

Skills for the *21st century* creative and cultural sectors





Purpose of the report

- to bring together existing research and information on skills in the creative & cultural sectors
- identify common themes, challenges & opportunities for collaboration
- highlight priority areas for regional partnership, action planning and delivery

Skills for the *21st century*: creative and cultural sectors



- Methodology
- Background
- Common themes
- Challenges
- Priority areas highlighted

Skills for the 21st century: creative and cultural sectors

A collection of logos for various organizations in the creative and cultural sectors, arranged in a grid-like fashion. The logos include:

- BOP Consulting**: Stylized 'BOP' in blue with 'Consulting' in a smaller font.
- NESTA**: 'NESTA' in white on a blue background, with 'Making Innovation Flourish' in smaller text.
- A&B**: Large, black, serif font.
- dcms**: 'dcms' in white on a blue circular background, with 'department for culture, media and sport' below.
- skillset**: 'skillset' in blue and purple lowercase letters.
- >lsc**: '>lsc' in white on a black background.
- Design Council**: 'Design Council' in white on a red square background.
- Culture east midlands**: 'Culture' in a red script font, 'east midlands' in a smaller sans-serif font, on a tan background.
- MLA**: 'M L A' in white on a dark blue background, with 'MUSEUMS LIBRARIES ARCHIVES EAST MIDLANDS' below.
- ARTS COUNCIL ENGLAND**: 'ARTS COUNCIL' and 'ENGLAND' in a circular arrangement around a central dot.
- CREATIVE & CULTURAL SKILLS**: 'CREATIVE & CULTURAL' in black, 'SKILLS' in purple, on a white background.
- em media**: 'em media' in white on a green rounded rectangle background.
- UK TRADE & INVESTMENT**: 'UK TRADE & INVESTMENT' in black, with the Royal Coat of Arms to the right.
- the work foundation**: 'the work foundation' in black, with a blue abstract shape to the right.
- Prince's Trust**: A red shield with a white crown and 'Prince's Trust' in white below.
- DEMOS**: 'DEMOS' in black on a yellow square background.



Background

Need somehow to articulate skills & development needs of diverse sectors to those developing local & regional strategy

Increasing evidence of their importance to:

- unlocking creativity
- driving innovation, productivity & growth
- building inclusive, sustainable communities



Creativity is the key to economic competitiveness in advanced economies....we have come to see creativity not as a characteristic of individuals, but as an activity that underlies many other activities (innovation, research, collaboration, learning, entrepreneurship) and is possessed to varying degrees by everyone....It is present within all of us and the debate is about how best to unlock it. (NESTA, 2007)



Common drivers for increasingly skilled approaches

- Globalisation
- Changing demographics – aging population, 80% of the workforce needed in 2012 are already in it
- Technological change – e.g. anyone can generate & distribute creative content
- Environmental change
- Legislation & regulation
- Changing job market, flexible working, portfolio careers, use of freelancers, subcontracting & volunteers

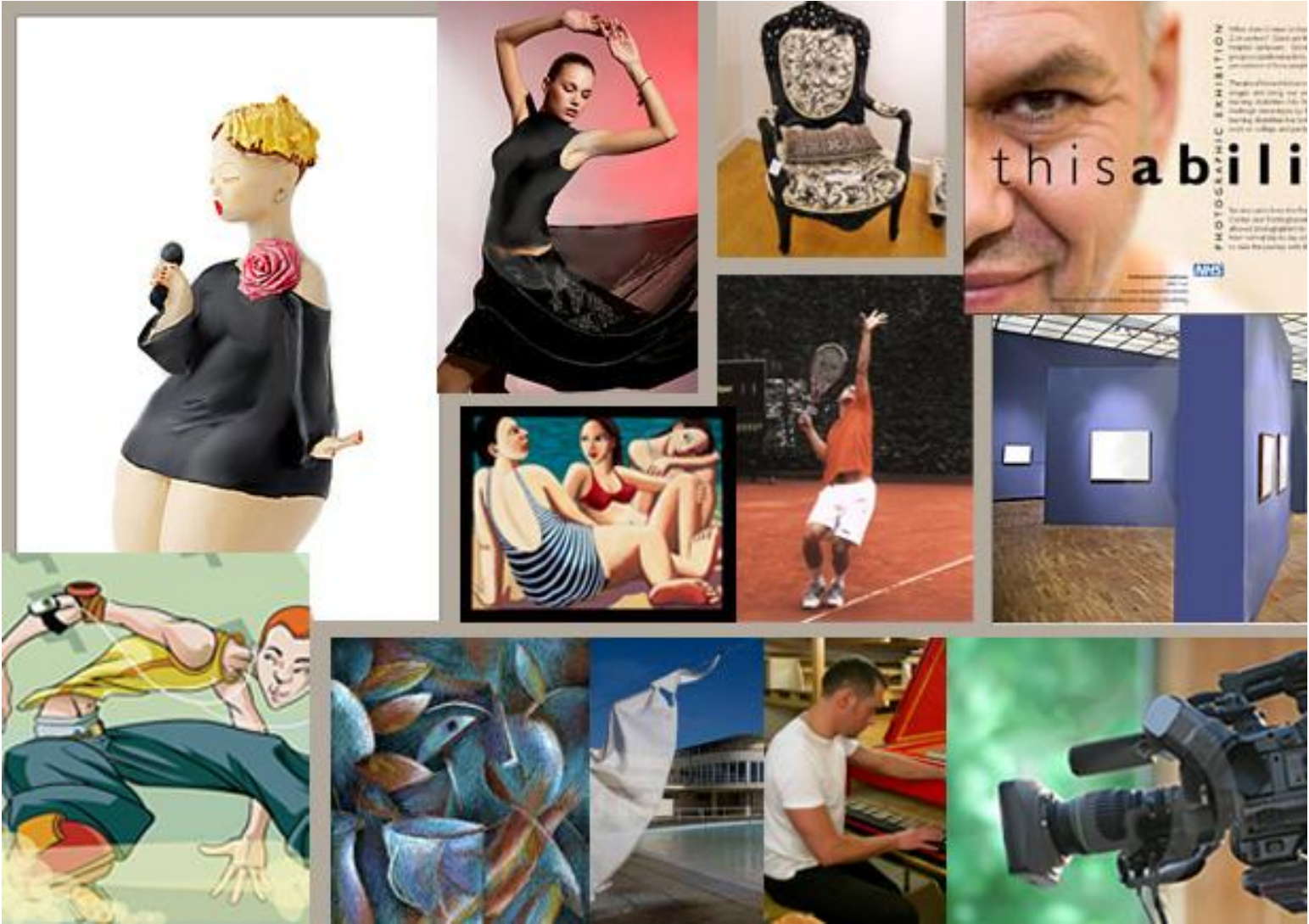
It took 200 years to fill the library shelves of the American Library of Congress with over 57 million manuscripts, 29 million books and journal, 12 million photographs & more



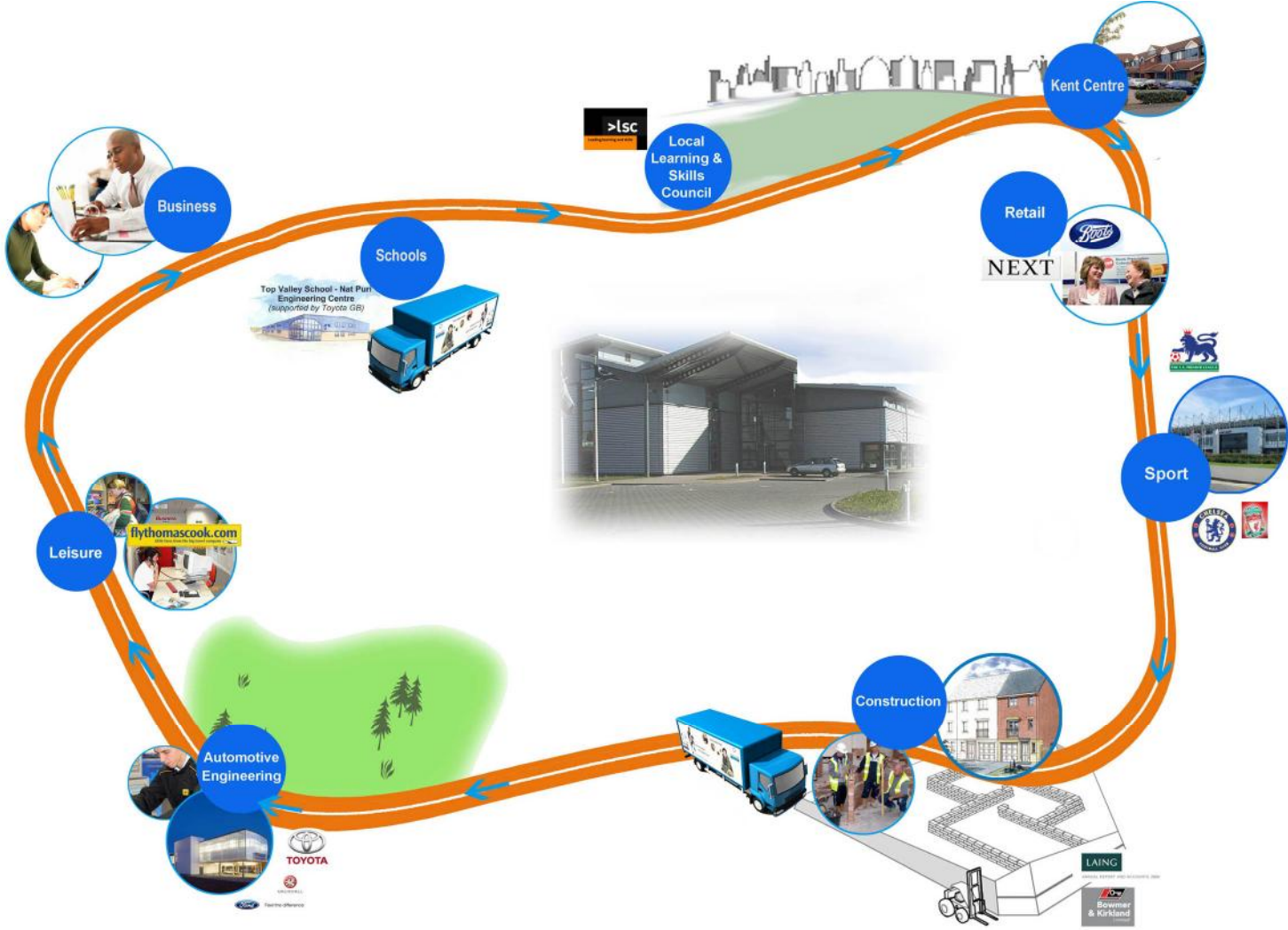
..... now the world generates an equivalent amount of digital information nearly 100 times each day!



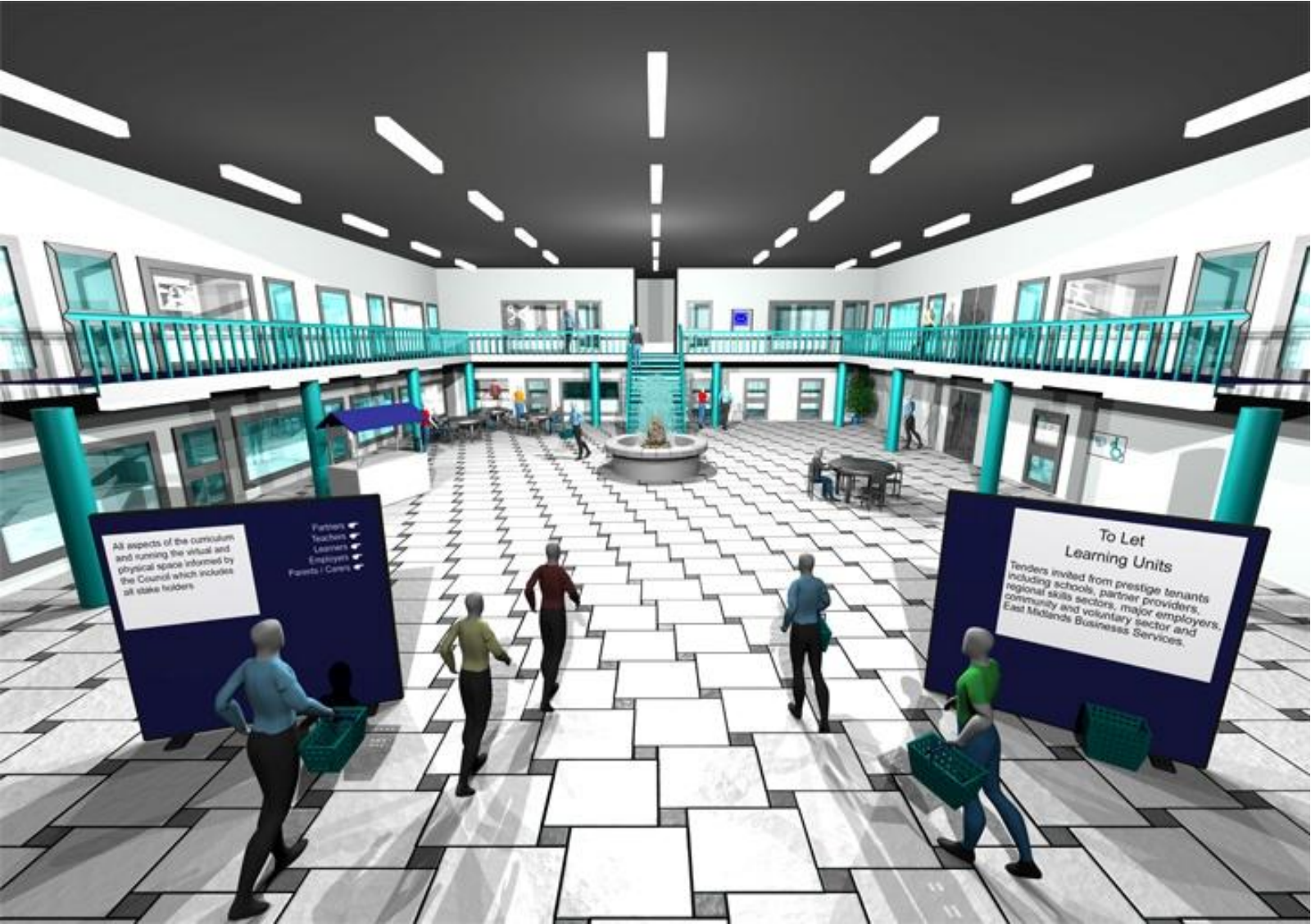
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Creative & Cultural Skills Survey 2007

% of businesses facing recruitment difficulties
said applicants lacked:

40%	motivation and the right attitude
30%	experience
20%	the right skills
1%	the right qualifications



Skills for the 21st century

1. Leadership and management
2. Self-management & professionalism
3. Business acumen & enterprise skills
4. Collaboration, negotiation & teamworking
5. Selling, marketing & PR skills
6. Information & digital technology
7. Technical skills – generic & specific



Challenges

- Access to information, advice & guidance
- Up to date market & industry intelligence
- Reforming qualifications to prepare people for work
- Developing leaders & managers
- Encouraging business, enterprise, innovation & growth
- Facilitating continuing professional development
- Addressing diversity



Recommendations for priority work

1. Inform IAG provided by skills brokers, careers advisers, teachers, parents, employers ...
2. Design systems to capture & disseminate industry/market intelligence
3. Develop regional work experience scheme
4. Support development of business & enterprise skills in cross-sector environments
5. Pilot programme to develop inspirational leaders
6. Address diversity

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