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Creative and cultural industries online “open doors” initiative comes to Scotland

Discover! Creative Careers, an award-winning, industry-led initiative that aims to inspire and inform young people about the job roles and pathways into the creative and cultural industries, will launch in Scotland this autumn with an online Discover! Creative Careers week taking place Monday 29th November – Friday 3rd December 2021.

Discover! originally launched as part of the Creative Careers Programme in 2019, an integrated industry-led programme working to ensure there is a larger and more diverse intake of talent via a broader range of routes into the creative industries. Since launching, it has already seen activities across England and Wales reach over 200,000 young people through virtual and in-person programmes.

The 2021 Discover! Creative Careers Scotland pilot programme is being delivered in partnership by Creative & Cultural Skills (CCSkills), Developing the Young Workforce (DYW) and Historic Environment Scotland (HES). It's being supported in-kind by industry leaders including Chartered Institute for Archaeologists (CIFA), CILIP Scotland, Creative Carbon Scotland, Creative Edinburgh, Glasgow Life, Museums Galleries Scotland (MGS), National Museums Scotland (NMS), National Trust for Scotland, Skills Development Scotland (SDS), Scottish Crannog Centre, Sophie Gets Social and Travelling Gallery, among others.

Taking place shortly after UN Climate Change Conference, Glasgow (COP26), Discover! Creative Careers Scotland will also feature content that focuses on new skills, job roles and opportunities in the creative and cultural industries to help tackle our climate crisis.

The online and in-person programme will give insight into a range of job roles and sectors through lesson plans, online profiles, panel discussions and resources. Through DYW's 21 regional groups based across Scotland, it aims to reach over 350 secondary schools and target young people in S2-S6, aged 12-18.

“Discover! Creative Careers has been one of our flagship programmes over the last few years that has continued to build momentum and industry support in the face of ever-challenging circumstances. We have seen first-hand the positive difference real encounters with our world leading industry can have on young people’s understanding of creative careers, in turn supporting thousands of young people to make better informed career choices. We’re thrilled to be piloting the programme in Scotland in partnership with Developing the Young Workforce and Historic Environment Scotland, providing first-time insights into real job roles

and creative workplaces for hundreds of young people across Scotland.” **Jane Ide OBE, CEO of Creative & Cultural Skills**

“Young people, their educators and their parents really benefit from hearing from individuals who work within industry. This kind of insight supports them to position their studies, think about their options and choices and ultimately make informed decisions on their next steps, so Discover! Creative Careers Scotland is an invaluable resource for raising awareness of the creative and cultural industries. We hope more businesses from within the sector will join us to share their own insight, and ultimately support the Young Person’s Guarantee, during this launch week.” **Rachael Dorman, Developing the Young Workforce Programme Coordinator**

“HES are delighted to be partnering with DYW and CCSkills and the many creative and cultural organisations involved to develop Discover! Creative Careers national careers week. Continuing to engage young people with their heritage is a core priority for HES and this programme allows us to further highlight the diverse careers and career pathways available across the arts and heritage sectors.” **Alison Turnbull, Director of External Relations and Partnerships, HES**

Schools, students, parents/carers, employers and individuals can find out how to get involved via the DYW Scot website: www.dyw.scot

Join us on Twitter: [@CCSkills](https://twitter.com/CCSkills) | [@HistEnvScot](https://twitter.com/HistEnvScot) | [@DYWScot](https://twitter.com/DYWScot) | [@CreativeCareer5](https://twitter.com/CreativeCareer5)

#DiscoverCreativeCareers

#NoWrongPath

#DYWVirtual

For further information, images, and interviews, please contact the Creative & Cultural Skills Press Office: T: 020 7015 1800| info@ccskills.org.uk

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Notes for Editors

Discover! Creative Careers Scotland 2021 is a pilot programme delivered in partnership between Creative & Cultural Skills, Developing the Young Workforce and Historic Environment Scotland, supported by in-kind contributions from industry. The Creative Careers Programme and Discover! Creative Careers Week have previously been developed and delivered by Creative & Cultural Skills, ScreenSkills, Creative Industries Federation, Ffilm Cymru, the Arts Council of Wales and Trac Cymru. It was originally funded by the Department for Digital, Culture, Media and Sports with subsequent Discover! events funded by Welsh Government through Creative Wales, and Arts Council England. Visit discovercreative.careers to find out more.

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. Visit ccskills.org.uk to find out more.

Developing the Young Workforce (DYW) is the Scottish Government's Youth Employment strategy to better prepare young people for the world of work. The employer-led Developing the Young Workforce Regional Groups set up across Scotland are connecting employers with education.

DYW work supports the delivery of the Young Person's Guarantee. The Young Person's Guarantee is a commitment to connect every 16 to 24 year old in Scotland to an opportunity. As employers, you can build a workforce with the right skills and experience and put young people at the heart of what you do. You can find more information [HERE](#) or to connect with your [Regional DYW Group](#) to discuss how you can develop bespoke online or in person activity with education.

Historic Environment Scotland are the lead public body for the heritage sector. Responsible for more than 300 properties of national importance including [Edinburgh Castle](#), [Skara Brae](#) and [Fort George](#) attracting more than 5 million visitors per year. We're also responsible for internationally significant collections including more than 5 million drawings, photographs, negatives and manuscripts. We invest £14 million a year in national and local organisations. Our conservation experts provide guidance, training and research into Scotland's built environment. Through our outreach programme, we promote community and individual learning engagement with Scotland's heritage.

