



CREATIVITY WORKS

For many young Londoners, gaining employment and paid experience in the creative industries is fraught with challenges.

The creative industries have been among the most affected by the Covid-19 crisis, with creative employees a particularly vulnerable group of the workforce. For a young person without access to industry professionals and experience, this can make a career in the creative industries seem an impossible dream.

However, the creative economy has great potential, with London's culture and creative industries providing one in six jobs in the

capital before the pandemic. As part of London's recovery, we need to maximise this opportunity to create a more inclusive and diverse sector that welcomes young talent.

Creativity Works is a creative industry focused employability programme supporting 17–24 year olds who are currently not in work, education or training. The programme supports young Londoners to access high-quality career opportunities with dynamic creative sector businesses, while building their confidence and learning new skills.

Creativity Works features in the Mayor of London's Culture Strategy.

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Creativity Works is an effective employability intervention, devised to tackle inequalities, with outcomes above benchmark programmes. We work with over 150 young people per year and engage with over 60 high-profile businesses.

Creativity Works has evolved into a suite of connected programmes, focused on those who are not in employment, education or training (NEET), those who are entering self-employment and early stage entrepreneurs.

- **The 'Core' employability programme:** an intensive 10-week course offering workshops, masterclasses, mentoring and work experience;
- **The 'Plus' programme** which offers modular sessions to build freelancing knowledge and skills;
- **The 'Growth' programme** which supports early stage entrepreneurs.



Delivered by:



A SUCCESSFUL CREATIVE SECTOR IS A DIVERSE ONE

75% of the young people **Creativity Works** supports are from Black, Asian and Minority Ethnic backgrounds.

In spring 2020, we reached out to creative employers, young people and intermediaries to listen to their experiences first-hand. This research culminated in a '**Manifesto for Change**' – outlining practical actions to support young Londoners from low-income backgrounds into the creative sector.

LINKING YOUNG PEOPLE WITH CREATIVE EMPLOYERS

Since inception, a wide range of high-profile creative industry businesses have offered their support to our Creativity Works participants, from multi-national household names to specialist agencies, with over 600 business volunteers engaged.

Creativity Works can be easily accessed online or safely in-person when Covid-19 restrictions allow. This year, the programme will focus on those creative industries that have been thriving during the pandemic (particularly digital and multimedia), whilst supporting the recovery of subsectors that have traditionally been vital to London's economic success.



J My time on the programme was the most insightful three months of my life. There is no way in the world I'd be where I am now if it wasn't for Creativity Works. It deserves to be better known and to have more support because the work it does transforms lives.

JANAY-MARIE, FORMER PARTICIPANT

It was an absolute pleasure to spend a day with the next generation of the creative and media industries. The quality of ideas and presentations far surpassed our expectations. We just hope we were able to share a bit of our world and why we love doing what we do.

ADAN ROUSE, SALES MANAGER AT SNAPCHAT





A career in media never seemed realistic for people like me. There are so many things I could say about what the Creativity Works programme has given me, not only as a young Pakistani woman, but as somebody who would never have had the chance to do things like this before. It's given me the confidence to push myself further regardless of my race, skin colour and gender.

SANIA, FORMER PARTICIPANT



To date, **Creativity Works** has provided a variety of high-quality insights and experiences for over 800 young people. A recent survey of young people completing the programme showed that:



have an increased understanding of what it takes to **work in the creative sector**



have an increased understanding of the **careers available** in the media/creative sector



have an improved **clarity of their career goals**

Supported by:

Citi Foundation



We are grateful to Berkeley Foundation for their previous support.

Young people who have completed the programme have gone on to find jobs and opportunities with high-profile organisations including **Vogue, Yahoo, ITV, BBC Radio London, the Metro and Microsoft.**

HELP US DO MORE

If you would like to hear more about **Creativity Works** or explore how your support can change lives, please contact our Director of Development, Louise Richmond, on lrichmond@mayorsfundforlondon.org.uk.



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