



Employers have a significant role to play in ensuring that internal processes and policies allow for a diverse pipeline of talent to come through and flourish. Not all creative sector employers are currently in a place to invest in outreach, recruitment and progression practices. Covid-19 restrictions further complicate matters for the foreseeable future. However, research has clearly identified that diverse companies do outperform those who are not.

Where funding and resources are an issue, employers should consider supporting schemes like the Mayor's Fund for London [Creativity Works programme](#) (delivered by Media Trust and A New Direction) that leverage funding and other support from multiple employers. Employers should also consider non-capital intensive contributions like providing staff volunteers to run training or serve as mentors for diverse young talent.

Here, as part of our spotlight on the creative sector, we take a look at how one of the recommendations in our [Manifesto for Change](#) was brought to life for one community initiative.

Recommendation 4

Invest in more diverse recruitment and progression pathways to ensure opportunities are accessible and aspirational for all young people who wish to embark on a career in the industry

RESPONSE BY: CREATE NOT HATE, A NON-PROFIT COMMUNITY INTEREST COMPANY

Originally founded in 2007 by Trevor Robinson OBE, founder and ECD of Top 100 advertising agency Quiet Storm, Create Not Hate operates on the fundamental belief that creativity has the power to transform businesses, lives and society as a whole.

First an initiative, now a non-profit Community Interest Company, Create Not Hate's aim is to help marginalised inner-city young people unlock their creative potential, whilst also addressing social issues that they live with every day. The ambition is to make under-represented young people aware of the opportunities in the creative industries and create a pathway into careers through hands on exposure to and experience with all aspects of the creative process. Alongside that, we are providing much needed awareness and education around devastating social issues that have a negative impact on society as a whole. Our view is with greater levels of education on these issues, this will result in positive social change.

The programme consists of live briefs and workshops that result in work being produced as it would be in a real-life work environment. So far it has consisted of two briefs tackling gun and knife crime and more recently racism. Both programmes resulted in creative campaigns that were launched and supported by extensive media and PR support and embraced by the industry. The campaigns were conceived, written, produced and featured by the young people recruited to go through the programme, giving them extensive, hands on work experience, exposure to potential future employers and the start of a portfolio of work, which is critical to getting into the industry.

In 2020, we secured trade, national & international coverage with an approximate online reach of 392 million (not including TV coverage); with estimated coverage views of 454k, 90k social views and 4.51k shares on social media, and this number is still climbing. Dennis Gyamfi – an ex-gang member who took part in the programme in 2007 and co-directed the short film 'A Mother's Tear' – has also gone on to be a producer who has worked with Idris Elba and currently works with Lad Bible.

We believe that with funding, Create Not Hate can become sustainable, and the number of success stories has infinite potential. The ambition is to reach more young people, with a more extensive and sustained programme that goes beyond London to become national. Hopefully, this will result in thousands of young people taking part in the programme and given the opportunity to unlock their creative potential, whilst continuing to address important social issues on a wide scale.

Find out more about Create Not Hate: www.createnothate.org

Some Create Not Hate work:

Heated Conversation: <https://www.youtube.com/watch?v=bcT6v24Dsj0>

Stitches: <https://www.youtube.com/watch?v=J7h-c42WeDo>

Racist Dinosaur: <https://www.youtube.com/watch?v=7fBtINsvzeg&ab&ab>

