


## **Creative & Digital** West of England Local Sector Skills Statement 2019



Working together to develop the current  
and future skills of the sector.



The Local Sector Skills Statements provide up-to-date market intelligence from industry sectors; celebrating the notable achievements and expertise of businesses and education in the region compared to regional and national policy and research.

They provide insights into: the skills challenges faced by businesses in 2018/19, possible solutions, and potential partnerships for stakeholders to collaborate in the region.

The reports inform key priorities for: investment in training, education, careers advice and professional development in the West of England.



Produced and written by Business West

Business West is working in partnership with the West of England Combined Authority, West of England LEP and the region's universities and colleges through the Western Training Provider Network. The intelligence gathered feeds into the West of England skills strategy.





# Creative & Digital

## Local Sector Skills Statement 2019

The creative industries are rightly regarded as a beacon of excellence and pride in the West of England. The social, economic and political identity of the area is underpinned by its cultural heritage, socially engaged approach and its future creative and digital growth ambitions across all sectors.

Research by Tech Nation in 2018, revealed that the average turnover per worker in Bristol and Bath technology companies (£320,000) is greater than both Reading (£234,000) and London (£201,000) making it the most productive technology region in the UK.

In the Industrial Strategy (December 2018)<sup>(2)</sup>, and following the publication of the Creative Industries: Sector Deal<sup>(3)</sup>, UK government announced the value of the creative and digital sector to be £105 billion nationally and growing at twice the rate of the economy. Crucially, the government has also proposed an industry-led Creative Careers Programme to reach 600,000 students nationally and the development of new apprenticeship standards to refresh current provision.<sup>(2)</sup>

The Minister for Culture, Communications and Creative Industries, Margot James, announced a £14 million Creative Careers Programme in December 2018 to help attract more diverse talent into the industry. West of England businesses were also one of three regions (alongside West Midlands and Greater Manchester) to benefit from a new £4 million investment to stimulate business growth.<sup>(4)</sup>

The deal saw the creation of the Creative Industries Cluster Programme with Bristol + Bath Creative R&D and a collaboration between Watershed and the four West of England universities with businesses in the creative technology sector. Funded by AHRC (£6.8 million investment) to an overall value of over £9 million, it will run a programme of Fellowships (including New Talent), industry placements and skills workshops as well as commissioning new experimental work to drive inclusive innovation.

Contributing £650 million GVA to the local economy annually and employing 22,750 people, The Bristol and Bath Cluster Region is renowned globally as a centre for innovation, collaboration

and technological advancement. With the highest creative industries employment outside of London and the South East, the sectors breadth encompasses everything from film (UNESCO) and TV Production (third largest producer of TV in the UK), to software and games development and publishing.<sup>(5)</sup>

The region's reputation as a centre of excellence for television and film production was boosted further in 2018 by the announcement that Channel 4 would be establishing one of two new regional Creative Hubs in Bristol. Bristol's bid was selected, in part, for its inclusive social mobility and diverse workforce proposals<sup>(7)</sup>. Channel 4's decision was welcomed by the city's media sector and work is now underway to assist the broadcaster to prepare for its relocation from 2019 onwards.

Bristol Film Office, which marked its 15th year of operations in 2018, confirmed that TV and film production in the city was worth £15.2 million in inward investment in Bristol in 2017–18 and registered a 10% rise in filming days, with more than 1140 recorded. In total, 383 productions have been filmed in the city, including 4 feature films and a host of television programmes for domestic and international markets.<sup>(8)</sup>

The Bottle Yard Studios, the South Bristol production facility and creative business hub, continued to facilitate a large number of productions to Bristol. 'For every broadcast hour' of on-screen drama made at the studios last year, an estimated 14 full time equivalent jobs were created. A total of 470 jobs were generated by productions across all genres (including drama and entertainment) and tenant businesses at the studios in 2017-18'.<sup>(9)</sup>

However, whilst the numbers are encouraging, skills gaps in UK production continue to be reported on a national level, created by the ongoing boom in film

and HETV production, and these skills shortages are also present in some grades of regional crew. Work is ongoing across businesses and education partners to strengthen the West of England crew pipeline and ensure that all new industry entrants are supported into careers.

In the cultural sector, work is underway at Colston Hall, expansion is proposed at Watershed and Engine Shed, work has commenced on Phase 2 of the co-working space at The Stable Weston, and the impressive new front of house area at Bristol Old Vic has reopened.

Set against the national context, where creative occupations are set to grow 5.3% by 2024 – double the projected growth across the UK economy <sup>(10)</sup>, and with local ambitions high, the region is well placed to see significant labour market growth in the coming years.

Business West's ongoing research identifies four interlinked challenges in the local talent pipeline, which threaten to impede our growth potential in this area, as echoed in our priority issues included later in this report.

- A lack of a comprehensive suite of relevant training provision to support a new diverse generation of creative workforce.
- Unclear routes into and through employment from formal and informal training and a patchy provision by careers advisory services.
- A lack of refined business leadership skills (including HR provision) within the predominantly SME business landscape to consider or implement new business practices.
- An over-reliance on bought-in, short term or freelance talent from other regions to facilitate existing growth (in particular in film and television drama production).

The current local educational offering is becoming a competitive marketplace with the private and not-for-profit sectors responding to these needs alongside changes to formal education. However,

we are now at a juncture where routes into industry and career pathways need to be demystified across the sector to prevent barriers to future growth.

Businesses, both locally and nationally, also report a need for clarity in navigating the skills and business support landscape; not only for the benefit of recruitment and staff development but in terms of equipping business leaders (often creatively, not administratively, educated) with the leadership and business skills required to facilitate growth in the ever-changing business arena.

Whilst these challenges are considerable, they reflect the entrepreneurial spirit of a dynamic forward-facing local industry, which has adapted to survive in the current uncertain financial landscape.

Ongoing support is required to the industry; through its engagement with both business and education to navigate its upcoming challenges, celebrate its successes and support the creation of a future workforce equipped to deliver the collective ambitions and potential of the region.

"The region has the foundation to step up to a global position, encouraged by the Industrial Strategy and Creative Industries Sector Deal. It has a reputation for excellence, but requires support for scaling up production, drawing investment and expert advice into an ecology that is dominated by microbusinesses.

The drive for inclusive growth, widening the workforce to more completely represent the local population has gained traction, and the arrival of Channel 4 will be a stimulus. It's clear from this summary how forming effective teams across the learning landscape, promoting case-studies and creating imaginative pathways can sustain the local growth of the sector."

Paul Appleby, Director, Bristol Media

\*Recent DCMS employment stats have self-employed at 42% of workforce in SW.

# Key Facts

A summary of key facts both locally and nationally in this sector

**Contributing £650 million** GVA to the local economy annually and **employing 22,750 people**, The Bristol and Bath Cluster Region is renowned globally as a centre for innovation, collaboration and technological advancement and research. <sup>(1)</sup>



**92.6%** of creative and digital employers in the West of England had a **salary bill of less than £3 million**, so are exempt from the apprenticeship levy. <sup>(11)</sup>



The top 5 most required skills by hiring employers taken from the Business West Skills and Training Survey 2018 were:

**communication skills (written & oral), team working skills, problem solving, customer service skills and digital competency skills.**



In the Business West Skills and Training Survey 2018, **59.4% of creative and digital businesses' employees had undergone training in the last 12 months.**



**34.1%** of employer's staff in the Business West Skills and Training Survey 2018 had used **online courses (both free and paid for) to upskill and train.**



**82.7%** of local creative and digital employers **had not used apprenticeships** for either the recruitment of new staff or to upskill their existing team. <sup>(11)</sup>



Creative and digital businesses in the West of England who responded to the survey were predominantly SMEs (98.5% under 250 staff) and **72.8% employed under 10 people.** <sup>(11)</sup>



Set against the national context, where creative occupations are set to grow **5.3% by 2024** – double the projected growth across the UK economy <sup>(1)</sup>, and with local ambitions high, the region is well placed to see significant labour market growth in the coming years. <sup>(1)</sup>



At least **12 or more different recruitment methods** were utilised by creative and digital businesses in the Business West Skills and Training Survey 2018, with **39.9%** (the highest of all methods used) of employers using **'word of mouth'** activities to attract new recruits.



# Notable Achievements

## Local Sector Skills Achievements in 2018

**UWE** launched a multidisciplinary MA in Virtual Reality, with applications now open for its first intake in 2019. Hosted at **Bristol VR Lab** and encompassing Virtual Reality, Augmented Reality and Mixed Reality, the course will support the emergence of leading practitioners who can operate on a global stage.

**BBC Children in Need** broadcast live from the Bottle Yard Studios for the first time with content created in partnership with young filmmakers from **Knowle West Media Centre**. The broadcast was also supported by the first-year cohort of **The Bottle Yard's Media Production Diploma** students alongside students from **City of Bristol College, South Bristol Skills Academy, Creative Youth Network, Off the Record** and **ACTA**.

**The Bottle Yard Studios**, in partnership with boomsatsuma, enrol their first cohort of students onto their co-delivered, 2-year, full time, post-16 Media Production Diploma in September 2018. The recruitment process resulted in 19 of the 20 participating students being South Bristol residents. This adds to an increasing portfolio of courses for young people in areas as diverse as stage, dance, games (including VR and VFX) and sports media.

**Theatre Orchard**, in partnership with **The Invisible Circus** and students from **Weston College**, presented Weekend of Wonders in Weston-super-Mare, a free open-air event featuring performance and interactive games, supported by the Arts Councils Strategic Touring Fund and a successful crowdfunding campaign.

**Bath Digital Festival** returned in October with its week-long celebration of emerging technology for professionals, enthusiasts and families. 2018 proved to be the festival's biggest to date, with 86 events over 20 venues and 2,500 booked seats.

**Digital Cities Bristol**, led by **BBC Academy**, returned in 2018 with partners across the city, including **Google Garage, Bristol Media, Pervasive Media Studio** and **Business West**. The 5-day extensive programme offered invaluable access to industry expertise, behind the scenes tours and networking opportunities, including "How to get Your Dream Job" delivered by Bristol Media and Open Doors supported by Business West..

Local games talent and education has been recognised with nominations to the TIGA Games Industry awards 2018. **Auroch Digital, Complete Control, Aardman Animations** and the **University of the West of England (UWE)** have each been nominated for excellence in their field.

The **SWIFT** (South West Institute for Future Technologies) proposal will support national economic growth through a strategic and operational collaboration between academia and industry. The SWIFT consortia are seeking to create an environment where providers work with applied research to understand the future needs of the creative and digital sector.

**Business West** hosted a roundtable discussion on the potential for co-curated learning in digital and creative education. Co-hosted with Bath Spa University, the event drew together businesses and many of the region's educational institutions to explore how the input of each could lead to a more appropriate learning experience, and greater employment prospects for future learners.

**The 'Our City' film competition** for under-30 year olds delivered 2 seasons, with the entries for the 2018 (2nd) season of excellent quality. The project is funded by local TV companies, delivered by Bristol Media as part of the UNESCO City of Film project. Sponsorship is in place for 2019, so the competition becomes an annual event to showcase talented young people.

**The New Creatives** (South West) talent development scheme (a partnership between BBC, Arts Council England, Watershed and creative media production organisations including Calling The Shots) has been approved for delivery and open for applications from April 2019. The scheme offers commissioning opportunities for emerging artists to create new work in film, audio or interactive media, designed for BBC platforms. New Creatives will offer direct training in ideas development, professional sound, audience development and marketing.

# Skills Priorities for 2019

## Priority One

### Improve Careers Education Information Advice and Guidance (CEIAG)

- *Reflecting on how the objectives in this section can address equality and diversity.*



### Issues

The 2018 Creative Industries Federation Report <sup>(5)</sup>, states that by 2024 creative occupations will grow by 5.3%. That is double the projected job growth across the UK economy and an additional 119,495 creative jobs. In 2018 NESTA's Creative Nation report it was predicted that the creative industries across the UK were on track to create one million new creative industries jobs between 2013 and 2030.

Another 2018 NESTA report produced with the Creative Industries Federation, estimated that UK labour market projections demonstrated that the rate of growth for both creative and STEM (science, technology, engineering and mathematics) occupations will be more than double the average job growth across the whole UK economy. <sup>(5)</sup>

However, in 2018, government statistics show that entries for GCSEs in creative subjects declined again by 10% from the 47,000 figure in 2017. This decline in creative subjects could significantly impact the future employee pipeline into the sector. Nationally and locally, there is need for both better sign posting of qualification routes and the core skills required.

The Business West Skills and Training Survey 2018 data suggests that the key core skills for working in the sector are; communication (99.26%), problem solving (98.51%) and team working (94.78%), with emotional intelligence and the ability to review and evaluate increasingly crucial. It is important that education continue to foreground these skills to ensure direct entry to the workplace.

### Objectives

- ▶ Industry to support local initiatives such as Careers Enterprise Company and the WECA Enterprise Adviser Network through employability programmes and pledging through Skills West. Provide education with information of the skills, both personal and technical, required by the organisations in the sector, highlighting apprenticeship opportunities
- ▶ The West of England fully engages with the Creative Careers Campaign launching in March 2019, managed by Creative Industries Federation with Screen Skills and Creative and Cultural Skills
- ▶ Education and business to support the work of the National Careers Service and Careers Enterprise Network Advisers to further develop and improve Labour Market Intelligence (LMI) and ensure that materials are available to both to offer support and guidance for career advisers and practitioners. Using existing platforms such as Careers Pilot and Careers Near Here
- ▶ Education to support the government's skills plan establishing career paths that bridge technical and academic education, to ensure that young people have access to opportunities within the sector
- ▶ Work with South West Young Apprenticeship Ambassadors Network to improve knowledge of apprenticeships in school leavers

### Local Response

ADLIB launched its Career Workshops series in partnership with Babbasa in October 2018. These sessions support young people (16+) to follow their creative professional aspirations, regardless of their background. Participants are given first-hand mentoring, career advice and guidance from ADLIB's own sector-specialist recruitment consultants and practical support such as CV and portfolio advice to help take their first steps into industry.

YO Arts Fest (PAPER Arts and The Diverse Artists Network, 15th November 2018) championed the creative talent of 16-25 year olds whilst also providing workshops and a jobs and opportunities marketplace to further demystify routes into creative employment.

Business West advisers continued to champion industry-led CPD opportunities through its employability pledges. Individual businesses and cultural organisations also continued to work independently, or through initiatives such as the Bristol City Council WORKS programme, to engage with young people.

In October 2018, SGS College and City of Bristol College delivered the Ambitions + event, which featured the creative and digital sectors amongst others. The event had 120 exhibitors and welcomed over 4000 students from schools.

Skills West (Business West) delivered over 24 Labour Market Intelligence and careers advice events across the region over the period of the programme.

### Future Recommendations

The sector to support the objectives of the Careers Enterprise Company in the West of England as part of the Enterprise Adviser Network and Careers Hub, and the national Creative Careers Campaign. In addition to partner with other CEIAG agencies to engage with schools, FE Colleges and Higher Education to promote the creative and digital sector.

# Skills Priorities for 2019

## Priority Two

### Improve the quality and responsiveness of local education and training provision.



#### Issues

Creative and digital businesses still report considerable challenges, with 43.1% in the Business West Skills and Training Survey 2018, stating they struggle to fill vacancies, with skilled manual/technical roles being the most challenging at 20.8%.

Businesses continue to report the reasons for recruitment difficulties being predominantly around a lack of skills and/or experience of applicants, with web development and data analysis being sought after skills.

In the survey <sup>(11)</sup> 24.6% of creative and digital businesses have a training budget allocated to the development of existing staff and 30.4% had a staff training and development plan in place (which has decreased from 37.7% in 2017).

Businesses in this sector tend to use in-house training or online courses for training. 37% of respondents used in house training to combat skills gaps, 29% used commercial short courses, 19.6% used paid online course and 14.5% used free online course. Encouragingly 74.1% were satisfied with the training provision received.

#### Objectives

- ▶ Education and Business West continue to explore what specific technical skills are required by the creative and digital sector that are critical to support growth and face sector specific challenges
- ▶ Encourage more employers from the sector to become involved in the co-design of qualifications and training provision with local education partners
- ▶ Education to raise the awareness of apprenticeship availability and reforms and the support available to businesses financially to encourage greater take up of local provision. Maintain a close relationship with Creative Industries Federation on the development of the Creative Careers Campaign for school pupil's pre-GCSE
- ▶ Use organisations such as Bristol Media and Creative Bath to broker public, academic and private organisations' support to work together to support education, e.g. by providing templates and guides for job descriptions that are suitable for apprenticeships
- ▶ Encourage development of new approaches to flexible learning delivery to minimise impact of staff taking time out from their job
- ▶ Encourage industry to engage in the new T-Level placements to support students developing their employability

#### Local Response

Bristol Old Vic, Tobacco Factory and Travelling Light Theatre Company continue to provide CPD evenings for secondary school theatre teachers and have established toolkits to further disseminate best practice in this area.

boomsatsuma continue to develop their suite of creative diploma courses which are delivered in partnership with flagship organisations such as The Bottle Yard Studios, Bristol Old Vic, Clevedon's Curzon Cinema, Engine Shed and Ashton Gate Stadium.

The private sector continues to develop and deliver bespoke industry training solutions through peer-to-peer learning with initiatives such as the Radium professional development workshop programmes in sound and music, and Bristol Media workshop programme.

Watershed, Pervasive Media, Knowle West Media Centre, Spike Island, Co-working Hub supported by UWE Bristol, continued to deliver its Regional Arts Incubation Network (RAIN) which aimed

to develop the entrepreneurial capacity of artists and creative practitioners through a significant package of tailored incubation and business support.

BFI Film Academy continue to partner with Watershed and Bristol Old Vic Theatre School in its UK Network programme, providing invaluable industry skills development, production and networking activities for 16 –19 year olds, with films released on the Watershed's Rife Magazine platform.

New T-Level industry placements at Weston College will support students to develop employability skills alongside the development of their technical knowledge and skills to fit the demands of the sector and appeal to future employers.

During the lifetime of the Skills West programme at Business West, 3 sets of Local Sector Skills Statements and Provider Action Planning analysis have been produced for each industry sector, offering up to date insight and data analysis within the region to support education with curriculum development.

#### Future Recommendations

The Creative Industry Federation recommends the restoration of creative subjects back into the curriculum and ensure FE and HE are properly resourced to deliver creative courses. It would be pertinent to explore how this could be implemented at a local government level.

(CIFs Growing the UK's Creative Industries Report Dec 18)

Local businesses, education providers and stakeholders to work together to ensure continued co-design of curriculum.



# Skills Priorities for 2019

## Priority Three

### Increase apprenticeship starts and availability of higher apprenticeships

- *Reflecting on how the objectives in this section can address diversity and equality.*



#### Issues

Apprenticeship starts, both locally and nationally, remain low despite the introduction of new standards. This priority has seen some progress throughout the last two years.

It is encouraging to see that several providers are embracing digital apprenticeship standards and that higher and degree apprenticeships are now delivered in the digital tech space. UWE Bristol, Weston College and QA Apprenticeships are offering a range of apprenticeship standards and are recognised as having a strong industry offer.

Despite growing interest, Cirencester College continue to be the only education provider offering creative apprenticeships; including the new Junior Content Producer and Broadcast Production Assistant standards.

Business West continue to support the sector to remedy this stagnation, however a greater provision of relevant courses by education and a willingness of businesses to participate is essential for this to remain a viable route to industry or means of progression through it. The challenge of growing apprenticeships in the cluster again raises the question; 'is the current apprenticeship model the right one for the sector?'

#### Objectives

- ▶ Consider different models of apprenticeship delivery and funding (for example, through the sharing of larger firm's apprenticeship levy funds) to increase take up. This matches a commitment from UK government in the Creative Industries Sector Deal to "monitor the impact of the Apprenticeship Levy"
- ▶ Increase partnerships with: industry, networks, further and higher education to ensure high quality and relevant apprenticeships and higher apprenticeships suitable for business needs
- ▶ Promote apprenticeships as a high quality vocational route for everybody to enter the sector, with specific emphasis on promoting available standards to women, BAME communities and young people
- ▶ Education providers to work in partnership with businesses to raise the awareness of apprenticeship reforms and the financial support available for new starts and upskilling existing staff
- ▶ Support employers and educators to work together to develop a range of new apprenticeships at all levels to enable career progression and contribute towards a sustainable workforce
- ▶ Businesses to engage with the South West Apprenticeship Ambassador Network and encourage existing apprentices to become young ambassadors

#### Local Response

South West Apprenticeship Ambassador Network is building a strong cohort of business ambassadors and encouraging apprentices to become young ambassadors.

Bristol Media is developing a programme to use the Bristol City Council apprenticeship levy to reduce the cost of Level 3 apprenticeships to companies, and has its own apprentice based in Ambitious PR.

The delivery of "bootcamps" – intense, industry-based short term programmes is delivering in coding (Develop-Me) and animation

(Calling the Shots), so is a viable addition to the apprenticeship model.

Business West hosted an event in partnership with B CEP (Bristol Cultural Education Partnership) to form an updated picture of the desire to adopt apprenticeship models in the cultural sector (November 2018).

Business West undertook a scoping study on behalf of Sector Skills Council, Creative and Cultural Skills (CCS) to explore potential market for new provision in the region in response to sectoral needs.

#### Future Recommendations

The tailoring of the apprenticeship levy to industry needs is a key recommendation of CIFs Growing the UK's Creative Industries Report Dec 18. Pertinent to explore how this could be implemented in the region.

Ensure local businesses, education providers and stakeholders continue to work together to ensure ongoing introduction of apprenticeships into business of the right quality and level and explore new models of delivery that are suitable to the sector.

# Skills Priorities for 2019

## Priority Four

### Engage SMEs in the active retention of staff through programmes of skills development and training to ensure increased productivity and sustainable growth

- *Encouraging SMEs to consider best practice in staff welfare.*



### Issues

Creative and digital businesses in the West of England are predominantly SMEs (98% under 250 staff) with many being founded by either technical or artistic pioneers building a company around their expertise. Through meeting businesses across the sector and region, Business West skills advisers have identified a far greater need for business management skills in creative business than technical or creative.

A lack of consistent HR in SME creative and digital business means that modern working practices, such as job-shares, parental leave and exploring new recruitment avenues, fall on company leaders whose experience is traditionally not in this area. This lack of capacity, confidence and knowledge, if left unaddressed, will continue to result in the stagnation of attempts to increase innovative recruitment practices or staff up-skilling. Indeed many such companies cite a far greater interest in leadership and management apprenticeships to build capacity in areas like HR than in using these for creative roles.

In addition, lack of knowledge of available options is a challenge, with only 23.88% of businesses saying they have any knowledge of how apprenticeships can be used to upskill existing staff.

### Objectives

- ▶ Education and businesses to work in partnership to provide flexible and cost-effective training for SMEs to develop staff into roles; to develop leadership, management and IP skills
- ▶ Support SMEs in exploring the best use of new apprenticeship standards for both recruitment and upskilling existing staff, and provide the opportunity for businesses to influence future skills and training provision. Provide more information on: changes around the apprenticeship levy, age restrictions, new standards and funding
- ▶ Business West to provide SMEs with the opportunity to identify skills requirements to enable growth
- ▶ Develop partnerships with: industry, Further and Higher Education, training providers and sector skills councils to develop and provide higher-level apprenticeships for the sector particularly from Level 4, which is key to upskilling existing staff who may already have higher qualifications
- ▶ Future Bright, Skills West and other local business engagement programmes to ensure businesses are aware of the support for in-work training and apprenticeships to upskill their existing workforce, and support in-work progression for all employees. Ensuring best practice and learning is shared between businesses
- ▶ Increase emphasis on leadership and management and key soft/personal skills and training

### Local Response

Business West continued to advise businesses on a one-to-one basis on tailored solutions to staff training needs and available provision. Advisers also provided advice on current developments in the skills landscape and championed diverse routes into industry. With the continued growth of co-working initiatives across the region catering to start-up and micro-business, Business West also operate advice surgeries and workshops in these settings to ensure a parity of support in businesses of all sizes and maturities

Skills West teamed up with experts Atoll HR, to deliver interactive workshops for SMEs focussing on talent management and succession planning. Attendees gained knowledge, insight and basic tools to help improve their people planning processes and employee retention to aid growth and productivity.

South West Apprenticeship Company worked with Skills West to deliver advice and guidance to SMEs about how apprenticeships can be used to recruit new staff and upskill the existing workforce.

### Future Recommendations

Ensure businesses are informed of the support for in-work training and apprenticeships to upskill their existing workforce and support in-work progression for all employees. Ensure best practice and learning is shared between businesses.

Supporting the promotion of the new Junior Content Producer apprenticeship route to businesses in the region.

# Skills Priorities for 2019

## Priority Five

### Support SMEs to be inclusive and effective in staff recruitment

- *Reflecting on how the objectives in this section can address equality and diversity.*
- *How to build the talent pipeline in the region.*



### Issues

Diversity and inclusivity continue to be an issue in the creative and digital cluster nationally. DCMS employment data <sup>(10)</sup> showed that across its sectors (which include telecoms, sport and gambling) 89% of jobs were held by people from a white ethnic group. Whilst gains have been made in some areas since 2015, the design and fashion industry has just 8.7% of BAME employment.

In some subsectors of its remit, DCMS reported women filling just 37% of roles within the creative industries and 28.3% in the digital sector. Growth was recorded, however, in advertising, marketing, architecture and design roles which saw significant increases in female employment between 2015 and 2016. Awareness and action on this disparity is mounting, supported by significant demand for skills and increased activity from groups such as Women's Tech Hub and regional Girl Geeks, operational in Bath, Bristol and Weston-super-Mare.

A staggering 92.5% of roles in the creative and digital sector were held by people from a more advantaged group with 62.2% of roles in the creative industries held by people with a degree.

Overall, the proportion of the workforce described by their employers as disabled has remained the same since 2006, at 1%. This is significantly lower than the proportion reporting themselves as disabled in Creative Skillset's 2010 Creative Media Workforce Survey, in which 5.6% of the workforce reported they have a disability.

In its 2018 survey, ADLIB asked 'What needs to be on offer to retain creative talent?' Top 6 factors were: feeling valued, salary, good culture, highly creative projects/briefs, high standards of work, varied workload.

### Objectives

- ▶ To champion and support the creation of paid entry-level roles within the sector through targeted liaison with skills providers and creative employers for all ages
- ▶ Utilise existing networks to develop a 'bank' of industry mentors to provide role models and offer ongoing support
- ▶ Grow and support existing partnerships to develop pathways, workshops and training (linking to national programmes and funding) for diverse audiences and identify funding to support development and bursaries for training
- ▶ Business West to encourage creative and digital companies to seek best practice to explore their company culture and the nature of their 'talent pipeline' to open recruitment possibilities for women and under-represented groups
- ▶ Industry to support the Careers Enterprise Network Advisers to link with schools and showcase sector opportunities
- ▶ Initiate and promote pre-recruit and train initiatives to prepare a diverse recruitment pool for employment into the industry

### Local Response

Business West provided regional businesses practical advice on the recruitment of staff from diverse entry routes.

Future Bright launched to support individuals on in-work benefits to develop more skills and progressive plan.

An initiative to explore the creation of a Cultural Standard is now in a consultation phase in Bristol. The standard aims to promote equality of opportunity and treatment of individuals working in the local cultural industry, with a focus on inclusivity and building on existing regional best practice - this mirrors the themes raised at the Skills West Future Skills Exchange in 2017.

Creative businesses are supporting learners that are part of initiatives like such as Rising Arts established Mentoring programme or Bristol City Council's Stepping Up programme.

Rife is an online magazine for young people. Established in 2015, the platform was created by a Bristol Talent Lab that identified a gap in the media. Young journalists are intensively mentored on paid six-monthly roles from offices in Watershed. After working at Rife, alumni have gone on to work at The Guardian, BBC, Facebook, Bristol 24/7 and other creative start-ups.

The National FLOW Collective is a creative and professional development programme which has been set up by Bristol Music Trust to represent disabled musicians in industry.

Bristol Media is developing a Talent Dialogue programme with Babbasa to develop understanding that leads to work within the industry. Babbasa run "Bridging the Gap" sessions for companies to learn more about cultural and behavioural issues in engaging with a diverse workforce.

### Future Recommendations

Partners to continue working collaboratively to support businesses to be more inclusive in staff recruitment and recruitment practices, and share case studies and best practice.

Regional investment required to build capacity and resource into existing 'good practice' businesses working in diverse talent development.

## Regional Centres of Excellence and Research

Bath Centre for Digital Entertainment  
Bath Innovation Centre  
Bristol & Bath by Design  
SETsquared  
Engine Shed  
Centre for the Analysis of Motion, Entertainment Research and Applications (CAMERA)  
Bristol VR lab  
Pervasive Media Studio  
The Bottle Yard Studios  
Spike Island  
Watershed

## Key Training Providers

Bath Spa University  
BFI Film Academy  
University of Bath  
University of Bristol  
University of the West of England  
Bath College  
Cirencester College  
City of Bristol  
SGS College  
Weston College  
Access Creative College  
BIMM  
DBS Bristol  
boomsatsuma  
Bristol Old Vic  
Calling the Shots  
Circomedia  
Creative Youth Network  
Develop Me  
Knowle West Media Centre  
Mayden  
PAPER Arts  
Rife Magazine  
Rising Arts Agency  
QA Training  
Creativity Works

## Professional Networks and Organisations

Arts Council England–South West  
BECTU  
Bristol Cultural Education Partnership  
Business West  
Bristol Games Hub  
Bristol Media  
The Guild Bath  
Creative Bath  
Creative England  
Creative & Cultural Skills  
ScreenSkills  
DMA / IDM West  
Meanwhile Creatives  
Spaces Creative Hub  
Tech Partnership UK  
TechSPARK  
The Stable  
West of England Design Forum  
Western Training Provider Network

## Endorsed by

Dick Penny MBE, West of England LEP Board; Paul Appleby, Director, Bristol Media; West of England LEP and West of England Combined Authority; with thanks to ADLIB and all contributors to the report

## Reference Documents

- 1) Tech Nation report (2018) <https://technation.io/insights/report-2018/>
- 2) Forging our future: Industrial Strategy - the story so far [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/762215/181205\\_BEIS\\_OYO\\_Brochure\\_print.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/762215/181205_BEIS_OYO_Brochure_print.pdf)
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- 8) Bristol Film Office press release <http://filmbristol.co.uk/home/news-releases/>
- 9) Bottle Yard Press release <https://www.thebottleyard.com/film-470-jobs-created-at-the-bottle-yard-studios/>
- 10) DCMS Sectors Economic Estimates 2017: Employment
- 11) Business West Skills and Training Survey 2018

## Supporting Research Documents

- a) 2018 Creative Industries Federation Report
- b) West of England Combined Authority Business Plan, 2018/19
- c) West of England Combined Authority Operating Framework 2018/19
- d) Industrial Strategy: building a Britain fit for the future, November 2017
- e) The Grand Challenges, Policy paper, May 2018 <https://www.gov.uk/government/publications/industrial-strategy-the-grand-challenges/industrial-strategy-the-grand-challenges>
- f) Careers strategy: making the most of everyone's skills and talents, December 2017
- g) Careers guidance: for further education colleges and sixth-form colleges, February 2018

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Combined Authority

The West of England Combined Authority (WECA) covers Bath & North East Somerset, Bristol and South Gloucestershire. WECA also supports the Local Enterprise Partnership, which includes North Somerset.