Skills Development Scotland

Scottish Creative Economy Conference: *Maintaining Scotland's reputation for excellence in creative media*

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careers scotland | ila Scotland it pays to learn | learndirect Scotland | learndirect Scotland for business | Modern Apprenticeships | Skillseekers | the big plus | Training for Work | Get Ready for Work

Who am I?

- 7 years with Skillset: Sector Skills Council for the Creative Media
- From February 2010: Creative Industries Manager for Skills Development Scotland
- My role:
  - Promote SDS to the Creative Industries
  - Influence how SDS responds to sector challenges

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Creative quotes…

- The essence of drawing is the line exploring space.
- *The aim of art is to represent not the outward appearance of things, but their inward significance*
- Art is literacy of the heart
- *You can't make an architect. But you can open the doors and windows toward the light as you see it*
- The creative is the place where no one else has ever been. You have to leave the city of your comfort and go into the wilderness of your intuition.
- *Creativity is the sudden cessation of stupidity.*
- Creativity arises out of the tension between spontaneity and limitations, the latter (like the river banks) forcing the spontaneity into the various forms which are essential

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Creative accounting – industry facts.

- **£5.1 billion** – value of the creative economy
- **60,000** – number of people employed in creative and cultural industries
- **4,500** – number of creative and cultural businesses/workplaces
- **World-class** creativity:
  - Grand Theft Auto IV
  - NTS – Black Watch
  - K T Tunstall

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- Skills Development Scotland has been created by the Scottish Government to work in partnership with others in an ambitious drive to change the way in which **the people of Scotland learn, develop and utilise their skills**, and to help **the businesses and organisations of Scotland build their own capabilities** and put these skills to most productive use.

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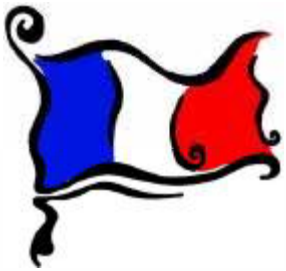
What does *that* mean?

- Smarter people
- More successful businesses

- Because Scotland achieves well in learning, but paradoxically underperforms in productivity.

- If we were as productive as France we could deliver the same economic output and only work 4 days a week.



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The old world…

- **Careers Scotland** – web, telephone, careers advisers, key workers with some local services
- **learndirect scotland** – web, telephone; brands – Training Partners, Individual Learning Accounts
- **Skills Interventions** (Scottish Enterprise) – 4 National Training Programmes with limited local services
- **Skills Interventions** (Highlands and Islands Enterprise) – some integration of career and skills

= fragmented and **centralised** programme delivery driven by narrow measures of activity

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A brave new world

- SDS Business Model **key principles**:
  - User centred
  - Led by industry demand
  - Local flexibility
  - Sharing the benefits – targeting according to need

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Corporate message

- **Unlocking the potential in Scotland's people** – to maximise our contribution to economic growth

- **Be a catalyst for change** in Scotland's skills performance.

- **Three goals**:
  - Enable people to fulfil their potential
  - Make skills work for employers
  - Be a catalyst for positive change

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Changing our thinking…skills gateways

- **Skills gateways:** enable SDS to create partnership with SSCs and Government Economic Strategy key sectors

- **Commitment** to our customers:

  - Co-create solutions – ie **with** them, **for** them
  - Design solutions around their **actual demand**
  - **Ask** why they demand our services; and focus on the outcome required
  - **Embrace variety** and avoid “one-size fits all” solutions

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Connectivity

- Creative Scotland
- Scottish Creative Industries Partnership
- Sub-sector reference groups:
  - Film, music, performing arts, product design, design services
- Sector Skills Councils
- Industry and industry experts

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Case study – Skillset Academies

- Origins with industry
- Industry establish criteria for accreditation
- Skillset manages process
- Scotland wins three academies/nine institutions
- Industry supports greater collaboration – sets case for investment
- SFC responds to industry evidence
- Result = £5.8 million over 5 years
- Result = industry benefits from accredited provision

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We're all creative…

- *"When my daughter was about seven years old, she asked me one day what I did at work. I told her I worked at the college- that my job was to teach people how to draw.*

- *She stared back at me, incredulous, and said, "**You mean they forget?**"*

  Howard Ikemoto

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Colin Bateman

Author and Screen-writer

- *Q. Do you suffer from writer's block?*

- Luckily no, but I understand you can now get a prescription to treat it if you do. Just go in to the pharmacy and say, “Excuse me, sir, I'm suffering from sheer bloody laziness.” Then he'll give you a kick up the a**e, and charge you a fiver for his time.

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