The Music Education Hub in Telford and Wrekin Council applied to the Creative Employment Programme to create four Creative Apprenticeships for young people within the local authority and its arts venues.

**Aims and objectives**

Telford and Wrekin Council recognised the Creative Employment Programme as an opportunity to address two issues: their national standing in the bottom 20% for arts engagement and participation, and their very high levels of youth unemployment.

The Music Education Hub - a partnership of the council’s music service, The Place Theatre, further education, higher education and local schools — created four opportunities for previously unemployed young people to gain employment, experience and skills through Creative Apprenticeships in Community Arts, Live Events and Technical Theatre.

**Key facts**

- CEP grant awarded: £6,600 for four apprentices
- Size of company: 45 employees in Arts and Culture Services
- Located in Telford and Wrekin, West Midlands
- Art form: Music and Theatre

**Funding the jobs**

Telford and Wrekin’s partner organisations were able to access the council’s Youth Unemployment Fund, which funds up to 50% of the apprenticeships. This combined with CEP funding and Music Education Hub funding was able to cover the full cost of the apprenticeships.
Industry experience

The apprentices have been given the chance to work across a number of interesting projects including In Harmony, Music Education Hub, T-Live and T-Party, as well as receiving a comprehensive support package of mentoring, apprentices forum meetings, volunteering opportunities and access to training.

Arts Award

In addition to this the Music Education Hub has offered all of the apprentices the chance to gain a Gold Arts Award. This qualification can act as one of the components of the Community Arts apprenticeship and gives the apprentices a separate qualification, along with 35 UCAS points, to add to their CVs.

Testimonial

Chair of the Telford and Wrekin Music Education Hub Ian Thomas told us:

“We were able to create a situation where the posts were effectively fully funded, so the organisations involved could concentrate on investing their time and resources into training the young people without having to worry as much about the cost.

“Our apprentices have brought so many fresh ideas into our ways of working. We’ve benefitted from hearing the opinions of young people on everything we do and they are able to contribute to our strategic decision making.

“We feel like we’re just getting going with these four apprentices If we really want to build up and grow the local skills base and infrastructure we need to look at this as the beginning of a long term investment programme.

“We were able to create a situation where the posts were effectively fully funded.”

The programme has made a really positive impact and has helped us to raise the profile of apprenticeships across the area and local industry. It’s also helping to establish apprenticeships as a viable, alternative route into jobs in the creative industries amongst school leavers.

“Testimonial"
“We’ve benefited from hearing the opinions of young people on everything we do and they are able to contribute to our strategic decision making.”

“Our Local Enterprise Partnership has made apprenticeships, skills and youth unemployment a priority, so we hope we can use some of this European funding for investment in skills to continue some of the work we have initiated under the Creative Employment Programme when it finishes.”

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.

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