

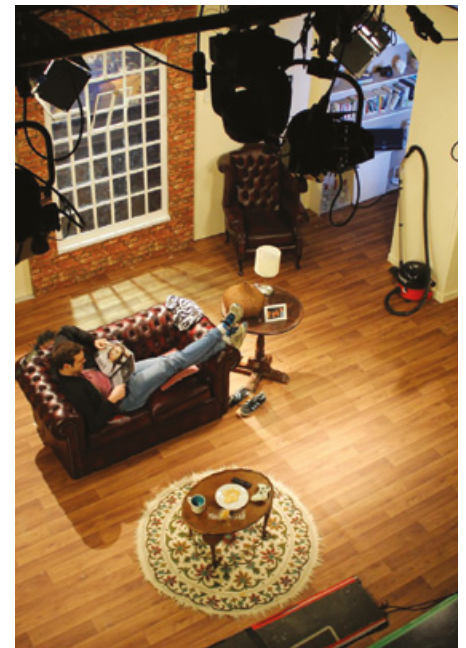
Lead author



Commissioned by



# Barnet Screen Skills Plan



**A strategic vision for the screen industries – Connecting education, innovation, and enterprise for the screen industries in Barnet.**

## Collaborators and Contributors

*This work has been commissioned by Barnet Council.*

**Helen Bendon** Lead author, Head of Film, Middlesex University

**Rob Pickard** Technical Manager, Faculty of Arts and Creative Industries, Middlesex University

**Sara Gennat** Designer, Middlesex University

**Neil Coker** Chief Executive Officer and Principal, Barnet & Southgate College

**John Bryson** Head of Economy and Skills, Housing, Economy and Placemaking

**Adam Morley** Chief Executive Officer Screen Hertfordshire

*The plan has been developed with input from London Higher, ScreenSkills, industry professionals, training providers, employers, Barnet SMEs, students and graduates, both within and beyond the borough envelope.*



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# Executive Summary

Barnet is taking a leading role in building a screen economy that benefits residents, students, businesses and the wider creative sector. With a powerful mix of proximity to major studios, an extraordinary education ecosystem, and one of the most diverse and entrepreneurial populations in the country, Barnet is ready to grow a screen economy that is sustainable, future-facing, and fair.

## **The Barnet Screen Skills Plan sets out a strategic vision that:**

- Bridges the gap between world-class education and high-growth creative employment.
- Opens the door for new talent to enter film, TV, gaming, immersive and digital media – regardless of background.
- Builds a new kind of creative economy – rooted in local IP, innovation, and enterprise.
- Generates local income, not just opportunity, by retaining skills, developing content, and attracting investment.

The plan represents a borough-wide commitment, developed in close partnership between Barnet Council, Middlesex University and Barnet and Southgate College, working together with industry to design a skills and employment model that is built to last.

***This new partnership promises to revolutionise the Creative Industries here in North London.***



***“We know many young people are passionate about pursuing creative careers but are uncertain of their path into the sector. Those from disadvantaged backgrounds without connections or a financial safety net often feel they cannot follow their dream profession. All of us here find that unacceptable. Our vision is to develop a workforce that is sustainable and diverse and that is why our new alliance is so valuable.”***

Middlesex University Vice-Chancellor, Professor Shân Wareing



Barnet's approach is practical and focused on achieving tangible outcomes for the borough. Four delivery pillars – Education, Entrepreneurship, Environment, and Equal Access – form a framework that aligns with Skills England, GLA strategies, and national sector goals. The ambition is backed by tangible interventions, including:

- A transformed MDX Studios at Middlesex University – where production, training, and entrepreneurship converge.
- New pathways into work through Skills Bootcamps, placements, and inclusive recruitment.
- Local IP and production development that keeps value in the borough.
- A Screen Innovation Hub driving green practices, enterprise support, and tech integration.
- Deep collaboration with industry leaders like ScreenSkills, Film London, and regional studio partners.

**This plan lays the groundwork to support:**

- Young people navigating future careers.
- Mid-career workers transitioning into the sector.
- Businesses growing through creative innovation.
- Productions seeking agile, diverse, and skilled local talent.

Profiles are included as case studies highlighting excellent practice in and around the borough with screen industries practitioners, innovators and educators. We recognise we cannot represent all activity and that there are many other success stories across Barnet. Please do reach out to us if you want to be more involved (**[Skills@Barnet.gov.uk](mailto:Skills@Barnet.gov.uk)**).

The screen sector is evolving rapidly, and Barnet is positioned not just to respond but to help lead that change. This plan sets the foundation for building a sustainable model that generates opportunities and drives inclusive creative economy.



# Defining the Sector

*The screen industries comprise film, television, animation, gaming, and digital media.*

While film and high-end television remain key anchors of Barnet's screen economy, the definition of screen is rapidly expanding to include content creation for online and on-demand platforms. There will be variation in content and recommendations based on these different fields, but we also acknowledge the increasing intersection of these areas, as well as the growth in immersive creative technologies.

## Intersections with wider creative industries

Whilst the focus of the Screen Skills Plan for Barnet is focused on the main areas of film, television, animation, gaming, and digital media, there are inevitably areas of related skills need.

For example, digital marketing, branding, social media content creation and management intersect with our main focus. These fields are not only growing but converging – blurring the lines between traditional production and digital-first experiences. We include these as growth opportunities for digital agencies and freelancers in roles such as content writing, graphic design, user interface (UI) and user experience (UX) design, and social media post-production. As well as contributing to employment in areas where we are seeing UK growth, the screen industries are also generating tax revenues, stimulating local spending, as well as supporting the tourism economy. In Barnet we saw an excellent example of this as visitors flocked to the Troubadour Brent Cross Studios for Stranger Things: The Experience (Netflix and Fever), which ran from August 2022 to January 2023.

Barnet is well-positioned to support these pathways through its educational and enterprise ecosystem. To reflect this, the plan:

- Broadens screen skills to include freelance digital roles, such as video editors, AR designers, and social content strategists.
- Recognises the commercial importance of branded content, user-generated media, and audience interactivity.
- Prioritises training for hybrid roles that sit between sectors (e.g. VFX for games and TV, or AI-generated production tools).
- Supports small creative agencies and digital entrepreneurs as part of the screen workforce.

This approach ensures Barnet's strategy remains future-facing, employer-aligned, and relevant to the full range of screen-sector careers emerging across London and the UK.



## **Intersections with other related skills needs**

The screen industries are a viable sector for individuals trained (FE and HE) in other career disciplines, for example carpentry, electrical, construction, transport, storage. From an education perspective, these skills are not restricted to screen education but offer a broader range of routes into skilled employment in screen production for Barnet FE and adult learners. The West London Annex to the London Local Skills Improvement Plan (LSIP) details non-creative skills needs, that will be significant for the creative industries such as accountancy and finance, marketing and sales.<sup>ii</sup>

The screen industries also intersect with other creative industries, already thriving in the borough. Barnet is home to several community theatres and performing arts venues, including Arts Depot<sup>iii</sup>, Finchley, a multi-purpose art centre, offering platforms and spaces for local creatives and High Rise Theatre, an award-winning multi-arts collective representing the voices of unheard communities. Independent dance schools and theatre companies, such as Fixation Academy<sup>iv</sup> also provide spaces for both performances and workshops and have clear inclusion strategies which align with our approach to a Barnet Screen Skills plan. The borough is home to number of cinemas and screening facilities including the Phoenix Cinema<sup>v</sup> in East Finchley, an independent two-screen cinema (200/20 seats) run as a charitable trust, which acts as a cultural hub with an education programme. JW3 Jewish Community Centre<sup>vi</sup> also has a 60-seat cinema, and delivers a diverse programme of arts, culture, and education. The RAF Museum<sup>vii</sup> in Colindale, is one of many museum spaces with a strong education remit and local community engagement. StoneX stadium is home ground to Saracens, a site shared with Middlesex University. Middlesex University and Saracens partner with FilmFlxer to facilitate the site (along with university expertise) being hired for film and high-end television production. The opportunities for convergence proposed in the plan will benefit this rich and broad creative ecology across Barnet.

# Current climate of the screen industries

## The status of UK production

The 2023 writers' strike in Hollywood (followed by members of the Screen Actors Guild who joined the industrial action later that same year) caused significant disruptions to productions throughout 2023, including a 32% drop in overall production spending due to halted projects.<sup>viii</sup> The resulting slowdown affected many UK-based productions with ties to US studios leading to a widespread job draught and financial strain for freelance workers.

The UK is known as a home to a skilled workforce and high-end production facilities. The British Film Commission facilitates inward investment, supporting major international feature film and high-end television production in the UK and report that the screen industries have shown remarkable resilience and resurgence in 2024, with £4.7 billion in production investment and a rapid rebound following the resolution of the industrial action (September 27, 2023). Many US-based studios began making up for lost production time with increased investment in the UK, although up to 75% of UK film and TV workers were still out of work due to the strike's ripple effects in early 2024.<sup>ix</sup>

The UK offers several attractive tax incentives for film and television production, designed to encourage both domestic and international productions. The High-End Television Tax Relief (HETV) for example has been particularly attractive to streaming platforms like Netflix and Amazon, which frequently produce high-budget TV shows in the UK. With all these factors at play, we have seen a rapid rebound in inward investment (£4.7bn in 2024<sup>x</sup>) in production and studio demand.

Some tax reliefs, updated in 2024, including a new Audio-Visual Expenditure Credit (AVEC) have streamlined some existing reliefs. The AVEC remains very supportive of the screen industries, offering higher relief rates, up to 34% for films and HETV, and 39% for animation and children's TV<sup>xi</sup>. Additionally, the new Independent Film Production Tax Relief (IFPTR) is of particular interest to this Barnet Screen Skills Plan as this supports smaller UK-centric productions that are not tied to major international studios. Barnet, Hertfordshire, and adjacent regions are now seeing the direct benefits. In the latest fiscal year alone, 107 productions were hosted across Barnet, Hertfordshire, and Essex, generating £51.8 million in direct spend. The growth in independent production driven by new tax credits and the demand for agile, locally rooted production ecosystems presents a major opportunity for Barnet to grow its footprint as a base for independent film, HETV, and creative tech enterprises, with close proximity to key studio infrastructure and a deepening talent pipeline.

The games industry has similarly seen recent volatility. After a period of growth in gaming during the pandemic, the games sector has now seen massive reductions in the work force. The slowed growth following the end of lockdown, increased global competition and rising production costs, have all contributed to this. Retention of senior talent has a particular set of circumstances in the games sector. The combination of "first gen" games designers are reaching retirement age, and the instability of the current sector has led to shortages of mid and senior level, as the environment is risky to those at that stage of their career (with likely dependants and financial commitments).<sup>xii</sup> There are opportunities here to grow the local pipeline and collaborate across related sectors.

By focusing on closing skills gaps, improving access to education and training, and promoting diversity and inclusion, Barnet can position itself as a key player in London's creative economy.



## The Games Designer

Nilanth Sivarajah graduated from BSc (Hons) Games Design at Middlesex University in 2020 with first class honours. “I obtained many vital games designing skills such as scripting, level designing, prototyping, design documenting, and playtesting”. From the skills he acquired on the programme, Nilanth cites learning coding essentials, becoming proficient with Unity game engine and critical thinking skills as the three most important elements of his university education to his journey into the industry.

This combination of skills is what a Games Design degree can offer to support employability opportunities. Nilanth says there was a lot of barriers to breaking into the industry, “there are a lot of unpaid internships and when you’re starting out – very high competition for a few jobs. It’s also hard to maintain a portfolio of a high standard when you leave the university environment”.

This is a common challenge for games graduates, but Nilanth took a proactive approach to overcoming this, “with my peers on my course, as well as others from related fields like 3D Animation and Sound Design, we collaborated after graduation, combining our skills to work on portfolio projects which went a long way to getting more interviews, impressing employers and in my case, getting my first foot into the games industry.” Nilanth’s tenacity and academic record secured him an internship and quickly after, a position as Games Designer/ Developer at Digital Influx creating educational games for children. In 2021, Nilanth then joined Outplay, the UK’s largest independent mobile game developer as a Junior Games Designer. Nilanth was soon promoted to Games Designer with Outplay, who have a reputation for innovation, design, and storytelling within the gaming industry. Nilanth is going from strength to strength -

***“I am currently working on casual mobile games, most notably Gordon Ramsay’s Chef Blast and Monopoly Match.”***



## Skills Gaps

The Skills England: Driving Growth and Widening Opportunities report (2024) details skills gaps in the screen industries, as part of broader efforts to enhance skills across the economy. Areas integral to film, television and games are highlighted as creative technology priority areas to meet industry need. Specifically, skilled worker shortages are noted in digital animation, special effects, and digital content creation and management.<sup>xiii</sup>

The integration of Artificial intelligence (AI) is also projected to significantly impact these industries, creating both opportunities and challenges in meeting future skills demands. AI offers new tools for various stages of filmmaking, from scriptwriting assistance and casting to post-production and marketing. While AI can enhance efficiency and creativity, it also raises ethical concerns about job displacement and intellectual property. For the games industry, the impact of AI is particularly alarming for job roles in the animation workflows in games development. Dealing with these issues will also require new skills as a priority. The report calls for training and upskilling to meet these emerging needs due to changes in practice afforded by AI.<sup>xiv</sup>

***“Our ‘AI Taskforce’ sessions aim to investigate emerging AI research areas and experimenting with new tools and technologies - to gauge applicability to StudioB, making sure we’re always at the forefront of trends and automation.”***

*Simona Dangerfield, StudioB HR and Talent Manager*

The spirit of the Skills England: Driving Growth and Widening Opportunities report to foster partnerships between educators, training providers, industry leaders, and government bodies informs the borough’s approach to align and collaborate effectively for Barnet residents, learners, workforce and SMEs.

Creative/media/film employers are more likely than other sectors to report difficulties recruiting professional and highly skilled specialist roles due to applicants’ lack of relevant skills, qualifications or experience.<sup>xv</sup> The fast-evolving technology of, for example, virtual production (VP), integrated drone use (as seen in *Adolescence* (2025)), immersive environments, and converging gaming/filming technologies all present creative opportunity but also demand a more agile and adaptive workforce.<sup>xvi</sup>

The survey revealed that WLA creative, media and film establishments were more likely than the London average to report technical/practical skills gaps in adapting to new equipment or materials (38% compared with 31.6%).<sup>xvii</sup>

The most recent data on the state of the workforce for HETV indicates that whilst the severity workforce skills gaps has reduced in the last two years, there remain problems in areas such as production accountancy, production coordination, location managing and editing. Shortages are noted to be growing in production secretary/assistant production office coordinator (APOC) roles, art department, costume and electrician roles and remain static in VFX coordinator and assistant roles, and script supervision. Changes in working cultures (see page 20) sees new roles emerging in access coordination, welfare officers, intimacy coordination and sustainability roles.<sup>xviii</sup>

Technological developments in Virtual Production (VP) and further integration of Artificial Intelligence (AI) will require in upskilling of the existing workforce. “Solving complex problems requiring a solution specific to the situation was reported more often in the creative, media and film sector (64.5% compared with 47.9%) across all sectors” and “adapting to new equipment or materials is reported more often than average as a required skill in the creative, media and film sector (34.1% compared with 28.0%).”<sup>xix</sup>

### **Retention of talent**

The UK faces significant challenges in retaining a film and television workforce. The Film and TV Charity reported in 2022 that long hours, high pressure, frequent travel, and difficulty balancing work and family life means that circa 35,000 older and experienced skilled workers are “missing” from the industry.<sup>xx</sup>

Retention of the film and TV workforce is further impacted by burnout and the difficulty of staying current with industry skills while also balancing family life. A similar culture exists in the games sector, where competitive edge, reputation and release deadlines create crunch periods of long working hours.<sup>xxi</sup>

The problem is acutely felt by games microbusinesses that are used in the games ecology for outsourced labour, often by freelancers, hired for specific projects. This results in high staff turnover and job instability. For the wider sector this hinders knowledge sharing, consistent professional development, and effective planning for quality training.<sup>xxii</sup> It is understood in the games sector that significant funding is required to manage and develop the talent pipeline, addressing skills shortages in a systematic way.

The UK Modern Industrial Strategy Creative Industries Sector Plan (June 2025) details new £75 million screen growth and £30 million video games growth packages (over three years) to develop and showcase UK screen content and support inward investment.<sup>xxiii</sup> One of the significant details of this strategy that will directly support creatives in the screen industries is the creation of a new role within DCMS – a Creative Freelance Champion, who will support policy representation and working rights for the substantial freelance workforce in the creative industries. The plan also details government support to develop a skills passport scheme to document industry-recognised skills and competencies formally for the creative industries workforce.

# Why Barnet, why now?

The Barnet Screen Skills plan is all about collaboration and partnership. We are taking a whole borough approach to leveraging education, enterprise and growth.

## Local leadership Support and Culture Strategy

In recent years, Barnet has undergone significant political changes,<sup>xxiv</sup> and has a renewed commitment to arts and culture. In 2024, Barnet launched a 5-year culture strategy<sup>xxv</sup> dedicated to celebrating, supporting, and enhancing the borough's creative and cultural sector. The strategy seeks to build on the cultural assets, opportunities and activities in the borough. The strategic priorities for the borough are:

1. **Involvement** - increasing participation in Barnet's cultural sector
2. **Infrastructure** - developing placemaking and supporting Barnet's cultural infrastructure
3. **Interconnection** - promoting culture as a connector of people and places
4. **Identity** - accelerating Barnet's identity as a cultural destination
5. **Inspiration** - stimulating cultural education and engagement with young people
6. **Influence** - harnessing the power of culture to enrich other services and industries<sup>xxvi</sup>

Anne Clarke is London Assembly Member for Barnet and Camden is Deputy Chair of the Economy, Culture and Skills Committee which examines and reports on matters relating to economic development, culture, skills, sport and tourism in London.

***"Barnet's arts and culture scene is thriving, and this campaign is about making sure everyone knows about it. From grassroots initiatives to major cultural organisations, creativity is at the heart of our borough, and we're committed to helping it flourish."***<sup>xxvii</sup>

Anne Clarke

The borough successfully attracted funding via the Mayor of London's Cultural Impact Award, for the Light & Flight festival which launches at the RAF Museum in 2026 and will exemplify the collaborative creative relationships between Barnet institutions and communities.

Barnet is fiercely proud of the cultural diversity of the borough. Barnet is home to the largest Jewish population in the UK, and is also home to significant Iranian, Romanian, and Japanese communities. Barnet welcomed the highest number of Ukrainian refugees in London. The newly formed Cultural Action Group offers collaborative opportunities for communities to play a key role in shaping the future of arts and culture in the borough. There are obvious alignments for the Screen Skills Plan to leverage the impact both cultural and economic for the borough.

The Barnet Screen Skills Plan also aligns with the Barnet Growth Strategy (2020–2030)<sup>xxviii</sup> which supports the creative and screen industries by investing in infrastructure, place-making, and business support that align with the needs of the creative and screen industries:

- **Town Centre Diversification:** The strategy encourages the revitalisation of Barnet's town centres by integrating creative and cultural uses into mixed-use developments. This includes supporting arts venues and workspace for creative enterprises that contribute to a strong cultural economy.
- **Creative Industries Support:** Barnet explicitly seeks to broaden its support for creative sectors. This includes engagement with local creative practitioners, promoting pop-up spaces for creative usage, and encouraging affordable workspace tailored to arts, culture, and creative technology sectors.

- **Brent Cross as a Cultural Hub:** The regeneration of Brent Cross is positioned to become a metropolitan centre with a significant cultural and creative offer. It will host arts facilities and event spaces, alongside new leisure and entertainment destinations, positioning Barnet as a regional draw for screen and creative industries.
- **Economic Opportunity:** Leveraging Barnet's position in the west London production corridor, the strategy aims to attract related businesses and talent into the borough.

Aligning borough strategies and activity with the Barnet Screen Skills Plan is key to building capacity. Barnet took a proactive approach to employment and skills following the Covid 19 pandemic. The Barnet Work, Skills and Productivity Plan (2021–2025)<sup>xxix</sup> was designed to support residents access good work, boost skills, and support business growth in response to the economic challenges, which accelerated during the lockdown. As well as targeted employment support for young people and those furthest from the labour market, the creative industries were prioritised as a high growth sector, (along with healthcare and construction) through partnerships, local investment and regeneration. The Barnet Screen Skills plan takes these principles forward.

The momentum from Westminster to support the creative industries, as outlined in the UK Modern Industrial Strategy Creative Industries Sector Plan, makes this an ideal time to capitalise on putting Barnet firmly on the creative industries map.

### **Location Location Location**

The borough's location between central London and major production facilities such as Elstree, Leavesden, and Shepperton Studios creates a natural corridor for screen sector activity. Barnet is already benefiting from increased regional production, with its comprehensive education and civic ecosystem well-positioned to respond to and nurture this growth. 46% of London's broadcast sector jobs are concentrated in the West London production corridor. The West London Alliance (WLA) a partnership of seven local authorities in West London, including Barnet, encompasses the West London production corridor. Our location and the developing climate for independent production, present significant economic opportunities for Barnet's local workforce and businesses.

The creative, media and film sector employed 33,857 in the WLA area in 2023 (which is 24.8% of all sector jobs in London and 8.7% of sector jobs across the UK).<sup>xxx</sup> This geographic advantage, combined with the borough's existing infrastructure and institutional alignment, presents a rare opportunity to establish Barnet as a significant hub within the UK's expanding screen economy landscape.

***The borough is home to two major studios, Troubadour and London North Studios.***



## The High-End Studio



Troubadour, Brent Cross Studios.

Troubadour run an independent collection of flexible theatres and studios in and around central London. Beginning as a small troupe that moved from place to place and stage to stage, Troubadour are now a leading name in the world of theatre and studio production, supporting film and HETV shoots, immersive experiences, fashion shows and live events.

Troubadour has stages, studios and rehearsal spaces across north London – Meridian Water, Wembley Park and Brent Cross. The Brent Cross site was home to the hugely successful Stranger Things Experience and now supports studio productions with clients including Netflix and the BBC. Brent Cross has three stages, production offices, workshops for set builds and a range of spaces to support productions.

As well as working with institutions that provide training and internships, the Troubadour Trust, in partnership with the productions they host, reinvests money from ticket sales into the skills development of young people through their Skills Academy programme. The Skills Academies allow young people to gain industry experience, “we look to work with young hard-working and talented people and promote them as they develop their customer-focused skills. We are developing skills academies at our venues, and we are also exploring placing interns with the productions that we host at our venues.” As a company that recruits locally and looks to invest in the local economies they operate within, Troubadour are an important part of the screen ecosystem in the borough, supporting local talent and supply chains.

Based in Mill Hill, London North Studios<sup>xxxi</sup> provides multiple stages for leading film and TV productions across 5-acres in North London. The studios are soundproofed with drive-in capabilities. This multi-purpose site also includes production offices, a podcast studio, green rooms, hair and make-up, wardrobe rooms, workshops, prop storage, catering facilities, car parking as well as an on-site café.

# Approach to the plan

Working collaboratively with employers, educators and other stakeholders, the Barnet Screen Skills Plan uses key data from the borough and the sector on the four pillars: Education, Entrepreneurship, Environment, and Equal Access. The core objectives of this approach are to:

- identify priorities for screen skills in Barnet
- identify strengths and growth areas
- identify opportunity areas for development
- provide a network of information, skills, needs and workforce
- provide tangible outcomes for borough

## **Approach to Education and Training in Barnet**

The Barnet Screen Skills Plan aligns with and is informed by research that has already been undertaken to assess the skills needs of the screen industries, and including Greater London Authority (GLA), the London Local Skills Improvement Plans, Skills England, Film London, and ScreenSkills.

As a collaborative endeavour with local government, education providers and businesses, the Barnet Screen Skills Plan works within the framework of the 2025 London Growth Plan<sup>xxxii</sup> in the following ways:

### **1. Regional Collaboration and Governance**

Middlesex University and Barnet & Southgate College will take a prominent role in regional economic strategies in partnership with Barnet Council devolved bodies to strengthen local governance and London's creative economy.

### **2. Skills and Employment**

The devolution of adult skills funding and integration of post-16 education systems positions Middlesex University and Barnet & Southgate College as central to aligning education with local labour market demands. This includes creating pathways from secondary to further and higher education and employment, along with promoting technical education alternatives. This is particularly important for the screen industries (to serve above and below the line roles).

### **3. Innovation and Research**

With UKRI and initiatives such as the Mayoral Innovation Strategic Authorities<sup>xxxiii</sup> Middlesex University will drive a regional innovation agenda for screen skills in the borough, with local productions and SMEs, leveraging our location in the West London production corridor, to share knowledge and best practices to foster innovation.

### **4. Civic Engagement**

Finally, the London Growth Plan encourages Universities to deepen their civic engagement by contributing to local growth plans, integrating HEIs into broader regional governance frameworks. The devolution proposals offer an opportunity to shape the agenda and to work collaboratively to join up the training and education needs with the workforce opportunities. We need to build sustainability in the screen industries pipeline to grow local (through training and education, lifelong learning, career change) and stay local by incubating initiatives, and developing reputation as a 'can-do' borough in this space.

## **Approach to Entrepreneurship in Barnet**

Barnet has more businesses than any outer London borough. 94% of Barnet businesses are ‘micro’ (between one and nine employees), employing 130,000 people.<sup>xxxiv</sup>

There is significant growth potential for the screen industries in the borough that will come from entrepreneurial start-ups and portfolio career freelancers/collectives, some of whom will graduate from FE and HE in the borough and we want the local ecology to support them to stay in Barnet.<sup>xxxv</sup> Local authority working strategically with HE and FE providers can create an environment conducive to supporting start-ups and freelancers to leverage growth and develop a screen skills ecology in the borough. The “whole borough” approach links students (whilst they are studying) to opportunities embedded in the curriculum through placements and collaborations.

## The Entrepreneurial Content Creator

StudioB is currently resident at London North Studios in Mill Hill Barnet. Their state-of-the-art production facilities in the borough includes green screen and AI tracking software.

Specialising in content creation, VFX, social media marketing, and live stream production, StudioB merge creativity and data-driven decisions to deliver world-class content for their clients. They are a global leader in this space, boosting clients' socials to over 23 million followers, with their innovative content, viewed over 16 billion times. Recent brand work includes Squid Games 2 and Mr Beast Games for Netflix. The studio also has an exceptional following for unbranded work, with recent VFX content exceeding 83M views.

As a growing start-up, StudioB supports their team grow into career pathways that resonate with their skillset and what they are most passionate about. The culture at StudioB is non-hierarchical, colleagues can explore different disciplines such as production, VFX, or editing.

*“By engaging in diverse projects with top-tier brands and embracing innovative content strategies, employees are constantly exposed to new challenges and learning opportunities. This dynamic setting ensures that team members are always developing their skills and staying ahead in the industry.”*

This approach promotes on-the-job learning, through shadowing, mentoring, coaching, collaboration and feedback. They also host team bonding and skills-development workshops (internal and externally delivered) to foster creative thinking, collaboration and drawing on key strengths within the team.

***“We run biweekly ‘Spotlight’ sessions, which engage with deep learning tutorials - team members will highlight work, tools, processes or technology they feel other wider team members could implement.”***

StudioB is an important part of the Barnet screen ecosystem, and a significant employer in the borough for a range of creative roles including videographers, social content creators, strategists, editors, designers and animators. As an agile creative provider, StudioB are currently seeing growth across all disciplines of their business, with recent needs being in the field of 3D and compositing skills as well as production, operations and social media management.

The on-site working environment, essential creative collaboration across teams, means recruitment tends to be local. The production team partners with local businesses to outsource shoot locations and to work with local talent on shoots. StudioB partner with local educational facilities, offering work experience placements and alerting partners when hiring for entry level positions. “We appreciate the industry can be challenging to break into, and as much as business needs allow - we support and encourage work experience requests across all areas.” As part of their recruitment process, StudioB offer paid work trials to be able to objectively set tasks and measure outcome, whilst being inclusive to applicants.



Brandon Baum and the StudioB team.

## Approach to the environment and sustainability in Barnet

“Green” is a cross-cutting theme of GLA skills planning and activity and it is vital that sustainability is an underpinning approach to the Barnet Screen Skills Plan. The underpinning looks specifically at the screen industries and how this is embedded within the existing borough environment and sustainability activity.

## Screen industries initiatives and innovations for sustainability

The screen industries face numerous sustainability challenges and whilst industry is moving in the right direction there remains the need for a systems-level shift in how productions are planned and executed – from pre-production to post.

Organisations like ALBERT (BAFTA) and CAMA are stepping in to tackle these challenges through circular economy strategies and community partnerships. The BAFTA Albert<sup>xxxvi</sup> initiative provides guidance and tools to help film and television productions reduce their environmental impact, leading to Albert Sustainable Production Certification for productions that meet specific green production standards. Other schemes exist such as Screen Certification, adopted across Europe to help the screen industries reduce their environmental footprint. It provides best practices and tools to achieve a more sustainable production environment.

In Film and HETV, waste from set construction and disposal is a significant issue as large-scale sets, props and costumes are often built for short-term use and then discarded, generating a significant amount of waste.

*“We are seeing a growth in awareness of sustainability on-set. There has been a notable shift in the use of renewable energy, filming in sustainability-focused studios, car-pooling, use of electric vehicles and the use of local personnel and locations. As awareness grows, options enhance and the introduction of sustainability advisers and co-ordinators on set to guide productions in all aspects. Changes are being made on a daily basis.*

*However, there is a lack of focus on the assets that the productions produce and acquire. New sets are built from scratch, using brand-new materials for every film and TV show. Props and costumes bought brand new, used a handful of times (if at all!). Then ending up in skips and landfill. It would be great to see skills being developed whereby people and organisations are equipped to deal with the mass of props, costumes and sets used. Whether that is by reducing the use on set – encouraging sourcing second-hand, hiring, etc. or having a system in place to ensure that everything can be donated or recycled, to ensure that nothing is skipped and ends up in landfills.”* Sam Collins, Circular Economy and Life Cycle Analysis, CAMA.

At the block-buster end of the scale, fear of IP breaches often results in sets being destroyed and significant construction waste ending up in landfill, with incredibly limited asset reuse and recycling. At the indie/low budget end of the scale, reuse, recycling and choosing sustainable building materials (e.g., FSC-certified wood) can help reduce environmental impact in the production cycle. Transport and diesel generators on location contribute heavily to a production’s carbon footprint, relying on fossil-fuel-based energy. A shift to renewable energy sources and energy-efficient practices is still a “nice to have” for many productions. Smaller or lower-budget productions may lack options and resources to implement green strategies.

A similar narrative can be found with on-set catering. Sustainable catering options are not always accessible or prioritised, with significant use of single-use plastic packaging, although this is an area where improvements have been made, and personal responsibility to minimise food packaging and waste.



## The Sustainable Asset Managers

CAMA are a leading light in production asset management and storage. They provide two-tiered storage solutions - asset management software and sustainable asset redistribution services. CAMA have developed a reputation for effective support for productions to manage and streamline their workflow, enabling simple and sustainable asset management.

CAMA champions a circular economy within the film industry by managing production assets in a way that maximises reuse, minimises waste, and keeps materials in use for as long as possible. CAMA's AssetCycle initiative plays a key role in offering a structured process for the reuse, recycling, and repurposing of sets, props, and materials after production wraps. This reduces the environmental impact of film and TV projects and diverts items from landfill. They have managed to drastically reduce the carbon impact of the productions they support and provide carbon data and life-style analysis of the assets to highlighting the benefits of reuse versus landfill and to find appropriate alternative uses beyond the industry. For example, CAMA identifies local organisations and community groups to donate used production materials (costumes, furniture, building materials) where they find good secondary use.

As an organisation committed to this agenda, CAMA know that keeping up to date with a developing sustainability skillset is essential. CAMA offers training courses for our team members to help them grow in their respective fields such as investing in IMEA Environmental Management training and Cambridge Sustainability Marketing training. They are also an approved supplier of WeAreAlbert and have a partnership with The Production Guild of Great Britain which provides multiple training courses throughout the year, covering an array of topics including sustainability practices in businesses and on-set. The culture is that everyone at CAMA has growth opportunities and is up to date on policies and changes.

CAMA's AssetCycle team recently completed a project involving the reuse of sets and construction materials for a major film production. Having built partnerships and collaboration over the years, the team managed to rehouse these assets to theatres, upcyclers, gardeners, production companies, and social initiatives. The net result was only 11% needed to be recycled, and none of it ended up in landfill.

***“This achievement marks a significant milestone to promote sustainability and reduce waste on major productions. From the early days when we had to recycle all sets due to a lack of interest, we’ve come a long way.”*** CAMA



Sam Collins, leading sustainability in asset management at CAMA.

Whilst there are some crossovers with sustainability issues with film and HETV, there are also particular challenges for the games industry that have hardware dependencies and E-waste. Games production and gameplay require massive server uptime, increasing energy consumption. Games rely on frequent console and PC upgrades, contributing to resource extraction and electronic waste. The global digital footprint of gaming distribution, player energy use, and online infrastructure means we are not “seeing” or addressing sustainability issues at a local level. We are some way off using carbon-neutral platforms, and baking eco-design into game development pipelines.

The energy demands of generative AI data centres, and the water required to cool the hardware is a massive environmental concern for the direction of travel regarding AI. Machine learning models use huge amounts of power in the training process, which needs to be constantly rerun as models are updated. The use of generative AI also consumes significantly more power than search engine use. Whilst generative AI might be creating time efficiencies in parts of the creative industries processes, the environmental impacts are (increased carbon dioxide emissions and pressures on the grid) are still being measured.<sup>xxxvii</sup>

The rise of Virtual Production (VP) has raised interesting questions about the environmental impact of changes in industry practice that cross-cut games and film. VP has the potential to cut carbon emissions by 20%-50% but more accurate carbon calculation, tracking the full carbon footprint of creative production using LED technology (including manufacture and disposal) will be required.<sup>xxxviii</sup>

## **Aligning with the borough**

Barnet has a clear plan, BarNET ZERO, working in partnership with residents, communities and businesses, to become one of London’s most sustainable boroughs.<sup>xxxix</sup> As well as reducing the emissions of the borough by 2042, Barnet Council has committed to becoming a net zero council by 2030. The key borough sustainability themes relate to the screen industries activity in the following ways:

- Setting expectations for barnet SMEs and film/HETV productions based in the borough (assisting with recruitment, locating workspaces, minimising travel).
- Commercial/production practices, including resource management (both digital and physical), and waste reduction.
- Education and innovation - Barnet Council is committed to exploring innovation through academic research partners and increasing training in green skills in partnership with Middlesex University and Barnet & Southgate College, as well as the West London Alliance and the Mayor’s Academy Hubs.<sup>xl</sup> To ensure that these values are future facing, Barnet Council is collaborating with the North London Waste Authority<sup>xli</sup> to develop and deliver communication and engagement activities, including working with schools and the Barnet Education and Learning Service (BELS).<sup>xlii</sup>
- Regular monitoring and reporting of environmental practices is typically associated with ongoing environmental management systems (EMS) within organisations. Middlesex University operates an EMS, with ISO 14001 (Environmental Management) accreditation.<sup>xliii</sup> The process of accreditation works on the concept of continual improvement in environmental performance in a number of areas including waste, energy, carbon reduction, procurement, water, community engagement, construction and refurbishment, education, travel, natural environment. ISO 14001 is an international standard for EMS applicable to any industry, including screen production to ensure environmental compliance. The nature of short-term productions can make environmental monitoring and reporting a challenge and would require a tailored approach to match the temporary and dynamic nature of film production to be effectively implemented.

## **Approach to Equal Access and EDI in Barnet**

The narrative around diversity and inclusion is widely known in the screen industries, and whilst strides are being made, this remains a priority area for continuous attention and improvement that has been outlined as a key underpinning of the Barnet Screen Skills Plan.

Data from the 2023 West London Local Skills Improvement Plan gives a clear picture of the workforce demographics in the West London production corridor:

- 58% of workers were male, compared with 52% across all sectors.
- The screen industries sector was the least ethnically diverse of all the priority sectors, with 21% of workers coming from ethnic minority backgrounds, below the figure across all sectors of 39%.
- The sector has a relatively old age profile, with 61% of workers aged 40 and over, compared with 56% across all sectors.
- 19% of workers had a disability, above the proportion across all sectors of 16%.<sup>xliiv</sup>

There are complex and significant barriers to diversifying the workforce in the screen industries which need to be embedded in the actions arising from the Barnet Screen Skills Plan.

In summary, the barriers include:

- Low awareness of the range of available screen careers, especially below the line roles
- Geographic and financial access challenges, including lack of transport, childcare, and paid placements
- Language barriers for new migrants and refugees with relevant skills but limited sector vocabulary
- Sector culture has informal hiring networks which dominate recruitment, disadvantaging those without industry contacts. The culture has also been hostile to women and those with protected characteristics.

Barnet, as a diverse borough will take an active role in addressing these barriers.

## The widening participation collaborators

Collaboration is key to how we will thrive in creating opportunities for diverse learners. artsdepot is a multi-purpose cultural centre located in North Finchley, Barnet. artsdepot has collaborated with Barnet Education and Learning Service (BELS) to deliver a grant-funded initiative supporting young people aged 16–24 with Special Educational Needs (SEN) into unpaid work placements. The project aimed to secure at least 10 placements in its pilot year (23/24), each running for a minimum of one day per week. artsdepot took referrals from BELS, matched young people with suitable opportunities, provided skills training, supported career development, and ensured access and welfare needs were met. BELS provided oversight through structured monitoring, bi-weekly reporting, and robust contract management. BELS and artsdepot are keen to extend this programme into the screen industries.



## Awareness and Access to Information

Communication and awareness about opportunities is a huge barrier to new entrants accessing the right information to make informed decisions about careers in the screen industries.

The current volatility in the screen industries understandably raises questions for new entrants (and their families) about careers in the sector but part of the issues of addressing the skills gaps in the screen industries is a mainstream lack of knowledge of the vast range of jobs and skills required to support the screen industries.<sup>xlv</sup> The perceived cache of fame through the creative vision of a film director means the role remains the most coveted role amongst new entrants<sup>xlvi</sup> and also reveals something of the mainstream perception of the roles available in the screen industries. A recent survey found 89% of working-class parents would advise their children against pursuing a career in film and television because of the risks perceived in the sector as a stable working environment.<sup>xlvii</sup> The screen industries (Film and HETV in particular) is project-based and therefore reliant on a freelancer workforce. This breeds a “who you know” repeat crew culture with job opportunities often not advertised. The range of roles, especially below the line roles, are not only less well understood, but they are also not well served in education and training. This is also a prohibitive environment for apprenticeship schemes when continuous employment is difficult to guarantee.

## Geographical and financial barriers

- Digital literacy and access to devices and connectivity is an issue in the process of searching for and securing employment. Current borough provision includes BOOST<sup>xlviii</sup> and Barnet libraries host training and access to free devices and affordable connectivity. The digital skills and specialist equipment training required for the digital landscape of the screen industries is also a barrier.
- Access to childcare and a shortage of childminders in Barnet continues to be a major barrier to employment for parents returning to work, and we know that the working patterns in the screen industries are often not conducive to family life.<sup>xlix</sup>

- A driving licence can be an important factor in the Film/HETV industries. For some fields such as locations and logistics, it is essential. Access to the West London production corridor studios is difficult without a car. Runners/Production Assistants are often expected to collect equipment/personnel/etc., so having a driving license can be a distinct advantage for entry level work. Freelancers working (often unsociable hours) in remote locations, or at places with poor transport infrastructure can be disadvantaged without a licence. Due to the costs of driving lessons<sup>l</sup>, the cost of buying a car and insuring it, only 1/3 of young people between 17-25 hold a UK driving license<sup>li</sup>, so these conditions are a particular barrier. The waiting time to secure a driving test in Barnet is between 22 and 24 weeks, which could impede young people from employment opportunities.
- Access to funding for SMEs can also be problematic in terms of leaning into a diversity of content, for example, ***“Indie games sit at a crossroads when it comes to the arts – often they are seen as too “artsy” to be commercially viable as games, but too “commercial” to receive arts funding. I believe that investing in innovative, personal stories, especially by marginalised voices, is a key step in improving the games sector.”*** Florencia Minuzzi, Tea-Powered Games co-director. Routes for SMEs to secure funding are required to support innovation.

## Language barriers

Access to English as a Second or Other Language (ESOL) learning and qualifications is a barrier to general employment opportunities. This applies particularly to the growing number of refugees living in the borough. Specialist industry language gaps in English may also present specific barriers to getting skilled and experienced individuals into roles in UK productions.

## Sector reputation and changing the culture

Word-of-mouth informal employment practices, nepotism and the widespread use of unpaid work experience are hostile to new entrants, particularly socio-economically disadvantaged individuals, for whom an unpaid experience is not an option. The competitive “exclusive” perception of the screen industries has created a culture of “you should feel gratitude for this role” which entrenches inequalities and masks poor working conditions and behaviours.<sup>lii</sup> The largely freelance workforce and project-based working prevents a sharing of good practice and the calling out of poor and abusive practices.

Since the #MeToo movement (2017), much needed attention has been given to the gender inequalities and sexual harassment in the screen industries. Whilst there has been some positive action, there has also been evidence of backlash and coverups.<sup>liii</sup> Preventing and responding to sexual harassment and violence in the workplace remains a key priority and one that will only change with sustained attention and education of future leaders.



## The indie games developer

Tea-Powered Games is a local two-person game studio, creating in-house games centring on communication, conversation and how to make those elements mechanically interesting to play.

The Tea-Powered portfolio is a combination of contract work with larger gaming companies and developing their own projects. Like a lot of screen industry practices, word of mouth has proven to be the most effective means of attracting work, **“People we have worked with on previous projects are more likely to recommend us”**. They choose freelance work that they believe in, avoiding exploitative practices that are counter to their own ethos.



TEA-POWERED GAMES

Through their distinct creative and ethical voice, Tea-Powered Games has developed a reputation for pushing the boundaries of games as a medium, expanding the kinds of stories studios tell, involving evocative dialogue and characters, and subverting expectations in storytelling.

Tea-Powered sometimes work with other contracted freelancers for stretches of time on specific projects and say finding the right team for the game is essential, **“once we have a few candidates, we offer them a paid test (for example, an art test) and use that to decide who to offer a contract to”**. Working ethically is key to supporting others.

Tea-Powered have been in the games industry for over 10 years and share their expertise at talks, panels and workshops, supporting those newer to the industry get started. Co-director Florencia Minuzzi has expertise in game writing and narrative design and recently ran a study programme at the British Library, focusing on creating interactive fiction with a tool called Ink.

As a small studio, Tea-Powered Games is part of the wider games industry ecology which has seen some volatility and flux in recent times. An area of growth in the sector that Tea-Powered have seen is in live service games, where mobile games and massively multiplayer online games (MMOs) are sharing new content with players every week. Tea Powered Games sit very clearly in the indie games world, as an innovative space to explore personal stories, marginalised voices and diversifying what games are available to broad audiences.

They are currently working on Elemental Flow, a non-violent conversation-based role-playing game (RPG) set in a Solarpunk version of Argentina. Elemental Flow uses the conventions of active RPGs but reimagines their staples – such as attacking, defending and healing – as conversational moves related to the four classical elements, weaving a story about finding your own place in the world. As an innovator in indie games, Tea-Powered Games co-director Florencia Minuzzi, knows funding is required to expand the boundaries of design, **“I would like to see less conservative funding for games. At the moment, there is a strong emphasis on creating games which are very similar to previous successes, creating an ecosystem where only wide-appeal blockbusters, addictive mobile games and their clones are seen as feasible to create.”**

# An Education Map of Borough

## Higher Education

As the leading higher education institution in North London, Middlesex University has a strong reputation in the delivery of specialist training and education for the screen industries. With state-of-the-art facilities that support a wide range of screen-based subjects, the university offers a dynamic environment for those seeking to forge a career in the screen industries. Middlesex University offers a range of undergraduate programmes:

***BA Film***

***BA Animation***

***BA 3D Animation for Games and Film***

***BA Games and Level Design***

***BSc Games Design and Development***

***BA Music***

***BA Professional Practice***

***BA Fine Art***

***BA Fashion Marketing***

***BA Fashion Communication and Styling***

***BA Creative Media, Branding and Advertising***

***BA Digital Media Production***

***Digital Design degree apprenticeship***

***UX Design degree apprenticeship***

***BA Graphic Design***

***BA Illustration***

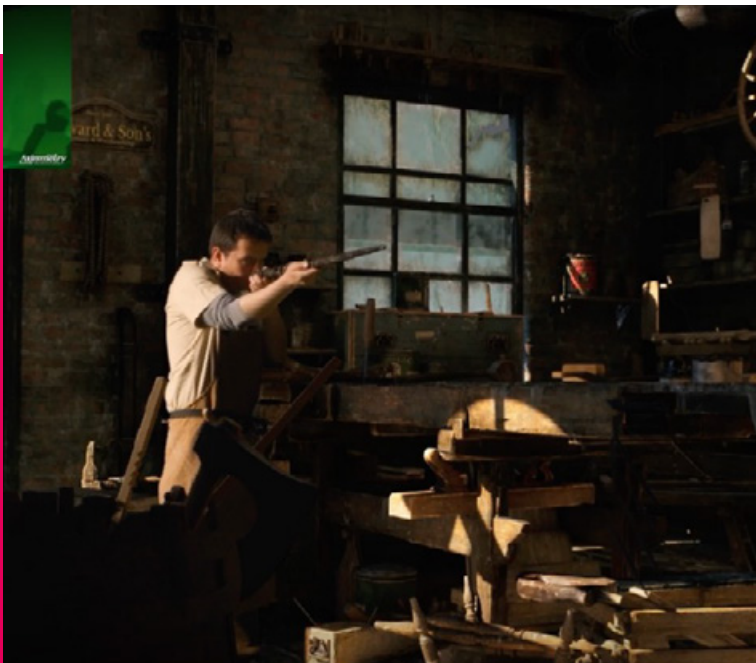
***BA Interior Design***

***BA Interior Architecture***

***MA Interiors (Architecture and Design)***

***M Res***

The studios and facilities at Middlesex have attracted industry collaboration including Unforgotten (ITV), Temple (Sky Arts), Humans (Kudos), Capital (Kudos) and Bermondsey Tales (Seraphim).



Virtual Production at Middlesex University

The technical tutors and technicians at Middlesex University run workshops, manage specialist labs, support and mentor students across a range of creative disciplines. With industry experience and expertise, they focus on bridging the gap between education and industry.

For example, by integrating real-time virtual production, motion capture, and Unreal Engine into the learning experience, they support students in a hands-on way to gain knowledge and experience in the production pipeline. Additionally, Middlesex have a dedicated Careers and Futures service for students.

## The Recent Film Graduate

Mauro Mascate is a recent graduate from BA Film at Middlesex University. As a mature student, he wanted to develop and refine technical and creative skills while also building valuable industry connections.

***“During my time at university, I was involved in a range of professional experiences, including live-streaming events, documentary and social projects, and covering video and photography for events. These opportunities helped me adapt quickly between different types of productions and apply lessons learned from one project to overcome challenges in the next.”***

Finding work straight after university can be difficult but being involved in a variety of client-led and public facing projects, and taking on different responsibilities has given Mauro the ability to be more adaptable and prepared, and performing well in these roles led to further opportunities. This is an important aspect of CV building for students preparing to be new entrants and an important part of a scaffolded education experience. Mauro secured a role in a prestigious post-production house within four months of graduating and is still working on indie projects too.



***“The most valuable resource has been the people I met during my studies. Building strong connections and maintaining open communication created opportunities and led to useful recommendations.”***

Mauro Mascate

Additionally, to the screen-based programmes, Middlesex University delivers specialist programmes that also represent areas of skills need in the screen industries including Finance and Accounting, Computer Science, Digital Marketing as well as an established Masters of Business Administration (MBA) offer.

### **FE post-16 education and Adult Education**

Barnet and Southgate College are the primary further education and adult education provider in the borough, offering a wide range of courses across various subject areas. With campuses in Barnet, Southgate and Colindale, the college provides vocational training, apprenticeships, and adult learning opportunities.

With support from the Local Skills Improvement Fund, Barnet and Southgate College have recently invested £2.2 million into STUDIO, a state-of-the-art production facility, including a TV studio, post-production and sound suite. To support career advancement into the screen industries, STUDIO is the cornerstone of the Barnet and Southgate College screen industries courses including Creative Media Production, Games, Animation and VFX. BSC diploma courses carry the ScreenSkills Select quality-mark which indicates courses best suited to prepare 16–18-year-old students for a career in the screen industries. New to the portfolio is T Levels in Media Broadcast and Production for those wanting to progress directly into employment.



The Studio at Barnet and Southgate College. Image Credit: CJP Broadcast



## **FE portfolio includes:**

- BTEC level 2 Performing Arts*
- UAL L2 Diploma in Creative Media Production*
- UAL Level 2 Animation and Games*
- UAL Level 2 Games Design & VFX*
- UAL L3 Diploma in Creative Media Production Year 1 - TV and FILM Pathway*
- UAL L3 Diploma in Creative Media Production Year 2*
- Level 3 NextGen/AIM Diploma in Games - Animation and VFX Skills*
- BTEC Level 3 extended Diploma in Performing Arts*
- BTEC Level 3 National Extended Diploma in Performing Arts*
- UAL Level 3 Diploma and Extended Diploma in Music Performance and Production*
- UAL Level 2 Diploma in Music Production*
- Foundation Learning in Creative Industries*
- T Level in Media Broadcast and Production*

As stated, the screen industries (especially film and television) provide across multiple trades and professions, including carpenters, electricians, sound recordists, costume designers, hair and make-up artists, set builders and decorators, etc. From an education perspective, these skills are not restricted to screen education and offer a broader range of FE students' routes into skilled employment in screen production. BSC also provide key training in these areas:

- L3 - Ext Dip - Creative Practice – Architecture<sup>liv</sup>*
- L1 - Dip - Carpentry and Joinery (16-18) – Colindale*
- L1 - Dip - Electrical Installation (16-18) – Southgate*
- L2 - Tech Cert - Electrical Installation (16-18) – Southgate*
- L2 - Dip - Electrical Installations (Adult) – Southgate*
- L3 - Adv Tech Dip - Electrical Installation (16-18) - Southgate*
- L3 - Adv Tech Dip - Electrical Installation (Adult) – Southgate*
- L1 - Cert - Hairdressing - (16-18)*
- L3 - Diploma - Hairdressing (16-18)*
- L2 - Dip - Women's Hairdressing - (16-18)*
- L2 - Dip - Women's Hairdressing - (Adult)*
- L1 - Dip - Hair and Beauty - (Adult)*

These programmes of study have great potential to feed into the below the line crafts and technical skills of screen production.

BSC also deliver Adult and Community Learning Services such as IT fundamentals, ESOL, and creative skills courses which can help residents re-enter education or employment pathways. These are a vital part of the education of the borough, which has the highest number of Community Learning learners in 2021/22 of all West London Alliance local authority areas.<sup>lv</sup>



### The Level 3 Media Production Graduate

Noah Turner completed the Ext Diploma Media Production Level 3 at Barnet and Southgate College in 2018. It was his GCSE photography course that began his journey into thinking about film and television and so at BSC he was able to expand his knowledge, experimenting with different creative techniques and gain experience leading projects.

***“I would advise any students starting out to use their course as a space to experiment, find out what kind of thing you enjoy making, and make the most of the opportunities and facilities.”***

Noah did just that, whilst on the course at Barnet and Southgate College he took up an opportunity to make some videos for a Green Party Parliamentary candidate and to shadow a professional cinematographer for a week, expanding his experience with real-world clients.

Noah went on to study a degree in filmmaking at the University of West England where he continued to develop a strong portfolio of screen work. Noah reflects that ***“being able to build up a portfolio at College and then University has probably been the most important thing in terms of helping me take my next steps.”***

He understands that can be a tricky industry to get a start in, but since graduating ***“I have had the opportunity to work with a number of photographers and agencies on a freelance basis. I’ve also worked on some feature films including the recently released Marvel Film Fantastic Four: First Steps, where I was a Camera Trainee at Pinewood Studios.”*** These experiences through his education and in his first steps in industry have given Noah the confidence to start a company with a friend called Orange Ram Studios, and they are now producing short films and commercials within the fashion space.



BSC graduate Noah Turner at work

## Short Course Training providers

Industry relevant short courses in and around the borough include:

Skills bootcamps offer intensive skills need driven short courses to learners 19+. They are funded via schemes run by, for example the Mayor of London, Department for Education, and are delivered by providers such as JGA Group (London) All Spring Media (Hertfordshire). Screen-based bootcamps focus on roles such as production and postproduction assistants and virtual production workflows, for example.

Middlesex University offers short courses with Avid certified trainers:

Avid Sibelius: Fundamentals of Notation

Avid Media Composer Fundamentals I

Avid Media Composer Fundamentals II

Avid Pro Tools Fundamentals I

Avid Pro Tools Fundamentals II

On completion of Avid courses, there is an Avid Certified User Examination offering an industry standard qualification.

The Barnet Safeguarding Children Partnership<sup>vi</sup> provides a comprehensive training programme for professionals and volunteers working with children and young people, which can support production processes such as safeguarding, casting, and chaperoning.

## Outreach Strategies

The borough's Education Strategy 2024–27 emphasises industry-relevant pathways with a focus on emerging growth sectors, including creative and digital. Middlesex University and Barnet and Southgate College both actively create local links and pathways from secondary schools into FE and HE. Wider schemes such as Sky Up Academy Studios and Into Film provides opportunities, clubs, filmmaking competitions, and classroom resources to engage school-age learners in the possibilities of the screen industries.

## Support for Small Businesses and Local Initiatives

Barnet Council collaborates with Wenta<sup>vii</sup> to offer free support for businesses and entrepreneurs at any stage from pre-start to growth. The programme includes one-to-one advice, mentoring, workshops, and resources designed to help aspiring entrepreneurs become work-ready. Wenta also supports existing businesses with their growth plans.

## The Community TV channel

Barnet TV is an online community TV channel and social enterprise that creates positive, informative video content about activities across the London Borough of Barnet to promote community cohesion and engagement. Barnet TV offers video production services, TV skills training and mentoring programmes and video-led community awareness campaigns.

Barnet TV was established to create development opportunities for residents interested in a career in television and as such, offer in-house training in production roles such as camera operation and video editing as well as admin roles such as production assistant and production coordinator roles.

As a local social enterprise, Barnet TV offers new entrants hands-on experience to build a portfolio of professional work and they take a proactive approach to offering guidance and feedback. Barnet TV also look to support new entrants through delivering workshops and participating in career events. Barnet TV has established a database of freelancers of local talent and is very much embedded in the local community. Barnet TV is fostering a relationship with Barnet Council.



***“We worked with their team on the North Finchley Cultural Festival event in 2024. We were commissioned to create a series of videos for them covering the event and this provided an opportunity for us to create content that can be shared with the community, gave work experience and paid work for some local freelancers.”***

Creating more local opportunities and connections will support and expand the potential of the local screen industries ecology in Barnet and help grow the local employment and skills eco-system.

### **Labour market, future growth**

The creative industries are experiencing unprecedented technological and structural transformation. The rapid adoption of virtual production, immersive technologies and interdisciplinary content creation is reshaping how creative work is developed, produced and distributed. Traditional boundaries between disciplines are dissolving as projects increasingly require multifaceted teams with diverse skillsets.

The latest fiscal year has demonstrated impressive growth in screen sector activity across Greater London and London-adjacent regions, including Barnet, Hertfordshire and Essex. These areas have attracted 107 productions, generating £51.8 million in direct spend. This accounts for 24% of all regional UK production expenditure, highlighting the significant economic impact of the industry in our immediate geographic area.

The 50% increase in independent film enquiries, directly attributable to the new tax credit scheme, presents a particular opportunity for Barnet to position itself as a hub for independent productions. With production centres like Hertfordshire providing 56% of all spend, Barnet's proximity to these established hubs offers significant growth potential.

# The Barnet Screen Skills Delivery Plan

Four delivery pillars have been designed to provide tangible outcomes for borough:

***Education, Entrepreneurship, Environment and Equal Access.***

## **Education: A new learning landscape for Screen in Barnet**

Whilst FE and HE are experienced in placements, internships and client-led/industry briefs, the difficulties of aligning curriculum to industry opportunities and experiences remains a perennial problem for educators. However, 80% of workers in this sector have a degree or higher qualification, reflecting the need for a trained, professional workforce.<sup>lviii</sup>

A fundamental shift in how creative education is delivered, to mirror the agility of industry realities is required to attract industry to engage with education providers and to give students the industry experience they need to graduate with real-world experience, screen credits, professional networks and viable businesses.

In September 2026 Middlesex University will launch MDX Studios, a creative hub fully embedding a model of industry integration and innovation. Middlesex University and Barnet & Southgate College are announcing a joint venture to reimagining the educational ecosystem in the borough, creating an environment where learning, production, and entrepreneurship converge, enabling students to develop both creative excellence and commercial acumen.

The transformed MDX Studios will create closer links with FE provision and industry partners in and around the borough. MDX Studios will serve as both an educational institution and a creative incubator, nurturing the next generation of creative leaders, innovators, and entrepreneurs. This strategic evolution acknowledges the changing nature of creative careers, where portfolio development, intellectual property creation, and entrepreneurial skills are increasingly critical for professional success. Strengthening the training and qualifications landscape in the borough helps to position the borough as a borough of excellence and professional activity in the screen industries.

## **Embedding industry in education**

The new learning landscape goes beyond offering placements and consulting industry, to create a symbiotic relationship between learners, industry partners, and educators, ensuring all participants derive significant value from their involvement.

For students, the pathway provides a graduated progression from foundation skills to professional experience and entrepreneurial launch. Collaborative projects, production partnerships, and mentorship programmes will provide authentic learning experiences for our FE, HE and lifelong learners across the borough.

Industry partners gain privileged access to emerging talent and innovative approaches, while educators maintain their professional practice alongside their teaching responsibilities.

The vision is to create a dynamic ecosystem where education, production, and industry collaboration converge to create exceptional outcomes for all participants.

Mapping training to screen skills gaps in the borough, the Barnet Screen Skills Plan aligns with training changes implemented through the Growth and Skills Levy<sup>lix</sup> to secure a skilled workforce for screen in Barnet. Developing screen skills opens diverse, high-quality career opportunities in production, editing, sound, design, and more – offering well-paid, future-focused jobs for local residents.

To build capacity for the incoming streamers, as well as looking at entry level positions, the screen industries have a current need for upskilling the current workforce to adapt to technological shifts and integrated virtual workflows.

In September 2024, the Government announced a new Growth and Skills Levy, supported by Skills England to enable employers to access a broader range of high-quality training that have been difficult to instrumentalise under the Apprenticeships Levy. Informed by skills needs and future demand, changes mean that short-term skills development and long-term strategic upskilling is now possible with the levy. The opening up of opportunities and the streamlining of changes benefit SMEs in the borough and create pathways for Barnet learners into work.



## Related opportunities

Construction has provided large volumes of jobs and apprenticeships across the borough, and priority groups (including care leavers) will benefit from the opportunities that these intersecting industries provide (for example in set construction and carpentry). Working together, large contractors, The Skills Centre and BOOST are aiming to offer a well-connected pathway from career awareness events, through skills training and into jobs and apprenticeships.

*The targeted actions for Education are to:*

- Launch MDX Studios with refreshed curricula for and with the screen industries.
- Establish a joint venture between Middlesex University and Barnet & Southgate College to ensure that skills gaps are mapped from level 2-7 appropriately and comprehensively. This will be supported by Troubadour Studios and Barnet Council as strategic partners.
- Utilise existing borough services and outreach from BSC and MDX to promote screen industries workplace opportunities to other disciplines (such as construction and electrics to provide opportunities to a wider range of learners and leavers).

*The Measurable Outcomes for Education are:*

- Strengthening the training and qualifications landscape to support new entrants prepare for the screen industries.
- Expand the CPD opportunities to support upskilling and changing digital needs of the existing screen workforce in and around the borough.
- Improve knowledge of opportunities for below-the-line skills in related learning subjects in local schools and BSC (see FE portfolio areas where there is strong potential to support leavers in set construction, electrics etc.).



Green-screen shoot at Middlesex University

## Entrepreneurship: Income for Growth

Barnet offers a uniquely strategic location for the development and growth of screen industry businesses. Collaboration across the key stakeholders will explicitly connect Higher and Further Education curricula to the entrepreneurial support that is already available in the borough to support new start-ups and freelancers who will be the predominant workforce in the screen industries.

The location should not be underestimated as a factor to encourage entrepreneurship and innovation. Barnet combines excellent transport connectivity with a lower-cost, high-potential environment for production, post-production and creative enterprise. Local facilities such as Troubadour Brent Cross Studios and London North Studios are matched by strong educational partnerships. The borough is home to a strong skills pipeline through Middlesex University and Barnet & Southgate College. All of these partners and collaborators share a borough-wide commitment to inclusive, industry-aligned training to create an ecosystem where screen entrepreneurs can access workspace, co-investment, talent, and sustainability support – making Barnet not just a gateway into the sector, but a long-term base for innovation and growth.

Entrepreneurship and intellectual property ownership have become central to sustainable creative careers. As the gig economy expands within creative sectors, practitioners must develop business acumen alongside their creative expertise. Industry professionals now commonly operate as creative entrepreneurs, managing their IP portfolios and building sustainable business models around their creative output.

In the current climate of unprecedented funding pressures on education institutions and local authorities, every investment must deliver clear, measurable outcomes and pathways to sustainability. The Barnet Screen Skills Plan recognises this and identifies specific income streams that underpin long-term sector growth and reduce dependence on core public funding.

## Key Income Streams Aligned to the Barnet Screen Sector

Income Stream Category	Description	Potential Sources/Mechanisms
IP Ownership and Exploitation	Revenue from locally developed content (film, digital, immersive), licensing, sales and royalties.	Broadcasters, streamers, licensing deals, local production incubators.
Production-Based Income	Income from rental of production spaces, commissions and location fees.	FilmFixer, StudioB, MDX Studios (BSC), council spaces, brands.
Skills and Education Income	Funding for bootcamps, CPD, short courses, and industry-integrated degrees.	DfE Skills Bootcamps, GLA, learner fees, corporate training.
Enterprise and Innovation Funding	Grants and support for innovation in content, tech, and inclusion models.	Create Growth Programme, Innovate UK, UKRI, GLA innovation pilots.
Investment Pathways	Equity and co-investment in facilities, IP, or scaling creative SMEs.	Public-private co-funding, streamers, LEPs, angel investors.
Cultural and Community Revenues	Ticket sales, sponsorship, civic commissions, and creative events.	Festivals, council contracts, philanthropy, event partners.

## Local Infrastructure to Support Supply Chain

Barnet Council has a track record with specific sector support projects. In 2022, to address construction supply chain needs in and around the borough Barnet Council procured MTW Consultants to run a project to better understand the local sector's strengths, weaknesses, opportunities and threats.

Starting with compiling a directory of 800+ local construction supply chain businesses, larger companies who can take on substantial contracts were invited to register with a network which gave these businesses access one-to-one mentoring, networking events, workshops and events. The network continues to introduce buyers to relevant suppliers via direct referrals, sharing the directory and through face-to-face Meet the Buyer events.

120+ local companies are now regularly engaged in the network, representing over 40 trades. Through this initiative, Barnet Council have engaged 36 local developers, housing associations, property management, maintenance and repair to their supply chain. These suppliers lead live projects in the borough, supporting and expanding the work of the council and Barnet Homes. The network is an ongoing priority in Barnet and has resulted in £10m worth of contracts being won by local companies through this project.

This model is something that could be replicated for the screen industries to both create a local database and also support with supply chain needs in and around the borough, promoting local SMEs business growth as well as sustainable practices.

### *The targeted actions for Entrepreneurship are to:*

- Promote local supply chains and attracting new business and investment in the screen industries.
- Develop income streams aligned to the screen sector.
- Developing co-investment models, innovation pathways, and workforce-driven outputs.

### *The Measurable Outcomes for Entrepreneurship are:*

- Increase revenue from locally developed content.
- Increase investment into Enterprise and Innovation Funding.
- Draft an equity and co-investment plan for approval.

## **Barnet Screen Innovation Hub**

To embed the environment and sustainability in the Barnet Screen Skills Plan, the aim is to set an environmental standard for productions in the borough.

*The targeted actions for Environmental Sustainability are to:*

- Establish Barnet Screen Innovation Hub to build the reputation of Barnet as a committed home for sustainable practice targeted actions for Environmental Sustainability.
- Engage with researchers at Middlesex University to monitor and review productions with a view to continuous improvement, making use of ISO 14001 standards and Albert's Carbon calculators to measure a production's carbon footprint. Building trust in green processes rather than greenwashing is essential, so a research informed approach will help with continuous improvement planning for strategic business growth and environmental responsibility across the borough.
- Relaunch Barnet's locations with FilmFixer (Film Officer for LBB) to promote local production ecology.
- Work with CAMA to embed a Green Pledge for Screen Barnet to set clear expectation for commitment to green productions. This will include providing clear information to productions to support engagement with local sustainable practices, such as embedding circular economy practices into productions.

*The measurable outcomes for Environmental Sustainability are to:*

- Increase engagement with ISO 14001 standards for Barnet's screen partners.
- Increase the use of Albert's Carbon calculator for Barnet-based productions.
- Increase filming activity in the borough, linking into the local providers and workforce.
- Develop a local network for circular economy practices.
- Embed best practice from CAMA into education programmes across the borough.

***“We would love to see more people within the industry become aware of the environmental impact of the film and TV industry, not just those already working in sustainability sectors. When more people are aware of their carbon footprint, there will be more accountability, which should lead to changes across the board from everyone, not just sustainability advisers fighting an uphill battle on set. This could begin at the early stages of careers, incorporating sustainability into all syllabi for film and TV-based educational programmes, in addition to mandatory training on sustainable practices for those within the industry who haven't received such training.”***

Helen Price, Customer Onboarding Manager and Operations Liaison, CAMA.

## **Barnet Screen Equal Access and EDI Priorities**

The Barnet Screen Skills Plan embeds equity and access throughout its delivery. The aim is not just to open the door to the screen sector – but to fundamentally change knowledge about and access to the screen industries.

The Barnet Screen Skills Plan aligns with the wider borough priorities to provide opportunities for young residents, support economically inactive residents and low-income workers.

*The targeted actions for Equal Access and EDI are to:*

- Partner with ScreenSkills, Film London's Equal Access Network, CIISA and Mama Youth Project to embed diverse recruitment and mentorship pathways.
- Expand provision of ESOL+ sector-specific English training through Barnet and Southgate College to get skilled and experienced individuals into roles with improved specialist language in English.
- Scope a pilot Driving Licence Support Fund to remove transport barriers for early-career workers.
- Work with Barnet Council partners Ingeus<sup>ix</sup> and DWP to align the Restart Scheme<sup>ixi</sup>, with entry-level training for screen and post-production, supporting local people, particularly those from marginalised communities and young people not in education, employment or training to enter the industry.
- Ensure all borough-funded productions meet an inclusive hiring pledge and commit to paid work experience models.
- Strengthen the skills and knowledge in FE and HE to navigate and challenge some of the industry practices that prevent access to specific groups to enter and thrive in the screen industries.
- Develop a pipeline network through MDX Alumni Connect, a platform for students to seek guidance, advice and insights from alumnus.
- Map learner journeys from FE to HE, from FE to industry and from FE through HE to industry to help broaden the understanding of pathways to screen industry work.

*The Measurable Outcomes for Equal Access and EDI are:*

- Increase in Barnet residents from underrepresented groups accessing screen roles.
- Uptake of sector-specific ESOL and English confidence programmes.
- Paid placement conversion rates into long-term employment.
- Reduction in economic inactivity in creative wards (e.g. Burnt Oak, West Hendon, Colindale).
- Increase MDX Alumni Connect engagement to provide access to early career support through alumnus mentoring and pipeline opportunities.

This delivery model will ensure that inclusion is not an aspiration – but a default operating condition across all education, employment, and enterprise activity in the screen sector.



## Monitoring and Evaluation Framework

This framework provides achievable, phased indicators for measuring the success of the Screen Skills Plan in its first year, while building a foundation for future growth. KPIs will support evaluation, stakeholder reporting, and funding justification.

### Key Performance Indicators (Year 1 Focused)

Focus Area	KPI	Year 1 Target (Foundational)
Access and Inclusion	Number of underrepresented residents engaged in screen activity	Minimum 15-20 individuals reached
Education Alignment	Industry-informed curriculum developments initiated (FE/HE)	2-3 new models/pilots scoped or launched
Enterprise Engagement	Local screen SMEs or freelancers engaged in workshops/networks	10+ engaged in pilot events or sessions
Employment Progression	Participants supported into placements or entry-level training	6-10 supported via Bootcamps or links
Investment and Funding	External funding bids submitted or leveraged	1-2 bids submitted / £50K–£100K leveraged
Sustainability	Pilots or scoping activity on green production or skills	At least 1 scoped or soft-launched

### Governance and Reporting:

- Barnet Council will convene a steering group with education, enterprise and industry partners to meet quarterly to review progress.
- Mid-year check-in + Year 1 summary report will be published.
- KPIs to be scaled for Years 2 and 3 as delivery matures and partnerships grow.

### Areas for future focus

- As the plan is enacted with collaborative partners, further funding streams will be sought to leverage R&D initiatives and in-depth funded evaluation projects to continuously develop the borough's capacity to lead in the screen industries.
- **Barnet Screen Skills:** Learn/Create/Grow - an online portal/database as a one-stop-shop for screen skills, training, resources and suppliers is in development to ensure the most up to date is easily accessible to support the screen industries to flourish in the borough.
- As an exciting, collaborative and evolving sector in the borough, we will create support mechanisms to build community to help shape the future of screen skills in the borough.

# Resource List

## Resources for borough residents/workers/SMEs

Barnet Safeguarding Children Partnership (2025) Training programme for 2025-26 Available online: <https://thebarnetscp.org.uk/bscp/p/training/multi-agency-workforce-development-training>

BOOST employment and skills service for Barnet residents. Available online: <https://www.barnethomes.org/boost/>

Filming in London National Crew Directory – a free and essential resource for crew from all backgrounds and skill levels: <https://www.filminginengland.co.uk/crew-directory/>

FilmFixer <https://filmfixer.co.uk>

## Resources for Environment and Sustainability practice

Albert (2024) Carbon calculator and production certification. Available online: <https://wearealbert.org/carbon-calculator-and-production-certification/>

Green Production Guide. Sustainable practice toolkits and calculators. <https://greenproductionguide.com/tools/>

Julie's Bicycle - A free resource for all organisations working in the screen sector, <https://sustainable-screen.juliesbicycle.com>

Recollective group <https://www.recollective.uk/>

The Theatre Green Book <https://theatregreenbook.com>

CAMA Asset management – leading sustainable practices: <https://cama.co.uk>

## Resources for young people aged 11–25+ pursuing careers in film and television.

[Barnet's Post 16 Special Education Needs \(SEN\) Options:](#)



BELS offers support and advise for young people with SEN to move from school to college or from education into the adult life and employment.

[Barnet's Post 16 Education, Employment and Training options](#)



BELS offers information and support on education, employment and training options for year 11 leavers until the age of 19 (or 25 for young people with statements/EHCP).

[Barnet's Post 16 vocational pathway options](#)



Here is BELS information and advice on T Levels and vocational training. T Levels aim to meet the needs of industry and prepare students to be workplace ready.

## **Ages 11–16**

Into Film – Clubs, filmmaking competitions, and classroom resources: [intofilm.org](https://www.intofilm.org)

Sky Up Academy Studios – Immersive media workshops (Osterley): [sky.com/academy](https://www.sky.com/academy)

BBC Young Reporter – School-supported journalism and digital content:  
[bbc.co.uk/youngreporter](https://www.bbc.co.uk/youngreporter)

Barnet and Southgate College – Creative Media Entry-Level Courses: [barnetsouthgate.ac.uk](https://www.barnetsouthgate.ac.uk)

## **Ages 16–18**

BFI Film Academy – National hands-on filmmaking courses: [bfi.org.uk](https://www.bfi.org.uk)

ScreenSkills Trainee Finder – Paid placements on UK productions: [screenskills.com](https://www.screenskills.com)

ERIC App – Daily updated creative jobs, events and internships: [meeteric.com](https://www.meeteric.com)

Elstree Screen Arts Academy – Specialised 14–19 creative curriculum: [esaacademy.org](https://www.esaacademy.org)

Barnet and Southgate College – UAL Level 3 Diploma in Media Production:  
[barnetsouthgate.ac.uk](https://www.barnetsouthgate.ac.uk)

## **Ages 18+ / Early Career**

Middlesex University – Undergraduate programmes including Film, Animation, Games with industry-standard studio facilities: [mdx.ac.uk](https://www.mdx.ac.uk)

Handshake – careers platform <https://joinhandshake.co.uk/>

BBC Academy – Training, apprenticeships, and e-learning: [bbc.com/academy](https://www.bbc.com/academy)

Warner Bros. CrewHQ – Entry-level training for HETV and film crews:  
[warnerbroscareers.com/crewhq](https://www.warnerbroscareers.com/crewhq)

Channel 4 – 4Skills – Paid training, placements, and apprenticeships:  
[careers.channel4.com/4skills](https://careers.channel4.com/4skills)

## **Skills Bootcamps (Ages 19+)**

JGA Group (London) – Get Into Film and TV Bootcamp: [jga-group.com](https://www.jga-group.com)

All Spring Media (Hertfordshire) – Runner and Production Assistant Bootcamps:  
[allspringmedia.co.uk](https://www.allspringmedia.co.uk)

Hertfordshire Opportunities Portal (HOP) – Jobs, bootcamps, and skills pathways:  
[hopinto.co.uk](https://www.hopinto.co.uk)

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London Borough of Barnet (2025) Our growth strategy: An entrepreneurial borough. Available online: <https://www.barnet.gov.uk/regeneration/our-growth-strategy/our-priorities-growth/our-growth-strategy-entrepreneurial-borough> [Accessed 7 May 2025]

London North Studios – a seven studio facility, offering a diverse range of studios and ancillary spaces in Mill Hill <https://www.londonnorthstudios.com/studios-filming>

Tea Powered Games. Available online: <https://teapoweredgames.co.uk/about/> [Accessed 7 May 2025]

West London Business and West London Alliance (2023) West London Annex to the London Local Skills Improvement Plan. Available online: <https://westlondon.com/education/west-london-lsip/> [Accessed 17 May 2025]

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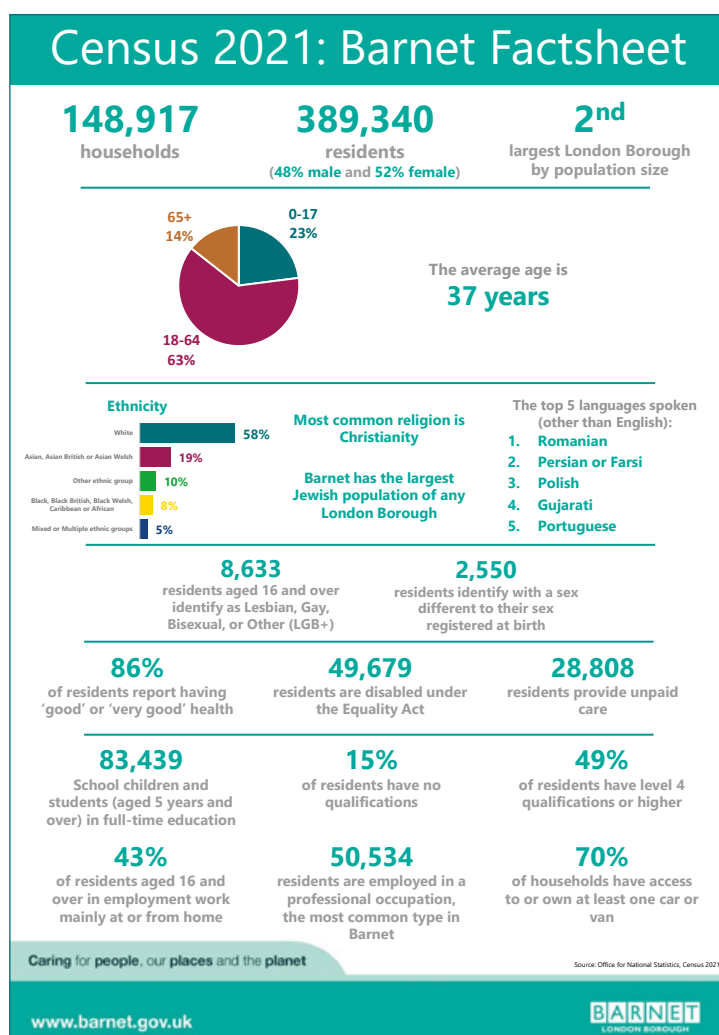
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# Appendix 1: The London Borough of Barnet population and trends

The Barnet Screen Skills Plan is informed by the demographics of the borough, to align targeted actions with population trends in census demographic data, migration, linguistic and cultural diversity, long-term unemployment and qualification levels.

The London Borough of Barnet, situated in North London, is the city's second-largest borough by population, with approximately 389,300 residents as of the 2021 Census (a 9.2% increase on the 2011 Census).

- Of 389,300 people in Barnet, 48.4% were males and 51.6% were females.
- The population aged 29 and under constitute 37.8% of the population in the borough.
- The working-age population (ages 16 to 64) in the London Borough of Barnet was approximately 252,700 people, representing about 65.0% of the overall borough population.
- 12.8% of Barnet's population are disabled under the Equality Act (2010), with their day-to-day activities being limited a little (7.1%) or a lot (5.7%). This is a 1.2% decrease from the 2011 Census and 1.4% lower than the 2021 Census average of all local authorities in London.





## **Migration and Population Composition**

UK-Born Residents: In 2021, 56.8% of Barnet's population were UK born (a decrease from 61.1% in 2011) indicating a growing diversity in the borough's demographic composition. Countries of birth with significant increases include Romania (a 200% increase) and Iran (55% increase), and countries and regions that saw the largest decrease include Ireland, Poland and Southern and South-East Asia. These declines may reflect broader migration trends or changes in employment opportunities.

## **Linguistic and cultural diversity**

Barnet exhibits significant cultural diversity, with 43.2% of Barnet's residents born outside the United Kingdom, this diversity presents both opportunities and considerations for the screen industries workforce.

77.1% of residents aged over 3 years reported English as their main language, which is 1.3% below the London average, but 95.9% of residents self-identified proficiency in English, aligning with the London average.

Additional language proficiency in the borough includes Romanian: 3.0%; Persian (Farsi): 2.3%; Polish: 1.5%; Gujarati: 1.4%; Portuguese: 1.0%.

## **Long-term unemployment**

In 2022, the rate of long-term Job Seekers Allowance claimants (aged 16–64) in Barnet was 1.1 per 1,000 residents, which is significantly lower than both the London average of 2.3 and the England average of 2.1. Between October 2022 and September 2023, 28.8% of Barnet residents aged 16–64 were economically inactive, exceeding both the London (21.5%) and England (21.1%) averages. This category seems large, but includes retired people, full time carers and those who are unable to work due to health issues. Supporting people who are not working due to health conditions is a priority nationally, and within the borough. WorkWell, Work and Health Programme, and BOOST continue to prioritise specialist support in Barnet for this group into employment. Ingeus who deliver Restart<sup>lxiii</sup> in Barnet report that AI is being implemented in employment services to help analyse profiles, provide action plans and to create CVs and covering letters.<sup>lxiv</sup>

The economically inactive population also includes those in full time education. Barnet's low numbers of young people not in education, employment or training (NEETs) indicates the majority of under 24-year-olds who are not working are at school, college or University. Specific demographic groups that have shown an increase in economic inactivity are males and ethnic minority groups.

## **Qualification Levels in Barnet (2021 Census)**

49% of Barnet residents aged 16 and over held a Level 4 qualification or higher, marking a 33.2% increase from 2011, conversely, 15.4% of residents reported having no formal qualifications, a 9% increase from 2011. The proportion of residents with an apprenticeship qualification rose from 1.3% in 2011 to 3.1% in 2021. The remaining 32.5% of residents held various other qualifications. These statistics highlight a significant rise in higher education attainment and a growing interest in vocational training through apprenticeships.

# Endnotes

- <sup>i</sup> Read more about the partnership and the MOU signing here:  
<https://www.mdx.ac.uk/news/2025/9/screen-london-barnet/> [accessed 4 September 2025].
- <sup>ii</sup> West London Alliance (2023) The West London Annex to the London Local Skills Improvement Plan reports Survation survey data from WLA supporting this – “creative, media and film establishments were more likely than London average to report gaps in adapting to new equipment or materials (38% compared with 31.6%)” p.93.
- <sup>iii</sup> <https://www.artsdepot.co.uk>
- <sup>iv</sup> <https://fixationacademy.co.uk>
- <sup>v</sup> <https://www.phoenixcinema.co.uk>
- <sup>vi</sup> <https://www.jw3.org.uk>
- <sup>vii</sup> <https://www.rafmuseum.org.uk/london/>
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- <sup>xiii</sup> Op. cit. Wootton, A. (2025), p.49-52.
- <sup>xiv</sup> *Ibid.* Wootton, A. (2025), p.52.
- <sup>xv</sup> West London Business and West London Alliance (2023) West London Annex to the London Local Skills Improvement Plan. p.19.
- <sup>xvi</sup> West London Alliance (2023) The West London Annex to the London Local Skills Improvement Plan reports Survation survey data from WLA supporting this – “creative, media and film establishments were more likely than London average to report gaps in adapting to new equipment or materials (38% compared with 31.6%)” p.96.
- <sup>xvii</sup> *Ibid* p. 96
- <sup>xviii</sup> ScreenSkills (2025) High-end Television in the UK – 2024/25 workforce research. p.17 Available online: [www.screenskills.com/media/13ofiuuk/skills-fund-research-report-2024-25\\_final\\_cover.pdf](http://www.screenskills.com/media/13ofiuuk/skills-fund-research-report-2024-25_final_cover.pdf) [Accessed 15 May 2025]
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- <sup>xxiv</sup> The 2022 local elections marked a significant change in the borough, when Labour gained control of Barnet for the first time, overturning a traditionally Conservative lead council. Labour has since maintained its majority, recently winning a by-election in Whetstone in May 2025. At the national level, the July 2024 general election saw Labour win two of Barnet’s three parliamentary constituencies – Chipping Barnet and Finchley & Golders Green – while the Conservatives retained Hendon.

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- xxxi London North Studios <https://www.londonnorthstudios.com/>
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- <sup>lx</sup> Ingeus are an established partner for the borough, and deliver services to help people improve their employment, skills, health and wellbeing. The partnership with Barnet has been extended for a further 2 years offering opportunity to support residents who have been out of work for at least 9 months and claiming Universal Credit to get back into work. Aligning their activity with the Barnet Screen Skills Plan will target skills gaps in the screen industries. They work with government, supply chain partners, employers and community organisations, to for example, get people (back) into work, and provide young people with practical and wellbeing support to progress in education, training, or employment. Available online: <https://ingeus.co.uk> [Accessed 8 May 2025]
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