ELEBCIS Research Project Aims

http://elebcis.weebly.com/research-aims.html
Entry Level Employment in Bristol’s Creative Industries Sector (ELEBCIS): What we did...
Findings from the Literature Review

• Definitions of Entry-Level are inconsistent

• Recruitment practices in the sector are informal and network-based

• Definition of the term Creative Industries continues to be in flux

• The Creative Industries Sector in Bristol is made up of more than 90% SME and Micro-SME companies, many of whom do not have any employees
Findings from the Literature Review

• VET for those furthest from the labour market is most successful when delivered by organisations for whom the development of social capital is their core purpose; when employers are involved and when it is responsive to the specific context

• Models of previous successful creative-led regeneration build on existing networks/organisations
'The Skills and ‘Talent’ Pipeline'

- The appropriateness and relevance of the ‘pipeline’ metaphor for the interrelationships between education and employment in these sectors is subject to considerable debate currently.
Any suggestions to describe this?

'The Pipeline'
Policy-makers continue to affirm the importance of expanding these industries without paying any attention to labour market conditions and the ways in which they inhibit people from learning to work in the C&C sector (Hesmondhalgh, 2008).
Existing skills training provision across the city

http://tinyurl.com/psw6srz
The ELEBCIS project has developed a series of categories which attempt to describe each of the organisations participating in, and making up this network of provision. These categories are:

- Arts, Cultural and Media Sector Organisations (Publicly funded)
- Arts, Cultural and Media Sector Organisations (Charitably/Grant funded)
- Arts, Cultural and Media Sector Organisations (Publicly/Charitably/Grant funded) delivering formal education
- Arts, Cultural and Media Sector Organisations (Publicly/Charitably/Grant funded) delivering informal education
- Community-Media-Sector-Connector Organisations (Community-based, social purpose and predominantly grant funded)
- Community Media/Arts Providers
- Industry/Employers
- Formal Education Providers
- Commercial Training Organisations

There are a number of organisations which inhabit several of these categories simultaneously, and which it is proposed potentially offer particular scope for ongoing development of their role in the support of opportunities for progression into meaningful sustainable employment in the sectors, in reference to the focus and aims of this project.

Specifically those which offer education provision, are social purpose organisations, are creative industries sector specialists and employers and which have premises which are physically located in areas of the city where youth unemployment is a particular challenge could be an effective catalyst to the development of the young people with whom they are predominantly involved.
What do employers want from an entry-level employee?

Good communication skills
Ability to work in a team
Basic IT skills (word, e-mail etc)
Ability to respond constructively to feedback and act on it
Social Media Skills
Ability to work independently
Ability to ‘self-learn’ (e.g. to learn how to use a new ‘app’ without instruction)
‘Common-sense’/ability to problem solve
A sense of humour
Willingness to do whatever is asked of them – not to be reluctant to make the tea, for example – to accept that they are in a junior role
Q. What do employers want?
A. Digitally Savvy Employees

Employers frequently used the term ‘digital native’ to describe the expectation that they had new entry level employees' skills levels in the use of social and new media.
Barriers for Young People

1. Oversupply of highly qualified young people seeking employment
2. Informal and network based recruitment practices
3. The need to undertake unpaid work experience
4. Lack of available relevant work experience opportunities
5. Financial barriers
6. Lack of clarity about meaningful routes into jobs in these sectors
7. The nature of ‘project-based’ work and freelance culture which does not provide a stable income stream, specifically at entry level
Barriers for Young People

8. Lack of understanding of working practices in these sectors

9. Lack of relevant business development support – sensitised and specific to these industries

10. Lack of understanding of sector recruitment practices and requirements by those advising job seekers and offering careers advice

11. Lack of availability of ongoing training opportunities in local areas

12. Age

13. Existing formal education provision at Levels 2 and 3 does not provide a meaningful route into employment in these sectors.
Barriers for employers
THIS IS URGENT
FOR EMPLOYERS
FOR THE LEP
FOR THE CITY
FOR THE YOUNG PEOPLE WHO LIVE HERE

THIS IS URGENT
The ELEBCIS project aims to support achievement of WoELEP's ambitious plans for economic growth in the region, which firmly assert that 'No-one will be left behind.' (WoELEP: 2012)
What Next....?
Community Based Maker Labs

Make It!

21st September
10am to 4pm

2013 Festival

FREE ENTRY

Leinster Avenue, Bristol BS4 INL
E: hazel@kwmc.org.uk T: 0117 903 0444

Sew Clever!

Interested in sewing?
Make yourself a bag!

We'll be providing bare bones, rescued materials at
Knowle West Children's Centre, Leinster Ave.
Thursday 22nd August, 6.30pm - 9.00pm
Come and join us!

You can take your bag home afterwards!

Call 0117 903 0444 to book your place.
Free seats available - please book in advance.

If you can't make the early slot, drop by at
any time to see what we're up to! We're hoping
this might grow into a sewing group or even
a business!

www.kwmc.org.uk
Recommendations

....the further development of VET systems to meet the needs of groups at risk of exclusion requires a combination of targeted investments.... and tailored training and learning provision (EVALVET: 2012)
Recommendations

Reconceptualizing the transition from education to work and work/unemployment to work transitions as the development of vocational practice, social capital and ‘moebius strip’ expertise, rather than as the acquisition of qualifications. (Guile, 2010)
10 Recommendations, and an action plan...
sam.thomson@uwe.ac.uk
Bid 2 Launches now – opened out to West of England Region

Can you host a 6-month paid internship in a creative sector company for an 18-24 year old who has been unemployed and claiming JSA for 6 months?

If so – get in touch!

We are developing a West of England bid to the Creative Employment Programme, building on the success of our first bids which have secured funding for a total of 80 new jobs for young people in Bristol to date.

Your company can be a commercial or publicly funded organisation.
Final Deadline for submission of application is 10th January 2014.

To meet this deadline we need information from you by 13 December 2013.

To get involved, contact Nicky Williams, Creative Skills Adviser at West of England Local Enterprise Partnership (nicky.williams@woeskills.co.uk)

You will need to confirm which jobs you can provide within your company & when you can host them. There is a simple Google Form which you will need to fill in before 13 December 2013
First ‘Bristol Bid’ to the CEP programme – successful and brought £350k in to Bristol for Arts, Cultural and Heritage organisations to create jobs for young people - 80 jobs to date (plus an administrator)
To take part, contact:
nicky.williams@woeskills.co.uk