

THE LOCAL AUTHORITY BOROUGH COUNCIL

REPORT TO: Education and Children's Services Scrutiny Panel

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WARD(S): All Wards

PART I

FOR COMMENT & CONSIDERATION

CREATIVE ACADEMY

1. **Purpose of Report**

The Creative Academy annual report for AY2019/20

2. **Recommendation(s)/Proposed Action**

The panel are asked to note the report and recognise the success of the Creative Academy and its positive contribution to Slough.

3. **The Slough Joint Wellbeing Strategy, the JSNA and the Five Year Plan**

3.1. **Slough Joint Wellbeing Strategy Priorities**

The Creative Academy does not directly contribute to the Joint Wellbeing Strategy priorities, however does consistently support key partners through the Creative Academy programme who contribute to different priorities of the strategy.

3.2. **Five Year Plan Outcomes**

Outcome 1 – Slough children will grow up to be happy, healthy and successful. The Creative Academy offer workshops and training to children and young people at 13 different schools each and every academic year. We work in partnership with Prodigy Dance Studios and Active Slough to deliver dance and fitness classes whilst promoting the benefits of exercise and a healthy lifestyle to the local community. The students on the programme are gaining a Level 6 or level 7 qualification and we currently have 100% 2019 graduate employment; the national average is 3%. This will drastically be changed with COVID although currently – see excel spreadsheet below. We have 81% of 2020 graduates 2020 having secured employment by September in education or creative industries,

post-graduate study or agency representation (this is very pleasing considering the COVID statistics for Creative Industries and young people's employment)

Outcome 2 – Our people will be healthier and manage their own care needs.

The Creative Academy works with local schools and has created a programme with graduates to offer dance classes, ensuring more young people are more active.

Outcome 5 – Slough will attract, retain and grow businesses and investment to provide opportunities for our residents.

The Creative Academy celebrates its 17th Birthday on 3rd November 2020. Many of the students who move to the town investing their earnings into local businesses and renting local properties. Many choose to stay after graduation and create more business opportunities locally by setting up their own businesses. The Creative Academy has outstanding external audits and being a member of CDMT raises the profile of Slough outside the borough and nationally. (See attached QAA & CDMT reports)

4. Other Implications

(a) Financial

The Creative Academy is cost neutral to Slough Borough Council. The Creative Academy in AY2020/21 will bring in a forecasted £800 K in student fees. Smart financial planning allows the Creative Academy to reinvest into the programme for both students and extend this to the local community ensuring we have an accessible offer for all.

(b) Risk Management

Regular monitoring, reviews and quality assurance ensures that all risks are mitigated to a minimum. The major risk for Creative Academy would be the loss of funding currently through the University of West London with students accessing Student Finance. The Creative Academy has a contractual agreement in place with the university and maintains an excellent relationship with key stakeholders ensuring an efficient and effective partnership.

(c) Human Rights Act and Other Legal Implications

There is no significant Human Rights Act or other Legal implications.

(d) Equalities Impact Assessment

There is no need for an equalities impact assessment.

(e) Workforce

There are no workforce issues related to this paper

5. Supporting Information

- 5.1 **The Creative Academy**, a unique partnership between Slough Borough Council and University of West London, offering full time nationally recognised vocational dance training, through the Council for Dance, Drama and Musical Theatre, underpinned with dance provision specifically designed for Slough's community.

The Creative Academy offers degree programmes, which currently has 100% of its graduates gaining employment in the creative industries or go on to further postgraduate professional study.

Currently, the Creative Academy is developing a new offer specifically designed at encouraging more local people to engage in dance by being more active more often leading to internationally recognised qualifications through the Imperial Society of Teachers of Dancing or Pilates with Active IQ.

The Creative Academy has re-designed the Foundation Degree and BA (Hons) qualifications to bring a new offer to local people, the graduates and young people to ensure we create confident choreographer, performer, and teachers with the skills for lifelong careers. Slough is the only local authority offering vocational professional dance programme from level 3 through the level 7 (masters programmes).

"It's because of the versatility of Creative Academy and huge amount of different opportunities you gave us that I have stepped into interviews/auditions with great experience and training to draw upon, and a confidence in my abilities. For that I am eternally grateful to yourself and all of the staff at Creative Academy!" Amelia Evans, Graduate 2018

- 5.2 Destinations of graduates *Class of 2019* include:

- Teaching for Active Slough, Creative Saturdays, Haybrook College, Creative Junction, Orion Dance, Maypole Health and RBD Dance.
- 100% Graduate success rate – into employment in the Creative Industries or Post Graduate Education
- Performing with TUI Magic Life, Stormzy, BMI Entertainment, Jasmin Vardimon's JV2, Folie Douche, Lotus, Chessington World of Adventure & Brit Awards.
- 2 students went on to study Postgraduate Certificates in education
- 31% of students gained a 1st Class degree

Destinations of *Class 2020* (graduating in July 2020), 54% of the current cohort have secured employment, postgraduate study or representation, which is exceptional especially considering this has been during lockdown for COVID19

- Students are being represented by Tracey Adams Associates, AB Castings, MGA Agency, Showstoppers & Celeb Agents.
- 3 students have founded companies, Atlas Dance Company, GRITT Dance Company & Precision Performers
- 3 students have been offered dance performance with Blue Fish & Blue Sunrise Entertainment
- 2 students on the new pilot CA Tutor apprenticeship scheme

- Students are teaching for Futurity UK and Advanced Dance School
- 8 Students have been offered postgraduate study.

5.3 This year the students have worked with Active Slough, Haybrook College, Slough Schools Sport Network, James Elliman School, Montem Academy, Little Down, St Anthony's, Holy Family, Khalsa Academy, Parlont Park Primary, Forget Me Nots Residential Home, St. Ethelbert's Primary School, Godolphin Junior Academy, St. Mary's Primary School, Western House School, Foxborough Primary School and Langley Academy. The students have performed locally & nationally including at the SCVS Awards, Christmas Lights Slough, Brit Awards, and offered 4 mainstage pieces at 'Move It' 2020(although cancelled due to COVID), Can You Dance 2019 and Pride 2019 with O2.

The Creative Academy has engaged with 160 young people aged 3-21 on our Creative Saturday's programme that has run for three terms, 2021 2 graduates will be developing this offer, making a much bigger better offer for local children and young people. This has had a positive impact on the wellbeing of the young people providing them with the opportunity to develop dance technique, increased physical activity, make friends and gain recognised qualifications. "Being part of Creative Saturdays has built my confidence and encouraged me to develop a career in dance, I'm hoping to join the full time programme next September" Malakai Waldrobe, Youth Dance Company, he has now joined the BA (Hons) Dance with Foundation Academic Year 2020/21, Malakai is the youngest brother of Jameen Waldrobe who graduated from the 1st intake of Foundation Degree students in 2008.

Two graduates Molly Southall (Class 2017) & Elysia Westwood (Class 2018) have taken over the Creative Saturday's and started their own dance company, Prodigy Dance Studios, which CA will support during AY20/21.

5.4 The Creative Academy is seen by the Arts Council as a Jewel in Slough's cultural offer. Along with Home Slough, It is the foundation on which they build their financial support to Slough on.

6. **Comments of Other Committees**

This information has not been to any other committees.

7. **Conclusion**

The Creative Academy is a flag ship project which Slough is proud of. It not only attracts students from across the country to come and study and live in Slough, but has over recent years strengthened its work on raising the ambitions of Sloughs young people to develop future careers and or skills through dance.

8. **Appendices Attached**

None

9. **Background Papers**

- Latest QAA report - www.qaa.ac.uk/reviewing-higher-education/quality-assurance-reports/Creative-Academy-Slough-Borough-Council-
- Latest CDMT report