

Working with Jobcentre Plus

Organisations creating paid internships with funding from the Creative Employment Programme (CEP) are required to advertise these posts at their local Jobcentre Plus to ensure they are accessible to the nearly one million 18 to 24 year olds in the UK who are currently unemployed.

New partnerships

Engaging with Jobcentre Plus (JCP) has been a new and, in many cases, unfamiliar experience for both arts organisations and staff at JCP who may not have worked with each other in the past. However, many positive stories are emerging from this new relationship with employers finding Jobcentre Plus can help them to reach out to new talent and find candidates with skills that are relevant and transferable to the creative industries. In turn, Jobcentre Plus has been changing its perceptions about what kinds of careers are really available within the sector and where

cultural sector organisations have skills gaps.

Finding talent

Marilyn Stolz, HR Manager at Welsh National Opera was very impressed with the level of support and the standard of candidates she received from her local Jobcentre Plus office in recruiting to their three paid internships:

“I have not worked with JCP very often in the



Matthew Vanstone, CEP Intern at Swamp Circus Trust

past as we tend to advertise on arts-related websites so that we reach people with experience in the arts. However, I found the staff at all of our local JCP branches to be very helpful and enthusiastic about the opportunities for their clients. Amy Janneh, an adviser in our local Cardiff office, was able to guide me through the preliminaries and help me tailor the application form to fit with the eligibility criteria.

“We managed to fill all three internships with suitably eligible people, all of whom are

making good progress and contributing to the departments in which they work. A good result for JCP! I would say that other employers in the creative sector should give JCP a go for entry level posts.”

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A growing industry

Amy Janneh at Cardiff Jobcentre Plus who worked with WNO, said: “the creative and cultural sector doesn’t normally recruit via Jobcentre Plus, but these roles were very popular with 72 customers being referred to three opportunities.

“It would be great if more arts organisations were able to showcase the wide range of jobs available in this growing industry via Jobcentre Plus. Many of our customers would like the opportunity to work within the creative sector and it is becoming increasingly popular, especially with the investment in South East Wales by the BBC and, most recently Pinewood Studios.”

Understanding the sector

From a strategic point of view it is extremely important for the growth of the creative and cultural sector that it is bringing in the right skills by reaching out to the widest pool of emerging talent and offering diverse routes into the industry.

Jo Cranston, Senior Employer Relationship Manager at the Department for Work and Pensions states:

“As the economy continues to pick up and create jobs it is important that Jobcentre Plus

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understands the different needs of each industry. We are currently working with Creative & Cultural Skills to run ‘myth-busting’ masterclasses across England so that our advisers really understand the sector. We have also established a single point of contact for CEP in each district so there is expertise in each area.”

Legacy

“There’s been an education on both sides about what is on offer, it’s a real two way street. We’ve learnt a lot about the creative

sector – particularly its business needs - and in turn we've tried to show employers the talent they could be missing out on and what transferable skills these young people can bring to the table.

The creative industries have so much to offer and motivate young people who are looking for work. I really think that the CEP will become the start of a long term relationship between Jobcentre Plus and this exciting, growing industry.”

Creative & Cultural Skills gives young people opportunities to work and learn in the creative industries. We want to ensure that employers benefit from a skilled generation of talent and continue on a course of economic growth.

Our network of industry and education supporters – the National Skills academy for Creative & Cultural – is open to those who are committed to the provision of high quality creative education and training, apprenticeships and careers advice.

Together we've created over 3,500 Creative Apprenticeships in the UK since 2008. Creative & Cultural Skills is the National Provider for the Creative Employment Programme.

Visit www.ccskills.org.uk for more information.

The Creative Employment Programme is a £15m fund provided by Arts Council England to support the creation of traineeships, formal apprenticeship and paid internship opportunities in England for young unemployed people aged 16-24 wishing to pursue a career in the arts and cultural sector.

Positions created will be in a wide range of disciplines, from technical to administrative roles, provided they are located in England and fall within the Arts Council England's footprint of: Music, Dance, Theatre, Literature, Visual Arts, Contemporary Craft, Combined Arts, Carnival, Circus, Galleries, Museums, and Libraries.

Visit www.creative-employment.co.uk for more information.