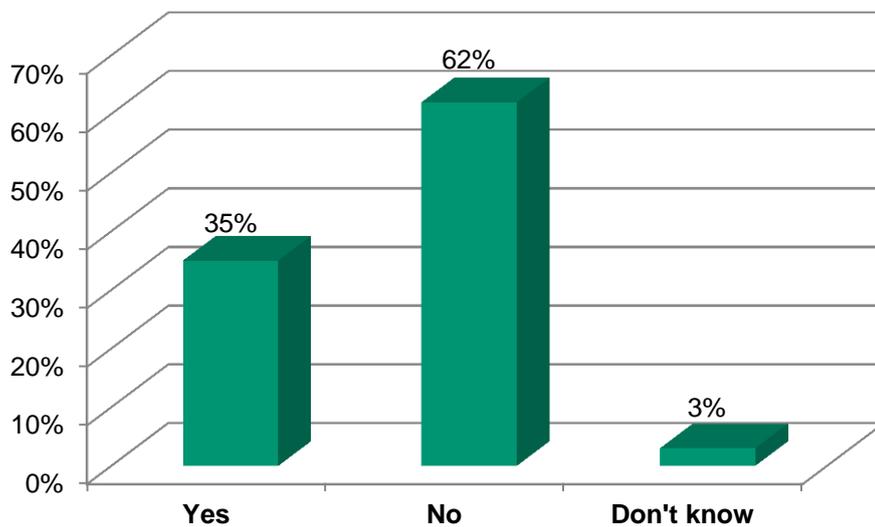


Panel results – skills and training solutions

With £32m available over two years to support skills in film, high-end TV, animation, games and VFX through the [Skills Investment Fund](#) (SIF), Creative Skillset invited members of their employer panel to participate in a survey surrounding industry skills shortages and potential training solutions.

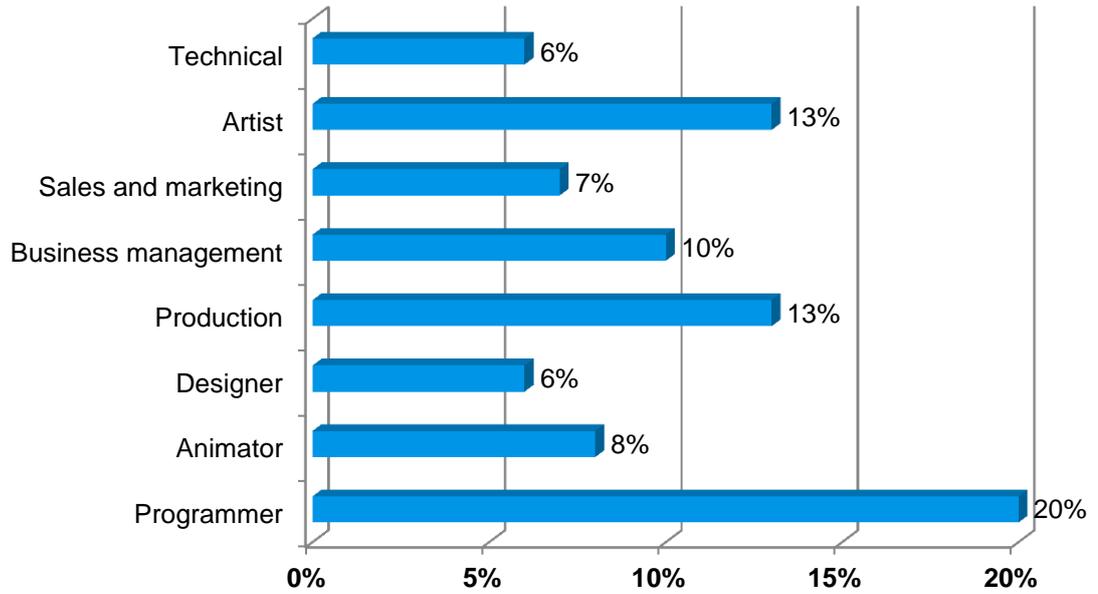
Skills shortages

1. Does your company/production currently have any vacancies that are proving hard to fill?



- 1a. In which specific occupations are these vacancies that are proving hard to fill?

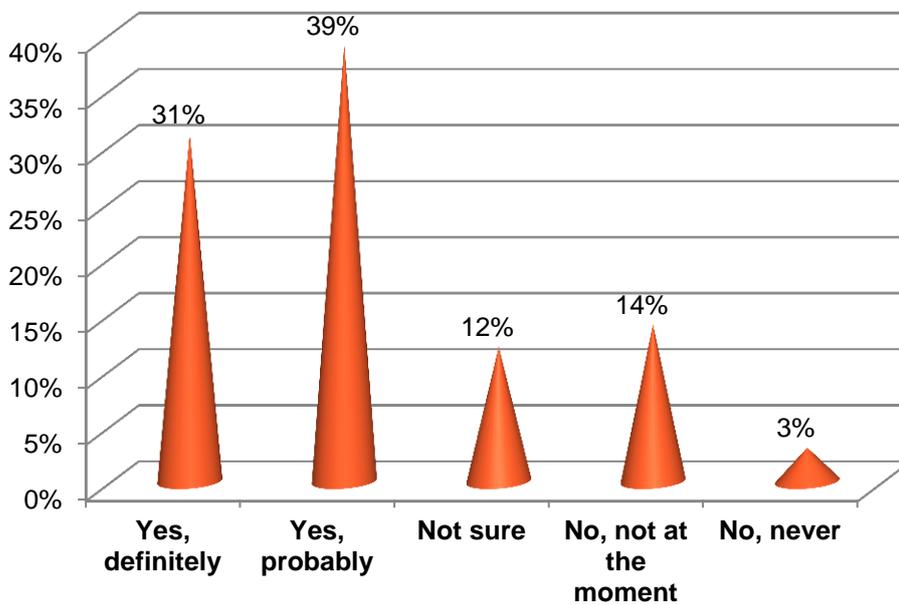
Below is the breakdown of most common cited responses by occupational group.



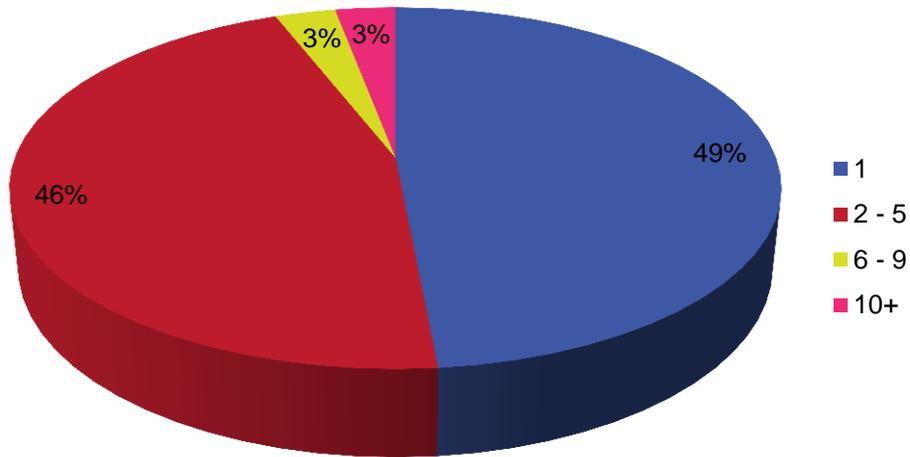
For full results please see [the appendix](#).

Trainees

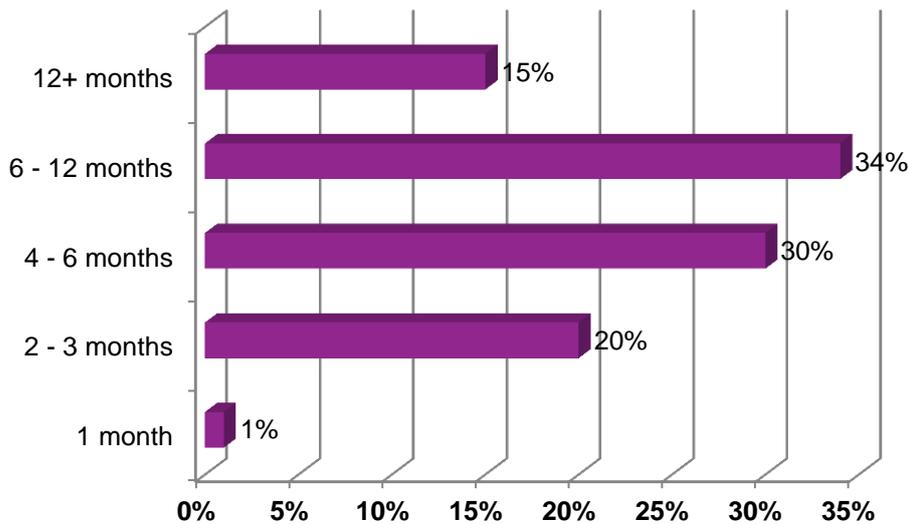
2. Would your company be interested in taking on part-funded graduate/postgraduate level trainees (up to 70% part-funding)?



2a. How many trainees would your company consider taking on?



2b. How long would your company consider taking a trainee(s) on for?

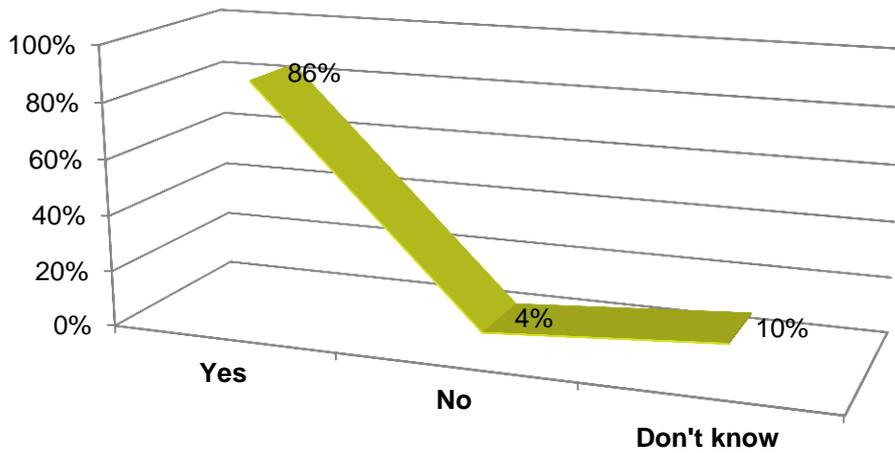


Work-based degree programmes

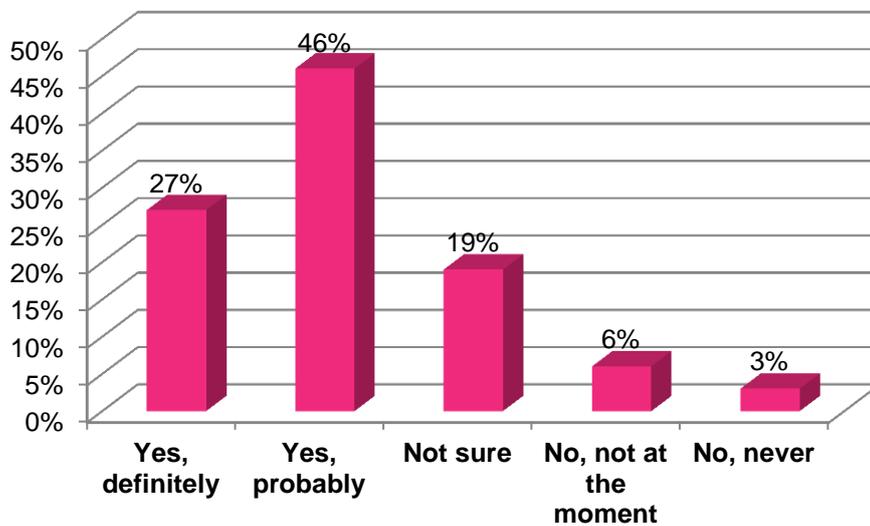
To address employers' concerns that graduates often lack the appropriate experience and skills for the workplace, Creative Skillset is bringing together employers and universities to develop new higher level apprenticeship programmes with embedded honours degrees.

Media companies would recruit higher level apprentices on two year contracts on the apprentice minimum wage, and would help to determine the skills and knowledge that they need to develop, which would be delivered in short blocks by partner universities. We anticipate that this combination of work experience and university learning would result in highly skilled, employable graduates.

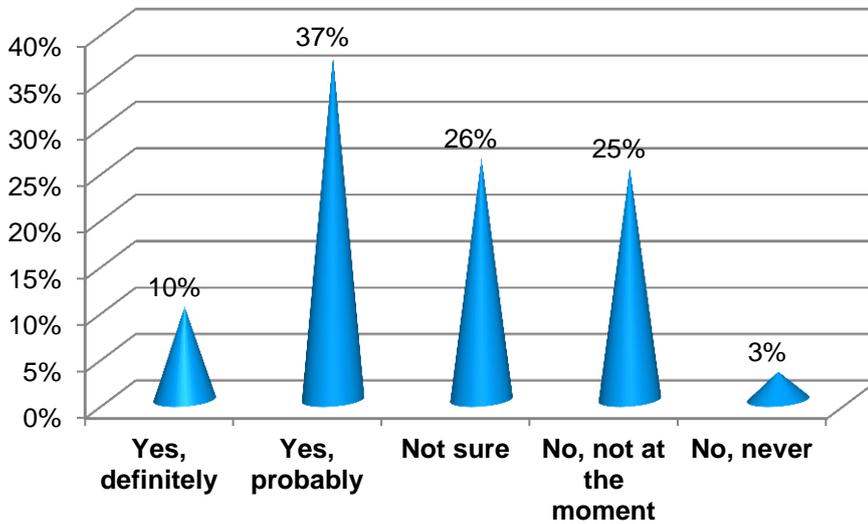
3. In principle, do you support the idea of the new work-based higher level apprenticeships?



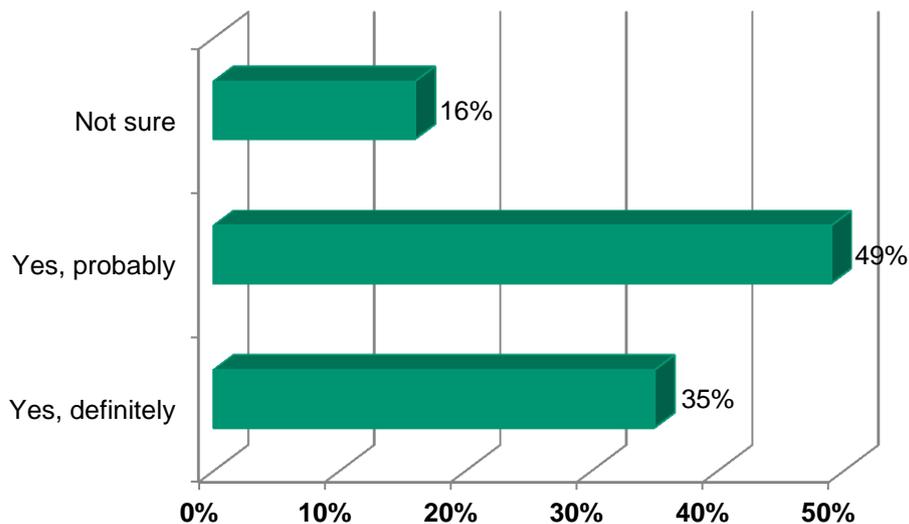
4. Do you feel that these new programmes and their associated graduates with more industry relevant skills would potentially have a positive impact on the productivity of your company?



5. Assuming you can choose the applicant, would your company be prepared to recruit a higher level apprentice as part of your team for two years?



5a. Would your company be willing to pay this apprentice the minimum wage (currently £2.68 in year one and £5.03 for year two)?



6. Additional comments on the work-based degree programmes

Here is a small selection of the additional comments provided about the work-based degree programmes:

“Two years feels like a big commitment from an employer perspective, and it can be difficult to juggle that amount of time around the development cycle of a game(s). A shorter-term contract (1 year or less) would help reduce that as a concern.”

“Measures would need to be put in place on the off chance the candidate was not up to the task or did not gel with the company.”

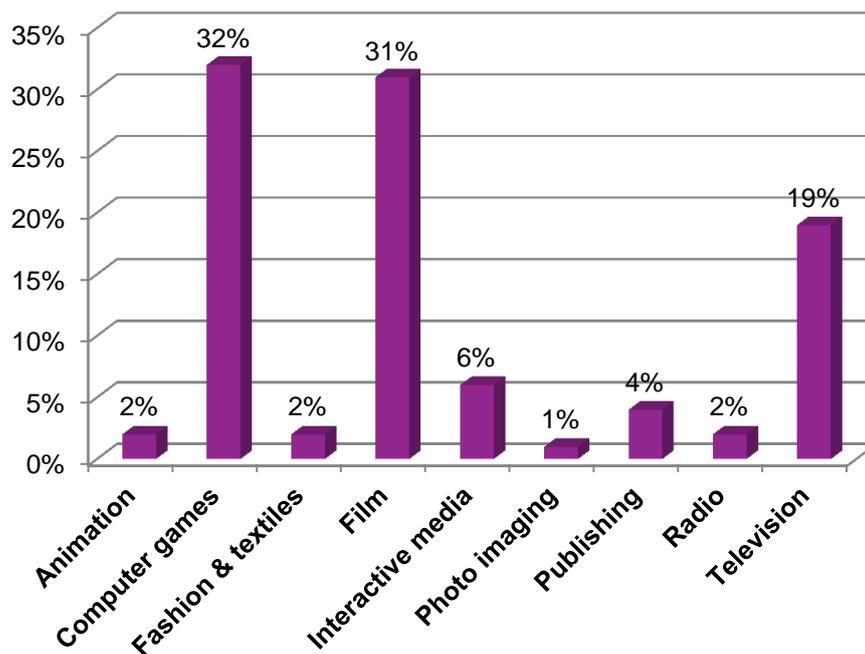
“I see this as a win-win situation for both the employee as well as the employer. The employee is able to earn a salary while not only getting an education, but the relevant experience required, whereas the employer is able to have additional assistance for their business.”

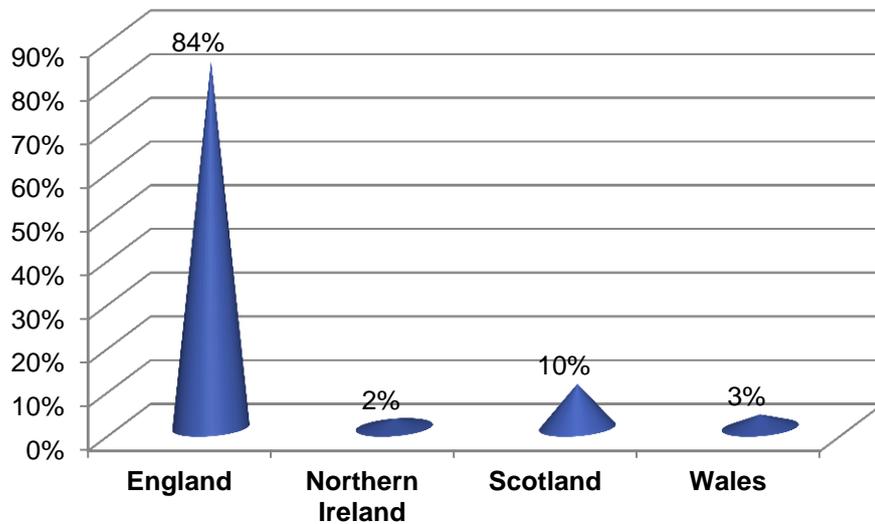
“Work based degree apprenticeships are invaluable stepping stones on the way to a career, but continuity of employment within an oversubscribed sector is the major challenge for young and emerging technicians and filmmakers. Self-sufficiency and multi-skilling are absolutely vital in order to secure a future in our sector!”

For all responses please see [the appendix](#).

July panel responses

Below are graphs representing how the panel results are made up by sector and nation. If you would like more in-depth information please contact research@creativeskillset.org.





Thank you to those who took the time to complete the panel survey. Your views will help to shape our strategy and will impact upon the future of the UK Creative Industries. Our next survey will be in autumn 2013 and we need as many people as possible to respond, to ensure that the results accurately reflect the industries opinions and concerns. Your colleagues and employees can register at www.creativeskillset.org/research/panels.

If you indicated an interest in taking on part-funded trainees you will be contacted shortly. Find out more about Creative Skillset's Trainee Finder on the [Creative Skillset website](#).

Appendix 1a. In which specific occupations are these vacancies that are proving hard to fill?

Respondents listed up to five occupations in which they had vacancies which were proving hard to fill.

Occupation 1

Production Safety Adviser
Storyboard Artists
Marketing producer
Build Programmer
CelAction animators
Environment Artist
Senior Programming
Camera
Sales
Art Director
UX Design
Online programmers
Gaffer
Script editor
Production Accountants
Product manager / Game analyst
Server Engineer
Network Programmer
Cloud admin/engineer
Coder
Web developer
Programmer
Experienced Computer Graphic artists
Programmers
Administration / Marketing
Production
Animation
Marketing, PR, Promotion and Social Media
Photographic Lighting Retail
Artists
Series producers
Visual Effects Artists
Experience Games Programmer
Creative workshop tutors
Programmers
Programming
Legal

Occupation 2

CelAction 2D Animators
Sales producer
Gameplay Programmer
Editor
Digital
UI Artists

UX designers
Rigger
Producer
Assistant Accountants
Game designer with Touch platform, Social and Freemium experience
Senior Roles
Online Services/Programming
Experienced Computer Animators
Server people
Post production
Administration and Monitoring
Writers
Graphic designer (motion graphics)
Nuke Compositors
Administration
Senior Programmers

Occupation 3

Distribution producer
Animator
Animators
Product development
Technical Artists
Script Supervisor
Production manager
Production Co-ordinators
Producer with Touch platform, Social and Freemium experience
Experienced Animation Directors
Designers
Production co-ordinators
Finance
Lead Programmers

Occupation 4

Character Artist
Online Programmers
Prosthetic Artists
DOP
Assistant Co-ordinators
Experienced Sales person in Animation market
Programmers
Operational management

Occupation 5

R&D programmer
Engine Programmers
Focus Pullers
Script supervisor
Production Managers
Opportunities co-ordinator

Panel results – skills and training solutions



Appendix 6. Additional comments on work-based degree programmes

“My company is not currently looking for any additional staff. I do however support any policy which aims to get graduates real-world experience.”

“Great idea in principal. Hard to tie up available vacancies on a production with start dates of degree courses. Periods of intense activity followed by quieter development cycles...”

“We're one of those tiny companies that has no full-time staff. We do hire freelancers, but mostly short-term, and we can't commit to any employment not directly related to a production.”

“We need an industry led animation training course for CelAction. Universities should not be involved. They have been turning out badly trained animation graduates for years. Creative Skillset need a new strategy.”

“Irrelevant - attitude and skills are much more important.”

“As an employer, I am less concerned with qualifications, more experience. I would like to see more like the Creative Industry Practice short course that the University of Sunderland offer. Linking with employers and allowing them to talent spot.”

“I think the part funded trainee proposal is a reasonable idea, but the apprenticeships thing is a terrible idea - at least in the short term.”

“The part funded trainee scheme should significantly de-risk the hiring of graduates, but factors of the associated 'hidden' costs - mentoring time from senior staff, low productivity, long integration time into processes and working practice etc. still exist and they're the biggies.”

“I think the apprenticeship degree thing is a terrible idea. Taking on A level students and training them on the job is worst case from a using time of senior staff point of view, and without even the limited self-determined independent learning experience of a degree these kids are going to take up a lot more time and money, and take way longer to integrate into workplace practices etc. because they'll be even younger and less life experienced than a regular graduate.”

“I honestly think the best bet is to instead to increase industry involvement in HE and to subsidise industry relevant HE courses.”

“Some sort of funded scholarship system with government and industry support where

involved devs get first pick of the crop for recruitment would benefit everyone. More stuff like BCU's Gamer Camp - which is basically just like a compressed 1 year trainee program in a simulated studio provides way more cost-benefit effective solution to industry than the initiatives presented in this survey."

"I would say that we in particular are currently struggling more with the size of the talent pool at an experienced or senior level and at a cutting edge standard in specialist fields rather than looking to employ graduate or entry-level positions. In our particular circumstance, devoting time and resource to help train new apprentices would be difficult as it would not address our skills shortages and would cause space issues. The long term benefit to the industry I'm sure will be positive."

"Excellent idea but I've just taken on a new developing producer and my company is too small to accommodate a second person."

"Before committing to anything fully it would be important to understand the requirements of the work-based degree programmes to ensure that they work with production and can be a positive thing for all concerned."

"We might be committing to a number of creative posts in the very near future and we are likely to need: film camera operative, post production operative, photographic creative and a number of web developers. We'd appreciate some dialogue when the time comes."

"We are a very small company (two people) so would really be interested in working with an apprentice but would need to wait a while before we have the space/IT to accommodate one. I'm interested particularly in digital/website skills and marketing efforts."

"The length of the two-year commitment would be the most difficult issue for us, as we are still an expanding business and do not tend to make staffing plans on such a long time-frame."

"In terms of taking on higher level apprentices for a 2 year period it would need to be in line with a position being available to fill at the company. I would be open to recruiting apprentices for new positions if their desire was to work in the industry."

"Though this sounds like a very good scheme, it is not appropriate to our company. 2 years for the programme is potentially too long - we would look at 12 months as a maximum for an apprenticeship."

"Our current organisation business model will not be able to sustain extra staffing costs for at least the next 2 financial years. It is difficult to sustain our existing staffing level which is already skeleton. Finding a budget to contribute to these kinds of schemes would be extremely difficult for us."

"A vocational work based degree that has clear outcomes has a lot of merit
It has always been difficult to find skilled artists in the Animation industry. Most of the really good ones move to London or the US."

"The key will be ensuring the blocks are relevant, timed to meet need, and work in the context of the companies programme of work."

“Work-based degree programs help validate the increasingly high-level skills necessary in the 21st century media industries. However, for directors we are very aware that practical skills must also be qualified by intellectual rigour.”

“Though not directly involved with production, we operate as a vital training body and a charity in a cross-media capacity. The Directors Guild is a fascinating place to work for graduate industry-entrants. However, we are not in a position to offer long-term (2 year) positions.”

“Is it not three years for a university backed course.”

“As it's such a specialist skill our interest would definitely depend on the quality of the applicants. But in principle we wouldn't be averse to it.”

“I would have to have some projects lined up before I commit to a full time type apprentice I'd like to have input on what they learn and the modules that are delivered on the framework for new posts under apprenticeships.”

“A year out to actually work is essential, as long as the graduate stays to complete the course afterwards and we don't lose what could have been great Grads lured by money, who might regret that later. “

“Two years feels like a big commitment from an employer perspective, and it can be difficult to juggle that amount of time around the development cycle of a game(s). A shorter-term contract (1 year or less) would help reduce that as a concern.”

“Tell me more :).”

“We are entering the final stages of our current project so could not commit to a two year placement.”

“I see this as a win-win situation for both the employee as well as the employer. The employee is able to earn a salary while not only getting an education, but the relevant experience required, whereas the employer is able to have additional assistance for their business.”

“More relevant training at University would be advantageous - particularly in Nuke and Silhouette software.”

“Work based degree an apprenticeships are invaluable stepping stones on the way to a career, but continuity of employment within an oversubscribed sector is the major challenge for young and emerging technicians and filmmakers. Self-sufficiency and multi-skilling are absolutely vital in order to secure a future in our sector!”

“To be honest there isn't enough work going round even for those with experience, and to be honest I am fed up of not finding work myself, with 25+ years' experience, because I don't have all the high-profile recent credits other employers require, and then I am considered too old and expensive by others who instead employ young ex-students in order to pay them peanuts.”

“Your idea is sound in principle but in practice our industry is distorted at present and you need to address the issue of how to keep those with experience in work!”

“Sounds like a good idea!”

“Excellent initiative.”

“Measures would need to be put in place on the off chance the candidate was not up to the task or did not gel with the company.”

“Selection of candidates is key. Great A-Level grades are key. We'd prefer traditional subjects. We don't like game design degrees. The reason why we're finding it hard to recruit programmers is because we are looking for the best of the best. We can make no exception for candidates using this entry point.”

“Sounds interesting. Would also like access to training for production staff in Avid and Camera operation.”

“Have just taken on recent graduate on Santander 50% funded 3 month traineeship. We are a small fairly new company which has been set up to work with consultants on specific projects as and when there is a need to extend capacity. In the current economic climate it would be difficult for us to commit to taking on a high level apprentice, however from previous experience in other companies we do believe that they offer both the company and their industry both short and long term benefits.”

“I think it's a great idea in principle but is only relevant to entry level positions, of which we only have a couple of per year.”