

LaSWAP launches Camden Creatives

LaSWAP, Camden's largest sixth form and London's longest established consortium, is reporting an increase in interest from Year 11 applicants. The number of visitors to the consortium's Open Evening was higher than ever, with over 500 hopeful new entrants coming through the door, including Cornelia Parker OBE, RA and her daughter. Applications are now pouring in.

The consortium is well known for the wide range of courses and specialist pathways on offer to post-16 students and has announced an important new addition to start in September 2017.

Camden Creatives is the new LaSWAP A Level pathway for creative and talented students who are aspiring to take up a career in the creative industries. The unique feature of this programme is the access it will provide to creative enterprises based in Camden.

"We have one of the most dynamic creative environments on our doorstep and students who are full of passion, inventiveness and talent," says Sue Higgins, Headteacher at Parliament Hill School, one of the 4 LaSWAP schools. "Now with the Camden Creatives pathway we have the right programme to help develop these skills and to gain the experience you need to have the edge in a very competitive sector."

Anyone who has read Cornelia's articles in the Guardian will know that she is passionate about the visual art subjects. "Art has hugely enriched my life and given me a career that I could never have dreamt of. British museums are famous worldwide and make us a prime destination for tourists and our cultural and creative industries are our biggest export, our biggest manufacturing base, and our greatest capital." About the LaSWAP pathway she comments, "At a time when educational policies seem to be discouraging students from taking A levels in the creative subjects, I am so delighted that LaSWAP is creating this opportunity for Camden students to become future homegrown experts in the creative field."

All students will have the opportunity to undertake an extended individual project with support from an academic tutor at LaSWAP and a specialist professional from a creative company. This will provide the chance to showcase individuality, ambition and flair and make a substantial contribution to the student's portfolio. Georgina Atkinson, Director of LaSWAP says "Sixth form is about stretching and exploring new ground – and doing what's needed to be able to brand yourself to get the offer you want – whether that's a place on the HE course that's just for you, or the job you've set your heart on."

The creative industries are strong in Camden and there are great opportunities for post-16 work based learning, according to Lorraine Lawson, Camden's employer *brokerage manager*. Everything from television to publishing, from galleries to performing arts can be found.

Students from this pathway will move on to degree programmes, higher apprenticeships, or in some cases directly into work. LaSWAP is hoping that these students will make a big contribution to the next generation of media and cultural producers in Camden, Britain and beyond. Further information about the pathway can be provided by emailing LaSWAP@williamellis.camden.sch.uk.