



Delyth Jewell MS
Chair of the Culture, Communications, Welsh Language, Sport, and International Relations
Committee
Senedd Cymru
Cardiff Bay
CF99 1SN

30th January 2023

Dear Chair,

Thank you very much for the recent opportunity to give evidence to the Culture, Communications, Welsh Language, Sport, and International Relations Committee in relation to its inquiry into the challenges facing the creative industry workforce.

I'm writing to provide you with further information about ITV Cymru Wales' investment in training and support with the aim of developing a more diverse workforce. Diversity and inclusion are so important to us as a company and to our output, and we are committed to progress our work in this area even further. We believe that opening new pathways and opportunities for people from under-represented communities in Wales, and ensuring that the sector reflects - both on and off screen - those communities, is a vital part of the work we should be doing every day.

Skills and training is a key priority area for ITV Cymru Wales, and as a company with just over a 100 headcount, we are very proud of the training opportunities that we're able to provide and the value it brings to the workforce, as well as the wider creative community.

Given the diversity and UK-wide range of the training packages provided it has not possible to calculate an accurate assessment of the funds invested in those individuals coming into the industry. However, I have outlined our approach and commitment to skills and training below.

Our award winning **apprenticeship scheme** keeps growing from strength to strength, and we look forward to welcoming our latest intake of apprentices over the next few months. Working in partnership with *Sgîl Cymru*, most of our recruits come from an under-represented background and go on to either secure permanent roles within ITV or other media companies in Wales. ITV Cymru Wales' first apprenticeships were delivered in 2015-16 and the programme has been running every year since apart from 2021. Apprenticeships include Creative and Digital Media and Digital Journalism.

The programme was set up to create a new pathway into ITV Cymru Wales - and so the wider Creative Screen Industries in Wales - for talented individuals from diverse backgrounds and under represented groups, be that in terms of age, gender, religion, disability, sexual orientation or economic background. We had no extra funding to do this, and instead we took the decision to divert funding from our freelance budget.



The programme is tailored to the strengths of the individual and offers each apprentice valuable hands-on experience making television and digital content for audiences in Wales. The workplace learning is tailored to each individual working with industry experts and is supported in the classroom by our training partners Sgil Cymru and Cardiff & Vale College.

We are particularly enthused this year to be able to offer one of our apprenticeship positions to an individual with a disability. This coincides with the aim of our partnership with Mencap Cymru, which is to ensure that people with a learning disability have greater access to employment opportunities. Mencap Cymru have shared with us how difficult it is for those with a learning disability to secure employment.

Many of our apprentices go on to either secure permanent roles within ITV or other media companies in Wales, and our way of working and our success is now being seen as a role model within the wider ITV News network.

Our acclaimed **ITV News Trainee Scheme** continues to be a success, providing trainee journalist opportunities for those who are looking to start their career in News. The scheme has a particular focus on reaching applicants from those who are from Black, Asian and minority ethnic backgrounds, disabled people and those from lower socio economic groups as we recognise that individuals from these groups are currently underrepresented in our industry. As part of the scheme, we welcome 1 trainee to ITV Cymru Wales each year, and were particularly pleased last year to focus the scheme to people with a disability.

We are also really proud of the work that we do to develop Welsh language journalists, particularly through our trainee scheme that we run in partnership with S4C. Working with S4C, our Journalist Traineeship is now in its fourth year, and aims to help two young journalists to develop a career through the medium of Welsh. The trainees create bespoke digital current affairs content for Hansh under the Dim Sbin brand - mainly on Twitter, Instagram and Tiktok. Similar to our other initiatives, the scheme focuses on those young people who come from underrepresented areas or backgrounds.

As part of our partnership with *Mencap Cymru*, we also offer practical experience to people with learning disabilities including presenting weather and news bulletins to camera. We will be continuing to offer similar practical experiences in 2023 to people from across Wales supported by Mencap Cymru with the aim of helping to remove barriers to disabled people seeking to work in the TV and Broadcasting industry.

Along with Creative Wales and other broadcasters, ITV has financially contributed to the founding of a pilot project to increase diversity in tv and film in Wales. The *Culture Connect Wales* initiative aims to create a bespoke network for those from Black, Asian and Minority Ethnic communities, as well as engaging with partners to provide practical advice and opportunities and widening the knowledge of the sector and the opportunities it provides.



Other significant partnerships include Screen Alliance Wales, Media Cymru, Careers Wales, Bafta Cymru, RTS Cymru, Cardiff University and the National Film and Television School (NFTS).

Since its establishment in January 2020 Creative Wales has been a great champion for the creative industries in Wales, providing much needed financial support to the sector during Covid and to bring the sector together around its shared priorities such as skills and training, diversity and inclusion. We are proud to be working closely with Creative Wales, and we hope that Creative Wales continues to be a priority when decisions are made on the Welsh budget.

We hope that this additional information is useful, and we thank you again for your interest in this important area of work.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Phil Henfrey', written in a cursive style.

Phil Henfrey
Head of News and Programmes, ITV Cymru Wales.