FILM/TV INDUSTRY-ACADEMIC DISCUSSION MEETING

DISCUSSION HIGHLIGHTS & PROPOSED NEXT STEPS V.1

January, 2020
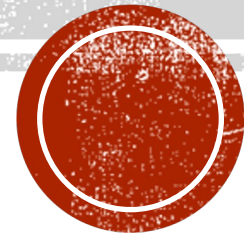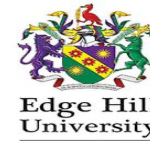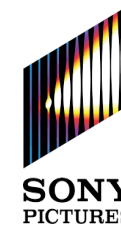
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1. PARTICIPANTS REMINDER

- 'Employability/Careers' representatives, from a variety of academic institutions across the UK

- Industry representatives from a variety of interests, including film, broadcast, post-production and industry bodies.

Please note: There were a number of 'apologies' from those who could not actually make it to the meeting

2. NON-CREATIVE SKILLS EXAMPLES

GRAPHICS PROGRAMMING

COMPUTER SCIENCE

ELECTRICIAN

GEOGRAPHY

SCULPTOR

RESEARCH SCIENCE

SALES

TRANSLATION

ENVIRONMENTAL SUSTAINABILITY

PROJECT MANAGEMENT

DISTRIBUTION

MARKET RESEARCH

CAD TECHNICIAN

ACCOUNTANCY

SOFTWARE DEVELOPMENT

ENGINEERING

IMPACT EVALUATION

PHOTOGRAPHY

LIBRARIAN

LAW

ADMINISTRATION

EVENTS MANAGEMENT

OPTICAL ENGINEERING

PROGRAMME ENGINEERING

FITNESS INSTRUCTION

BUSINESS MANAGEMENT

ARCHITECTURE

SOCIAL MEDIA MANAGEMENT

EDUCATION

COMPUTER SCIENCE

CARPENTRY

CHEMISTRY

CATERING

WEBSITE DEVELOPMENT

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3. DISCUSSION PURPOSE

- To facilitate Film-TV related industries and Higher Education Employability/Careers teams to meet, listen, share, inspire and work together.

- To prioritise key issues and solutions around the 'knowledge gap' that exists between the two 'groups', with a view to helping address the 'non-creative' skills gap that the Film-TV industries are experiencing and increasing the employability of film/tv-production graduates

- To identify how to make discussions/meetings like this one sustainable, with a view to continue to work together and co-create scalable solutions

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4. POTENTIAL LONG-TERM BENEFITS

Industry Partners	University Partners	Graduates
▪ Access to graduates that do not normally think of the film/tv industries ▪ Influence in design of university curriculum ▪ Diversification of recruitment and talent pool	▪ Progressive, relevant, information, co-designed with industry input ▪ Improved student advice ▪ Increase in film/tv-graduate employability	▪ Increased access to employment opportunities ▪ Learning of film/tv industries-relevant skills and behaviours ▪ Better knowledge of industry & practice

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5. DISCUSSION FORMAT

- 4 tables x c.10 people per table

- Mix of academia and industry representatives around each table

- Two parts to discussion
  - Part One: Prioritising key issues and solutions, including presentations from…
    - Middlesex University
    - Sony
    - RTS
    - Warner Brothers
    - Film London
    - The Production Guild
    - Screenskills
  - Part Two: How to move this discussion on and make it sustainable.
    - Roundtable discussions, followed by feedback from the Chair of each table

6. KEY ISSUES

Work experience/Placements
- Difficult for students to find
- Often unaffordable
- Not many opportunities, compared to the amount of students/graduates
- Film/TV industries very complex, so a short placement may not convey the size and scale of the opportunities

Lack of communication
- Silo-thinking within academia, especially within career teams
- Between industry and academia
- Between career teams and academic staff/students

Lack of knowledge
- Around industry schemes and opportunities e.g. within RTS, Screenskills, Equal Access Network, Production Guild, The mentoring Network and others
- Around roles and career paths
- Difficult for students to make an informed choice
- Use of language in creative industries may not being translated properly

Graduate confidence
- Around networking and access
- Perception that creative industries only want 'young' people, thus putting off more mature students
- Film/TV employers are not knocking on the doors of universities and students feel they are being locked out of the industry
- How to get enough experience to be seen as employable
- Often lacking 'soft-skills'
- Nepotism is an issue

Curriculum Design
- Information on industry/roles/opportunities often lacking, across all faculties/programmes
- Difficult to embed employability into curriculum
- Long lead time to change curriculum design is an issue

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6. KEY ISSUES

Academics
- Lack of empathy
- Out of touch with industry
- Often keep industry contacts to themselves
- Academics see time taken for careers info as taking away from teaching time.
- Academics have other contacts separate from careers / employability service.
- Institutional thinking
- Some feel that employability as being outside of their remit

Lack of investment
- From industry and academia to address this whole issue, kick-start initiatives and collaboration opportunities

Diversity & Inclusion
- networks are key, but difficult for those without the capital to build on relationships
- there is a clear lack of diversity and inclusion within the creative industries
- Some aspects of recruitment are damaging to IE agenda
- The idea of 'merit' needs challenging
- Need to be able to empower people to choose the industry roles they want as opposed to just being "chosen"

Graduate Expectations
- Often not managed
- Can often be too high
- They don't understand the marketplace or how the industry works
- They lack understanding on how to navigate their career

Dissemination of information
- How do careers services disseminate opportunities to appropriate cohorts

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6. KEY ISSUES

Competition
- Students are inundated with offers from corporate employers. This makes it even more difficult for them to show any interest in creative opportunities.
- Competition is intense, so it is a challenge to collaborate with other companies in these recruitment workshops.

Short-term contracts within industry
- Creative industries mostly work using short-term contracts, which can prevent more mature students and those from low socio-economic backgrounds from working

Salary Levels
- Entry level jobs in creative industries are often lower paid than more traditional industries

Responsibility
- No-one seems to be taking responsibility to address the issues
- Vert often people – in either academia or industry – don't know who to reach out to
- Who are the champions within both sets of institutions?

Careers Advice
- CVs and Cover Letters advice is confusing
- Industry versus academic expectations

Geography
- Most of the opportunities within Film/TV industries, lie in London and/or South East

7: CURRENT INDUSTRY SOLUTIONS EXAMPLES

- **RTS**
  - Technology Bursary
- **Production Guild Initiatives**
  - Production Accountancy Training
- **Warner Bros**
  - 40 placement students per year
- **Screenskills**
  - Screenskills Select Initiative
- **Creative Mentors Network**
- **Sky**

- **PACT**
  - Industry Module for academia
- **Film London**
  - Equal Access Network
- **Film Fixer**
  - Runner Training Initiative

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8: POTENTIAL KEY SOLUTIONS

Closer collaboration & leadership
- Create a steering committee
- Partnership between key industries/academia players

Funding
- Screenskills levy pot (a % contribution from UK-based productions) - could be used to fund some in-place training into this initative- in partnership with HE
- AGCAS funding
- Employability funding within academia, to allow students to travel/train
- Research funding

Training
- SRS proposed exploring an assessment centre model of training with JD's endorsed by industry

Communication Strategy
- Development of a clear communication strategy that dispels some of the perceptions
- Dissemination of key industry initiatives e.g. RTS technology Bursary, Production Guild Initiatives, Warner Bros 40 placement students per year, Screenskills, Creative Mentors Network and Film London's Equal Access Network
- Use of a LinkedIn group

Film/TV Industries Career Forums
- Perhaps in the form of a UK-wide roadshow
- Regional forums
- Use of industry professionals

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8: POTENTIAL KEY SOLUTIONS

Placements/shadowing/collaboration days for academics/employability staff
- So they can get a sense of industry needs and work

Online solutions
- Webinars
- Virtual meetings
- Podcasts
- Blogs
- Videos/films around roles, careers, advice, experiences etc…
- Facebook Live
- LinkedIn Learning/groups
- A database, along the lines of 'gradcracker.com', to highlight…
    o Placement opportunities
    o Jobs
    o Careers advice
    o contacts

Curriculum design
- Creative industries, academics and employability staff working together to design curriculum assets

Lobbying
- From industry to university decision-makers
- From university decision-makers to industry

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9. NEXT STEPS

- MDX to form a 'Steering Group', comprising a mixture of industry and academia representatives

- Set up a LinkedIn group, for all interested parties

- Identify priority issues

- Identify key solutions, that may be scalable

- Continue academia/film-tv discussions, throughout UK

- Work together, with all interested parties, to create new/innovative solutions

- Disseminate key findings

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10. MIDDLESEX UNIVERSITY CONTACT DETAILS

Prof Carole-Anne Upton	Pro Vice-Chancellor and Executive Dean	Carole-Ann
Alan Stuart	Director for Careers and Employability	Alan Stuart
Eddie McCaffrey	Senior Lecturer in Film Production	Edward Mc
Matt Lewis	Faculty Employment Advisor (Media)	Matt Lewis
Jack Tims	Engagement Manager	Jack Tims <
Katy Mulhern	Employability Assistant	Katy Mulhe
Ishmail Jabbie	Faculty & Purchase Administrator	Ishmail Jab
Helen Emberton	Corporate Engagement Consultant	Helen Emb

10. ACADEMIA CONTACT DETAILS

Contact	University	Email
Gaby Becker	NCHLondon	
Neelam Thapar	LondonMet	
James Corbin	Kent	
Kilvinder Birring	LSBU	
Karen McIntyre	Goldsmiths	
Damilola Odimayo	Oxford University	
Cornelia Nelson	University of Liverpool	
Darren Kerr	Solent	
Fiona Pelly	Leeds	
Ali Orr	Kingston	
Jo Eaton	Hertfordshire	
Tammy Goldfield	Manchester	
Chris Davison	Durham	
Abi Cattlin	EdgeHill	
Tara McLuaghlin	Lancaster	
Chiara Hewer	Canterbury	
Claire Blanchard	Open University	
Greg Wade	Universities UK	

10. FILM/TV INDUSTRIES CONTACT DETAILS

Anne Foster	Sony	
Jonathan Carter	SKY	Head of Entertainment & Brand Marketing
Camilla McBride	SKY	Head of Early Careers
Dan Walsh	SKY	Head of Communications
Kelly Whelan	SKY	Recruitment Delivery Manager
Bianca Joseph	BBC	Head of Talent
Dawn McCarthy-Simpson MBE	PACT	MD of Business Development & Global Strategy
Anjani Patel	PACT	Head of Diversity
Nahrein Kemp	Film London	Film & TV Executive
Michelle Jenkins	Film London	Head of Production Services
Tim Weiss	Screenskills	Interim Director of Vocational Skills
Fiona McGuire	Pathe	Head of Production
Sue Russo	Film Fixer	Training & Business Development Manager
Rhian Sharpe	Film Fixer	
Alison Small	Production Guild	Chief Executive
Sarah Perry	Warner Brothers	
Leigh Adams	BFI	Head of Education
Emily Gale	Freemantle	Head of Talent
Carl Draper	Attic Media	Managing Director
Kat Titterrell	Wise Buddha	Operations Manager
Lydia Wakefield	Creative Industries Federation	Head of Education & Skills
Sara Shah	Creative Industries Federation	Events Manager
Anne Dawson	RTS	Consultant
Helen Liddle	SRS	University Partnerships Manager
Sarah Mohammad	Creative Mentor Network	Youth and Learning Manager
Sophie Daw	Harbottle & Lewis LLP	Associate
Hayley Armstrong	Creative England	Head of Production Services
Mark Byrne	Apple	