

Headlines

The Unscripted TV Skills Fund is a truly **collaborative industry-led commitment to deliver skills and training**, by finding and developing a sufficiently large and skilled workforce across the UK **to meet the present and future needs** of producers and commissioners.

- Participating broadcasters and streamers at the end of year two are: BBC, Channel 4, Sky, Discovery UK, A+E Networks UK, Channel 5, Netflix, Amazon, ITV and UKTV.
- **44 production companies** make up the working groups and council.
- For the year April 2022 to March 2023 the Unscripted TV Skills Fund received an income of **£1.86m**. The combined income in the funds' first two years is **£3.17m**.
- **135 production companies** contributed to the Fund in its second year. A combined total of **259** production companies invested in the first two years.
- **329 beneficiaries** have been selected to take part in USF funded training programmes as of 24th May 2023 (approx. 47 more still to be trained on further iterations).
- **1,945 individuals** have benefitted from at least one of **59 online short courses** on offer in year two (291 iterations in total), **93%** of whom reported being '**satisfied**' or '**very satisfied**' with their experience.
- **3,216 individuals** have attended at least one of our **short courses** since the Fund launched in June 2021.
- **215** individuals attended one of 7 new Connect and Inspire events.
- Over **470** individuals and companies have signed up to receive regular short course updates. This is an increase of 35% from last year.
- All diversity and inclusion KPIs for year two have been met or exceeded, with the exception of social mobility.
- **73%** of beneficiaries to date are **based out of London** - the target was 70% (there is ongoing training which will impact this figure)
- **80%** of USF fund beneficiaries over the first two years are based out of London.
- In year two the Fund achieved a **total direct economic spend outside London of 68%**, exceeding the required 50% minimum
- **65% of total expenditure** to date has been committed to job specific training programmes, online training and bursaries.

Executive summary

This is a summary of the second annual report of the Unscripted TV Skills Fund (USF), which launched on 1 June 2021. The report spans the first full financial year of the Fund highlighting the achievements during the period from April 2022 to March 2023.

The fund is a truly collaborative industry-led commitment to deliver skills and training and tackle the challenges faced by producers and commissioners alike, by finding and developing a sufficiently large and skilled workforce across the UK to meet their needs.

In addition to fund partners, **BBC, Channel 4, Sky, Discovery UK, A+E Networks UK, Channel 5, Netflix, Amazon, ITV and UKTV** all joined the Fund in this year. S4C announced its intention to join the USF in the new financial year bringing the total number of partners to eleven - more than double the number at launch.

44 production companies representing different company sizes and genres based across the UK, make up the Fund's working groups and council.

The five working groups represent the following disciplines:
Craft & Technical, Production & Editorial, Development, Post Production and, Industry & Business Skills (online courses)

In addition to funding the growing catalogue of free online short courses, the agreed priority areas for Year Two were:

- Production managers
- Series producers
- Shooting PDs
- Junior editors
- Development teams

The USF was established with key performance indicators which reflect its commitment to UK-wide inclusion, these remain unchanged.

1. **A minimum 50% of beneficiaries to be based outside of London.** This target is set on an annual basis to reflect investment preferences and anticipated contributions indicated by each participating broadcaster.

In year two the percentage was **70%** reflecting the change in the mix of broadcaster contributions as new partners joined.

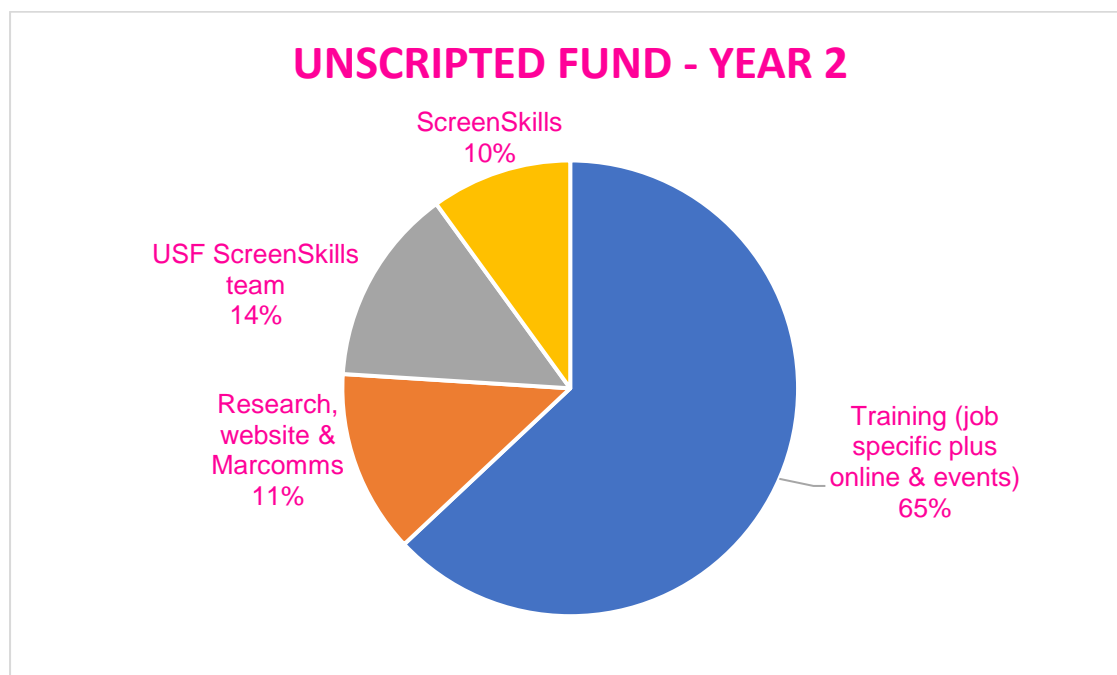
2. **A minimum 50% of direct economic spend in the nations and regions.** Direct economic spend includes all grants awarded to training providers for course delivery, training provider delivery and management of other funded activity and direct fund costs.

3. **Diversity and inclusion aims** are embedded in all training initiatives. Overall, the intention is for the USF to support beneficiaries who identify with at least one under-represented group as outlined below:

- 50/50 male/female split
- 30% social inclusion
- 20% Black, Asian or minority ethnic
- 12% d/Deaf or disabled
- 10% LGBT

For the year April 2022 to March 2023 the Unscripted TV Skills Fund received an income of **£1.86m**. This includes contributions from **135** production companies.

Of this, 65% has been committed to job specific training programmes and online training. A further 11% has been invested in activity in direct support of training such as marcomms activity, website development, and skills research. The final 24% covers the USF team costs (14%) and agreed core contribution to ScreenSkills (10%).



Marcomms activity delivered an integrated, cross-promotional approach to increase awareness, reach and engagement of the Fund, leveraging its social channels to support this. The short course programme and all commissioned training programmes continue to have regular promotion on the website and across ScreenSkills' various social media platforms. In addition, improvements were made to the website including badging alumni's ScreenSkills profile to make them easier to find. The Unscripted TV page on the website was updated to offer a direct link to alumni from USF funded programmes.

4 training providers were awarded grants for training in 22/23 and 1 had their funding extended from 21/22. They are based across the UK as follows:

1. Development teams - Mission Accomplished, Birmingham, Midlands
2. Junior editor – The Pipeline, Salford
3. Series Producer - TRC, Glasgow
4. Production Manager - DV Talent, London
5. Shooting PD extension - Directors UK, London

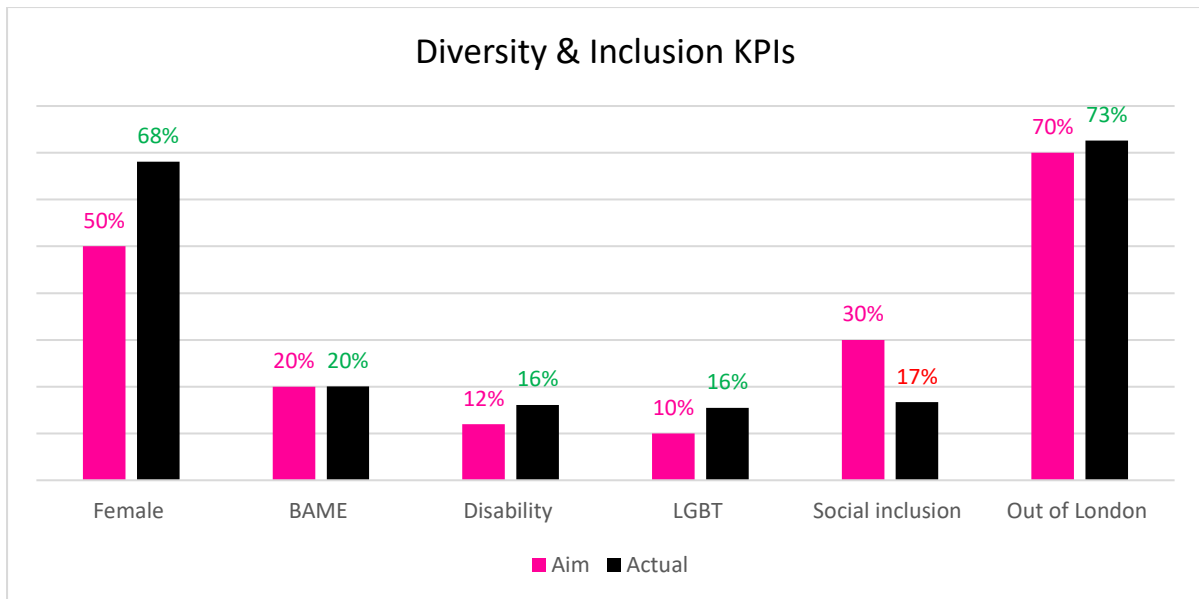
	Programme	Training provider (Base)	No. of participants / beneficiaries	Location of training delivery	Amount & cost per head
1	Development Teams	Mission Accomplished	300	Leeds, Cardiff, Glasgow, Belfast, London	£100,000

				and online	(£333 per head)
2	Junior Editor	The Pipeline	40	Salford	£250,000 (£6,250 per head)
3	Series Producer	TRC	22	Various locations for in person training plus online	£115,140 (£5,233 per head)
3	Production Manager	DV Talent	30	North cohort - Glasgow/Leeds/Manchester bases for in person training South cohort - London/Bristol bases for in person training	£140,000 (£4,666 per head)
4	Shooting PD - training extension	Directors UK	9	Birmingham	£15,000 (£1,666 per head)
5	Shooting PD - extension offering bursaries and career coaching	ScreenSkills	54	N/A	£75,000 (£1,388 per head)

329 beneficiaries have been selected to take part in USF funded training programmes as of 24th May 2023. There are further iterations of both the in-person and online elements of Development Teams training yet to be delivered. We anticipate these will add approximately 47 more beneficiaries to the total.

The percentages below show the diversity and inclusion profile of the beneficiaries supported to date. All diversity and inclusion KPIs for year two have been exceeded, with the exception of social inclusion.

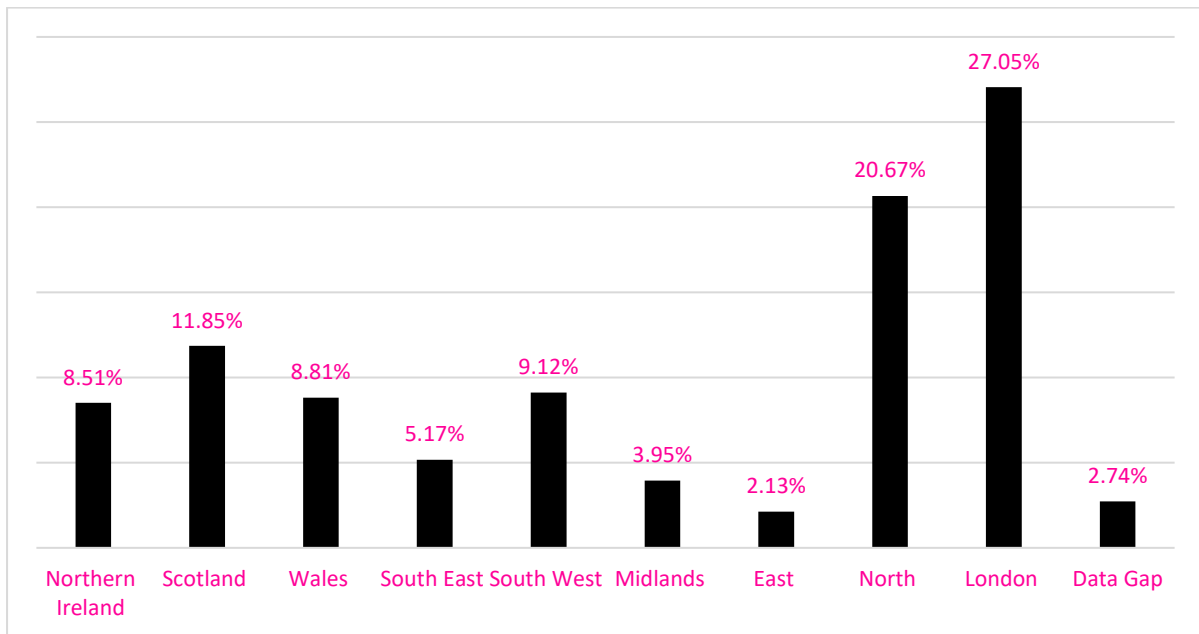
The diversity and inclusion monitoring question which relates to social inclusion is the most likely of all questions to result in a 'prefer not to say' response, with 18.3% of all USF training beneficiaries choosing this option. All 'prefer not to say' responses count as a negative against our aims, so it's important for us to increase the percentage of beneficiaries who are willing to provide a different answer to this question - at least to a rate comparable with other questions - in order for us to have the most accurate data for reporting against the Funds KPIs. See full report for more details.



In Year two, the out of London percentage target for beneficiaries was set at 70% based on forecasted contributions to the Fund, including transition investment from BBC and Channel 4 whose contributions are 100% in support of beneficiaries based out of London.

We have already exceeded this target by supporting 73% of beneficiaries based outside the M25.

The table below shows the regional breakdown of beneficiaries to date.



The online short course programme is offered in three distinct monthly strands:

1. **Step Up** - which offers training to help individuals moving on to a new role or improving their skills in their current role.

2. **Your Life at Work** - focuses on sharing workplace best practice as well as how to stay happy, healthy, and productive at work.
3. **Mind Your Business** - offers training in a range of areas related to finance, HR, business affairs etc.

Of those who attended one of 59 different training course - delivered 291 times - and responded to the feedback questionnaire, **93%** were satisfied or very satisfied with the session they attended.

Although participants to the online courses are not subject to the same KPIs as the longer training programmes, we still use the aims to ensure we are reaching the widest audience possible with access for all. The profile of all 1,945 unique attendees in year two is detailed below:

	Fund beneficiary KPIs	Online course beneficiaries
Female	50%	71%
Black, Asian or minority ethnic	20%	16%
Disability	12%	12%
LGBT	10%	13%
Social inclusion	30%	17%
Out of London	70%	61%

"Prefer not to say" is counted as a negative answer for our reporting so figures may appear lower than they are. The most likely factor to be influenced by this is Social Inclusion.

The Connect and Inspire strand launched in the autumn of 2022 and sits outside of the monthly repeating programme of short courses. This strand is flexible, adaptable, responsive as well as proactive. It offers a variety of opportunities for engagement from in-person networking and online roundtables to in-depth case studies, all designed to promote the sharing of knowledge and the building of relationships within the unscripted community.

From launch to the end of March 2023, we delivered 7 opportunities in this new strand, exceeding our delivery target for the year:

- WFTV & ScreenSkills in Glasgow: Networking Masterclass
- The Big Connection: Open Door Unscripted TV Special
- Neurodiversity: Flexibility of Thought in TV 2022
- Fostering Resilience in Uncharted Waters
- Disabled Representation in TV - How can we do better?
- Obs Doc AP: Immersing in Remote Environments as an Outsider
- The Crewing Company Talks: Support Your Talent

215 unique attendees took part in these opportunities, a further four attended more than one. There was a 92% satisfaction rate from those who responded.

Over **470** individuals and companies have signed up to receive regular short course updates. This is an increase of 35% on the previous year.

According to analytics provided by the marcomms team, the conversion rate for clicking and completing a booking for an individual course via the monthly email remains five times higher than via paid ads on social media.

Participant feedback

Many of the training programmes are still running and therefore feedback and evaluation will continue to be collated and shared over the coming months.

Though numbers to date are small, of those who responded **97%** reported they were satisfied with the training and would recommend it to others.

If you would like more information, or to read the report in full, please contact USF@screenskills.com