

Parents - supporting your child's career choice in the Creative and Cultural Industries

Is your child set on a career in the Creative and Cultural Industries? Are they currently thinking about further study? Are you thinking 'Is there really a future in this?'

Creative & Cultural Industries (CCIs)

CCIs are key industries offering a wide range of opportunities. They are of major importance to the Thames Gateway and form a significant proportion of the Gateway workforce, comprising over 16,000 businesses and employing over 80,000 people (centralised in London but with concentrations in Essex and Kent).

The creative and cultural sector is the fastest growing in the Gateway in terms of business numbers. In the Thames Gateway, CCI businesses have grown by 27% since 1998 - almost twice as fast as the UK as a whole.

CCIs present a broad field of opportunities - in the music industry alone there are many different career choices. It's not just about being a pop star; there are music lawyers, administrators, sound engineers, music photographers, music journalists, music therapists - the list goes on. There's lots of scope in the CCIs so it's a valid choice as a career.

Support your child's dream

We all have dreams and as parents we should support our children in realising their dreams and try not to dissuade them. Obviously we need to be realistic but it's worth looking at your personal limits on reality and seeing if it holds your child back or if it supports them on their chosen path.

Trust your child's career choice

How do you know your child has made the right career choice? It comes down to trust and knowing their character. People are passionate about things they are good at; allow them to follow their chosen path and learn to trust them.

A good learning experience

What happens if the dream doesn't turn into reality? Your child will have still learnt a lot and the learning experience was valuable – there'll be other opportunities. If it doesn't work the first time, it's just a case of trying again. If they choose not to work in the CCIs there are a lot of other fields they can work in and the skills they have learnt will be just as valid - learning to communicate effectively, working with others and time management will always be useful in their future careers.

How you can help

- Allow them to have their dreams and recognise the dreams as being valid - allow them to express themselves.
- Help them with the key skills needed for any career - effective time management, working with teams of people, being able to communicate effectively and effective self-promotion.
- Make an action plan with your child, defining what they want to do and listing the actions they need to take - like visiting college open days, talking to tutors, getting some work experience, and finding a mentor. Keep them confident and motivated enough to step into action and make their way forward in their chosen career.
- Do some research on the internet, talk to a careers adviser, tutors and industry professionals.