MANCHESTER
CITY COUNCIL

Cultural economy and the worklessness agenda

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Workshop Focus

- Apprenticeships - providing new gateways to employment
- Volunteering
- Get Britain Working strategy and opportunities through the Work Programme

Creative Sector Apprenticeships

Creative Apprenticeship
by Creative & Cultural Skills

Creative and Media Apprenticeship
by skillset

Strategic Partnerships

- The Manchester College
- National Apprenticeship Service
- Vision+Media
- Creative & Cultural Skills

Creative Apprenticeships

Converting a complex programme to a clear offer to employers.

- Timeframe and recruitment
- Salaries and contracts
- Apprenticeship induction
- Briefing note

Employer Relationships

Cultural Employers Forum to promote Apprenticeships, Future Jobs Fund and other initiatives

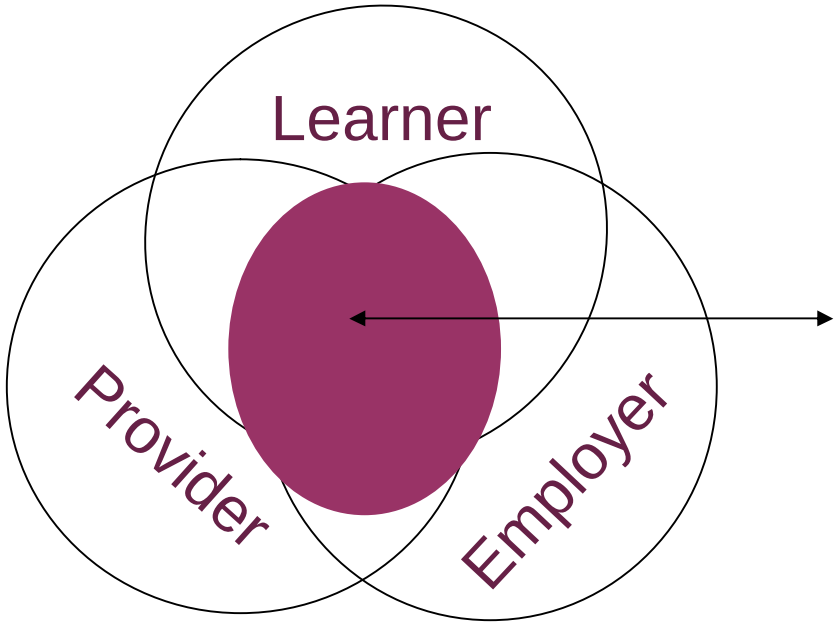
- Speaker focused events
- Sharing good practice

Employer Relationships

Steering Group

- Chaired by Manchester City Council
- Created an Employer pack
- Now expanding to include both apprenticeship programmes
- Joint learning

Apprenticeship Partnership



Agree & develop a delivery model & plan to best fit the learner/employer needs.

Manchester's Creative Apprentices

Apprenticeships - what next

Second cohort July 2011 and a further group planned for the autumn.

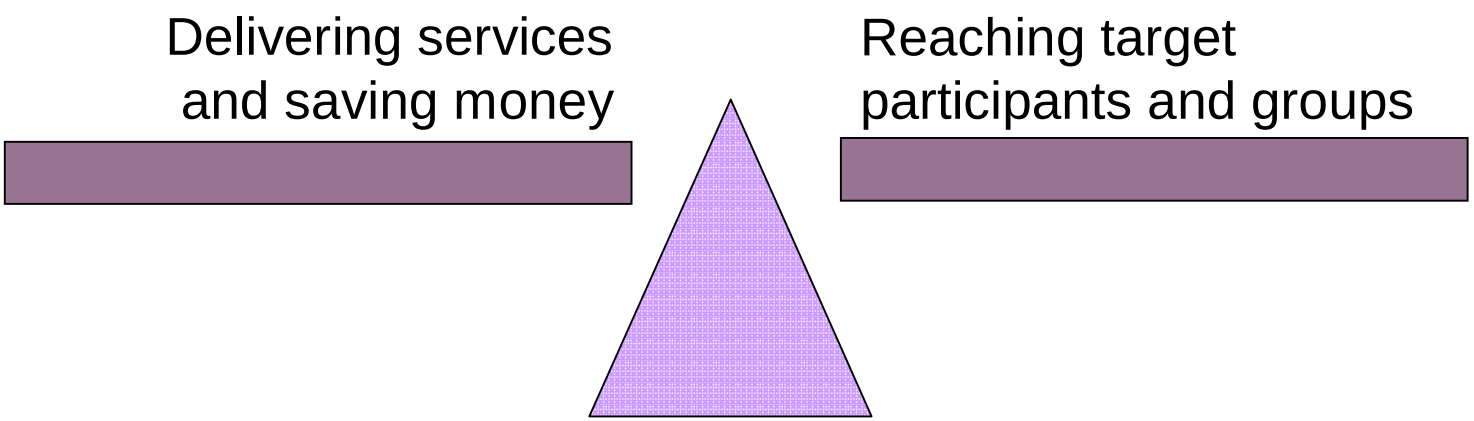
- Expansion of the apprenticeships being offered
- Impact of the recession
- Interest from young people
- Growing political priority

Volunteering

Huge interest from the cultural sector

Powerful evidence from volunteer programmes including ‘In Touch’ by The Manchester Museum and Imperial War Museum North

Volunteering



Volunteer Offer

New Volunteering Working Group

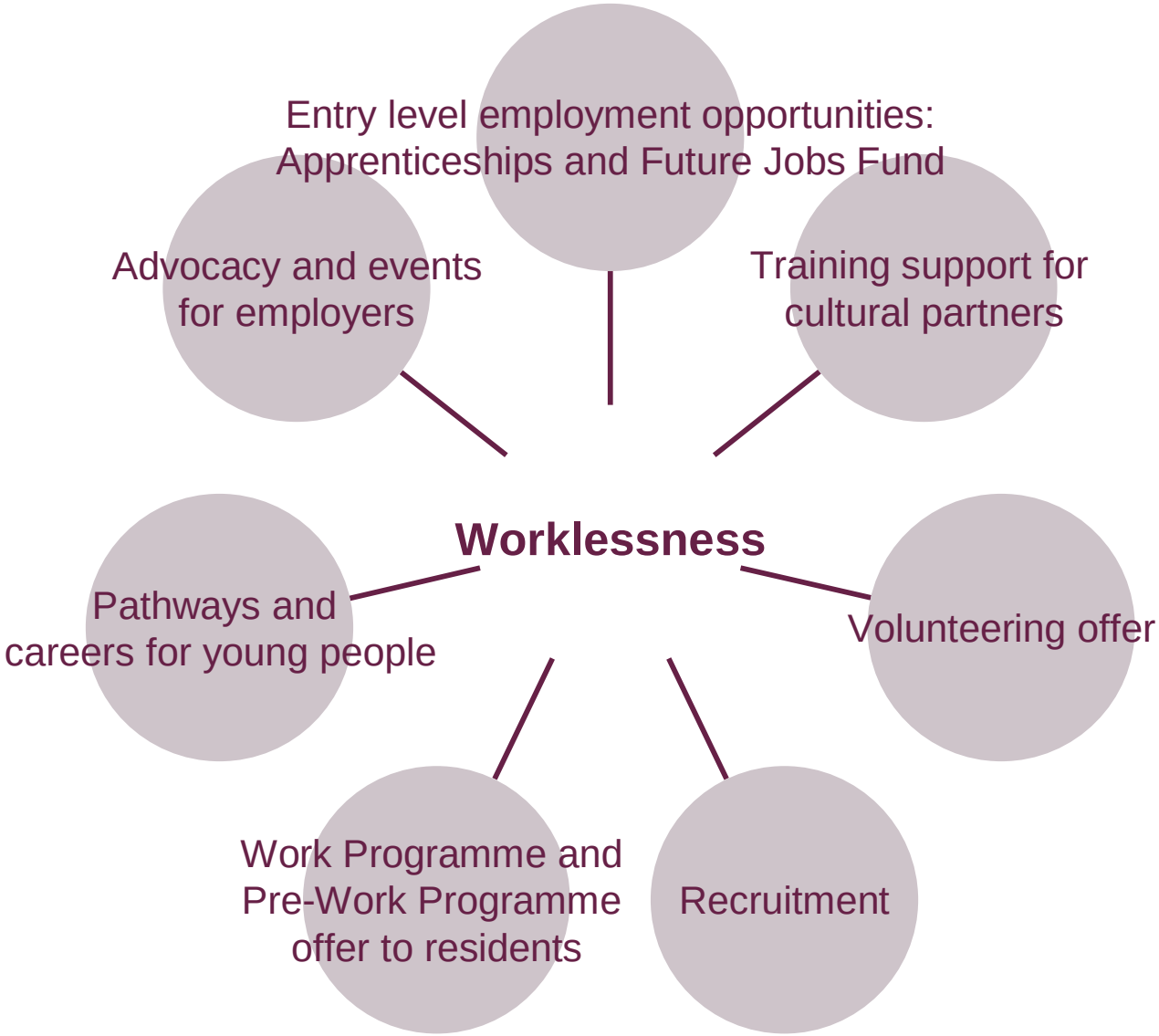
- Online presence, integrating with new volunteer centre
- Greater use of referrals and signposting between cultural organisations
- Training needs of cultural partners
- Joint recruitment activities

Get Britain Working
The Pre –Work Programme

- ‘Working Together’ - volunteering
- Work Experience
- Work Clubs
- New Enterprise Allowance

Get Britain Working
The Work Programme

- Relationships with Prime Contractors
- Opportunities for commissions as part of the supply chain
- Clear offer from cultural partners
- Financial viability uncertain


Entry level employment opportunities: Apprenticeships and Future Jobs Fund
Advocacy and events for employers
Training support for cultural partners
Worklessness
Pathways and careers for young people
Volunteering offer
Work Programme and Pre-Work Programme offer to residents
Recruitment

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Supporting Information

In Touch Evaluation - Research Report (February 2011)
www.north.iwm.org.uk
>> Volunteering

Volunteering – the Economics and Opportunities Research Report Manchester (March 2011)

and

Manchester Cultural Partnership Work Programme Briefing Note

www.manchesterculturalpartnership.org
>>About the partnership >> Cultural Employers Forum