

Leeds Grand Futures Cultural Exchange

The World of Work in the Creative Industries

The *Cultural Exchange* brings together the major cultural and creative employers in Leeds to offer a collaborative work experience opportunity to pupils. It showcases the variety of non-performance careers available in the Creative Industries.

Pupils will gain a unique insight into the workings of the most exciting cultural and creative venues, organisations, and companies working in Leeds. After their work experience, pupils will have an understanding of the qualifications and skills needed to work in the creative industries and the varied employment opportunities available to them.



Credit: Chris Werrett

The creative industries encompass a broad range of areas:

- Advertising and Marketing
- Architecture
- Crafts
- Design (Product, Graphic, Fashion)
- Film, TV, Animation, Radio and Photography
- IT, Video Games and Software
- Museums, Galleries, Heritage, Libraries
- Music, Performing Arts, Visual Arts,
- Publishing

The Cultural Exchange will

- Expose young people to the range of careers available in the cultural and creative sector with a particular focus on the creative industry local to them in Leeds
- Widen the scope of work experience currently offered and help schools to fulfil the Gatsby Benchmarks of Good Career Guidance
- Give pupils an understanding of the skills and qualifications needed to progress into the sector both as an employee or freelance/self-employed creative
- Raise pupils' aspirations for working in the creative industries
- Provide opportunities for young people to meet professionals working in the creative industries and hear their experiences first-hand
- Help young people to engage with well-known, but often inaccessible cultural organisations, who have a long-term ambition of improving the diversity of those who are employed in the creative and cultural sector

Grand Futures Leeds Arts Network

The *Cultural Exchange* is a collaboration between cultural and creative organisations in Leeds who belong to the Grand Futures Leeds Arts Network. This network of venues, organisations and companies work across a wide range of industries and share a passion for engaging with young people and making their work forces diverse and open to all.



Credit: Chris Werrett

The current network includes the following organisations,

- Leeds City College (School of Creative Arts)
- Leeds Heritage Theatres (Leeds Grand Theatre, City Varieties Music Hall and Hyde Park Picture House)
- Geraldine Connor Foundation
- Leeds City Council
- The Tetley
- Opera North
- Leeds Museums and Galleries (Leeds City Museum, Leeds Industrial Museum at Armley Mills, and Leeds City Art Gallery)
- Northern Ballet
- Leeds Playhouse
- Yorkshire Dance
- Phoenix Dance Theatre
- Leeds Beckett University

It is an ever-evolving network, and we have lots of supporters from across the creative sector who are keen to be involved in the *Cultural Exchange*.

Cultural Exchange programme

Each work experience programme is bespoke to the school or educational establishment we are working with. It will be created in collaboration with the school and Grand Futures, working on agreed dates/times and costs that work for everyone.

Leeds Heritage Theatres co-ordinates the activity on behalf of Grand Futures. They act as a point of contact for the *Cultural Exchange* both for the school and the network.

Ideally, we work with a group of approximately 20 pupils who have an interest in the creative industries.

Activity can take place over 5 days (a minimum of 3) with an additional introduction and evaluation session taking place prior to and after the programme in school.

Cost £1500 - £2000 (approximate, dependent on the activity)



Credit: Ashley Pekri

An example *Cultural Exchange* schedule:

Prior to work experience	Participatory 1hr workshop in school	An introduction to the creative industries sector and the schedule for the week. Skills required and professional behaviour expectations
Day 1 Morning	Leeds City College <i>Gaming</i>	An insight into the gaming industry. Pupils will design an element of a new game and understand where their contribution fits into the programming process
Day 1 Afternoon	Leeds Museums and Galleries <i>Heritage</i>	An insight into museums and heritage. The pupils will clean and conserve artefacts and create new ideas for curating an exhibition
Day 2 Morning	Leeds Heritage Theatres <i>Advertising and Marketing</i>	Pupils will take on the challenge of programming Leeds Grand Theatre considering marketing and communication
Day 2 Afternoon	Opera North <i>Sustainability</i>	Pupils will be part of a sustainability team creating an environment-focused plan for one of Opera North's production departments
Day 3 Morning	Northern Ballet <i>Costume Design</i>	Pupils will design and create their own costume, considering the production requirements

Day 3 Afternoon	Leeds Playhouse <i>Set Design</i>	An insight into technical theatre, lighting, sound and set design
Post Activity	Participatory 1hr workshop in school	Evaluation, reflection, signposting, Q&A

The school or educational establishment will need to provide:

- A designated point of contact at school who we will communicate with regularly about the *Cultural Exchange* programme. This is usually the careers, widening participation or raising aspirations lead.
- A member of school staff to be with the group during all of the activity.
- Any travel costs or lunches will need to be provided by the school. As this is work experience, we encourage independent travel, and we keep travel across the city to a minimum.

Watch our promotional film about the cultural exchange here:



Get in touch via learning@leedsheritagetheatres.com or call 07738 267757 at Leeds Heritage Theatres to find out more about the *Cultural Exchange*