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London East  
2003-2005

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## Workforce Development Action Plan Cultural and Creative Industries



Learning+Skills Council  
London East

## Action to March 2003

### Sector qualifications

#### We have:

worked with City University (London) in developing its Certificate in Cultural Industries. It is delivered by industry practitioners. The Cultural Industry Certificate is accredited at levels 2 and 3, and is a pathway to the Postgraduate Diploma in Cultural Management, or an MA in Music Industry and Management. The university assesses the feedback from people who have been to our quarterly creative industries workshops, and uses the information to see whether new modules are needed in the certificate.

### Mapping the sector

#### We have:

supported the work of the Thames Gateway Creative Skills Partnership's Cultural Industries mapping project. This project will produce a comprehensive website and 'map' of all the various types of activity in the cultural industries, and training opportunities within the boroughs in London East.

### Cluster forums

#### We have:

encouraged 'cluster' forums to be set up. Areas of cultural activity that had little recognition and support in the past can now use the current funding opportunities to give themselves a voice. Cluster seminars are covering areas such as urban music, digital media and dance.

### Sustaining businesses

#### We have:

encouraged business-related training and practices that will support sustainability within the sector. We have done this by holding workshops every three months where practitioners and successful achievers in the sector have provided advice and guidance on how to succeed in such a competitive industry. The last seminar at Hackney Community College included Angie LeMar, an accomplished writer, director and actress, who talked about producing work for the American market.

### Music industry training projects

#### We have:

directly supported a number of projects giving young people access to learning about the practical side of music production. The projects have provided a range of relevant business skills to help those involved prepare for employment in the industry, or to set up sustainable projects of their own. Training projects include the Rising Tide Training Programme, Access To Music (at the Ocean Music venue), and Success Through Street Arts (at the Woolwich SIMBA Project).

## Action for 2003-2005

<p><b>Increase understanding of the labour market and employers' needs</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• use the results of the mapping exercise carried out through the Thames Gateway Creative Skills Partnership to inform our partners about future training needs and support.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Link for London</li> <li>• Cultural Strategy Group</li> <li>• Cultural Partners for London</li> <li>• Commission on the Creative Industries</li> <li>• Further education colleges</li> <li>• Schools</li> <li>• Higher education institutions</li> <li>• Thames Gateway Creative Skills Partnership</li> </ul>
<p><b>Increase partnership working</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• encourage large organisations to support smaller practitioners</li> <li>• work with local partners such as Thames Gateway Creative Skills Partnership, and London-wide organisations such as the London Development Agency, the Mayor's Commission on the Creative Industries, and the Cultural Strategy Group, to make sure local and regional strategies for the sector include action related to developing the workforce in the subregion</li> <li>• identify and support influential partners in the cultural and creative industries so that they can encourage participation in further learning activity in the sector</li> <li>• work with higher education institutions and encourage them to link with small and medium-sized businesses locally, and</li> <li>• encourage representatives from different creative areas to come together and initiate training programmes for themselves, to service their own needs, and to exchange expertise.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Link for London</li> <li>• Cultural Strategy Group</li> <li>• Cultural Partners for London</li> <li>• Commission on the Creative Industries</li> <li>• Further education colleges</li> <li>• Schools</li> <li>• Higher education institutions</li> <li>• Thames Gateway Creative Skills Partnership</li> <li>• Private-sector employers</li> <li>• Work-based learning providers</li> <li>• Voluntary-sector employers</li> <li>• Jobcentre Plus</li> </ul>

<p><b>Raise the profile of the sector and the learning opportunities available</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• develop training guides to show routes into the cultural and creative industries</li> <li>• support programmes that allow people to continue with their professional development, and</li> <li>• link learning to future practical and commercial benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Skills Agency</li> <li>• Business Link for London</li> <li>• Further education colleges</li> <li>• Schools</li> <li>• Higher education institutions</li> <li>• Education Business Partnerships</li> <li>• Information, Advice and Guidance Partnerships (IAGs)</li> </ul>
<p><b>Increase the relevance of learning supply to the sector, and broaden the accreditation routes available</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• support cultural and creative industries in developing industry-based accreditation, and alternative education programmes</li> <li>• develop the concept of a Creative Industries Skills Portfolio for learners and employees in the sector which includes modules in entrepreneurship, ICT, project management and technical skills<sup>19</sup>, and</li> <li>• encourage organisations to apply to become Centres of Vocational Excellence in London East in the cultural and creative industries.</li> </ul>	<ul style="list-style-type: none"> <li>• Awarding bodies</li> <li>• Basic Skills Agency</li> <li>• Business Link for London</li> <li>• Further education colleges</li> <li>• Schools</li> <li>• Higher education institutions</li> <li>• Education Business Partnerships</li> <li>• IAGs</li> <li>• Qualifications and Curriculum Authority (QCA)</li> </ul>

<sup>19</sup>As proposed in the London Skills Forecasting Unit's study: *Creative Skills*, 2000

<p><b>Increase the ability of staff and prospective staff in the sector</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• help support companies in the cultural and creative industries to develop so that they can allow practitioners time and resources for learning</li> <li>• use the Small Firms Initiative to accelerate the take-up of Investors in People in the sector</li> <li>• work towards a target of 10% more employers achieving IIP by 2005</li> <li>• support post-16 and workplace learning by encouraging 10% more learners to take NVQs at level 2 or equivalent, and 10% more young people to enrol for MAs</li> <li>• support activities that improve leadership and management skills in the sector, and</li> <li>• encourage e-learning as a means to improving the skills of freelance staff and the workforce where time and cost are barriers to learning for small businesses and freelance staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Link for London</li> <li>• Further education colleges</li> <li>• Schools</li> <li>• Higher education institutions</li> <li>• Education Business Partnerships</li> <li>• IAGs</li> <li>• Private-sector employers</li> <li>• Work-based learning providers</li> <li>• Voluntary-sector employers</li> <li>• leardirect</li> </ul>
<p><b>Increase the employment skills of the sector</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• support the take-up of new technology among practitioners.</li> </ul>	<ul style="list-style-type: none"> <li>• Private-sector employers</li> <li>• Work-based learning providers</li> <li>• Voluntary-sector employers</li> </ul>
<p><b>Improve participation and remove barriers to learning</b> <b>Encourage greater diversity in the sector's workforce</b></p>	<p><b>Partner organisations</b></p>
<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• support employers in their efforts to give their staff the basic business skills they need to develop their businesses, and the careers of individuals</li> <li>• encourage true diversity and representation in the cultural and creative industries</li> <li>• support learning activity in non-traditional locations to make sure individuals can make the most of their talent, and</li> <li>• support employees in the sector who lack basic skills, IT skills, or English language skills to access appropriate learning opportunities, particularly where a lack of these skills is preventing them from making best use of their creative talent.</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Skills Agency</li> <li>• Business Link for London</li> <li>• Further education colleges</li> <li>• Schools</li> <li>• Higher education institutions</li> <li>• Education Business Partnerships</li> <li>• IAGs</li> <li>• Private-sector employers</li> <li>• Work-based learning providers</li> <li>• Voluntary-sector employers</li> </ul>



**Learning+Skills Council**  
London East

Learning and Skills Council  
London East  
Boardman House, 64 Broadway,  
Stratford, London E15 1NT

Telephone: 0845 019 4151  
e-mail: [londoneastinfo@lsc.gov.uk](mailto:londoneastinfo@lsc.gov.uk)  
[www.lsc.gov.uk](http://www.lsc.gov.uk)