Merseyside Music Education Hub Alliance Talent Development Programme

Creative Futures: Toolkit Strand

Learning about Music and Creative Industries in the Liverpool City Region

Information and Activities for Young People

Acknowledgements

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We hope that teachers will find these resources useful and that Young People will enjoy the activities, whilst learning about the exciting possibilities and opportunities that are available in the Liverpool City Region.

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1. The Liverpool City Region specialises in cultural industries

Living in any of these local authorities: Halton, Knowsley, Sefton, Liverpool, St Helens and Wirral means you are a resident of the Liverpool City Region. You can benefit from the decisions the Liverpool City Region Combined Authority (LCRCA) makes as its tries to develop, invest and improve employment opportunities and the standard of living of all local people.

Promoting culture related employment is a central strand of the LCRCA 2020-30 plan. Liverpool is recognised internationally for its music, visual arts and entertainment events. It gained UNESCO World Heritage Site status, Liverpool Maritime Mercantile City in 2004 for its famous buildings along the waterfront and was the European Capital of Culture in 2008.

The LCRCA wants to co-ordinate employment strategies and investment to enable the region and people to flourish in the future. Figures show the region has a niche for creative industries. They are more important here than in the North West or in the rest of Britain. It's clear the Liverpool City Region has strength for jobs in arts, entertainment and recreation.

The LCRCA wants to create more creative industries to make an even greater contribution to the region's economy. Going to concerts, plays or exhibitions is part of the region's culture; local people love entertainment especially live music. New types of recreation and performing arts events are important parts of a growing region's tourism programme.

A

Table 20: Employment in Creative Industries sub-sectors [1]
Unit: Thousands
Years: 2011 - 2018
Coverage: UK

Sub-sector	2018	% change 2017 -	% change 2011 - 2018	% of Creative Industries
1. Advertising and marketing	195	2.4	31.2	9.5
2. Architecture	111	7.5	18.7	5.5
3. Crafts	9	-12.9	2.4	0.4
4. Design and designer fashion	163	1.9	60.0	8.0
5. Film, TV, video, radio and photography	245	-6.2	16.5	12.0
6. IT, software and computer services	733	2.9	51.7	35.9
7. Publishing	199	3.9	-5.7	9.8
8. Museums, Galleries and Libraries	89	-7.8	-2.5	4.3
9. Music, performing and visual arts	296	4.9	39.0	14.5
Creative Industries	**2,040**	**1.6**	**30.6**	**100.0**
All UK Sectors	**33,170**	**0.8**	**10.1**	**N/A**

Notes
1. Estimates rounded to the nearest 1,000.

B
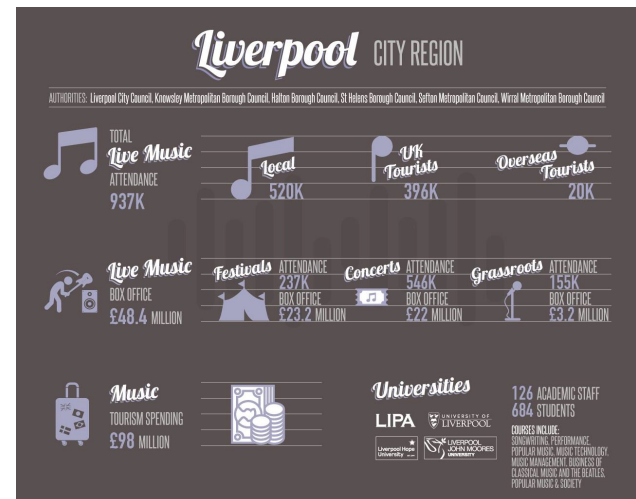
Activities
1. Which districts make up the Liverpool City Region?
2. Look at **A**, what does it show about the importance of jobs in the arts, entertainment and recreation nationally between 2011 and 2018?
3. Look at **B**, in what ways is music important to the Liverpool City region?
4. Draw and complete a 'spider diagram' with the '4 branches' of Acting, Music, Arts and Sport to show famous people or groups from the Liverpool City Region.
5. Look at your completed 'spider diagram', why do you think Liverpool has been called the 'Music City'?

Music and Creative Industries in the Liverpool City Region

2. Creative industries in the Liverpool City Region

Employment opportunities are increasing in the creative industries sector; it's a major growth sector of the national economy. The total number of jobs nationally is around 2 million, 75% of these jobs are outside London. The UK's creative industries are developing new jobs faster than other employment sectors within the UK economy as a whole.

Young people should consider work opportunities based upon the local knowledge economy before they finish school or college. Employment changes nationally are reflected in the Liverpool City Region economy. New courses and qualifications in media and music are now offered in the colleges and higher education institutions in the Liverpool City region.

Many photographers, film-makers, architects, recording studios, and arts festivals have bases in and around the city. Liverpool's beautiful old buildings have been used frequently as scenes in TV drama series, feature films and adverts. The city is now the second most filmed city in the UK outside London, promoting itself as a vibrant place to work and be in.

Taken together the creative industries are really thriving locally. Technology and digital skills are needed. There are over 7,000 creative and digital firms, employing over 48,000 people and making up £1.4 billion GVA* to the local economy. There's a big tech community in the region and Liverpool happens to be one of Europe's focal points for the game's industry.
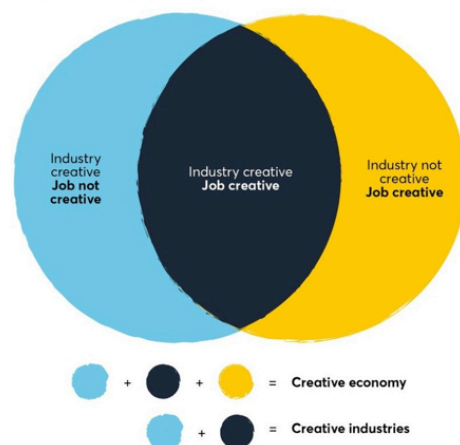
A

B

Activities

1. Why do you think creative industries have been employment 'growth industries' both nationally and locally?
2. Look at **A**, which do think is the most important creative industry in the Liverpool City Region in terms of employment today?
3. Name 5 local universities or colleges that offer creative industry courses and qualifications to local, national and international students.
4. Look at **B**, why is it that the creative economy is not just made up of jobs in the creative industries?
5. Can you think of a job not creative but contribute to the Generated Value Added* (GVA) creative economy?

Music and Creative Industries in the Liverpool City Region

3. Knowing and developing creative skills at school is important

The creative and cultural industries demand certain **skills**. If you have them when you apply for a job they will help you progress successfully into creative industry employment. These skills can be developed at home, at school, through part-time work or work experience. Having experience of these skills will give you confidence to make a successful application.

Being **creative** may seem like an obvious quality to have but creativity is a skill that is really sought after when entering the creative job market. You need to show that you have an interest and passion in something creative and to have tested your ideas with others to see if they work. You could show you are resilient enough to make changes to make them work.

Being able to **communicate** clearly and concisely with others is a vital skill. Communication and teamwork are key skills to succeed. Being able to listen to instructions and cooperate with team members to solve problems and work through tasks is essential. Your ability to agree and adapt to changes made by others will enable the final creative product to happen.

Creative people often work to tight deadlines and so need good **time management** skills. They often work as a creative team member to a brief or plan. Each member's work may relate or depend on another's work for the job to be completed. Being able to breakdown large creative tasks into smaller ones will improve team productivity saving time and money.

A

B

The Event Planning Process

Activities

1. Can you list 5 essential skills needed today to make a successful application for a job in a creative industry?
2. Think of a creative person you admire, draft a 'pen-picture' of their essential creative skills that have helped them in their chosen career.
3. Look at **A**, highlight the creative skills you could you plan to do practice or learn at school.
4. Look at **B**, explain the steps that are needed to plan an event, present your ideas on a flowchart.
5. Use the Careers Online resource to research possible jobs that may develop your of interest in the creative industries.

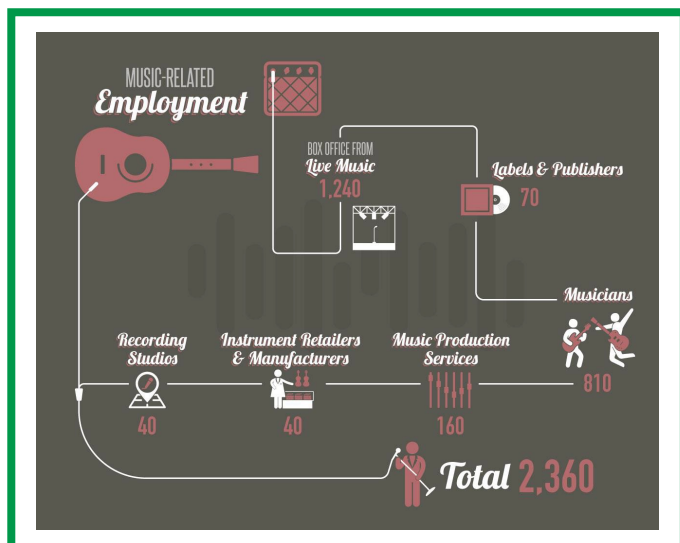# 4. Getting into the music industry when at school

It can be difficult to break into the music industry, especially when you don't have extensive experience of performing or a network of contacts already working in this creative industry. It is possible to work in the music industry, it doesn't matter how old you are, or where you live. At the start you will probably have to work for little money.

You could perform and promote your music; make sure it is known in your school or local community, find out if there is a local musician's blog or twitter account to join to meet other musicians share ideas; research local music groups and connect with related music places that interest you, see if you can volunteer to work in a local music placement.
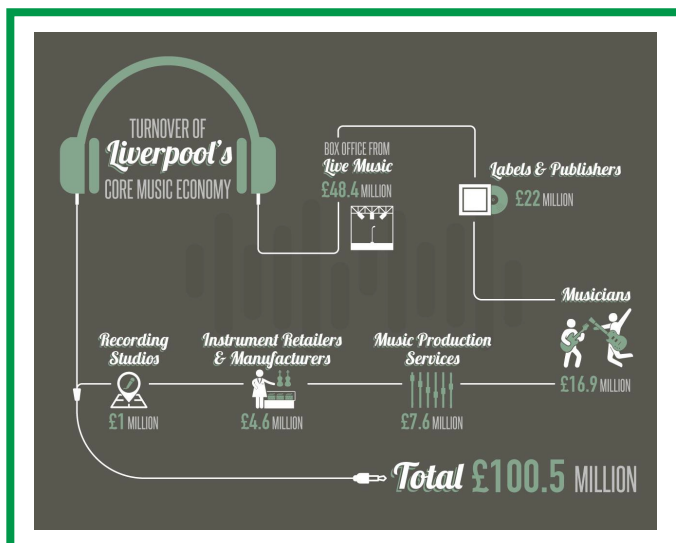
Research on **'livestreaming your music'** as these are many ways you can share your work by downloading it. Check out if your local orchestra has a young professionals group. Perform small scale start at a school or enter an open mic-event in local clubs. Gain confidence from listening to buskers playing in your local town centre on a Saturday.

The music industry is just one creative occupation within the creative industry sector. The creative economy has many other related creative opportunities and jobs to research. Musicians need the support of others to perform including staff working at concert venues, selling of tickets and the design of their merchandise for fans to buy.

A

MUSIC-RELATED
Employment

BOX OFFICE FROM
Live Music
1,240

Labels & Publishers
70

Musicians
810

Recording Studios
40

Instrument Retailers & Manufacturers
40

Music Production Services
160

Total 2,360

B

TURNOVER OF
Liverpool's
CORE MUSIC ECONOMY

BOX OFFICE FROM
Live Music
£48.4 MILLION

Labels & Publishers
£22 MILLION

Musicians
£16.9 MILLION

Recording Studios
£1 MILLION

Instrument Retailers & Manufacturers
£4.6 MILLION

Music Production Services
£7.6 MILLION

Total £100.5 MILLION

Activities
1. Name three musicians who have broken into the music who were under the age of 20.
2. Give three reasons why it is difficult for most young musicians to get a job in the music industry.
3. Research **'livestreaming your music'** and draft a step by step help sheet for a musical friend to follow.
4. Look at **A**, name 5 music job opportunities areas that don't require skills to play an instrument.
5. Look at **B**, list in order which music area makes the most contribution to LCR economy?

5. Getting a job in the future in a creative industry after college or university

Most managerial jobs in the creative industries are held by those with a degree. Locally there are many higher education institutions offering a wide range of undergraduate courses including graphic design, art, fashion and performing arts. These types of creative degrees are practical in nature. All these courses require good communication skills along with some competence in digital literacy.

Generally the well paid graduates in the creative industries take work dominated by managerial, professional and technical types. These jobs demand that employees are able to manage, oversee customer relations, quality control processes, take responsibility for others or ensure regulations are kept in the workplace. They are jobs that require the management of others working in small teams.

Research in Australia suggests that future work can be grouped into 7 job clusters. Also, future jobs will have the same basic skills and qualities. It is suggested that the Carers, The Informers and the Technologists will have more growth opportunities. The Generators or the Designers will be next due to work place digitalisation. Artisans and the Coordinators will experience the least growth rates.

The government wishes to see more students entering the workplace via the apprenticeship route. Work related qualifications Levels 2 to 7 can be achieved on the apprenticeship career route. Apprenticeship degrees are not popular with some students or parents as offering the best career prospects compared to more traditional degree courses that include or require work placements.

A

B

Activities

1. Research the higher education institutions that offer creative industry related qualifications in the North West of England; draw up a table to show your findings.
2. Why is having a degree qualification closely linked to a well-paid managerial job?
3. Look at **A**, put in order the job clusters like to have better growth prospects based upon research in Australia.
4. Why is it necessary to have very good digital literacy skills to work in the creative industries in the future?
5. Look at **B**, research and report on an apprenticeship course and qualification careers route in one creative industry you are interested in.

6. A Career Research Report

Task
Draft a report on a career in a Creative Industries sector that you find interesting.

A

Cultural and Creative Industries

Design and designer fashion

Video Games

Advertising and marketing

Music, performing and visual arts

Architecture

Publishing

Film, TV, video, radio and photography

Arts and Crafts

Task summary
- Use the template to complete your research report on your career choice from **A**.
- This task will demand that you produce a report that has a clear and structured layout.
- The report will help you describe your chosen career concisely and accurately.
- You will record the likely skills and qualities you will need to develop and qualifications to be achieved before leaving school, college or university.
- The report will list all the contacts and help you have had from adults in the world of work including your school.
- Finally you will evaluate your report to see if changes should be made to your career path.

1. Title:
Name the career choice you intend to research from **A**.

2. Description of the Career:
Write 2 or 3 sentences to describe the type of work or duties a person in your chosen career would do.

3. Liverpool City Region Companies

Name some companies locally that offer work in your career choice – look to the local Chambers of Commerce, Business Link Centres and internet searches for addresses.

4. Skills and qualities:

List the skills and qualities that are needed for this career
• 3 skills needed to do the job.
• 3 qualities a person should also have in the chosen career.

5. Qualifications: provide two career pathways to your chosen career:

Most careers have more than one route to becoming qualified to do it e.g. College/University or Apprenticeship. Find out for each route the details of the qualification:
• Qualification name
• Institution
• Location
• Entry requirements
• Course
• Length of course
• Work experience

6. Training: Most careers require further work-related training to stay up-to-date.

• List any professional qualification you might study once you are working in your chosen career.

7. Work experience/work shadowing

• Provide evidence of working in a relevant placement including places and dates.
• State you have interviewed or listened to someone who is doing the chosen job.
• Provide details of a career's exhibition you have attended and list information obtained.

8. Contacts and Networks

• List people you have spoken to or contacted who are involved with your career choice.
• Name the professional organisations and websites related to your career choice
• Have you looked at Twitter and LinkedIn profiles of successful career people?

9. Publications, journals or trade magazines

• List the 'trade' information you have seen

10. Insights gained

• Describe what insights you have gained from your career research.

11. Evaluation

• What have you found out about your personality, the likely qualifications and the skills and qualities demanded by of your chosen career?

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