

making
Creativity
work

“**Making Creativity Work** is a unique opportunity for people to step inside **one of the world’s biggest and brightest media companies** for an exciting training experience.

Designed by leading academics and industry professionals, this training has been built to take people places!”



making
Creativity
work



In the summer of 2016 **Bauer Academy** was awarded two ESF contracts covering all boroughs of London.

The two contracts were split between the **North, East and West (NEW)** and the **Central and South (C&S)** regions of London and had a combined maximum contract value of **£1.7m** and completed in March 2019.

To qualify participants had to be **19+**, live in London, and be **unemployed or economically inactive**, there was **no upper age limit** and participants could already be in part time education.

Project Outputs

Since the beginning of Making Creativity Works a combined total of:



Participant Demographic



Every borough of London impacted through a resident attending a course

*courses, mentoring, masterclasses, employment support, work experience



The engagement with learners has been exceptional across the project, the **completion rate of 94%** shows the quality of our provision and that of the sub-contractors we continued to work with.

The main success of this project has been the participants themselves, the **feedback from all has been exceptional**, with many going on to careers in the industry and having increased confidence in themselves:

“I went for an interview with MullenLowe media agency and I found out on Monday that I'd landed the job! I am an account coordinator on the Eurosport account, which is a huge step in the right direction. I wanted to say a big thank you to you guys at the Academy, the course I went on has really helped to get this job. **Robert Lloyd-Evens**”

“**Sandra Ward** who took the Radio course stated: I learned about advertising and gained some practical experience of working to a brief. I had the opportunity of going into a professional, commercial radio station and learning about how Kerrang! Radio is produced & presented. It is a course that is worth doing for anyone interested in working in the Creative industries.”

“**Bea Duncan** who also took the Radio Production course has gone on to employment whilst being offered experience in a Radio station, and said of the course “Very informative and inspiring, I have gained confidence, radio skills and useful networking opportunities.””

making
Creativity
work



Fun, informative
and inspirational...

Naomi Ekwuruke

I've really enjoyed my
experience and I got to meet a
lot of amazing like-minded
individuals. I learned a lot about
the industry and even myself

Natasha King

Best industry course,
opened my mind to the
possibilities and how to
navigate the industry

Rio Thompson-Kunisch

Amazing
experience!

Jada Pascall

It was like a
masterclass in
creativity

Chelsi Smith

I've gained new skills to
take forward to enable
me to get a job within
the industry.

Piper Tiger-Moon

making
Creativity
work



A post course survey was completed by every participant, **95% rated the courses good or excellent** and 95% responded positively to the question asking if **the course had helped them gain confidence in finding employment.**

“**Elena Angelides** who took our course said: If you are unemployed and looking for work this course is one for you. It was confidence building, inspiring and rewarding.”

Through our training and the employment opportunities gained we touched all the following sectors: **VFX, animation, film, TV, radio, advertising, marketing, music, graphic design, journalism, fashion & textiles, theatre, digital, hospitality, events, care support.**

making
Creativity
work

