

DISCOVER!
creative careers

Discover! Creative Careers Week 2023

Impact and reach report – at a glance



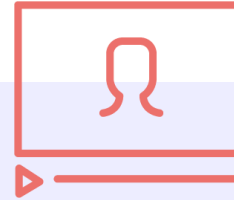
DISCOVER!
creative careers week
13 - 17 Nov
2023

Overview of reach



Nearly 5000 in-person industry encounters

In-person, industry-led activities at workplaces and in schools/colleges enabled 4714 encounters for young people. Approx. 1317 of these experiences were for students based in priority areas.



Over 9000 online industry encounters

Live, online industry events hosted through the Speakers for Schools programme and others enabled 9225 online encounters for young people. Approx. 2247 were for students based in priority areas.



Over 11000 encounters through additional opportunities

Additional online and in-person opportunities delivered as part of annual industry events such as Kids in Museums, Pinewood Futures Festival and AdUnlocked enabled a further 11,190 encounters.

Highlights



Over 100 young people from priority areas including Dudley, Brent, Newham, Croydon and Barking and Dagenham took part in architecture careers workshops led by the Royal Institute for British Architects (RIBA), Open City and AtkinsRéalis.

Image: Students from Newham take part in an architecture workshop at RIBA, photographer Victor Frankowski



In Birmingham, BOA Stage & Screen Production Academy hosted over 100 students from schools across the midlands including priority areas Walsall, Wolverhampton, Sandwell and Dudley, who took part in a range of creative, technical and construction careers workshops.

Image: Students take part in technical theatre workshop, photographer Victor Frankowski



In priority area Swindon, 130 young people from local schools visited Create Studios to take part in gaming, music, social media and film production workshops with employers including Bristol-based training provider BoomSatsuma, music producer Jamie Coupe and marketing agency Evito Talent.

Image © Create Studios

Highlights



Across the week over 300 students took part in workshops and set visits with screen companies, arranged by ScreenSkills. This included a visit to ITV's Granada Reports newsroom, set visits to famous soaps Coronation Street (ITV) and Eastenders (BBC) and storyline workshops with ITV.

Image: Hathershaw College from Oldham and Lord Derby Academy from Liverpool visited ITV's Coronation Street set



Over 60 young people from priority areas Brent, Croydon and Newham attended an immersive workshop at leading visual effects company, Framestore. They were joined by Creative Industries Minister John Whittingdale in the afternoon who helped the Framestore judging panel feedback on the presentations.

Image © Joshua Syratt at Framestore



In priority area Knowsley, over 60 young people took part in a backstage tour, talks and workshops at the innovative new performance space, Shakespeare North Playhouse in Prescot. They were joined by Arts Minister Lord Parkinson of Whitley Bay.

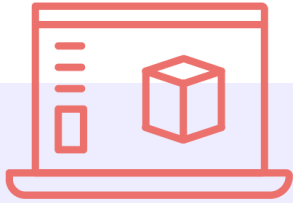
Image © Lucy Hunter

Watch the Discover! Creative Careers Week 2023 highlights film

[Watch now](#)

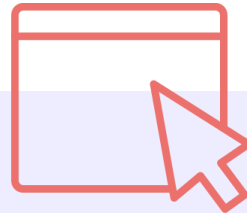


Website engagement & campaign reach



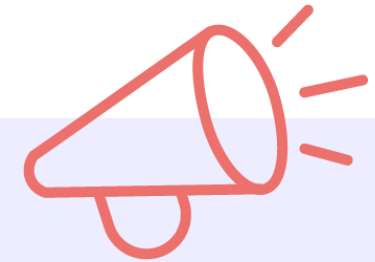
335 lesson plan downloads

Engagement in our suite of industry-led lesson plans was 540% higher than the monthly average, with 335 downloaded during November 2023.



Over 50 thousand website views

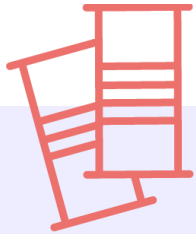
Use of the discovercreative.careers website was 71% higher than the monthly average, with 51,000 views in November 2023.



3.4 million social media reach

The #discovercreativecareers hashtag reached 3,485,345 on social media over the week and had over 10.9 million impressions. In addition, the Creative UK campaign saw 186,250 impressions.

Initial insights from CFE Research



54% more interested in creative industries



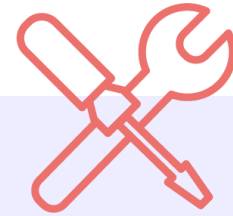
Based on survey data completed at events, 54% of young people stated they were more interested in the creative industries after taking part in Discover! Creative Careers Week 2023.



90% of industry likely to take part again



Based on survey data, 90% of employer hosts who led in-person or virtual activities would take part in Discover! Creative Careers Week and similar events again.



7.6 out of 10 for usefulness



On average, the young people who took part in in-person events rated them 7.6 out of 10 for usefulness, this is based on the survey data.

Find out more www.discovercreative.careers

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Discover! Creative Careers Week 2024 will take place from 18th – 22nd November,
[find out more and register your interest.](#)

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