



**SCREEN
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**Culture, Communications, Welsh Language, Sport and International Relations
Committee: Inquiry into the creative industries workforce.**

Response from: Screen Alliance Wales

Question 1: Is there a role for private companies in improving skills and training opportunities? If so, how could they be encouraged to do so?

Based in Wolf Studios Wales in Cardiff and established in 2017, Screen Alliance Wales, is a not-for-profit organisation, funded by the TV industry, for the TV industry to open the doors of the Film and TV Industry to as many people across Wales as possible.

By engaging with the production community, SAW has set up a wide range of interventions that have reached 31,000 individuals of all ages (from 7 to 65) across Wales and they have taken the best practice and constant evaluation and learning back into their next phase – ensuring that the targets of reaching a more diverse audience and increasing awareness are increased year on year. The most recent evaluation shows that the percentage of applications from diverse groups has grown by 5% (last quarter compared to overall figures from 9% to 14%) and continues to grow.

Screen Alliance Wales is constantly evolving and as a private company can move swiftly and efficiently to answer the ever changing needs of the industry by reacting to perceived skills shortages and implement training to address these needs.

Question 2: How good is collaboration between the creative industries and academia? How can this be improved?

Since we launched Screen Alliance Wales 2017, the opportunities to build on the strength and breadth of screen-related education and training across South Wales have grown enormously. These opportunities have built to match the huge growth within the industry but are also testament to the pioneering and innovative work undertaken by partners across the region. Screen Alliance Wales recognised from the



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start that the only way to ensure a career pathway and to grow the talent in Wales was to forge a relationship with our local HE provider, University of South Wales.

By innovating our existing provision, connecting with education partners and – most crucially – by working together, we have been able to prove to both government and industry that a new model for screen skills training and development can solve the current skills challenges but also forge new pathways for talent from broad and diverse social, cultural and economic backgrounds to build their creative careers. From primary schools through to apprenticeships and CPD courses, the benefits of nurturing new and tangible pathways for anyone with ambition to build a career in film and television are plain for all to see.

Allison Dowzell

Managing Director

Screen Alliance Wales

15/12/2022