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Be Skilled:

Engaging with the Arts & Cultural Industry in the Classroom

Aims:

- To get a better sense of the arts & cultural sector
- To understand why and how schools might engage with the sector
- To identify challenges / solutions
- To see what support is needed/ next steps
- To share good practice

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Introduction

- Director, AMP Culture
- Creative Producer, Driftwood
- Trustee, B.O.A.T.
- Associate, FEI Consultants
- Knowledge Exchange/ Senior Research Fellow, University of Brighton
- Advisory Board, Music Cities
- Head of Arts, Brighton & Hove City Council
- Artistic Director, White Night
- Creative Producer, Celebrating Age
- Producer, Zap Productions
- Artist & Maker, Pearshape Performance
- Stage Manager, various
- Appraiser, Arts Council England
- Reviewer, Total Theatre
- Trustee, Radio Reverb

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Be skilled

Build links between CYP and the cultural sector in order to:

- Develop skills and pathways into the creative economy
- Develop skills knowledge and attitudes developed through creative activity
- Foster a shared place-based identity

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Arts, Creative, Cultural, CDIT sector – What is it and why is it important?

"'Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property"
DCMS definition

'Creative Economy'
Arts & Cultural sector
Businesses that rely on creativity
Creative jobs within the wider economy

In the UK

- **£9.6million per hour (DCMS, 2016)**

- **Fastest growing sector since 2008**

- **Contain a high proportion of 'robot-proof' activity**

- **Generates £5.4billion directly and 20 x that indirectly (DCMS 2015)**

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Globally, the creative economy generates:

2,250 billion $US
Global CCI Revenue

3% of the world's GDP

Exceed Telecom services revenues (US$1,570bn)

29.5 million jobs
Global CCI Employment

1% of the world's active population

Surpass combined jobs of Automotive industry in Europe, Japan, and US (25 million)

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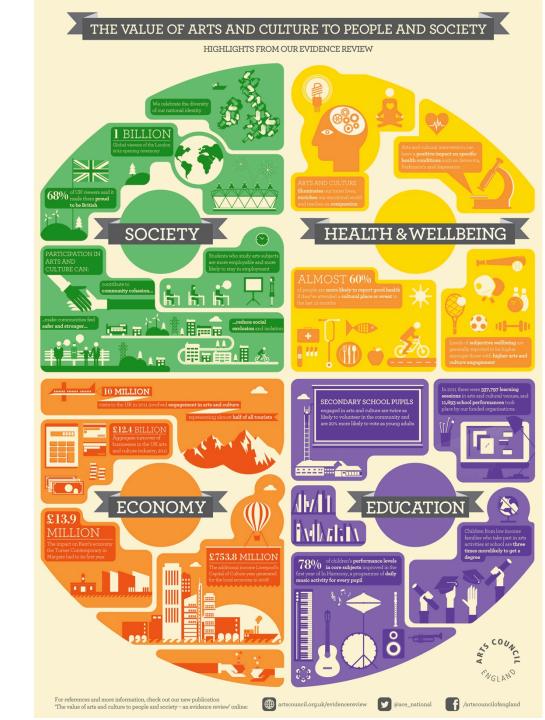**Much** more than money:

Creative skills pack a big punch

Nobel Laureates in the science are 17 times **more likely** than the average scientist to be a painter, 12 times as likely to be a poet, and four times as likely to be a musician" (CIF, 2015)

The arts create 'reflective individuals, facilitating greater **understanding** of themselves and their lives, increasing **empathy** with respect to others and an appreciation of the **diversity** of human experience and cultures'. (AHRC Cultural Value, 2016)

http://www.artscouncil.org.uk/sites/default/files/download-file/Value_arts_culture_evidence_review.pdf

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Brighton & Hove

- Largest % of businesses are creative businesses

- Vibrant arts sector

- Highly engaged population

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Creative + Digital IT

- Identified 'Creative Cluster'
- 16% of all businesses are creative businesses
- 10.5% of jobs are 'creative jobs'
- Brighton Fuse – 'creative + digital'
- Fuse 2 – freelances, networked
- NEH – 'creative hub'
- Digital Exchange
- LEP priority industry
- Wired Sussex
- Digital Catapult Centre
- Internet of Place
- VR/ AR/ MR

@Digicatbrighton
@WiredSussex
@FuseBoxBtn

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Live Music

- Live Music/ Music Industry
- Labels – Tru-Thoughts, Skint
- Agents – 13 artists, FCM
- Promoters – Melting Vinyl, Lout, One Inch Badge
- Vinyl - Resident Records
- Studio - Brighton Electric
- Radio – Reverb/ Juice
- The Great Escape
- Music Cities Conference
- BIMM
- 861 licensed venues (3rd)
- Music Venues Week Radio 6
- 600 music businesses
- 1400 jobs
- Brighton Music Office

@BTNMusicOffice

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Film

- Film Cluster
- Film City - Talent & Skills, Film Culture, Production
- Brighton Film School
- Creative England 'Flight' programme
- Screen Archive SE
- Film Hub SE at the University of Brighton
- Lighthouse 'Guiding Lights'
- The Sound of Story
- 19 permanent screens
- Film, moving image and digital festivals
- Hove Pioneers
- New film pioneers
- Hove Museum
- Production houses

@FilmCityBH
@FilmHubSE
@cinecity_bton

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Festivals

Brighton Festival
Brighton Fringe
Artist Open Houses – Spring and Christmas
House
Caravan
B:Fest
SICK!
Science Festival
Brighton Early Music Festival
PRIDE
Brighton Digital Festival
Cine City
Oska Bright
Brighton Photo Biennial
Photo Fringe
Starboard
Hijack
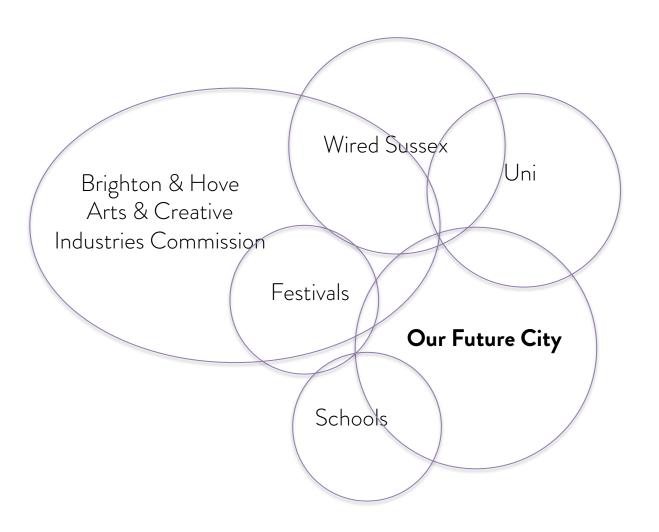Trans-Pride
Together the People
Burning the Clocks
Childrens Parade

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Socially engaged practice

- Inclusive
- Non-Mainstream
- 'Creative Case for Diversity'
- Carousel
- Marlborough Theatre
- Creative Future
- Fabrica ' Growing Older Audience"
- SED Young people and 'Three Score'
- BMAG – Fashion Cities Africa

@carouselartuk
@marlboroughbtn
@CreativeF_uture

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Brighton & Hove
Arts & Creative
Industries Commission

Wired Sussex

Uni

Festivals

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Schools

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What is the value for schools?

How do schools identify, facilitate and manage the engagement?

What are the challenges and difficulties working with the sector?

What can we do together to address these?

> Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.
>
> *Margaret Mead*

Examples from your own experience

Good practice

New Ideas

Solutions and Suggestions for others

@donna_close