



Cymru Greadigol  
Creative Wales

# Creative Skills Fund 2022 – 2024

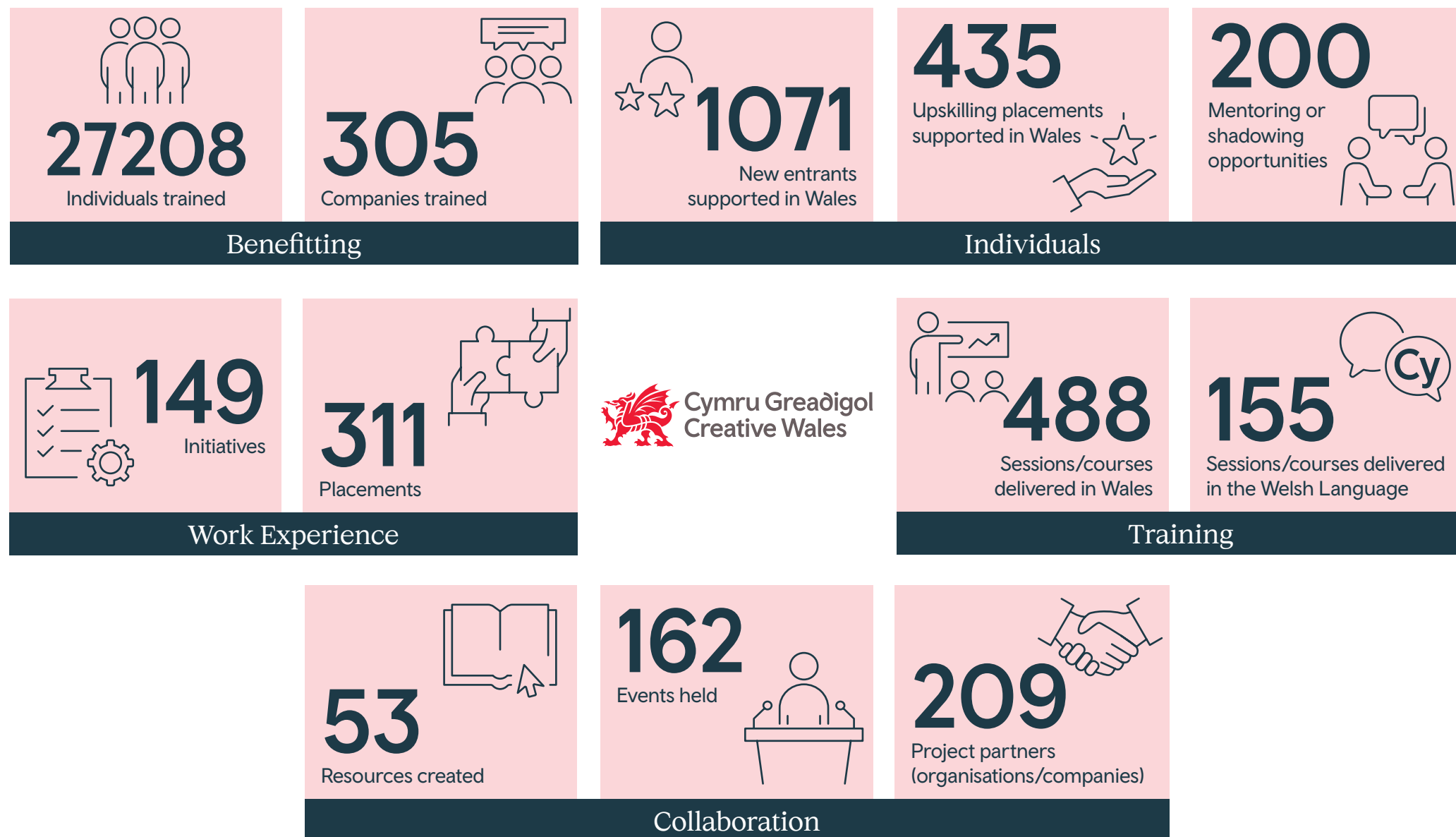
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Young Welsh hopefuls at Rockfield studios,  
part of NYAW/Skills fund project.  
© National Youth Arts Wales.  
Image credit Evan Dawson.

CREATIVE  
WELSH  
HOPEFULS

# Creative Skills Fund 2022 – 2024.

## At a glance.



## Statistics

17



Projects supported across screen, music, Games, Animation and immersive tech

26.5%



Of individuals who benefited from the projects were Welsh speakers

13.8%



of participants were from a diverse background\*

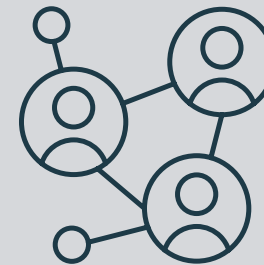
### At a glance

19.3%

Of individuals who benefitted from the projects had additional needs



22



Activity from the 17 projects benefitted individuals from across all 22 local authorities in Wales.

\*This figure is based on 9 out of the 17 projects who provided complete diversity data.



# Some key highlights from the raft of outputs delivered by the 17 recipients of CSF1 funding

## Gêm – Media Academy Cymru

The Gêm Project enabled 30 students to study at least one Game Design pathway at MAC from February 2023 – June 2024. Using BTEC courses as a foundation, three new programmes of study were devised specifically for 16-25 year olds in Game Design and Development at Levels 1, 2 and 3.

Students were able to meet industry professionals, share their work, learn about potential career pathways in Wales with some invited to test play new games before they were launched for the public.

91% of learners said they felt equipped to meet the needs of the games industry from their experiences on their course. 80% of students progressed to further education courses in South Wales and 10 students progressed to higher courses in Game Design.

In addition, three of the Level 3 students have gone to university to pursue game related courses, one has deferred their entry to gain further work experience and two have gone into employment since leaving MAC.

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## Hollow Pixel Academy – United Filmdom Ltd

Hollow Pixel utilised the Level 4 Interactive Media apprenticeship pathway to deliver bespoke training in Blender 3D. All six apprentices utilised their new skills to deliver a joint [animation project](#) with all participants completing the “Welsh in the Workplace” with Dysgu Cymru. One apprentice took a GCSE in Welsh as a direct result of the course.

Hollow Pixel also won a Welsh Champion Apprenticeship Employer Award for this project.

Four of the six apprentices are now either freelancing or in permanent positions with major indigenous and global animation companies.

## Refocus – Hijinx

The ReFocus project provided communications training for the screen industries designed to help anyone working in the screen sector, in any department, make their working practice more inclusive of learning disabled and/or autistic people. The one-day course is certified by the CPD Certification Service.

The training received very positive feedback from the sector;

*“The ReFocus day was a great opportunity to discuss ideas and learn how we can all work together to make the media landscape in Wales more inclusive.”*

– Ciron Gruffyd, Rondo Media

*“Working with Hijinx is going to help everybody do better, do more and give great opportunities.”*

– Hannah Raybould, Bad Wolf

*“I very much enjoyed learning from the scenarios that were demonstrated by the Hijinx actors on the day, and they certainly opened my eyes about what clear and inclusive communication actually means and how to put this into practice.”*

– Sioned Harries, TAC

*“I thoroughly enjoyed the ReFocus course, an interactive opportunity to have open discussions about difficult topics, and how we can be doing more to support inclusivity in the Industry.”*

– Lowri Farr, Boom Cymru

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## The Music Manager Development Fund – Music Managers Forum (MMF)

MMF delivered five training sessions as part of this project and developed two new resources in the Welsh language; Mental Health Guide and MMF Deals Guide.

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## Beacons Cymru – Beacons

Beacons Cymru delivered five programmes for young people aspiring to work in the music industry across Wales: Resonant, Summit, Future Disrupter, TransForm Music, and Bwts reaching almost 6,000 individuals.

# Key Outputs

## Music Futures / Professional Pathways – National Youth Arts Wales (NYAW)

The training NYAW delivered for young people across Wales culminated in recording sessions at the Rockfield Studios in Monmouthshire and a live performance experience at Corn Exchange Newport, where participants performed their music in front of a live audience. Selected participants were also invited to perform their work at Focus Wales, Wrexham in May 2024.

*“I loved the experience from the start to the end, with all the help with the mentors and the people I was surrounded with. NYAW was incredible with helping us with new ideas and talks we had at Rockfield, and I hope in the future people who do decide to be a part of this have a similar experience, because it’s an opportunity you can’t miss!”*

*“The experience to record at Rockfield Studios with NYAW was incredible, I met a lot of people who I’ve made connections with, and created a lot of future opportunities for myself and I would urge people to join future projects in NYAW hoping they have the same outcome.”*

## Games Developer Foundry Wales – Iungo Solutions

The Games Developer Foundry Wales (GDFW) delivered four new Level 4 and 5 training courses to 54 individuals from underrepresented backgrounds. The GDFW was delivered in three phases and covered modules in Programming for Games Development, Games Design, and Entrepreneurship.

## Skills Sessions for Grassroots Music Venues – Music Venue Trust (MVT)

MVT delivered four in person training sessions for grassroots music venues across four regions in Wales; Cardiff, Swansea, Aberystwyth and Wrexham.

## Creative Digital Sustainability, People, Pathways, Prospects – M-Sparc

### Net Zero Pathway

In North Wales, M-Sparc delivered the Net Zero pathway, an accredited carbon literacy course for companies within the Creative-Digital sector designed to increase awareness and understanding of carbon emissions, climate change, and their associated impacts.

*“Understanding your personal and professional carbon footprint is the first step you can take to make positive change. This course gives you the tools.”*

– PigTown

*“The Carbon Literacy Workshop was comprehensive, informative and enlightening. Rhodri was a very knowledgeable, engaging tutor who delivered the session efficiently and succinctly. I’d recommend the workshop to anybody who is looking to reduce their carbon footprint – either as an individual or as a business.”*

– CwmniDa

MSParc’s Skills Academy strand provided 10 recent graduates with paid placements in screen, digital content and music businesses in Conwy, Gwynedd and Anglesey. Following their placements, five participants went straight into employment within the sector, two continued as freelancers, one progressed to a Degree Apprenticeship with their host company and two went to University to further their skills in animation.

## Business and Leadership Pilot Programme – NFTS Cymru

NFTS Cymru provided bespoke training for leaders, managers and producers working in the TV and film industry in Wales.

*“...the course offered a variety of topics covering all aspects of running a television company and how to practically prepare yourself for various situations within the production process. I feel I walk away from the course with much more knowledge and confidence and gained invaluable advice from industry professionals that I wouldn’t have had the opportunity to meet otherwise. It has given me the confidence to enter the next chapter in my career with confidence.”*

– Llyr Morus, Producer

# Key Outputs

## Developing HODs in Wales programme – ScreenSkills

The ScreenSkills, Developing HODs in Wales scheme supported up-and-coming HODs to shadow and work alongside existing HODs on HETV productions enabling them to gain experience, as well as get the all-important HETV credit for their CV.

Participant Peter Darney has since gone on to direct a short film that was shown on the opening night of the Iris Prize Film Festival and was nominated for an award for best feature film for 'G Flat'. Peter praised the scheme and said that what he had learned from his placement on Lost Boys and Fairies had helped him to develop as a director.

## Empowering Creative Freelancers – Bectu/Cult Cymru

This project saw a series of Mental Health resources developed and published, including two comprehensive [Mental Health and Wellbeing toolkits](#) – one for creatives, and one for creative team leaders.

## rad Cymru Wales – TRC

rad Cymru Wales provided eight month long paid placements within a Welsh independent television production company for six individuals from underrepresented backgrounds. Placements were hosted by;

- Boom Cymru TV Cyf
- South Shore
- Chwarel Ltd
- Rondo Media Cyf
- BBC Studios – Doc
- BBC Studios – Drama
- Gorilla

## Training for the Future delivered – Sgil Cymru

Training for the Future provided opportunities for 130 individuals looking to either enter or progress within the screen sector. This included 44 upskilling opportunities.

## UK Games Accelerator – IndieLab

Five Wales based games companies participated in the games accelerator;

- Dragon Scale Studios – Cardiff
- DragonfiAR Limited – Cardiff
- Evil Owl Studios – Swansea
- Rat Magic Games – Wrexham
- Space Colony Studios – Cardiff

*“The overall process had been great. It's really helped me focus on the game and what I need to build to get buy in with the publisher.”*

— Alan Boyce, Founder of Evil Owl Studios

*“Incredibly insightful about ways to manage team, how to get the best out of them. Useful to realise what step you are at and how much work need to be done in the immediate future.”*

— Sam Ward, Co-Founder DragonfiAR

## UK TV Accelerator – Indielab

Chwarel and Postcard Productions took part in the 2023 TV Accelerator programme.

*“Apply now! It's been brilliant. Especially if you're at that crossroads with your company where you need to grow.”*

— Chwarel

*“It's extremely invaluable – an absolute must for producers and founders of indies. It helps put the past, present and future into perspective. It gives you the time, space and network to really take a step back from the day-to-day of the business and focus on the vision and strategy moving forwards.”*

— Postcard Productions

# Creative Skills Fund 2022 – 2024

The Creative Skills Fund (CSF) aims to nurture new and existing talent by training and upskilling individuals across the screen, music, immersive tech, animation and games sectors.

The first round of the skills fund, was launched to support projects that deliver against the following 10 identified priority areas set out in the Creative Skills Action Plan;

- Business and Leadership Training
- Talent Support
- Improve Diverse and Inclusive Recruitment
- Entry Level Placements and Opportunities
- Upskilling Placements and Opportunities
- Education and New Curriculum
- Careers Awareness
- Innovation
- Bridging the Gap Between FE/HE and Industry
- Wellbeing of the Workforce and Support for Freelancers

# SKILLS

# Funding Awarded 2022 – 2024

More than £1.5M of Welsh Government funding was awarded to the following 17 projects to deliver high quality skills and training projects;

- The Music Manager Development Fund delivered by the [Music Manager Forum \(MMF\)](#)
- Skills Sessions for Grassroots Music Venue delivered by the [Music Venue Trust](#)
- Beacons Cymru delivered by [Beacons](#)
- Business and Leadership Pilot Programme delivered by [NFTS Cymru](#)
- Screen Academies Wales which continues to be led on by the [University of South Wales](#) in partnership with Screen Alliance Wales and Bangor University
- ReFocus is a project from [Hijinx](#)
- Training for the Future delivered by [Sgil Cymru](#)
- Developing HODS in Wales programme by [ScreenSkills](#)
- Games Developer Foundry Wales delivered by [iungo Solutions](#)
- Gêm delivered by [Media Academy Wales](#)
- [Hollow Pixel Academy](#) from United Filmdom Ltd
- Music Futures / Professional Pathways delivered by [The National Youth Arts Wales](#)
- Creative Digital Sustainability, People, Pathways, Prospects brought to you by [M-SParc](#)
- Empowering Creative Freelancers delivered by [Bectu](#) and [Cult Cymru](#)
- [Indielab](#) delivered two projects, UK Games Accelerator and UK TV Accelerator
- [rad Cymru Wales](#) from TRC

# FUNDING