

Artsmark Careers & Employability Toolkit



A guide to linking Artsmark with Careers Education


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ARTS COUNCIL
ENGLAND



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Introduction

This document has been created to help those in the education sector map the Gatsby Benchmarks onto the Artsmark Award criteria and Quality Principles.

It demonstrates how undertaking the Artsmark journey can improve young people's knowledge of creative careers and enhance their transferable employability skills, making them ready for the next stage of education, employment or training.



Setting the Scene

The national picture:

- 1 in 10 jobs in the UK are in the creative and cultural industries
(Source: Creative Industries Federation)
- 87% of creative jobs are at low risk or no risk of automation
(Source: Nesta report 'Creativity Vs Robots, 2015')
- Creative and cultural organisations employ 700,000 more people than financial services
(Source: Creative Industries Federation)
- The creative sector is worth over £100bn to the UK's economy as a whole
(Source: Government figures published November 2018)

The North West's creative and cultural economy is thriving and the potential for employment is huge.

- The Liverpool city region houses 4,425 creative and digital businesses employing over 22,000 people
(Source: Liverpool LEP)
- Crewe and Chester were named as Creative Clusters with high growth areas in recently published reports by Nesta leading to the potential for more jobs
(NESTA report Creative Nation, 2018)
- It is estimated that the total employment in the Creative Economy in Lancashire is above 36,000 jobs
(Source: Lancashire Enterprise Partnership)
- Greater Manchester's digital economy is the largest outside of London, generating £4.1bn of economic growth annually
(Source: Greater Manchester Digital Strategy 2018 – 2020)
- Cultural Tourism presents huge employment opportunities for creative employment across Cumbria
(Source: Carlisle Culture)

Benefits and Key Messages

For schools:

- By illustrating how the Artsmark criteria contributes to achieving the Gatsby Benchmarks, you will demonstrate how cultural education can benefit your setting's wider careers strategy
- Cultural education develops children and young people's transferable employability skills, ensuring that they are work ready
- Careers provision is now part of Ofsted's Education Inspection Framework contributing to your setting's overall performance rating
- Opportunity to collaborate with your Careers Leader and establish a joined-up approach across your setting, encouraging both an innovative approach to your Artsmark journey and achieving the Gatsby Benchmarks at the same time

For children & young people:

- They are exposed to a wide variety of jobs and opportunities in one of the UK's biggest industries
- Essential skills for the world of work such as empathy, critical thinking and problem solving, are developed through cultural education. Automated machines cannot compete with young people's ability to use these skills.
- Every child and young person needs to develop resilience, confidence and communication skills to make them work-ready for any industry



The Detail

Artsmark Criteria 1: Values and Ethos

Links to... **Gatsby Benchmark 1 – A stable careers programme**

By embedding creative and cultural careers within your wider careers education, you will emphasise the value arts and culture holds within your setting as a whole. Showcasing that its value goes beyond participation in subject learning and extra-curricular activities, helping children and young people to become more work-ready and understand the job opportunities in one of the UK's biggest industries. Mapping Artsmark to this benchmark will demonstrate your commitment to arts and culture to pupils, parents, teachers, governors and employers alike.

Artsmark Criteria 2: Leadership

Links to... **Your setting's Careers Leader**

Under the government's 'Careers Strategy: making the most of everyone's skills and talents', each secondary school and college should have a nominated Careers Leader, responsible for delivery of their school's careers programme and ensuring that the Gatsby Benchmarks are being met by the end of 2020. Collaborating with your Careers Leader throughout your Artsmark journey ensures links with staff across the whole setting and ensures a strategic approach to leadership.





Artsmark Criteria 3: Children and Young People Engagement

Links to...

Gatsby Benchmark 2 – Learning from career and labour market information

By directly engaging with local arts and cultural organisations, children and young people are learning about what job opportunities and pathways exist in their area. Ensure their active engagement from the outset by involving them in planning activities. Develop their confidence and ability to ask questions about jobs, future plans and work experience when engaging with industry professionals.

Artsmark Criteria 4: Curriculum Design

Links to...

Gatsby Benchmark 1 – A stable careers programme

Gatsby Benchmark 4 – Linking curriculum learning to careers

Pupil's knowledge of how their learning links to their future is crucial, making the classroom feel more relevant and engaging to all learners. Embedding careers education within your Artsmark journey will showcase how arts and culture develops a wide range of transferable employability skills, ultimately preparing young people for the next stage of education, employment or training. Further making the case that Artsmark is beneficial to all children and young people, not just those with a specific interest in arts and culture.

Artsmark Criteria 5: Range of Offer

Links to...

Gatsby Benchmark 1 – A stable careers programme

Gatsby Benchmark 2 – Learning from career and labour market information

Knowledge and understanding of the local arts and cultural landscape will not only improve the range of offer within your setting, but also bring in local labour market information direct from the source. Work with your Careers Leader to understand how local organisations can provide insight into what progression opportunities are available across your area and improve your pupils' knowledge of what they can do next.

Artsmark Criteria 6: Continued Professional Development

Links to... **Gatsby Benchmark 8 – Personal Guidance**

Personal guidance is a statutory requirement for all secondary schools and FE colleges. Consider how a knowledge exchange can be facilitated between teachers, the professional artists involved in your Artsmark journey and Careers Advisors. This will improve your setting's commitment to personal guidance by ensuring that more of your staff have robust knowledge and understanding of creative careers that can be applied to both formal and informal personal guidance opportunities.

Artsmark Criteria 7: Partnerships

Links to... **Gatsby Benchmark 5 – Encounters with employers and employees**
Gatsby Benchmark 6 – Experience of Workplace

This provides one of the clearest opportunities to achieve the Gatsby Benchmarks in your setting. By engaging with a wide range of Artsmark partners to provide a broad and balanced offer, you will be exposing children and young people to creative employers, employees, those who are self-employed, freelancers, entrepreneurs, as well as the creative workplace. When establishing partnerships ask artists to refer to their career path when working directly with children and young people. Ask if they offer work experience or work shadowing opportunities that your pupils can access. When visiting cultural venues encourage pupils to consider how many different types of jobs they can see, whether it's a setting they might want to work in eventually.

Artsmark Criteria 8: Equality and Diversity

Links to... **Gatsby Benchmark 3 – Addressing the needs of each pupil**

By working alongside your Careers Leader to embed careers education within your Artsmark journey, you will provide further opportunities to reach children and young people at different stages of their education. Addressing their individual needs through a wide range of activities, employer encounters and personal guidance, to develop their employability skills and understanding of careers opportunities. This will demonstrate your understanding of and commitment to equal opportunities, and ensure that a 'one size fits all' approach is not taken.



Quality Principles

Quality Principle 1: Striving for excellence and innovation

Links to... [Gatsby Benchmark 1 – A stable careers programme](#)

By embedding careers and employability in your Artsmark journey you will be creating a joined-up approach and combining high-quality resources that will benefit your pupils in their next phase of education, employment or training. Taking this approach could transform how the Gatsby Benchmarks are achieved across your setting demonstrating your commitment to excellence and innovation.

Quality Principle 2: Being authentic

Links to... [Gatsby Benchmark 5 – Encounters with employers and employees](#)
[Gatsby Benchmark 6 – Experiences of Workplace](#)

Working directly with arts and cultural organisations to draw on their knowledge and expertise will ensure authenticity in your approach to careers education within Artsmark. Staff can develop an understanding of what skills employers are looking for when recruiting and apply this knowledge in the classroom, ensuring that pupils are more work-ready.

Quality Principle 3: Being exciting, inspiring and engaging

Links to... [Gatsby Benchmark 5 – Encounters with employers and employees](#)
[Gatsby Benchmark 6 – Experiences of Workplace](#)

Pupils respond positively to working alongside industry professionals and experiencing workplaces directly rather than simply being told about them. Engaging with junior level professionals inspires children and young people, showing them that their aspirations are achievable from someone they can identify with.

Quality Principle 4: Ensuring a positive and inclusive experience

Links to... [Gatsby Benchmark 3 – Addressing the needs of each pupil](#)

At all times, Artsmark and the Gatsby Benchmarks are working to ensure an inclusive approach that meets the needs of each pupil. By offering a broad range arts and cultural activities, from participation to being an audience member and leadership opportunities, you can engage and inspire young people in different ways that suit their individual needs.

Quality Principle 5: Actively involving children and young people

Links to... All of the Gatsby Benchmarks

Children and young people are at the centre of both your Artsmark journey and the Gatsby Benchmarks. They must be actively engaged throughout both processes in order to meet the criteria, but more importantly receive the benefits. Involve them in planning, delivery and evaluation of your creative career activities to develop your knowledge and understanding of what works best for your pupils.

Quality Principle 6: Enabling personal progression

Links to...
Gatsby Benchmark 3 – Addressing the needs of each pupil
Gatsby Benchmark 7 – Encounters with Further and Higher Education
Gatsby Benchmark 8 – Personal Guidance

Arts and culture can be a vital tool to prepare young people for the next stage of education, employment or training. They are often cited as developing essential skills, such as confidence, resilience, problem solving and critical thinking, which employers are looking for. As part of your Artsmark journey consider how the range of offer is enabling personal progression and preparing pupils for the next stage in a meaningful way.

Quality Principle 7: Developing belong and ownership

Links to... Gatsby Benchmark 8 – Personal Guidance

Embedding knowledge and understanding of creative careers in Artsmark can be used to demonstrate to pupils that the creative and cultural industries can provide a viable career path. This will develop their sense of belonging and show that you can turn a passion into a career.





Curious Minds' Support

Curious Minds is Arts Council England's Bridge Organisation for the North West region. Alongside our Bridge role, we have a dedicated careers and employability expert, to ensure that the full range of benefits of cultural education can be achieved.

We offer the following networks and resources to support you with Artsmark and Careers Education;

- A dedicated peer-to-peer network, focussed on careers and employability
- Advocacy tools, including bespoke video briefings and Power Point presentations, to use across your setting
- Access to the Culture Hubs website, Curious Minds' online Cultural Education portal for the North West, which arts and cultural organisations can use to highlight careers offers
- Chance to earn a Careers & Employability sticker for your setting's Cultural Education Challenge Plaque.

Useful Resources

Creative Choices (Creative & Cultural Skills): www.ccskills.org.uk/careers

Screen Skills: www.screenskills.com/education-training/

Voice Magazine: www.voicemag.uk/careers

'Where Did It All Go Right?' podcast available online from Spotify, Apple Podcasts

Discover Creative Careers: www.discovercreative.careers



Next Steps

- Speak to your Careers Leader and start collaborating on your Artsmark journey. Ask them who your Enterprise Advisor is. If you don't have one, why not register on The Careers & Enterprise Company's website and get connected to a local business leader who will support your school to connect with local employers
- Ask arts and cultural professionals to talk about their career journey as part of their work with you
- Invite arts and cultural organisations to your Careers Fairs, encouraging them to send junior members of staff where appropriate. Remember to give them plenty of notice where possible

Further Information

curiousminds.org.uk/artsmark
artsmark.org.uk

Artsmark schools can access a range of arts and cultural organisations that partner the Artsmark programme. These organisations provide creative offers that can enhance schools Artsmark journey. Their details can be found on the Culture Hubs website or please contact Hanna Lambert, Programmes Coordinator at hanna.lambert@curiousminds.org.uk for more information.

For queries relating to careers and employability skills, please contact Holly Ball, Head of Careers & Employability at holly.ball@curiousminds.org.uk

