CEIAG Monthly Message Toolkit – Creative & Cultural Sector

Introduction:

The Monthly Message aims to provide Manchester Schools with current data on education, employment, and training opportunities for students aged 16 – 18 years of age. The monthly message consists of a Powerpoint presentation and this Resource document that holds more detailed information. You are welcome to share on social media and newsletters to reach pupils, parents and carers.

The PowerPoint presentation will contain slides that cover:

- Introduction slide
- Manchester’s growth sectors overview
- Skills – What skills do employers want?
- Labour market information on the featured sector
- Examples of the type of roles available within the featured sector
- Overview of the apprenticeship route into the featured sector
- Some key inspirational highlights relating to the featured sector
- A young person’s case study relating to the featured sector
- Contact for further information

We are very keen to see how effective the Monthly Messages have been and will always appreciate your feedback.

Manchester has 3 clear growth sectors to 2025:

1. Business, financial and professional services (+12,800 jobs)
2. Cultural, creative and digital (+2,100 jobs)
3. Science and Research & Design (excluding manufacturing) (+700 jobs)

We also expect the construction sector to increase by over 1,000 jobs by 2025.

Bridge GM - http://bridgegm.co.uk
The Bridge website is leading the journey to a work ready Greater Manchester, by working together to bridge the gap from education to training and employment, and sharing knowledge to enable people to make informed choices about their futures.

The Education Providers section is designed to help you and your pupils navigate the world of employment and Careers by providing up to date information about the resources, events, providers and organisations available to support your school to develop a robust Careers offer.

The Resources section is regularly updated and is a library of the very best, high quality resources. This includes the help you need to deliver careers advice sessions, support for presentations and lesson plans, and workshop content that can be used in the classroom.

National Careers Service - https://nationalcareersservice.direct.gov.uk/
The National Careers Service website provides careers advice and information on a wide range of jobs, training courses etc. There is a link to a section that enables you to search over 800 job profiles. The Job Profile page gives an overview of what the job role consists of and will help to determine if it’s the right job for the pupil.

Also available on the above link is a Skills Health Check that enables pupils to find out what jobs suit them best by doing a short assessment. Log in will be required if you wish to save the Skills Health Check results.

Career Point - http://careerpoint-gm.co.uk/
Career Point is a virtual environment for career information, advice and guidance, labour market information etc. This website is no longer being updated as the information will be moving across to Bridge GM.
Monthly Message – Spotlight on Creative & Cultural

Since the financial crisis, the creative industries have marched ahead of almost every other sector of the economy. Film, TV, music, design, advertising, computing, publishing and architecture are all performing very strongly. Thankfully this success story is translating into the labour market with one in twelve jobs across the UK now classed as ‘creative’. This is hardly surprising when we consider that British talent dominates the Oscars; British sales of TV rights to the Premier League increased by 55% to £2.2bn.

This talent is spread around the country with Manchester, for example, now the second largest hub for creative and digital content across Europe after London. The BBC's move to Media City along with ITV is cementing the region's proud tradition in TV and radio.

Meanwhile the Sharp Project - founded on the back of regional and EU funding - is providing a home to digital entrepreneurs and production companies. Guitar and dance music have long been associated with the area but the city is becoming known as a hub for advertising, designer fashion and publishing too. Not to mention City and United's importance to the Premier League's staggering success as a British cultural export.

A recent analysis of the 'sub-regional economy' by Manchester Monitor found that the creative industries could bring an estimated 23,000 new jobs to Greater Manchester over the next decade – growth of 13%. And Manchester's success is good for the wider North West region with many people commuting into GM or setting up their own creative businesses in nearby towns.

For more information on what it's like working in Creative & Cultural go to;

- https://www.ccskills.org.uk/ - Creative & Cultural skills
- https://www.manchester.gov.uk/ - Manchester City Council
- https://www.curiousminds.org.uk/ - Curious Minds
- https://www.thecreativeindustries.co.uk/uk-creative-overview - Creative Industries
- https://www.can.uk.com/ - Community Arts Northwest
- https://www.thedrum.com/jobs/ - The Drum
- https://www.creativetourist.com/ - Creative Tourist

Here is a list of the varied areas/job roles that you might work in within this sector:

- Video Editor
- Manufacturer
- Journalist
- Fashion & Textiles
- Broadcast Production
- Signmaking
- Event Rigger
- Production Design & Development
- Librarian
- Live Events Production

Organisations within this sector include:

BBC – www.bbc.co.uk/
Manchester University - www.careers.manchester.ac.uk/
Castlefield Gallery - www.castlefieldgallery.co.uk/
Contact Theatre - www.contactmcr.com/
Manchester International Festival – www.mif.co.uk/
Museum of Science and Industry - www.msimanchester.org.uk/
National Football Museum - www.nationalfootballmuseum.com/
Royal Exchange Theatre - www.royalexchange.co.uk/
Whitworth Art Gallery - www.whitworth.manchester.ac.uk/
Z-arts - www.z-arts.org/