Making TV more diverse
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Finding the next wave of talent to challenge current thinking, sharpen ideas and bring in new ones is always one of the hardest tasks of our industry. The television drama sector is in a period of expansion and confidence and, as it grows and becomes ever more daring, it has become essential to rejuvenate the talent base and ensure that the correct skills are in place to forge ahead.

Widening of the spectrum of talent available is at the heart of our work. To compete in an ever more competitive international market, it’s essential that we welcome under-represented groups into mainstream television. Otherwise, the industry will become narrow in its focus and editorial vision.

Television drama exists in a tension between the well understood needs of our audience and the will to innovate and change the cultural horizon. This tension energises and focuses us and makes television drama one of the most democratic and open forms with access to huge audiences. As new platforms and formats emerge, we must ensure that we are equipped with widely diverse talent, trained and ready to enact their vision.

The Creative Skillset High-end TV Council is dedicated to achieving these aims through careful application of the now extremely successful industry levy. We are pragmatic, open to new ideas and ready to talk about how you can realise your ambitions through training and opportunity.

One of the key roles for Creative Skillset is to open the doors to working in television, to create opportunities and find ways for talent to flourish and develop, whatever your background.

This year Creative Skillset’s report The Full Picture challenged the industry to ask if we have the most open and effective routes into the workforce – not just through the universities route but also via schools and communities. We know from Creative Skillset’s workforce survey, released earlier this year, that over half of those working in TV had found their current job through informal methods. Just under half had done unpaid work at some point in their career and 15% of respondents attended an independent/fee-paying school (compared to 7% in the UK working population).

The prevalence of these recruitment paths is making it harder for us to achieve a diverse workforce. We are looking at how we can create real work opportunities that go beyond the tried and trusted recruitment options and break down the prevailing risk-averse culture to bring in the wealth of new voices and ideas that we know are out there.

Happily, there is some great work going on in this area, and this booklet lists some of the most far-sighted attempts by the broadcasters, production companies and wider industry to open up opportunities for BAME, disabled and female talent. Fortunately, we are blessed with a huge pool of quality candidates in the UK.

This is important in all areas of our industry; from entry level roles right through to directors, writers and producers working at the high-end. Together, as an industry, we can and we are making a difference so that the widest range of talent can find a place in TV.
TRANSMITTED
“This was brilliant. I had been meaning to write this script for THREE years! And I did so in two weeks! I would never in a million years believe that after a couple of weeks I would be selling an original idea for a TV series to one of the biggest production companies in London. I could not have done it without this course.”

Catherine Johnson
TV drama writer
Project Blackbirds

Original Voices
Coronation Street, ITV Studios

Following the successful Original Voices with Emmerdale in 2012, in 2015 Original Voices collaborated with Creative Skillset, this time on ITV's Coronation Street.

With submissions open to North West based writers from Black, Asian or other minority ethnic (BAME) backgrounds, twelve great writers were shortlisted and invited to a unique story conference led by Coronation Street story editors Kate Brooks and Ella Kelly, where they flexed their concept development skills.

Writers had just one week from here to submit a developed storyline, and from there given the opportunity to go onto the Coronation Street Story Office. This was a chance to work on multiple story strands and hone production knowledge.

“Having witnessed first-hand the impact this scheme has had at Emmerdale in helping make our story office and writing team more reflective of the real world, I’m extremely pleased that, with Creative Skillset’s support, we were able to do the same at Coronation Street. It has been a great opportunity for talented writers to gain proper experience at the heart of the show with the possibility of progressing onto the writing team in the longer term.”

John Whiston
Creative Director of Serial Dramas
ITV Studio

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BAME TV Writers Boot Camp: Original TV Drama Series
Fresh Voices and London Film School

Initiated by Creative Skillset, the Fresh Voices and London Film School Workshops collaborated to create a practical workshop that enhanced the creative and industry skills of six already experienced BAME TV drama writers.

By the end of the programme, two participants’ projects were commissioned by production companies BBC Drama and Left Bank Pictures, and a third participant was invited onto the Coronation Street internship programme.

“With support from Creative Skillset, broadcasters and production companies, Fresh Voices and London Film School Workshops partnered to deliver highly focused professional training for BAME TV drama writers. It’s tough and it’s practical. And we know we’re doing it right because it works.”

Carol Russell
Boot Camp tutor
Fresh Voices

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TriForce Creative Network

WriterSlam is the latest initiative from TriForce Creative Network to help TV production companies access new and established writers from diverse backgrounds and support them in their career development. With support from Creative Skillset, the first WriterSlam took place in June 2015 at the Theatre Royal Stratford East.

From over 1000 entries, just five outstanding writers were shortlisted to have their scripts performed by professional actors in front of a live industry audience.

A judging panel made up of key executives from ITV, ITV Studios, BBC and Tiger Aspect chose three winning writers for the following prizes:

- A paid development commission and mentoring from ITV and ITV Studios
- A place on the BBC Introduction to Writing for Continuing Drama workshop from BBC Drama
- A shadowing placement with a writer on one of Tiger Aspect’s top drama series

“We were very pleased to have the support of Creative Skillset for our WriterSlam initiative. With their involvement and the support of broadcasters such as ITV and BBC, and production companies, we’re able to offer a new and exciting way of tackling issues of access and inclusivity among the industry’s pool of talented television writers.”

Fraser Ayres
Co-Founder
TriForce Creative Network

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DIRECTORS

High-end Drama Mentoring Scheme
Directors UK

Directors UK’s mentoring scheme targeted BAME and women directors with a mission to change the diversity of the directing community. The aim was to give a small number of current directors a fully immersive mentoring and shadowing experience transforming their confidence and insight into high-profile drama directing.

Directors who were ready and able to take the step up to high-end drama had the chance to form a close connection with a partner production company and mentor, working on shows such as: Humans (Kudos), Mr Selfridge (ITV Studios), Dickensian (Red Planet), Undercover (BBC Drama Productions) and The Tunnel (Kudos).

“My shadowing placement on The Tunnel has been invaluable. It has given me confidence by removing the mystique of high-end drama and letting me see what is expected. The pursuit of excellence is what I had hoped for, but the time constraints are still very real.”

Christiana Ebohon
Mentee on The Tunnel 2

“It unquestionably helped me make the step up from long-running and daytime drama to prime time series drama. What made this experience especially valuable was being able to start the shadowing process during the prep period. For me it has really been the springboard I needed. I have just been offered a block of Call the Midwife.”

Lisa Clarke
Mentee on Dickensian

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The Next Move
Channel 4 and thinkBIGGER!

Led by Channel 4, supported by Creative Skillset and delivered by thinkBIGGER!, The Next Move was designed to tackle the lack of training for disabled people currently working in UK TV drama.

Six disabled candidates already working in TV drama were selected to receive a tailored programme of training, mentoring, coaching and a placement to progress them to the next step in their careers.

These six participants are currently working on programmes such as Casualty, Mr Selfridge and Hollyoaks, along with various roles within the BBC and Mammoth Productions.

“With so few disabled people working in drama production, it’s vital to find ways to nurture this talent and do everything possible to help build their careers for the long term. The Next Move was designed with that in mind. ThinkBIGGER!’s flexible and tailored approach to each individual delivered just the right mix of skills training, mentoring and access to experienced practitioners needed to enable all six participants to develop the confidence and tools to take a step up. TV drama needs more initiatives like this!”

Alison Walsh
Former Disability Executive
Channel 4

More information: enquiries@thinkbigger.org.uk

The TV Collective Buddy Programme
The TV Collective

Developed and supported by Creative Skillset, the Buddy Programme launched as a pilot project at last year’s Edinburgh TV Festival. Six BAME individuals at pivotal career points were matched with experienced industry figures.

Paired by their backgrounds, fields and similar experiences, the buddies offered practical advice based on empathy and a genuine understanding of their mentee’s needs. Over the three-month pilot, participants received an intensive programme of mentoring, coaching, masterclasses and networking opportunities, a combination which proved to be a powerful personal development tool.

There were many positive outcomes with all participants finding new and exciting opportunities, with one mentee commissioned to write a drama with the BBC.

“The key to the Buddy Programme is that relationships are based upon mutual trust and respect. The mentees did not feel the need to impress their mentors, this provided the mentee with a real opportunity to discuss career options and progression in a uniquely open way.

We found it was an opportunity for participants to look more closely at themselves, their issues and opportunities, allowing them to plan ways to move forward in their careers. Our mentors asked questions and posed challenges, while providing guidance and encouragement, helping their mentee to believe their career aspirations were in fact achievable.”

Simone Tennant
Founder/Director
The TV Collective

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At Breaking Through Talent, actors with a disability had a one-day intensive casting workshop with Coronation Street casting directors and actress Cherylee Houston.

“Coronation Street was proud to launch the Breaking Through Talent initiative in partnership with Creative Skillset. It was a fantastic opportunity to find and engage with new and emerging actors who have a disability.

The initiative provided the actors with audition experience and insights but it has also provided Coronation Street with access to exciting new talent and we’re delighted that one of the actors from the initiative has already been cast on the show.”

Kieran Roberts
Creative Director
ITV Studios

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Creative Skillset Diversity Fund

Our Diversity Fund launched in 2014, offering bursaries of 80% of the cost of training to employees and freelancers living in England who belonged to the following groups under-represented in TV: 182 women, BAME and disabled TV professionals have benefitted.

The Diversity Fund has also supported Move on Up North and a BAME recruitment event for Creative Skillset’s Trainee Finder programme, matching trainees to on set placements in UK TV productions. An LGBT Leadership Programme for the Creative Industries has been developed in partnership with Stonewall and InterMedia, the network for LGBT people working in the Creative Industries. This fund is also available for companies to apply for on behalf of their employees.

Inigo applied to the Diversity Fund for support in attending a course in Avid Media Composer 7 with Soho Editors and Kerrianne received a Diversity Fund bursary to support her attending a Camera Operator course at the NFTS.

“Inigo Manby
Trainee Assistant Editor

“I don’t believe where you come from should determine where you work. Without the Diversity Fund I would never had the opportunity to go to the NFTS and it’s been fantastic.”

Kerrianne Taylor
Online Assistant Video Producer
Channel 4

More information: jow@creativeskillset.org
GREENLIT
Screenplay
Avatar Productions

A partnership between BBC Independent Drama, BBC Writersroom, Creative Skillset and Avatar Productions, Screenplay offers a unique development programme for forty writers from BAME backgrounds who are new to returnable TV drama.

The writers taking part were nominated by production companies, agents and broadcasters. Projects have been chosen for further development by an industry panel including RTS, BAFTA and Broadcast Award-winning production company Avatar.

Up to six emerging writers will go on to receive full script commissions and a further extensive programme of masterclasses and senior industry mentoring, with script editor support for a year.

The first script, from Nick Ahad, is currently in progress with mentor Paul Abbott (State of Play, Shameless, No Offence).

“I’m not doing this because he’s BAME or whatever, but because he’s got real talent and it’s an amazing story which we will do everything in our power to get made. This is how we’re going to develop the next generation of writers – by giving them real opportunities and support, and helping them turn good ideas into great scripts. I’m absolutely delighted to be part of it.”

Paul Abbott
Screenwriter

More information: deep@avatarfilms.org

Studio4
Acme Films and Channel 4

Channel 4 is partnering with Acme Films, with support from Creative Skillset, to develop under-represented BAME writing talent under their Diverse Writers Rocket initiative.

Studio4 will identify talented writers for a Channel 4 or E4 series of their own, with a particular emphasis on writers from BAME backgrounds. Acme will select eight writers with strong series ideas and develop their pitches. Four will be selected to progress to the second stage, where they will write first draft scripts. Two writers will then progress to the final stage – an intensive development period which will result in fully-fledged original series propositions and episode one final scripts. The project will provide access, training, expertise and a collaborative framework for the writers and the team.

Beth Willis, Deputy Head of Drama at Channel 4 will give feedback at every stage, whilst Ruth Palmer at Creative Skillset and a selection of other industry professionals will act as an advisory panel.

“Studio4 will give these writers the chance to fast-track their ideas with script commissions and regular support from experienced writers, script editors and producers as well as the commissioners at Channel 4.”

Beth Willis
Deputy Head of Drama
Channel 4

“I’m very excited to be working with such a strong team and the backing of Channel 4 and Creative Skillset on a project which we hope will make a difference to the mix of projects coming through for consideration by Channel 4 and E4.”

Jaime D’Cruz
Acme Films

More information: jaimie@acmetv.co.uk
Sky Drama Table Reads

Hosted every month by a different independent production company, Sky Drama Table Reads bring together agents, script editors, writers, producers, directors and development executives to observe a table read of a script from an emerging BAME writer, read by diverse acting talent.

“Following the Creative Skillset writers roundtable, Edinburgh session in 2014 and the further Q&A with Keli Lee, Sky Drama were keen to kick-start something similar in the UK.

We felt that by inviting independent production companies to host table reads we would encourage the production community to engage with new diverse voices, and as a result encourage the agent community to highlight the diverse talent that they represent. So from January this year, once a month we have invited an independent production company to introduce the team to a writer and script they are passionate about which is read by actors; the writer, casting director and actors are all paid for their time.

As we are a small team it means that we can be available and have the opportunity to engage with new talent, whilst not over-promising in terms of the number of projects we can engage with.

We are already in paid development with two of the writers who have taken part in the table read and cast who have read at the events have been offered parts in our drama series. We look forward to the year ahead and encourage those indies who have not yet hosted a table read to get in touch.”

Cameron Roach
Commissioning Editor
Sky Drama

More information: cameron.roach@sky.uk

BBC Continuing Drama Series Directors Development Scheme

BBC Writersroom

The continuing drama series are renowned for training the industry’s up-and-coming directors. But a gig this good is hard to get and experienced competition is fierce.

In response, BBC Writersroom, supported by Creative Skillset and Directors UK, has created an open application mentoring scheme which hopes to attract BAME and disabled talent and women. The programme will recruit twelve directors to the BBC’s four big shows, where they will gain a directing credit on EastEnders, Holby City, Casualty or Doctors.

“As a producer, I have always felt for new directors who have enthusiasm and talent but not enough experience to get booked on a show. This is designed to bridge that gap and set new directors up to succeed. The shows will benefit from new talent, but with the reassurance of an experienced director on hand.”

Anne Edyvean
Head of BBC Writersroom

More information: anne.edyvean@bbc.co.uk
MAMA Youth Project

MAMA Youth Project equips young people from 18-25 years of age with the skills and experience to secure long-term, fulfilling employment in the TV and media industry. The project, supported by Creative Skillset, offers training to young people from under-represented groups and those with limited educational or employment opportunities, including unemployed graduates, in a commitment to bring greater diversity to the media industry and provide employment for young people.

Uniquely immersive and challenging, MAMA Youth Project’s training model stretches participants’ initiative and teamwork in a real-time work situation as they work to produce six episodes of the magazine show ‘What’s Up’, which broadcasts on Sky 1.

In the process, participants learn core skills ranging from researching, contributor sourcing and location management to camera work, lighting, recording and sound operation. Participants even cover legal contracts, marketing and production paperwork.

“The importance of MAMA Youth in supporting true diversity at entry level to the industry cannot be overstated. Their graduates are truly prepared for work in TV production and have realistic expectations of what that means. Endemol Shine is proud to be able to support and work collaboratively with MAMA Youth Project and looks forward to continuing to do so for many years.”

Bella Lambourne
HR and Operations Director
Endemol Shine UK

More information: info@mamayouthproject.org.uk

Hiive Diverse TV Drama Talent swarm

Earlier this year, Creative Skillset, in partnership with Kudos and the Edinburgh TV Festival, commissioned research to explore issues behind the lack of off-screen talent from under-represented backgrounds working in high-end TV drama.

The research found that the majority of people surveyed had never worked with a disabled person within high-end drama. It also highlighted that there was a clear lack of BAME people working regularly across high-end TV drama.

In response to the findings, Creative Skillset set up the Diverse TV Drama Talent swarm on Hiive. The swarm is a networking hub where professionals can promote themselves and producers connect with talent from diverse backgrounds who work in scripted genres.

More information: ruthp@creativeskillset.org
The Commissioner Development Programme aims to increase the diversity of talent at commissioning level, with participation by all the major broadcasters including the BBC, Channel 4, Channel 5, ITV and Sky across genres including drama, factual and sport.

Seven candidates work in commissioning teams and take part in an executive development programme of masterclasses, workshops and networking events supported by Creative Skillset’s TV Skills Fund and delivered by thinkBIGGER!

The seven successful candidates are:
- Marvyn Benoit (Sky, Factual)
- Ninder Billing (Channel 5, Factual)
- Manpreet Dosanjh (Channel 4, Drama)
- Asif Hasan (BBC, Factual)
- Nasfim Haque (Channel 4, Factual)
- Satmohan Panesar (ITV, Factual)
- Andy Stevenson (Channel 4, Sport)

“The Commissioner Development Programme is all about opening the door for talent to flourish. Commissioners make the decisions that shape the stories television audiences see every day. Getting more diversity within commissioning is a vital step towards greater diversity of output in every genre.”

Amanda Ariss
Executive Director
Creative Diversity Network

“Each intern is assigned a mentor at their placement company and we provide comprehensive training through our induction programme and monthly masterclasses. We are thrilled that our alumni have been so successful in securing permanent positions, but there is still plenty of work to be done to ensure that the Creative Industries truly reflect the audiences they are seeking to reach.”

Josie Dobrin
Chief Executive
Creative Access

Based at The Sharp Project in Manchester, SharpFutures places young people from diverse socio-economic backgrounds within the television industry. Supported by Creative Skillset, the three month placements have been undertaken in companies such as Tiger Aspect and Objective Productions.

“The placement programme provides an excellent way for young people to gain industry experience and to prepare for a career within the sector. We often hear from young people that the big challenge they face is getting quality work experience opportunities so the programme is invaluable to them to demonstrate they have relevant experience when applying for positions.”

Rose Marley
Director
SharpFutures

Commissioner Development Programme

The ITV Continuing Drama initiative offers fifteen trainees from diverse socio-economic backgrounds a twelve month contract at one of ITV’s flagship programmes, Coronation Street or Emmerdale. The initiative has been a huge success and involves departments from costume to cameras to the construction workshop. The first two costume trainees to complete the scheme have secured permanent roles as entry level costume assistants on Coronation Street. Due to the success of the initiative, the intake of fifteen trainees has been increased to nineteen.

“The scheme gives our trainees a fantastic opportunity to gain hands on experience in a practical TV production environment, learning from some of the best in the industry.”

Victoria Bailey
Project Manager
ITV

“Each intern is assigned a mentor at their placement company and we provide comprehensive training through our induction programme and monthly masterclasses. We are thrilled that our alumni have been so successful in securing permanent positions, but there is still plenty of work to be done to ensure that the Creative Industries truly reflect the audiences they are seeking to reach.”

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Josie Dobrin
Chief Executive
Creative Access
IN DEVELOPMENT

Image: The Story of the 2s
PARTNERSHIP WITH TRIFORCE CREATIVE NETWORK

Over the next few months Creative Skillset will be working in partnership with Triforce Creative Network on the following new projects:

Triforce ‘WriterSlam’ November 2015 — Now in its second year WriterSlam helps identify and develop new and established writers from diverse backgrounds, this WriterSlam will focus on comedy scripts.

‘Get A Grip: Get Ready for a Career Behind the Camera!’ — Project to increase the diversity of the high-end TV drama Trainee Finder pool, the TCN will deliver introduction to Trainee Finder seminars, run microshorts workshops and conduct interviews across the UK, for diverse talent wanting to work behind the camera in UK TV drama.

Triforce ‘Short Film Festival’ — A showcases for talent in contemporary filmmaking, helping emerging filmmakers to develop skills and access opportunities to further their careers, the festival focuses on recognising and supporting diverse talent, and takes place at BAFTA in December.

Triforce ‘MonologueSlam UK’ — In partnership with Channel 4, Creative Skillset will be working with the TCN to support and extend the reach of the successful MonologueSlam to identify and enable more opportunities for diverse actors in UK TV drama.

“We’re very pleased to be working in partnership with Creative Skillset. Their support enables the TCN to deliver more exciting initiatives with tangible outcomes for creatives across the industry.”

Jimmy Akingbola
Actor and Co-Founder
TCN

More information: minnie@thetcn.com
PARTNERSHIP WITH CREATIVE DIVERSITY NETWORK

Project Diamond Training Programme

The Creative Diversity Network’s TV industry-wide online diversity monitoring system is planned to be launched in the first quarter of 2016. Diamond is a ground-breaking project: no other broadcasting industry anywhere else in the world has worked together to develop such a cross industry approach to gathering and publishing diversity information.

Diamond will give us detailed and accurate answers to two essential questions – does the workforce on UK productions, both on and off-screen, reflect the diversity of the UK? And are audiences of all kinds seeing themselves reflected on screen?

Creative Skillset are delighted to have chaired the Diamond Education and Training Group overseeing the arrangements for the training programme to support the systems rollout. Training for indies and key production staff on what Diamond is and how it will work will roll out from early November 2015.

The training will include face-to-face training sessions around the UK as well as tailored e-learning, delivered by Indie Training Fund and Acteon Communication.

More information: info@indietrainingfund.com

Indie Diversity Training

As the full Diamond system and training package rolls out across the industry, Creative Skillset and the Creative Diversity Network will be supplementing this with further e-learning modules on the wider diversity agenda, supported by Creative Skillset's TV Skills Fund.

Working with Acteon Communication, online training modules will be developed for indies to access in the Autumn. The modules will cover topics such as how to find diverse talent on and off screen, the principles of unconscious bias, understanding broadcaster targets and case studies on getting shows made under the new commissioning guidelines.

This training will support the production sector to navigate the various targets and strategies broadcasters have launched over the past eighteen months.

More information: tanya@creativediversitynetwork.com
WRITERS DEVELOPMENT PROGRAMME

Writers’ Cramp
thinkBIGGER!

Creative Skillset and thinkBIGGER! are working together on a new programme to support disabled talent within TV drama writing.

Writers’ Cramp will support new and experienced disabled television writers and script editors through bespoke training, networking and mentoring opportunities.

The programme aims to bring disabled voices from other areas, such as theatre, to the attention of the television industry as well as identifying talented individuals currently in the industry who are interested in furthering their career in drama writing.

“Disabled participants in the industry are very underrepresented. This programme hopes that by making critical changes in the script department, disabled voices will come to the fore.”

Edi Smockum
Director
thinkBIGGER!

More information: writerscramp@thinkbigger.uk.com

BAME TV Writers Boot Camp
Fresh Voices and London Film School

Creative Skillset will be teaming up again with Fresh Voices and the London Film School to offer another Writers Boot Camp in 2016.

Creative Skillset TV Writers’ Fund

To develop and support emerging writers’ and script editors to help grow the diversity of stories and content in UK TV drama.

This fund will focus on supporting team writing, writers rooms, showrunning and script editing and has an emphasis on encouraging emerging diverse talent, particularly individuals within the following under-represented groups: BAME, disabled and female writers. Applications for funding will be open to independent production companies and broadcasters for the following:

Emerging talent programmes

An opportunity for companies to identify and help build skills in emerging writers, showrunners and script editors. Applications can be tailored to individual company ideas and could include some of the following:

– an emerging writer shadowing an experienced writer linked to the production company
– an opportunity for emerging writers to sit in alongside writing processes
– writers given the opportunity to shadow the full production process
– emerging script editor shadowing an experienced script editor
– sending writers to shadow US writers’ rooms - new innovative ways of creating drama through working with different writers
– opportunities for diverse writers to enter and develop within the industry

Writers’ room workshops

This is an opportunity for companies in development to trial writers’ rooms on their projects. We will support companies in identifying emerging writers to take part in a writers’ room under the supervision and support of an experienced executive producer.

More information: ruthp@creativeskillset.org
Creative Skillset will continue to develop ideas to support diverse talent with established partners.

“Directors UK looks forward to continuing to work with Creative Skillset to develop further training opportunities for directors. We are particularly dedicated to helping the industry develop the talents of BAME and women directors at all stages of their career – from entry-level through to bringing talent up to the high end – creating clear pathways for career development. We are also keen to build upon existing models that tie career progression together with employment opportunities.”

Andrew Chowns
CEO
Directors UK

We will also be looking to work with new partners to develop a range of training programmes to support the development of diverse high-end drama producers, up-skilling of diverse talent into high-end drama crew positions, as well as business support programmes for diverse drama indies.

To find out more about Creative Skillset’s work in diversity for TV contact: ruthp@creativeskillset.org
Thank you to the following companies for making these projects possible with their investment in the High-end TV Skills Levy and the TV Skills Fund.
We are working with a range of fantastic and dynamic partners. Together, we are identifying, developing and connecting incredible talent to build a truly diverse TV industry.

Ruth Palmer
TV Partnership Manager,
Creative Skillset
Creative Skillset

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