

15.10.20

**Digital Discover! Creative Careers Week (23-27 November 2020)**

## **The cultural industry in Wales educates the next generation about creative careers**

**Creative & Cultural Skills launches a programme of activity across Wales to ensure more diverse talent can aspire to careers in the creative industries.**

We are excited that the industry will be putting itself at the heart of helping to inspire and inform young people in Wales about the breadth of roles across the creative industries. Digital Discover! Creative Careers Week will work to support a diverse range of young people to learn about real jobs from those that do them, shining a light on the wide range of skills the sector needs and inspiring the next generation to consider creative careers available to them.

An initiative within the Creative Careers Programme Cymru (CCP Cymru), Digital Discover! Creative Careers Week will provide an online industry led careers programme that is available to schools, careers advisers, young people and new entrants to the sector, which will be accessible during the week itself and thereafter, when it is made available on the [discovercreative.careers](https://discovercreativecareers.com) website and [Discover! Creative Careers YouTube channel](#).

Throughout the week, young people will get to hear from a range of industry specialists about their careers journey.

**Deputy Minister for Culture, Sport and Tourism, Lord Elis-Thomas**, said:

*“Skills has been identified as a priority for Creative Wales. As a fast-paced growing industry in Wales, it is important that we are able to meet the increased demand for a skilled workforce across the breadth of the Creative Industries sector – and we are delighted to support Creative & Cultural Skills on a programme working with young people to raise awareness and interest in the variety of creative career opportunities available in the sector.”*

**Ffilm Cymru’s Chief Executive Pauline Burt**, comments:

*“Ffilm Cymru are delighted to collaborate in this important programme that aims to both improve the capacity and the diversity of the sector. This is about raising awareness of the wide range of jobs in the sector; the transferable skills that are relevant and the routes into and through the sector.”*

The CCP Cymru programme is in its pilot year, and has already delivered training sessions to 225 careers advisers from across Wales, supporting their knowledge of the varied roles which make up the sector, and the transferability of skills and roles from one area to another.

The final event of the 2020 programme is to deliver an online conference on 9th December. Careers advisers will engage with industry professionals in interactive sessions where

demonstrations of sector-specific skills will be given. This aims to improve awareness and understanding of the breadth of opportunities across the creative industries among careers advisers, thereby improving the advice and guidance given to young people.

**Karen Newman, Finance Director and Interim CEO, Creative & Cultural Skills**, said:

*“We recognise that guidance about the range of occupations in our sector is limited and the availability of opportunities is often misunderstood by young people and those that work with them. We want to help change this so a broader range of talent can enter the creative industries workforce in Wales, helping it flourish for years to come.”*

**ScreenSkills’ Chief Executive Seetha Kumar**, said:

*“As the industry-led skills body for UK screen, we are really pleased to be working with our colleagues in Wales to help inform and inspire the next generation of talent about the opportunities in film and television, visual effects, animation and games. It is important to open up the sector to a greater diversity of talent and this programme will contribute to achieving that aim.”*

CCP Cymru follows the success of the Creative Careers Programme in England, which launched in 2019 and delivered over 1000 hands-on experiences and introduce over 90,000 young people to the range of job roles the cultural sector. This programme will continue with its own Digital Discover! Week in early 2021, in partnership with ScreenSkills and the Creative Industries Federation.

Funded by Welsh Government as part of Creative Wales, the **Creative Careers Programme Cymru / Rhaglen Gyrfaoedd Creadigol Cymru (CCP Cymru)** is led by Creative & Cultural Skills in partnership with Arts Council of Wales, Ffilm Cymru, ScreenSkills and Trac Cymru.

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## **Notes for Editors**

For further information, please contact Sarah Mair Hughes, Head of Partnerships, Wales and Nations Lead, Creative & Cultural Skills [sarah.hughes@ccskills.org.uk](mailto:sarah.hughes@ccskills.org.uk)

**Creative & Cultural Skills** works to create a fair and skilled cultural sector by shaping skills, education and employment best practice. We provoke action and enable learning opportunities that drive change and help to build an inclusive skilled sector by: informing and helping the sector respond to changes in the technical education system; helping employers see the benefits of an inclusive workforce; improving understanding and awareness of the career options across the cultural sector, in turn feeding new talent into the workforce and supporting the sector to continue on a course of economic growth and meet diversity ambitions.

**Trac Cymru** develops the folk music scene of Wales by kindling interest, nurturing talent and presenting the very best of Wales’ folk musicians across the world. You’ll find Trac working in schools, community settings, on Festival fields and at international showcase events, helping to ensure that the traditional arts of Wales continue to enrich lives regardless of age, background, race or language.

**Ffilm Cymru Wales** is dedicated to advancing and sustaining a strong film industry for Wales; one that we can all be proud to call our own. We do this by providing funding and training to those involved in all aspects of the film industry, encouraging people to see more Welsh films in more venues, and promoting the use of film in education and community regeneration. Ffilm Cymru's broad range of training programmes include their award-winning Foot in the Door offer, which supports individuals who are facing social economic challenges to apply their skills in the creative sector; mentoring, resources & networking events for new & emerging filmmakers at the start of their careers, through to continued professional development for established filmmakers, supporting them to make the most of their ideas and businesses.

**Arts Council of Wales** distributes funding from both the Welsh Government and The National Lottery. Most of our funding goes to artists and arts organisations carrying out programmes of work across Wales. We help people to make, present and exhibit the arts. We work with artists and organisations to reach as many people as we can. And we research the ways we can protect and sustain creative activities in Wales. Creative learning through the arts – an action plan for Wales is a programme committed to improving arts opportunities and experiences for young people in schools across Wales.

**ScreenSkills** is the industry-led skills body for the UK's screen industries - animation, film, games, television including children's TV and high-end drama, VFX and immersive technology. We work across the whole of the country to ensure that UK screen has access now, and in the future, to the skills and talent needed for continued success. We are supported by industry contributions to our Skills Funds in film, high-end TV, television, children's TV and animation, by the BFI awarding National Lottery funds and awards from partner organisations such as Arts Council England.



**GYRFAOEDD CREADIGOL**  
**CREATIVE CAREERS**

