobs will require higher level skills.

  (*pre-recession forecast)

- 25% of this increase in employment will be through an expansion of the industry. The remainder through replacement demand

creative choices

The Skills Challenge - Cross Sector Skills Needs

- Information and Digital technology
- Selling skills, marketing and PR
- Technical gaps
- Business development skills
- Management and leadership
- Administration
- Finance and Accounting
- Higher level skills

Sectoral Skills Needs & Future Demand

Advertising:

- Creative role
- Communication planning
- IP, ownership of ideas
- Integrated campaign organisation and logistics
- Project management
- Leadership

Future demand:

creative role and account management role

Craft:

- Pressure on workshops space, equipment and materials has created decline in practical elements of craft training
- Small numbers are a barrier to course provision
- Business skills and leadership, negotiation skills
- IT skills in e-commerce/websites & presentations
- Training in teaching to pass on craft skills

Future demand:

succession planning for the next generation of craft leaders, possibly via traineeships or apprenticeship

Cultural Heritage:

- Management and leadership
- Conservation
- Customer service
- Education and Interpretation

Future demand:

Small growth in education, visitor services, archaeologists, volunteer co-ordinators, marketing and fund-raising roles

Design:

- Creative role
- Marketing and PR skills
- IT and Digital skills + technical specialisms
- Creative design skills
- Global business development

Future demand:

Creative role, Sales/Service roles, Digital design, Business growth (global and new markets) – all with higher qualifications than at present

Music:

- Management skills in SME context
- IT skills in music to collaborate with technology firms
- Technical skills in live music industry
- Contract law and IP rights knowledge
- Negotiation, selling and marketing skills
- Performing skills

Future demand:

Management agents, events promoters and staff, editors and arrangers in composition, marketing and publicity, trainers for technicians, technical support, performers and producers

Performing, literary and visual arts:

- Education roles and emphasis on artist as educator (teaching artist)
- Organisations lack management skills, and managers tend to have skills gaps in finance, IT including web and using social media for audience development, accounting and customer service
- Lack of experience, skills with high level qualifications
- Shortage in technical skills – particularly in theatre and galleries

Future demand:

Education and development roles, theatre technicians, street artists, fundraisers

Barriers to training

- 55% reported limited time for training as the biggest barrier
- Lack of experience
- Limited budget
- Capacity issue to develop CPD and develop new entrants on the job

Preferred training methods

- Informal training delivered on site, with coaches
- In-house training delivered by the organisation
- External training
- Flexible learning - evening, weekend, bite sized, accumulate credit, online and distance learning

The Landscape Issues

- Entry to the sector
- Qualifications that meet industry needs
- Business and enterprise
- Leadership
- Retention

creative choices

Creative Blueprint Activity 2008 onwards

Creative Choices - research, careers info, online training and course search.

Creative Apprenticeships

Technical theatre, cultural venue operations, live events, music business, community arts and education. Future - arts finance and craft entrepreneurships.

Technical Theatre Skills Academy Scotland – meeting the technical theatre skills shortage.

UK Design Skills Alliance–industry professionals working with FE/HE, lecturer: industry exchanges, CPD delivery, professional practice framework, network and directory.

Course developments and joint work – being developed in a new forum with colleges, universities and employers

Business skills – embed business skills in creative courses

Leadership Programme – bespoke programme for Future Leaders starting May 2010 (second year), with evening master classes for senior leaders

Partnerships - All delivered through working in partnership with Scottish Arts Council, Skills Development Scotland, Scottish Funding Council, Cultural Enterprise Office, NESTA, Rewards Training, SQA, MAG, Scottish Government, Scotland's Colleges, Universities, RSAMD, industry trade bodies, networks and Unions.

creative choices

Working towards…

- More Creative Apprenticeships
- Industry and Lecture Exchanges
- Taster days for schools in industry settings
- Careers tour by the National Performing Companies
- Careers Advisers specialising in the creative industries
- Graduate Internships (paid)
- Incubation for creative practitioners and entrepreneurs
- A new partnership - Creative Scotland and SCIP

Websites and email

www.ccskills.org.uk

www.creative-choices.co.uk

caroline.parkinson@ccskills.org.uk