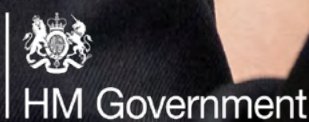




# Discover! Creative Careers Week 2024

## Schools and Colleges Toolkit



Supported using public funding by  
**ARTS COUNCIL ENGLAND**

# Introduction



Hello,

We're thrilled you're planning to take part in Discover! Creative Careers Week 2024, the flagship event in our government-backed, industry led programme that informs and inspires young people aged 11 - 18 about careers in the creative industries.

Our programme aims to encourage young people across England to pursue a career in the creative industries. Through hybrid activities and resources, Discover Creative Careers informs young people directly about the opportunities in this world-leading sector through meaningful encounters with industry professionals and online tools, as well as training and support for teachers, parents, guardians, careers professionals and employers.

We are currently funded to support and engage with schools and young people across [77 priority areas](#) in England. However, you can still use our toolkit if you're in a different location and our online programme of activities is open to everyone. This includes our [video resources](#) and [lesson plans](#), [monthly Insight sessions](#), [training for careers professionals](#) and virtual Discover! Creative Careers Week activities, delivered by Speakers for Schools.

Our website is also home to our [careers finder](#) which hosts over 500 job profiles from across industry and allows young people to search by their interests, skills and hobbies. All elements of our programme have been designed to meet Gatsby Benchmarks 5 (encounters with employers and employees) and 6 (experience of workplaces).

This toolkit should give you everything you need to support your participation in Discover! Creative Careers Week, but please don't hesitate to contact us with any questions: [discover@screenskills.com](mailto:discover@screenskills.com)

We would love to receive any feedback or photos/films of your experience, please share these with us [via email](#) (see [page 8](#) for further information on photography/filming at workplaces).

Whether you're planning a workplace visit, welcoming industry to your school/college for a talk or workshop, taking part in the online programme or intend to use our suite of resources we hope you and your students have a brilliant time!

## Discover! Creative Careers team 2024

### Toolkit contents

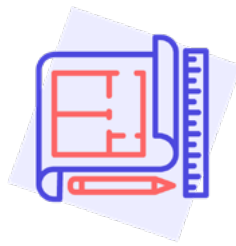
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# What do we mean by the creative industries?

Advertising & Marketing



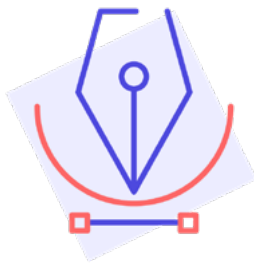
Architecture



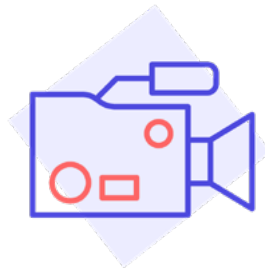
Crafts



Design: Product, Graphic & Fashion



Film, TV, Video, Radio & Photography



IT, Software & Computer Services (CreativeTech)



Publishing



Museums, Galleries & Libraries



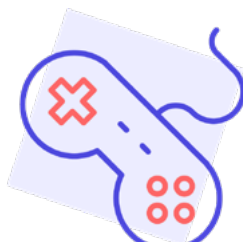
Music, Performing & Visual Arts



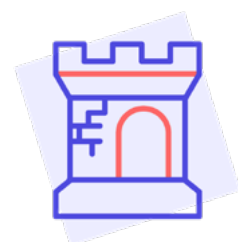
Animation & Visual Effects



Video Games



Heritage





# Online resources



The Discover Creative Careers website hosts a range of resources that you may find useful when preparing for Discover! Creative Careers Week:

## Lesson plans

Co-designed with industry experts and featuring accompanying film and PowerPoint resources, these meet several Gatsby Benchmarks and introduce students to working in different sectors of the creative industries, including:

- ◆ [Archives](#)
- ◆ [Architecture](#)
- ◆ [Fashion and textiles](#)
- ◆ [Music](#)
- ◆ [Advertising and marketing](#)
- ◆ [Craft](#)
- ◆ [Performing arts](#)
- ◆ [Museums, galleries and heritage](#)
- ◆ [Screen industries](#)

There is also a lesson plan that [introduces the concept of creative industries](#), and one that looks at the practicalities and benefits of [setting yourself up as a freelancer](#).

## Film resources

Created for students in Key Stages 3-5, these include short overview films of the different sub-sectors of the creative industries, as well as longer “where I work” films that involve several people discussing their job roles and career pathways.

Our video resource bank includes films on:

- ◆ [Screen – film and television](#)
- ◆ [Music](#)
- ◆ [Performing arts, literature and publishing](#)
- ◆ [Museums, galleries and heritage](#)
- ◆ [Crafts, fashion and textiles](#)
- ◆ [Gaming, XR and animation](#)
- ◆ [Advertising and marketing](#)
- ◆ [Architecture](#)

There is also a [general introduction to the creative industries film](#) that supports the creative industries lesson plan.

## Careers finder

Designed for ages 11-18, the [careers finder](#) features over 500 job profiles from across the creative industries which includes careers information from our industry partners. Young people can filter searches according to their interests, skills and hobbies and can save their unique results page as a learning resource. You may choose to do this as a classroom activity or set it as an independent task.

# Making the most of your experience



However you take part in Discover! Creative Careers Week, we are here to provide support and guidance to make your experience a positive one. All our opportunities are free to schools, and our industry partners offer their time and expertise in-kind to enable us to reach young people across the country. There are several ways you can get involved:

## Onsite visit

If a local business has signed up to open their workplace to young people during the week, there may be the opportunity for your group to take part in a workshop or tour. If you are based in one of our [77 priority areas](#) please get in touch: we will support you to link up with a local employer, who will provide details about their activity. If you are based outside of a priority area and would like to arrange a workplace visit during the week, your [local careers hub](#) may be able to help connect you with an employer.

## In-school engagement

Some businesses or individuals may offer an in-school opportunity, such as a careers talk or onsite workshop. If you are based in one of our 77 priority areas please get in touch, we will support you to link up with a local employer who will provide details about their activity. If you are based outside of a priority area, your [local careers hub](#) may be able to help connect you with an employer.

## Online events

Some organisations may arrange their own online events, such as career talks or panel discussions. Our partners Speakers for Schools run a full online programme during the week, which is open to all registered state schools. They also offer Discover events focused on specific industries throughout the year: you can find out more and register to take part on the [Speakers for Schools website](#) and we will share a link to the virtual programme by September.

## Independent activity

Using our [film resources](#) and [lesson plans](#), your school can take part in Discover! Creative Careers Week by planning your own activities. Why not invite parents working in the creative industries to visit the school and take part in a careers fair? You could also interview school staff who have had previous careers outside of education. Remember to share your photos and student feedback with us via social media on [X](#) and [LinkedIn](#) and using [#discovercreativecareers](#).

See activity suggestions on the next page.

## Activity ideas for in-school industry visits

- **Speed networking:** This can either operate in two lines or an inner and outer circle. One line/circle remains static while the other moves one person at a time. The students will have 1-minute to ask each visitor questions and determine what their job involves and how they got into their industry. We recommend setting these questions and having them written up on a board/screen. This is timed with a whistle/bell.
- **Flash intros:** Give one of the students a 1-minute timer and a whistle/bell. They are then responsible for timing each visitor on stage as they introduce themselves and their job to the group.
- **Question time:** Prepare some numbered question cards and hand out to the students. The students then read out the questions in order and can choose which visitor must answer them. You could mix up some serious job/career-based questions with more light-hearted ones.
- **Match the task:** Introduce a few different visitors with their job title and a basic one-line description about what they do and prepare some print-outs of daily tasks and activities that are involved in the roles. In groups, the students discuss and identify which person they think performs which set of tasks. The right answers are then revealed. This could be also done with post-it notes or flipcharts.
- **Guess my role:** Ask each visitor to bring a prop that represents their job or an item that they frequently use in their work. Students can then guess what the roles are before finding out the right answer.

# Guidance for taking part in an event



Discover! Creative Careers Week events are designed to give young people a unique insight into the types of roles (creative and non-creative) available to them across the creative industries. Through either in-person or online engagement, young people will come away with a better understanding of the wide variety of sectors and opportunities open to them.

Although events are free for schools to attend, a significant amount of time, effort and planning goes into arranging them. With this in mind, we ask that any schools who can no longer attend a booked event let their host or organiser know with as much notice as possible. Any school that books an event and does not attend on the day, without informing us or their hosts, will be unable to book any future Discover! Creative Careers Week events.

If you are attending an in-person event, your host will be your main point of contact. All industry hosts taking part in Discover events have been provided with guidance around safeguarding and providing risk assessments which you can adapt. They may also choose to provide pre-event activities for you to complete with your students in advance of your visit.

Your day will begin with a welcome from the host and an overview of events taking place. This should include guidance on health and safety rules, photography and social media use and any logistics for the day, including toilet breaks and lunch arrangements. If any of these are not covered, please request that your host shares this information with your students.

We advise that all groups adhere to the guidelines below to ensure a safe and positive experience for all:

## Transport

You are responsible for getting your group to and from the event. Please check with your hosts about parking availability, if required.

## Attendance and behaviour

Please help us to maintain positive relationships with our industry partners, who are providing these experiences free of charge. This ensures that we can continue to work with them and grow our offer for the future. We expect a high standard of behaviour from young people attending events and we rely on teachers and supporting adults to prepare and supervise their students.

- All mobile phones and electronic devices should be turned off during the event. If you would like to take photographs, please do so on the students behalf
- Food and drink should be limited to refreshment breaks where possible
- Students should listen and treat everyone they meet respectfully, including students from other schools who might also be present

- ◆ Everyone should participate in a constructive way. Although they are not at school, students should treat the visit as a learning opportunity

If the number of students attending the visit is higher or lower than the host is expecting, please endeavour to let them know in advance.

## Timekeeping

Please arrive on time and let your host know if you are going to be late. We expect all students to stay for the duration of the event. Both staff and students should arrive back from breaks promptly to allow maximum time for planned activities.

## Refreshments

Please ensure that your students bring lunch with them; there may not be the opportunity for them to purchase lunch nearby. Your host has been asked to provide a comfortable space for students to eat lunch in.

## Belongings

Any valuables that your students bring with them are their responsibility. Please ensure that students keep their belongings with them at all times. There may not be a space to store bags and coats so they might wish to travel light.

## Dress code

We suggest that pupils wear their school uniform, if relevant. If not, comfortable clothes and flat shoes are advised.

## Photography and filming

We would love to receive photos and films from your experience, but please check with your host as they may have strict rules on what can be captured.

We have provided guidance in the industry toolkit to ensure your hosts will check permission and consent with their visiting schools before capturing any content during the day. They may also ask you to complete one of our consent forms:

- ◆ [Download Discover! Creative Careers 2024 media consent form for under 18s](#)
- ◆ [Download Discover! Creative Careers 2024 media consent form for over 18s](#)





# Health and Safety: Onsite visits

The following information is intended to provide some guidance to help make your experience a safe and positive one. As part of their industry toolkit, industry hosts have been given advice on planning a safe event. It is expected that their public health and liability insurance and health and safety procedures are up to date, and they have also been advised to complete a risk assessment as part of their event preparation. You may wish to request a copy of this to inform your own risk assessment planning.

## Supervision

- The school / college is responsible for supervising their students during the event and for ensuring that the host's rules and procedures are followed
- The school / college must provide a minimum of one staff member per 15 young people
- The host will provide industry professionals to engage with your students and they will manage any planned workshops or tours

## Risk Assessments

- The school / college is responsible for carrying out their own risk assessment for the event, in accordance with their school trip policy
- The host is responsible for carrying out their own risk assessment of any planned activities. We recommend that you liaise with them when creating your own
- The host is responsible for providing a safe environment and activities, with appropriate risk controls in place
- The school / college is responsible for adhering to any measures that the host puts in place to keep everyone safe during their visit

## Essential information

- The host is responsible for communicating essential information such as logistics of the day, breaks and toilet arrangements, emergency and first aid procedures, etc. These will be explained during your welcome session
- The school / college is responsible for ensuring that all staff and students are present for the welcome session and that all safety arrangements are followed

## Communication

- During the event, the school / college should direct any questions or concerns to their main host contact
- Any accidents or near misses should be reported as soon as possible to the main host contact

## Safeguarding

- Your students should be accompanied by a member of school staff during the event. Please ensure you bring enough adults to accompany your students if they are split into smaller groups. Schools / colleges maintain overall responsibility for their students during their event
- Hosts have been advised that they have some responsibility for safeguarding and that they should have up to date safeguarding policies and procedures in place. For your information, we have also shared the following list of Do's and Don't's in our industry toolkit:

### DO

- Do ask students to email any enquiries to a generic work email address and contact you via a teacher or parent/carer
- Do reply to emails from students, ensuring you always copy in their teacher or parent/carer
- Do make sure young people have plenty of opportunities to rest, reflect and access refreshments and toilets
- Do report anything that concerns or worries you. Safeguarding is everyone's responsibility
- Do take special care to protect images and personal information linked to students
- Do delete digital images of students. If you have consent to keep and share these, store them securely on an internal server and delete them from your personal devices
- Do carefully consider information you share online. If you have consent to share images / video footage, refrain from using children's full names or name the school and local area instead

### DON'T

- Don't end up in a situation where you are left alone with a young person, even if you have DBS clearance
- Don't take photographs or films of students unless you have signed consent forms from the teacher or parents/carers
- Don't share personal information with students, or connect with them on social media platforms
- Don't make promises you can't keep, e.g: agreeing to organise further visits or connect the school with a celebrity
- Don't divulge information about individual students
- Don't initiate physical contact. However, if a child comes to you in distress, act responsibly and in public view



# Discover! Creative Careers

## My Personal Planner (for students)

**Do you know what it takes to become an Artificial Intelligence (AI) programmer? Or a bicycle builder? A costume designer? How about a sound mixer or a museum curator? It might be the case that you've never heard of some of these jobs, but they represent the variety of skills needed in the creative industries.**

Discover! Creative Careers events are an opportunity for you to understand the range of sectors and potential career paths open to you. During the week, you may get a chance to visit a workplace; enjoy an interactive workshop; hear professionals talk about their roles and career pathways; or take part in a Q+A.

Whether you enjoy creative subjects and would like to pursue a creative career, or you have the strong STEM skills needed across the creative industries, there is a career available for everyone.

### Before your event:

- ◆ Take a look at our website to familiarise yourself with the different sub-sectors of the creative industries. Watch our film resources and previous Insight events and use our careers finder to see which roles and sectors would be a good match for you.
- ◆ Do some research into the event you'll be taking part in. What organisation/s will you be working with? What do they do? What sort of jobs are there in the company?
- ◆ Think of some questions to ask on the day!

### During the event:

You may get the opportunity to meet professionals or ask questions during the event. Here are some suggestions but feel free to come up with your own:

- ◆ What is your job title?
- ◆ How did you end up working in this sector?
- ◆ What do you enjoy most about your role?
- ◆ What advice would you give a young person interested in doing a similar job?

### After the event:

Make notes during the day if you can. If not, make sure you take some time to consider the following questions:

- ◆ What have you learnt from taking part in the event?
- ◆ Can you identify any jobs that you might be interested in doing in the future?
- ◆ Has your experience today made you reconsider your options or plans for subjects you would like to study in the future?

# DISCOVER!

creative careers

Find out more [www.discovercreative.careers](http://www.discovercreative.careers)

Contact us [discover@screenskills.com](mailto:discover@screenskills.com)

Follow us on X [@CreativeCareer5](https://twitter.com/CreativeCareer5)

Join us on LinkedIn [Discover Creative Careers](#)

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