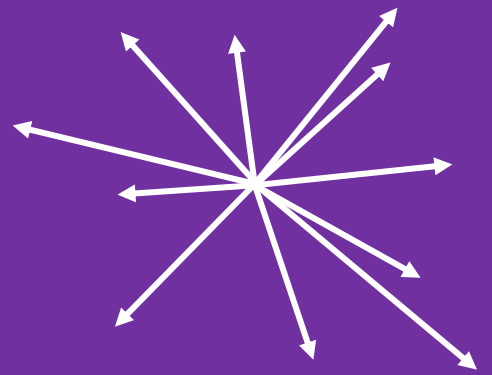


Connected-Campus for Creative Industries

Dec 8th 2020

Agenda

- Welcome from Middlesex University
- The Connected-Campus for Creative Industries
- Collabor*action* Plans for 2021
  - Matt Gallagher (The Callsheet)
  - Jude Winstanley (Line Producer)
  - Carey Fitzgerald & Amanda Groom (Co-Chairs BOFTV.org)
  - Carl Draper (MD – Attic Media)
- Breakout Rooms
- Breakout Feedback
- Next Steps

Welcome from Middlesex University

Professor Nic Beech

Vice-Chancellor

Middlesex University

Professor Carole-Anne Upton

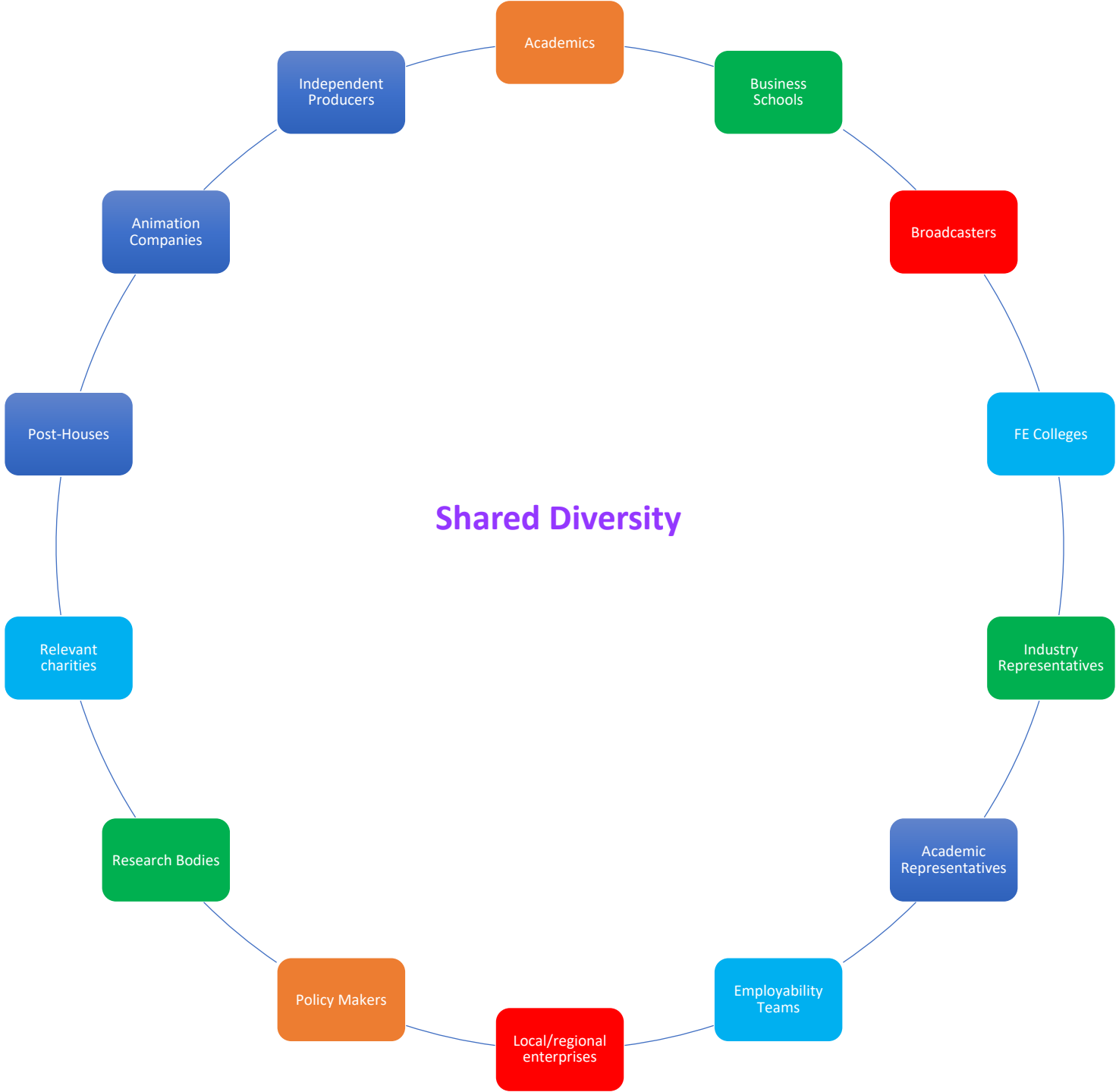
Pro Vice Chancellor and Executive Dean

Middlesex University London

Connected-Campus for Creative Industries

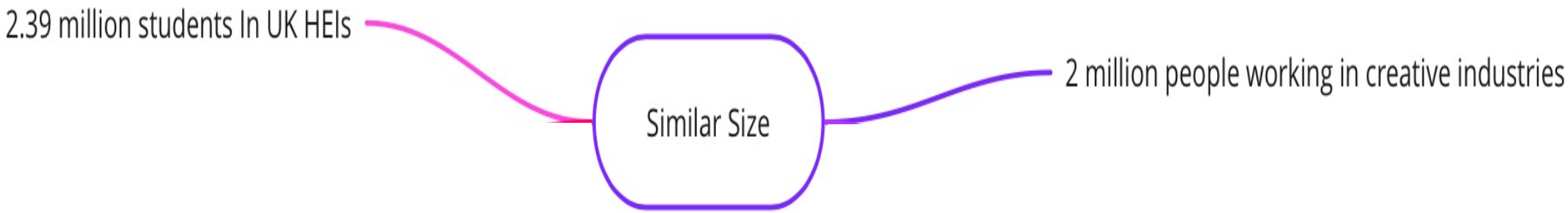
- How we got here
- Why it is needed
- How it works
- What it does
- Benefits
- How you can help
- Your feedback

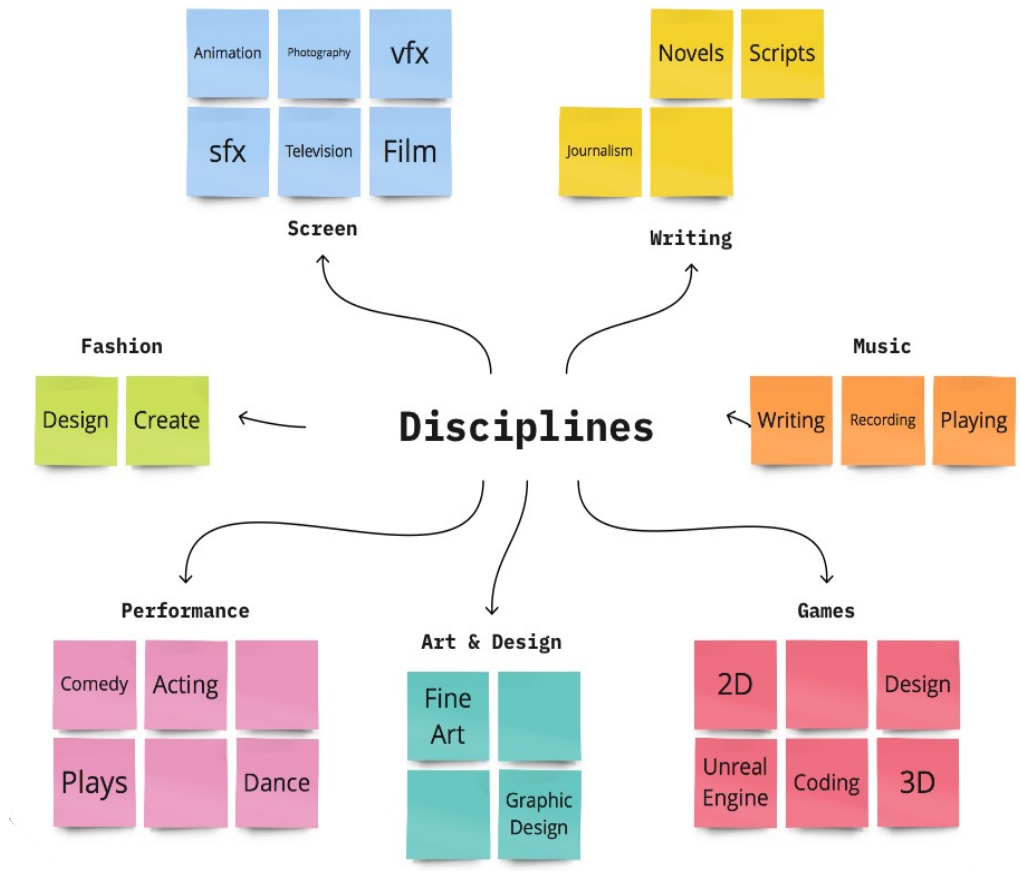
Middlesex University
Department for Digital, Culture, Media & Sport
University of Sussex
BFI Film Forever
attic
Creative Screen Associates
University of Portsmouth
BOFTV
BBC
Ulster University
sky
First Option safety consultants
Canon
The Bridge 대교 大橋
Universities UK
UKRI Arts and Humanities Research Council
British Film Commission
i2i Media
SHINE:
The Unit List
saraputt associates
Edge Hill University
UK Screen Alliance
Creative Industries Federation
creative england
Edinburgh Napier University
Silver Mountain Productions
iadt Dun Laoghaire
University of Essex
Ravensbourne University London
Netflix
Framestore
National Saturday Club
University of South Wales Prifysgol De Cymru
Arts University Bournemouth
Goldsmiths University of London
DLD College London Established 1931
rdf We are Banijay
University of Hertfordshire UH
Royal Television Society
NFTS National Film and Television School
London Business School
FILMFIXER
ual: university of the arts london
nahemi
LSA London Screen Academy
West London Business
ECL London
Mad Dog 2020 Casting
thecallsheet.co.uk connecting film & TV industry professionals
Arkangel Productions
Bournemouth University
TELOS Partners

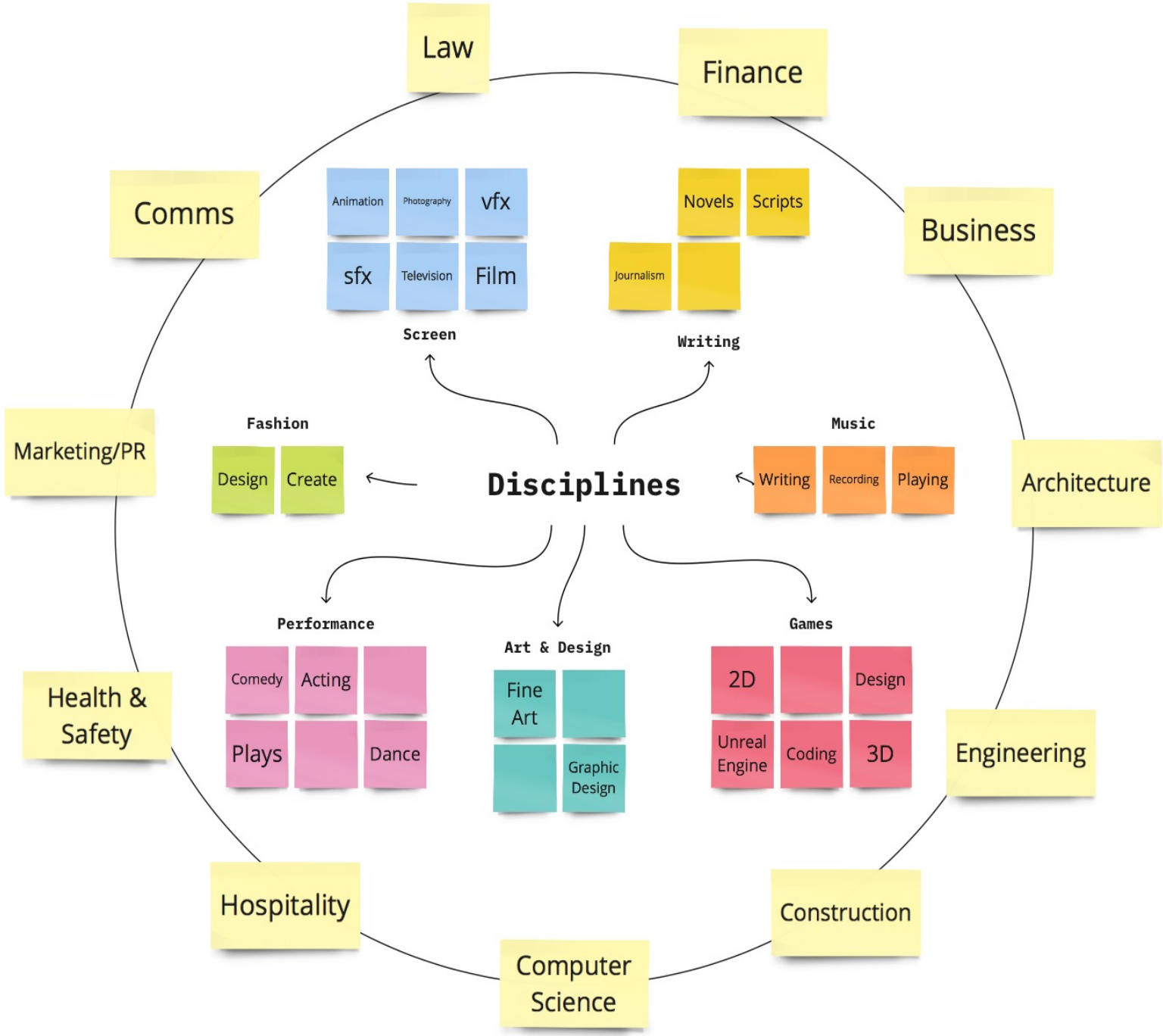

Academics
Business Schools
Broadcasters
FE Colleges
Industry Representatives
Academic Representatives
Employability Teams
Local/regional enterprises
Policy Makers
Research Bodies
Relevant charities
Post-Houses
Animation Companies
Independent Producers
Shared Diversity

Heads of Department
Strategists
Vice Chancellors
CEOs
Authors
Line Producers
Senior Lecturers
Policy Makers
Managing Directors
Graduates
Students
Talent Managers
Directors
Executive Deans
Policy Makers

Leadership
Vision
Experience
Passion
Creativity
Skills
Resilience
Patience
Talent
Imagination
Insight
Management
Connections
Knowledge
Grit


2.39 million students In UK HEIs
Similar Size
2 million people working in creative industries


Disciplines
Screen
Animation
Photography
vfx
sfx
Television
Film
Writing
Novels
Scripts
Journalism
Fashion
Design
Create
Music
Writing
Recording
Playing
Performance
Comedy
Acting
Plays
Dance
Art & Design
Fine Art
Graphic Design
Games
2D
Design
Unreal Engine
Coding
3D


Law
Finance
Business
Architecture
Engineering
Construction
Computer Science
Hospitality
Health & Safety
Marketing/PR
Comms
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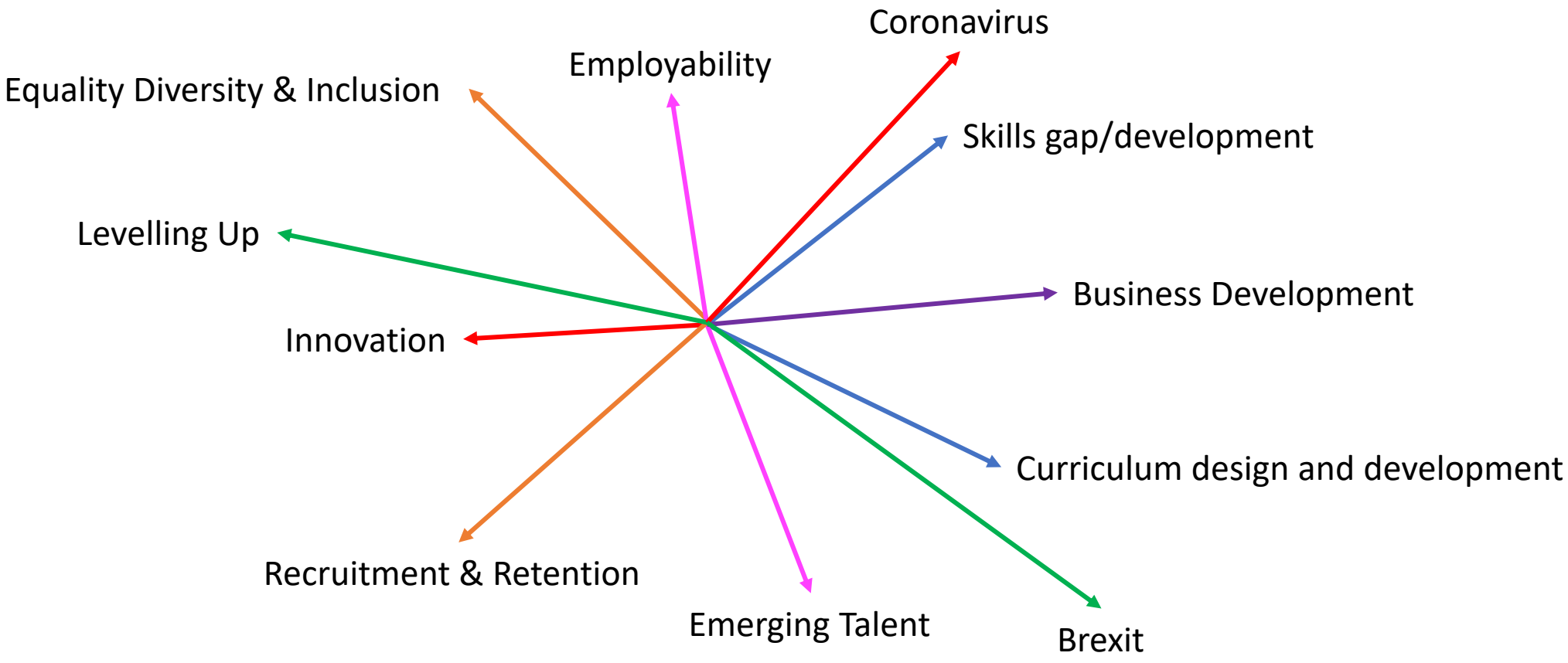
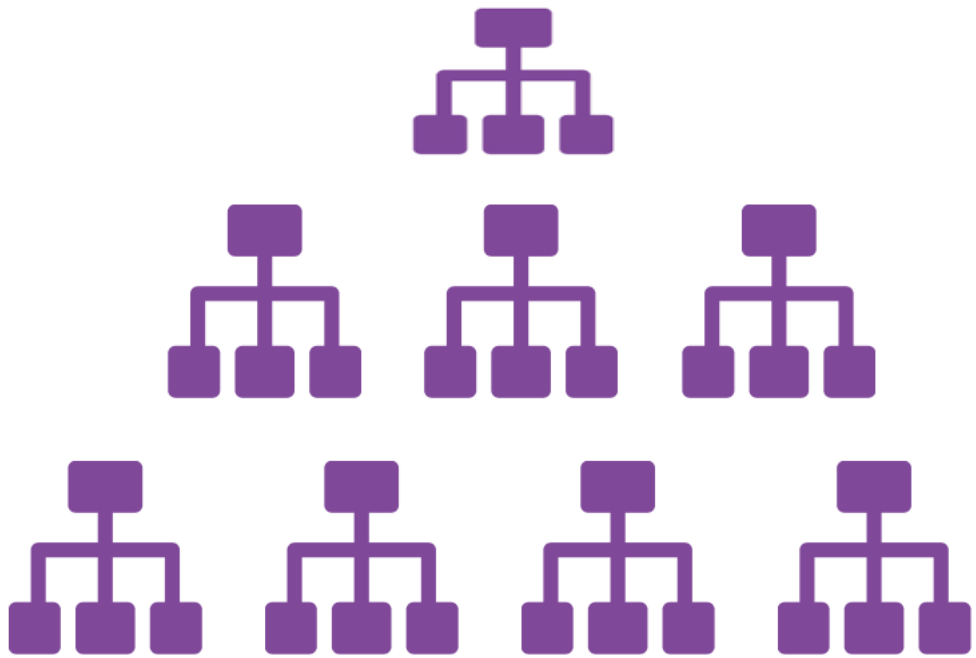

Coronavirus
Employability
Equality Diversity & Inclusion
Skills gap/development
Levelling Up
Business Development
Innovation
Curriculum design and development
Recruitment & Retention
Emerging Talent
Brexit

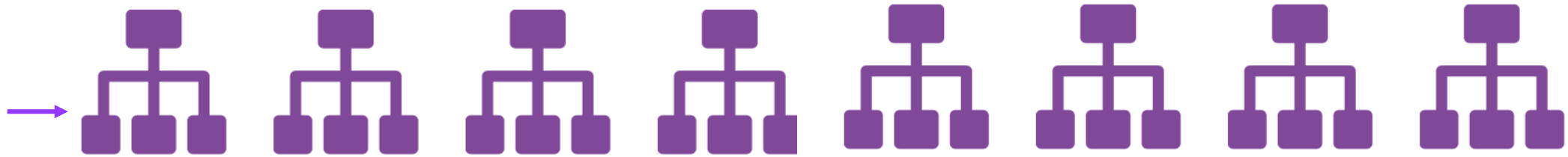
Hierarchies and silos



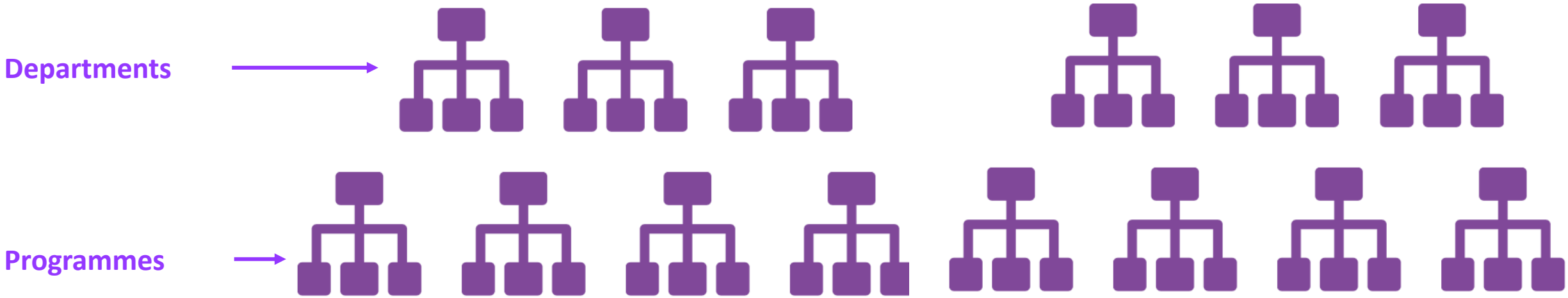
Universities

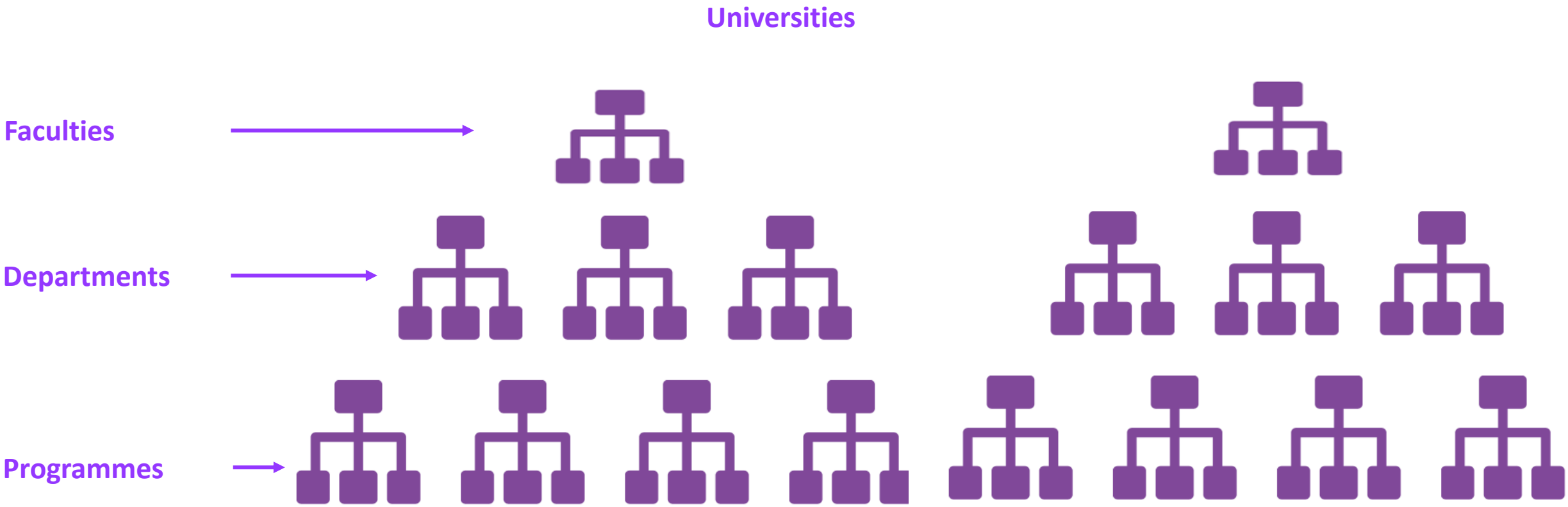
Universities

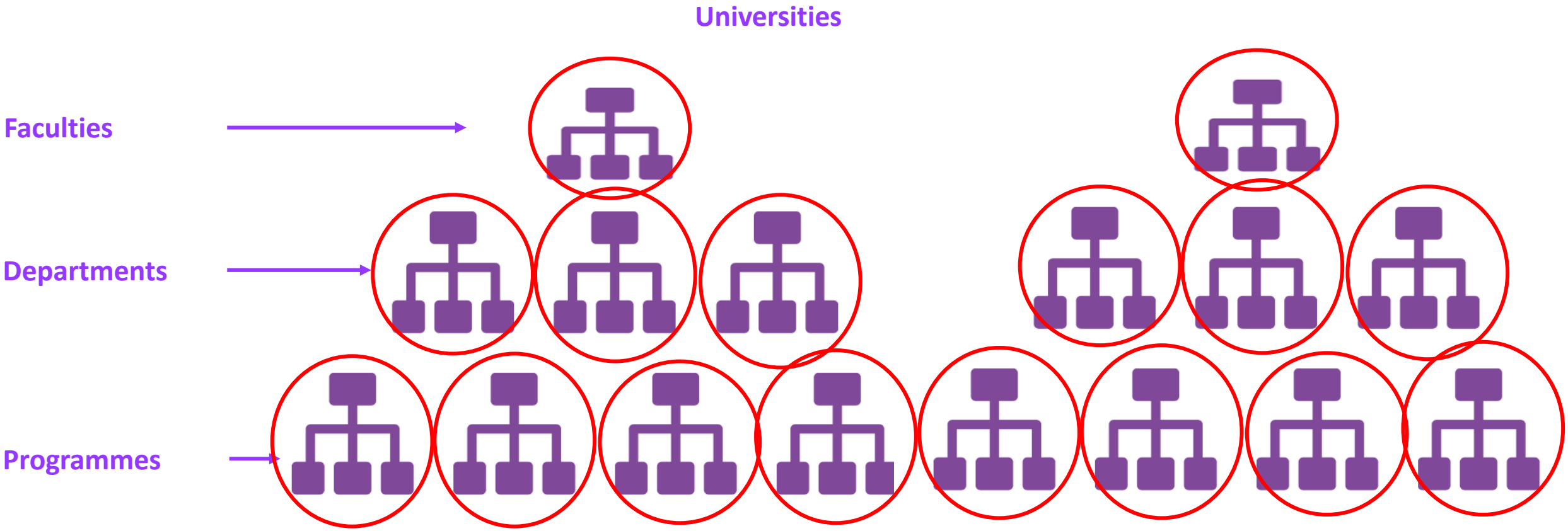
Programmes



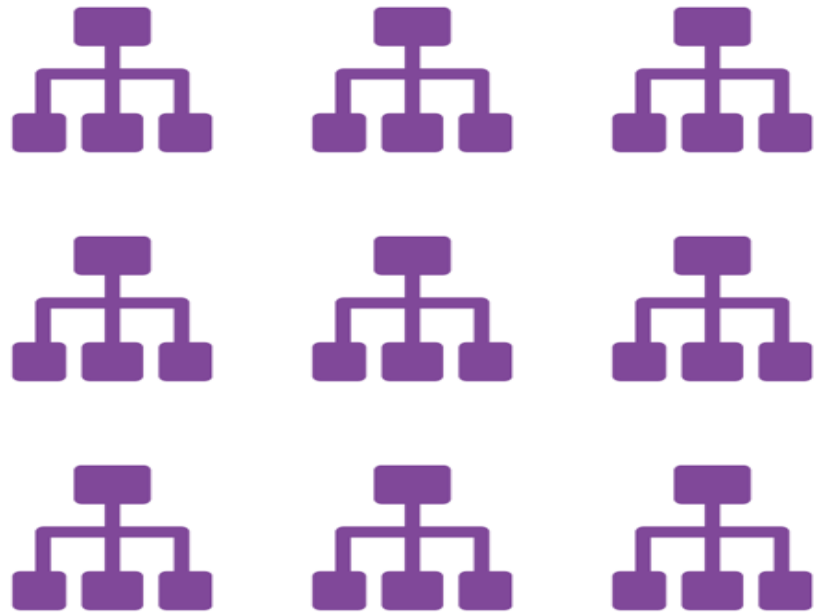
Universities



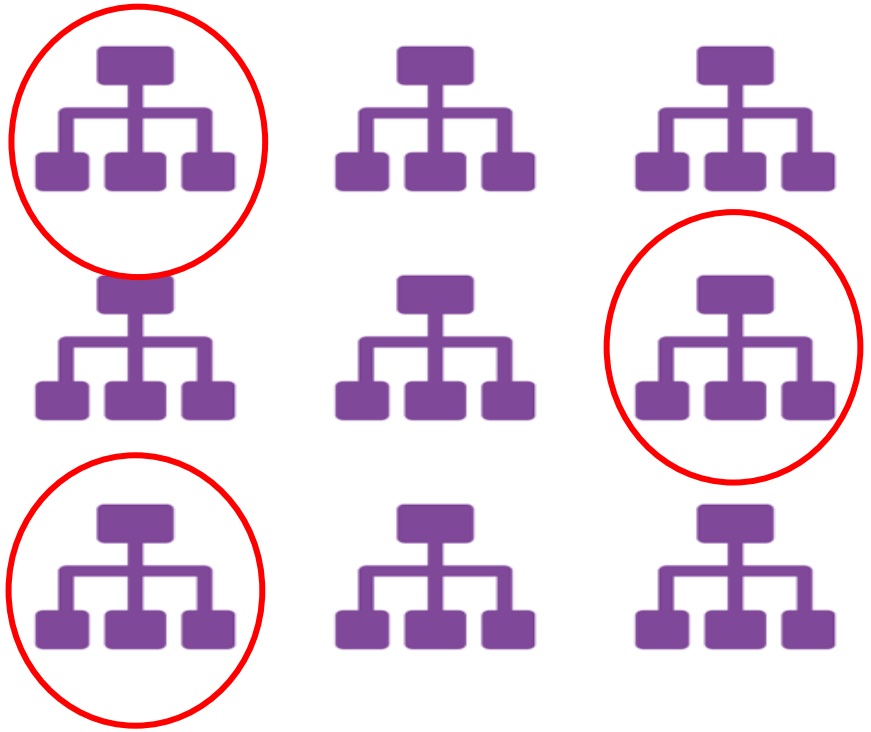

Universities
Faculties
Departments
Programmes

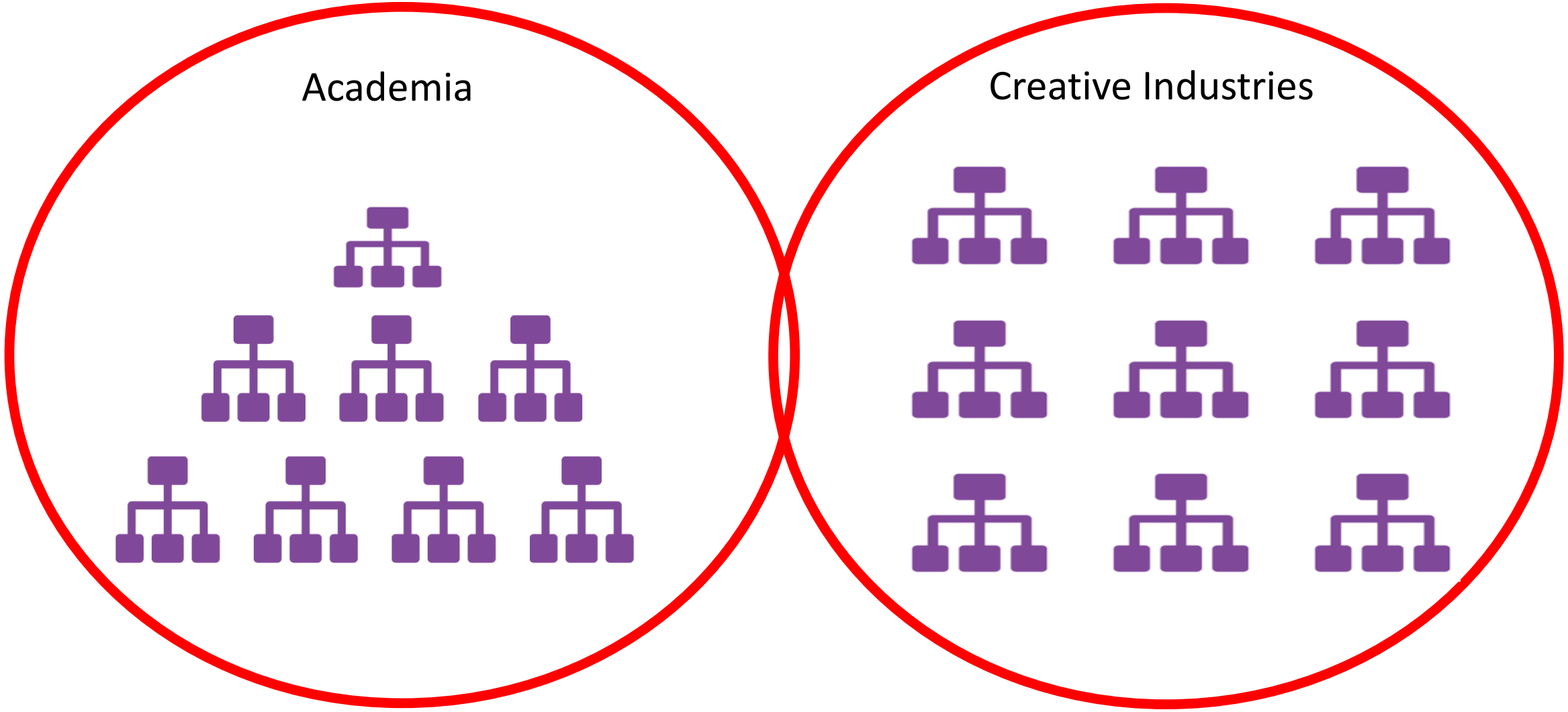

Universities
Faculties
Departments
Programmes

Screen Industries

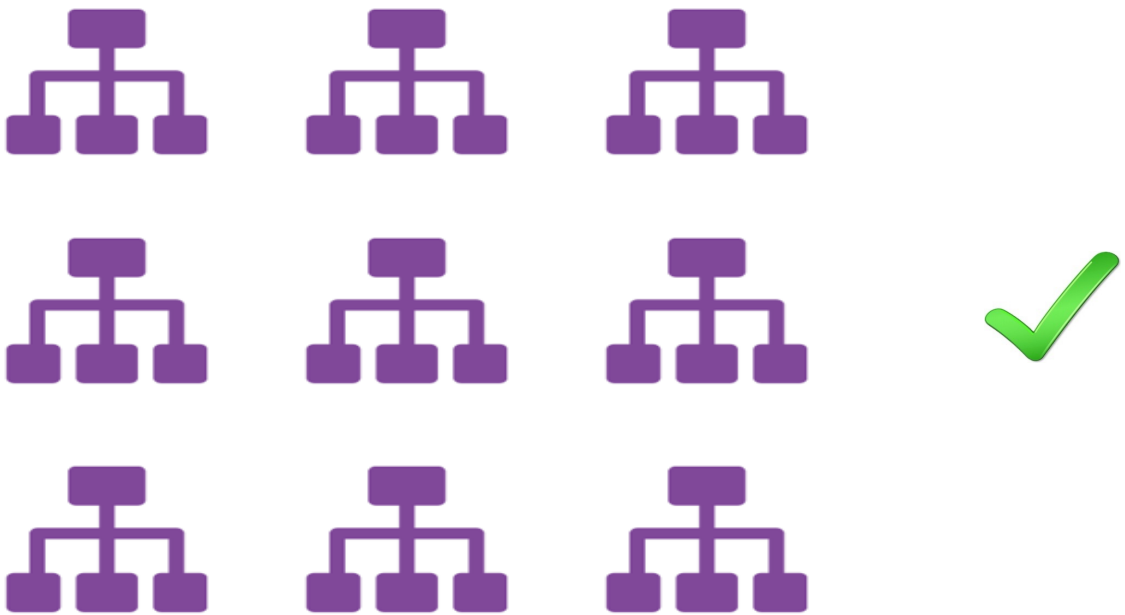


Screen Industries

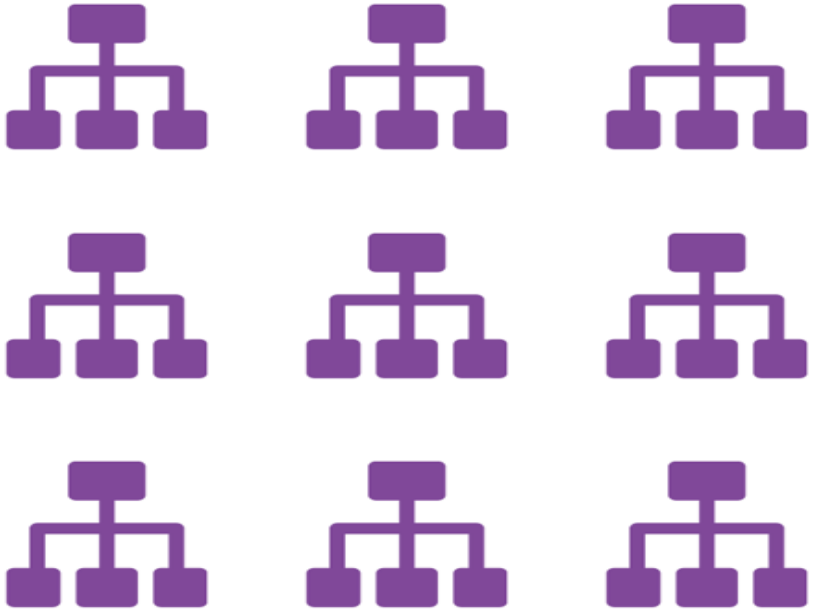



Academia
Creative Industries

Screen Industries



Screen Industries



- Fragmented
- Difficult to find/access
- Local or regional
- Costly
- Pre-non university focus
- Industry-led
- Little academic input
- Information V education
- What have students *learned*?

What's the [shared] problem?

- Academia
  - Many lack access to key industry stakeholders
    - Geography
    - Status
    - Lack of connections
  - Many lack resources
    - Costs
    - Don't know about them
  - Knowledge gaps
    - How parts of industry works
    - Who's doing what
  - Experience gaps
    - Many lecturers/teachers lack industry experience
  - Student/Graduate demands & expectations
    - Students want an education, but they also want work
  - Diversity & inclusion
    - Many students struggle to find work
  - Silo Thinking & Working
  - Curriculum Development

- Creative Industries
  - Many lack access to academia
    - Geography
    - Status
    - Lack of connections
  - Many lack resources
    - Costs
    - Don't know about them
  - Knowledge gaps
    - How parts of academia works
    - Who's doing what
  - Experience gaps
    - Many industry practitioners lack university experience
  - Student/Graduate demands & expectations
    - Graduates want work, but lack industry education
  - Diversity & inclusion
    - Creative Industries want to be more inclusive
  - Silo Thinking & Working
  - Curriculum Development

POSTGRADUATE EDUCATION

SELF-INTEREST AGENDAS

DIVERSITY & INCLUSION

COMPLACENCY

INTERVIEW SKILLS

DIFFERING BUSINESS MODELS

SOFT SKILLS V HARD SKILLS

TIME

TRUST

RAPIDLY CHANGING TECHNOLOGY

COSTS/FINANCE

ACADEMIC/INDUSTRY PRACTICES

INDUSTRY ACCREDITATION

APPRENTICESHIPS

ECONOMIC IMPACT

CULTURAL SIGNIFICANCE

OUTDATED PERCEPTIONS OF ACADEMIA/INDUSTRY

BREXIT

LACK OF COMMUNICATION

UPSKILLING

CURRICULUM DESIGN

SCALING UP SOLUTIONS

POLITICS

NETWORKING OPPORTUNITIES

RESEARCH

LACK OF IMPACT EVALUATION

SENSE OF ENTITLEMENT

KNOWLEDGE OF ACADEMIA/INDUSTRY

LACK OF INFORMATION

TRAINING V EDUCATION

THEORY V PRACTICE

CRITICAL THINKERS V DO'ERS

CVS & COVER LETTERS

UNPAID WORK EXPERIENCE

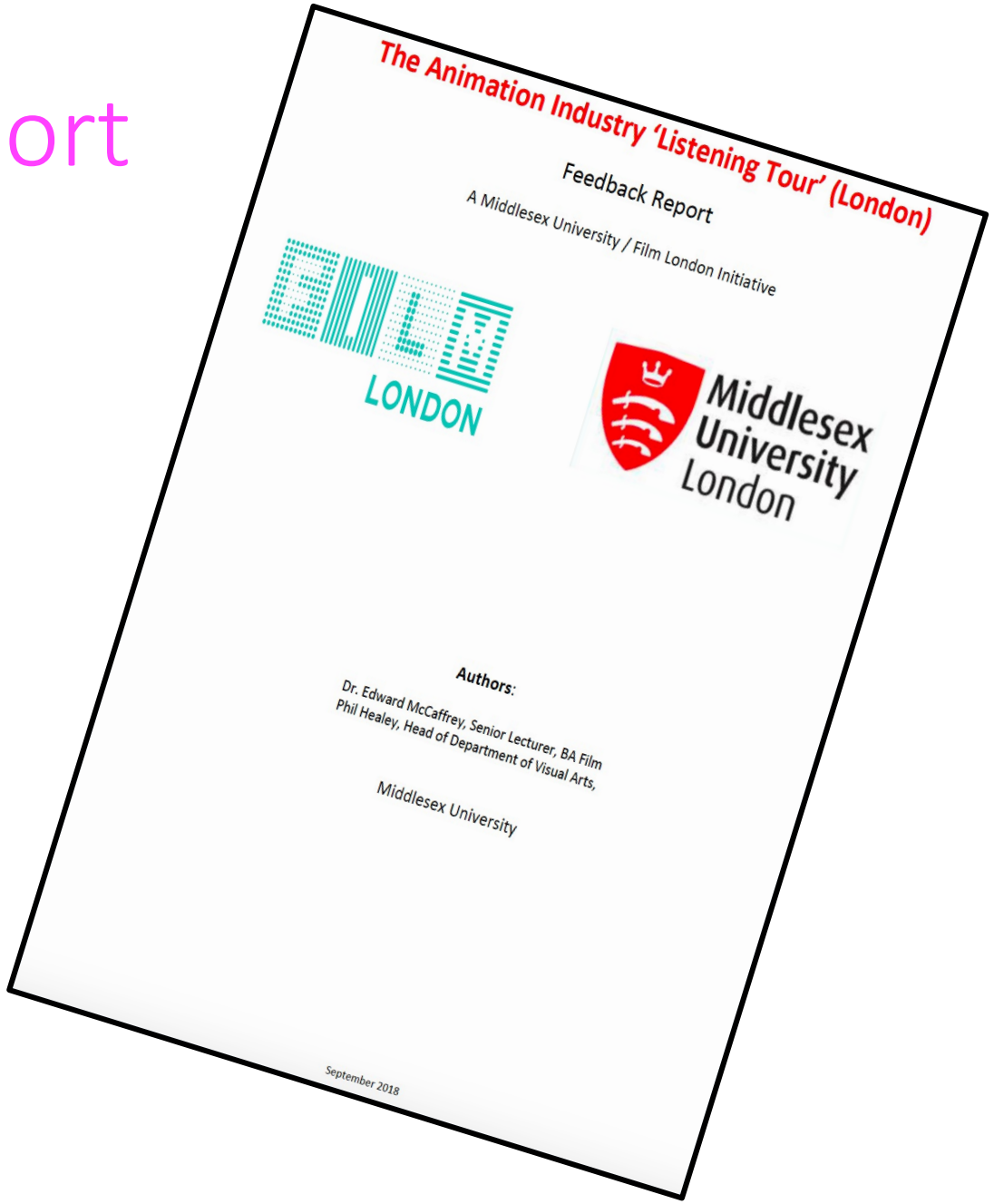
EDUCATING THE EDUCATORS

LACK OF EXPERIENCE

2018

- Middlesex Uni & Film London
  - Listening Tour
  - Animation Studios
  - Broadcasters
  - Post Houses
  - TV Studios

Listening Tour Report



Sept 2018

ual:
university
of the arts
london

BU
Bournemouth
University

Middlesex
University

Goldsmiths
UNIVERSITY OF LONDON

UNIVERSITY OF
WESTMINSTER

University of
Kent

London
South Bank
University
EST 1892

University of Brighton

Ravensbourne
University London

bucks
new university

University of
Hertfordshire
UH

UNIVERSITY OF
PORTSMOUTH

UNIVERSITY of
GREENWICH

University of Essex

University of
Reading

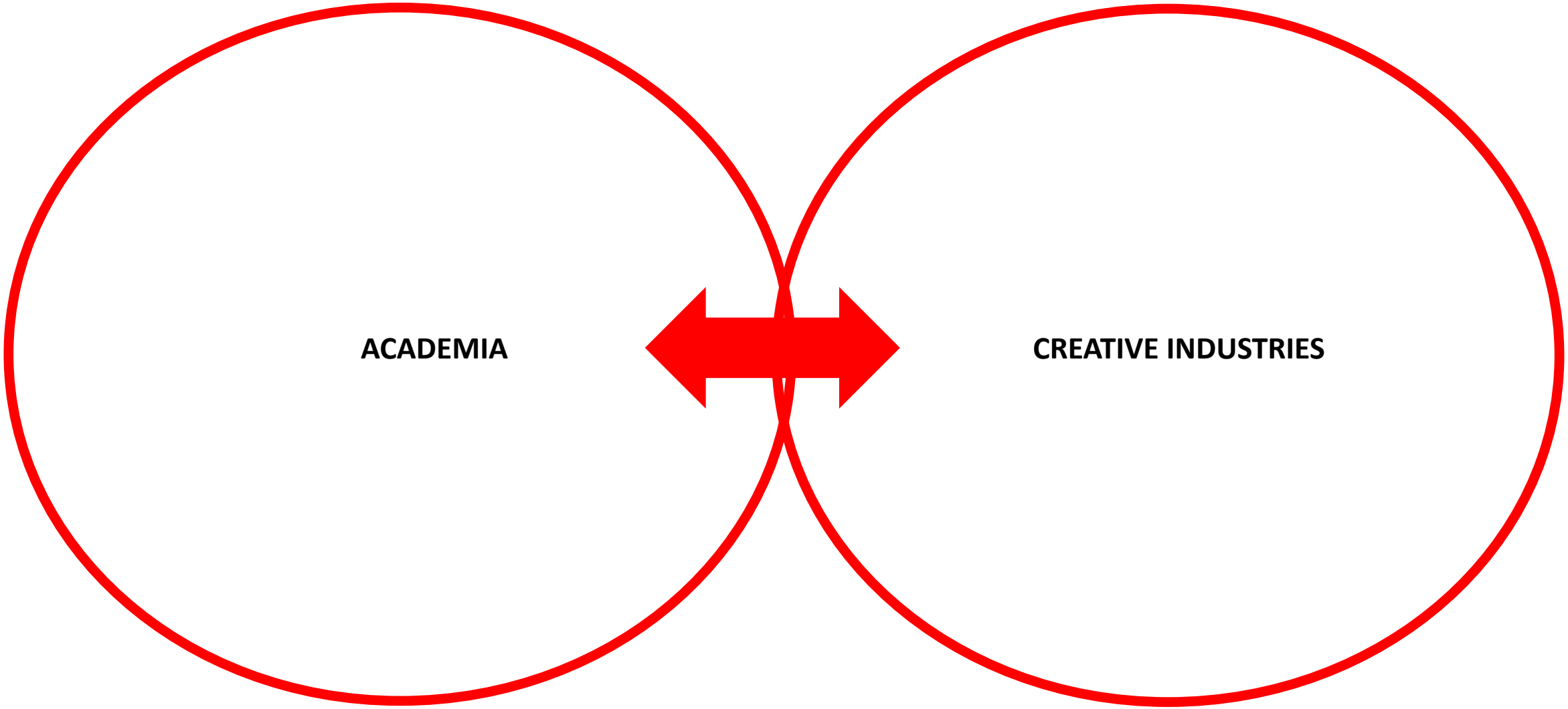
Kingston
University
London

Dec 2018

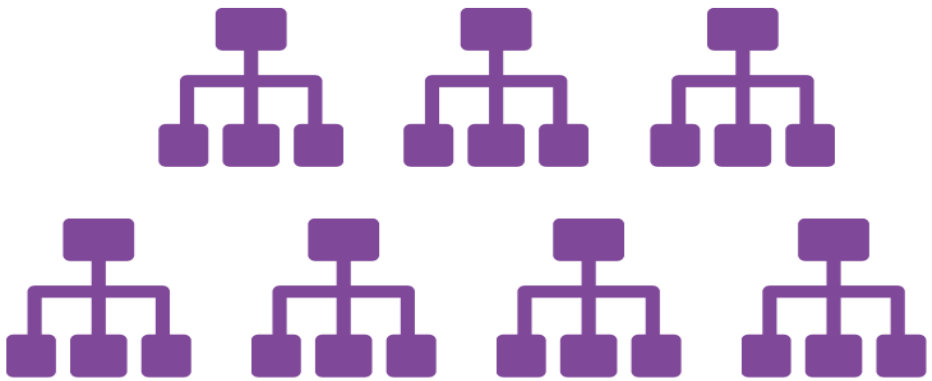
ADRIAN WOOTTON, OBE
CHIEF EXECUTIVE
FILM LONDON & THE BRITISH FILM COMMISSION

PROFESSOR CAROLE-ANNE UPTON
PRO VICE-CHANCELLOR AND EXECUTIVE DEAN
FACULTY OF ARTS & CREATIVE INDUSTRIES
MIDDLESEX UNIVERSITY

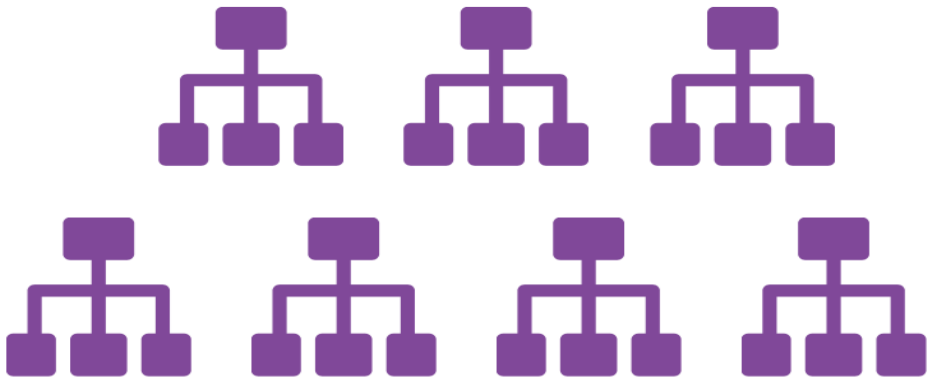
University of Hertfordshire UH
QUEEN'S UNIVERSITY BELFAST
MAMMOTH SCREEN
US UNIVERSITY OF SUSSEX
ScreenSkills
1872 PRIFYSGOL ABERYSTWYTH UNIVERSITY
UNIVERSITY OF PORTSMOUTH
sky
THE STREAMING COMPANY
UNIVERSITY OF Southampton
wall to wall
BBC
UCL
KING'S College LONDON
rdf We are Banijay
Ravensbourne University London
Universities UK
BAFTA
Kingston University London
UNIVERSITY OF WESTMINSTER
SHINE:
London South Bank University EST 1892
ARROW MEDIA
UNIVERSITY OF Southampton
NVY
BU Bournemouth University
SONY PICTURES
UK SCREEN ALLIANCE
Edinburgh Napier UNIVERSITY
Fremantle
UNIVERSITY OF LEEDS
University of Brighton
UNIVERSITY OF DERBY
UEA University of East Anglia
AVID
bluezoo
nutopia
University of Reading
itv
F.I.T FILM INDUSTRY TALENT
DE MONTFORT UNIVERSITY LEICESTER
THE PRODUCTION GUILD
University of Kent
WARNERMEDIA
bucks new university
BFI Film Forever
Goldsmiths UNIVERSITY OF LONDON
UNIVERSITY of GREENWICH
ROYAL TELEVISION SOCIETY
THE UNIVERSITY of EDINBURGH
ACM LONDON
TWO BROTHERS PICTURES
PLAYGROUND
SUNNYMARCH
Middlesex University


ACADEMIA
CREATIVE INDUSTRIES

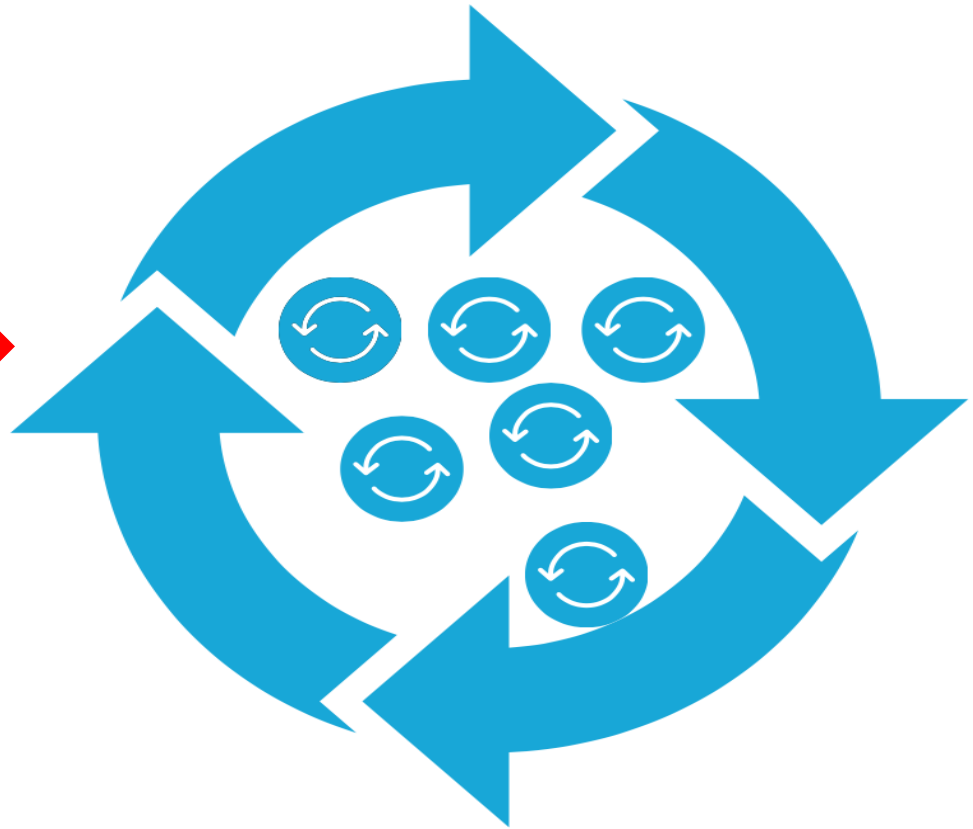
Hierarchies and silos



Hierarchies and silos



Inter-dependent networks



?

2018

- Listening Tour
- Multi-Academic Meet
- Joint industry-Academia Meet

2019

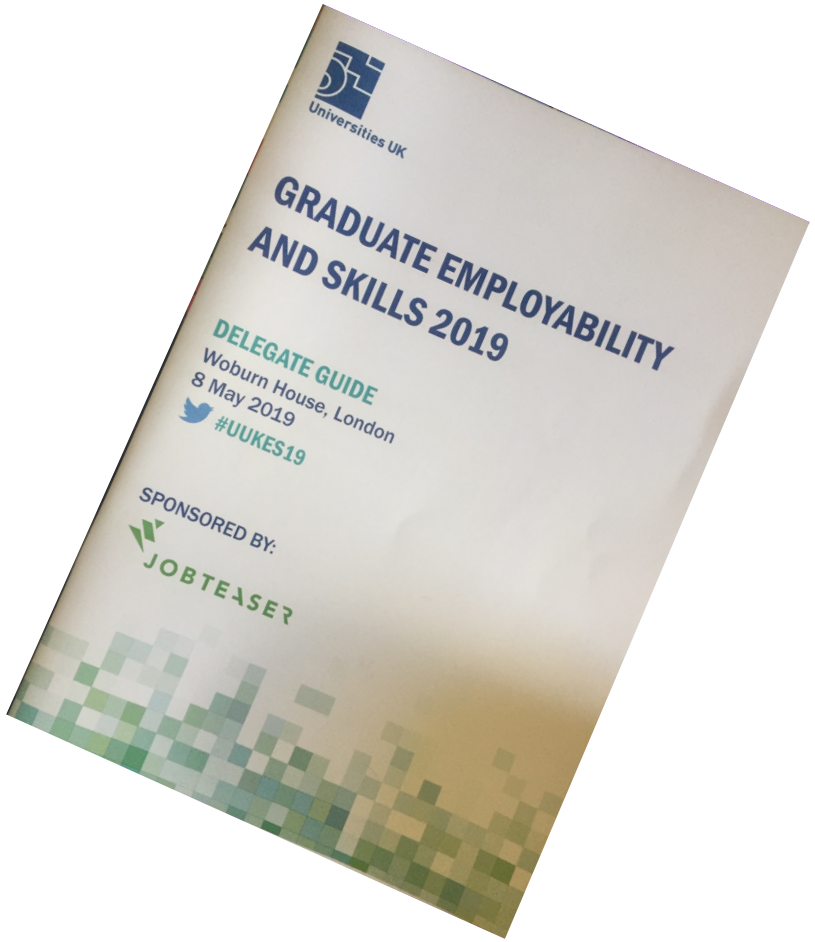
- One-to-ones
- Groups
- Conferences

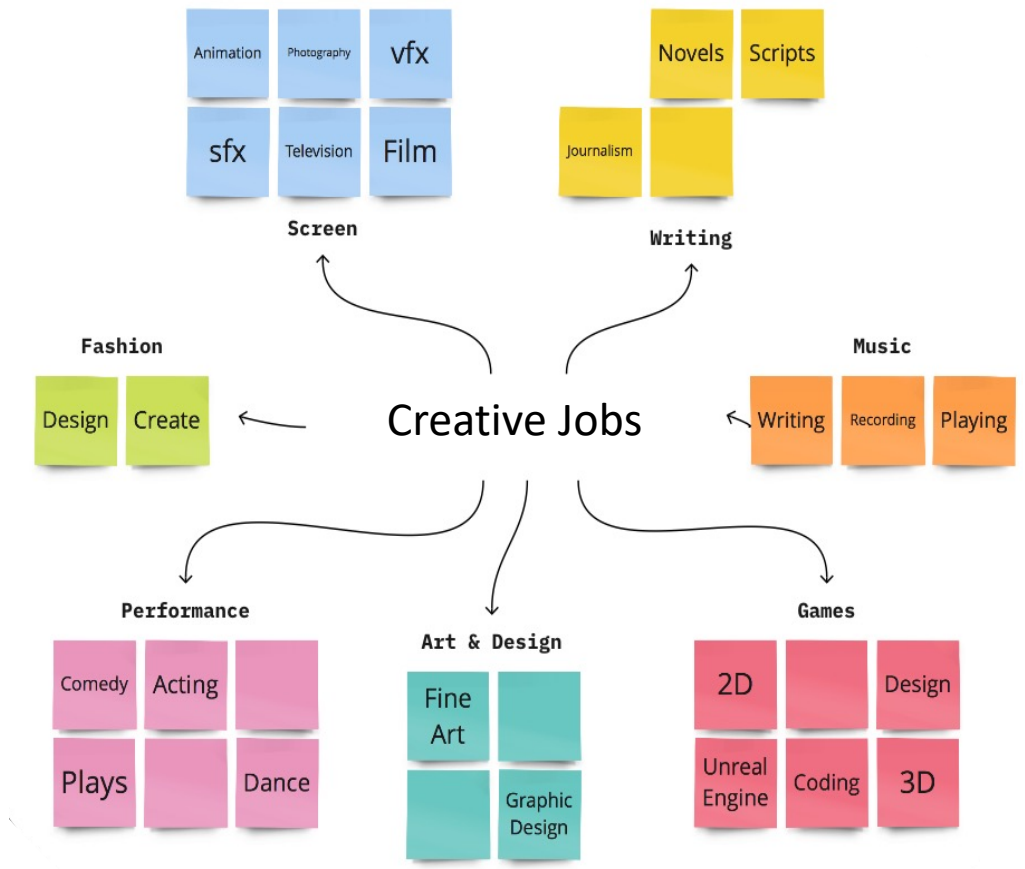
May 2019

Organised by Universities UK

Attendees: Employability Teams

UK-Wide




Creative Jobs
Screen
Animation
Photography
vfx
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Television
Film
Writing
Novels
Scripts
Journalism
Fashion
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Music
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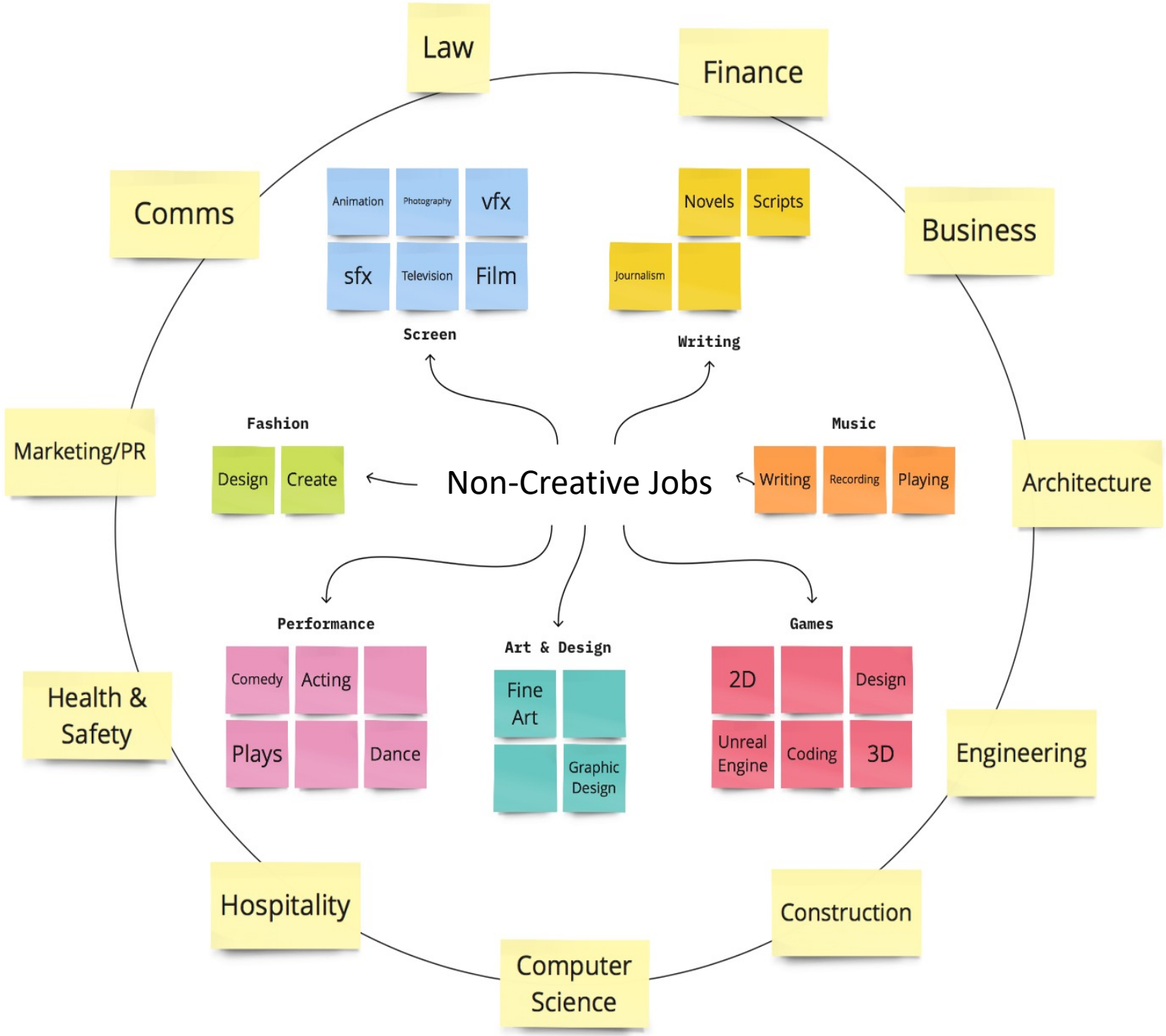
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Dec 2019 – Royal Society

Dec 2019 – Royal Society

Please note: There were some 'apologies' from those who could not make it to the meeting

2018

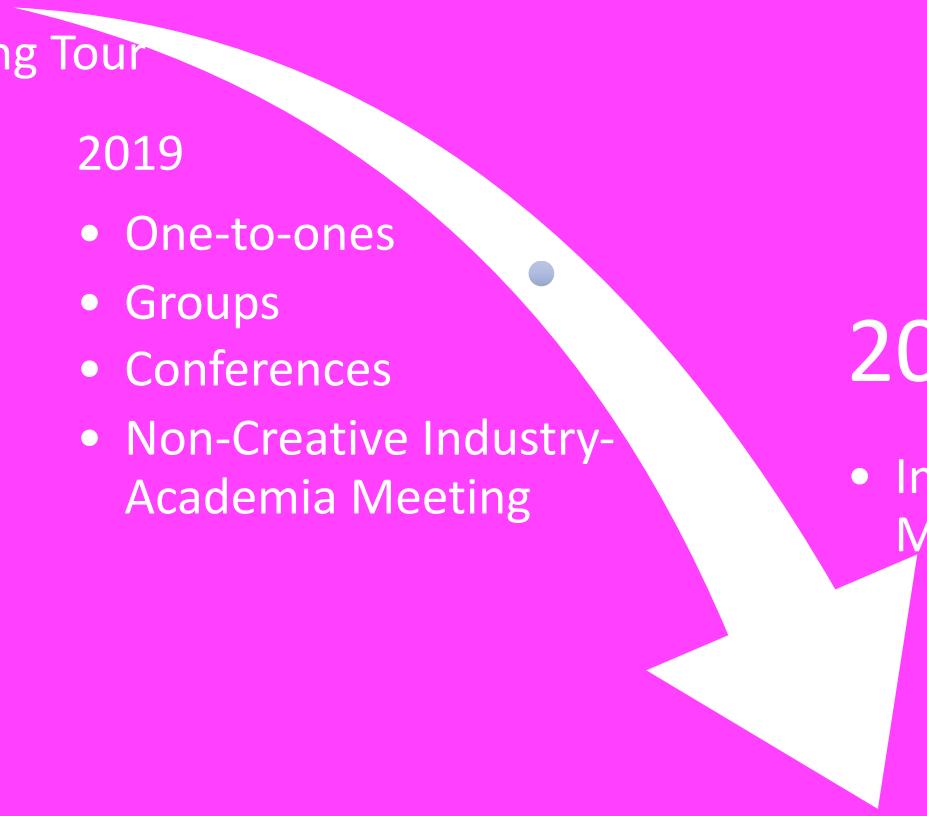
- Listening Tour

2019

- One-to-ones
- Groups
- Conferences
- Non-Creative Industry-Academia Meeting

2020

- Inaugural Steering Meeting



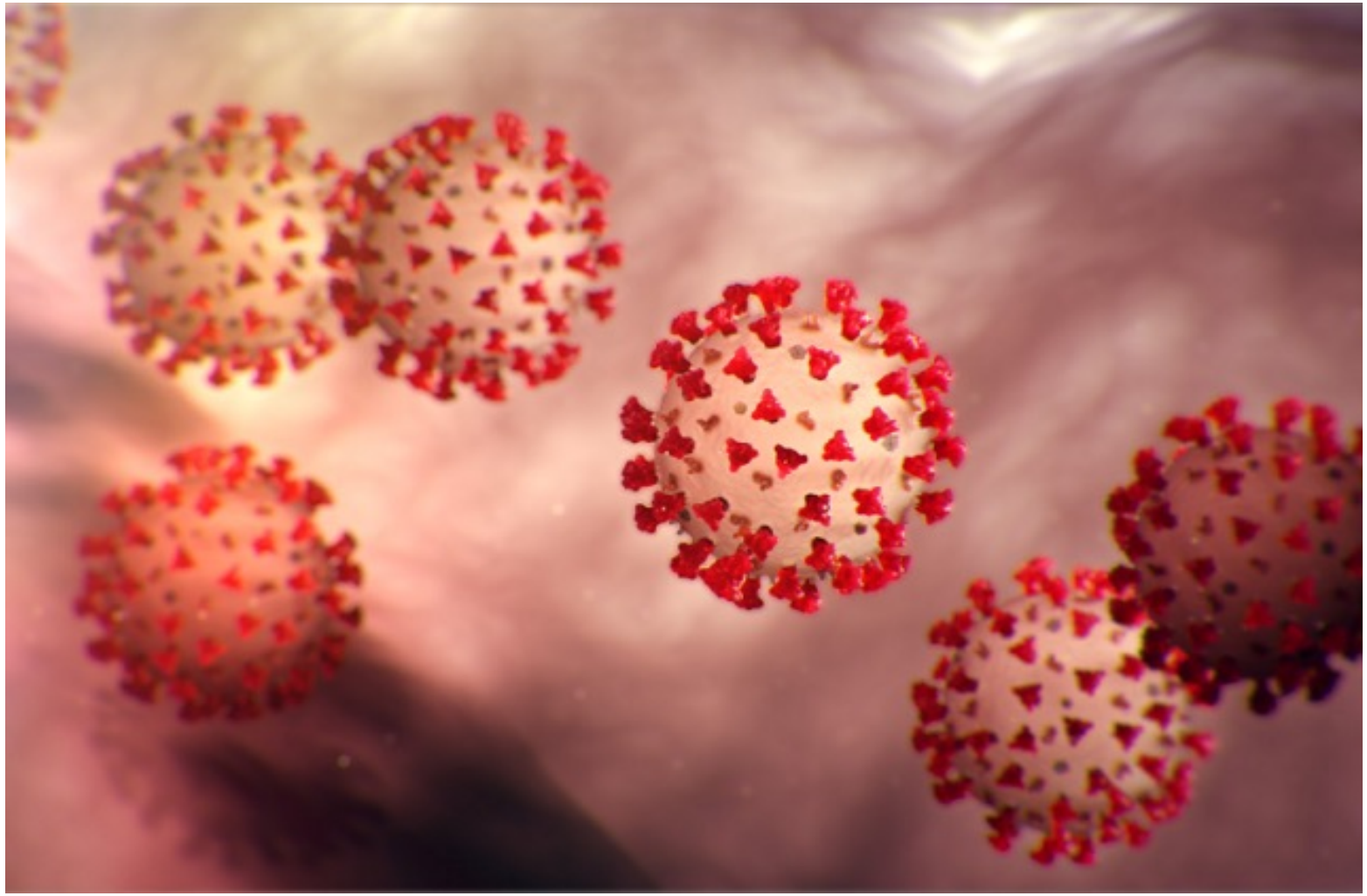
12th March

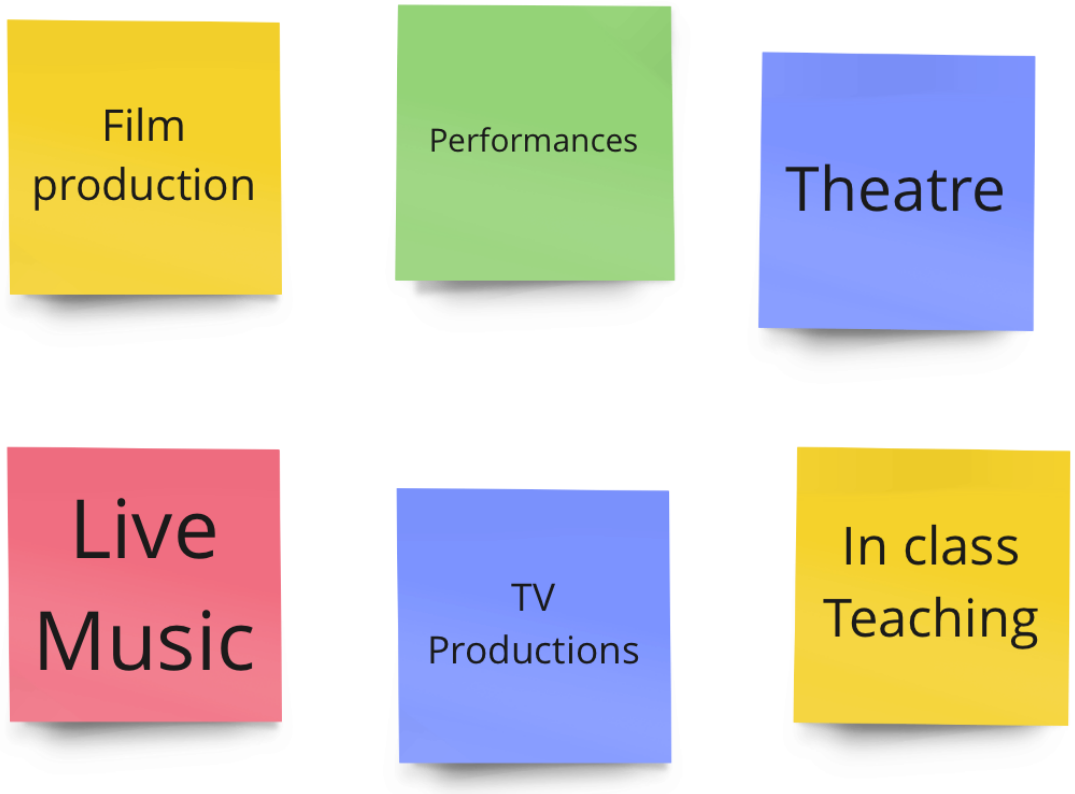
Alan Stuart

Director for Careers and Employability

Middlesex University

Co-Chair of the Steering Group for Non-Creative jobs in the Creative Industries




Film production
Performances
Theatre
Live Music
TV Productions
In class Teaching

Film production
Performances
Theatre
Live Music
TV Productions
In class Teaching

Film production
Performances
Theatre
Working from home
Online Teaching
Live Music
TV Productions
In class Teaching
Virtual Meets

- Many people had more time

- Many people had more time
- Many came out of their silos and started connecting

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- Many came out of their silos and started connecting
- Academics & industry practitioners came together online

- Many people had more time
- Many came out of their silos and started connecting
- Academics & industry practitioners came together online
- Academics from around the UK met, via zoom, to discuss issues and share best practice

Then things started to change…

TV Production Guidance:
Managing the risk of Coronavirus (COVID-19) in production making
(Version 2 – 12 July 2020)

This document is intended as a high-level framework to provide guidance and support for the effective assessment and management of COVID-19 risk in TV production. This should be read in conjunction with general guidance provided by the government about management of COVID-19 risks in workplaces.

Under this guidance:

Producers will need to:

- complete suitable and sufficient risk assessment about COVID-19 risks for their activities,
- record how they are managing significant COVID-19 risks in a COVID-19 risk assessment document,
- engage with their workforce, any recognised trade union and/or employee representatives with this process (providing information to employees about how they will keep people safe, prior to the commencement of production),
- displaying information on compliance with government guidance in workplaces in the form prescribed in government guidance,
- put together information to assure others (including Commissioners) that appropriate assessments have been completed, publishing this information on their website wherever possible, particularly if they have more than 50 employees.

Commissioning Broadcasters will also need to engage with Producers around how COVID-19 risks are assessed and can be managed as certain measures and restrictions will impact both the cost of production and the content itself.

This guidance provides background information and risk assessment guidance for TV production which includes detail on basic requirements, key areas to consider and controls. The latest government guidance and information can be found on the GOV.UK website.

Coronavirus COVID-19 Guidance

Download the BFC – Working Safely During COVID-19 in Film and High-end TV Drama Production guidance here.

What about student productions?

June 2020

Produced with the support of
Middlesex University
THE NATIONAL LOTTERY
BFI
ScreenSkills
Goldsmiths
UNIVERSITY OF LONDON
Ulster University
BU Bournemouth University
Edinburgh Napier UNIVERSITY

Language

Tone

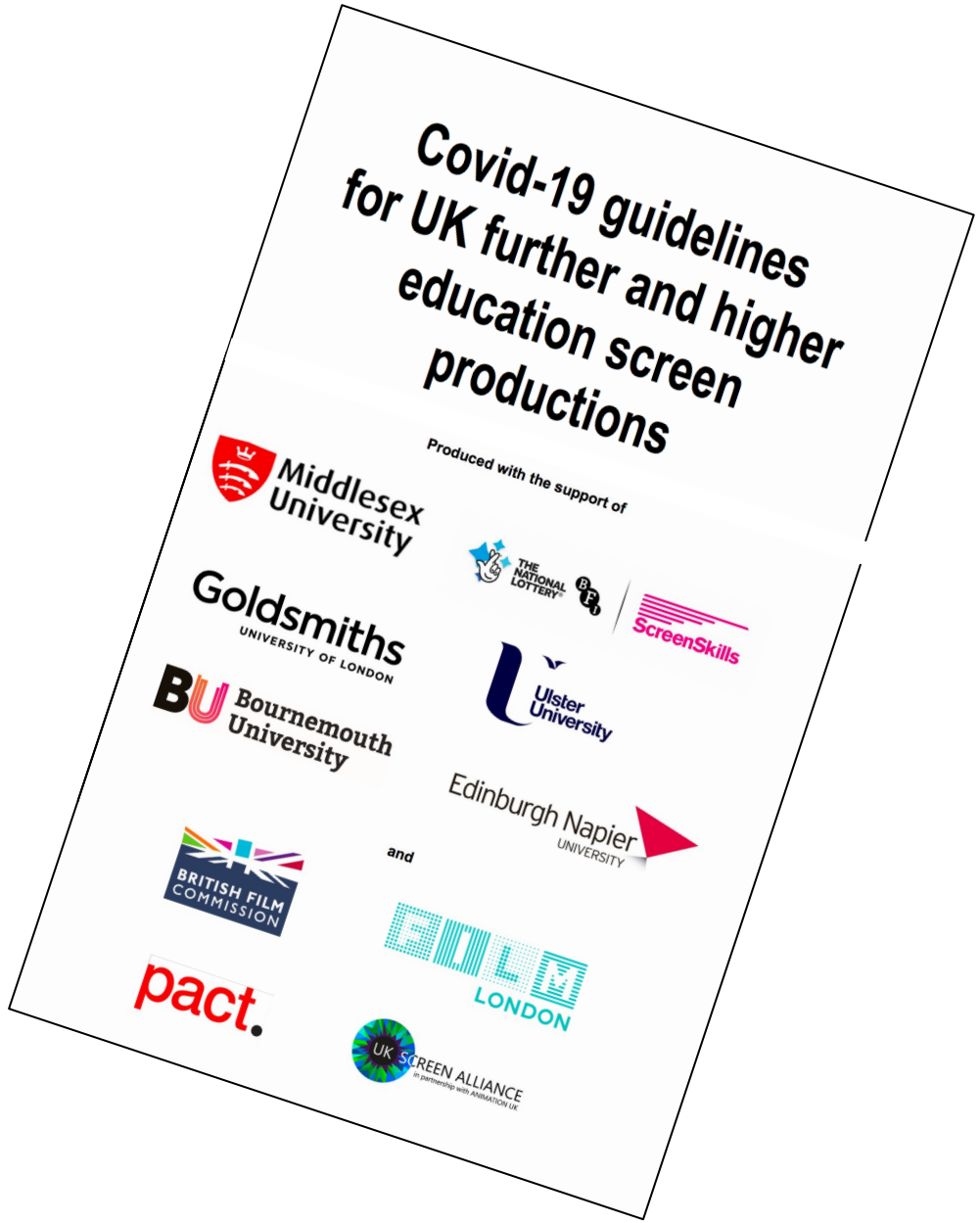
Student Practice

All genres

Respectful of individual Institutional Practice

A framework that threatened no-one

Available to all, for free


Covid-19 guidelines for UK further and higher education screen productions
Produced with the support of
Middlesex University
THE NATIONAL LOTTERY
BFI
ScreenSkills
Goldsmiths UNIVERSITY OF LONDON
Ulster University
Bournemouth University
Edinburgh Napier UNIVERSITY
and
BRITISH FILM COMMISSION
BFI LONDON
pact.
UK SCREEN ALLIANCE

Covid-19 guidelines for student productions

Covid-19 Supervision Training for students?

Covid-19 Supervision Training for students?

FIRST OPTION
safety consultants

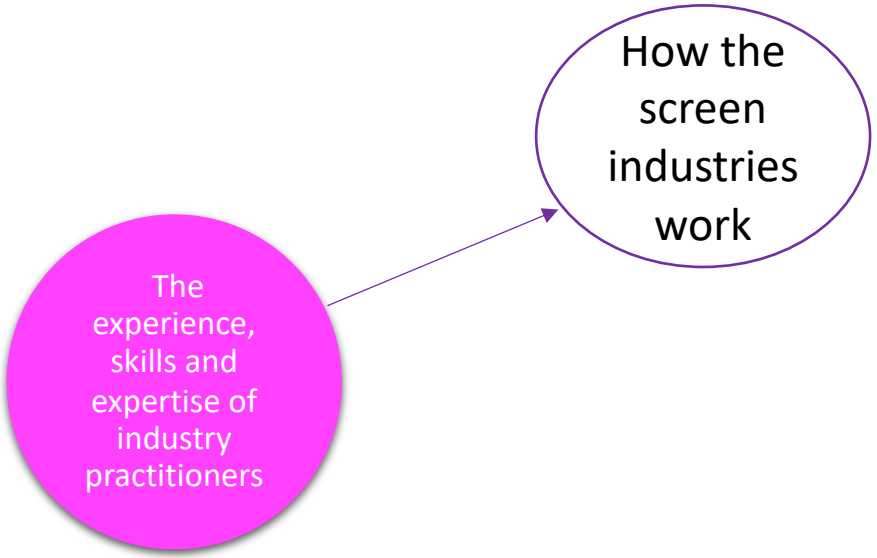
Covid-19 Supervision Training for students?

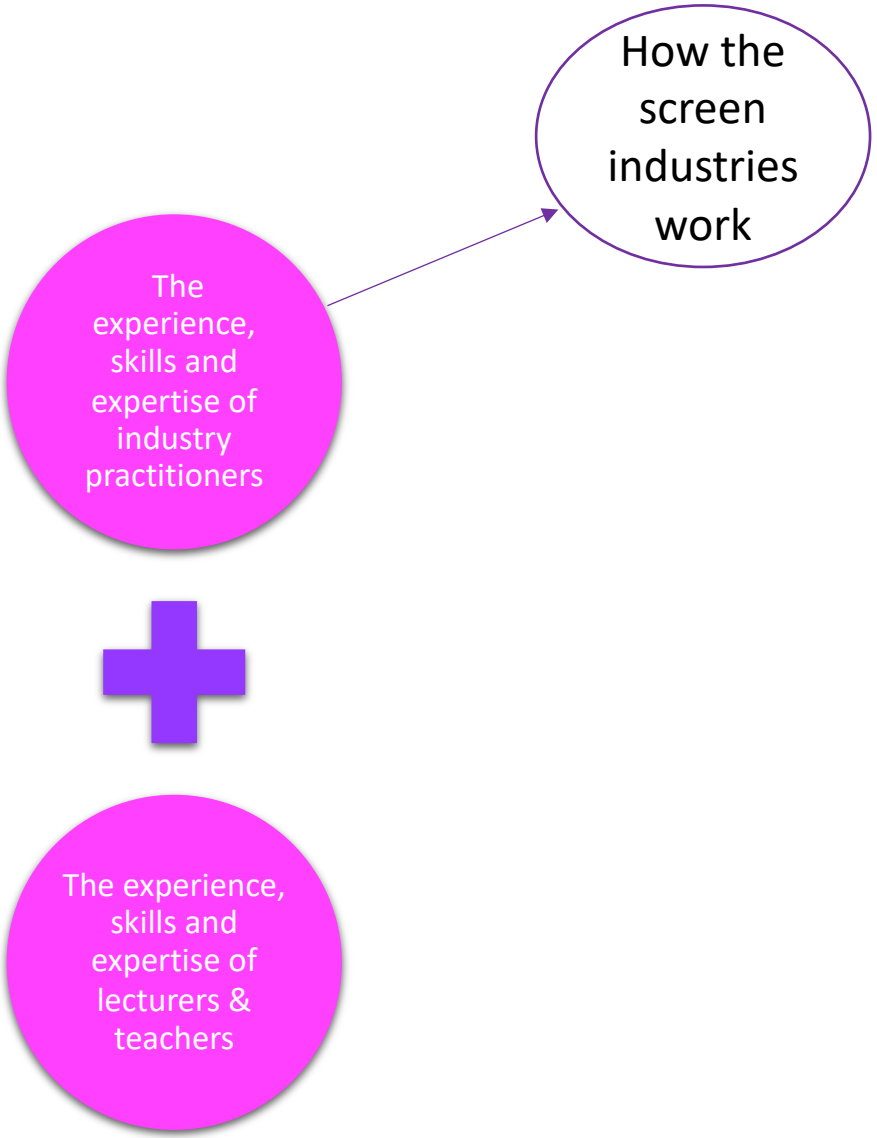
FIRST OPTION
safety consultants

- Worked together on tone & language
- Co-created a quiz appropriate for students & academics
- Delivered online, on-demand
- Scalable & quick
- Certified
- Helped lecturers and staff get student productions back on their feet
- Helped create a new business opportunity for First Option

What else…?

The experience, skills and expertise of industry practitioners


How the screen industries work
The experience, skills and expertise of industry practitioners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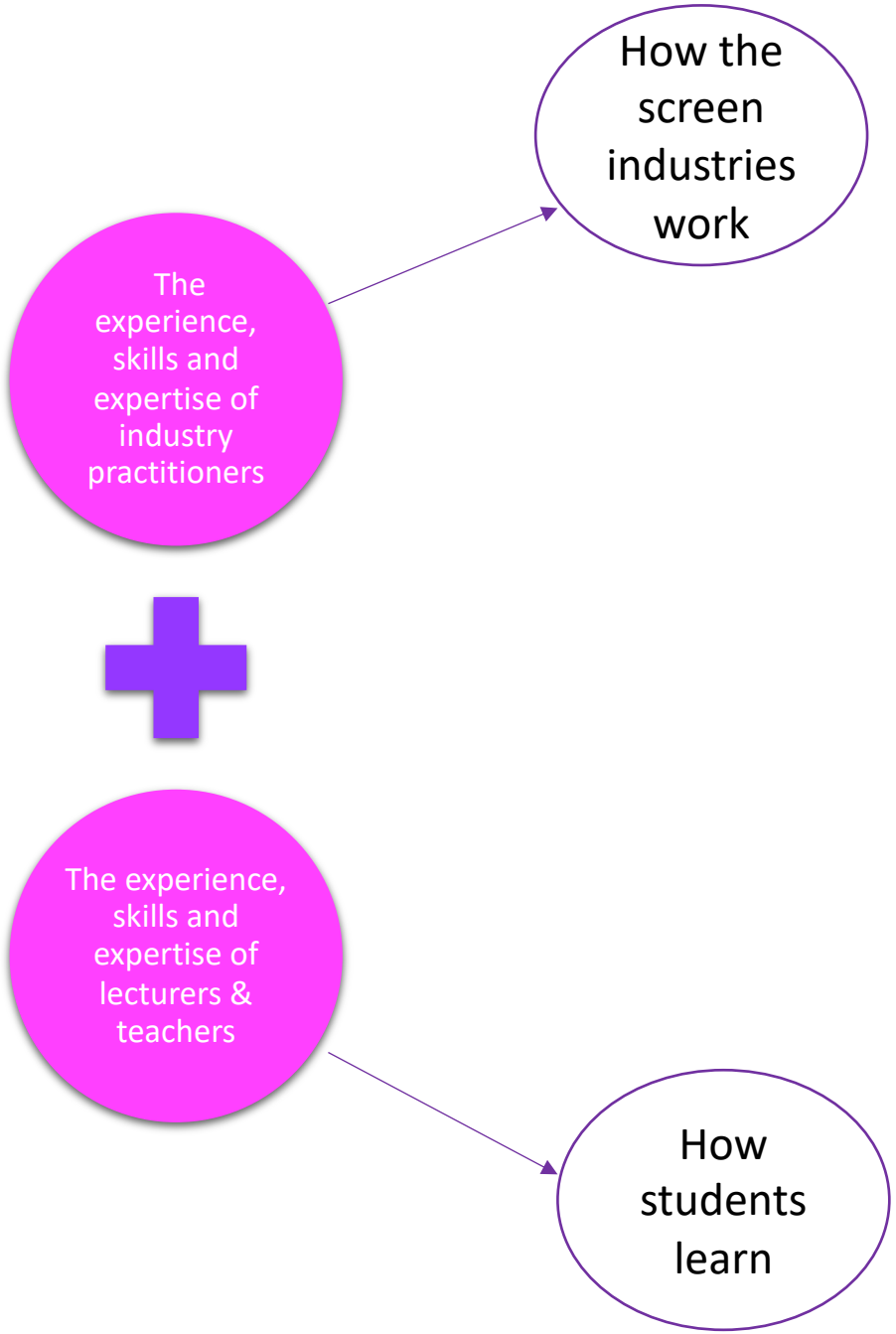
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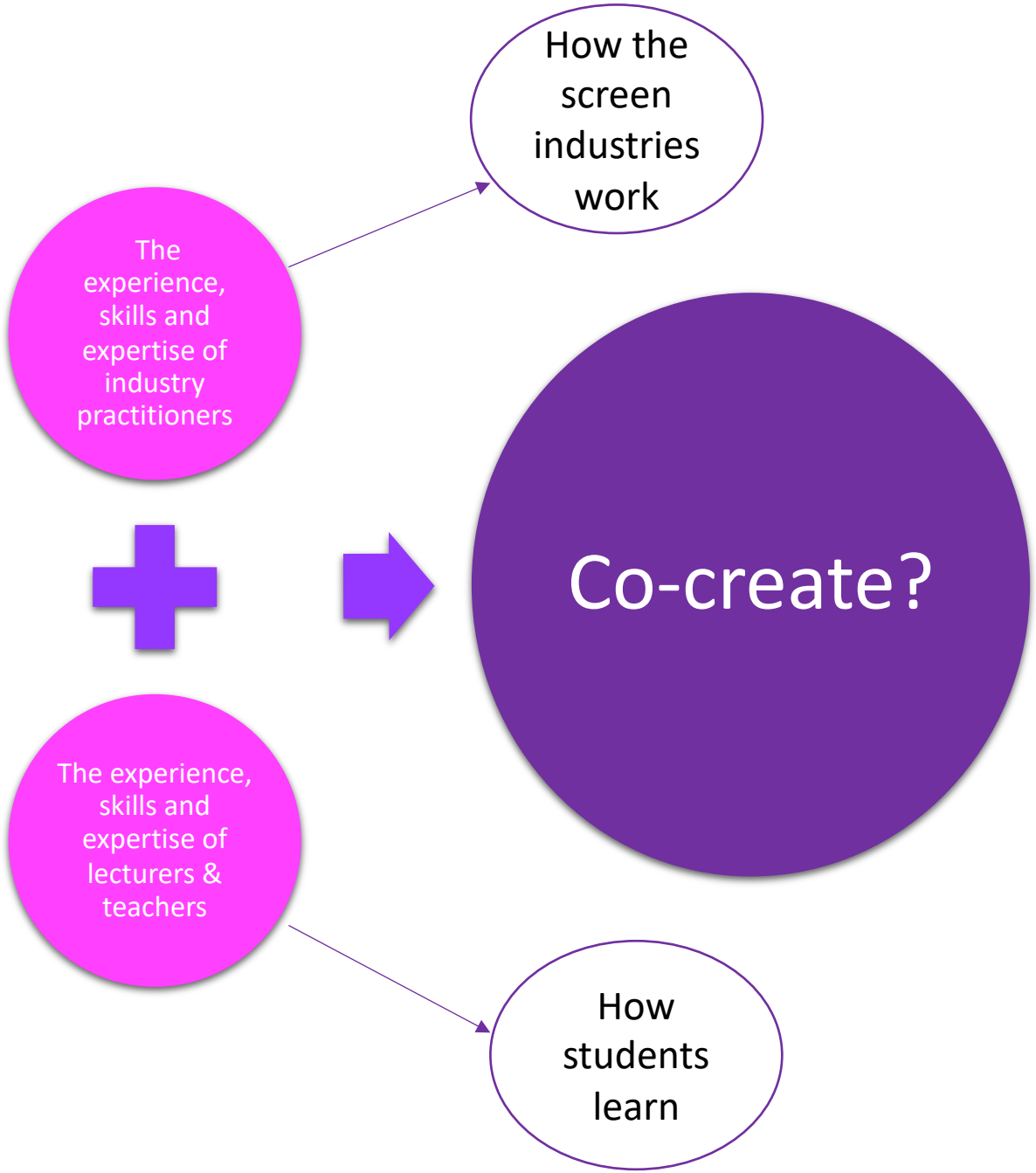
How students learn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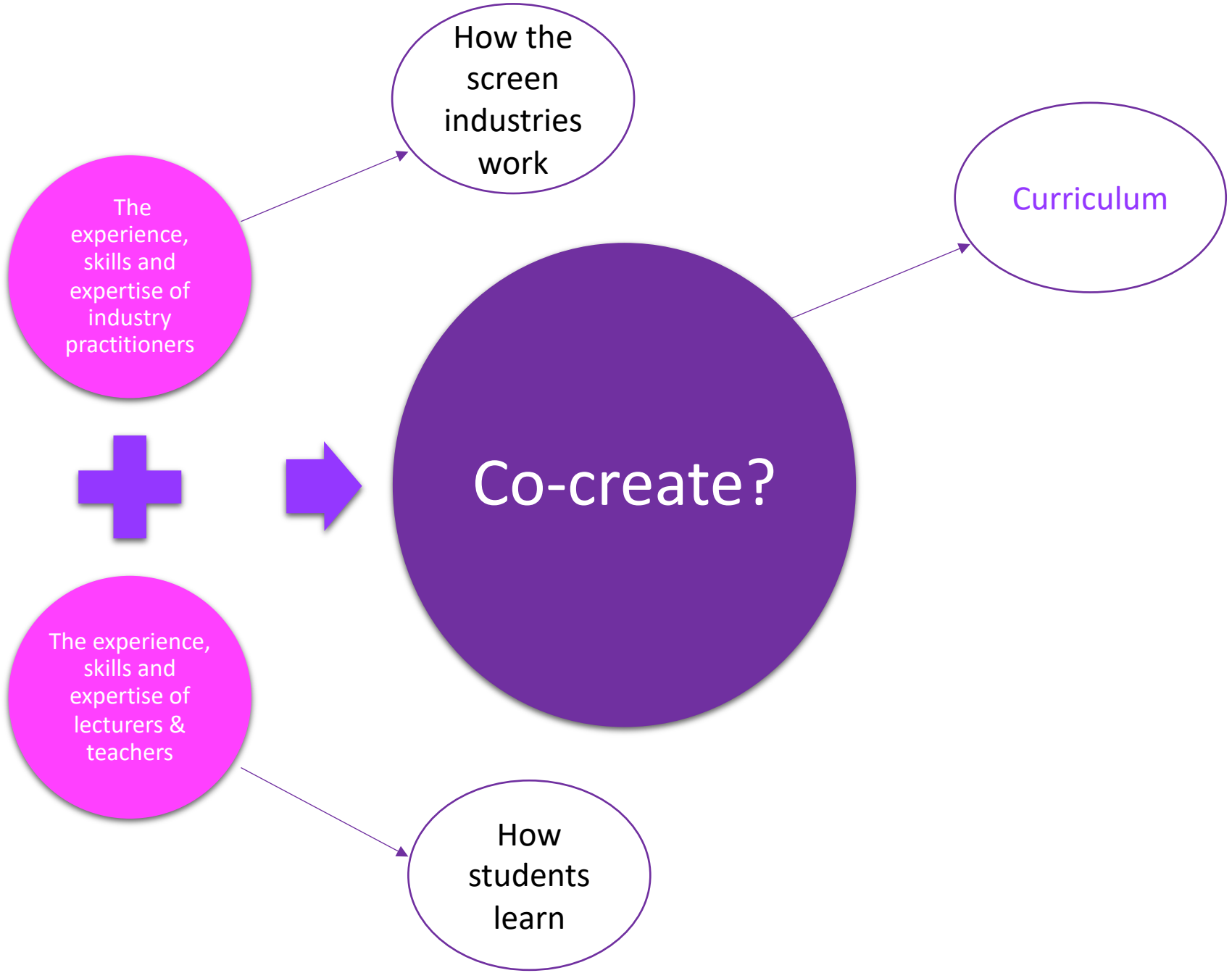
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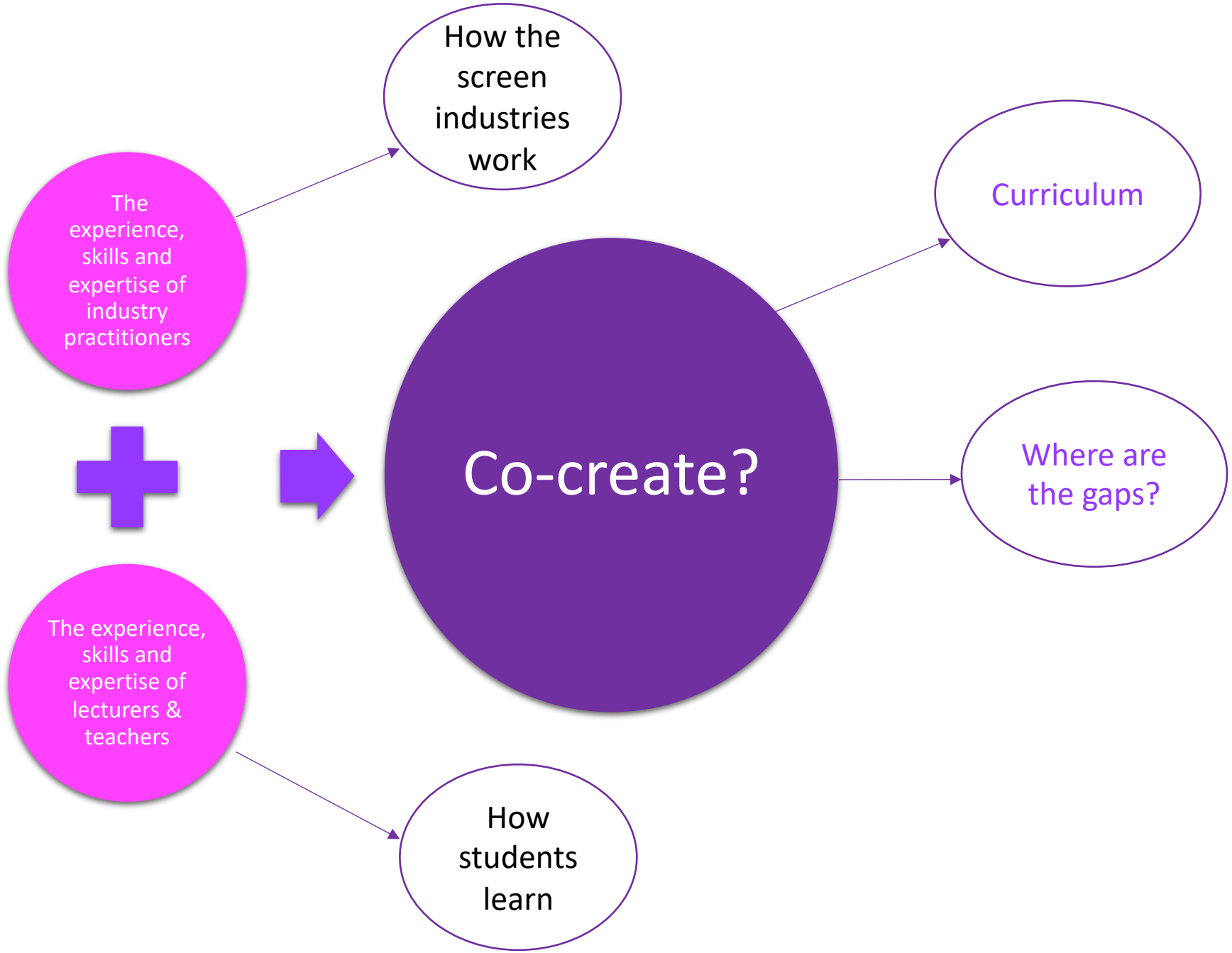
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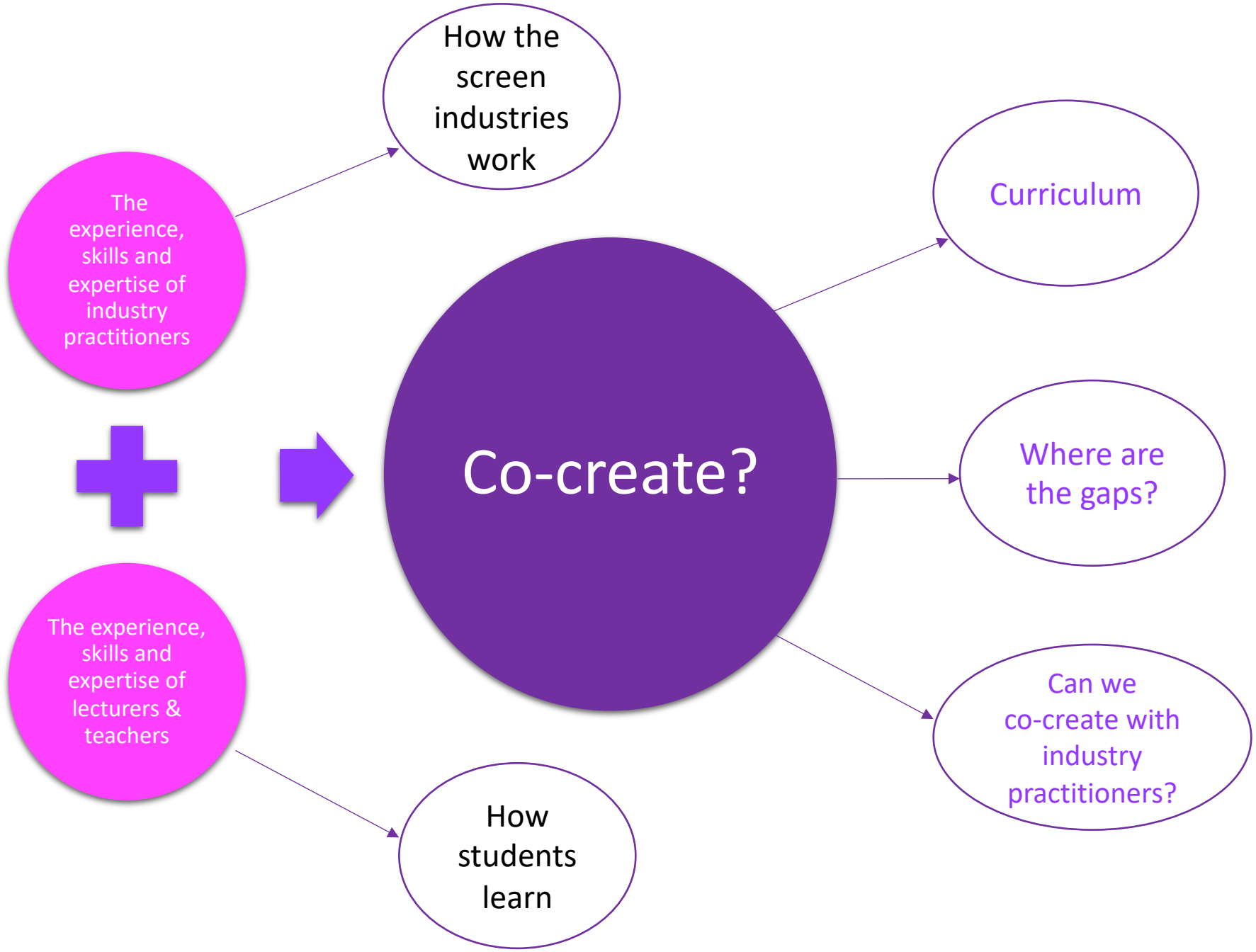
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Curriculum
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Where are the gaps?
The experience, skills and expertise of lecturers & teachers
Can we co-create with industry practitioners?
How students learn

Micro-Modules, Industry-Led, Co-Designed

Micro-Modules, Industry-Led, Co-Designed

Part-Workshop, Part-Lecture, Part-Training, Part Masterclass

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100 Film/TV Production Students - 5 Days back-to-back – 10am-5pm

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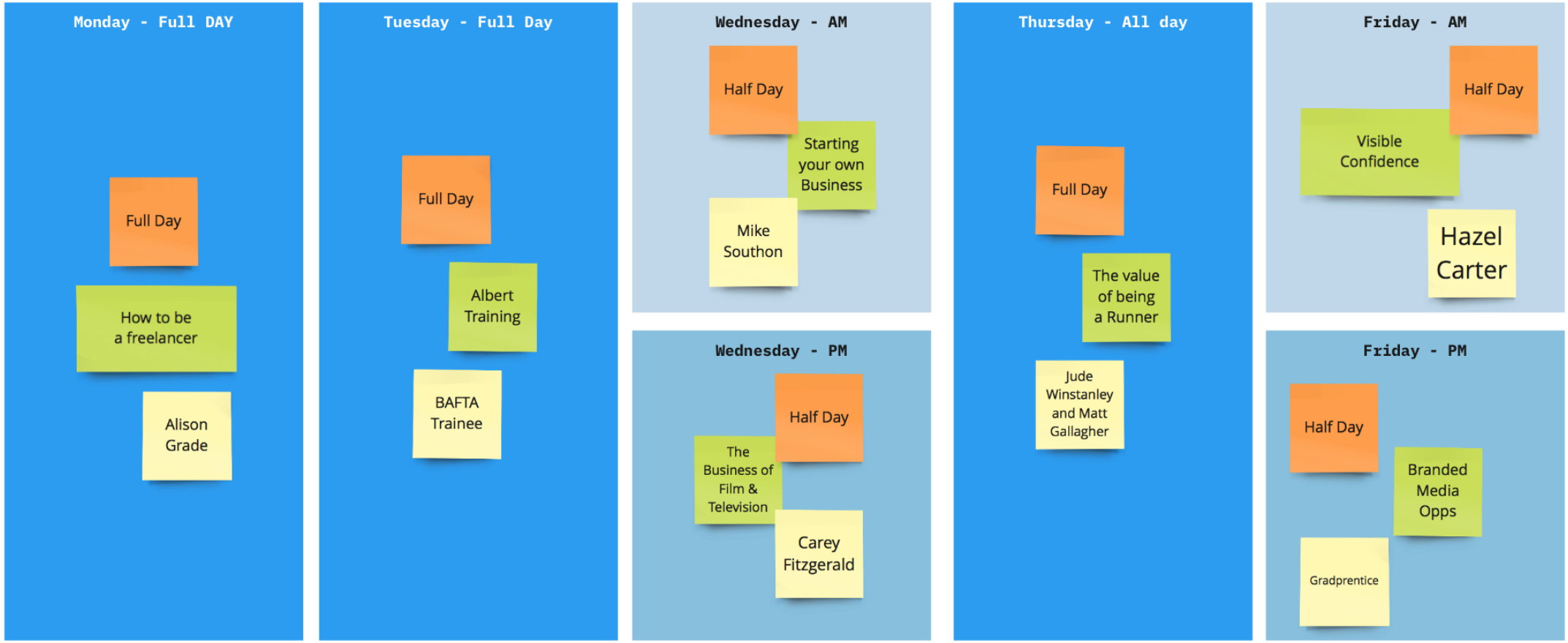
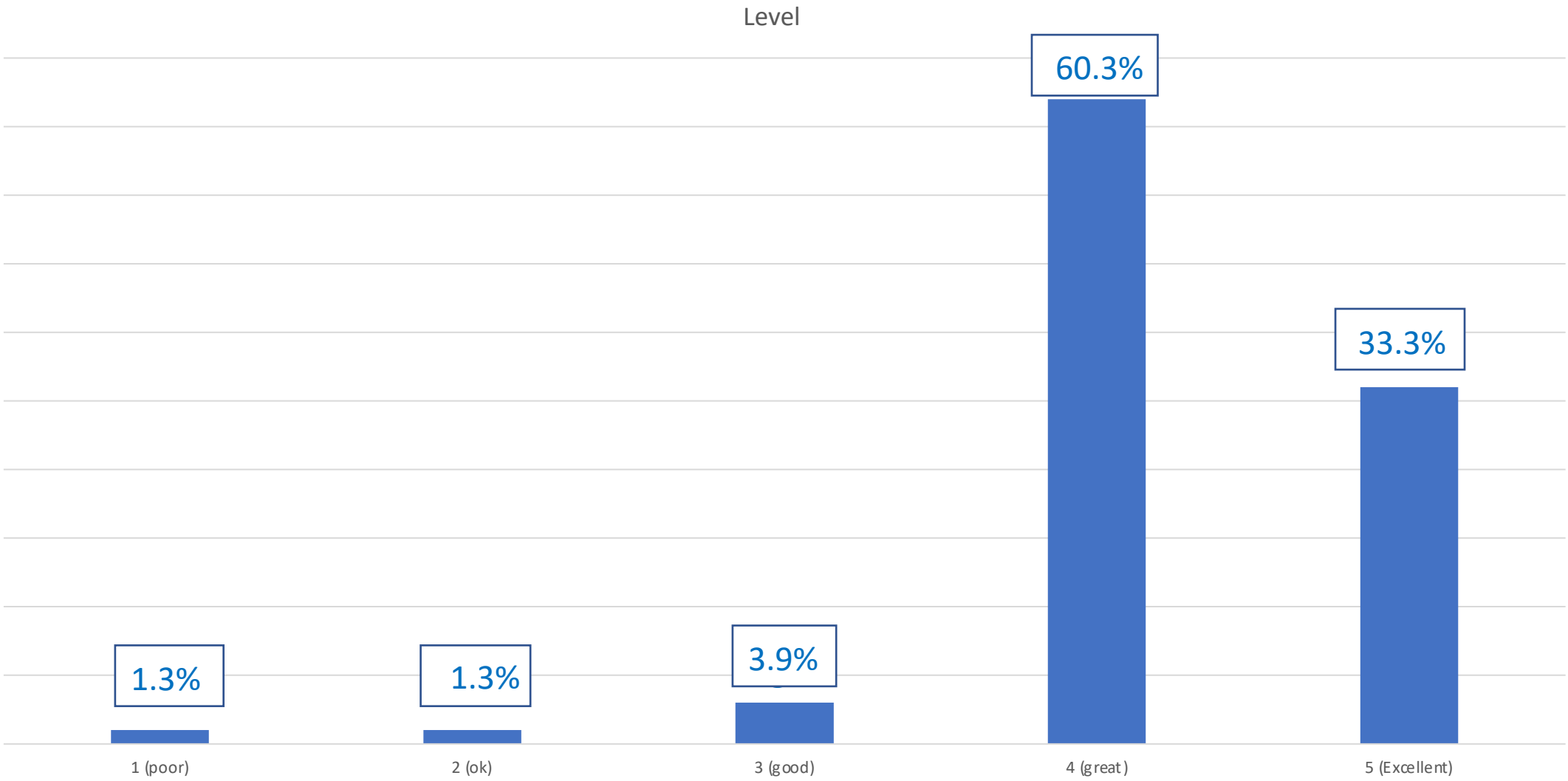
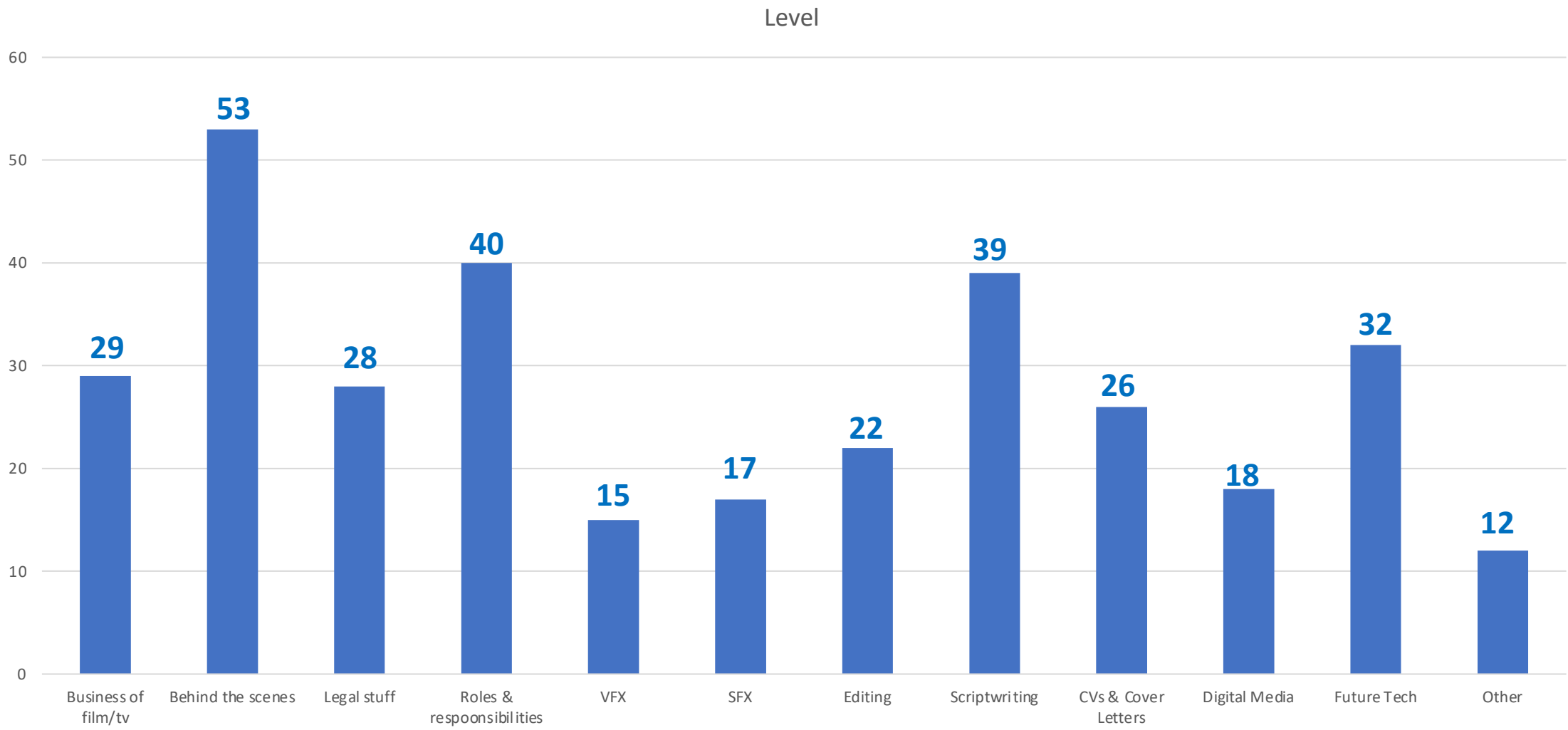


How would you rate the week overall?



What would you like to see more of?



Overall Week Feedback

really inspired me.

it was just an incredible opportunity.

They have helped me in my confidence

It is much different from what we learn at university.

Honestly it's just got me excited to be in this industry,

They have reassured me that a career in the industry is defnitely attainable

it's a great way to make connections!

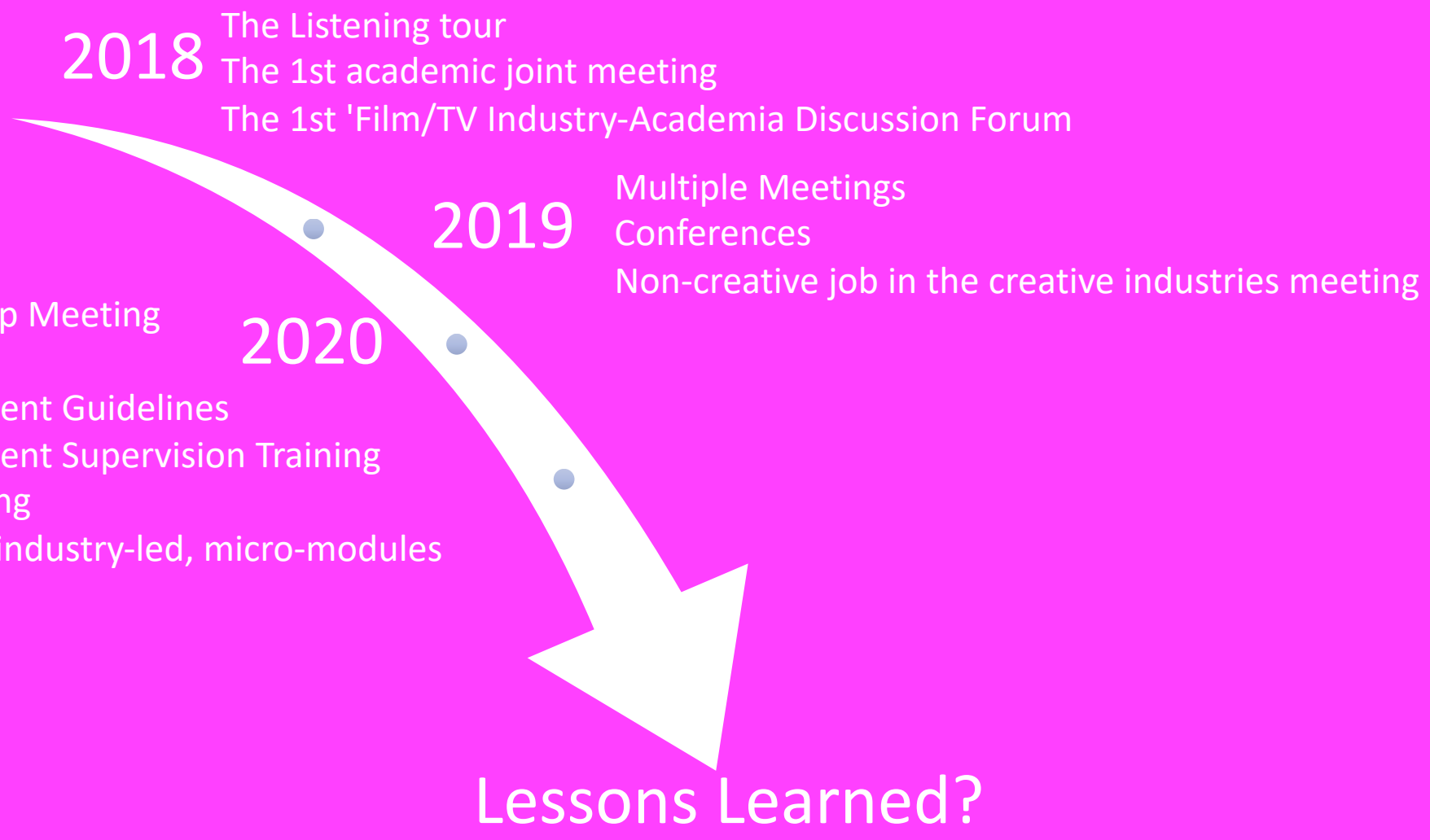
They were deeply rich in terms of content

I learnt so much and got so much inspiration.

It opened up my options.

a great eye-opener and tremendously reassuring.

This has taken some of the pressure of my job hunting prospects in the future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The 1st academic joint meeting
The 1st 'Film/TV Industry-Academia Discussion Forum
2019
Multiple Meetings
Conferences
Non-creative job in the creative industries meeting
2020
Steering Group Meeting
Lockdown
Covid-19 Student Guidelines
Covid-19 Student Supervision Training
Online Teaching
Co-designed, industry-led, micro-modules
Lessons Learned?

- We *share* more than we differ
- Trust *matters*
- We *can* and *must* work together
- We can help each other's agendas
- We can deliver something of *real value*
- We can test/pilot and *learn*
- We can *co-create* resources & share expertise, without compromising anyone
- We can move relatively *quickly*
- We can work *cost-effectively*
- Covid-19 has changed the goalposts
- Impact measured in tangible outcomes, but also in new ways of thinking and working

Academia

- Skills
- Experience
- Knowledge

Academia

- Skills
- Experience
- Knowledge

Creative Industries

- Skills
- Experience
- Knowledge

Academia

- Skills
- Experience
- Knowledge

Creative Industries

- Skills
- Experience
- Knowledge

Connection
Collaboration
Co-creation

Could we work together more and with other creative industries?

Could we connect across UK and Ireland, Europe and beyond?

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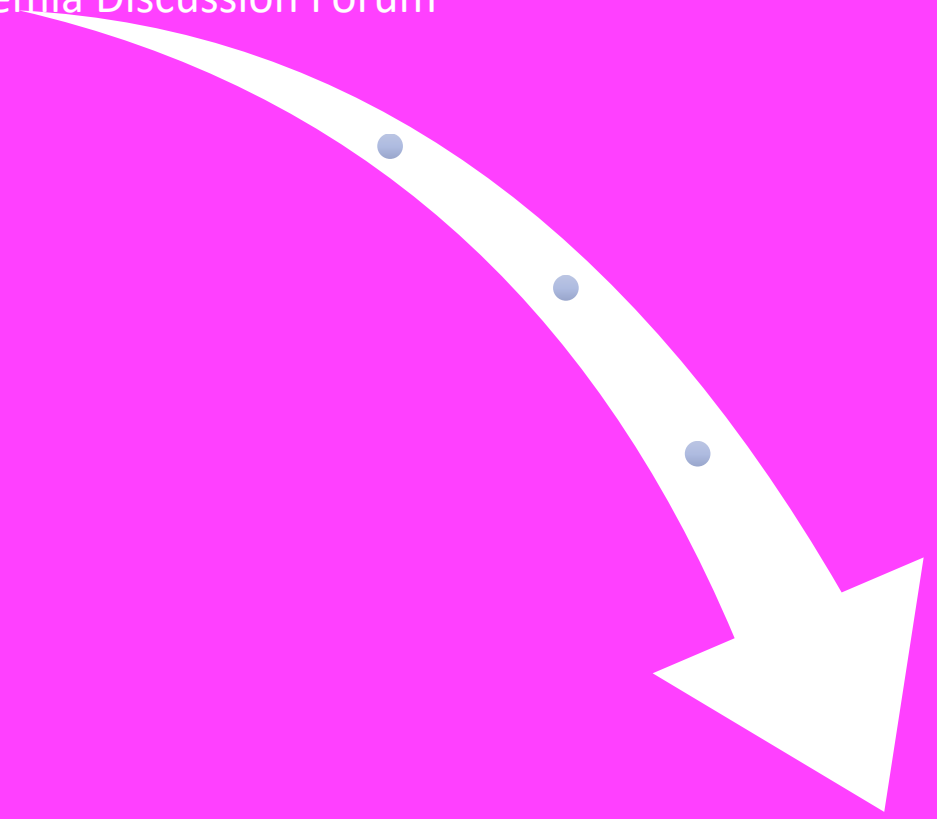

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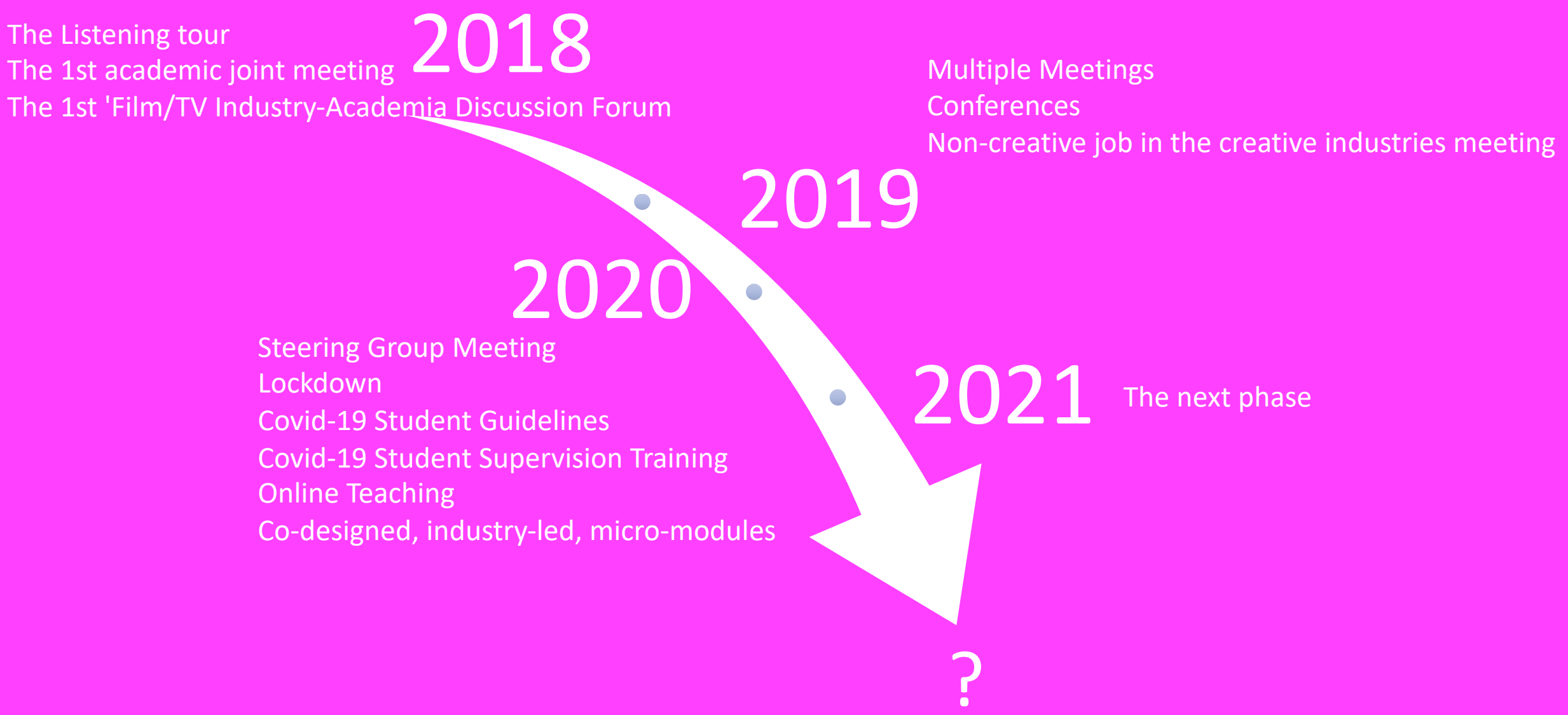
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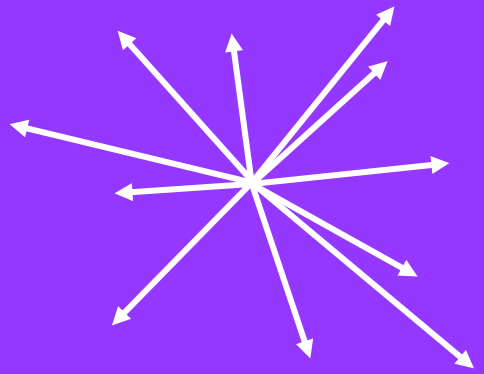
2021
The next phase
?

Connected-Campus for Creative Industries



What is a ‘Connected-Campus’ for the Creative Industries?

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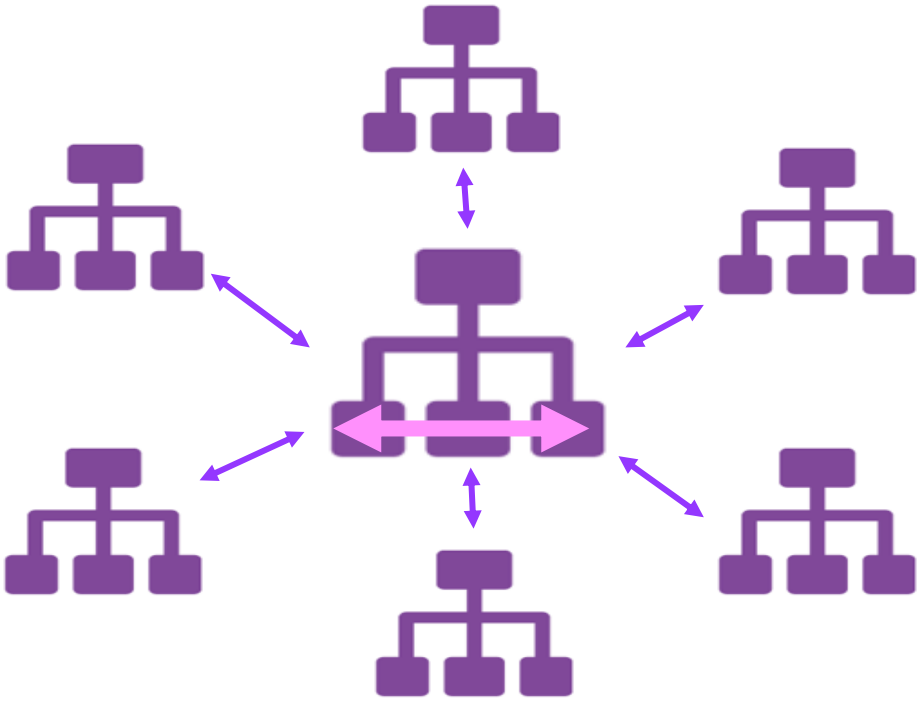

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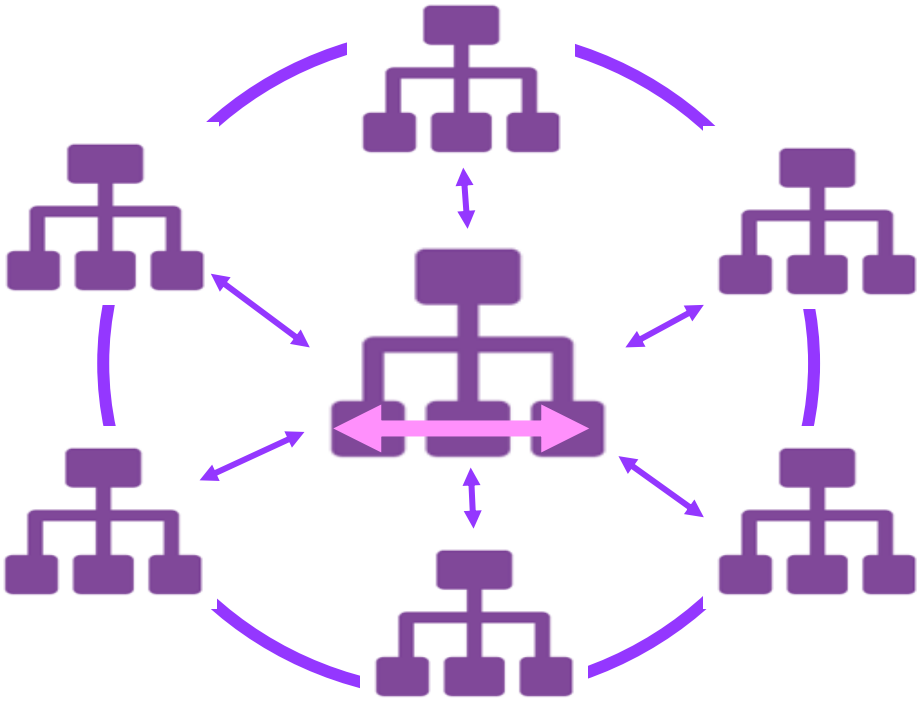

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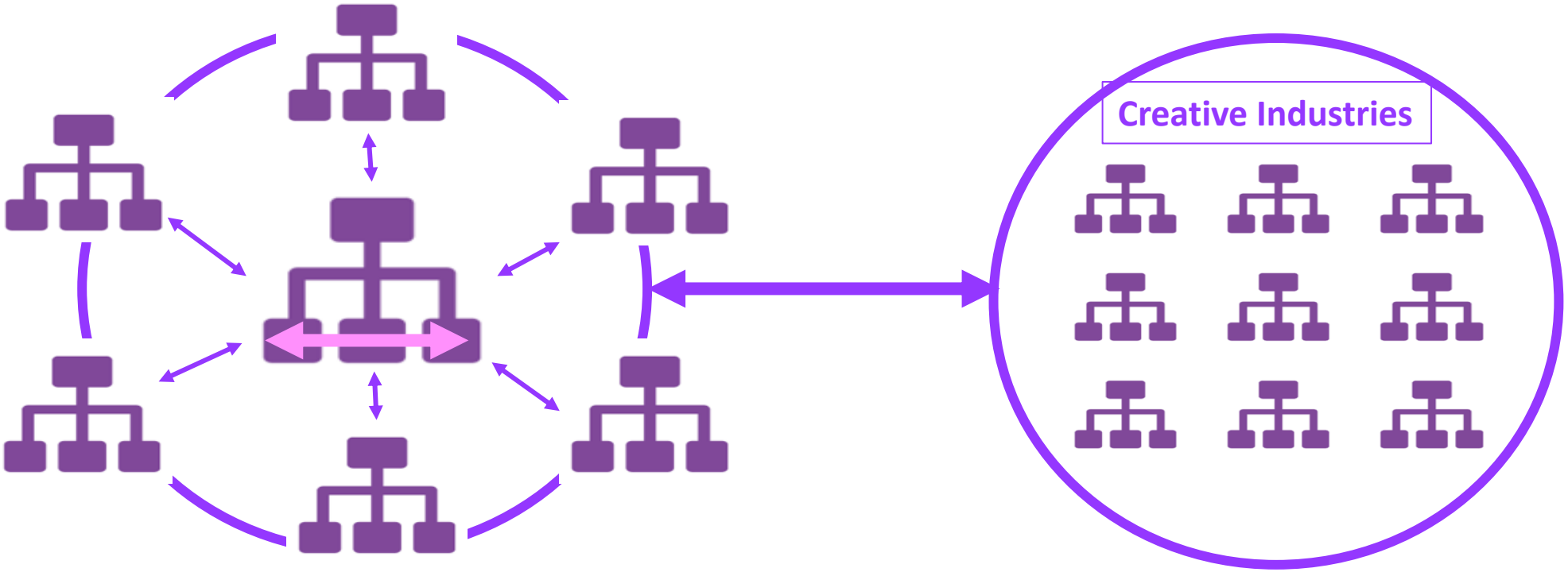

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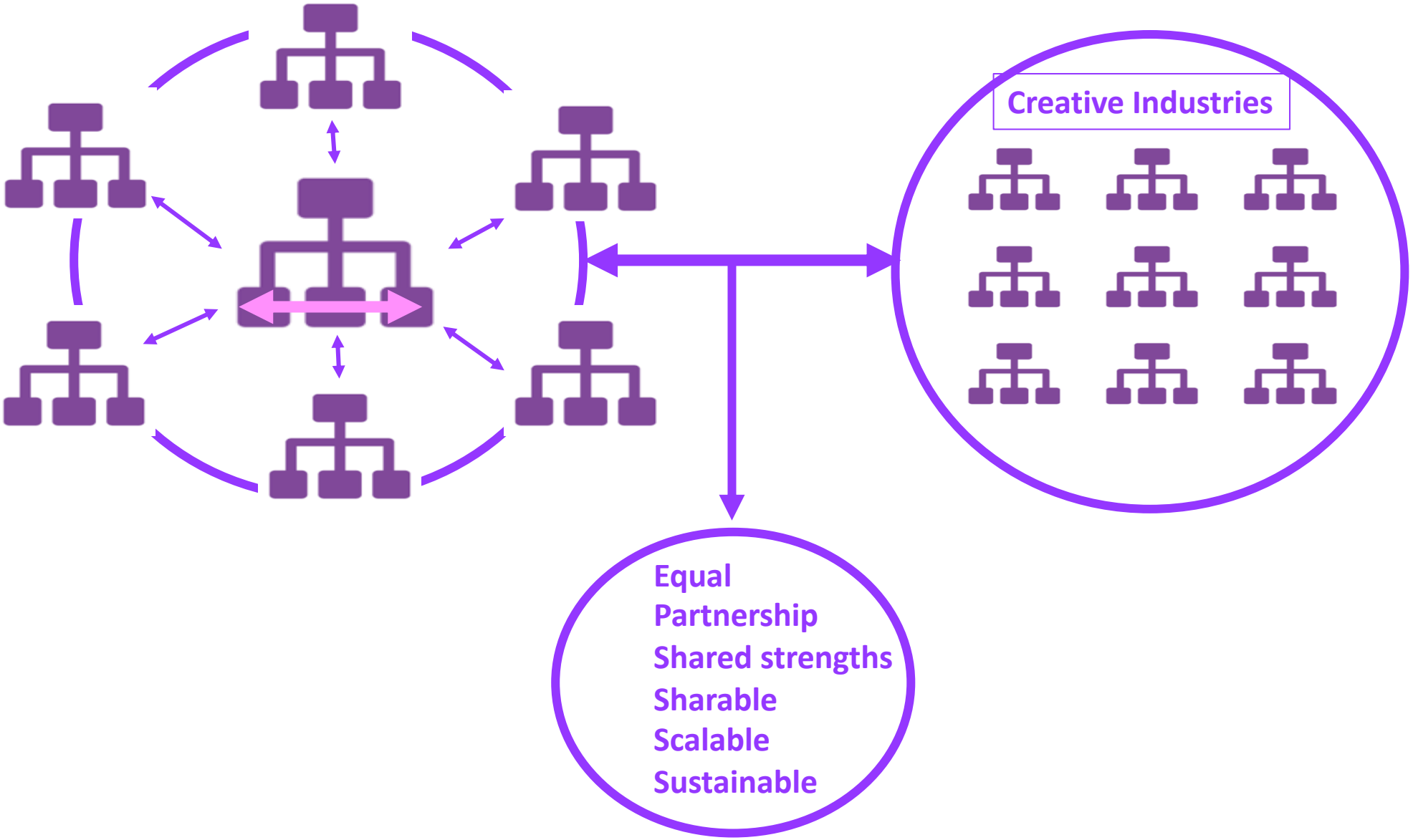
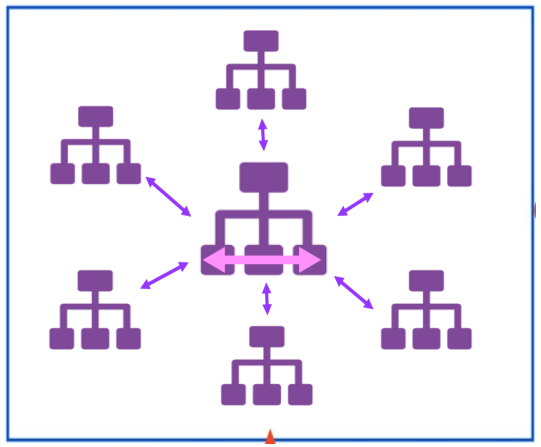
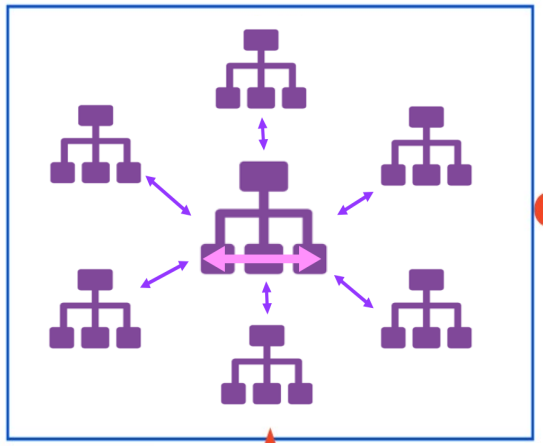


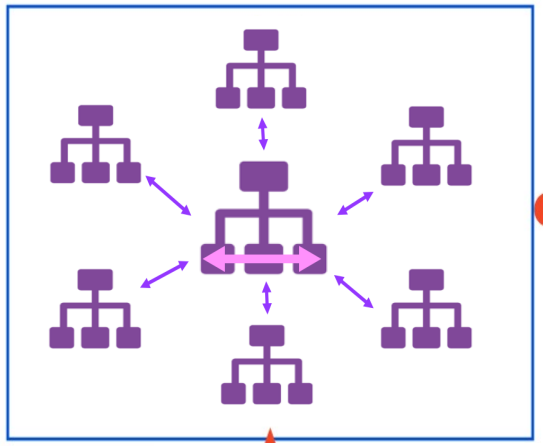




Connect

People, Places, Organisations

- Industry Rep Orgs — CIF, Screenskills, BFI, RTS
- Practitioners — Above & Below the Line
- Studios, Locations, Offices — Pinewood, Sky, Netflix



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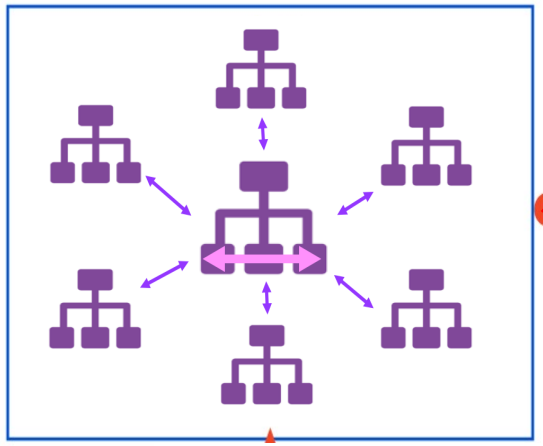
Collaborate

Portfolio of projects

- Skills — Creative & Non-Creative
- Innovation — Technology, Research, Pedagogy
- Enterprise — Business start-ups
- Curriculum Dev — Film/TV/Animation,VFX programmes



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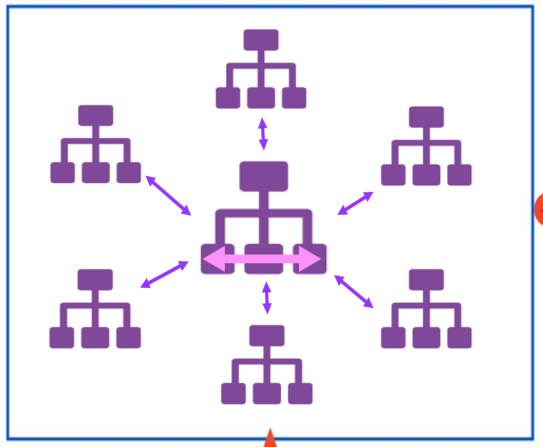

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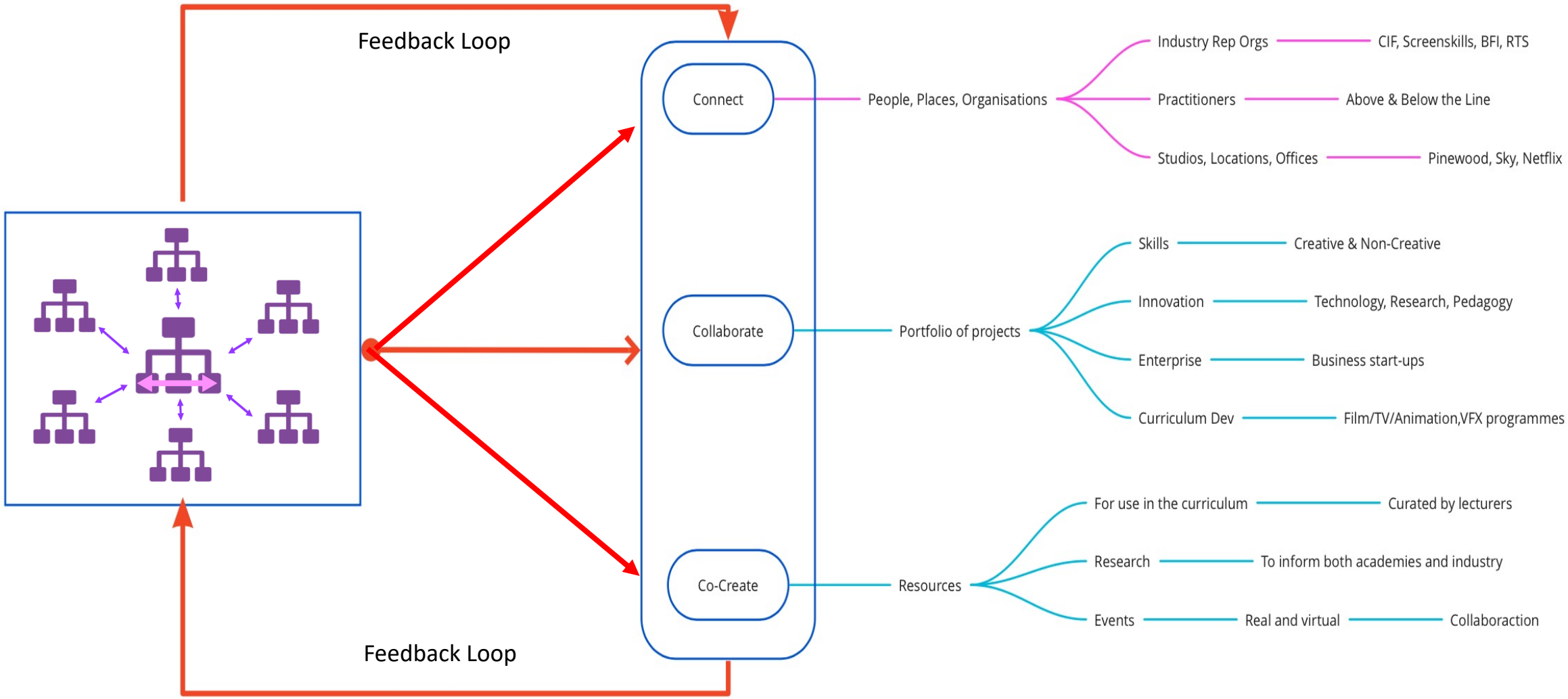
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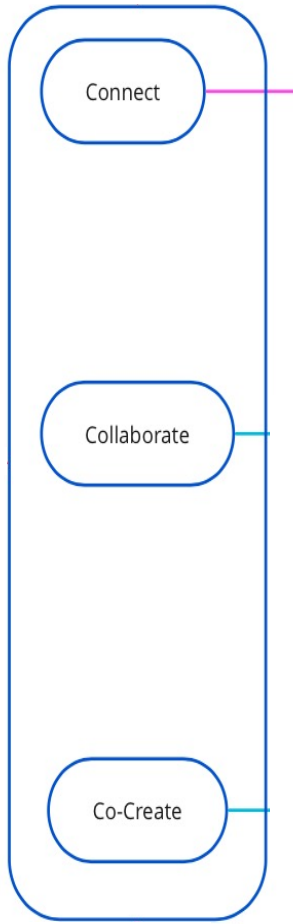
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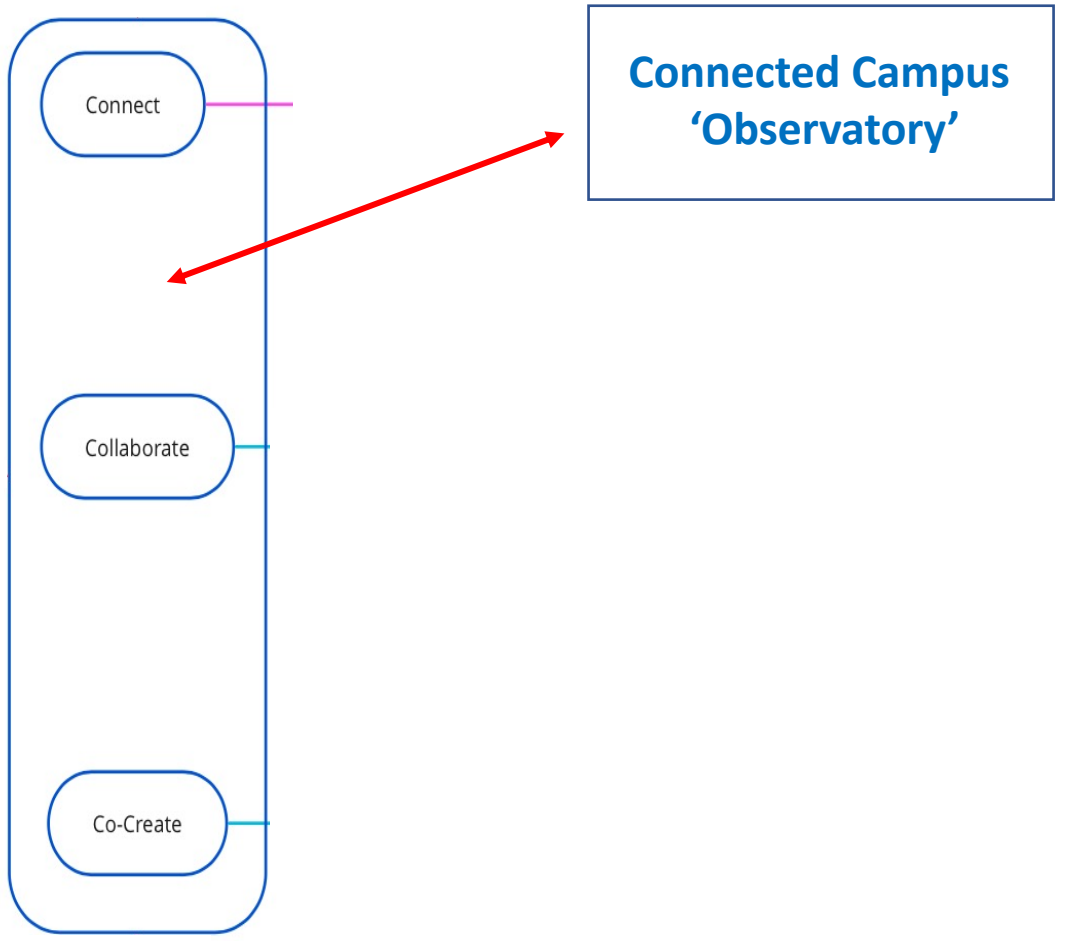
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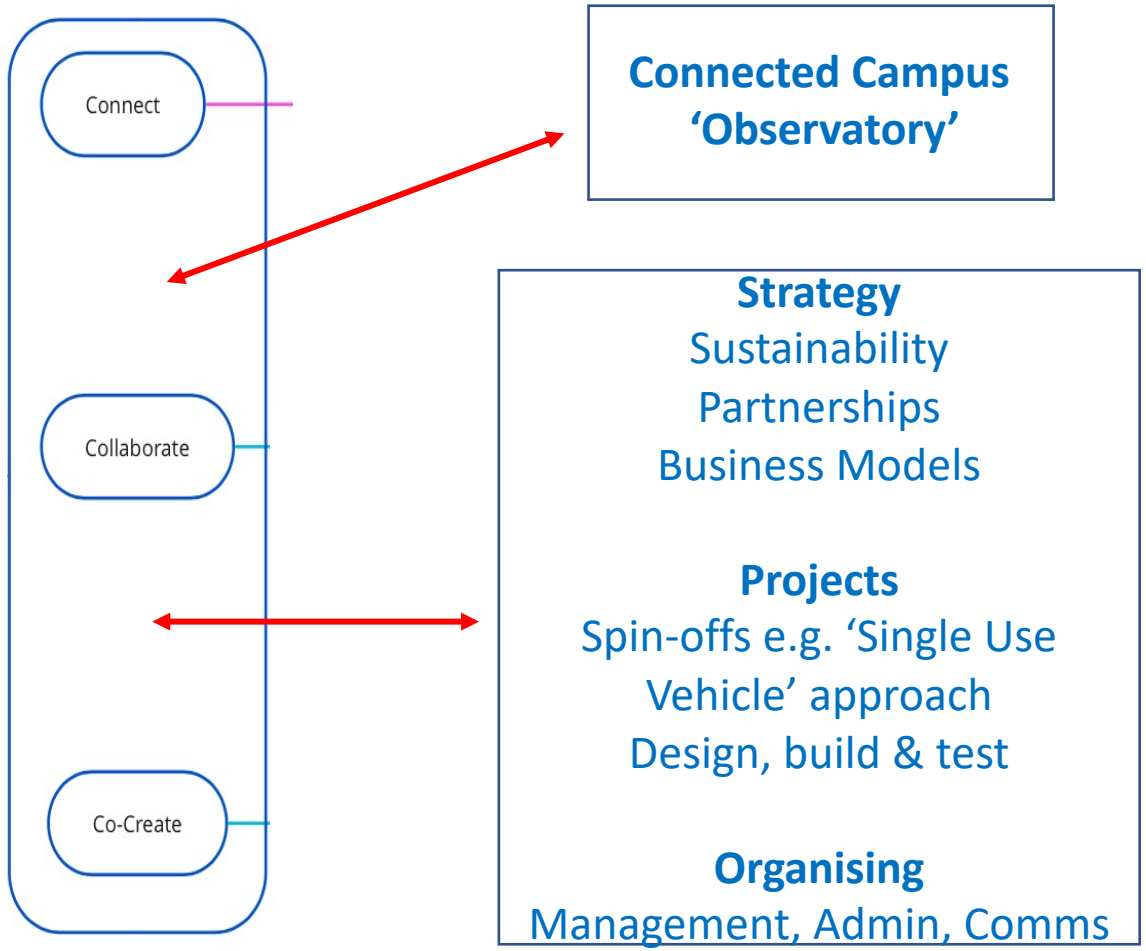
Connected Campus
'Observatory'


Connect
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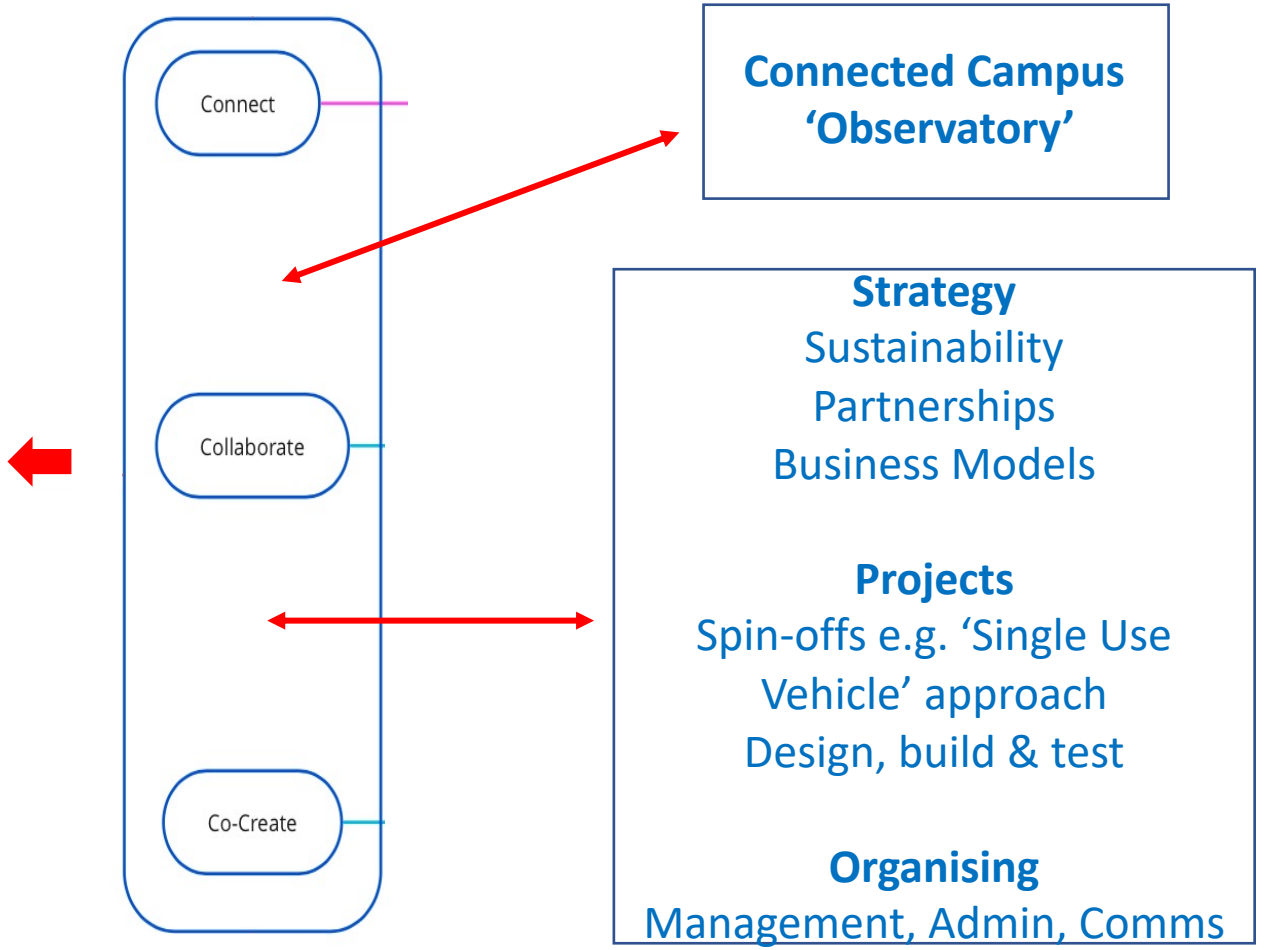
Connected Campus
'Observatory'
Strategy
Sustainability
Partnerships
Business Models
Projects
Spin-offs e.g. 'Single Use
Vehicle' approach
Design, build & test
Organising
Management, Admin, Comms

A virtual space for ‘Collabor*action*’
Organised, but not an organisation
Non-Partisan/Independent
‘Owned’ by BOTH academia and creative industries
Combines our collective strengths
Builds upon what we all already do
Partnership is paramount
Can operate locally, regionally or nationally
Entrepreneurial, but not-for profit



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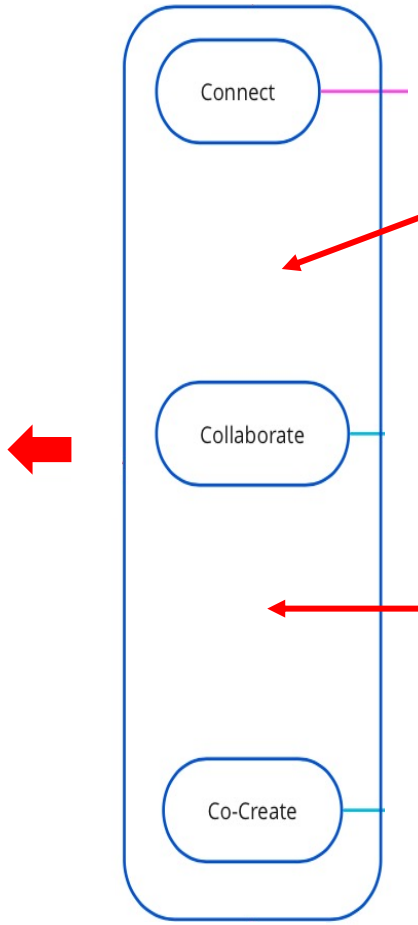
Outputs to be
- Sharable
- Scalable
- Sustainable



Connected Campus 'Observatory'

Strategy
Sustainability
Partnerships
Business Models

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Spin-offs e.g. 'Single Use Vehicle' approach
Design, build & test

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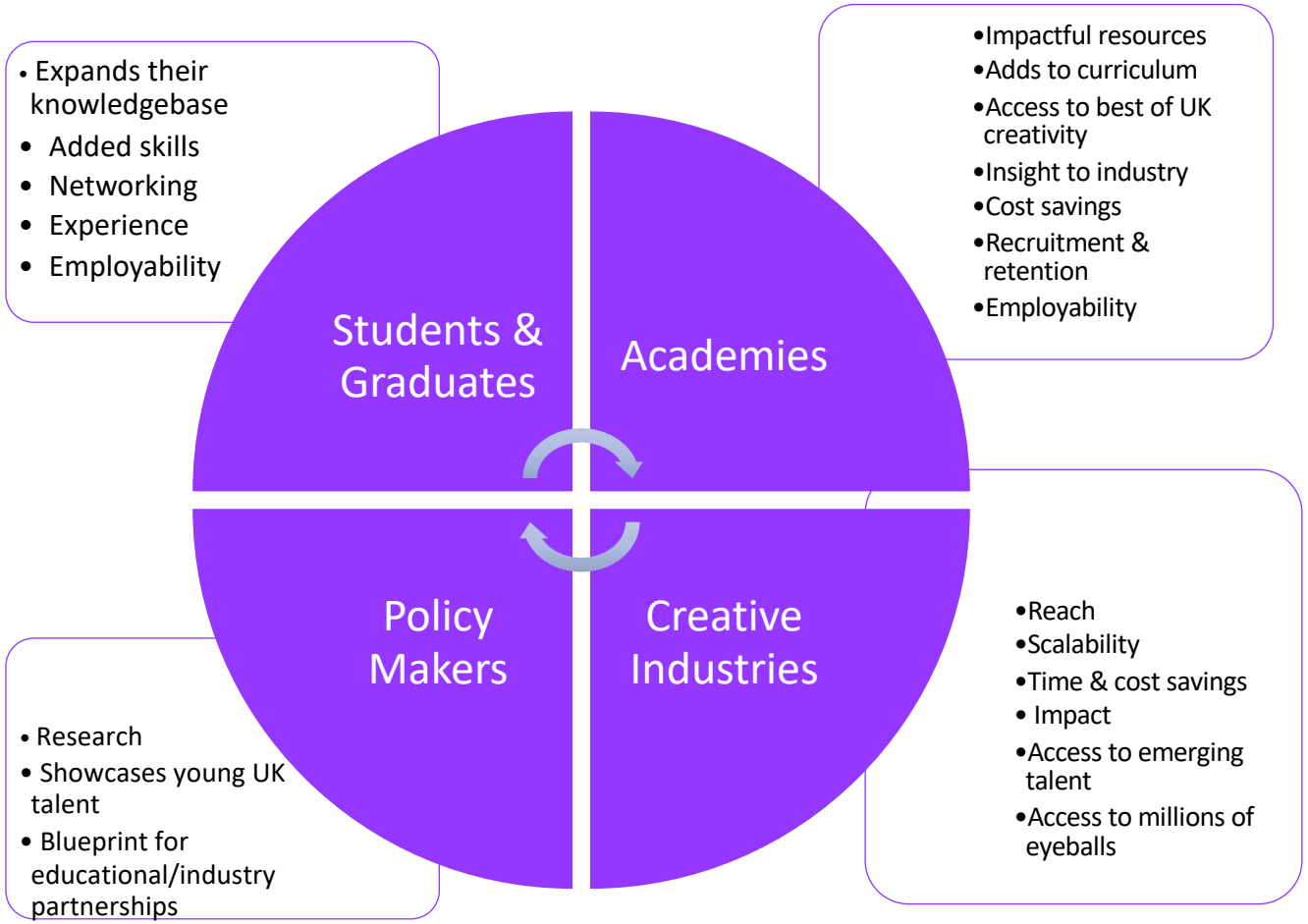
Cui Bono?


• Expands their knowledgebase
• Added skills
• Networking
• Experience
• Employability
•Impactful resources
•Adds to curriculum
•Access to best of UK creativity
•Insight to industry
•Cost savings
•Recruitment & retention
•Employability
Students & Graduates
Academies
Policy Makers
Creative Industries
• Research
• Showcases young UK talent
• Blueprint for educational/industry partnerships
•Reach
•Scalability
•Time & cost savings
• Impact
•Access to emerging talent
•Access to millions of eyeballs

Cui Bono?

Levelling Up
Equal Access
Geography
Prestige
Size
Inclusive
Respects Diversity

Introduction to Jodo:

A co-designed curriculum resource platform

- Matt Gallagher
  - Thecallsheet.co.uk & Author of Breaking into UK Film and TV Drama
- Jude Winstanley
  - Line Producer
- Carey Fitzgerald & Amanda Groom
  - Co-Chairs of The Business of Film & Television (BOFTV.org)
- Carl Draper
  - Managing Director, Attic Media

‘Connected-Campus’ plans for 2021

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Start building the ‘Observatory’, with key strategists

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Convene a meeting in December to discuss what we have learned

Timeline

Phase 1
Engage & Proof of Concept

2018-2020

- Identify key strategic stakeholders
- Generate initial ideas
- Consider sustainable solutions
- Develop some sub-strategies and action planning e.g. non-creative roles & employability
- OUTPUTS: Listening Tour Report, Industries/Academia meetings, Covid Guidelines, Pilot micro-modules

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Phase 2
Design

2021 – Q1

- Launch 'Observatory' - Bring together key thinkers to consider financially sustainable pathways etc…
- Identify key content providers for Jodo
- Design Jodo test platform
- Plan a *collaboraction* pilot event within West London region
- OUTPUTS: A spring Observatory strategy document, Jodo pilot content identified, Collaboraction Festival theme and speakers identified

Timeline

Phase 1 Engage & Proof of Concept	**Phase 2** Design	**Phase 3** Build
2018-2020	2021 – Q1	2021 – Q2
- Identify key strategic stakeholders - Generate initial ideas - Consider sustainable solutions - Develop some sub-strategies and action planning e.g. non-creative roles & employability - OUTPUTS: Listening Tour Report, Industries/Academia meetings, Covid Guidelines, Pilot micro-modules	- Launch 'Observatory' - Bring together key thinkers to consider financially sustainable pathways etc… - Identify key content providers for Jodo - Design Jodo test platform - Plan a *collaboraction* pilot event within West London region - OUTPUTS: A spring Observatory strategy document, Jodo pilot content identified, Collaboraction Festival theme and speakers identified	- Create a variety of Jodo content - Hold Collabor*action* event - Gather feedback - Refine and feedback loop - OUTPUT: Jodo Test platform - Collabor*action* Feedback results & Next Steps

Timeline

Phase 1 Engage & Proof of Concept	**Phase 2** Design	**Phase 3** Build	**Phase 4** Test & Learn
2018-2020	2021 – Q1	2021 – Q2	2021 – Q3
- Identify key strategic stakeholders - Generate initial ideas - Consider sustainable solutions - Develop some sub-strategies and action planning e.g. non-creative roles & employability - OUTPUTS: Listening Tour Report, Industries/Academia meetings, Covid Guidelines, Pilot micro-modules	- Launch 'Observatory' - Bring together key thinkers to consider financially sustainable pathways etc… - Identify key content providers for Jodo - Design Jodo test platform - Plan a *collaboraction* pilot event within West London region - OUTPUTS: A spring Observatory strategy document, Jodo pilot content identified, Collaboraction Festival theme and speakers identified	- Create a variety of Jodo content - Hold Collabor*action* event - Gather feedback - Refine and feedback loop - OUTPUT: Jodo Test platform - Collabor*action* Feedback results & Next Steps	- Test Jodo content - Gather feedback - Refine and feedback loop - OUTPUT: Feedback results - Autumn Observatory Paper

Timeline

Phase 1 Engage & Proof of Concept	**Phase 2** Design	**Phase 3** Build	**Phase 4** Test & Learn	**Phase 5** Finalise and approve
2018-2020	2021 – Q1	2021 – Q2	2021 – Q3	2021 – Q4
- Identify key strategic stakeholders - Generate initial ideas - Consider sustainable solutions - Develop some sub-strategies and action planning e.g. non-creative roles & employability - OUTPUTS: Listening Tour Report, Industries/Academia meetings, Covid Guidelines, Pilot micro-modules	- Launch 'Observatory' - Bring together key thinkers to consider financially sustainable pathways etc… - Identify key content providers for Jodo - Design Jodo test platform - Plan a *collaboraction* pilot event within West London region - OUTPUTS: A spring Observatory strategy document, Jodo pilot content identified, Collabor*action* Festival theme and speakers identified	- Create a variety of Jodo content - Hold Collabor*action* event - Gather feedback - Refine and feedback loop - OUTPUT: Jodo Test platform - Collabor*action* Feedback results & Next Steps	- Test Jodo content - Gather feedback - Refine and feedback loop - OUTPUT: Feedback results - Autumn Observatory Paper	- Finalise and approve strategy - Transition into implementation - Hold a joint industry-academia meeting - OUTPUT: Connected Campus Observatory Strategy document for beyond 2021

Champions in organisations
Ambassadors to help promote
Access to people & places
Ideas on projects
Advice on strategy, business and funding
Time
Funding for next phase & beyond
You
Resources

Breakout Groups

How might you be able to help?
What can you bring?

How can we make this a success?
What are the barriers and how can we overcome them?

How do we finance this initiative?
Membership, Sponsorship, Grants, Research, Subscription, Other e.g. philanthropy

Breakout sessions to last 30 mins (10 mins per questions)
Each group to have a Chair, who will summarise discussions at the end
Each Chair will have 5 mins, max to feedback to whole group

Sine Cere: ‘Without Wax’

- We can shift the paradigm on how academia and industry work together
- We can act as a blueprint for other creative industries
- We can collaborate across Europe and beyond
- We can help shape the future for a generation of young people wishing to work in the creative industries

Sine Cere: ‘Without Wax’

Connected-Campus for Creative Industries

Thank you for listening