



Cymru Greadigol  
Creative Wales

# Creative Skills Action Plan 2022-2025...

CREATIVE

# The importance of the creative industries to Wales is clear.

According to 2021 data on the creative industries sectors aligned to Creative Wales' priorities, 3,423 businesses make up the creative industries sectors in Wales, an increase of 6.4% from 2018. 35,400 people were employed in these sectors, with the industry generating an annual turnover of £1.7 billion in 2021, an increase of 14% from 2017. The creative industries do not just create jobs and wealth, they are intrinsically linked to our culture and well-being, and contribute to a strong national brand, helping to promote Wales and its culture and talent to the world. Evidence suggests that the creative industries are one of the fastest growing sectors<sup>1</sup>, well-placed to support the post-COVID economic recovery, supporting roles among the most resistant to automation and increasingly in demand across the economy<sup>2</sup>.

In order to capitalise on this potential, build on the progress made in recent years and to realise our ambitions for inclusive growth, Creative Wales is committed to supporting and nurturing both the current and future workforce and taking action to support the development of the skilled workforce in Wales needed by the sector to thrive. The Welsh Government's [Programme for Government](#) includes a specific commitment to establish a Creative Skills Body which is being delivered through Creative Wales. This is aligned to the priority set out in our [Priorities Document](#) at the launch of Creative Wales to ensure that we develop the right skills across the sector to support continued growth. A new Creative Skills Advisory Panel was established in May 2022 to deliver against these commitments. The Advisory Panel is made up of 12 professionals from the screen, music, games, animation and immersive technology sectors as well as union, broadcaster, training, further education and higher education as well as a diversity and inclusion champion and a North Wales regional representative.

The *Creative Skills Action Plan (2022-2025)* has been shaped by the Advisory Panel, who will continue to advise on the delivery of this live document and will seek to review on a six-monthly basis to ensure it continues to address the needs of the creative industries in Wales.

The *Creative Skills Action Plan (2022-2025)* seeks to address the skills needs of the three priority sectors; screen, music, games, animation and immersive technology in the short term, as well as considering the long-term needs which will ensure Wales continues to be a thriving creative place to do business. It has been launched alongside a new circa £1m annual *Creative Skills Fund*, which will seek to support projects that deliver against the 10 identified priority areas set out in this document. During delivery of the plan, opportunities will be taken to support transferable skills and, over time, consideration will be given to identifying opportunities to support skills and talent development across the wider creative industries. The Plan seeks to deliver against all seven of the [Wellbeing of Future Generations](#) goals to varying degrees: *A prosperous Wales, A Wales of vibrant culture and thriving Welsh language, A more equal Wales, A resilient Wales, A healthier Wales, A globally responsible Wales and A Wales of cohesive communities*. It acknowledges the importance of fair work and working practices to an inclusive and thriving creative industries that provides open and inclusive opportunities to skills development and progression and is aligned to the Welsh Government's fair work priorities.

We recognise that our work cannot be done in isolation. Collaboration with key industry stakeholders is essential and Creative Wales will look to continue its ethos of genuine partnership working to align activity and identify opportunities for joint action. The development of this Plan has included the involvement of key stakeholders, through our stakeholder engagement groups for priority sectors and skills, with final sign off through our Creative Wales Non-Executive Board. Successful delivery of the Plan will require close partnership working both with other parts of the Welsh Government and key stakeholders. Integration and collaboration across portfolios, for example with Skills and Education colleagues, the Regional Skills Partnerships and externally with industry bodies and key partners, for example on raising standards promoting fair work and diversity and inclusion, will be essential. This includes working with under-represented groups and as a key delivery partner in the Culture, Heritage and Sport section of the Welsh Government's [Anti-Racist Wales Action Plan](#), Creative Wales will continue to work to ensure that goals and actions are delivered.

<sup>1</sup> [Creative Industries Report No 1 For Translation\\_V1 \(clwstwr.org.uk\)](#)

<sup>2</sup> [Creative UK Group – UKCI Report 2021.pdf \(hubspotusercontent20.net\)](#)

The *Creative Skills Action Plan (2022-2025)* has two sections; the first outlines Creative Wales' commitments to bring about change through its own remit and integration and collaboration across Welsh Government portfolios and with others; the second sets out the 10 priorities identified for investment in skills in the screen, music, games, animation and immersive technology sectors. The *Creative Skills Fund* is designed to target investment at the main areas of focus of this Plan, and projects applying for support will need to demonstrate how they are delivering against at least one of the ten priorities set out in Section Two.

The Creative Skills Action Plan is a live document and will continue to evolve in response to future opportunities and challenges in the creative industries during its three year delivery period. Evidence from data captured on projects delivered by Creative Wales and those supported by the Creative Skills Fund will be used alongside information gathered through sector surveys and statistical data to measure the success of interventions, assess impact and inform any amendments to the plan's priorities, as needed.

The industry led Creative Skills Advisory Panel will continue to oversee and guide the Plan's delivery and will lead on an initial review of progress in March 2023.

# SKILLS

## Section One

# Working with key partners, Creative Wales will commit to:

- Support and enable [Programme for Government](#) commitments, including but not limited to delivery of the Young Persons Guarantee, giving everyone under 25 the offer of work, education, training, or self-employment and the creation of 125,000 all-age apprenticeships
- Work with Welsh Government colleagues to map the current apprenticeship framework for the sector and assist with opportunities to introduce Shared Apprenticeship Schemes across all creative sectors where possible and expand existing schemes. Work with the sectors to consider the viability of degree apprenticeships where appropriate. In addition, there will be a continued requirement for recipients of Creative Wales production funding to commit to employing at least one apprentice as part of their trainee plan
- Work with partners to support delivery of the Welsh Government’s commitment to a tripartite approach to social partnership, fair work and wellbeing. This will include using learning from the Creative Industries Policy and Evidence Centre’s Good Work Review to inform our approach and support ongoing development of the Plan
- Continue to prioritise projects which can demonstrate a partnership approach to skills support. Collaborate with key stakeholders, including the public service broadcasters, where possible to avoid duplication and maximise resources. Work with UK wide stakeholders, including BFI and ScreenSkills, to ensure greater engagement in Wales and alignment where appropriate, to ensure maximum impact for Wales
- Support activity which will seek to deliver against all seven goals of the [Wellbeing of Future Generations Act](#); *A prosperous Wales*; *A Wales of vibrant culture and thriving Welsh language*; *A more equal Wales*; *A resilient Wales*; *A healthier Wales*; *A globally responsible Wales* and *A Wales of cohesive communities*
- Supporting the Welsh Government’s [Anti-Racist Wales Action Plan](#) (ARWAP) and work with the ARWAP lead to improve equality, diverse and inclusive recruitment within the creative sectors and implement steps to increase ethnic diversity at all levels within the three priority sectors by;
  - Capturing and reviewing baseline data of ethnic diversity within the three priority sectors in Wales
  - Ensuring Creative Wales funded projects adhere to the BFI Diversity Standards (bespoke to Wales)
  - Enabling support for training initiatives which will improve diversity and inclusivity within the creative sectors
  - Ensuring all Welsh creative companies and workforce have access to a broad range of equality/diversity/inclusion training & development including disability awareness training
  - Work with Black, Asian and Minority Ethnic experts, diversity representatives and community mentors to provide advice, information and support to employers within the creative sectors in Wales to help improve recruitment, retention and progression of Black, Asian and Minority Ethnic people.
- Work with Welsh Government Disabled People’s Employment Champions to provide advice, information and support to employers within the creative sectors in Wales to help close the gap between disabled people and the rest of the working population
- Support delivery of the ambitions of [Cymraeg 2050](#) to promote the language and increase the number of Welsh speakers in Wales by ensuring training provision is promoted and delivered through the Welsh language where possible and those interested in learning or improving their Welsh language skills have the opportunity to do so
- Work with Welsh Government colleagues in Education to ensure that the promotion of creative careers within the priority sectors is adequately included within the Careers & Work-Related Experiences (CWRE) as a cross-cutting theme of the [Curriculum for Wales](#) (new curriculum) and ensure the new curriculum and new GCSE qualifications support the needs of all the priority sectors

## Section One

### Working with key partners, Creative Wales will commit to:

- Work with Careers Wales to promote their Education Business Partnership (EBP). Improve awareness of careers opportunities within the creative sectors by working with [Working Wales](#) and other organisations. Signposting to existing resources which already exist including [ScreenSkills Job Profiles](#) and the [Bectu Creative Toolkit](#)
- Map current data and surveys and work with stakeholders to ensure skills data collection in Wales and the UK within the creative sectors is fit for purpose and avoids unnecessary duplication
- Undertake an annual review of skills gaps and shortages within each sector. Additional data/information on skills gaps and shortages to be gathered where possible for example during exit interviews
- Ensure Creative Wales supported companies operate fair, transparent and ‘positive’ recruitment processes and are engaged in fair work, adhering to recognised trade union industry standard terms and conditions, and working in social partnership with the relevant trade unions. All successful applicants to the Creative Skills Fund will be asked to sign up to the Welsh Government – Code of Practice: Ethical Employment in Supply Chains
- Ensure that all Creative Wales grant-funded projects across all sectors demonstrate an intention to contribute towards the current and future skills needs of their sector. A commitment to provide paid trainee placements will be integral to funding offers and supported projects will need to demonstrate an open recruitment process for trainees which will encourage greater diversity and inclusion. All trainee placements will be monitored and recorded by CW Skills & Talent team. An annual survey of trainees will be undertaken to track progression
- Develop a more comprehensive skills and talent section of the Creative Wales website in order to clearly signpost to;
  - training opportunities for individuals wishing to enter the creative sectors
  - training opportunities for individuals already in the creative sector who wish to upskill or reskill
  - support for companies wishing to train/upskill staff (e.g. [Flexible Skills Programme](#))
  - existing wellbeing toolkits and programmes.
- Look to further develop and promote the Wales Screen Crew Database and consider expanding the existing platform in order to include freelancers working in the music industry as well as games/digital freelancers
- Work with [Working Wales](#) and [Business Wales](#) and signpost creative companies to existing business support provision by making it more accessible. Map existing business training provision to avoid duplication when supporting additional bespoke company training provision
- Work with stakeholders, including Arts Council of Wales, to support transferable skills training initiatives across all the creative sectors
- Work with union led training activities e.g. CULT Cymru’s Full Steam Ahead three-year programme.

## Section Two

# Creative Skills Priorities

### Priority 1 Business and Leadership Training

---

**Aim: to support future leaders and managers working within the creative sectors to enable them to thrive, grow and reach their full potential.**

---

#### Key Actions

- To equip leaders, managers and Heads of Department working in the industry with the skills they need to run a successful creative business and manage and support their workforce effectively through the provision of business management training and leadership training bespoke to each priority sector
- Support commercialisation training to assist companies to grow, secure funding and succession plan
- Showcase Wales' inspirational creative businesses and leaders and bring creative 'expertise' to Wales to inspire and knowledge share.

### Priority 2 Talent Support

---

**Aim: to find, support and nurture Welsh creative talent.**

---

#### Key Actions

- Support new and emerging talent from all communities in Wales. This would include but is not limited to writers, directors, producers, actors, musicians, games developers and those with artistic, technical, craft and production skills
- Support transferable skills training initiatives to enable talent to work across sectors
- Support Welsh language talent and those from diverse backgrounds to enter the industry and progress within the creative sectors
- Support training and opportunities for the development of the next generation of talent across the priority sectors including paid shadowing placements, with a focus on ensuring these opportunities are available to all underrepresented groups
- Support training initiatives for the creation and protection of IP
- Support the next generation of content creators – progression from TikTok to making a career.

## Section Two

# Creative Skills Priorities

### Priority 3 Improve Diverse and Inclusive Recruitment

---

**Aim: to develop a creative workforce which reflects all communities of Wales.**

---

#### Key Actions

- Support/enable companies and workforce to instil equality, diversity and inclusion strategies that deliver measurable improvements over a specific time period
- Support measures to remove barriers to progression and entry level and upskilling opportunities
- Support measures to work with underrepresented groups to increase awareness of career opportunities within the creative sectors including identifying role models to work with underrepresented communities
- Community outreach activities to raise awareness of the priority sectors as a career choice.

### Priority 4 Entry Level Placements and Opportunities

---

**Aim: to provide widespread opportunities for those wishing to enter the creative industries in Wales.**

---

#### Key Actions

- Identify and address short-term and long-term skills gaps via a Wales-wide industry audit on what jobs and skills are needed in the three priority sectors
- Provide work-ready access schemes for example bootcamps that are accessible pan Wales
- Provide allowances to support micro enterprises to offer initial paid industry educational experiences/work experience shadowing placements
- Support initiatives which create entry level opportunities for individuals from underrepresented groups.

## Section Two

### Creative Skills Priorities

#### Priority 5 Upskilling Placements and Opportunities

---

**Aim: to support the existing workforce with their career progression.**

---

#### Key Actions

- Support career progression across all priority sectors; screen, music, games, animation and immersive technology. Identify particular skills gaps and shortages for support
- Support initiatives which create upskilling opportunities for individuals from underrepresented groups
- Support bespoke industry focused post-graduate training
- Support CPD training across all creative sectors
- Support the lifting of roles to a more professional level for example accreditation for music managers
- Provide bursary funding for professionals to access high-end training.

#### Priority 6 Education and New Curriculum

---

**Aim: to ensure the priority sectors are integrated into the classroom at an early age, making the sector a realistic and viable career choice.**

---

#### Key Actions

- Seek to fund new initiatives related to Career and Work-Related Experiences (CWRE) cross-curricula theme of the new curriculum, within each of the six Areas of Learning and Experience in the Curriculum for Wales
- Support the integration of games, animation, and wider digital sectors, into the new curriculum via teacher training workshops.



## Section Two

# Creative Skills Priorities

### Priority 7 Careers Awareness

---

**Aim: demystify careers within the priority sectors.**

---

#### Key Actions

- Support initiatives which make career pathways clearer, roles more visible across all priority sectors and demonstrate how to access the industry easily
- Create pan-Wales development opportunities for school learners to participate in creative work in holidays/summer periods and increase work experience opportunities
- Identify projects which utilise ambassadors within the sectors to inspire the next generation
- Support initiatives which raise career aspirations for young people from underrepresented groups.

### Priority 8 Innovation

---

**Aim: horizon scanning to ensure the creative industries workforce in Wales is equipped with the right skills for the future.**

---

#### Key Actions

- New training around platforms, tools and use of game engines, emerging formats and technologies
- Funding for individuals to access training/attend events e.g. software launches/updates
- Future-proof the workforce in Wales for skills in new technologies in collaboration with existing projects including media.cymru.

## Section Two

# Creative Skills Priorities

### Priority 9

#### Bridging the Gap Between FE/HE and Industry

---

**Aim: to address the disconnect between young people leaving education and industry employment needs.**

---

#### Key Actions

- Provide funding/incentives to companies to offer initial placements for FE/HE leavers
- Ensuring FE/HE provision is delivering what the sector needs
- Upskill the FE/HE trainers e.g. workshops for upskilling trainers
- Develop an easy to access database of creative courses in all priority sectors offered by Welsh FE/HE providers
- Training bootcamps/welcome to the world of work transition training for those leaving FE/HE which also provide information on how to find placements
- Ensure upskilling training provided by FE/HE providers meet industry needs.

### Priority 10

#### Wellbeing of the Workforce and Support for Freelancers

---

**Aim: to protect and retain the current and future creative workforce.**

---

#### Key Actions

- Support initiatives for improving wellbeing/mental health across all priority sectors
- Improve signposting to existing resources for wellbeing and mental health support
- Allowances/bursaries for freelancers in priority sectors to access upskilling training where it is not already available elsewhere.

# Annex 1

## Evidence

- Creative Wales Industry Survey 2022
- Clwstwr – Screenworks 2020; Future Skills and Innovation for the Screen Sector in the Cardiff Capital Region
- University of South Wales and Creative Wales – Screen Survey Wales 2021
- BFI Skills Review 2022
- Film & TV Charity – The Whole Picture Toolkit
- Clwstwr – Games Survey Wales 2021
- UKIE Annual Review 2021
- TIGA Powering Up: A Video Games Investment Fund February 2021
- RSP Skills and Employment Plans 2019 – 2022
- Welsh Government – Anti-Racist Wales Action Plan
- Bectu – Theatre Diversity Action Plan
- Disability Arts Cymru – Bring us our Creative Rights: Disabled People’s Cultural and International Manifesto
- Welsh Government – Stronger, Fairer, Greener Wales; A Plan for Employability and Skills
- Bectu/CULT Cymru – Full STEAM Ahead (Wales Union Learning Fund)