



The Creative Skills Escalator

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In 2013 the Dorset Local Enterprise Partnership (DLEP) with Bournemouth University (BU) brought local partners together to sign 'The Digital Manifesto' aimed at boosting economic growth in Dorset's creative and digital industry including developing a pipeline for talent and skills. One of the projects to support this development is a proof of concept project developing a creative 'Skills Escalator'. This will provide a virtual platform that aggregates information about educational courses/skills/training opportunities and apprenticeships supporting the creative industries (CI) available in Dorset.

METHODOLOGY

- The collection of qualitative evidence to the mind-set of young talent to review their assumptions about how young people are approaching a digital world which by definition is constantly evolving.
- An audit of the skills, continuous professional development (CPD), training and education opportunities across the DLEP
- An audit of existing careers information and guidance provided for the sector across the DLEP
- Development of an online route map aimed at 14 to 18 year olds to help them identify, navigate and understand the many routes into the local digital creative sector. This would also signpost local extra-curricular, free resources and networking opportunities

OUTCOMES

- Demonstrate the full range of careers in the creative digital sector locally
- Help young people understand the entry points/requirements for different qualifications
- Provide an interactive navigator that directs young people to the education and training available at local colleges, universities and other providers
- Influence regional debate about careers advice and articulation routes
- Boost and widen the reach and inclusivity of the talent pipeline for the local CI sector
- Increase our understanding of the different profiles of young talent considering a route into the creative industries at whatever level.

Results to date

- 300 school children surveyed
- Held workshops/ roadshows with almost 1000 local 16- 18 year olds from Bournemouth and Poole Area including presentations from local businesses and industry figure heads
- Database established of over 368 local digital based companies across all aspects
- Online environment created for launch in Autumn
- Successfully partnered with JP Morgan Chase Foundation 'Digital Horizons' project targeting 15-18 years olds, particularly from some of the most deprived areas of Bournemouth and Poole



Connect With The Digital World

