



### **Skills Transfer Programme Summary**

The Skills Transfer Training Programme is an innovative online skills training and support programme designed to rapidly upskill people from sectors hit by the economic downturn and redundancies during the Covid-19 pandemic by preparing them to apply for jobs in creative media. It focuses on giving a thorough overview of the creative media industry and seeking to develop and enhance transferable skills. Along with mentoring and continued job seeking support, this scheme tackles an identified skills shortage in the sector while addressing rising unemployment in other sectors caused by Covid-19.

By providing an understanding of the industry, we are able to harness existing work-based skills to increase the employment prospects for participants in the creative industries. This programme comprises a range of organisations who have strong relationships and pathways to employers in the sector. Progression routes include employment and apprenticeship opportunities.

In February the BFI published their research into Film and High End TV (HETV) production in the UK for 2020 and their findings have indicated that production has bounced back at a huge rate. “The final 3 months have recorded a £1.19bn spend in the final quarter of 2020, the second highest spend ever over a 3-month period.” This record investment in the industry shows no signs of slowing down, so the need for trained staff will only continue to grow. It is certainly our experience, in conversations with the employers we work with such as Amazon Studios, Netflix, Warner Bros, BBC, Channel 4 and Royal Opera House, that inward investment will continue to grow.

A key component of this programme will be looking at inclusion with the creative industries. The Buckinghamshire Local Skills Report for 2020-2021 highlights the informal nature of recruitment and the lack of diversity. By providing targeted support, this programme will address inclusion and help support people from a diverse range of backgrounds into work.

Alongside the training, this programme will offer a job brokerage service. We will liaise with employers to identify upcoming job and apprenticeship opportunities.

We are aware of the Digital Bootcamps pilots that have been running across the country. We believe this would complement that programme. We also believe that this programme could scale up across the country and support employment across other regions for the country where there are growing production hubs such as the North West and the Midlands.

This programme has received an initial investment of £5000 from the Enterprise M3 LEP. With this funding we have been able to purchase access to a learning platform and ran a one-day pilot with participants from the Aviation to Screen project. We are now seeking investment to fully develop and deliver the programme.

The programme will be led by All Spring Media, an Independent Training Provider, based in Buckinghamshire with 10 years experience of delivering apprenticeships and industry focused training for the film and television industries. To deliver this we will work closely with ScreenSkills to take forward the work from the Aviation to Screen project.



All Spring Media

The training will be provided over a learning platform over a 2-week period. A tutor will take the learners through the content live, using a blend of recorded conversations with industry professionals, presentations, group work, self-directed study and assignments. Places on each course would be limited to 20 to allow the group to interact effectively.

Training Provided will include,

#### Industry Awareness

Overview of the structure, regulation & funding models, Ethical Production, Sustainable Production, SWOT analysis, Job Roles and Responsibilities, Professional Etiquette

#### Communication and Presentation Skills

Effective Communication Skills, How to interpret a brief, Writing for different platforms, Pitching & Presenting skills

#### Professional Development and Reflection

Creating a CPD Plan, Reflective practice as part of development

#### Health and Safety

Safe Working practices in an office and on set, Covid safe production

This programme will train 140 individuals and provide a Skills Scan for a further 60 individuals. The participants will be drawn from Buckinghamshire.

This programme will take place remotely over Zoom and with the learning platform. We will make provision for those participants experiencing digital poverty and will arrange for the loan of equipment or make desk space available in our training facility in Chesham.