

# Matching HE and FE provision to employer demand: the skills argument

Caroline Felton, Chief Executive  
Creative & Cultural Skills



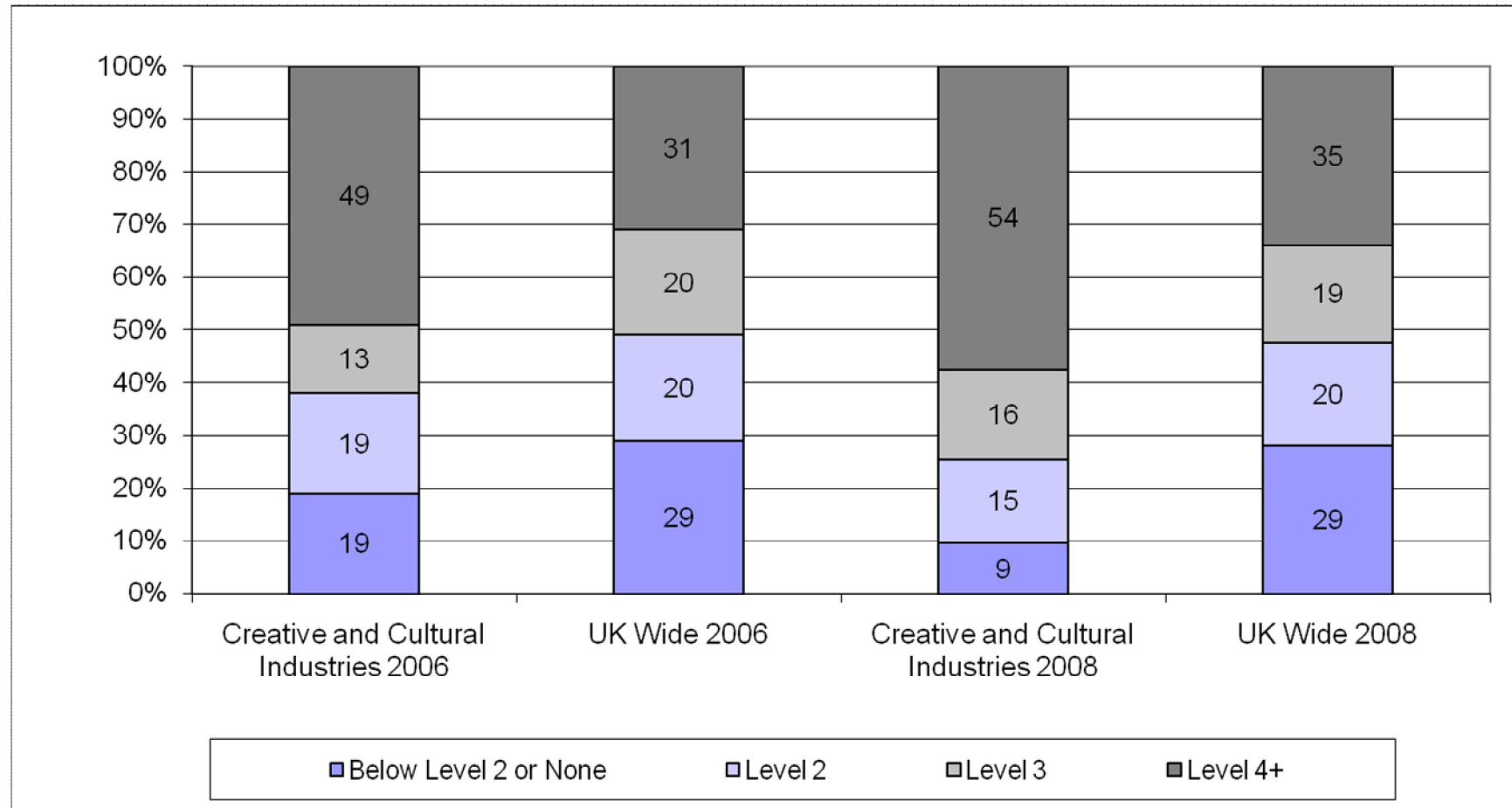
## Current alignment

- FE, HE and the creative sector already work closely
- 25% of the creative workforce engages with learners and students
- Employability best practice
  - Apprenticeships
  - New business incubation
  - Careers advice
  - Work placements
  - Visiting tutors

*But employers still say that potential recruits lack the right skills*



# The sector is highly-qualified



## Our employers tell us they have issues recruiting

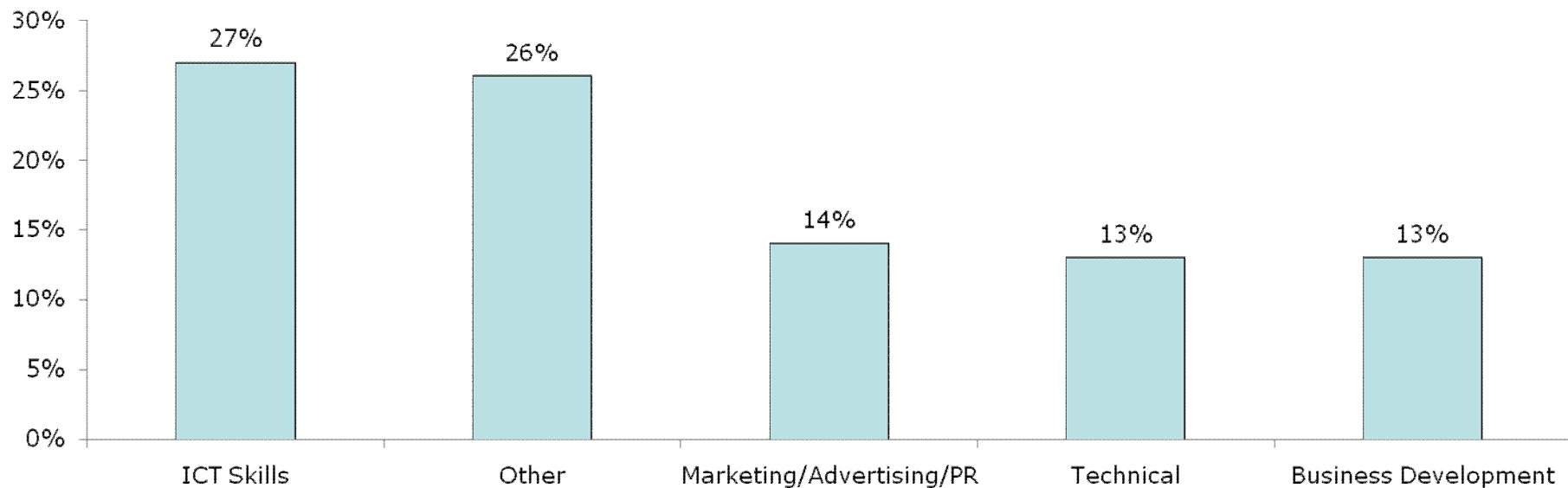
- 24% of businesses in the creative and cultural industries are currently experiencing skills shortages amongst job applicants
- 43% state that lack of relevant work experience is the key issue
- 38% state that a lack of specialist skills is the key reason



# Skills gaps in the current workforce

creative  
& cultural  
skills

- 37% of businesses in the industry identify skills gaps in their current workforce



Specific skills gaps (% of businesses)



# The value of the creative sector

- Contributes £25 billion GVA overall, equivalent to the UK's car manufacturing industry, energy sector or IT industry
- Contributes £36,750 per individual per annum to the UK economy, against the UK average of £20,500



## Potential for growth

- Employment in the sector grew by 85% from 1987-2007
- The industry is expected to grow by a further 151,000 individuals by 2017

*How can the creative and cultural industries be supported to reach this potential?*



## Working in partnership

- Employers need to articulate more clearly what they need
- HE and FE needs to communicate what is already being done
- Take account of the business skills that employers need
- Jointly find new ways to give real practical experience
- Tangible ways for employers to contribute to course development
- Knowledge transfer – genuine projects with industry

*To ensure that UK plc is equipped with the right skills*





## Our role

- Representing employers and working with them to identify skills gaps and shortages
- Challenging HE and FE to respond to these needs
- Encouraging our employers to raise their ambition for skills and work with you



## Our projects

- National Skills Academy  
*A national network of 20 FE Colleges and over 200 employers*
- Creative Apprenticeships  
*Employers have created over 300 employment opportunities for Apprenticeships, and this is ever-increasing*
- Creative Choices<sup>o</sup>  
*Careers advice and guidance for those wanting to progress in the creative sector*



*An ever-improving partnership is needed to ensure that the creative economy continues to grow.*

