Creative Skills in Reading

Key findings and recommended next steps

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Why are we doing this?

1. There is a skills gap in the wider creative sector

2. There is a link between skills gap in screen industry and wider creative industry sector

3. There is a lot already happening in the creative sector in Reading that could address this skills gap/ more could happen with investment

4. Feedback on where investment could be in order to activate pipelines of talent

5. There is an opportunity for investment from ACE

Methodology

WHAT?	HOW?
	DESK RESEARCH: Worked with local freelancers to do initial desk research to create a national context to tie in with local picture
	QUESTIONNAIRE: Created a questionnaire to which over 50 creative organisations, practitioners and businesses responded to – new and existing creative sector organisations
	STAKEHOLDERS: Speaking with key stakeholders to verify findings, including but not limited to; the Whitley Excellence Cluster, BFfC, Resource Productions, Task and Finish Group

National Context

- 42% creative industry organisations struggling to recruit into roles due to skills gap

- 6% increase in creative subjects studied applied for at University, third highest increase, however 50% cut in funding for arts subjects ([Creative degree applications up 6% | News | ArtsProfessional](#)) – potentially creating a less accessible degree for those from lower income backgrounds. This is despite dwindling numbers of students taking creative subjects at GCSE and A-level.

- Over 1 million jobs being created in the creative industries over the next 30 years, but not as diverse as other sectors

- Research by Ravensbourne University London found that a lack of knowledge about roles available as well as a perception that the industry is hard to get into are deterring young adults from a creative career.

High Levels Findings from Desk Research

Engaging in Creativity in Childhood, Supporting Visibility of the Creative Sector

- Visibility matters. Students and Young People need to see professionals working in creative roles to understand the possibilities. They also need to see themselves represented in that workforce for them to feel part of it or view it as a possibility.

Teacher and Advisor Awareness:

- Parental and teacher understanding of the creative industries opportunities are important.

Underrepresentation in the sector:

- The Creative Industries are less diverse than other sectors.

Clear Pathways

- Career pathways are unclear.

Engaging in Creativity in Childhood, Supporting Visibility of the Creative Sector

Option	Existing Work?	How many could deliver in this area with support?	Stage of Development
Creative Skills Roadshows- in and out of schools	EBP through the SPF & 4 other organisations	7	In development & funded through SPF
Creative Ambassadors – in schools linked with governors or parents	BFfC, Careers Enterprise & Resource Productions		In development – not currently funded
Creative programming in schools linked to curriculum	17 already delivering	10	Ongoing work funded through individual organisations
Creative programming in schools not linked to curriculum & extends to parents	21 already delivering	5	Ongoing work funded through individual organisations
CPD for teachers – subject of CPD not asked	10 already delivering	10	Ongoing work funded through individual organisations
Volunteering opportunities for young people linked to opportunities such as DofE, reskilling, trying a career etc.	17 already delivering	7	Ongoing work funded through individual organisations

Clear Career Pathways

Option	Existing Work?	How many could deliver in this area with support?	Notes
Development of online platform that shares local opportunities for development, upskilling and signposts for work	CultureMix Arts through HSHAZ, REDA & Local Film Office		In development delivery 2025

Practical Experience Opportunities

Option	Existing Work?	How many could deliver in this area with support?	Notes
Apprenticeship scheme	3 already delivering	11	3 starting in September
Work experience opportunities with employers	12 already delivering	12	Understanding who the employers are
Skills bootcamps/short courses	7 already delivering	10	Need to understand if these have been developed with employers
Mentoring	18 already delivering	7	Further develop the areas of mentoring available

A work ready talent pool

Option	Existing Work?	How many could deliver in this area with support?	Notes
Freelance training offered to all ages	9 already delivering	8	Are there any gaps in provision and what they are

Addressing Diversity of the Sector

Option	Existing Work?	How many could deliver in this area with support?	Notes
Specialist courses, developed with and led by those organisations with existing links to communities we wish to reach	13 already delivering	11	More work around this needs to happen to understand which groups are currently being underserved

Next steps

Test report with Creative Skills Task and Finish Group

Publish report

Develop EOI for submission to ACE

Develop 3-year work plan with key delivery partners

Submit Place Based Partnership funding bid to ACE