



Finding, nurturing and growing the UK's next generation of creative talent

January 2023



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Introduction

To turbocharge our efforts to find, nurture and develop talent in the Nations and Regions, we launched 4Skills in 2020, a training and development initiative with social mobility at its core. To enhance this support, we've committed to doubling our annual investment in 4Skills from £5 million to £10 million by 2025. And Channel 4 will double its number of roles outside London from its original target of 300 to reach 600 roles across the UK in 2025.

We've made a great impact over the last two years. In 2022, we supported over 23,000 people from across the UK with bespoke training, development and learning opportunities with a focus on those from underrepresented groups. Channel 4 now has a greater presence in the Nations and Regions than ever before. By reaching out into the communities where we live and work, we're able to explore previously untapped talent pools and attract people who might never have considered a career in TV.

Opening up opportunities to groups that are under-represented in the media industry and the wider jobs market plays a vital role in helping us deliver against our public remit. Channel 4 provides a variety of meaningful, paid opportunities to gain hands-on practical experience and skills for those at entry and mid-level in the TV industry behind the camera.

We believe that for many young people, if you can't see it – you can't be it. That's why we think there is real value in providing access to the creative industries alongside practical advice on how to get your foot in the door. This report sets out how we are doing just that – and more – to open up the world of television to the next generation.

Sinéad Rocks

Managing Director, Nations & Regions

January 2023

£5m

investment to offer training, development and learning opportunities. This annual investment will double to £10m by 2025

This includes:

200+

paid entry level roles including internships, apprenticeships and production training schemes

23,000+

training, development and learning opportunities for people across the UK with a focus on those from underrepresented groups who might not have thought that a career in TV is for them

4,000+

progression opportunities including fast track schemes, training, bursaries and mentoring

19,000+

students reached through 4Schools – Channel 4's engagement and outreach programme that shows young people the rich variety of potential careers in the creative industries

Creating the future

4Schools

In 2022, Channel 4 launched 4Schools, a major engagement project working with schools to open up the world of television and the creative and digital industries to 11-14-year-olds. Our aim was to engage directly with 12,000 students to raise awareness of careers available in the wider TV production and digital sectors.

4Schools provides a wide range of resources and content online, including videos, lesson plans and quizzes, for schools to use in their own time aligned to their curriculum needs.

In addition to these broader resources, 4Schools delivers face-to-face careers workshops and assemblies. These were initially made available to schools in West Yorkshire, the North East and the West Midlands, with priority given to those with a higher percentage of free school meals. This ensures that Channel 4 has the greatest impact in the areas that can benefit the most from social mobility.

Take up from schools has been very strong. 4Schools exceeded its target, with more than 19,000 students from more than 60 schools taking part in 2022. We extended our provision to schools in the West and in the North West of England in autumn 2022 and, this year, we will expand further to include 14-16-year-olds and pupils in Scotland and Wales, and include bespoke provision for students with Special Educational Needs.

Work experience

Pre-pandemic, Channel 4 provided more than 60 work experience placements per year and carried out an annual series of outreach events up and down the UK. These reached 1,000+ people a year.

As part of 4Skills, in 2022 Channel 4 piloted and developed targeted and impactful mentoring and work experience, delivered virtually to increase accessibility and scale. And in January 2023 we launched this new work experience programme to encourage young people to target a career in the broadcast industry. The focus is on providing opportunities for 16-21-year-olds from lower socio-economic and diverse backgrounds.

Run by Channel 4 and GetMyFirstJob, the programme covers some of the most important steps a TV show takes on its way to our screen – from initial idea to securing a sponsor, to deciding when a programme should be broadcast and analysing its success.

Industry training placements

In 2022, 4Skills worked with Duck Soup Films to provide an opportunity for 10 Leeds-based people to work alongside the production of Dance School, a new coming-of-age drama series commissioned by Channel 4. The industry training placements, managed by the National Film and Television School, were available to individuals with no previous broadcast experience and provided training, mentoring, career planning and the chance to work on a major production.



Apprenticeships

Our apprenticeship programme is the cornerstone of our strategy for improving inclusion and diversity at Channel 4. As part of the increased 4Skills ambition, Channel 4 is now supporting more apprentices than ever before, with a commitment that at least half are based outside of London.

We currently have 40 apprentices across the organisation, who work in a variety of departments: from the Data Analytics team in Leeds to Film4 and Technology in London, 4Sales in Manchester and Commissioning in Glasgow.

The apprentices spend 14-36 months attached to one of our departments, working on a range of in-depth projects that count towards their Level 2, 3, 4 or 6 qualifications.

These programmes are targeted at underrepresented groups within society and contribute to Channel 4's broader diversity and inclusion targets.



I'd highly recommend [doing an apprenticeship] as an alternative to university. You'll come out of the situation with invaluable experience and a qualification, which is the key combination to finding a job these days.

Tafadzwa

Former Social Media Apprentice, now Marketing Executive at Channel 4

In 2022, 40 apprentices joined Channel 4 in long-term apprenticeships based in Leeds, Glasgow, Bristol, Manchester and London, the highest number ever.

Kickstarting creative careers

Apprenticeships (continued)



My favourite thing about working at Channel 4 is how inclusive, friendly and welcoming everyone is. No matter what department you are in, everyone is always helpful and willing to have a conversation. I would encourage anyone considering applying to an apprenticeship just to go for it!

Ashanti

Former Talent Apprentice, now Talent Advisor at Channel 4

Production Training Scheme (PTS)

Channel 4's Production Training Scheme is a year-long, fully paid training programme which places trainees at independent production companies across the UK.

The flagship scheme, which has run for more than 15 years, is designed to provide entry level opportunities in TV production. It has a particular focus on encouraging applications from underrepresented groups in the UK production sector.

Through the Production Training Scheme, Channel 4 provides intensive training bootcamps, regular development sessions and mentoring, supported by ThinkBIGGER!. Trainees gain valuable experience through their day-to-day roles with the production companies.

Eighteen trainees, entirely based in the Nations and Regions, graduated in May 2022, 15 trainees joined in January 2022 and 18 more trainees joined in September 2022. Overall, more than 75% of trainees are based in the Nations and Regions and the scheme is focused on offering opportunities to candidates who are ethnically diverse, disabled or from lower socio-economic backgrounds. The scheme has expanded since 2021, and now supports two cohorts each year – one focused on Scripted companies and the other on Unscripted.



Production Training Scheme (continued)



The Channel 4 Production Training Scheme has been invaluable in providing Wall to Wall & TwentyTwenty with incredible talent who have been hard working, creative and integral to many of our productions. We hope to continue to be part of the scheme for many years to come and help provide meaningful placements to other young talent starting their careers in TV.

Hattie Wood

Head of Talent, TwentyTwenty & Wall to Wall



A big takeaway for me was that I can belong in TV with an invisible disability. I still have imposter syndrome, but I'm even more driven to make it work in the industry for me!

Josh

Production Training Scheme Trainee

Kickstarting creative careers



The experience made me feel supported and invested in. The community side of things was great too. It's really nice to have met all the other trainees. Having a network of diverse people who are all at the same stage of their careers is invaluable.

Calum

Production Training Scheme Trainee

Content Creatives

For those who might not typically consider a career in the creative industry, Channel 4 launched its Content Creatives scheme. This is aimed at young people from lower socio-economic backgrounds who have a passion for creating digital content.

In 2021, six people aged 18 to 24 took part in a 12-week fully paid pilot programme. It consisted of six weeks of training with SharpFutures – a specialist social enterprise company supporting diverse young people into employment – followed by a six-week placement with 4Studio, Channel 4's digital content production studio.

Following this successful pilot, the programme has been expanded to a 14-week programme, offering 47 placements across two cohorts in 2022 in Leeds and Manchester. Sixteen of these trainees have been placed with 4Studio, and the remaining candidates have been placed with digital agencies and creative organisations including Born Ugly, Chief TV, CreativeComms, Creative Race, Dentsu Creative, Dubit, Hoot (Wise Owl Films), ITV, Jaywing, Leeds 2023, McCann and Social.

Eighteen content creatives graduated in summer 2022, with 10 going on to secure jobs in the creative sector. 29 new creatives joined the scheme in September 2022.



Content Creatives (continued)



Prior to Content Creatives, I had little knowledge and awareness of the creative industry and no idea on where to start getting experience. The training has educated me about the broad range of roles within the industry as well as how to have confidence in my skills. Currently, I'm on a placement at a design company and couldn't be more thankful to have been given the opportunity.

Rosie

Content Creatives Trainee



My time at Content Creatives taught me how to thrive in a team, how to confidently convey my ideas to others and how to positively use feedback from professionals in the industry to refine my creative vision. Most importantly, it taught me to believe in myself.

Leon

Content Creatives Trainee

Progressing in the TV industry

Channel 4 is committed to developing the skills and progressing the careers of those already in the creative industries. This is helping to address skills gaps and to support the growth of production based in the Nations and Regions.

The Momentum Project

Channel 4 works with award-winning organisation We Are Parable to deliver the Momentum project. This is a mentoring and training programme for 60 Black TV, filmmakers and content creators across the UK.

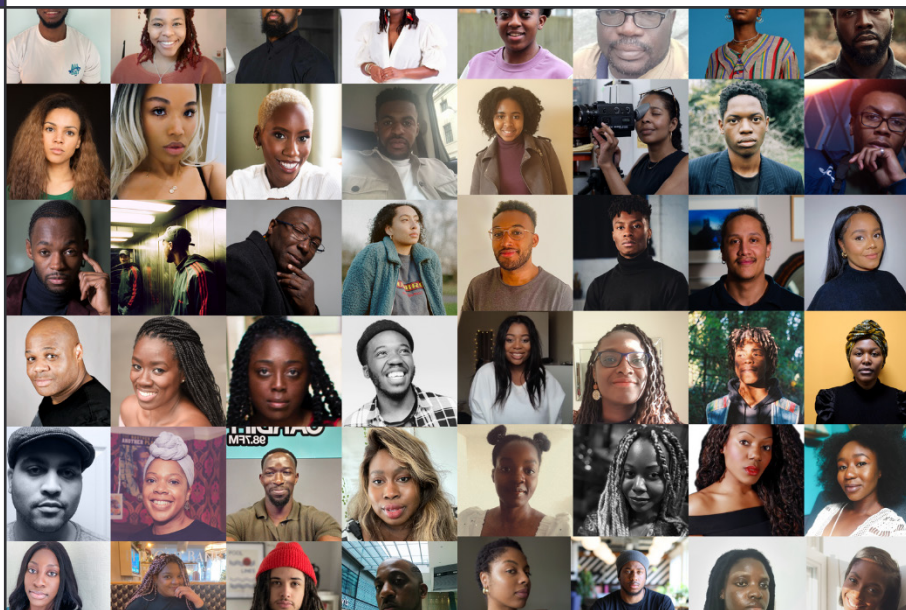
The Momentum scheme offers opportunities in Leeds, Manchester, Birmingham, Bristol, Glasgow and London, creating new opportunities for Black people to progress in the film and TV sector. As part of the scheme, the filmmakers are paired with a mentor and have access to masterclasses and discussions with experts from across the industry as part of a comprehensive guide to what they should do next to advance their careers.



The Factual Fast Track Programme

Factual Fast Track is a reputation-building career development programme that fast tracks established, ambitious Producers and Series Producers to help them move up the career ladder and work on larger scale and higher budget productions in Scotland, Northern Ireland, Wales and the West. The Fast Track package includes paid production and broadcast placements, bespoke training and commissioner and peer mentoring.

The schemes – which are funded by Channel 4, the BBC, S4C, Screen Scotland, Creative Wales and Northern Ireland Screen – provide networking opportunities to help raise the Producers' profiles, training sessions to extend their skills, and mentoring support to build their confidence to help them become business winning Series Producers.



The SuperSizer Scheme

SuperSizer, a professional development programme based in the Nations and Regions, is delivered by TRC. The programme, now in its sixth year, supports the growth of Development Executives to win high value commissions and develop ideas of scale for the next big returning series, with the aim of transforming indies in the Nations and Regions.

The Investigative Journalism Scheme

Channel 4 supports budding investigative journalists through our partnership with De Montfort University for its MA degree in Investigative Journalism. Offering industry standard teaching as well as a range of scholarships, the MA's mission is to unearth the next generation of investigative filmmakers from under-represented sections of British society.

Over 100 graduates have passed through the programme, many of whom have secured journalism jobs as well as winning industry awards for their work. This includes Hamza Syed, who joined *This American Life* (one of the most prestigious shows on American public radio, and the makers of the podcast *Serial*) and Rakeem Omar, who won the Communities Award at the Regional Press Awards.

National Film and Television School (NFTS)

Channel 4 has a long-standing partnership with the NFTS to deliver training opportunities that have a clear impact across the Nations and Regions.

In 2022, we delivered two weeks of free online training sessions and masterclasses. These sessions featured insights from industry professionals, covering topics including digital and innovation, and how to start and progress your career in television production.

We also delivered a series of free taster days to give those under-represented in the industry an opportunity to find out more about careers in film and television – often those less glamorous roles that get overlooked but which are critical to productions. The sessions took place in locations across the UK, including Belfast, Birmingham, Bradford, Bristol, Cardiff, Glasgow, Leeds and Newcastle. As part of this initiative, Channel 4 funded scholarship places on NFTS Diploma and Certificate courses. Training for the specialisms featured in the taster days are available through these courses which are all part time and designed to be as accessible as possible.

Progressing in the TV industry

Supporting writing talent

4Screenwriting

Over the last 12 years, 4Screenwriting has taken on over 140 new writers, pairing them with an industry script editor to develop a pilot episode script and then introducing them to key contacts within the TV drama industry. The course has a focus on working with new and unheard voices, helping to identify new talent for Channel 4 and the industry as a whole. Recent success stories include scheme alumni writing on Channel 4 Drama shows from *Hollyoaks* and *Ackley Bridge* to *Screw* and *Queenie*.

The TV Drama New Writers Scheme

In 2022, 4Skills launched The TV Drama New Writers Scheme (West and South West). The scheme offers a unique opportunity for new writers to gain the skills needed to forge a successful writing career, and tell stories that reflect the diversity and creativity of the West and South West of England.



4Stories

Delivered in partnership with Blacklight Television, 4Stories offers a unique opportunity for emerging writers and directors to make an authored TV drama with a guaranteed network broadcast on Channel 4.

4Stories is aimed at finding genuinely diverse voices, exploring contemporary stories of and by communities that are rarely seen on mainstream television. The scheme has proven to be a successful launchpad for emerging British talent. The first series of *On The Edge*, which was developed through the 4Stories initiative, received two BAFTA nominations for Best Single Drama and Best Breakthrough Talent and three BAFTA Cymru nominations for Best Drama, Photography and Sound.

New Writing North

Channel 4 and New Writing North have worked in partnership since 2014, offering aspiring television writers nine-month funded placements at independent production companies through the Channel 4 Writing for Television Awards. The Talent Development Partnership, produced by Channel 4 and New Writing North with independent production companies, is a three-year programme of support for new and emerging television writers in the North of England. Running from 2022-2024, the programme offers awards, script development, writers' roadshows and workshops, and the formation of the Northern Talent Network.





4Skills is Channel 4's nationwide training and development programme. Based in Channel 4's HQ in Leeds, 4Skills is opening up opportunities behind the camera in broadcasting, with a particular focus on young people from lower socio-economic and diverse backgrounds.



@Channel4Skills

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