



National schemes, such as the Government's Kickstart programme, have the potential to provide opportunities for young people to gain critical experience of work in the creative sector. However, programme design does not always work in an environment where many opportunities are short term, project-based or carried out by freelancers.

Employers and intermediaries too often must work outside the publicly funded system or have been forced to operate within inflexible rules. Sometimes this can be a success.

Our Manifesto for Change calls for public sector funded programmes to work with the creative sector and for more non-statutory funders to learn from each other as to what works and to collaborate to provide more co-ordinated funding for effective approaches.

Here, as part of our spotlight on the creative sector, we take a look at how this recommendation was brought to life for one educational institution.

Recommendation 3

Make sure existing schemes, including apprenticeships, operate effectively within the creative sector to bring more diverse skills and talent into the industry

RESPONSE BY: LONDON SCREEN ACADEMY, A SIXTH FORM ACADEMY, ISLINGTON

The Manifesto for Change shares a vital message about the importance of the creative sector and the need for industries to thrive, whilst pushing the need for more diversity and inclusion. Born out of a desire to resolve the inconsistencies, lack of diversity and skills shortage across film and television, the London Screen Academy has, since September 2019, been teaching 16–19 year olds the practical, hands-on creative skills needed within the screen industries.

The mission of LSA is to give talented young people, no matter their background, the opportunities to build a successful creative career. LSA believes that practical skills are just as necessary as learning theory, so whether it be screenwriting, editing, special effects or makeup, at LSA the students have the opportunity to utilise professional equipment to aid their learning. The curriculum has been developed through consultations with industry professionals to create a project-based programme, furthering the real-world experience of the students.

Students are taught in four core areas, Craft, Post-Production, Technical and Development, ensuring that no stone is left unturned for them to find and follow their passions. Before deciding where to hone their skills, we want our students to have the opportunity to experience all the fundamental skills used in the screen industries. As with much of the creative sector, there are avenues and areas which are not widely spoken about or that seem inaccessible, therefore it is key for the creative sectors to come together to make young people aware of the vast and varied opportunities available.

Our students have unparalleled access to learn from industry professionals through weekly masterclasses with key insiders such as Wes Anderson, Reggie Yates, Kandise Abiola and Jason Isaacs. The opportunity to gain advice

and learn from some of the most notable people in the industry gives the students an insight into the professional world they are keen to enter, where otherwise such understanding would not be available. University partnerships and mentoring are avenues the school is exploring to further support and inspire the students.

The need for an academy such as LSA could not be greater as creative encouragement and education is essential. Furthermore, the necessity to expand the career opportunities for a more diverse body of creative young people is paramount to ensuring that storytelling is representative of the London community.

Circumstance should never be a barrier to any young person's ability to realise their potential, thus LSA is committed to ensuring that we reach disadvantaged young people from across London and beyond through our recruitment efforts. There is still a lot of work to be done for our current and future student body to have access to the best opportunities, while ensuring that the truest version of the diverse London we live in is represented within the cohort and later, the industry.

Despite the current uncertainties facing young people and the creative industry, we hope our students have the confidence to pursue their career aspirations or enter higher education after completing their course.

The conversation sparked via the Manifesto for Change, along with the work of organisations such as LSA will, through cultivation of passion, experience, support and insight, build London's most diverse, talented and representative body of creative workers.

