



WHO WE ARE.

Cumbria Cultural Skills Partnership (CCSP) was officially incorporated in February 2004 to advocate and promote continuous professional development for Cumbria's Cultural sector and Creative industries. In 2009 we took the important step of a move to our new home at Warwick Mill Business Village, just off the M6 corridor on the A69 only a few minutes drive from Carlisle City Centre.



WHAT WE DO.



- We support people working or intending to work in the cultural sector and creative industries throughout Cumbria to develop their skills in order to further their careers.
- We aim to be the first point of contact for skills and professional development in the creative and cultural sectors within the county of Cumbria and offer information, advice and guidance (I.A.G) on appropriate training, skills development, grants and bursaries.
- We provide highly specialised business skills training for creative people. The importance of provision of specialist business training that is readily understandable and accepted by the sector is widely recognised.

HOW WE WORK.

Since its inception, CCSP has devised and run a variety of specialist projects and programmes including:

- **Membership** – membership is free to those working or intending to work within the sector in Cumbria and allows members the opportunity to apply for inclusion on any of our programmes. A new resource guide is being compiled specifically for our membership which is in excess of 500.
- **Website** – The CCSP website is undergoing a number of changes and updates and provides a hugely valuable resource for our members and gives browsers the opportunity to discover what we do and how the many benefits of becoming a member can impact on them
- **Training Bursary Scheme** to assist creative people to access appropriate training – in 2007 some 80 bursaries were awarded to assist with attendance on specialised training courses within the sector (some provided in-house). So far this year 45 bursaries have been awarded in subjects as diverse as Japanese calligraphy and three-dimensional 'Soundscape'.
- **Graduate Apprentice Scheme** – a highly ambitious programme linking graduates to specialist training in the workplace with county-based employers with a view to achieving a higher level of graduate retention in the county than is currently the case.

- **Create '08** – LSC funded training programme providing specialist training courses in Event Management, Dance, Promotion,
- **“Soundscape”** (a world first) and **“Creativity v Business”** - business training for creative people.
- **F.A.C.E. 2006/7**– A truly collaborative programme in association with Tribal and NWDA managed by Rural Regeneration Cumbria (now Cumbria Vision). This £500,000 project covered Music Industry (Generator North East), Dance (Cumbria Dance – CCC), Film (Shoreline Films) and Community Music and Performance (Soundwave).
- **Information, Advice and Guidance** service together with research into the CPD needs of the sector in Cumbria.
- We are currently planning a **Visual Arts Project** with part funding by ACE NW. This will take the form of a series of Roadshows around the county providing CPD opportunities for our visual artists.



“...MANY WORKING IN THE CREATIVE SECTOR ARE MOTIVATED BY CREATIVE RATHER THAN COMMERCIAL AMBITION; THEY MAY NOT EVEN SEE THEMSELVES PRIMARILY AS BUSINESSES”

DCMS report Creative Britain – New talents for a new economy available at: www.culture.gov.uk/images/publications/CEPFeb2008.pdf

WHY?

RATIONALE:

- Need to address the lack of appropriate and accessible provision in Cumbria
- Need to provide signposting to cultural training and professional development provision
- Research has shown that where training and professional development was undertaken, it was not strategic and provided minimal long-term benefits.
- The action research project carried out by ACENW entitled 'Employing Creativity - Skills Development in the Creative Industries in the North West of England' (completed May 2002) proved the case to form the Cultural Skills Partnership in Cumbria.
- The 'Building the Skills' report 2002 that identified the training and professional development needs of those working in the sector, recommended the need to develop a skills partnership model in Cumbria.

WHY THIS MODEL?

- The model was identified from best practice established in the North East of England through the Northern Cultural Skills Partnership (NCSP) and as a direct result of consultation with the sector's small businesses.
- The NWDA's action research project 'Employing Creativity - Skills Development in the Creative Industries in the North West of England' final report highlights the need for continued development of the NCSP model across Cumbria.
- More recently "Creative Britain – New talents for a new economy" underlined the need to "cherish the contribution of the creative economy and to work pro-actively with the industry to meet and where possible anticipate their needs".

The funding landscape for cultural training in Cumbria is extremely uncertain at present. This is partly due to revised LSC structural delivery and changes to Arts Council funding criteria.

FUNDING



Funding from NWDA expected to filter down to the sector via Cumbria Vision and Culture Cumbria will not now happen until post 2009, if at all (CCSP had put forward three expressions of interest, one on its own and one each in association with Cumbria Arts and Education and Generator North East respectively.) All projects undertaken have had to make a contribution towards core costs and the current climate threatens our very survival in spite of our undoubted successes and the popularity and demand for our services.

Largely thanks to the assistance we have received this year from the Northern Rock Foundation, the Partnership has spent time in 2009 consolidating its position within the sector, developing its on-line resources to buy time in order to make funding applications for future programmes. Because of the nature of the county without large scale formal infrastructure, it must continue to engage with a growing number of sole traders, micro and small businesses in the Cumbrian creative industries and cultural sector. Current membership stands at around 520 individuals and organisations within the county. Of these, over 280 are now full members, which means that they have submitted detailed applications and/or applied for funding towards training.

IT IS VITAL TO ENSURE THAT TRAINING AND CPD PROVISION WITHIN THE SECTOR IN THE COUNTY IS TAILORED TO SATISFYING THE NEEDS OF THE SECTOR RATHER THAN COURSES BEING DELIVERED JUST BECAUSE FUNDING IS AVAILABLE FOR THEM.

It is vital to ensure that training and CPD provision within the sector in the county is tailored to satisfying the needs of the sector rather than courses being delivered just because funding is available for them. Funding, when available, is often for delivery of courses that satisfy the requirements and dictates of Brussels or Whitehall without any reference to the challenges and needs of our sector in Cumbria.



Whilst there will be obvious exceptions to the rule, CCSP should try to play to its strengths by continuing to offer its unique bursary scheme at the same time as improving its membership facilities via its website and working towards Web 2.0. A repetition of a programme of training and CPD based on the model devised for FACE/Create08 is always on the cards as we know it works extremely well and because we are constantly being asked for it. However it is an expensive programme to put on across the county and we should probably expect potential funders to request their own slant on it. We have to be 'funding-fed' though we should try to avoid being 'funding-led'.

WHERE DO WE GO FROM HERE?

In recent years we have become better known for our projects than as an organisation providing a wealth of other services.

Accordingly we need to re-launch the organisation from our new base with a revamped website providing a comprehensive service for the county's creative and cultural sectors in the form of a "one stop shop".

Under the strap-line GoCreate we can continue to implement our strategic plan which includes:

- Relaunching and building on our considerable success in the field of skills development and sector growth in Cumbria.
- Upgrading our web-based presence and sign-posting service via www.cumbriacsp.co.uk We will



further develop the services available to our membership along the lines of the Northern Cultural Skills Partnership website www.ncsp.co.uk

When fully developed, it will contain a members area with the most comprehensive sector resource guide available within the county and members will also be able to access tools to enable them to prepare their own development needs analysis, bursary applications

- Member Services including one to one advice and information sessions, training, funding, seminars, technical resources and business support services.
- Management of CCSP Training Bursary Programme.
- Securing future resources to support the small central staffing and specific and planned projects.
- Encouraging and assisting Cumbria-based micro-businesses or sole traders within the sector to strategically analyse and assess professional development and training needs

"MANY THANKS FOR THE "LIVE EVENT PROMOTION" COURSE I AM VERY SATISFIED WITH THE INFORMATION AND EXPERIENCE SHARED AND THE NETWORKING OPPORTUNITY THAT IT ENABLED".

CREATE 08 - M.S.(BARROW IN FURNESS)

- Continuing to offer specialist training programmes and learning clusters to support learning, skills development and sharing of best practice will also be further enhanced and developed.
- Visual Arts Programme in association with ACE including a series of CPD roadshows and research into the viability of a pan-county projected art programme
- Training of Musicians, artists and performers in work with disabled and disadvantaged people in association with Music Vision and Prism Arts
- Training in the use of new media via the Musiclinks' Digital Arts van.
- We will forge closer links with the University of Cumbria who are represented on our Board, both with respect to accredited courses and in provision of TNA and CPD for students past and present.
- The CumBrio network, run by our Director over the past few years could become a partner CCSP project and be expanded to cover the promotion of an acoustic network with close liaison links with MusicLinks, MAC and Folkworks.





"SINCE COMPLETING THE SHORT FILM PRODUCTION PLACEMENT, I WAS ACCEPTED ONTO THE PRESTIGIOUS NATIONAL YOUTH THEATRE FILM SCHEME WHERE I WILL BE CO-PRODUCING FOUR 10- MINUTE FILMS UNDER THE MENTORSHIP OF AWARD-WINNING FILM MAKERS 'SPEAK IT' FILMS. THE PLACEMENT HAS PROVED INVALUABLE FOR ME."

STEVEN POULTON (CARLISLE)

ACTOR
ANIMATOR
ARCHITECT
ARTIST
DANCER
DESIGNER
DIRECTOR
DRESSMAKER
ILLUSTRATOR
JOURNALIST
MILLINER
MUSICIAN
PERFORMER
POET
PHOTOGRAPHER
PHOTOGRAPHER
PHOTOGRAPHER
SINGER
WEB DEVELOPER

**want to work
in the creative
industries?
maybe we
can help.**

**go
create**

- Signposting to existing training and business skills development opportunities provided by key partnership organisations such as HE and FE networks, Business Link and other arts and cultural specialist training providers.
- Undergoing a thorough organisational development programme both with respect to CCSP itself and also the sector within Cumbria as a whole and where CCSP sits in relationship to both its partners and other organisations working within the sector.
- Continuing to investigate an economic creative industry Graduate Apprenticeship programme.
- Continuous development of a co-ordinated and collaborative cultural skills partnership model for Cumbria to provide an effective infrastructure of support for the cultural industries.
- Contribute to the increased economic growth of the sector's cultural and creative industries in Cumbria.

CONCLUSION

The financial support we have received from the Northern Rock Foundation has proved a lifeline for the Partnership and has “bought” us some much needed time and breathing space. However, without further financial assistance and support the Partnership is unlikely to be able to take the next step forward and consolidate its position within the sector.

A marketing/PR campaign together with a stronger emphasis on our membership via the website is of paramount importance and is currently underway thanks to much needed assistance from Cumbria County Council.

The Training Bursary scheme that has become one of CCSP’s most popular USPs is still underfunded and could do so much more for our sector by facilitating highly specialised training and CPD across a huge range of disciplines. By its very nature the TBS is match-funded (at least to the tune of 50%) by the beneficiaries themselves proving its value to them.

The projects and programmes devised and run by the Partnership have been in huge demand and in many cases oversubscribed, proving that we are fulfilling a much needed and valued role.

We have expanded our partnership working and in this difficult economic climate it is vital that the partners work together to be mutually beneficial and to avoid a financial imbalance that has sometimes proved to be the case with larger partners.

It is absolutely essential that these projects and our core activities continue as an integral part of the creative and cultural infrastructure in Cumbria.

RECENT AND CURRENT PARTNERS



RECENT FUNDERS

