Session Plan – Creative Careers Week 2020

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| Timings (approx.) | Activity |
|  | **Notes on questions**  Some questions\* are discussion based.  Some questions\*\* have a task associated with them which students can use the activity sheet to record their responses. |
| 3 min | Introduction:  Explain that this session has been organised as part of Creative Careers Week and presentation is about the Creative and Design Industries. Students will also participate in a virtual Q&A session with someone working within the creative industry.  Session Objectives:   1. Why creativity matters to employers and you 2. Your future – a signpost to a creative career |
| 5 min | **Defining creativity**  You may not be studying (or thinking of studying) an arts-based subject, but, showing that you’re creative is important…what exactly do we mean by creativity?  **Display slide 2 – ask students to complete the task “What does it mean to be creative?” - \*\*response on activity sheet**  You could use the following prompt points:  *Do you need to be good at art to be creative?*  *What is the difference between being imaginative and being creative? (Note: imagination is good ideas, creative is being able to do something with those ideas)*  Link for more info on Creativity and why it is a crucial factor for business success. <https://www.creativityatwork.com/2014/02/17/what-is-creativity/> |
| 7 min | **Why creativity matters to employers and YOU**  **Use slide3** to illustrate the above concept.  **Display slide 4 - What Are the Creative Industries or workplaces?\***  Ask students to speak to the person next to them and name as many creative industries as they can.  **Display slide 5** – this shows a number of examples. Now ask them to think about the range of individual jobs/roles within these industries.  Ask students to note down 3 x creative industries or jobs that are of interest to them.  **Display slide 6** – this shows a wide range of jobs/roles. Explain that this is by no means an exhaustive list and it’s also important to think about the difference between working in a creative industry and being creative in another sector. For example, you could be a marketing manager for a bank (creative role, financial sector) or an accountant for a theatre (financial role in creative sector). Link this point back to definitions of creativity and remind them that Creativity involves two processes, thinking and then producing*.*  **Creative Industry and the economy**  **Display slide 7 - Ask students which of the following creative industries contributes the most to the UK economy?\***  Music industry?  TV and Film?  Software and Gaming?  **Display slide 8** to reveal the answer IT, Software and Gaming.  £45,444 million is generated by the IT, Software and Games industries  £20,814 million is generated by Film and TV  The creative industries contribute £111.7 billion a year to the UK economy  That’s £12.7 million an hour!  NB: These figures are the most up to date available and are based on 2018 income.  <https://www.thecreativeindustries.co.uk/resources/infographics>  **Display slide 9 –** Thinking creatively is important in all. This is the essence behind Be More Octopus  Octopus are one of the most adaptable and intelligent creatures on the planet.  After the creative agency Cooper Collective created the Sky Ocean Rescue Café - the UK’s first café made completely from recycled and ocean sourced materials, they learned, adapted and put sustainability at the heart of their experiential and environmental creative thinking.  They have a pop-up exhibition in Walthamstow until 15th September which showcases their sustainable approach to environmental design, whilst engaging guests with a surprise deep sea AR experience. All parts of the exhibit have been created from sustainable sources and will be upcycled post event to ensure waste is negated. Wall panels will become tote bags and face masks, whilst the 3D printed coral reef (made from recycled plastic) will go to a marine centre where it will be embedded into the aquarium for the marine life to enjoy.  *“In this crisis rich world, there is no excuse for irresponsible approaches to production. We hope that Be More Octopus acts as an inspiration for people to seek out sustainable materials and production methods in their creative thinking.”*  Be adaptable. Be ingenious. Be compassionate.  https://cooper-collective.com/projects/be-more-octopus  **Display slide 10 –** This is an example of a longstanding local business, which repairs audio equipment. Despite a massive decline in this type of equipment being used, the business is still going well. **Why do you think Armstrong Audio has survived for so long?\*** |
| 10 min | **Creative industries in Waltham Forest and neighbouring boroughs**  **Display slide 12** – **Famous Waltham Foresters**  Actor: Adam Woodyatt (Ian from EastEnders) Went to Forest School  Writer and broadcaster: June Sarpong (BBC's first Director of Creative Diversity)  Designer: Jonathan Ive (former Chief Design Officer of Apple Inc) went to Chingford Foundation School  Artist: Grayson Perry (creator of The Walthamstow Tapestry- had studio in Walthamstow)  Musician: Lethal Bizzel (Grime artist) Attended Holy Family Catholic School in Walthamstow  **Use slides 13 and 14** to talk about Creative industries in WF.  Borough increasingly known as a centre of culture and creativity  E17 Art Trail biggest independent Art trail in UK  Borough of culture 2019 – New Adventures residency at Roger Ascham School  Soho theatre coming to EMD  William Morris Gallery; (redeveloped 2012)  **Display slide 15** – This shows investment in two major projects in neighbouring boroughs.  EAST BANK  Will bring an additional **1.5 million** visitors to the Park and surrounding area each year  **More than 2,500 jobs** will be created in East Bank, and an estimated **£1.5 billion** generation for the local economy  Sadler's Wells East will open a **550-seat theatre** and establish a new centre for choreographic practice and a hip hop academy, both of which will be the first of their kind in the country  UAL's London College of Fashion will integrate its six sites onto one campus, accommodating **6,500 students with their world-leading research community, business incubation and social enterprise centres**  V&A East will display its world-famous collections at two sites with a new museum at Stratford Waterfront and the V&A Collection and Research at Here East  The Smithsonian Institution will establish a presence in London for the first time ever, in partnership with the V&A  The state of the art BBC music studios will provide a hub from which to celebrate music of all genres  UCL will create a new campus, UCL East, providing multi-disciplinary research, teaching and innovation, in areas such as robotics, smart cities, culture and conservation, for around **4,000 students**  DAGENHAM STUDIOS  Planning is underway for new state-of-the-art facility for film and TV production  Demonstrates creative industry development in Barking and Dagenham. The planned studios will feature six sound stages covering 140,000 sq. ft., 85,200 sq. ft. of offices and 174,500 sq. ft. of workshops.  <https://variety.com/2020/artisans/news/dagenham-studios-1203525920/>  **Local Case Studies – Leyton Sixth Form**  These case studies from Leyton Sixth Form College represent a snapshot of the possibilities available to students studying on a creative programme.  Case studies include students from traditional A Level programmes, vocational education and those that have travelled a long way from L1 onwards. Please feel free to use the examples that are most relevant to your groups. |
| 5 min | **Impact of Covid-19**  **Display slide 26** -**Ask students how they think Covid-19 will have impacted the creative industries and whether some parts will be more adversely affected than others\***. For example, will the situation for gaming be the same as live events? Note: Some students may have family members who have lost employment/income, so please handle this part of the presentation with sensitivity.  **Display slide 27** – this infographic shows the current working arrangements across a range of industries. Note that overall, very few people are still furloughed. Compare this to the ‘Arts, Entertainment and Recreation’ group which shows that around 50% of workers are still furloughed. This is more than any other group. However, the impact of covid is not the same across the culture industry.  https://www.bbc.co.uk/news/uk-53942542  **Display slide 28 –** Show the examples on the slide and ask the students if they know how any of these organisations responded to the coronavirus pandemic.  **1. Pivot for Good – where organisations changed their production to help**  Alcoholic drinks companies, e.g. Brewdog making hand sanitizer.  Burberry making PPE  **2. Rethinking business model – Where organisations had to adapt and change their offering**  Osolocal2u was set up in March 2020 to provide a home delivery service of Fresh Food during the COVID-19 pandemic.  Home deliveries are brought to you by 4DegreesC Ltd, established in 1984.  4DegreesC supply top eateries throughout London and the South East from BRC accredited, refrigerated warehouses in New Spitalfields Market, London and Southampton with a shiny fleet of FORS accredited lorries.  https://www.osolocal2u.com/pages/about-us  **3. Virtual world**  Virtual museum experiences – Museum of London – Great Fire of London Live Stream  https://www.museumoflondon.org.uk/families/great-fire-london-live-stream  Virtual Museum tours https://www.museumoflondon.org.uk/families/fun-home/virtual-tour-victorian-walk  Meerkat Music – Live stream performances from Take That and Little Mix  Virtual Orchestra – free outreach for young musicians, to give them a chance to play in an ensemble. Started with 60 musicians, now has over 3,500 registered participants across the globe.  **What do they all have in common?\* – all of these businesses adapted to respond to the crisis.**  **Display slide 29 –** Explain to the students that they could be the people who are delivering the recovery of the culture and heritage sectors. Ask them to think about museums, galleries, performing arts and live events and respond to the question – **What might the recovery of the cultural and heritage sector look like?\***  **Museums and Galleries**  There has been gradual reopening throughout the summer. Tate Modern - 70% fewer visitors than before the pandemic distanced through queues, timed tickets.  **Performing arts/Live events**  Lots of possible variations have been suggested: take it outside, downsize it, spread it out, stream it. Could you stage a drive-through opera? Could a composer write a work for a socially distant ensemble? Can you make an online literary festival attractive to audiences when they can’t be in the same room as the authors?  **Click to show Gov logo and £1.57bn**  It’s clear that the Performing and live arts are suffering more than any other sector, but their value to society is being appreciated all the more by its absence. Therefore it’s essential that the cultural and heritage sector is protected for future generations. In July the government announce a £1.57 billion investment to help to do urgent and critical work secure the survival of the industry.  <https://www.artscouncil.org.uk/blog/delivering-governments-culture-recovery-fund>  **Click to show ACE logo**  In addition Arts Council England have an Emergency Response Package which they will use to build on the government’s rescue package.  ACE have re-opened National Lottery Project Grants, increasing the budget by £18 million to make £75 million available to individuals, community and cultural organisations.  Developing Your Creative Practice - reopening this to help creatives step up their work in new ways, and increasing the budget from £3.6 million to £18 million.  Plus an extra £2 million to support the work of freelancers in the sector. |
| 10 min | **Next steps**  **Display slide 31 –** ask students **“How could you demonstrate that you are creative?” Responses on activity sheet\*\***  *How could you prove that you’re a creative person from the activities you currently do?*  *What are you passionate about? What are you good at?*  **Display slide 32 –** Explain that it is important to document your creative output/experience.  Examples:  Instagram (or other social media, but it is more than just making TikToks!)  Linked in  Online portfolio, such as portfolio box  A CV  **Display slides 33-36 – What next?**  There is more information on the activity sheet, including links  **Research**  What areas of the creative industries interest you the most?  Organisations and schemes that can help you take the next steps towards a career in the creative industries  https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/creative-jobs  <https://discovercreative.careers/>  **Local Opportunities**  Further education, apprenticeships and creative employers in Waltham Forest  Further education, apprenticeships and creative employers in Waltham Forest  Waltham Forest College  Leyton Sixth Form College  Monoux Sixth Form College  Future Creatives: Waltham Forest trainees to become the next generation of leaders in the creative world  BCE: The largest creative college in London  LBWF Film Office: The Film Office manages filming and photographic shoots for the London Boroughs of Tower Hamlets, Newham, Enfield, Waltham Forest and Merton (the most film friendly boroughs in the Capital) along with many private locations.  **Mentor**  Seek out someone who has had the professional success you would like to have. Don’t be afraid, people will be happy to help and flattered than you’ve asked. NB: Students should be informed that they should ask for advice and seek support from school/college before approaching a potential mentor.  **Higher Education and Training**  University of the Arts Insights Programme: From the famous and renowned to the up and coming and innovative- UAL have collected together different artists and designers or creative approaches for you to explore.  Artswork: Creative apprenticeships  The Apprenticeship Guide: find out more about apprenticeships and search for apprenticeships by sector  Creative Alliance: the specialist provider of creative, digital and marketing apprenticeships.  Give Grad a Go: Give A Grad A Go is a graduate recruitment, jobs and early-career talent community.  **Job Search**  Follow the links to job search pages for the creative industries  Read some job descriptions:  What jobs appeal to you?  What skills do you need to apply to them?  Do the salaries meet your expectations?  What job could you be doing in 10 years time?  What experience do you need to build to get there?  **Display slide 38 – summary of presentation.** |
| 5 min | **Display slide 39 - Questions** |