



# **Improving the student experience of transition to industry**

**Kit Friend**

Chair of the Arts Group

**What is the 'transition'  
like currently?**





# 80%

## Work placements or Networking

Creative Careers' Creative Industries Recession Survey August 2009



**Paid  
Vacancies**  
down from  
08/09 by  
**19%**

**Unpaid  
Internships**  
up from  
08/09 by  
**33%**

**Creative Careers' Creative Industries Recession Survey August 2009**



“

Some of the agencies offering me unpaid placements count Coca Cola, Nissan, Manchester United, Sony and Nickelodeon amongst their clients. Some have over a hundred staff, and have numerous unpaid interns each week. Some are part of multinational corporations. Do they seriously expect anyone to believe they cannot afford to pay interns £5.73 for a few hours a week? They continue to exploit graduates, because everyone else is doing it and getting away with it. If a company doesn't pay tax at the end of the financial year, Inland Revenue will quickly be on their case. Who is monitoring design companies to ensure they pay workers minimum wage?

”



**'even four years after getting their degrees, 39 per cent of graduates were still taking courses to acquire further skills and 23 percent were still undertaking unpaid work.'**

*Creative Survival in Hard Times, New Deal of the Mind, 2010*





**650 DAYS. THAT'S ROUGHLY  
HOW LONG WE'VE GOT  
UNTIL A TIME BOMB GOES  
OFF IN THIS COUNTRY.  
IT WON'T BE THE END  
OF THE WORLD, BUT IT'LL  
DEFINITELY AFFECT US FOR  
THE REST OF OUR LIVES.  
IT'S NO GREAT CONSPIRACY.  
THE PEOPLE WHO RUN THE  
COUNTRY – POLITICIANS,  
CIVIL SERVANTS, BANKERS –  
HAVE KNOWN IT FOR YEARS,  
BUT THEY'VE DONE NEXT  
TO NOTHING ABOUT IT ...**

**IT'S ALL THEIR FAULT  
A MANIFESTO  
BY NEIL BOORMAN**

[www.itsalltheirfault.com](http://www.itsalltheirfault.com)



DO YOUR PARENTS LOVE YOU?  
OF COURSE THEY DO.  
BUT IT HASN'T  
STOPPED THEM  
**ROBBING**  
**YOU BLIND**

## **Routes into industry should be...**

- **Paid properly**
- **Advertised properly**
- **Supported properly**

## Guidelines for Employers offering Work Placement Schemes in the Creative Industries

### Background

Work placement schemes provide opportunities and benefits to both individuals and employers. They are a useful way for those wishing to enter the creative industries to gain an insight into the industry and to make informed career choices. For employers, they are an opportunity to improve the skills of new entrants to the industry, raise the profile of career opportunities available within the organisation and develop management skills for existing staff. For individuals, they provide the opportunity to acquire new skills in a structured environment, and increase opportunities for future employment.

However, an over supply of people wishing to enter the industry has resulted in the representation of the creative industries as being notoriously hard to break in to and a culture of fear or unpaid entry training. Available roles often go to the few with the right connections, rather than those with the most talent and potential. Provisions should therefore be in place for promoting fair and equitable access to all entry routes, thereby opening them up to candidates from all backgrounds. Fair opportunities should exist for both people who wish to embark on a career and for those who wish to move on in their careers in the creative industries.

These guidelines have been developed to provide clarity over the different terms associated with work-based learning programmes, including volunteering, work experience placements, internships and Apprenticeships, and a set of best practice guidelines for employers. Case studies have been included to illustrate how these routes work in best application.

These guidelines are primarily aimed at those who are over the age of 19. Please note that organisations offering placements to the 16-18 age group will be subject to additional legislation. For further information on this age group please see the Work Routes Learning Guide produced by DCCIP, available at: <http://www.dccip.gov.uk/16-18-placements/work-routes-learning-guide-2.pdf>

creative  
& cultural  
skills



## Emerging Workers: a fair future for entering the creative industries



## The Intern Manager's Guide

A brief guide to  
structuring and  
managing internships  
in an MP's office

An Internocracy. Guide

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**The UK has the largest and  
fastest growing creative  
industries sector in the EU**

[businesslink.gov.uk](http://businesslink.gov.uk)

**Our sector's earnings and  
employment practice should also be  
world leading, and not a cover for  
exploitation and inequality**



Representation and action  
for students of the arts  
[www.artsgroup.org.uk](http://www.artsgroup.org.uk)