CASHBACK PODCASTS EMPLOYABILITY

LENGTH: 9:47 MINS

CASH BACK FOR CREATIVITY

EMPLOYABILITY

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ONE OF FIVE PODCASTS, MADE BY YOUNG PEOPLE AT SCREEN EDUCATION EDINBURGH, WHICH EXPLORE THE POSITIVE IMPACT OF CREATIVE CASHBACK PROJECTS ACROSS SCOTLAND, FOR BOTH THE YOUNG PEOPLE AND ARTISTS INVOLVED.

The **CashBack for Creativity programme** aims to tackle inequality by removing barriers to access and provision of arts and creative experiences for young people, aged 10-24 regardless of background or situation.

The podcasts were commissioned by Creative Scotland to further explore and share the findings of **BOP Consulting's 2017 research** into the CashBack programme.

The podcasts each explore key themes that surfaced from the research, including:

- **attainment and progression** outcomes for young people

- **health and wellbeing** outcomes for young people

- **employability routes** and outcomes in creative projects

- **pedagogy** - which explores how learning and training in creative projects, including those found in the CashBack programme, are delivered, and

- a concept of **communities of practice** and how CashBack and other creative projects rely upon these to deliver quality work and deliver programmes with real impact on young people's lives

You can listen to the podcasts at: **Cashback for Creativity Podcasts**

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Narrator
P: Practitioner
YP: Young Person

> **00:00** **Narrator:** This podcast is based on employability in relation to youth programmes run by Cashback funded organisations. For this project we spoke to participants from Screen Education Edinburgh, Toonspeak, SHMU and Reeltime Music. All of these organisations work with young people in order to help them creatively express themselves. Cashback for Creativity is a unique arts programme managed by Creative Scotland and funded through the Scottish Government's Cashback for Communities programme. It takes money recovered from the proceeds of crime and invests it into a range of free arts and creative projects to create opportunities for young people experiencing additional challenges or barriers to access. These barriers can include social backgrounds or not being able to access the resources needed to take part in specific arts. This five part research bites podcast seeks to present and reflect on the findings of "How to draw a rainbow the wrong way", a research report produced by BOP Consulting for Creative Scotland. The report wanted to find out how young people took part in creative projects and how they developed creatively, personally and socially because of taking part. Each of the five part podcasts will be focussed on one of the five key themes of the main report. The theme for this podcast is employability. Moving into employment is not a core outcome for all projects featured in this research however it was found that the projects often helped participants as they moved into the next stage of their life, deciding which job they want. Participants also saw a connection between skills they learned on the course that could help them get a job in that associated art. Further than that they also saw how the skill would be useful even if they didn't get a creative job. Young people showed an awareness of what steps needed to be taken to progress in a creative job. Learning the small steps helped them understand and plan the career path they wanted to follow. This knowledge was usually found because the project showed them the different jobs that they could do. The young people themselves spoke about how being part of a creative project allowed them to set career goals.

> **02:07** **YP:** Because it's made me look up to other people to see where they are now and where I could possibly be.

> **02:12** **YP:** Before I came to Toonspeak I was like, having a meltdown like everyday, don't worry they still happen, but I was like "Oh my god what am I going to do with my life" , like "My god I'm going to be in school forever 'cause I don't want to work anywhere" so then I was like, and then I went with Toonspeak to go see a show at The Royal Conservatoire, I was like "Oh, I'd like to go here" so it's like this is cool I'd like to do something like this and like seeing their office space and how they work, like behind the scenes and everything is pretty cool 'cause it's like, 'aw there's like jobs to do with drama outside of just being an actor and like not earning money because like, I need that in my life it's like essential.

> **02:51** **YP:** 'Cause now I would have a better idea of how to go about doing that and um I'm more motivated to do it as well 'cause I've seen what it's like.

> **02:59** **Narrator:** The programme also helped the young people understand the challenges of working in the creative sector. This was both in terms of the work itself and the challenges around insecure and short term contracts. We asked the young people what challenges they thought they would have to face working in the creative sector.

> **03:16** **YP:** Well, I know that creative industries is really hard to get into, I got told that a lot. I got told that like, it's kind of hard, like obviously you go places they might not be looking for you as an actor, it might be hard to at first get into acting, you might need to do some jobs you don't like to go where you want to be so might just need to suck it up and just go into somewhere and you might go in to a certain thing creative, like a creative industry and just pop out a completely different ending to your life.

> **03:47** **YP:** It'd probably be finding work to be honest that'd be the biggest struggle.

> **03:50** **YP:** Working too many hours and maybe possibly not getting on with the people in your team.

> **03:57** **YP:** I think just the challenge of everybody has different ideas and you need to work with that but I think that's quite, like, it's quite a good target to set to adapt everyone's ideas into like, what can be good for everyone.

> **04:11** **YP:** Mostly just finding opportunities for work, em because sometimes with a lot of places like radio stations they've already got a, they've got a bunch of shows that they always air and a huge group of presenters that present those shows and maybe finding opportunities to get involved in those shows might be a bit difficult for me.

> **04:41** **Narrator:** From the research it was clear that the most valuable skills being developed by these courses was collaboration. Young people learned to work together with a team towards a creative output. The young people identified this was a really important skill for any job. Working together also allowed the young people to learn how to be and act like a professional. The young people themselves spoke about how they felt these courses had prepared them for a job.

> **05:06** **YP:** Well like, as I said it's like, they kind of like teach you to adapt to things rather than just like change things so it's like, if there's like, something you don't really want to do they'll be like compromising but they won't overcompensate so it's like, oh yeah well like, like they'll do so much for you but it's also like they'll have a point where it's like; nope, no more so it's like, you learn like not to like, just like sit there and like, accept bad fate. But it's also like, you learn that like, just 'cause you ask for something, you're not going to just get it.

05:36 **YP:** It, it's encouraged me to always look for opportunities to, make myself better and to not just like, look for grades but also to get involved in different hobbies and extra-curricular activities to sort of set myself apart from other people.

05:59 **YP:** It's mainly life skills, like I'm not sure what kind of job I actually want to get into but obviously being able to take charge, work in a team, you know, like having social skills, that's made me like, more confident and able to just come out my comfort zone basically and just let people see me for me kind of thing. They'll know what I'm like what working and stuff.

06:25 **Narrator:** As part of the research bits BOP developed questions for practitioners running Cashback courses. We attended the Cashback delegates meeting to present these questions to various practitioners. How explicitly do you discuss careers and career options within delivery with different participant groups? How appropriate does it feel and why/why not?

06:46 **P:** Yeah, we don't really, we only really discuss if the young people ask, so it's not something we really push, because most of the young people we work with you know they are, they're not in school or they're not engaging or, so you know that's what we're focussing on. If any of the young people ask us about careers, like I'm a music producer so I talk about the possibilities and we give the whole range from you know, education, what we do to being an artist but we do make it quite, what do you call it, realistic, expectations they might have.

07:17 **Narrator:** How significant is the creative process to the employability outcomes you observe among young people? To what extent is it about transferable skills e.g. music production and to what extent is it about personal or social development e.g. collaborative working or building professional confidence?

07:36 **P:** So, the creative process is extremely important to employability outcomes. Both in terms of transferable skills and with, about personal and social development as well. I mean, I think transferable skills in terms of em film making for example is, is even something as basic as upping their digital skills and knowledge, which is needed across a wide range of employment, em and in terms of their personal and social development, it can be anything from collaborative working to em the, the usual, the confidence, self-esteem, having a, a sense of agency with any kind of job, and recognising their ability to achieve which is huge and, and often if they don't have that then that's, they're unable then to progress into employment or further education 'cause they're just not able to have that understanding that they can actually succeed and I think that the creative process allows them to be able to do all of those things and develop those skills.

08:36 **Narrator:** What other ways could you engage young people in thinking about their future careers and future selves that would feel natural and engaging based on these findings?

> **08:46** **P:** So I think one of the, the things that idea wise I've got would be about, you know like what you guys are doing just now, you're recoding a podcast and there's a theme round about it, you're trying to, you're trying to draw together everybody's opinions on the Cashback programme and I think in terms of employability you could do the same thing 'cause your strengths lie in film making, audio stuff and that's what you're interested in so if we take young people and say "right there's this thing called employability, you're into music so what could you do musically that's going to explore that theme?". I think that's, that's what you could do, it's about trying to look at it through a creative lens rather than just,sit over there and type your CV on a computer 'cause that's boring and everybody hates that.

> **09:32** **Narrator:** This research bite podcast was focussed on employability. Head to the Creative Scotland website to find the other four bites. The full research report can be found on the website. All podcasts have been recorded by young people working with Screen Education Edinburgh.