Creative & Cultural Skills

Tom Bewick, Chief Executive

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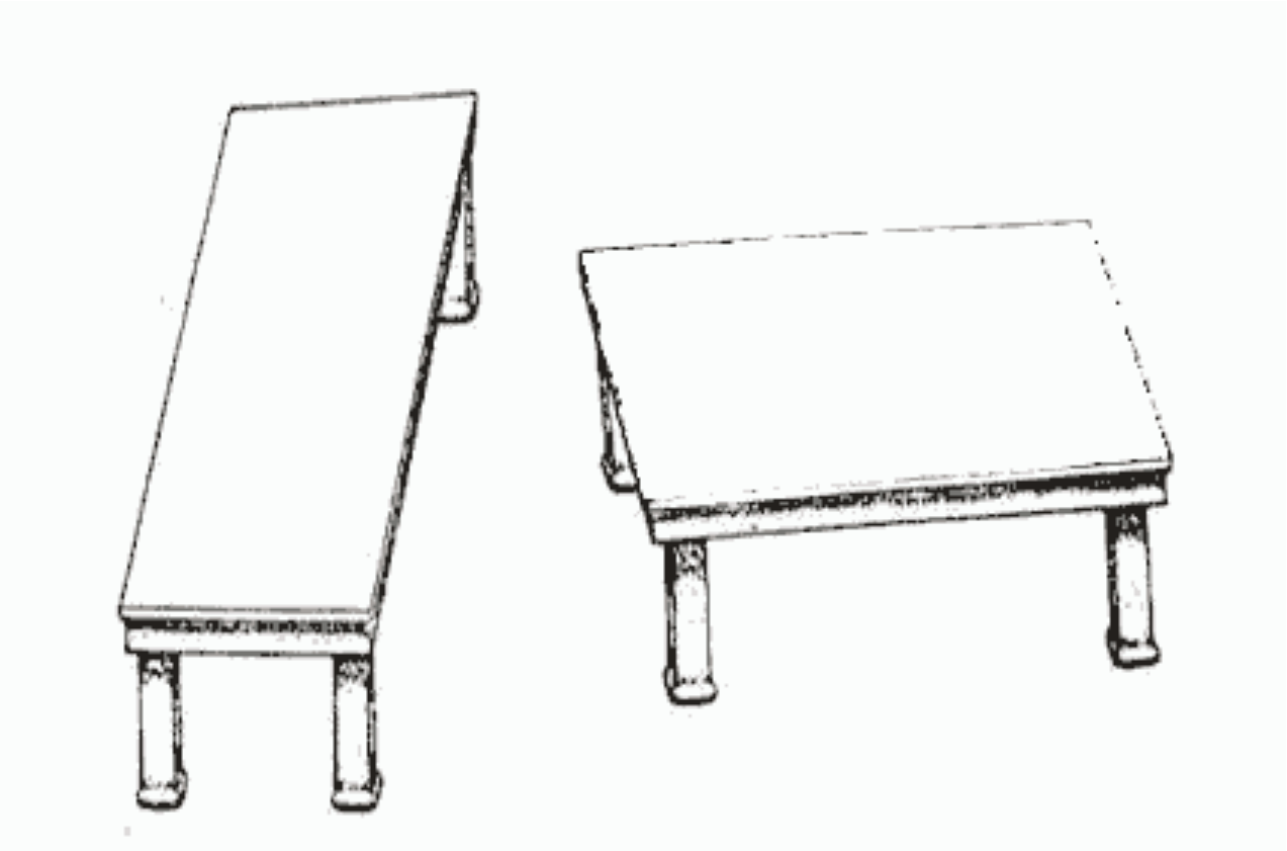
The Sector Skills Council for the creative and cultural industries



Two Tables (adapted from Shepard [1990])

Richrad H. Thaler & Cass R. Sunstein, *Nudge: Imrpoving Decisions About Health, Wealth, and Happiness* (Yale University: New Haven, 2008) p 17.

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The Sector Skills Council for the creative and cultural industries

Summit Day
Photo by Charlie Fowler photography

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News Site of the Year | The 2008 Newspaper Awards

TIMESONLINE

Ofqual outlines new diplomas that focus on lessons in life - Times Online - Windows Internet Explorer

http://www.timesonline.co.uk/tol/life_and_style/education/article4656763.ece

the environment.

HAVE YOUR SAY

And this is how the UK proposes to compete in the world against the USA, China, Asia, etc.???? Bye Bye Britain...

kr, Cap Ferrat, France

Pathetic. I watched the tv this morning as they were interviewing students who have chosen these diplomas.
"So why are have you chosen to study this diploma?"
"Well.. I faut it'd be a good idea, and... well, it's werf seven GSCEs innit".

So, another "shortcut" taken by today's stupid youth.

Laura Roberts, London, UK

Middle class parents will rightly shun these qualifications for their children and continue with the academic route as they always have done

Vocational will continue to be a word associated with the less well off and sink estate comprehensives

As an employer I want nothing to do with them

Guy, London, UK

Read all 9 comments HAVE YOUR SAY

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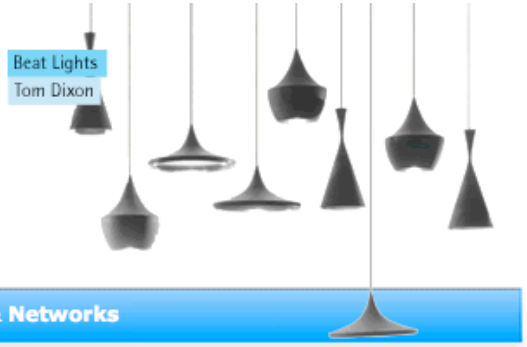

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The Edinburgh Festival is the largest arts festival in the world.

Blog: Creative Thinking
A team of bloggers explore contemporary creative issues.

Blog: Music Copyright Issues
Florian Koempel of British Music Rights keeps us in the loop.

Comment & Analysis

Creative Blueprint
The Creative Blueprint is the Sector Skills Agreement for the Creative & Cultural Industries.

Useful Tools

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The Alliance of Sector Skills Councils

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IoD News

September 2008
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Winning ways
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The first speaker at the 2009 Annual Convention 15

Bremner – who else?

Comedian Rory Bremner will join EasyJet founder Sir Stelios Haji-Ioannou as a speaker at this year's IoD Annual Dinner on 26 November. **Continued on page 2>>**

Directors worried over credibility of qualifications

New research finds that IoD members are increasingly concerned about the performance of UK schools

IoD members last month sent a strong signal to the government that it is facing a crisis of confidence in the education system.

Despite official figures showing record performances at A level, a survey of IoD members found that only 12 per cent feel the government's performance on education had been favourable to business. At the same time, 73 per cent felt that the quality of education in schools had got worse (47 per cent) or stayed the same (26 per cent).

The findings, published in the IoD's *2008 Education Briefing Book* along with research from the Curriculum Evaluation and Management Centre at Durham University, suggest that official statistics might overstate the improvement in performance.

Miles Templeman, Director General of the IoD, comments: "IoD members believe the government has performed poorly in this critical area. There is a 'credibility gap' between the official statistics and what employers experience."

One solution lies in allowing greater choice in qualifications. In a recent Business Opinion Survey, 68 per cent of IoD members agreed that the government should provide the necessary funding for schools in England to offer rival qualifications to the established 14-19 awards and the newly launched diplomas. This month, **Continued on page 3>>**

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