

DISCOVER!

**18 - 22
NOVEMBER
2019**



DISCOVER! Creative Careers Week 2019

RESOURCE PACK FOR PARTICIPATING
SCHOOLS AND COLLEGES



**CREATIVE
CAREERS**

Inspiring the next generation

DISCOVER!

Thank you for registering for Discover! Creative Careers Week as part of the Creative Careers Programme.

This pack has been designed to prepare you for your visit and ensure you and your students get the most out of their Discover! experience.

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STUDIOS

SCENE

TAKE

ROLL

ABOUT DISCOVER! CREATIVE CAREERS WEEK

Discover! Creative Careers is a week-long event running in England from 18 – 22 November as part of the Creative Careers Programme, which will see over 500 employers from across the creative industries opening their doors to thousands of students aged 11+ to inspire and inform the next generation of workers. You're part of something very exciting!

As a participating school/college, you will have the opportunity to engage with at least one Discover! day in a local workplace where you and your students will take part in interactive experiences across various departments, providing meaningful encounters with both employers and employees and offering information and insight into some of the lesser-known jobs that exist across the creative industries.

Discover! Creative Careers responds to evidence cited in the Government's Careers Strategy which revealed that a young person who has four or more encounters with an employer is 86% less likely to be unemployed or not in education or training and can earn up to 18% more during their career. It immediately addresses school career programme objectives around the Gatsby Benchmarks as outlined in the 2017 DfE's Careers Strategy, with a particular focus on 5 and 6:

5. Encounters with employers and employees. Every student should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.

6. Experiences of workplaces. Every student should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.

As part of your Discover! event, you're also invited to explore the Creative Careers Programme's brand-new careers finder website [DiscoverCreative.Careers](https://www.discovercreativecareers.com), a one-stop-shop website designed to help young people and their teachers, parents and guardians discover the range of jobs available across all the creative industries and the routes into them. Further information about the website and the accompanying lesson plans and related resources are detailed on page 10.

ABOUT THE CREATIVE CAREERS PROGRAMME

Supported by the Department for Digital, Culture, Media and Sport (DCMS), the CCP is an integrated industry-led programme of activity across England that is working to ensure there is a larger and more diverse intake of talent and a broader range of routes into the creative industries. The ambition is to reach more than 160,000 students through face-to-face encounters by 2020, with around two million young people accessing information online.

WHAT DO WE MEAN BY THE CREATIVE INDUSTRIES?

The creative industries were first defined by the government in 1997. Their sub sectors include:

Advertising & Marketing



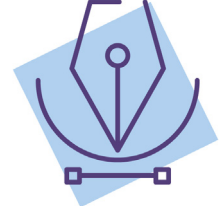
Architecture



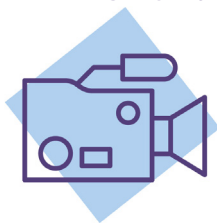
Crafts



Design: Product, Graphic and Fashion Design



Film, TV, Video, Radio & Photography



IT, Software & Computer Services (Creative Tech)



Publishing



Museums, Galleries & Libraries



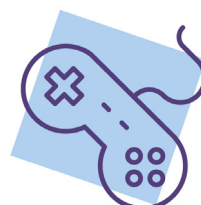
Music, Performing & Visual Arts



Animation & Visual Effects



Video Games



Heritage





COORDINATION WITH YOUR INDUSTRY HOST AND KEY CCP CONTACTS

By now, you should have been matched with a local industry host and introduced via email by your lead CCP contact, if you haven't heard anything this is most likely due to final arrangements still being confirmed. Please feel free to contact your CCP lead contact (detailed below) if you want to check this.

When you're introduced to your industry host, the email will include clear instructions on dates, times and numbers of students that they're able to host – this has been based on the information provided to us at registration. In some cases, your industry host may not be able to accommodate the full number of students you registered, this will be due to space and capacity.

Once you've been introduced to your industry host, you are both responsible for making contact and coordinating the specific details for the day going forward. If you're experiencing any issues when liaising with your industry host, please notify your CCP lead contact as soon as possible.

You may be contacted by a member of the CCP team about additional activities taking place as part of your Discover! day such as a press event, filming, photography and evaluation visits – we will aim to provide at least two weeks' notice for any such event so the relevant permissions and consent can be obtained.

Additionally, as outlined in the registration form, we're working with the independent evaluators CFE Research who are monitoring the reach and impact of the wider Creative Careers Programme. They will be in direct contact with you after your Discover! day to capture specific information that will support their evaluation. While this is optional, we do ask that where possible, you participate in their evaluation so we can demonstrate through quantitative and qualitative data, the impact that the project has for students, teachers and employers.

YOUR CREATIVE CAREERS PROGRAMME CONTACT

Head of Careers at ScreenSkills
Margaret Burgin
020 7713 9825
ccp@screenskills.com

CCP Project Manager, ScreenSkills
Jackie Campbell
020 7713 9859
ccp@screenskills.com



MAKING THE MOST OF YOUR DAY AND KEY GUIDANCE

Discover! Creative Careers Week has been designed to give young people a unique insight into the types of jobs that they may have never even heard of across the creative industries by introducing them to the real workplaces in which they happen and to the people that do them. The events are free to schools and colleges, with the industry hosts offering their time and expertise in-kind.

We want to make sure that all groups attending are well prepared and make the most of their day.

Your main industry host contact will be able to advise you on the specific plans for the day so you can prepare a briefing for your group and complete any pre-event activities that the host may wish you to do (we've advised employers that they must give you sufficient notice for this). You may also wish to explore the [DiscoverCreative.Careers](https://www.discovercreativecareers.co.uk) website and use the lesson plans with your students ahead of the visit, please see page 10 for further details.

To ensure your students make the most of their visit, we've created a personal planner that they can use before, during and after the event – the printable resource can be found at the back of this pack.

Your Discover! day will most-likely start with a welcome from the hosts and a briefing about the activities ahead, this will include any specific information about health and safety, expected behaviour, social media-use and any other logistics. However, we ask that all groups adhere to the guidelines outlined below:

Behaviour

We expect a high standard of behaviour from the young people attending and we rely on teachers and chaperones leading the groups to prepare their pupils and to make the expected standards of behaviour clear to them.

Problems with behaviour will be taken seriously and may result in a school being refused access to future Creative Careers Programme events. Discover! relies on a huge amount of goodwill from the participating employers and visiting professionals who may not be used to working with young people. We therefore need to ensure that they themselves have a positive experience working with young people to help us to maintain good relations and to grow the programme for future years.

Here are some guidelines for your group:

- All mobile phones and electronic devices must be turned off throughout the day, with the exception of where doing so would pose a health and safety risk to an individual
- No eating or drinking other than during the arranged refreshment breaks
- Treat all industry professionals with respect. Do not ask personal questions.
- Interact and participate in a constructive way – ask questions and offer opinions but do not interrupt. Be quiet whilst others are speaking and pay attention.
- Use this opportunity to learn – you're out of school but this is a learning-focused day.

Transport

You are responsible for the safe transportation of your group to and from your Discover! day. Please don't rely on the hosts to have coach parking facilities and do check with them beforehand.

Refreshments

Please ensure the members of your group bring lunch and any other refreshments with them as these will not be provided by the host and you may not have time to buy lunch nearby. Hosts have been asked to ensure there is a safe and comfortable space for students to eat their lunch.

Belongings

Valuables brought into the host organisations are the responsibility of the owner, we cannot guarantee that they will be kept in a secure room. Many hosts may not have much storage space so please ensure your students bring a small bag only.

Attendance

Capacity for some hosts is extremely limited so we expect groups attending to make every effort to ensure as many of the agreed young people attend as possible.

Timekeeping

Please arrive on time and let the host know if you may be late due to unforeseen circumstances. We expect groups to stay for the duration of the event. When there are breaks, staff and pupils should both arrive back promptly to allow the maximum time for workshops and should also move quickly between rooms (sufficient time will be factored in for this).

Dress code

We suggest that pupils wear their school uniform, unless otherwise specified by your host.

Interaction with other school groups

Your host may be welcoming a number of schools into their organisation as part of their Discover! event, this will give students a chance to work with other young people and we expect that they will show respect and work collaboratively with all.

Handling equipment

Some workshops and activities will involve handling technical equipment that might be delicate, heavy, expensive or all three. Some items may be dangerous if not handled correctly and safely. Students must therefore listen carefully to workshop leaders and only interact with equipment when asked to do so. We want everyone to have a safe day and as such ask both visiting schools and the venues to complete a risk assessment (see pages 11 - 13 for health and safety).



AN INTRODUCTION TO THE DISCOVERCREATIVE.CAREERS WEBSITE AND RESOURCES

The [DiscoverCreative.Careers](https://discovercreative.careers) website has been designed to help students and their parents, guardians and teachers find out more about the careers in industries including advertising, architecture, fashion, film and television, music, museums and galleries, performing arts and publishing - and the routes to them.

By filtering searches according to individual interests, the website produces a personalised selection of potential roles. It then directs young people to job descriptions and case studies on the websites of the expert partners in the initiative and to live opportunities for work experience or workplace visits where available.

Young people can save their unique results page, personalised to their own interests and talents, as their own learning resource.

A dedicated part of the site provides teachers, careers advisers and educators with up-to-date statistics on creative careers, lesson resources and an address book of useful organisations.

Please use the links below to download lesson plans and teachers notes for two introductory lessons about the Creative Industries to accompany the site. Further links and resources can be found [here](#).

LESSON ONE:

[An introduction to the Creative Industries](#)

[Teachers notes for lesson one](#)

LESSON TWO:

[The Creative Industries: Is there a career for you?](#)

[Teachers notes for lesson two](#)

[Student worksheet for lesson two](#)

HEALTH AND SAFETY

The following information provides some basic guidance to help ensure a safe and healthy experience for all the young people and chaperones taking part in Discover! Creative Careers Week. As part of their resource pack, industry hosts have also been given advice on planning a safe event and it is expected that their public liability insurance and health and safety procedures are up to date, they have also been advised to complete a risk assessment which they may be required to share with you.

Supervision

- The school is responsible for supervising their young people during the Discover! event and ensuring that the host's rules and procedures are followed.
- The school/college must provide a minimum of one chaperone per fifteen young people.
- The host will provide industry professionals who are experienced in their operational areas and will provide appropriate supervision during all activities.

Risk Assessment

- The school/college is responsible for carrying out a risk assessment for the event as they would for any other trip or activity.
- The host is responsible for carrying out a risk assessment for the planned activity.
- Should you need it, we've put together a simple template based on guidance on the Health and Safety Executive website - [you can download it here](#).

Health & Safety

- The host is responsible for providing a healthy and safe environment and healthy and safe activities.
- The school/college is responsible for adhering to any measures that the host puts in place to protect the health and safety of all who could be affected by the activity.

Essential Venue Information

- The host is responsible for communicating essential information, such as; emergency procedures, first aid arrangements, welfare arrangements and safe systems of work. These will be explained during the welcome session.
- The school/college is responsible for ensuring that all chaperones and young people attend the welcome session and that all arrangements for safety are followed.

Communication

- For the duration of the event the school/college should address any concerns or questions about the Discover! event directly to their main host contact.
- The school/college should report any accidents or near misses as soon as possible after the incident to their primary venue contact.

Safeguarding

- It is expected that your students will always be accompanied by teachers and support staff during the event and we've asked hosts to inform you if groups will be split up during the day, to ensure you bring enough chaperones. Schools/Colleges maintain overall responsibility for the safeguarding of its students.
- Hosts have been advised that they have some responsibility for safeguarding and they should have up to date safeguarding policies and procedures in place, we have also shared the following list of Dos and Don'ts:

DO

- DO ask children to contact you via their teacher or a parent rather than directly
- DO reply to an email from a child but make sure you copy it to another adult or member of the team so that you are not having a private conversation with the child. Tell the child that they need to contact you via an adult in future.
- DO make sure that children have plenty of rest and refreshment breaks.
- DO report anything which worries you. If you see something that leads you to believe that a child may be being abused, or a child tells you something or acts in a way that causes concern, you have a responsibility to report what you have discovered.
- DO take special care to protect photographs and information about children. It should be password protected or in a locked cupboard.
- DO delete digital images of children from wireless devices and phones, as these could end up in your personal cloud storage or stolen, which means they will not be sufficiently protected. If you have permission to take and store media, ensure they are saved on a secure network such as an internal server.

DON'T

- DON'T get into a situation where you are left alone with a child. Always make sure you are in sight of another adult – even if you are DBS checked you should make sure that you leave the door open or that any interview or meeting is in an open space where other people can see you. If you are in a situation where you find yourself left alone with a child, make sure you tell someone.
- DON'T take photographs or films of a child unless you have signed permission from a teacher, parent or guardian. This includes the use of any content for social media.
- DON'T give a child your mobile number or email address or friend them on any type of social media. This includes on Facebook, Twitter, Snapchat, Instagram etc.

- DON'T make any promises to children which you may not be able to keep – e.g. say you will organise a studio visit, or a celebrity visit to school/college.
- DON'T divulge information about a child.
- DON'T use a child's surname in any content. Use a first name and a large town or the school/college (this is to avoid using information that may identify the young person).
- DON'T initiate physical contact. However, if a child comes to you in distress, act responsibly and in public
- DON'T let a child travel in your car



GET INVOLVED WITH THE #DISCOVERCREATIVECAREERS CAMPAIGN

Careers opportunities in the creative industries are increasing daily with employment in the sector growing three times faster than the rest of the UK economy. This growth shows no signs of slowing down, yet many young people and those that support their career choices aren't aware of the breadth of roles and vast areas of work available – we want to change that.

The Discover! Creative Careers Week campaign aims to not only celebrate the activities taking place during the week, but also to highlight the sheer number of roles available within the creative industries and the pathways into them, by putting real names and faces behind the job titles.

We're inviting industry professionals to take part in Discover! My Creative Career where they'll be sharing insights into their own jobs and how they got them online. Make sure you follow [@creativecareer5](#) and [#DiscoverCreativeCareers](#) on Twitter for the latest news and updates.

You can also celebrate your own involvement in Discover! Creative Careers Week by using our selection of downloadable logos and promotional tools on your own websites, in your school/college and on your own social media sites - simply click on the links below to download:

[We're taking part in Discover! Creative Careers Week logo \(circle\)](#)

[We're taking part in Discover! Creative Careers Week logo \(strapline\)](#)

[We're taking part in Discover! Creative Careers Week poster](#)

The Creative Careers Programme team or your industry host may also want to capture elements of the event through photography and filming and they may invite local press to attend a photocall. If this is the case, either the CCP team or the industry host will liaise directly with you and ask you to complete [this consent form](#).

If you wish to discuss any potential media coverage around your Discover! event, please contact bonnie.smith@ccskills.org.uk.



DISCOVER! CREATIVE CAREERS WEEK

MY PERSONAL PLANNER

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 even heard of these jobs, but they're real and there are plenty of them.

Careers opportunities in areas such as advertising, architecture, fashion, film and television, museums and galleries, music, performing arts, publishing and video games are increasing daily and the creative economy employs over 3 million people – that's 1 in 11 jobs – it shows no signs of slowing down.

Discover! Creative Careers Week is an opportunity for you to experience a workplace within the Creative Industries and meet some of the people that work there. Why? Because we believe there's a career in the creative industries for everyone and we want to make sure young people know about the amazing jobs that are out there.

Before your Discover! Creative Careers day:

Check out our brand-new careers finder [discovercreative.careers](#) to start searching for your future job. Choose several different things that you enjoy such as 'fashion', 'writing', 'coding' and 'meeting new people', the finder will then make suggestions of potential job roles within the creative industries. Once you find one that interests you, click on it to find out more about that job and how to get into that career.

If you want to save your results page, you can click the Share button to email the page to yourself or a teacher or post it on social media.

During your Discover! Creative Careers day:

Knowledge is power and you're in the right place to obtain it. During the day you'll meet several different people whose job roles and journey into those roles differ – get nosy! Here are some suggested questions you could ask them:

- **What's your job title?**
- **What do you enjoy most about your job?**
- **How did you get into your job?**
- **What's it like working for your company?**
- **What can I do to start preparing to do your job?**

After your Discover! Creative Careers day:

You probably won't have a chance to write notes down during the day as you'll be busy taking part in activities, so make sure you take some time when you get home to answer the following two questions:

- **Which department were you most interested in during your visit and why?**
- **What do you need to know and be able to do to work in this department?**

Now you've experienced a workplace in the creative industries, head back to the [discovercreative.careers](#) website to look up the roles you came across and explore similar roles.