

Committee(s) Education Board	Dated: 01/07/2021
Subject: Cultural and Creative Learning Strategy Update	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	3, 8, 9, 10
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Director of Community and Children's Services	For Information
Report author(s): Anne Bamford, Strategic Education and Skills Director	

Summary

The Education Board have oversight over the Cultural and Creative Learning Strategy 2019-23. The strategy commits to ensuring that every cultural institution in the City is a learning institution and every educational institution in the Family of Schools is a cultural institution, and that learners at all stages have high quality exposure to creative industries to make informed career choices, including careers in the arts, cultural, and hybrid sectors. These strategic goals require sustained partnership working between schools, and between schools and cultural and creative organisations, so that curriculum and progression pathways are enriched and informed by artists and creative industry professionals. Members are asked to note three partnership initiatives which seek to deliver on these strategic goals.

Recommendation(s)

Members are asked to note the progress of three key workstreams in the delivery of the Cultural and Creative Learning Strategy which are focused on partnership development between cultural and education sectors.

Main Report

Background

1. The Education Board has oversight over the Cultural and Creative Learning Strategy 2019-23. The strategy is delivered through partnerships between the Family of Schools, Culture Mile Learning, and schools and cultural/arts venues across London.

Current Position

2. To build on the existing partnership work underway to forge and maintain school-to-school collaboration and cultural education partnerships, three workstreams

are in progress to be delivered over the summer and leading to Autumn 2021/22. These workstreams are:

- a) Creative Collaboratives – A school-led collaborative partnership to drive teaching and learning in creativity.
 - b) Evolve – A three-borough partnership initiative to provide information to underrepresented young people and their families on jobs in the creative industries.
 - c) Culture and Commerce Taskforce Creative Skills Project – A project bringing together students, creatives and cultural organisations to develop resources that close the gap between young people interested in creative sector roles, and the wealth of resources and information that exists but that are underutilised.
3. These three partnership initiatives are outlined in further detail in the following paragraphs of the report.

Creativity Collaboratives

4. Led by Galleywall Primary School, eight of the City Family of Schools (four primary schools and four secondary schools) are collaborating on an application to Arts Council England to be a Creativity Collaborative (CC). Setting up a national network of CCs was a key recommendation of the Durham Commission report on Creativity and Education (published October 2019).
<https://www.dur.ac.uk/creativitycommission/report/>
5. The overall aims of CC are to:
 - Develop, test, and refine approaches to teaching for creativity across whole school systems
 - Model school led improvement underpinned by teaching for creativity
6. At the heart of the bid is the schools' partnership and work to date with Culture Mile Learning (CML). The focus of the application is therefore how teaching with cultural artefacts and alongside creative practitioners enables pupils to develop the communication, collaboration, critical thinking, and problem-solving skills that enable creative thinking. The proposed scope for the project is to focus on the geography, history, art, English and primary science curricula and the proposed schedule of work includes teacher CPD, peer learning and collaborative projects. Oracy and a commitment to 'beautiful work' will be central threads in the pedagogy.
7. The application is a two-step process with a final decision made in September 2021. Given the Family of Schools and CML's existing work in this area, they are applying for partial funding. If successful, the initiative would run until July 2024.

Evolve

8. Westminster City Council, the City of London Corporation and Lewisham Council were awarded a small grant by the Greater London Authority (GLA) and London Councils' Evolve programme, which supports cross-borough collaborative working. The boroughs have come together to do more to attract young talent from socially and ethnically diverse groups into often highly rewarding creative careers. Only 23.4% of creative economy jobs in London are filled by those from black or minority ethnic groups, compared to 32.9% of jobs outside the creative economy. Creative careers are sometimes perceived as high risk and low paid

even though they are in the fastest growing sectors of the economy, where specialist skills are in high demand and a rich variety of behind-the-scenes and frontline roles are available. The project generates tools and activities to help young people, educators and parents gain an understanding of the wide range of careers available within the creative industries.

9. The first step involved a consultation with ethnically diverse pupils, teachers, and parents so they can shape the project. From this, we have commissioned a short film based on the vast array of little known behind-the-scenes roles in the film industry aimed at young people aged 11-14 and their parents. The film offers insights into the wide scope and range of careers in the film industry, how people access these jobs, what qualifications and skills they might need and what they could expect to earn in this industry. Screenings will take place at school assemblies, summer creative careers events and on social media channels. The project is further enhanced by each borough sharing their community insights to help diverse young people and their influencers better understand the extraordinary opportunities available in London's vibrant and growing creative economy.

Culture and Commerce Taskforce – Creative Skills Project

10. Chaired by the Lord Mayor in partnership with the City of London Corporation and Culture Mile, the [Culture and Commerce Taskforce](#) assembles leading figures from across the capital to address the challenges faced by the cultural and creative industries in the City, and London more widely, through better connecting the cultural and commercial sectors. Following the 'Fuelling Creative Renewal' report published by the Taskforce earlier this year, the Education Strategy Unit and Culture Mile Learning are delivering one of the projects that was outlined as a priority to address recommendations set out in the report.
11. The taskforce proposed a creative skills event, potentially forming part of the wider Skills London programme, responding to challenges facing young people leaving school seeking employment in the post-pandemic landscape and reminding them of the range of opportunities and pathways into creative sector jobs. However, the scoping work revealed that a difficulty for young people, especially those in under-represented talent groups, is finding clear information about the range of jobs available in the creative industries, the likelihood of employment in these industries, and the likely salary and other prospects that promote flourishing.
12. This project therefore focuses on closing the gap through the development of a targeted, simple co-created resource. A group of young people (c.10-12 in person if COVID-19 restrictions allow) will meet and work together for one week during the latter part of the summer holidays to develop a resource or campaign that addresses the identified challenge. The audience and distribution method for the resource will be decided in collaboration with the young people based on where the information will have the most impact (e.g. parents, other young people). The programme acts as a pilot project for the changes in attitudes of the young people involved across the week.
13. Key success measures will be:
 - More young people from under-represented talent groups see creative jobs as a viable career option

- Tangible steps towards joint action between the creative and commercial sector to welcome young people into creative jobs in the City
- The beneficiaries of this programme come from under-represented talent groups including backgrounds and experiences and are indicative of the demographics of London
- A resource or campaign is produced that is valuable and useable to give quick insight into creative careers

14. The progress against these initiatives will be shared in future reporting, and the overall impact of partnership working is reported annually in the Education, Cultural and Creative Learning and Skills Strategies Annual Report.

Proposals

N/A

Options

N/A

Key Data

N/A

Corporate & Strategic Implications

N/A. This report is for information only.

Conclusion

15. Members are asked to note three key workstreams in progress, focused on cultural education partnerships, to deliver the aims of the Cultural and Creative Learning Strategy.

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