



THE CREATIVE CAREERS PROGRAMME

Since December 2019, the DCMS and Creative Industries Council supported Creative Careers Programme (CCP) delivered jointly by the Creative Industries Federation, Creative & Cultural Skills and ScreenSkills with support from Speakers 4 Schools and the Careers & Enterprise Company has been a shining example of how collaborative engagement can have an enormous impact.

ENGAGING WITH FUTURE TALENT

In just 15 months the CCP has enabled more than 113,000 young people to engage directly with employers across the creative industries:



DISCOVER CREATIVE CAREERS WEEK –
11,000 STUDENTS / 375 EMPLOYERS

SPEAKERS IN SCHOOLS –
73,000 STUDENTS / 317 EMPLOYERS

WORK EXPERIENCES (1-2) WEEKS
406 STUDENTS / 104 EMPLOYERS

EMPLOYER-LED IMMERSIVE EVENTS
29,000 STUDENTS / 21 PROGRAMMES

THESE OPPORTUNITIES HAVE SUPPORTED MORE THAN 1,500 STATE SCHOOLS TO MEET GATSBY BENCHMARKS



Enabling them to provide their students with high quality careers information, advice and guidance (IAG), inspiring a diverse range of young people to pursue a career in our sector.

The CCP has initiated the development of **14 new sector specific apprenticeship** standards for creative occupations that could not have been trained for via an apprenticeship previously. These technical training routes into industry can make a significant impact on diversity.



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CAREERS & TALENT ASSETS

SEPTEMBER 2019

The online resource launched and includes over 500 creative job roles and more than 100 opportunities to engage with the industry

17 ACTIVE CONTRIBUTORS

from industry-led sector skills bodies such as Publishers Association, Get into Theatre, Dance UK as well as the National Careers Service.

The CCP has developed 'DiscoverCreative.Careers' an industry-wide online resource providing careers information and access to engagement opportunities across the industry.



SUPPORT FOR CAREER ADVISORS



The Careers & Enterprise Company (CEC) links schools and colleges to employers to help them deliver world-class careers support. Enterprise Coordinators (ECs) deliver training and support for careers leaders in schools and train employers as volunteer Enterprise Advisors (EAs) who support school leadership teams to develop better career plans.

82%

of CEC Enterprise Coordinators have been trained through the CCP to deliver better IAG about careers in the creative sector to careers leaders in schools

253

The CCP has engaged 253 new creative employers who are now either acting as or showing interest in becoming an Enterprise Advisor

CONTRIBUTIONS FROM INDUSTRY

Creative Industry employers have contributed more than **£12*** towards CCP activity for every **£1** invested by the government.

More than **1000** creative sector employers have contributed time, resource and expertise to the Creative Careers Programme.



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