

Section 1: Research Digest

Film, Video, Broadcasting & Digital Media

Training for Growth

A report for North West development Agency based upon research into the media sector in North West England [UK]

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Skillset / North West Development Agency

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Objectives

The aim of this research project was to identify strategic partnerships needed to deliver an industry-led skills strategy for the broadcast, film, video and interactive industries in the north-west of England.

Methodology

The methodologies used in this research included telephone and face-to-face interviews, a postal survey using questionnaires, desk research and a literature review.

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Summary

The creative industries and internet-based services have been identified by North West Development Agency as having particular prospects for growth within the north-west economy. Media industries are strong in the north-west, with two large established broadcasting centres and numerous independent film, television and new media companies, plus a mixed radio sector. Much of the production activity is located in Greater Manchester, Merseyside and Cheshire and most of the companies surveyed had London as their main market. There are many small enterprises within this area, producing work for network and regional broadcast, and games software. They are supported by numerous supply chain companies and freelancers.

Companies within this area surveyed during the research are keen to expand and recognise the need to maintain and develop their skills base to meet future market demands. The survey

revealed a shortage of people with suitable skills to work as producers and directors in broadcast production, new media and animation; a shortage of engineers in broadcasting and of programmers and designers for new media and games software. Companies also recognise a need for business, financial, marketing and management skills, and freelancers recognise their need to maintain and develop skills.

Jobs in the sector are often found by word of mouth and networking. Opening the sector to equal opportunities and social inclusion is important as there are low participation rates for minority ethnic groups and disabled people within it. New entrants to the sector need advice about career development and education providers, employers and public agencies need to co-operate to support and develop employment in the sector. An initiative to establish a new agency, Media Training North West, has come out of the research, backed by financial support from North West Development Agency.

Availability

Available from Media Training North West, Room 2105, New Broadcasting House, BBC, Oxford Road, Manchester M60 1SJ; tel: +44 (0) 161 244 4168