

Meeting 13 : Sector Group for Culture, Media, Sports and the Arts; Hospitality, Tourism & Leisure
13 January 2010, 2.00 – 4.00
Leeds Metropolitan University

Chris Bailey	Dean of Faculty of Arts and Society, Leeds Metropolitan University	Dinah Clark	Leeds Initiative
Joanne Beaumont	Progression Manager West Yorks Lifelong Learning Network	Andy Fox	Leeds City Council Senior Lecturer TV Production University of Huddersfield
Julia Calver	Culture Sector Group, West Yorks Lifelong Learning Network; Leeds Met	Jennifer Granville	Director; Northern Film School
Vicky Hunter	Dance Leader, University of Leeds & Yorkshire Dance Centre	Phil Long	Centre for Tourism & Cultural Change, Leeds Met University
Steve Mardy	Northern Film School , Leeds Metropolitan University	Pete McGuigan	Programme Director CAPE
Simon Thorpe	Leeds College of Art	Sue Palmer	Associate Dean, Faculty of Arts & Society, Leeds Met University
GUESTS	National Skills Academy	Ali Rashid	Head of Bradford Media School University of Bradford
Richard Lambert	Sport & Active Leisure		
Alan Graver	Secretariat Skills, Employment & Education, 2012 Yorkshire		
Snow & Ice	The sky	Vivienne Razavilar	Head of Creative Arts Park Lane College
APOLOGIES		Steve Rhodes	Director of Academy Wakefield College
Diane Ayre	Marketing & Recruitment Manager, Huddersfield Uni	Fiona Thompson	Dean - Media Leeds Trinity University College
Michael Bailey	Senior Lecturer , Media Leeds Metropolitan University	Malcolm Warring ton	Creative Industries Officer Arts Council England
Leia Bassett	Digital Sector Officer, WYLLN	Karen Watson	East Street Arts
Julie Brunton	Programme Leader Sport Development & PE; Leeds Trinity & All Saints	Jan Wdowczyk	Business Link, Yorkshire

Item	Agenda	Action
1.	<p>Welcome, Introductions & Apologies - many due to weather conditions! CB welcomed partners to the meeting and the new building : Leeds Metropolitan University, Broadcasting Place http://www.leedsmet.ac.uk/as/index_broadcasting_place_site_info.htm</p> <p>Apologies from Julie Brunton, from Leeds Trinity University College was scheduled to present this afternoon, this will be deferred.</p>	
2.	<p>Minutes of previous meeting & matters arising Correct & No matters arising</p>	
3.	<p>PRESENTATION : National Skills Academy –Sport & Active Leisure, Richard Lambert, Business Development Director http://www.sportactivensa.co.uk/</p> <p>RL gave an overview of the work of the NSA and current priorities. Powerpoint presentation is available.</p>	

Questions & Answers

JB – Have you a sense of employers / employees looking for accredited learning ?

- **RL Some areas within the sector do want real accreditation – and NSA is accreditation itself, but cpd seems to be preferred, for example the course currently running in developing deputy managers.**

JB – Are employers/employees seeing NSA as a source of information ?

- **RL Providers are increasingly checking if courses are NSA badged. There is a huge erosion of talent at a number of stages and therefore there is not an established progression pathway through the job roles. There are also training gaps. We can support providers to respond to this information.**

JB – Progression is an important aspect of the WYLLN work, and there maybe an opportunity to develop pathways as well as look at existing progression opportunities available. There is also possibility of accreditation of current training and workbased learning.

- **RL Employers need to understand and be aware of where quality training is, so it would be good to work with WYLLN to get a better picture.**

VH – How does the Active Passport work, particularly from the employers' perspective?

- **RL It is all online and owned by the Sector Skills Council. Active passports are verified by the employers/trainer and there are appointed reps within the organisation.**

CB – All Higher Education Institutions will be looking at developing this, within a suite of records and an e-portfolio for the learner. However, verification is an interesting and challenging issue, in terms of who is able to verify, the relationship, the experience and the capacity of the verifier. It would be good to revisit this issue. Where does Dance fit in?

- **RL there are cpd dance activities and dance to music sessions, so a broad area is covered. 2010 is an opportunity to develop this and each National Governing Body (NGB) is charged with increasing participation and growth in sport. There is a perception however, that the NSA is just focussed on technical skills.**

CB – There is certainly a demand for coaching skills.

JB – If a local FEC provider was developing its provision, and wanted advice on what are the sector needs, would they find this information from the NSA or the Sector Skills Council or both?

- **RL The Sector Skills Council and the NSA work closely together and innovation is a priority for both, so it would be a mixture of both. We would then be keen at looking at building cpd packages and if there were other providers who could deliver then we would encourage them to pitch for business.**

JB – Is there a fee structure for training providers?

- **RL Yes, and this information is available on the website. NSA has a contract with Centres of Excellence such as : Bradford Sports Consortium; Leeds Met University; and academies such as Leeds Trinity University College; Hull College; Wakefield College and Leeds City College. There is an annual fee of £2,500 per centre of Excellence and £1,000 per academy. There are also fees ranging from £10 to £200 and more for larger employers. NSA also takes 5% cut from course fees that are**

	<p>NSA accredited.</p> <p>CB thanked Richard Lambert for his presentation and the lively discussion that followed and was keen to ensure that links were kept up over the next 12 months.</p>	
<p>4.</p>	<p>PRESENTATION : 2012 : Introduction to Skills; Employability and Education. (SEE) www.skillslegacy.co.uk ; Alan Graver</p> <p>AG gave a quick background to 2012 and Yorkshire’s involvement – Yorkshire Gold : 5 golden opportunities : Sport and physical activity; Communities; Culture ; Tourism and Business . Skills is a cross-cutting theme. SEE was set up to identify how the region via its partners and agencies could maximise the opportunity of 2012. It now has a virtual network of 600 members ranging from individuals to strategic partners.</p> <p>AG - 2010 is the ‘Year of Engagement’ so is there an opportunity for WYLLN & SEE to collaborate?</p> <p>CB - WYLLN has HEFCE funding to develop partnerships between training providers, employers and learners and this sector group involves all sectors within the Department of Culture, Media and Sport agenda. Whilst the Games will be taking place during the summer holidays, when students are away, there are ways to involve students currently in their 1st & 2nd year in time for the Games and volunteering.</p> <p>JB – Higher Level Skills is a key focus for Leeds City Region and WYLLN is supporting this agenda through the development of Higher Level Skills posts within each Local Authority Skills Board.</p> <ul style="list-style-type: none"> - AG – so who can we influence here? <p>CB – This can be done through collaboration and identifying new opportunities for learning such as the new events management courses. SEE could be a very useful forum for ‘reality checking’ to ensure that there is connectivity between learner needs and initiatives developed by providers and partners.</p> <p>SM - There could also be opportunities to use the values of the games and paraolympics, using the talents of film students, promoting, documenting etc.</p> <p>CB – yes and there are other examples , Leeds Met runs Northern Design Competition and have been awarded an Inspire Mark. Should Inspire Mark be promoted further?</p> <ul style="list-style-type: none"> - AG – Yorkshire Gold are tasked with awarding 30 Inspire Marks by March, but it isn’t just a badge, it is about identifying projects inspired by 2012. http://www.london2012.com/get-involved/inspire-programme/index.php <p>JC – James Tabberer from Inspire Mark will be attending the next meeting</p> <p>CB - There are a number of opportunities for collaboration :</p> <ul style="list-style-type: none"> – Leeds City Region’s focus on skills & innovation – World Skills London 2011 – every 2 years there are skills competitions – 70 vocational skill competitions available . 19 March is the deadline to register. How can WYLLN raise awareness? http://www.worldskillslondon2011.com/ – Paralympics involvement – Event volunteering <p>It would be good to keep the discussion going and have further updates at subsequent meetings.</p>	

	CB thanked Alan Graver for raising these issues and suggested regular dialogue to keep all parties informed of opportunities available.	
5.	<p>WYLLN Update</p> <p>JB</p> <ul style="list-style-type: none"> - a paper was tabled. This will be circulated with the minutes. <p>Key points :</p> <ul style="list-style-type: none"> - Data on learners will now be required by HEFCE and so Sector Leads will need to collect this data. - Higher Level Skills Officers have been recruited to take their place on the Skills Boards. Contact details are in the attached paper. <p>JC</p> <ul style="list-style-type: none"> - Survey findings conducted in October 2009 was tabled. The positive feedback has provided evidence to enable the sector group to develop a business plan to present to the Board in March 2010. Thank you for all those who contributed to the Survey Monkey. - The budget is nearing final stages of allocation. A project however has unfortunately not been able to go ahead due to external partners timescale resulting in an opportunity for further project spends. Applications have come from 4 organisations and these will be looked at by the Curriculum Development Commission Group to assess. 	
6.	<p>Sector Update & Reflections</p> <p>VH - WYLLN funded Dance project is developing, and an update will be given at next meeting. Also inspired by Northern Design Awards, and thinking about the potential of a Northern Choreography Prize.</p> <p>ST - Next Creative Networks event is January 28th – Martyn Parr. This is booking up very well. The next will be Martyn Ware on February 25th</p> <p>SM – The Northern Film School has a partnership with BBC so there are a number of work based learning opportunities available as well as further links into 2012. Very keen to follow this up with interested colleagues.</p>	
7.	<p>Next meeting : March 12th; 10am – 12noon venue to be confirmed.</p> <p>PRESENTATION by Jennie Godsalve – Creative & Cultural Skills Sector Skills Council</p> <p>Vicky Hunter – Dance Project University of Leeds</p> <p>Meeting closed at 3.45pm</p>	

Julia Calver, Leeds Metropolitan University. 13 January 2010