



Discover! Creative Careers Week 2023

Industry Toolkit



About Discover! Creative Careers Week

13th - 17th November 2023

Discover! Creative Careers Week is your opportunity to inspire the future creative industries workforce by sharing insight into roles and pathways in your industry.

Hello,

We're thrilled you're taking part in Discover! Creative Careers Week 2023, 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.

The aim of Discover! Creative Careers Week is for young people to encounter workplaces where possible, meet professionals and hear directly about different sectors, job roles, career pathways and more. It can be anything from a talk or tour for a small group of learners to a full-day workshop for a whole year-group, and there are opportunities to take part online too.

For the 2023 - 2025 Discover Creative Careers programme, we're funded to support young people from [77 priority boroughs](#) and enable their engagement, but there are plenty of opportunities for schools, colleges and employers outside of these areas to get involved. The programme is for everyone.

This resource pack should give you everything you need to support the planning and delivery of your event. but don't hesitate to contact us with any questions:

discover@screenskills.com.

Whether you're opening your doors for a workplace visit, delivering a talk or careers workshop at a local school/college, running an online event or showcasing your existing opportunities as part of the campaign, you're part of a movement that's changing the face of our future workforce, thank you.

Discover! Creative Careers team 2023

Toolkit contents

	Page/s
Why get involved?	3 - 4
Getting started	5 - 7
Suggested activities	8 - 9
Creating a safe event	10 - 12
Checklist	13
Campaign toolkit	14
About	15 - 16

Discover Creative Careers is an industry-led programme that is working to ensure there is a larger and more diverse intake of talent via a broader range of routes into the creative industries. It is funded by the Department for Culture, Media and Sport (DCMS), with additional support from Arts Council England. www.discovercreativecareers #DiscoverCreativeCareers

Why get involved?

Working together to ensure a skilled and inclusive workforce for the future.

Discover! Creative Careers Week is part of the award-winning, industry led initiative that directly addresses some of our sector's most urgent challenges and risks around skills shortages within the creative economy – a challenge that must be tackled together to ensure we continue to thrive.

Interaction with industry is vital in this - evidence shows that young people who are exposed to real workplaces and their associated job roles and functions, are much more confident and informed about making future career choices.

Since the initial pilot programme launched with £2million seed funding from Government in 2018, Discover Creative Careers has reached over 120,000 young people and, via continued additional support from Arts Council England, has successfully shifted to a hybrid delivery model.

The most recent investment from the Department for Culture, Media and Sport (DCMS) into the 2023 - 2025 programme has enabled long-term and targeted engagement between industry, educators, and careers professionals, creating an industry-led and sustainable talent development pipeline across all sub-sectors.

The programme is delivered by a small team at ScreenSkills, in collaboration with a wide range of partners representing the creative industries, education and careers landscape:



Why get involved?

Benefits for your company

Discover! Creative Careers Week is your opportunity to inspire the future creative industries workforce by showcasing your company, team, roles and pathways in your sector. Alongside the industry-wide impact on our future workforce, there are several other benefits for companies getting involved:

- **Awareness raising and PR** - you will be part of the national #DiscoverCreativeCareers campaign and your involvement could also attract publicity for your company in newsletters and local/regional press features.
- **Corporate Social Responsibility** - involvement in Discover! will support your workforce development plans by demonstrating a commitment to ensuring a skilled and inclusive workforce.
- **Developing local partnerships** - participation will connect you with local schools, colleges and other careers provision services to support your ongoing outreach, engagement and talent development programmes.
- **Engaging your local community** - by working with local schools/colleges, you will gain a better understanding of the local labour market for future recruitment.
- **Staff development** - through delivering Discover! activities your team will develop their communication and presentation skills and gain experience of working with young people.

Ways to get involved

There are several ways for individuals and companies to get involved and support Discover! Creative Careers Week 2023:

- **In-person activity** - open your doors for an in-person event at your workplace and invite a local school/college group to attend, or deliver a talk or careers session at a local school/college. If you're based in or near a [priority area](#) we can support you to find a local school/college. If not, we would encourage you to consider reaching out to a local educational establishment directly, there are tips on connecting with schools on [page 6](#).
- Take part in the **#DiscoverCreativeCareers** campaign and showcase your existing careers resources – see [page 14](#) for the campaign kit.
- Chat to us about other ideas and formats so we can explore this together - contact us directly on discover@screenskills.com

Please let us know what you're planning by completing our [short online form](#) so we can track all Discover! activities across the country, support engagement with priority areas and promote/celebrate your opportunities and resources where applicable.

Getting started

FAQs

How do we find schools/colleges to take part?

If you are based in or near one of our [77 priority areas](#), we can support an introduction to local schools/colleges. If not, we've included some advice on connecting with local schools/colleges on [page 6](#). Please try to prioritise state schools whose students wouldn't usually be able to access these kinds of opportunities.

What does an 'in-person' activity mean?

This can be a workplace visit where you invite a group of learners from a local school/college or you could deliver a talk/workshop or other opportunity at a school. There are suggestions around activities on [pages 8-9](#).

How many young people should we host?

This is up to you. Previous Discover! events have ranged from a small group of 5 to a class size of 30 or even a whole year group. If you want to host a large group, you may need to work with multiple schools/colleges as it becomes difficult and expensive for them to transport large groups of students.

When should sessions run?

We encourage the activities to take place within the school day to allow for travel times, therefore around 10am - 2.30pm.

Will we be responsible for the students' safety while they are in our workspace?

Yes, in line with your health and safety policy. You will need to ensure your public liability insurance and health and safety procedures are up to date to ensure it is safe and legal for you to confidently deliver the event and complete the relevant risk assessment(s).

What requirements do staff need to work with children and young people?

All students will be accompanied by a DBS checked school/college staff member and to ensure safeguarding of all individuals, should not be left alone with any members of your team. Further guidance around safeguarding can be found on [pages 10 - 11](#).

Will the participants need to sign a Non-Disclosure Agreement (NDA)?

We strongly advise all organisations to avoid sharing anything with students during a Discover! event that would be deemed business sensitive. We also recommend that you do not let students into spaces that would put them or you at risk and for these reasons we consider it highly unlikely that NDAs will need to be used.

Should we provide travel/lunch/refreshments?

You are not expected to cover any travel costs. Schools/colleges should arrange for staff and students to bring their own packed lunch and refreshments; however you should ensure there is a safe space for them to sit during breaks and/or lunch.

Is there funding available for us to take part?

The Discover Creative Careers programme is an industry-led initiative which aims for the sector to put itself at the heart of owning, shaping and delivering careers information and support to young people without subsidy, therefore we are unable to provide funding.

Get in touch: discover@screenskills.com

Getting started

First steps - things to do and consider

- Make sure you've created a [Visit Brief](#) and a [Risk Assessment](#) as it's likely schools/colleges will need these before they can commit to taking part. Click the links to download the templates.
- We recommend there is at least one nominated person within your company who is responsible for coordinating the activities and liaising with your school/college contact in advance and on the day. You may also wish to create a working party across the organisation to ensure all teams can input into the plans.
- Remember this is an opportunity for you to show off your company and the types of roles available in your sector – this includes everything from accounts and HR to creatives, technical teams and senior management. While we have made some suggestions around activities, the final decision on what you do is yours.
- Make sure that everyone in your organisation is aware of the event taking place, even if they're not directly involved.
- Please let us know what you're planning by completing our [short online form](#) - this is so we can track all Discover! activities across the country and promote/celebrate them where applicable.
- If you need the participating school/college to complete any pre-event tasks in preparation, we recommend discussing this with your contact first as they will need to build it into their busy timetable.

Connecting with local schools/colleges

- **Contact your local Careers Hub** - based across England, the network of Careers Hubs bring schools, colleges, employers and apprenticeship providers together to support careers education. [Search for your local Careers Hub here.](#)
- If you know secondary schools in your area and would like to connect with them direct, we recommend **contacting their school-based Careers Leader in the first instance.** [You can use the gov.uk website to search for local schools/colleges.](#)

Getting started

Useful hints and tips when working with young people

- For many of the students taking part, this will be the first time they've encountered your sector and possibly even any sector or workplace. Avoid using jargon when talking about your roles and your company. If that's unavoidable then you could run a jargon-busting activity at the start of the day to introduce the new terms to the students.
- Rather than giving lots of information, try to get the young people's input first to ensure their involvement. Use open questions that prompt answers, you could start off by asking what they already know about the industry.
- Where possible and practicable, aim to demonstrate what you do rather than just talking about it; showing examples of your work or processes brings things to life.
- Use some real, tangible examples of outputs so the young people can easily link your company/sector with products or experiences that they will recognise.
- Set them up well for the activity - explain why they're doing a certain task and what the outcome could be. They will find tasks much easier if they understand the wider context.
- Consider setting a challenge or a problem for the students to solve, for example: 'If we want this to happen, what do you think we need to do?' This could be a good activity for a group waiting to have a go at something practical.
- Consider activities that demonstrate how different roles and departments work together, so the young people can understand that it takes a huge range of people and skills to achieve the company's goals.
- Be prepared to name roles and functions within your organisation and to talk about career opportunities, roles and pathways in your industry.
- Direct the students to the careers finder at www.discovercreativecareers.com. For over 16s they may want to download the [ERIC app](#).

Suggested activities



Warm ups

There are several warm-up activities you could run as part of a welcome session that would introduce the students to your organisation and the team and get everyone working together. Here are some suggestions:

- **Speed networking** This is a great activity if you have a larger team. It 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 the employees questions and determine what their job involves and how they got into the 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 your team as they introduce themselves and their roles 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 who from your team must answer them. You could also mix up some serious job/career-based questions with something less formal here.
- **Match the task** Introduce a few different team members/roles 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.

Activities and workshop suggestions

These ideas are aimed to help you create your own bespoke plan that will fit your organisation and team. You could also do a combination of all these ideas! The choice is yours.

If you plan to split the groups up around the building, you will need to ensure the school/college bring enough staff members to accompany each group.

- **Interactive workshops** This is great if you have a practical task that will give the students hands-on experience. But be aware that these workshops are better if you have enough resources to give all students an opportunity to take part rather than a few.

Suggested activities

Activities and workshop suggestions

- **Rolling tours programme** If you have a large building with multiple departments, you could run a rolling tour which splits the main group up, so they rotate across the teams. Each tour location could then have a set amount of time to:
 - Explain the function of the department and how it relates to the overall business and the different job roles available in the department.
 - Explain or demonstrate the skills required within this department.
 - Demonstrate the type of work that takes place: this could be interactive, allowing some or all of the students to have a go.
 - Discuss the various pathways into working in this specific area or point them towards further sources of information, such as the [DiscoverCreative.Careers](#) site.
 - Allow time for questions at the end of each department.
- **Set a challenge** Focusing your event around a challenge can help to demonstrate the various processes involved within your industry and how each department relates and supports each other. There are a couple of different approaches to this:
 - Option one: Split the group into different 'departments' and assign a staff member to each group. The departments work on the challenge, coming together for meetings when they need to in order to achieve the result. Ensure you're clear on timings and allow time at the end for feedback/discussion.
 - Option two: Make it competitive! Split the group into teams who then rotate through the different departments during the day to experience the various processes involved as they work on their challenge. All teams then present their result at the end of the day.
- **Talks programme with Q&As** If you're limited on space, then a talks programme featuring different members of your team might be a great option and will provide invaluable insight for students who may not otherwise get a chance to engage with professionals. We recommend keeping the talks short and to the point and supporting them with visual aids such as films, images, tools of the trade and props. You may also want to bring some interactive elements into a talks programme, for example, asking the students to tell you what skills they think the different roles involve, inviting them to explain how they think certain products are made. Make sure you allow time for a Q&A at the end of each talk.

Creating a safe event

Safeguarding



The following advice is aimed to support you to run a safe event. While the students taking part will always be accompanied by teachers and support staff, you and the school/college are both responsible for safeguarding within your own building/company.

You should have up to date safeguarding policies and procedures in place and be prepared to share these with the school/college, if requested. A safeguarding policy protects the rights of children and vulnerable adults to live, learn and work free from abuse and neglect, and to take action to enable all to have the best outcomes.

If you are hosting other employers as part of your Discover! event, you must ensure all participating employers have been issued with and agree to comply with your safeguarding policy.

If you plan to capture any part of the day for promotional and documentation purposes, please discuss this with the school/college you are working with in advance as they will need to ensure they have consent from the parents/guardians. If for public use, certain students may wish to opt out of being captured.

[You can download and use our consent form templates here.](#)

If an incident occurs during the visit, you should inform the member of staff accompanying the young people as soon as possible.

If you are involved in a serious child protection incident, if a child makes a disclosure to you, or if you suspect abuse, then you should report the incident as soon as possible. If you consider the child to be in immediate danger then you should contact the police or the NSPCC straight away, and then report to your lead Safeguarding Officer. If the child is not in immediate danger, then you should report to your lead Safeguarding Officer as soon as you can. You will always be asked to give a written report, so it may help to note down what happened immediately after the incident. Fortunately, incidents of this type are extremely rare.

The following two pages contain some common safeguarding do's and don'ts. For further guidance and support around running safer activities and events and your safeguarding policy, [visit the NSPCC website.](#)

Creating a safe event

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 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 connect with them on any type of social media. This includes on Facebook, 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

Creating a safe event

Health and safety

When delivering your Discover! Creative Careers event it is essential that health and safety is considered from the outset. You will need to ensure you have completed a risk assessment for the event and any specific activities taking place - this is standard practice and the school/college are likely to request a copy.

Please ensure your public liability insurance and health and safety procedures are also up to date. You should cover any health and safety procedures as part of the welcome session and at the start of any workshops/activities, these procedures should include clear information on evacuation plans and meeting points.

Before the event, the school/college will expect you to share a risk assessment and see a copy of your public liability insurance. [Download a simple risk assessment template, based on guidance on the Health and Safety Executive's website here.](#)

You should consider the following factors and questions when preparing your building/event space:

- Is your building and its fixtures and fittings safe for young people to visit?
- Do you have machinery and equipment in operation and if so, how will you protect the visitors against these potential hazards?
- Can you provide a welfare space for the students to take breaks if need be?
- What are your fire safety arrangements?
- What are your first aid arrangements and are they in line with your health and safety policy?
- Have you created risk assessments for the individual planned activities?
- Have you factored a building and activity induction into your schedule?
- Can you provide adequate supervision for the planned activities?

The school/college will be responsible for the following:

- Supervision of the young people (with enough adults to supervise separate groups)
- Cooperating with the venue and abiding by the venue safety rules for the duration of the Discover! event
- Teachers and assistants should intervene if they can see that the host organisations are using language or concepts that the young people are not understanding.

Checklist



- If you haven't already, [please register your interest here.](#)
- Find school/college, if you're in/near a [priority area](#) we can support you to engage with a school/college, if not there are tips on connecting with schools on [page 6.](#)
- Use our 'suggested activities' on pages [8 - 9](#) to support your planning.
- Let us know your final plans via [our short form](#) so we can celebrate your activities and support any promotion.
- Ensure you have completed the [Visit Form](#) and [Risk Assessment](#) and shared these with your school/college contact.
- Brief key people in your organisation, including senior management, front of house/site teams, PR/comms & marketing teams.
- Share our campaign kit on [page 14](#) with your communications teams.
- Inform everyone in your company about the activities taking place - remember you are showcasing your workplace and sector to the future workforce!
- Send a final email with all details of activities and timings to the school/college at least a week before the event, ensuring they know key information about location, parking, arrivals etc.
- Prepare a space for the students to keep their belongings and a safe space for them to eat their lunch if they're in your building all day.
- Consider how students will be moved around your building and to various workshops and make sure you build this into your schedule.
- If students have the choice between workshops/activities, make sure you consider how they will choose – will it be on the day or in advance?
- If you are splitting groups of students across your building, notify the school/college about this so they can bring adequate staff for safeguarding purposes.

Discover! Creative Careers Week 2023 campaign toolkit



Career 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.

With the recently launched [Creative Industries Sector Vision](#) demonstrating the Government's ambition to drive growth, build talent and develop skills, there's never been a better time to work together and create a strong and diverse workforce for the future.

By celebrating your involvement in Discover! Creative Careers Week, you'll be demonstrating the sheer commitment to change the face of the creative industries and enable our world-leading industries to continue to thrive.

We've put together some tools and content that support the campaign:

Images and brand assets

- [Discover! Creative Careers Week logos](#)
- [Discover! Creative Careers Week social media templates](#) (PowerPoint)
- [Suggested text for social media posts](#)

Don't forget to follow us on X (formerly known as Twitter) and LinkedIn and make sure you tag us in your posts:

- **X (formerly known as Twitter):** [@creativecareer5](#)
- **LinkedIn:** [Discover Creative Careers](#)
- **#DiscoverCreativeCareers**

Let us know about your Discover! Creative Careers Week activities and opportunities so we can celebrate it as part of the campaign - [complete the short online form here](#).



About Discover Creative Careers

Discover Creative Careers exists to inform and inspire young people about careers in the creative industries. It aims to showcase creative careers unknown to many and to explain what skills and qualifications they need to succeed in those careers when they leave school.

With over £1million invested from the Department for Culture, Media & Sport (DCMS) and additional support from Arts Council England, the 2023 - 2025 programme aims to reach young people from 77 target areas across England to pursue a career in the creative industries.

Through a hybrid programme of activities and resources, Discover Creative Careers informs young people directly about the opportunities in this world-leading sector through meaningful encounters with industry professionals, online tools, training and support for teachers, parents, guardians and careers professionals, employers and more.

Discover, also known as the Creative Careers Programme, was kick-started with funding from the Department for Culture, Media and Sport in 2018 and has been shaped and supported directly by creative businesses, institutions, trade bodies and individuals across England. In 2020/21 the programme was developed further through funding from Arts Council England to develop an online programme used in schools during National Careers Week.

For the 2023 - 2025 programme, we are funded to support and engage with schools and young people across [77 priority areas in England](#), identified as those facing the greatest disadvantage. Our online programme of activities such as our online insight sessions, video resources, lesson plans, training for careers professionals and virtual Discover! Creative Careers Week activities, delivered by Speakers for Schools, are open to everyone.

The [DiscoverCreative.Careers](#) website is home to our unique creative careers finder which hosts over 500 job profiles from across industry and allows young people to search by their interests, skills and hobbies. The website is also a hub of resources and opportunities for teachers, careers leaders, students and parents/carers.

About Discover Creative Careers

Our vision

To create an inclusive and diverse creative industry workforce that reflects the national population.

Our mission

To ensure every young person has access to the advice, information and opportunities needed to consider a career in the creative industries; and for employers to secure a future talent pipeline.

How we're achieving this through our year-round programme:

- Ensuring careers professionals understand the creative industries and feel empowered to talk about them through online awareness training sessions.
- Providing young people with opportunities to hear directly from industry professionals through hybrid events including live online events, insight films and Discover! Creative Careers Week
- Giving teachers and careers leaders online resources and tools to support classroom learning.
- Directly increasing the understanding of careers across the creative industries for young people through the [Discover Creative Careers website](#) and its careers finder tool.
- Raising the awareness of inclusive talent and workforce development initiatives with industry through the campaign and engagement.

Our priority areas for 2023 - 2025

The 2023 - 2025 programme is funded to support schools and young people in 77 priority areas, identified as those facing the greatest disadvantage. This means we will prioritise support and engagement for schools/colleges and companies in these areas.

Schools/colleges and employers outside the priority areas can still register to take part in Discover! Creative Careers Week 2023, but we cannot offer the same support to broker opportunities for in-person activities.

The online Discover! Creative Careers Week programme, delivered by Speakers for Schools will offer a range of exciting opportunities for all schools/colleges to take part in.

[See the full list of priority areas and find out more on our website.](#)



Find out more www.discovercreative.careers

Contact us discover@screenskills.com

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

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



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