

### 5.3 Screen Industries

#### RATIONALE

The UK's screen industries includes locations west and northwest of London, and the M4 corridor in Berkshire has been central in providing new and expansion sites. This includes Shinfield Studios (nr Reading); Stage Fifty (Winnersh Triangle) and Bray Studios (Maidenhead). There is an ongoing demand by foreign direct investors, which can be seen with recent planning applications (at Holyport) and further discussion on more film studios being attracted to the County in the next couple of years. These are estimated to increase the number of jobs in Berkshire by at least 4,600 by 2024.[5]

#### LABOUR MARKET

Significant growth in the volume of jobs has been seen in 'Motion Picture, Video and TV Programme Production Activities' and 'Motion Picture, Video and Television Programme Post-Production'.

There has been a 49% increase in the number of Arts Officers, Producers and Directors jobs and a 13% increase in Photographers, Audio-Visual and Broadcasting Equipment Operators jobs.

#### SECTORAL CHALLENGES

42% of creative industry employers in the UK report a skills gap issue.  
73% of creative businesses with more than 100 staff struggle to find people with the right skills.  
87% of highly creative workers are at a low to no risk of automation (source: Nesta)[6]

#### SPECIFIC REPORTED SKILLS GAPS

Specialist training for electricians and engineers working with film set equipment.  
Use of digital animation/virtual production software.  
Operating drones  
Managing career as a freelancer  
Leadership & Management  
Professional services including HR

TABLE 1 Recruitment Difficulties Reported by Employers	Technical Occupations (Levels 2-3)	Higher Technical Occupations (Levels 4-5)	Professional Occupations (Level 6+)
Camera Operatives	Camera Prep Technician (L3)	Camera Assistant (L4)	
AV Technicians	Broadcast and Communications Technical Operator (L3)	Broadcast and Media Systems Technician (L5)	Broadcast and Media Systems Engineer (L6)
Cinematographers			Cinematographer (L6)
Editors		Post-Production Technical Operator (L4) Post-Production Engineer (L5)	Creative Industries Production Manager (L7)
Animators		Junior Animator (L4)	
Production Co-Ordinators and Runners	Production Assistant (Screen and Audio) (L3)		
Production Managers			Creative Industries Production Manager (Degree) Production Accounting (L7) Producer (L6)
Grip	Grip L3		
Costumes	Costumes Performance Technician (L3)		
Make-Up	Hair, Wigs, Make-Up and Prosthetics Technician (L3)		
Props	Props Technician (L3)		
Carpenter	Scenic Construction Technician (L3) Carpentry & Joinery: Site Carpenter (L2) Advanced Carpentry & Joinery: Advanced Site Carpenter (L3)		
Electricians	Installation & Maintenance Electrician (L3) MG		
Accountants: Production and Payroll	Accounts or Finance Assistant (L2) Payroll Administrator (L3) Assistant Accountant (L3)	Payroll Assistant Manager (L4)	Creative Industries Production Manager (Degree) Production Accounting (L6) Producer (L6)

[5] Maximising the Potential of the Screen Sector in the Greater Reading Area, Reading's Economy and Destination Agency (REDA), February 2023.

[6] <https://www.nesta.org.uk/project/creative-industries-policy-and-evidence-centre/>

## SECTOR SPECIFIC: SCREEN INDUSTRY

DESCRIPTION OF CHANGE AND EXPECTED BENEFIT	ACTIONS	OWNER	EMPLOYER CHAMPION	TIMESCALE	POTENTIAL FUNDING
<p>Facilitate a Screen Industry Workforce Development Partnership (WDP)</p> <ul style="list-style-type: none"> <li>Provide a forum and focus for employers to gain insights into skills, and providers to gain insights into priority sectors.</li> <li>Generate resources and advice for signposting employers to skills.</li> <li>Strengthen relationships between attending providers and employers to generate further partnership solutions.</li> </ul> <p>The Berkshire Film Office and Resource Productions have won funding for a BFI Skills Cluster. Resource Productions is set to receive £0.6 million from BFI over three years to develop a diverse pool of local filmmaking talent, working alongside Berkshire education and training providers such as the University of Reading and employers such as Shinfield Studios</p> <p>The ERB and the BFI Skills Cluster have agreed to work together in partnership.</p> <p>The Sector Profile illustrates that progression routes from L2 to Degree are patchy in the identified priority roles.</p> <p>The WDP will promote expansion, development, and delivery of provision in the identified priority areas.</p> <p><i>"In order to improve the supply of people for role shortages, employers need to work more closely with the providers to develop the curriculum. Such opportunities need to be created for this dialogue between employers, providers, students and also parents to influence skills training and raise the profile of the industry and career opportunities for students. There needs to be a process or forum to make this happen." Berkshire SME at the LSIP 'Meeting the Future Workforce' event in March 2023.</i></p>	<p>The ERB will facilitate a WDP to partner and add value to the Skills Cluster, developing a work programme to connect employers to skills, and improve the skills provision in the local area.</p> <p>The Scenic Construction Technician (L3), Camera Assistant L4 and Cinematographer L6 are identified as industry needs; however, a Trailblazer Group has yet to be formed to develop an Apprenticeship. The WDP will test appetite amongst Berkshire employers to develop these standards.</p> <p>Education &amp; Training Providers to use LSIF, Innovation Fund or Skills Bootcamps as alternative sources of funding to align delivery to the priority skills needs via new programmes such as short, modular courses.</p> <p>Progression routes are hampered currently as the T Levels in Craft and Design; and Media, Broadcast and Production have been delayed from 2023 to 2024. Education &amp; Training Providers to plan and prepare for the implementation of new T levels in 2024.</p> <p>In light of the delayed T Levels, providers to review and change the content of current Post-16 Provision, including BTECs to align with priority needs.</p> <p>The Sector Profile illustrates that allied trades (carpenters and electricians) often do not have the relevant skills for the Screen Industry. The same issue affects allied professions such as finance and HR.</p> <p>Providers to review and change the content of current Post-16 Provision for Hair &amp; Beauty, Art &amp; Design, Trades, Business &amp; Accountancy to introduce sector opportunities to 16-18-year-olds. This could include the planned Workforce Development Partnership helping identify industry placements in the Screen Sectors for T Levels in: Management &amp; Administration, Digital Production, Design &amp; Development.</p> <p>As part of the WDP and BFI Skills Cluster, employers and ETPs will develop innovative simulated productions to act as industry and work placements, and as routes into the industry.</p>	<p>ERB ETPs Partners Employers</p> <p>WDP</p> <p>ETPs</p> <p>ETPs</p> <p>ETPs</p> <p>ETPs</p> <p>ETPs</p> <p>WDP</p>	In Place	<p>Summer 2023- March 2025</p> <p>By Sept 2024</p> <p>Sept 2023- July 2024</p> <p>Sept 2023- July 2024</p> <p>2024</p>	<p>LSIP LSIF App Other (e.g. BFI) Emp Bootcamp</p>
<p>Work with the Thames Valley Berkshire LEP to help pilot Skills Bootcamps in Creative</p>	<p>Work with the LEP and ETPs to help signpost employers to help develop Bootcamps for the sector.</p>	<p>ERB LEP ETPs</p>		<p>Autumn 2023-March 2025</p>	<p>LSIP Bootcamp</p>

### Information Key PARTNERS

#### ERB

The Employer Representative Body- Thames Valley Chamber of Commerce (Thames Valley Skills Unit)

#### WDP

Workforce Development Partnerships

#### ETPs

Education & Training Providers

#### LEP

Thames Valley Berkshire LEP

#### PARTNERS

Including Trade Bodies, Careers Advisers, JCP and other agencies

#### CEIAG

Careers Education, Information, Advice & Guidance

### Information Key FUNDING

#### LSIP

Local Skills Improvement Plan Funding

#### LSIF

Local Skills Improvement Fund (funding)

#### AEB

Adult Education Budget (inc Innovation Fund and Loans)

#### App

Apprenticeship Funding

#### 16-18

16-18 year old education funding

#### Emp

Employer funded, or time commitment

#### Bootcamp

Skills Bootcamp