



## Apprenticeships

One million young people between the ages of 16 and 24 are unemployed in the United Kingdom. That's one in five of the most savvy, socially aware and digitally-connected generation this country has ever seen out of work; a pool of talent searching for options.

At the same time, Britain's creative industries are bucking the general economic trend and setting an inspirational course for growth. With a combined output of £71.4bn each year, our creative and cultural sector generates £8 million an hour for the UK economy and employs 1.68m people. Our creative sector is a world leader, and there are jobs here for our young people if we – employers, educators, advisors - can help them acquire the skills, experience, and access they need to succeed.



*People coming into work do not know what skills are needed to succeed in the creative and cultural industries. Career pathways are unclear or do not exist. Often you need to work as a volunteer to gain a foot in the door and this often*



*excludes people who cannot support themselves. Job recruitment in some industries is based on who you know rather than what you know.<sup>1</sup>*

U.K. research into the skills in the creative and cultural industries showed us that, although the sector is extremely well qualified, gaps in key technical and

<sup>1</sup> *Creative Blueprint Wales: The Sector Skills Agreement for the creative and cultural industries* by Creative & Cultural Skills. June 2008

specialist skills had emerged. The education system was producing a high number of graduates in areas such as performing arts, rather than in courses designed specifically with the needs of industry in mind.

There was a mismatch between education and the workplace which needed to be addressed. At Creative & Cultural Skills, we want creative businesses to recruit people with the right skills so that the sector can continue to grow.

Creative Apprenticeships were developed in the United Kingdom in 2008 to address the key skill gaps identified by employers and industry. These gaps highlighted the need for an entry-level access route into an already very highly-qualified sector.



Apprenticeships are delivered by Further Education colleges (or other training providers) and employers working in collaboration, creating opportunities to help young people to learn the skills and competencies which they need for the workplace. By developing an alternative route into the workplace to the traditional Higher Education pathway, we have also created a platform to increase the diversity in the workforce.

We are spearheading a shift in recruitment culture, away from reliance upon unpaid workers and towards a more responsible and more sustainable model.

Devising apprenticeships was the first step in a journey, as we need employers to commit to take on a young person as an apprentice. This is to develop a skilled creative and cultural sector, as well as addressing the problem of youth unemployment." FE colleges work closely with us and our industry partners to ensure that their apprenticeship provision remains up-to-date, and industry-relevant.