

Cultural Skills Unit

**A case study: sectorial skills development
for the cultural sector**



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Part One: Introduction and overview

1. British Council operations



Seven global regions

Image source: R-Bloggers

2. The Cultural Sector

- Performing Arts
- Museums & Galleries
- Fashion
- Craft
- Live events
- Design
- Cultural Heritage
- Community Arts
- Architecture
- Visual Arts
- Gaming
- TV
- Film
- Photography
- Animation

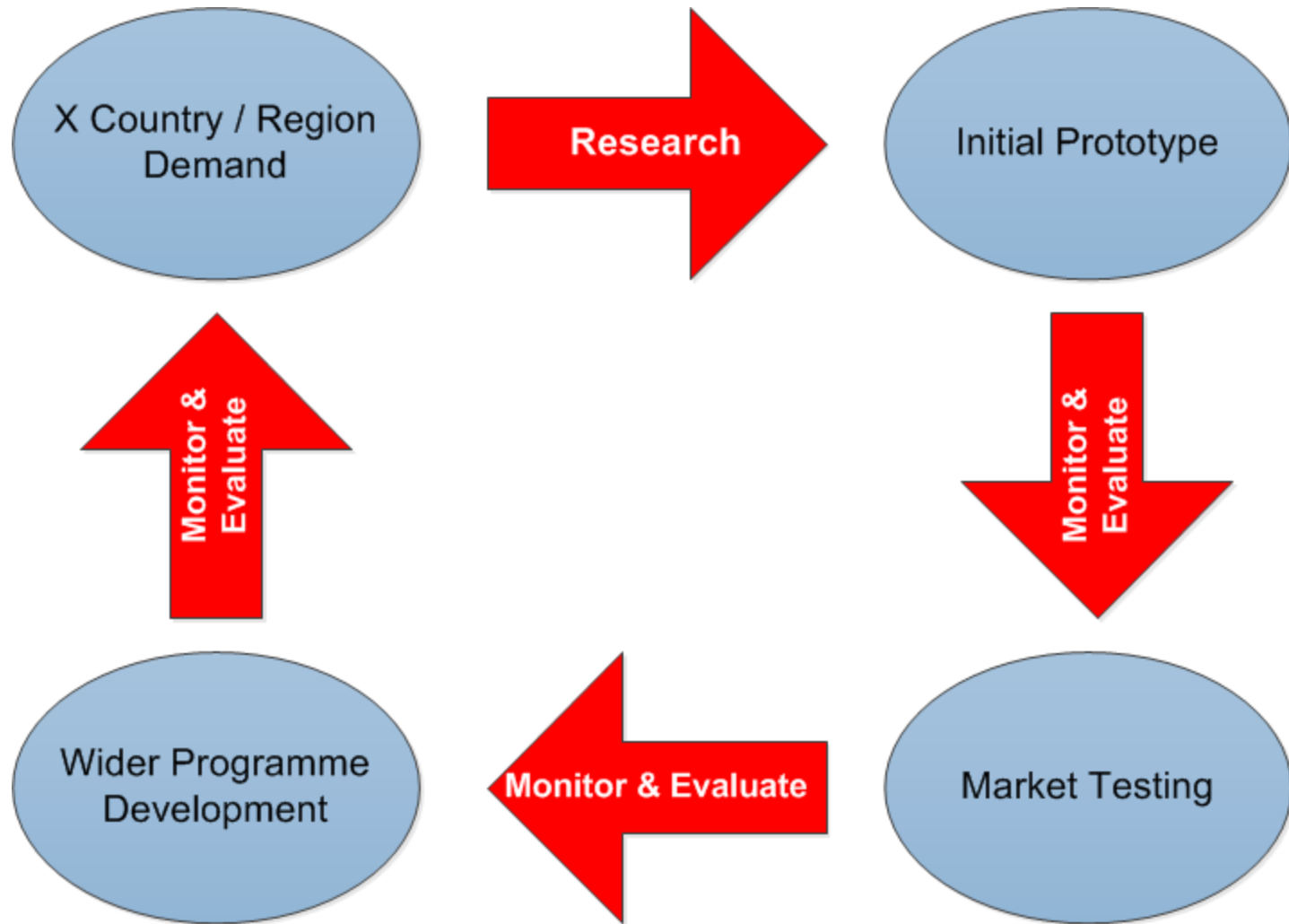
*“Culture's power to transform societies is clear”
(UNESCO)*

3. 'Cultural Skills' – a definition

'Cultural Skills are the sum of all skills, knowledge, attributes and competencies that an individual possesses to be fully proficient in his/her role within the cultural sector'.

Source: 'Key Terminology', *Cultural Skills Unit, Research and Recommendations: Examining the cultural skills gaps and shortages in Singapore, Hong Kong, Indonesia & Burma*, (East Asia Report), p.4

4. Methodology



6. Vocational education

- Cultural sector makes up 7% of global economy
- Current mismatch between training and needs of the sector
- Alternative route to higher education & creating new pathways into employment
- Providing people with the right skills for the right occupations
- Developing new interventions where skills gaps & shortages are identified by undertaking detailed research

Part Two: Research



Cultural Skills Unit research summary

Examining the cultural skills gaps and shortages in: Singapore, Hong Kong, Indonesia and Burma

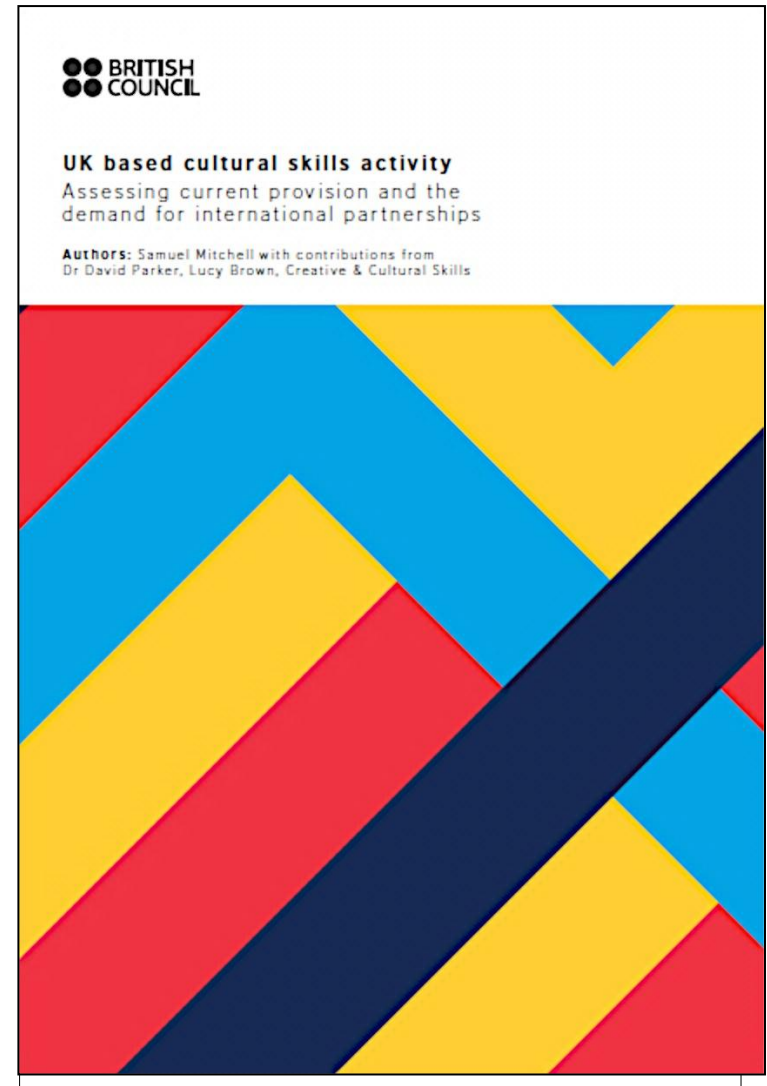
UK Research Report (2014) Art work by Design with Danielle Baillie. Image © British Council



CSU East Asia Report (2014) Art work by Danielle Baillie & Design. Image © British Council

1. Research: UK

‘Cultural Skills Activity in the UK: Assessing current provision & the demand for international partnerships’



Executive Summary, designed by British Council Design
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2. UK Research Objectives

1. What is the landscape for UK cultural skills provision?
2. How successful are these cultural skills initiatives?
3. What is the landscape for internal-facing cultural skills provision?

3. UK Key Findings

- **Cultural Skills Development Landscape in the UK**
 - Sub-sector-by-Sub-sector overview of cultural skills provision
 - Initiatives aimed at linking education to employment
 - Characteristics of successful international operators
- **External organisations lack understanding of international cultural skills gaps and demand**
- **Differing business models preferred**

4. Global Research

a) East Asia

*‘Examining the cultural skills gaps and shortages in **Singapore, Hong Kong, Indonesia and Burma**’*



Cultural Skills Unit research summary

Examining the cultural skills gaps and shortages in: Singapore, Hong Kong, Indonesia and Burma



Executive Summary, designed by British Council Design & Danielle Baillie © British Council 2014

4. Global Research

b) Europe

*‘Examining the cultural skills gaps and shortages in **Germany, Romania, Greece and Poland**’*



Executive Summary, designed by British Council Design & Danielle Baillie © British Council 2014

5. Global Research Objectives

1. What is the need for a cultural skills offer?
2. Who are the key players?
3. Where can the British Council add greatest value?

6. Methodology I

British Council Cultural Skills Unit Survey - Poland

5. Skills Gaps - Young People

4. How well prepared are school and university leavers for work in the cultural sector?

☐ Very well prepared ☐ Reasonably well prepared ☐ Poorly prepared

How have they been well prepared or in what ways are they poorly prepared? (e.g. lack of relevant work experience/skills/knowledge etc)

5. If you answered "poorly prepared" or "reasonably well prepared" for question 4, please specify which of the following skills and experience that school and university leavers urgently need to acquire?

Please select up to four options in the boxes below.

Skills and/or Experience needed

Skills and/or Experience needed

Skills and/or Experience needed

Other (please specify)

BRITISH COUNCIL 80 YEARS OF CULTURAL RELATIONS

CULTURAL SKILLS UNIT RESEARCH ROUNDTABLES

INFORMATION & PROGRAMME OF EVENTS GERMANY, GREECE, POLAND AND ROMANIA

www.britishcouncil.org

ABOUT THE CULTURAL SKILLS UNIT

The Cultural Skills Unit will strengthen cultural relations through shared activity and mutually to: consolidate and develop the British Council's global cultural skills offer.

Together with our partners, we will realise the British Council's cultural relations objectives by building a sustainable culture and programme that will advance the cultural relations and develop with highly skilled talents who can contribute to mutual economic and cultural benefit.

Our activities will benefit the institutions and individuals of the whole UK by providing opportunities to engage and prosper from the work by showcasing creative excellence from the UK.

ABOUT THE RESEARCH

The British Council Cultural Skills Unit is responsible for leading the scoping and coordination of pilots across the globe. Everything the unit does is based on solid evidence.

The research due to take place in Europe aims to contribute greater understanding of the skills gaps and priorities across the cultural sector in Germany, Greece, Poland and Romania. It will also provide greater insight into potential partners and coordinators.

Findings from the research will be used by focus country staff and the cultural skills unit to better target our efforts in developing new evidence-based programmes and products.

WHO IS CARRYING OUT THE RESEARCH?

The research will be undertaken by Magale Rossmann, Research Manager for the new Cultural Skills Unit (CSU) within the British Council.

Regional staff and British Council colleagues in each focus country will provide support and guidance to the researcher.

CONTACT STAFF:

Elise Phipps - Head of CSU
Lizette Harkins - HRs Partnership Manager, EU
Simon Daniels - Global Director Culture Skills Unit
Liam Jones - Programme Manager Culture Skills Unit
Magale Rossmann - Research Manager, Culture Skills Unit

AGENDA FOR ROUNDTABLES

SLIDE

- Welcome and introductions
- Brief overview of why Cultural Skills has been selected for Europe

CULTURAL SKILLS UNIT

- British introduction and contextual overview of the Cultural Skills Unit
- Regional introduction to Research
- Local introduction to Programme Development & overview of current negotiations with partners
- Q&A

ARTS MANAGER

- Highlighting existing and past arts programmes/developments/business models that worked well
- Overview of the Culture Sector Landscape (Policy, Funding, Skills Needs, Training providers)
- Overview of key partners we work with & those we could work with for CSU
- Early identification of need skills gaps and proposed and named Demand
- Q&A

ESS MANAGER

- Highlighting existing and past arts programmes/developments/business models that worked well
- Overview of the Education Landscape for the Culture Sector (Degree level, Postgraduate, Training Providers, Apprenticeship, Skills Partnership)
- Overview of key partners we work with & those we could work with for CSU
- Early identification of need skills gaps and proposed and named Demand
- Q&A

RESEARCH: MOVING FORWARD

- Research Process: Step-by-Step Guide
- Agree
 - Details for the Research
 - Details for the Development of Contacts
 - Details for emailing stakeholders for introduction/interview/focus group
 - Details for the return of completed consent forms for PDS (if applicable)
- ADB will a researcher be required into an accompany researcher to high level meetings?

ADB



CULTURAL SKILLS RESEARCH

INFORMATION FOR EXPERTS

M5										
	A	B	C	D	E	F	G	H	I	J
1	Participant List									
2										
3										
4	N.B	Please write in red the name of individuals/organisations you will arrange an interview/focus group with								
5		Please put a * next to the name of an individual, if you wish to attend this interview with Magale								
6		Please write in green the name of individuals/organisations you wish to do an e-introduction for (Magale will then follow up and arrange an interview/focus group)								
7										
8	Cultural Skills Research						METHOD OF ENGAGEMENT			
	Category	Organisation	Title	Surname	First Name	Position	Email	Face to Face Interview	Phone Interview (if less of a priority for face to face interview / or organisation too far)	Focus Group
9										
202	Industry - Theatre									
203	Industry - Theatre									
204	Industry - Theatre									
205	Industry - Theatre									
206	Industry - Dance									
207	Industry - Dance									
208	Industry - Dance									
209	Industry - Dance									
210	Industry - Dance									
211	Industry - Dance									
212	Industry - Dance									
213	Industry - Dance									
214	Industry - Music									
215	Industry - Music									
216	Industry - Music									
217	Industry - Music									

WHAT IS THE RESEARCH ABOUT?

The new Cultural Skills Unit, responsible for leading the scoping and coordination of pilots across the globe has been established at the British Council. Everything the unit does is based on solid evidence.

The research will be used to understand the skills needs and gaps in the cultural sector across Germany, Romania, Poland and Greece, in order to target our efforts and create partnerships to take action.

WHO IS CARRYING OUT THE RESEARCH?

The study (including interviews and data analysis) is being undertaken by a British Council researcher. The researcher will be guided and supported by the British Council's Cultural Skills Unit and colleagues based across Europe.

WHY AM I BEING ASKED TO CONTRIBUTE TO THIS RESEARCH?

In order to gain a comprehensive overview of the skills needs and gaps in the cultural sector, a broad sample of participants are being invited to share their knowledge and valuable expertise on the matter.

The sample of experts includes: Government officials, cultural sector professionals, practitioners, professionals at education institutes and British Council staff.

WHAT DO I HAVE TO DO?

You are invited to partake in a semi-structured interview lasting between 45 minutes to 1 hour. Participation is voluntary, therefore you can refuse to answer any question you wish and can withdraw from the research at any time without having to give reason. You should ask questions about anything you do not understand prior to deciding whether to participate in the research.

7. Methodology II

Regional and in-country support

Consultations

- Government Officials
- Cultural Institutions
- Education Institutes
- Cultural Sector Professionals
- British Council Colleagues
- Potential Partners & Co-investors

Focus Groups

- Young People (post-16)
- Cultural Sector Professionals

Survey

- All the aforementioned

3. Global Key Findings

East Asia Regional Conclusions

- Sub-sectorial specialist skills
- Transversal skills (Leadership)
- Creative Education
- TVET
- Policy
- Practical Learning
- Regional Learning

EU Regional Conclusions

- New pathways into work
- Transversal skills (Arts Management)
- Technical Skills
- Short Modular Courses

8. Upcoming Research

- **Wider Europe:** Azerbaijan, Kazakhstan, Turkey, Ukraine
- **Americas:** Colombia, Brazil, Argentina
- **MENA:** Saudi Arabia, Egypt, Morocco, Algeria
- **South Asia:** TBC
- **Sub-Saharan Africa:** TBC

Part Three: Partnership & Programme Development

Image: Simon presenting to stakeholders, Spring Gardens, London, 2014. Photo © Danielle Baillie



Image: Participants on #MTS UK Summer School, London, 2014 Photo © Danielle Baillie



Image: Simon & Sarah with the Argentinean Ambassador to London 2014. Photo © Court esy Argentinean Embassy

Key areas of work

1.

Policy

2.

**Professional
Development**

3.

Youth

4.

English

Policy

Technical Assistance

Thought Leadership

Qualification &
standards
development

Delivery: UK & Regional



Image of cleaners in Shwedagon Pagoda, Yangon, Myanmar.. Photo: © Simon Dancey

Professional Development Sub-sectorial

Museums &
Galleries

Festivals

Technical
theatre

Fashion

TV & Film

Delivery: UK, regional, global & digital



Professional Development Transversal

Leadership

Entrepreneurship

Innovation

Business skills

Delivery: UK, regional, global & digital



Image © Sarah MacShane, 2014

Youth

Takeover

Work attachments

Live briefs

Apprenticeships

Delivery: UK, regional, global & digital



Image © Sarah MacShane, 2014

Partners

- Technical colleges
- Government institutions and departments
- Cultural organisations: museums, theatres, film companies, BBC
- Specialist training providers
- Freelancers
- Awarding bodies
- Sector skill councils

Part 4: Next steps

- Market testing
- Monitoring & Evaluation
- Prototype refinement

Questions?



Contact the team at
culturalskills@britishcouncil.org