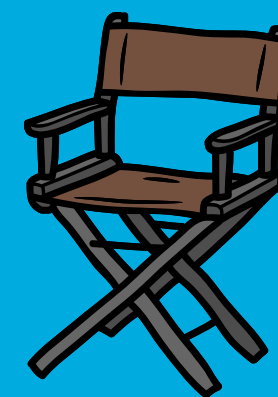
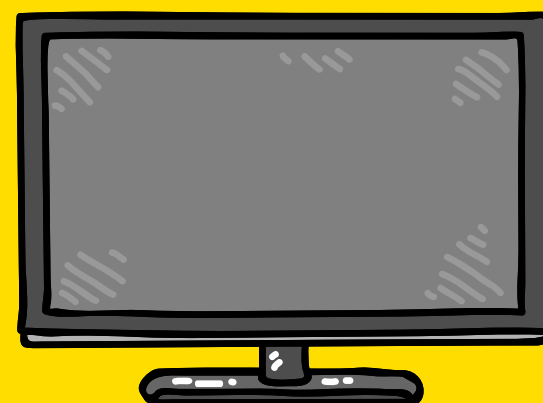


WHAT'S STOPPING YOUNG PEOPLE FROM PURSUING CAREERS IN THE SCREEN INDUSTRIES?



ABOUT THIS REPORT

This report presents new research into Screen Industries-related careers information, advice and guidance for young people. It supports existing evidence and gives new insights into careers in the Screen Industries specifically. The findings are drawn from surveys and interviews with over 500 young people, over 250 careers leaders and careers advisors in schools, parents and guardians across the UK. It examines the state of careers guidance, knowledge of the Screen Industries, associated continuing professional development for teachers, the influence of social media and the internet, and the power of parents to support decision-making. It provides recommendations for vital achievable interventions that could help address the emerging skills shortage in the Screen Industries.

This report was commissioned by the British Film Institute and the research carried out by ERIC.

About British Film Institute

The BFI is a cultural charity, a National Lottery distributor, and the UK's lead organisation for film and the moving image. Our mission is:

- To support creativity and actively seek out the next generation of UK storytellers

- To grow and care for the BFI National Archive, the world's largest film and television archive

- To offer the widest range of UK and international moving image culture through our programmes and festivals - delivered online and in venue

- To use our knowledge to educate and deepen public appreciation and understanding of film and the moving image

- To work with Government and industry to ensure the continued growth of the UK's Screen Industries

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Tim Richards.

About ERIC

ERIC is a careers platform for young people who want to learn about and work in the Creative Industries. Since launching in 2017 as a disruptive careers fair series named 'ERIC Festivals', ERIC has built a community of 200,000 16-25 year olds from across the UK who have attended careers fairs and learnt about their creative careers options. Post-pandemic, ERIC now exists as a free careers exploration app, aimed at young people who want to learn more about the different creative careers that exist and connect with the creative working world.

'What's stopping young people from pursuing careers in the Screen Industries?'

June 2022

Samantha Hornsby

Co-founder, ERIC

sam@meet-eric.com

Leigh Adams

Director of Education & Learning, BFI

leigh.adams@bfi.org.uk

Keir Powell-Lewis

Evaluation Manager, BFI

keir.powell-lewis@bfi.org.uk

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INTRODUCTION

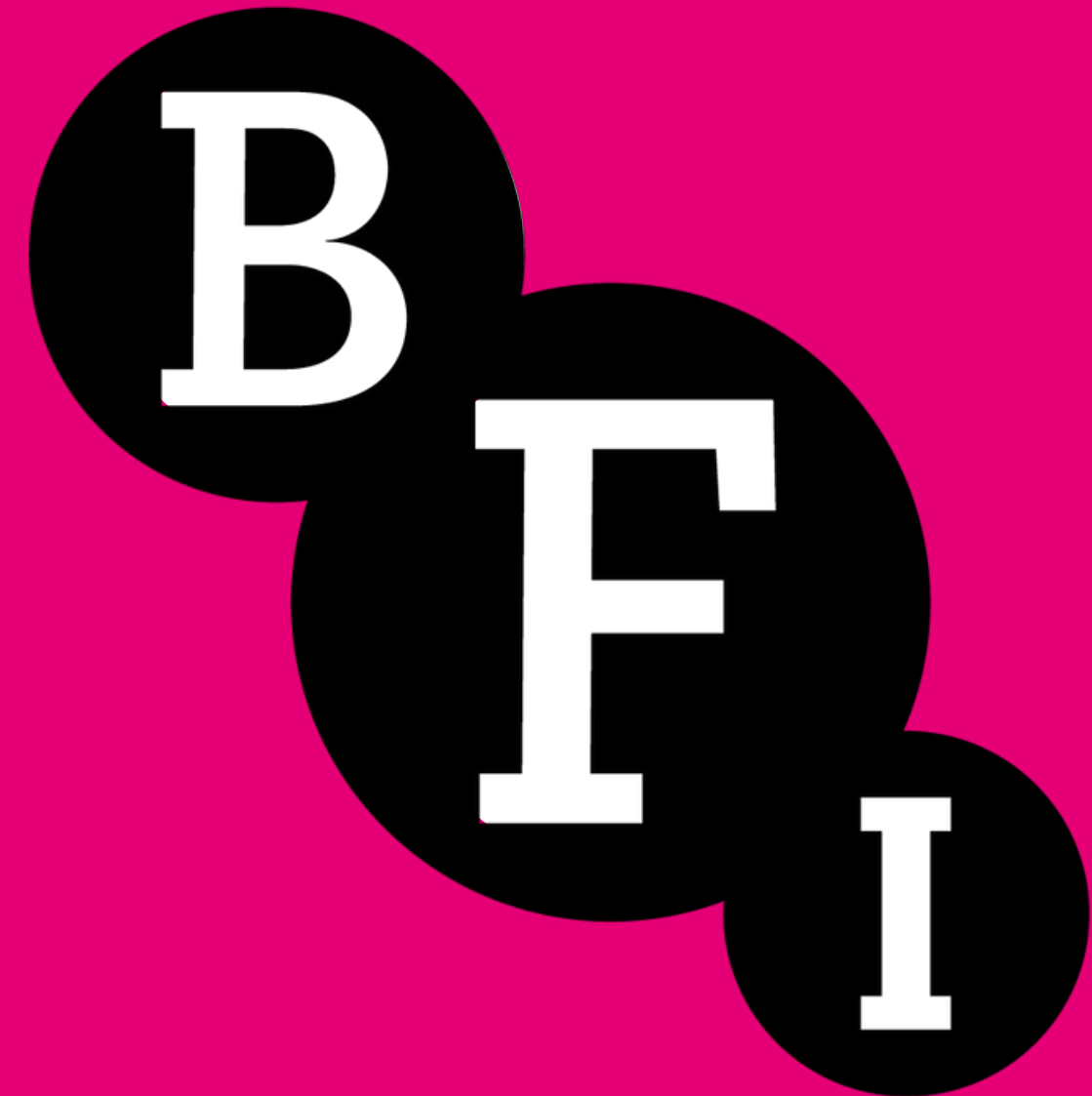
As the UK's lead body for film, television and the moving image, the BFI has a mission to actively seek out and support the development of the next generation of UK Screen Industries talent. A pipeline of talent feeding a diverse and skilled workforce underpins the growing screen industries, which has to start with informing and enthusing young people about the range of careers available in this vibrant sector.

A shortage of skilled crew is currently being felt across film, television, VFX, animation, and games, and is of concern to the future prosperity of the screen industries. In tandem with our recent skills review, we have commissioned this research to enhance our understanding of the requirements of future screen industries careers information, advice and guidance for young people aged 11-18.

Despite a strong enthusiasm for the screen industries, this study outlines a number of the current and future challenges and barriers to improving awareness and understanding of relevant career options and pathways; it also suggests some solutions for consideration. Along with a wider body of evidence we have commissioned into skills, these early findings will contribute to the BFI's 10-year strategy including how we will invest National Lottery funding, and we call on our industry peers to consider the role they can play in delivering the recommendations within.

Leigh Adams
Director of Education & Learning

Harriet Finney
Deputy CEO, Director of External Affairs



THE SCREEN INDUSTRIES AREN'T GETTING ENOUGH PEOPLE APPLYING FOR JOBS

3

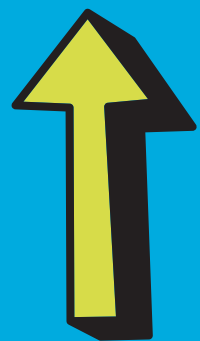
In December 2021, the BFI released the 'Screen Business' report^[1] detailing the growth of the UK Screen Industries (Film, TV, VFX, Animation & Gaming). The report showed thriving, in-demand sectors with extraordinary numbers of jobs being generated every year.

However, the UK Screen Industries are facing a crisis that could derail this success; this rapid growth in production is creating skills gaps^[2] and a need for more young people to choose the Screen Industries as a career. Currently, 82% of Screen Industries employers see recruitment as a problem and productions across the UK are already going ahead understaffed sometimes leading to pay-rise bidding wars, rescheduled shooting and even safety risks^[3].

However, the number of Creative Industries-related subjects chosen in schools and colleges is decreasing^[4], indicating a potential reduction in number of people entering the Screen Industries sector at a critical time where these industries need more people than ever. In short, the Screen Industries workforce is at risk of suffering more than it already is.

This report offers new evidence into why the Screen Industries has struggled to build a skills pipeline and how to start building one to avoid future recruitment issues.

THE SCREEN INDUSTRIES ARE GROWING & MORE JOBS ARE AVAILABLE THAN EVER BEFORE



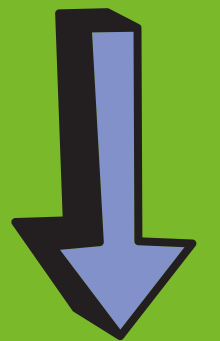
Pre-pandemic, UK qualifying films made up 25% of the global theatrical market^[5]

Employment increased by 20% between 2017 and 2019 within the UK^[6]

BUT EMPLOYERS IN THE SCREEN INDUSTRIES ARE STRUGGLING TO RECRUIT

82% of employers rated recruitment difficulties as moderate to very serious^[7]

73% of employers said they had difficulties recruiting for 2020-2021 roles^[8]



THE FUTURE OF THE SCREEN INDUSTRIES DEPENDS ON THIS PROBLEM BEING SOLVED

4

The demand for output from the Screen Industries are at an all-time high^[1] and the UK is a leading global exporter of production content^[2]. Brands from across the world are cashing in on the growing demand for UK Screen Industries content; Netflix, Disney, Amazon and Apple have committed to investing more in UK productions^[3]. There are more than 20 new production sites in the pipeline nationwide bringing the UK's studio space (used for Film, TV and VFX) to an estimated 6.8 million sqft^[4] (in comparison, LA boasts a mere 5.3 million sqft). However, it's been reported that nearly half of Screen Industries employers (46%) rated recruitment difficulties as a moderate problem, with just over a third (36%) seeing it as a serious or very serious issue^[5]. Currently the shortage of talent is not able to cater for the existing roles available, which raises concerns that as the industry grows, the problem will get worse.

According to the BFI's review of screen industries skills^[6], 'more than three-quarters of UK businesses have said access to labour and skills is threatening UK competitiveness'. As the industries continue to grow and more jobs are generated, the success of its growth is dependent on enticing new generations of employees - who are currently at school and university - to see the Screen Industries as an attractive career prospect.

We set out to find out if young people know about Screen Industries careers and the nature of the gap at the start of the skills pipeline. This report presents findings from primary research exploring perceptions of Screen Industries careers, the careers guidance available, and how the Screen Industries can support a sustainable skills pipeline.

54%

of films were
watched on
digital platforms
in 2020^[7]

75%

of TV viewers say
they have binge-
watched more than 4
hours of TV in one go^[8]

14%

increase in weekly
time gamers spent
playing video games
over 2020^[9]

Gen-Z spend

10.6
HOURS
PER DAY

on a screen^[10]

70%

of international
audiences view
British Film & TV
as high-quality^[11]

KEY FINDINGS & METHODOLOGY

The relationship between young people, schools and the Screen Industries has been the focus of our research. These are the key findings in the report:

- Although young people are significant consumers of Screen Industries' outputs, that does not translate to an automatic understanding of the potential careers options. They struggle to make the connection between consumer brand and potential employer and are relatively unaware of any careers within the sectors, or even that entire sections of the Screen Industries exist.
- Both young people and careers teams want to know more about careers in the Screen Industries; when they are told about the breadth of careers available and the size and growth of the sector they are excited and can see the clear opportunity.
- Careers teams feel they are not being equipped or supported enough by the Screen Industries to be able to highlight careers opportunities to young people; they feel their understanding and knowledge of these industries is relatively out of date and there is very little new information that reaches them.
- Young people feel more confident about careers in industries which also have better outreach programmes for careers education, information, advice and guidance (e.g. Healthcare, Science & Pharmaceuticals) and say they are more comfortable choosing subjects and careers associated.

The research finds that for young people to be made aware of opportunities in The Screen Industries, these industries themselves need to invest more time, effort and money into being involved in the careers education of future talent. They need to actively inspire young people to want to pursue Screen Industries careers and consistently provide careers teams with the materials, resources and tools that they need to deliver up-to-date and effective careers guidance about the sector.

THE BIGGEST ISSUES FOR YOUNG PEOPLE

1

It's hard to find guidance that's relevant for me & my situation

2

I don't know who to ask for careers guidance

3

Most careers guidance is/looks boring

THE BIGGEST ISSUES FOR CAREERS TEAMS

1

There isn't enough funding

2

We don't get any CPD
(Continuing Professional Development)

3

Our students have no connection with companies

From January 2022 to March 2022 we conducted surveys and interviews with three groups of people, to understand their knowledge and opinions of the Screen Industries:

- **Young people at school** across the UK, between the **ages of 13 and 16**
 - We surveyed 507 young people (see heatmap right for survey respondent locations)
 - We interviewed 30 young people one-on-one
- **Careers teams** (careers leaders and careers advisors) across the UK
 - We surveyed 161 careers leaders and 96 careers advisors
 - We interviewed 20 careers leaders and careers advisors one-on-one
 - We held 2 roundtable discussions with 10 careers leaders and careers advisors (split into two groups of 5)
- **Parents of 13-16 year olds** across the UK
 - We interviewed 10 parents one-on-one

We also **analysed online careers resources** and Screen Industries-dedicated resources, to assess if online spaces young people are using contain accurate and relevant information about the Screen Industries.

How we found the young people

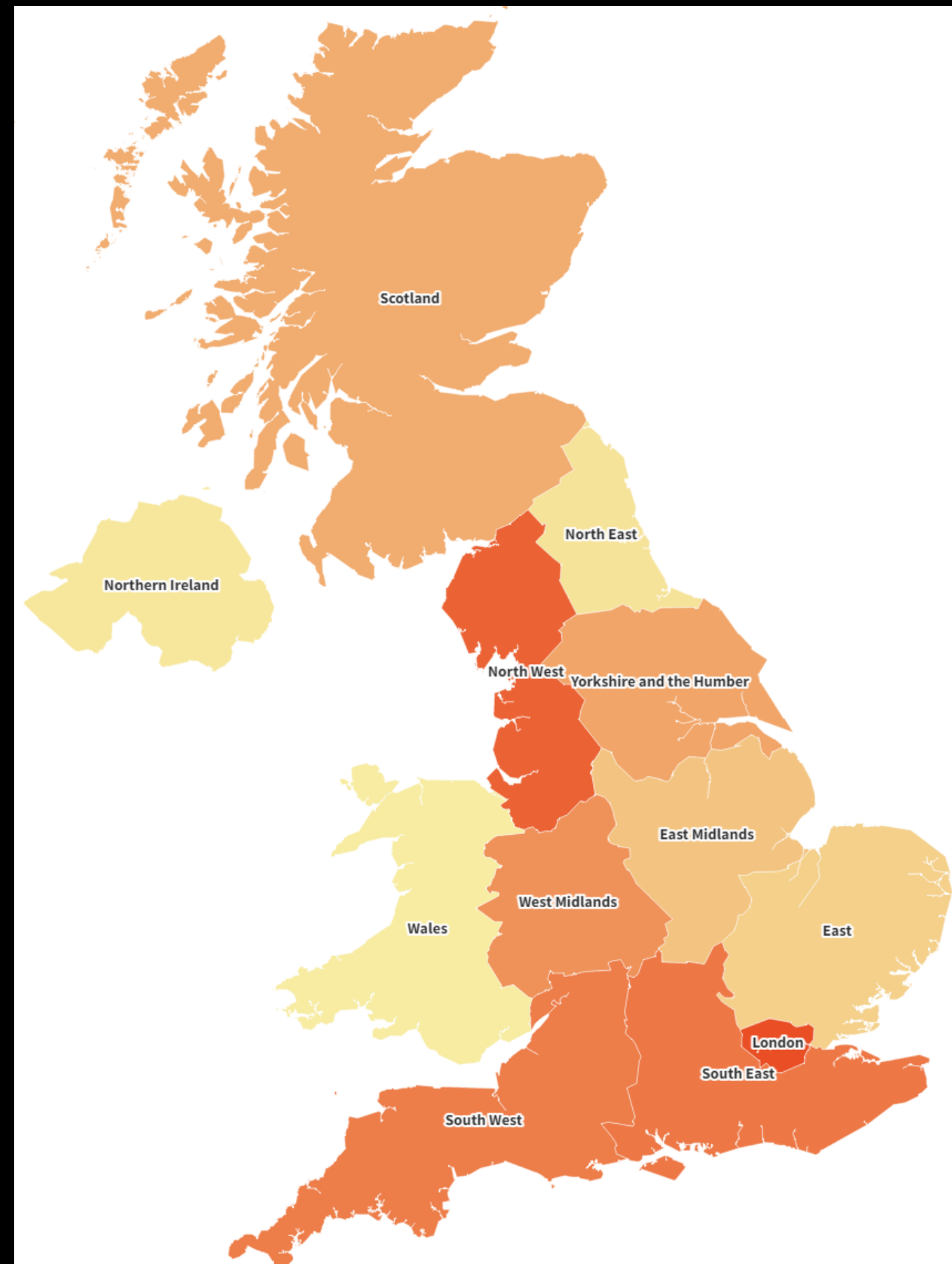
In order to get the most authentic survey responses, we wanted to use digital platforms where a breadth of different young people choose to spend their time. We **chose TikTok as the most appropriate platform** for the survey as it has a very high percentage of users who are between 13 and 16 (25% of its users are between 10 and 19^[1]).

How we found the careers teams

We chose to distribute requests to a mixture of careers team facebook communities and influential education news outlets for careers teams that reach nationwide audience.

How we found the parents

We extended invitations to take part in the research to the parents of the 30 young people we interviewed. We chose the first 10 who accepted.



CAREERS GUIDANCE IN GENERAL

IF CAREER TEAMS AREN'T INFORMED, NEITHER ARE YOUNG PEOPLE

9

The quality of careers guidance in schools is varied, as it is up to individual schools to allocate time and funds. Often careers guidance isn't a high priority so there is not enough budget or staff dedicated, leaving careers teams struggling and students badly informed. Many school career guidance strategies have little resources; 13% of career teams say they have no annual budget for career guidance. Schools are often shortstaffed; 47% of career teams said there is only one member of staff at the school trained to give career guidance. Standards of CPD & career training are insufficient; 27% of career teams say they haven't ever had any career guidance training.

Therefore career teams rely heavily on industries proactively providing them with the resources and information that they have no budget or time to find themselves. Our research found a correlation between the industries that make efforts to provide schools with sufficient connection and resources (e.g. Healthcare, Science & Pharmaceuticals) and the level of active interest from young people in their career opportunities; if career teams have little to no support or connection to an industry, fewer young people may choose careers in these sectors.

If career teams do not have the necessary knowledge of the Screen Industries, young people risk opting out of Screen Industries careers simply because they are not aware it exists as a career option. Informing young people about the Screen Industries whilst at school is particularly important considering how many young people consider the decisions made during school years to be absolute; nearly half (47%) of students feel that the subjects they choose in their GCSEs will define their future career. Young people seem to feel extreme levels of pressure to choose the 'perfect' GCSEs, despite over half of young people stating that they've had little or no careers guidance pre-GCSEs; 56% of young people say that they first received careers guidance at the age of 14 or older.

It seems young people are turning to the internet and social media for career education outside of the classroom to fill the careers guidance gap. Young people are recommended by schools to use purpose-built online platforms such as National Careers Service^[1], Prospects^[2], UCAS^[3], Unifrog^[4] and CareerPilot^[5], but more than a quarter choose to use social media instead. TikTok stood out as by far the most popular online tool young people use and 70% of young people said they even prefer online career guidance to the guidance they receive in schools.

45%

of young people
say they rarely
or never get
careers guidance

48%

of schools say
they have only
one member
of staff trained
to give career
guidance...

**ONLY
31%**

of young people
say they are
getting careers
guidance before
they choose
GCSEs

...and the average
number of
students in a
school is

952

The average careers guidance budget
per student per year is

£4.99

CAREER TEAMS NEED MORE SUPPORT TO GIVE QUALITY CAREER GUIDANCE

10

**DUE TO
SEVERE
LACK OF
FUNDING &
STAFFING...**

NEARLY HALF
of careers teams
have no other members
of staff at the school
trained to give
careers guidance

**...CAREERS
GUIDANCE
IS REACTIVE,
NOT
PROACTIVE...**

THREE QUARTERS
of careers teams
say they respond to
demand from students
for certain industries
over others

**...AND
SCHOOLS
CAN'T
PREPARE
EFFECTIVELY...**

OVER HALF
of careers teams have
little or no time to
research for new careers
information, resources
or tools

**...WHICH
RESULTS IN
LACK OF
BASIC
KNOWLEDGE**

OVER TWO THIRDS
of young people don't
even know the
difference between
an industry
and a job

INDUSTRIES CAREERS TEAMS SAY THEY FEEL MOST INFORMED ABOUT

Teaching & education	75%
Healthcare & social care	65%
Retail & Hospitality	47%
Leisure, sport & tourism	46%
Engineering & manufacturing	40%
Accountancy, banking & finance	38%
Public services	38%
Business, consultancy & management	37%
Law	33%
Marketing, advertising & PR	30%
Creative arts & design	30%
Charity & voluntary	29%
Recruitment & HR	29%
Science or pharmaceuticals	26%
Technology & digital	25%
Media & entertainment	25%
Property & construction	22%
Screen Industries	19%
Environment & agriculture	13%
Energy and utilities	12%
Transport or logistics	12%

INDUSTRIES CAREERS TEAMS SAY THEY WISH THEY KNEW MORE ABOUT

44%	Creative arts & design
42%	Energy and utilities
41%	Screen Industries
39%	Environment & agriculture
37%	Technology & digital
37%	Engineering & manufacturing
30%	Transport or logistics
29%	Media & entertainment
28%	Charity & voluntary
25%	Science or pharmaceuticals
25%	Property & construction
24%	Accountancy, banking & finance
22%	Law
21%	Business, consultancy & management
20%	Public services
19%	Leisure, sport & tourism
17%	Marketing, advertising & PR
17%	Recruitment & HR
13%	Retail & Hospitality
11%	Healthcare & social care
8%	Teaching & education

**WHERE DO YOUNG
PEOPLE GET THEIR
INFORMATION?**

THERE'S A DISCONNECT BETWEEN THE TOOLS YOUNG PEOPLE USE & THE TOOLS SCHOOLS RECOMMEND

13

THE CAREER TOOLS YOUNG PEOPLE SAY THEY CHOOSE TO USE

Don't know	26%	
TikTok	13%	↑
Google	7%	
Unifrog	6%	
YouTube	4%	↑
My World Of Work	3%	
Instagram	3%	↑
Indeed	3%	
School/local portal	2%	
Gov.uk	2%	
University websites	2%	
UCAS	2%	
Prospects	2%	
Career Pilot	2%	
Rest (1% or under)	24%	

SOCIAL MEDIA

THE CAREER TOOLS CAREERS TEAMS SAY THEY RECOMMEND

11%	Unifrog
10%	NCS
9%	Prospects
8%	UCAS
5%	Career Pilot
4%	iCould
3%	Start
3%	Gov apprenticeships
2%	CEC
2%	SACU
2%	Eclips
1%	NHS Careers
1%	Gov.uk
1%	Amazing Apprenticeship
37%	Rest (1% or under)

If a young person is looking for wide careers exploration or looking to apply to university, the top 5 platforms are able to supply this. There is a little information about a lot of industries on all platforms, which should lead to a relatively good understanding of the breadth of different careers available. The Screen Industries are represented but there isn't enough detailed information to give a young person a good understanding of what happens within these industries. Young people will need to move to a separate, more specialist platform to find out more.

The information about the Screen Industries young people have access to isn't always up-to-date. For example, Career Pilot (5th most popular resource) is promoting labour market information about the Creative & Digital industries that was published in 2017 (which is 5 years out-of-date) and is focused only on the West of England. One of the recommended specialist resources it lists for further reading about the Screen Industries - 'www.creative-choices.co.uk' - appears to be no longer operating at all^[1].

ScreenSkills^[2] is recommended as a more detailed, specialist resource on all 5 of these platforms, but can be hard to find - it's referred to in passing amongst lists of potential careers in the media industry, or on obscure pages with information about one of the Screen Industries and is hidden in paragraphs of text. There seems to be no index of recommended resources on any of the platforms, which leads to poor discoverability of these specialist websites such as ScreenSkills and Discover! Creative Careers^[3] which have integral, more detailed information about the Screen Industries.



TOP 5 GENERAL RESOURCES CAREERS TEAMS SAY THEY RECOMMEND TO YOUNG PEOPLE

- 1 Prospects
- 2 National Career Service
- 3 Unifrog
- 4 UCAS
- 5 Career Pilot

WHERE DO YOUNG PEOPLE SAY THEY GET CAREERS GUIDANCE FROM?

- | | |
|-----|---------------------------|
| 72% | Careers teams |
| 49% | Subject teachers |
| 37% | Online search |
| 32% | Parent/guardian/family |
| 27% | Careers fairs |
| 23% | Specific website/resource |
| 14% | Social media |
| 9% | Direct from companies |
| 5% | Friends |

The Screen Industries-dedicated online resources are still relatively unknown. 29% of careers teams said they couldn't name a single resource they would be able to direct young people to and 69% of young people said they would go to a search engine first to get information about the Screen Industries.

We analysed the most popular ones that focus on Screen Industries and found that ScreenSkills was by far the most popular Screen industries-specific platform used by careers teams but only 8% said they use it as a resource. Despite annual government funding for specific resources and distribution of these Screen Industries-dedicated resources^[1], this research demonstrates a significant lack of awareness amongst careers teams. Those interviewed who had used ScreenSkills said it was an excellent resource they've enjoyed using with their students. They saw it as more attractive to a youthful, creative student than other platforms because it's more colourful, picture-heavy, inclusive and representative.

Many of the other platforms careers teams said they use for guidance about careers in the Screen Industries were the same generalist resources careers teams would recommend to a young person for any industry. Unifrog appeared as the top resource consistently for careers in the Screen Industries. Other platforms mentioned were a mixture of specialist colleges (e.g. Big Creative Education), universities (e.g. Salford University), industry initiatives (e.g. Access VFX), employer websites (e.g. Rockstar Games), careers guidance training providers (e.g. CEC) or even other careers teams.

The lack of awareness amongst careers guidance staff and young people of Screen Industries-dedicated resources has resulted in young people using generalist resources where they receive a very limited amount of information about the careers available.

WHAT ARE THE MOST POPULAR RESOURCES CAREERS TEAMS USE FOR CAREERS IN THE SCREEN INDUSTRIES?

FILM & TV		VFX & ANIMATION		GAMING	
Don't know	25%	Don't know	33%	Don't know	29%
ScreenSkills	13%	ScreenSkills	12%	Prospects	11%
Prospects	9%	Prospects	10%	ScreenSkills	9%
Unifrog	6%	NCS	7%	NCS	8%
NCS	4%	Unifrog	6%	Unifrog	6%

NEARLY
1 IN 3

careers teams couldn't name a resource they would direct young people to for careers in any of the Screen Industries

MORE THAN
2 IN 3

young people said they would go to a search engine first to find out about careers in the Screen Industries

CURRENT CAREERS GUIDANCE FOR THE SCREEN INDUSTRIES

CURRENT CAREERS GUIDANCE FOR THE SCREEN INDUSTRIES

"It's hard to pursue a career, if you don't know it exists."

Encouraging young people to choose a career in your industry is a competition, sometimes termed 'The War For Talent'^[1]. In order to win the war for talent, certain industries (such as Healthcare, Science and Pharmaceuticals) have enabled schools to promote their career opportunities to young people learning about their career options in schools. As a result, young people feel well-informed, they see these careers as stable, well-paying and futureproof and are confident taking steps towards them.

The lack of outreach from companies and individuals who work in the Screen Industries over time has resulted in the sector being overtaken by these other industries who are putting huge efforts and money into making themselves known to young people as early as pre-GCSE.

This research finds that those giving careers guidance in schools do so on the basis on information available to them. A lack of up-to-date and useful information about the Screen Industries is the major barrier to awareness and interest. The lack of connection between the Screen Industries and schools means neither careers teams nor young people have enough information to consider them as a career option.

Being involved in careers education is no longer a 'nice to have'; it's now a 'must-have'. To redress the widening skills gap, the Screen Industries should invest resource into equipping careers teams with the right tools to be able to deliver high-quality Screen Industries careers guidance to the next generation of talent.

WHY THE SCREEN INDUSTRIES NEEDS TO BE MORE INVOLVED IN CAREERS EDUCATION IN SCHOOLS

40% OF INDUSTRIES
CONNECT WITH
SCHOOLS REGULARLY -
THIS IS WHAT HAPPENS TO THEM

60% OF INDUSTRIES
DON'T CONNECT WITH
SCHOOLS REGULARLY/AT ALL -
THIS IS WHAT HAPPENS TO THEM



INDUSTRIES THAT WORK WITH SCHOOLS
When young people are very well-informed about & well-connected with industries, they see more opportunity for their skillset & they have more confidence to explore further

INDUSTRIES THAT DON'T WORK WITH SCHOOLS
These industries are relying on chance encounters or connections that will inspire young people to pursue a career in their sector, which often doesn't happen

EXPLORING FURTHER
Once they start learning about the breadth of jobs available & people doing those jobs, they develop a deeper affinity to that industry and are more confident that it's the right choice for them

NO EXPLORING
Less understanding of these industries leads to a misinformed perception and lower confidence that the careers available that fit their skills, so they discount the entire industry as an option

TAKING ACTION
They know about employers, apprenticeships & universities who have reached out to them or they've researched & discovered and therefore are equipped with the knowledge to take next steps

NO ACTION POSSIBLE
No knowledge of employers, apprenticeships, universities or other contacts means no knowledge of how to take steps in. This is a dead end for young people

EVERYONE HAS AN APPETITE FOR THE SCREEN INDUSTRIES

18

TWO THIRDS

of young people said they are
open to hearing more about
the Screen Industries

93%

of careers teams say
they get requests for
careers guidance in
the Screen Industries

70%

of careers teams say
they believe that the
Screen Industries are
hugely important to
the economy

ONE IN FIVE

young people said their dream job
would be in the Screen Industries



Young people were very excited to learn about the Screen Industries and there's already a demand - 1 in 5 (20%) of the young people surveyed said their dream job would be in the Screen Industries.

It's clear guidance around careers in the Screen Industries would be received well; two thirds of young people are interested in hearing more about careers in the Screen Industries and one third of that cohort say they would definitely like to know more. The top three things they would like to know are whether they have the skills to get in (77%), whether it excites them (74%) and how much money they can make (63%).

Career teams are aware it's popular with young people too (93% of career teams say they do get requests for careers guidance about the Screen Industries from young people) and they're keen to give high quality guidance to the young people that ask (the Screen Industries are one of the top 5 sectors they say they wish they had more information about).

TOP 5 INDUSTRIES CAREERS TEAMS WANT MORE INFORMATION ABOUT

1. Creative arts & design
2. Environment & agriculture
3. Energy and utilities
4. Screen Industries
5. Technology & digital

86% OF CAREERS TEAMS

say they see careers in the Creative Industries
(which includes the Screen Industries)
as a good career option

Not a
good
career
option



A very
good
career
option

TOP 3

things young people want to
know about an industry are

1

The different jobs you can do

2

A better understanding of the whole industry

3

How much money you can make

ONE THIRD

of young people
said they would
definitely like to
know more
about the
Screen Industries

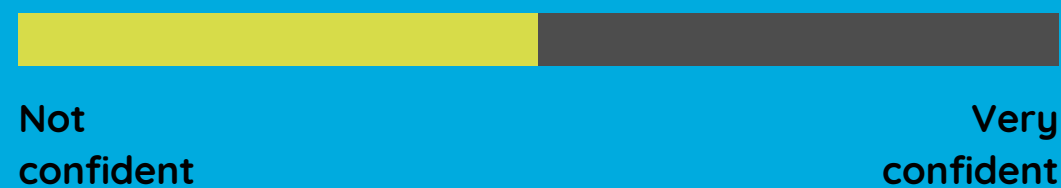
THOSE GIVING CAREER GUIDANCE NEED TO BE BETTER EQUIPPED

20

How confident do careers teams feel
giving career guidance about

FILM & TV

64%
of
careers
teams



How confident do careers teams feel
giving career guidance about

VFX & ANIMATION

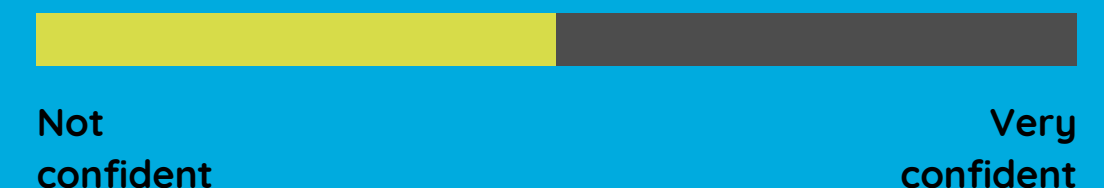
82%
of
careers
teams



How confident do careers teams feel
giving career guidance about

GAMING

71%
of
careers
teams



The success of career guidance about the Screen Industries rests upon career teams feeling confident enough to give guidance. Careers teams say they do not feel well-equipped to give careers guidance about the Screen Industries and 81% of careers teams say they don't know where to go to get training about careers in the Screen Industries.

Careers teams do have an appetite to be better informed and there is a strong demand for information. They report needing three key pieces of information about an industry in order to deliver high quality careers guidance:

1. Labour Market Information (LMI)
2. Relevant employer contacts
3. Go-to industry-specific guidance hubs

Despite these three all being available about the Screen Industries (to a greater or lesser extent), awareness of this information is very low. Creative teachers seem to be trying to fill the gap instead; in a recent report, creative subject teachers were found to be more likely than other teachers to support industry awareness^[1]. These kinds of connections are imperative for students' future career options. Research has shown that sufficient connections with employers in schools reduces a young persons' chance of being not in education or employment (NEET), increases their confidence and even results in a higher salary^[2].

Careers teams report negative experience with employers in the Screen Industries, so are increasingly reluctant to reach out to them directly. There wasn't a single careers team member interviewed who had more than one contact in the Screen Industries or said they found it easy to get in touch with a business in the Screen Industries. When careers teams were asked to discuss connections between their schools and Screen Industries employers, many had anecdotes of how they had tried to reach out to a business in the past, with very little success. Some had even had employers fail to turn up for assembly talks and many had been 'ghosted'.

THE TOP 3 THINGS CAREERS TEAMS SAID THEY NEED TO DELIVER BETTER CAREERS GUIDANCE

1

Labour Market Information

2

Relevant employer contacts

3

More industry-specific guidance hubs

HAVE CAREERS TEAMS HAD TRAINING ABOUT THE SCREEN INDUSTRIES?

37% Gaming
21% TV
19% Film
13% Animation
10% VFX

ONLY
1 IN 5


of careers teams said they know where they can get training /information about the Screen Industries

OVER HALF

of careers teams said they have heard of the BFI

THE SCREEN INDUSTRIES ARE SEEN AS A PIPE DREAM

INDUSTRIES YOUNG PEOPLE SAY ARE 'DREAM' INDUSTRIES TO WORK IN

1. Creative (screen)	20%	
2. Creative (other)	16%	
3. Healthcare	13%	
4. Entrepreneur	6%	
5. Don't know	5%	
6. Law	5%	
7. Science	5%	
8. Sport	5%	
9. Education	4%	
10. Hospitality	3%	
Other	19%	

INDUSTRIES YOUNG PEOPLE SAY ARE 'ACCESSIBLE/ACHIEVABLE'

16%	1. Healthcare
15%	2. Not sure
7%	3. Education
7%	4. Creative (other)
7%	5. Retail
6%	6. Hospitality
5%	7. Creative (screen)
5%	8. Business
4%	9. Finance
4%	10. Science
25%	Other

Young people see the Screen Industries as an attractive potential career option, but they consider these industries as 'unachievable' and are unaware of many more jobs than 'acting', 'directing' and 'gaming'.

1 out of 5 (20%) of the young people surveyed said that their dream job would be in the Screen Industries. However, when young people were asked what an achievable job would be, the number of jobs chosen within the Screen Industries dropped to 6%.

The reason for this dramatic drop lies within the repetition of 'dream jobs' young people chose; 51% said they wanted to be an 'actor', 25% said 'streamer' and 9% said 'director'. A lack of knowledge of the breadth of jobs available in production is stopping young people from thinking there are 'achievable', less competitive jobs in the Screen Industries available. Careers teams aren't able to fill that knowledge gap as they having limited knowledge themselves - for example, 91% said they were surprised to learn that there are nearly 600 production crew working on the average studio film set^[1] and three quarters aren't confident giving careers guidance about the gaming industry.

Young people also don't know how to equip themselves with the skills needed, which would be a step towards making Screen Industries careers more achievable. 68% of young people said they would have no idea which subjects to choose for sixth form that could help them get careers in any of these industries. Nor do they know if there's help available; 83% said they don't know if there is Screen Industries careers guidance available in their school. This results in a huge lack of confidence; 'I don't have the skills they want' was the most popular response when they were asked how they feel about careers in the Screen Industries.

INDUSTRIES YOUNG PEOPLE SAY THEY FEEL MOST INFORMED ABOUT

40%	Healthcare & social care
37%	Business, consultancy & management
34%	Teaching & education
26%	Accountancy, banking & finance
26%	Science or pharmaceuticals
26%	Engineering & manufacturing
26%	Law
22%	Public services (e.g. military or governmental)
21%	Retail & Hospitality
19%	Creative arts & design
17%	Technology & digital
14%	Leisure, sport & tourism
14%	Charity & voluntary
12%	Media & entertainment (including Screen Industries)
12%	Marketing, advertising & PR
10%	Environment & agriculture
8%	Energy and utilities
7%	Transport or logistics
7%	Property & construction
6%	Recruitment & HR



Despite only 20% of careers teams saying they have received training about careers in Film & TV (17% less than VFX & Animation), they report feeling most confident about delivering careers guidance about Film & TV out of all the other industries.

Our research indicates that careers teams regard the Film & TV industries highly, but they are under the impression they are very small. 80% of careers teams say they see Film & TV as important to the economy but only 26% consider the Film & TV industries as having lots of jobs and less than 1% think it's easy to get jobs.

The negative views of the Film & TV industries seem to be focused on access and longevity; 70% of careers teams say they think it's very hard to get jobs in the Film & TV industries, 62% think the jobs are unstable and 68% also consider the Film & TV industries as having long/unsociable hours.

In the survey, the top rated subjects careers teams would recommend young people to take were:

1. English (96% said it was important)
2. Art and design (77% said it was important)
3. Drama (77% said it was important)

CAREERS TEAMS' TOP 3 POSITIVE PERCEPTIONS OF FILM & TV...

81% believe the Film & TV industries are hugely important to the economy

49% believe they're very well-respected industries

26% think there are lots of jobs

...AND TOP 3 NEGATIVE

70% think it's very hard to get jobs in the Film & TV industries

68% believe you have to work long/unsociable hours

62% think the careers aren't stable

47%

of careers teams say they have given career guidance about careers in Film & TV

20%

of careers teams say they have been given training about careers in Film & TV

95%

of careers teams say they didn't know that the average film set has nearly 600 crew

29%

of young people say they could see themselves as having a career in Film in the future

26%

of young people say they could see themselves as having a career in TV in the future

Despite excellent inclusive messaging and plenty of active careers education initiatives (e.g. Access VFX and Framestores' education microsite for primary school students), barely anyone knows what the VFX industry is.

The actual term 'VFX' seems to be creating a barrier. Although every single person interviewed had seen videos of a green screen in action and were aware of the industries' existence, many didn't know what the term 'VFX' meant.

Lack of careers guidance training is an issue; only 10% of careers teams have been given training about careers in VFX industry and 59% of careers teams rated themselves as 5 or less on a scale of confidence giving advice about careers in the VFX & Animation industries (on a scale of 1-10, 1 being not confident at all).

Conversely, careers teams do have excellent knowledge of how to get into STEM-heavy careers, but very low understanding of anything on the more creative side of STEM. They felt confident giving guidance about the roles that are broadly technical (e.g. 71% are confident with Software Developer), however this number drops dramatically for roles that are VFX-specific (e.g. only 8% are confident with Compositor).

CAREERS TEAMS' TOP 3 POSITIVE PERCEPTIONS OF VFX & ANIMATION...

60% believe the VFX & Animation industries are hugely important to the economy

49% believe they're very well-respected industries

32% think you get paid a lot

...AND TOP 3 NEGATIVE

64% think it's very hard to get jobs in VFX & Animation

40% believe there aren't that many jobs

27% think the careers aren't stable

31%

of careers teams say they have given career guidance about careers in VFX

10%

of careers teams say they have been given training about careers in VFX

When we gave careers teams a list of 6 common VFX jobs,

NEARLY HALF

said they'd only feel confident giving careers guidance for 1 job; Software Developer

Software Developer

Compositor

Data Technician

Concept Artist

Computer Graphics Supervisor

Texture artist

Out of all the Screen Industries, guidance around careers in Gaming is the most requested by young people (56% of careers teams say they have given careers guidance about the gaming industry) and those giving the careers guidance have received the most training about this industry (37% of careers teams say they have been given training about the Gaming industry, nearly four times that of VFX).

But remarkably, this is the industry careers teams feel least confident about giving advice in - 76% of careers teams rate themselves as 5 or less on a scale of confidence giving advice about careers in the gaming industry. 'Games Designer' is the job title careers teams report feeling most confident giving careers guidance about (54%). Only 3% say they are confident giving guidance about AI Engineer careers and only 4% UI/UX Design careers; these are all relatively newly created job roles, but in a fast-growing sector which young people with the right skills should be aware of and considering. US research has shown that the number of UX/UI designers increased from one thousand in the early 80s to over one million by 2017^[1] and AI Engineer job openings grew 344% between 2015 to 2018^[2].

CAREERS TEAMS' TOP 3 POSITIVE PERCEPTIONS OF GAMING...

69% believe the Gaming industry is hugely important to the economy

44% believe you get paid a lot

28% believe it's a very well-respected industry

...AND TOP 3 NEGATIVE

37% believe there aren't that many jobs

33% think it's very hard to get jobs in Gaming

32% believe you have to work long/unsociable hours

56%

of careers teams say they have given career guidance about careers in Gaming

37%

of careers teams say they have been given training about careers in Gaming

ARE CAREERS TEAMS CONFIDENT GIVING GUIDANCE ABOUT DIFFERENT GAMING CAREERS?

54%	Games designer
50%	Animator
44%	Software engineer /developer
10%	QA tester/analyst
4%	UI/UX designer
3%	AI engineer

THE SOLUTIONS

Although schools and young people are open to learning about the Screen Industries, it's clear that the Screen Industries are not providing schools with the relevant information and tools they need to communicate their career opportunities effectively. This has resulted in young people focusing on other industries they are informed about and therefore see as 'accessible'.

The good news is that the blueprints to achieve better outreach and awareness benchmarks already exist; there are industries that do an excellent job of communicating with schools and are rewarded with a highly-educated, confident workforce.

Healthcare & Social care, Science & Pharmaceuticals, Accounting, Banking & Finance and Engineering & Manufacturing are the top five industries young people said they feel well-informed about, all of which careers teams also state they are most informed about too. The rising popularity of **STEM** GCSE & A level subjects that feed into these industries shows that their outreach investment has paid off; 4 out of 10 GCSE exams sat are in STEM subjects, and STEM A-Levels have risen from 34% in 2010 to 45% in 2021^[1]. In contrast, creative subjects that feed into the Screen Industries are in decline. Schools have experienced a 38% decline in arts GCSE entries 2010 to 2021 and there's also been a 31% decline in arts A Level arts entries 2010 to 2020.

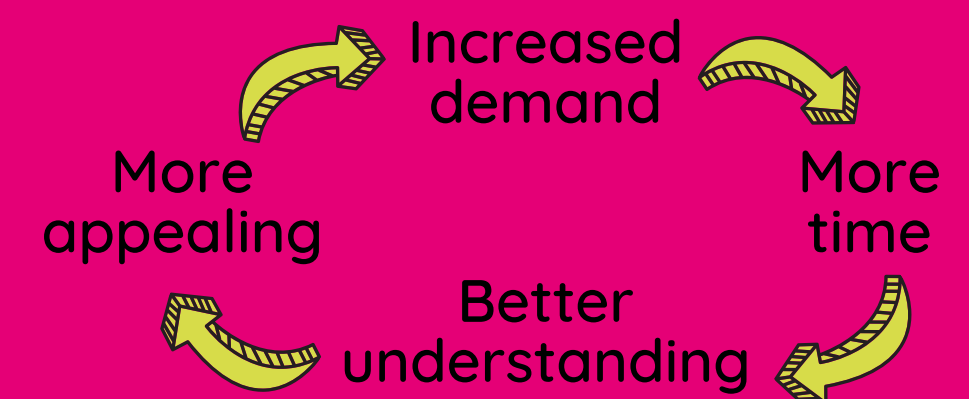
The Screen Industries could learn from those who are doing effective outreach and awareness to schools. The Screen Industries can take the successful careers education blueprints created by many of the STEM industries and not only apply them to the Screen Industries, but also improve these blueprints to be hyper-competitive and have a speedy effect.

If the Screen Industries are to fill thousands of new jobs in the future and close the widening skills gap, the talent pipeline is dependent on young people deciding to pursue careers in the Screen Industries, whilst they are at school.

THE NEGATIVE CYCLE IN THE SCREEN INDUSTRIES



THE POSITIVE CYCLE CREATED BY OTHER INDUSTRIES



The long-term strategy to mitigate a future skills shortage should focus on being involved in careers education in schools at an earlier age, creating a sustainable skills pipeline.

Being involved early in the careers education of young people in schools is a tried-and-tested solution that yields excellent long-term results. Research has already shown that young people are hugely receptive to careers education about creative careers; when young people (11+) learnt about the panoply of jobs existing within the UK's creative industries, 88% of young people reported considering a creative career^[1].

If an industry wants to be competitive, they need to have made significant connection and communicated key pieces of information before a young person makes any subject decisions in school that may impact their later career^[2]. Before year 11, young people need to:

- Have had a 'memorable encounter' with businesses
- Have an understanding of a wide variety of different jobs
- Know of a specialist careers exploration resource they can go to
- Know the different GCSEs that can help

Industries involving themselves as early as possible in a young persons' careers education is a good investment that other industries are making, very early on. Many STEM employers have launched initiatives to make sure they are making themselves known as early as nursery age. Starting outreach early allows industries time to ensure young people have received key encounters and pieces of information before they are at a stage where they have to make subject choices.



2. BE PHYSICALLY VISIBLE

30

Without being able to see the people who work in these industries, hear first-hand accounts of what it's like to do a job or have a tangible experience to peak interest, a career in the Screen Industries will remain an abstract concept to young people and they will continue to be disengaged. Visual representation is hugely important. In a 2018 international experiment^[1], it was found that less than 1% of children heard about jobs through people from the world of work coming to their school. It was also found that children's career aspirations are most influenced by who they know and they saw their future-selves doing jobs;

- a) that someone they knew did (i.e. a parent or a family friend)
- b) they had seen or heard about on TV/Film/Radio
- c) they had witnessed being performed via a personal encounter (e.g. seeing a train driver on the way to school)

Evidence has shown that young people are attentive to the views of professionals they come into contact with in educational settings and that it helps with career decision-making^[2]. Companies themselves even benefit from being more visually present too; young people who have more contact with employers at school actually become more productive in the workplace^[3].

If the Screen Industries becomes more visibly and tangibly present, young people will be able to make that connection between consumer industries and potential employer quickly and easily. Screen Industries careers work must focus on creating those memorable encounters. This can be done in a number of ways:

- In-person assemblies
- Virtual work experience
- In-person work experience
- Careers carousels / fairs
- Online careers content

Sadly, the lack of Screen Industries school speakers and work experience for young people in schools was mentioned a number of times in the interviews by career teams. There were consistent accounts of school efforts to reach out to the Screen Industries, without much response or cooperation. Every one of these is a missed opportunity for a memorable encounter with potential future employees.



Careers teams were clear in the survey that Labour Market Information (LMI) is imperative for them to be able to give accurate and relevant careers guidance to young people.

A lack of LMI has significant impact as we cannot expect young people or careers teams to know what jobs industries need to fill if they aren't kept up-to-date. Research by DYW confirmed that young people's careers aspirations in the UK seem to have "nothing in common" with projected labour demand in the UK^[1]. The labour market has become more "complex, competitive and fast-changing"^[2] so it's important that the Screen Industries ensure key information and recent data are available and updated regularly for schools to keep up with industry developments and skills demands. In the commercially-sensitive Screen Industries, the role of a public body like the British Film Institute is key to delivering this priority recommendation.

Although the Screen Industries is regularly publishing information covering LMI, this information doesn't appear to be making its way into schools. Knowing where and how to distribute to schools en mass can solve this. LMI and key reports about the future of work created by industry should be distributed to schools via LEPs, careers guidance training providers and careers guidance community groups online.

Ensuring online careers resources are up-to-date is also important for distributing accurate LMI. The most popular online careers resources that careers teams use and recommend to young people (National Career Service, Prospects, UCAS, Unifrog and Career Pilot) all appear to have relatively simplistic and some have outdated information about the Screen Industries. These resources must be consistently be provided with up-to-date information from the Screen Industries.

Finally, regular training needs to be provided for school staff. Working with key training delivery partners will ensure valuable and relevant information reaches leaders and advisors through training. The Screen Industries need to invest in relationships wwith popular careers guidance training providers such as CDI^[3], CEC^[4], Teach First^[5] & LEPs^[6] (or equivalent in Wales, Scotland & Northern Ireland). All parties are proactively providing Continual Professional Development (CPD) and regular industry information sessions.



Young people are seeking careers discovery outside of school. However, they aren't using school-recommended platforms. Instead they're using social platforms such as TikTok and Youtube. There's an opportunity for the Screen Industries to use these platforms to try a new tactic; direct-to-consumer in parallel with the established careers guidance in schools.

Providing quality, short-form careers guidance on platforms such as Tik Tok has the potential to be a powerful approach that very few other industries have taken. '#careeradvice' and '#careertok' on TikTok currently has over 3 billion views^[1] and TikTok even trialled a recruitment service in 2021^[2]. They've launched a new initiative with charity Catch22 'aimed at helping thousands of young people, currently not in education, employment or training (NEET), find work in the creative and digital industries'^[3]. It's clear there's an eager audience of young people willing to engage with employers and industries on these social platforms.

Investment in promoting the Screen Industries as a career option on these platforms may prove more fruitful than going through schools and reach those disengaged with schools careers advice. Creating allyship with careers influencers on social media platforms, or aligning careers in the Screen Industries with the branding and entertainment-focused content of social media platforms immediately creates a more youthful and relevant message to young people. This creates a 'hook' for young people via short-form careers 'edutainment' from which to direct them to a specialist resource to find out more.

This is a relatively quick and targeted intervention for rapidly addressing the lack of awareness identified in this research. Due to lack of time and funding, careers guidance in schools often is dictated by demand from young people for more information on specific industries. This means progress and awareness on less in-demand industries can be very slow. Trying a direct-to-consumer approach may end up creating a high demand relatively quickly and therefore speed up the general awareness of the Screen Industries within schools who have previously neglected them.



Careers teams are only part of the careers guidance picture. Those looking to change the perception of careers in the Screen Industries (i.e. trade bodies, employers or individuals from the Screen Industries) need to make connections with these key touchpoints to compliment their existing relationships with careers teams:

- Subject teachers, Headteachers & Governors
- Parents
- Leading careers guidance training providers and authorities (e.g. CDI, CEC, LEPs & Teach First)

Subject teachers, Headteachers & Governors

Industry making efforts to communicate with headteachers, governors and subject teachers is imperative in order to encourage 'buy-in'. Subject teachers need to be as equipped as careers advisors and careers leaders to educate their young people about careers in a classroom context. Governors need to be educated about the importance of careers education in order to move it to a higher priority. Headteachers need to be encouraged to allocate more time and budget. More buy-in from wider staff results in young people receiving higher quality careers education because they have more opportunities to learn from a variety of relevant points of contact.

Parents

In a similar vein to the careers teams, parents are open to hearing more but have received very little up-to-date information about the sectors. New or growing industries (such as the Screen Industries) need extra work to attract young people if a parent can't influence them, as recent research has found that they feel particularly intimidated by the fast-changing jobs market. More than two-thirds of parents of 11- to 18-year-olds in England are lost in a "job fog", feeling overwhelmed as their children express interest in careers they know nothing about and that 75% felt that giving relevant careers guidance to their children was almost impossible in such a fast-changing jobs market^[1]. For more information about parents, please see the Appendix.

Leading careers guidance training providers and authorities

Building relationships with these organisations will ensure a relatively quick change in messaging amongst schools. We asked the top two companies named by career teams respondents to respond to the findings of our research to get an understanding of how they perceive careers in the Screen Industries. Their responses are on the next page.



"This research demonstrates how industries – and the Screen Industries in particular – can benefit from taking a proactive approach to engaging young people and careers teams. This is vital to ensure a continued pipeline of talent in one of the key industries that powers our economy. The Screen Industries are a vibrant and growing sector, yet, while young people are avid consumers of its output, they have limited knowledge of the many jobs available and can be deterred by perceptions based on a few highly visible roles. Qualified Careers Advisers are trained to provide impartial and expert information, advice and guidance to young people but they often have limited time and resources, so well designed support from industries is hugely helpful. This report makes an excellent case for the Screen Industries to work together to support Careers Advisers as well as reaching young people directly. The CDI are enthusiastic about the opportunities to work collaboratively with the Screen Industries to take these recommendations forward, and I look forward to more young people across the UK better understanding the wider opportunities open to them."

David Morgan, Chief Executive, Career Development Institute



"The Screen Industries can play a leading role in closing skills gaps in the sector and developing a sustainable talent pipeline. Engaging with young people in schools and colleges is a powerful and proven way of switching more young people on to pursuing careers in your industry. Companies can no longer sit back and expect the system to turn out oven ready job candidates. They need to step in and get involved; to spark young people's imagination about what they can achieve; to fire their enthusiasm about working in the industry; to help them develop the skills that will enable them to take their best next step beyond the school gates and into the world of work. The great news is the support and infrastructure already exists to help make this happen. The Careers & Enterprise Company has an established and embedded a network of Careers Hubs across the country that is helping hundreds of companies and thousands of business professionals connect and build relationships with the education sector. We look forward to working in partnership with the Screen Industries to help them build those vital connections with young people in schools and colleges."

Oli de Botton, Chief Executive, The Careers & Enterprise Company





APPENDIX: EXTRA FINDINGS & INFORMATION

WHAT THEY'RE WORRIED ABOUT

THE TOP 5 CONCERNS CAREERS TEAMS SAY THEY HAVE WITH THEIR SCHOOLS' CAREERS GUIDANCE

1. There isn't enough funding
2. We don't get an upskilling / continuous training
3. Our students have no connection with companies
4. It's hard to connect the careers guidance to the curriculum
5. Parents/family often give bad careers guidance that contradicts my efforts

WHAT THEY'RE WORKING WITH

PEOPLE

49% of careers leaders say they have no other members of staff at their schools to help them give careers guidance

STUDENTS

The average number of students at schools surveyed is 952

BUDGET

The average annual budget of the schools surveyed is £4,746

TIME

44% of careers teams say they have little or no time available to do careers research

WHO SUPPORTS THEM

WHO GIVES THEM CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

Career Development Institute (25%)
I don't get any (14%)
Careers & Enterprise Company (10%)
Local Enterprise Partnerships (6%)

HOW OFTEN WOULD THEY LIKE CPD

39% of careers leaders say they would like CPD monthly or more
70% of careers advisors say they would like CPD monthly or more

HOW WELL-INFORMED ARE THEY

Careers teams say they feel well-informed about careers in 40% of industries

Most English schools use the Gatsby Benchmarks as broad success metrics for delivering careers guidance, but Scotland and Wales have different structures they follow. The Gatsby Benchmarks are "eight benchmarks set out in the report serve as a framework for improvement in careers provision and have been adopted as part of the Government's Careers Strategy and statutory guidance for schools and colleges"^[1].

On the whole, teachers are positive about the Gatsby Benchmarks because it gives them a recommended structure, but allows them to stay flexible and cater to the bespoke needs and career interests of young people.

However, because the Gatsby Benchmarks are guidelines, there is no statutory requirement for how much budget or time should be spent on careers guidance every year. The allocation is at the mercy of the school decision-makers (headteachers and governors). If there is little funding allocated, staff rely heavily on industries proactively providing them with the resources and information that they have no budget or time to find themselves.

The most difficult Gatsby Benchmarks for careers teams to achieve are those that require involvement of employers. Employers don't seem to realise they are sitting on resources that schools are looking for; for example, basic Labour Market Information is the most requested way employers can help deliver better careers guidance immediately. Nor do they seem to realise that their lack of involvement in careers education means young people are receiving information from unqualified sources; The support careers teams need from the majority of industries and employers simply isn't there.

Schools turn to training providers to help them with CPD, LMI and connection to industries in order to achieve the Gatsby Benchmarks more efficiently. The most popular training providers are:

- Careers & Enterprise Company (CEC)
- Career Development Institute (CDI)
- Local Enterprise Partnerships (LEPs)

For comments about this report from the CEC and the CDI, please go to page 34.

WHAT DO CAREERS TEAMS CONSIDER THE MOST EFFECTIVE METHODS OF CAREERS GUIDANCE?

1.

One-to-one careers guidance sessions with student from internal staff

2.

One-to-one careers guidance sessions with student from external staff

3.

Companies coming in to talk about their industry or company

CAREERS TEAMS RATED THE TOP 3 HARDEST-TO-REACH GATSBY BENCHMARKS

Benchmark 6
Experiences of workplaces

Benchmark 4
Linking curriculum learning to careers

Benchmark 5
Encounters with employers & employees

Careers guidance should be a clear ‘decision funnel’ process, based on a foundation of basic knowledge; choose the industries you’re interested in, followed by a choice of the jobs you want to learn about in those industries, ending with how you can take steps towards getting the job you’re most interested in.

However, nearly half of careers teams simply don’t have the time to lay a foundation of knowledge with each student; 43% of careers teams say they either have no time or very little time available to research careers guidance for their young people.

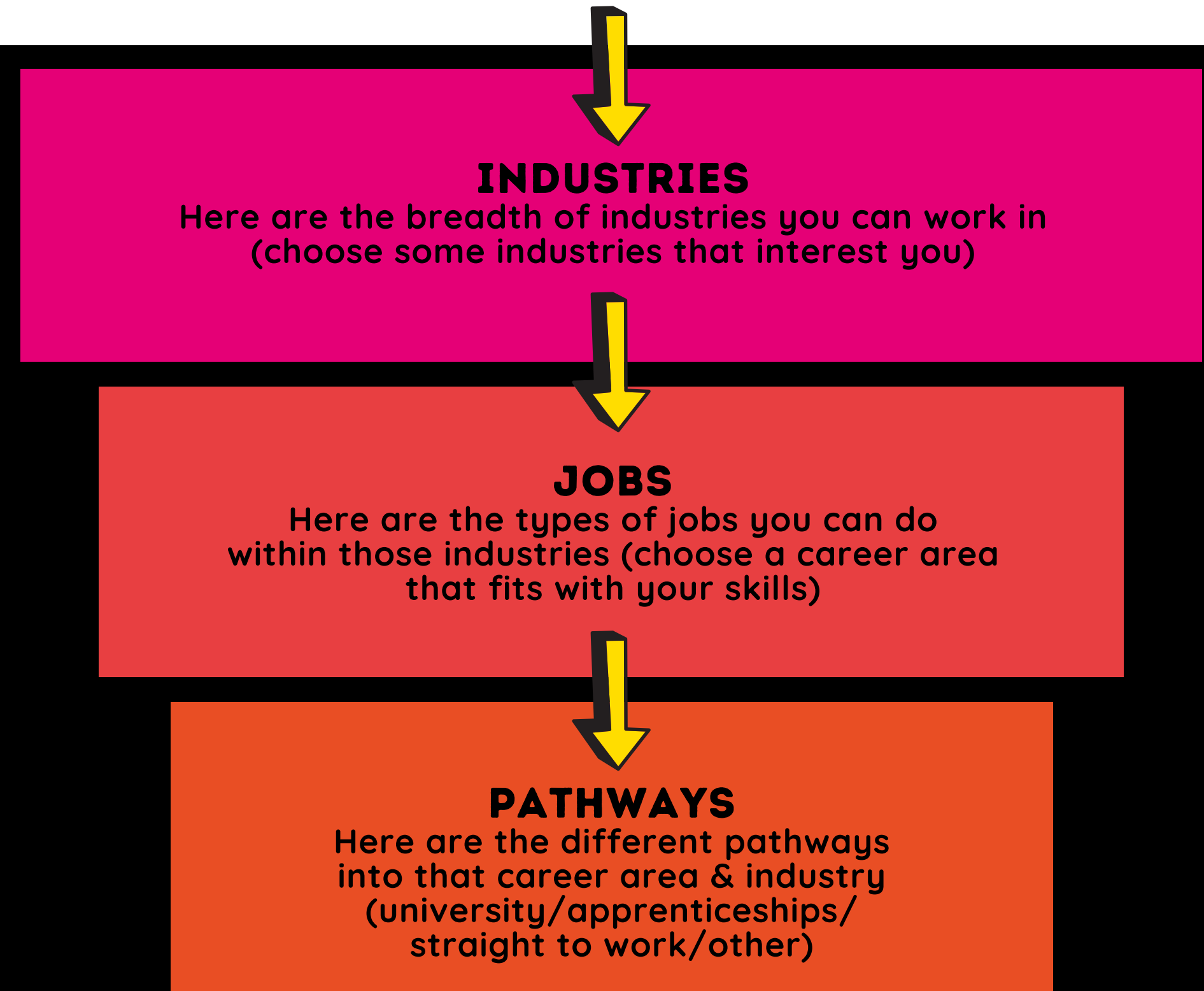
It’s hard to pursue a career, if you don’t know it exists. Because careers teams aren’t enabled to deliver guidance with a foundational approach, many young people are completely unaware that entire industries exist or are only aware of a handful of jobs. 70% of the young people surveyed either don’t know or aren’t confident that they know the difference between an industry and a job.

A lack of good careers guidance means young people can make potentially limiting career decisions by:

- Discounting entire sectors that would be perfect for their skillset
- Deciding on very specific job titles at a very young age
- Deciding they are intent on a single pathway (e.g. university), regardless of the industry or job that it could be leading them to
- Bottlenecking of a single sector/job because it’s the only one young people are informed about (e.g. Engineering)

THE CAREERS GUIDANCE DECISION FUNNEL

How young people can make educated decisions about their career options.



Online resources are hugely important. It's the most popular medium of getting careers guidance for young people, who rated online tools as better (6 out of 10) than careers guidance in schools (5 out of 10). It's the first place careers teams direct young people to, to learn about careers. However, the landscape of online resources was often described as 'fragmented' by careers teams and young people find the internet difficult to navigate (finding guidance that's relevant for the individual & their situation is the primary issue young people have with careers guidance).

Each platform is designed to meet different needs and none provides a universal service. Our analysis has categorised the types and purpose of the main online careers resources:

- Careers exploration
- Careers guidance
- Careers pathways
- Careers advice

Platforms can be classed under multiple categories serving multiple purposes. This can create a confusing user experience and can mean navigating platforms is chaotic, the content spread thinly or they don't deliver on their original message or intention.

We analysed Screen Industries content on the top 5 most common resources careers teams said they direct young people to in our survey; Unifrog, National Careers Service, Prospects, UCAS, Career Pilot. We also analysed the most popular Screen Industries-dedicated online resource; ScreenSkills.

Over half of careers teams submitted varied and localised (i.e. supplied by a Local Enterprise Partnership) resources as their go-to tools for both general and Screen Industries-dedicated careers guidance. This means that the online platforms many careers teams use to inform themselves or signpost young people to often contain varied information which results in varying degrees of knowledge about different sectors and weighted information about certain industries who have better connections with niche or localised online providers.

CAREERS EXPLORATION PLATFORM

a platform intended to help young people discover industries and jobs they didn't know existed

CAREERS GUIDANCE PLATFORM

a platform intended to help young people choose the right career for them

CAREERS PATHWAYS PLATFORM

a platform intended to help young people choose the right route to take to get the career they want

CAREERS ADVICE PLATFORM

a platform intended to help young people achieve the highest possible level in the career they have chosen

There are two different camps of careers guidance tools:

- Those recommended to young people
- Those young people choose to use

Young people are recommended by schools to use purpose-built platforms such as National Careers Service, Prospects, UCAS, Unifrog and Career Pilot. However, if they have the option to use a platform of their choice, more than a quarter are using social media. Despite this, not a single careers team mentioned using social media platforms to deliver careers guidance at all.

This is a big discrepancy, especially as 70% of young people prefer online careers guidance to the guidance they receive in schools. Young people report getting more than twice the amount of careers information through social media than they do from employers.

TikTok stood out as by far the most popular tool young people use. This is reflected in the growth of 'Career Advice TikTok'; a huge sub-genre of the platform where millions of young people^[1] are getting quick, efficient careers guidance, often from junior-level professionals giving first hand accounts of what it's like to work in their industry or job.

It seems social media is a very powerful careers guidance tool that young people very much enjoy using as 'edutainment'. Despite being undervalued by careers teams (none mentioned social media as a tool they recommend for young people), there is a significant opportunity to start integrating social media into their careers guidance strategies as a 'hook' to peak interest and engagement from students before progressing to more detailed information sources.

A QUARTER

of young people said they 'didn't know' a resource or platform that was helpful.

27%

of young people said they use social media platforms as an online careers guidance resource

Young people say they get

2X MORE

careers guidance through social media than they do through industry

0%

of careers teams said they use social media platforms as an online careers guidance resource

HOW DO YOUNG PEOPLE RATE DIFFERENT CAREERS GUIDANCE PROVIDERS?

5.1/10

careers guidance
in schools

5.7/10

careers guidance
from parents

5.7/10

careers guidance
online

Careers being 'futureproof' was very important to the parents interviewed and the majority didn't think of the Screen Industries as futureproof at all - but could recognise growth and opportunities once it was highlighted by the interviewer. The pandemic may have broadened horizons and shattered previous bias; many of the parents we interviewed said their definition of 'important' and 'futureproof' industries has changed since the pandemic started, so they were open to learning more about industries they wouldn't have considered for their child before.

Careers in the Creative Industries has widely been seen very low on the scale of 'desirable' by parents. In 2019, a study by Escape Studios^[1] reported only 8% of parents in the South West of England wanted their child to pursue being a VFX artist or animator and that three quarters believe academic subjects are more valuable than creative and new technology subjects. They also found that 'roughly one-third of parents and students believe that art and design is one of the least important subjects they can study'.

But does it matter what parents think? It depends on who you ask. If you ask parents - as we did - they say they have some influence, but not a lot. If you ask careers teams, they say that parents have more influence than anyone else. But if you ask young people, they feel less pressured to think about their careers from parents/guardians/extended family (43%) than they do from schools (62%) and even pressure from themselves (56%).

It's possible that parents don't realise how much influence they have on their children, because the influence is more subliminal. Parents don't necessarily outwardly declare that their child should follow the career path they want them to choose - it can be a consistent but subtle line of bias messaging about the benefits or negatives of different careers, or added contact time with career paths of the parents themselves.

It's been shown that subtle parental influence is hugely impactful. An international study by Education & Employers^[2] (in which they asked primary school children to draw themselves doing a job) found that children's career aspirations are most influenced by who they know - their parents and friends of parents and the TV and media. A US study^[3] investigated how much influence parents' careers have on their children's own decisions and found that although you're more likely to pursue the same career as your parent, but the likelihood decreases for office roles.



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