



SKILLED UP
FOR THE FUTURE.

MEET THE AMBASSADORS:

CREATIVE INDUSTRIES

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ROB LLOYD

ENTREPRENEUR

Rob Lloyd is a serial entrepreneur and until recently he also ran Rob Lloyd Racing, a horse racing business and stables. Mr Lloyd is involved with his daughter's charity project, Project Underdog, which is seeking to raise money to help those affected by the summer riots of 2011.

CREATIVE INDUSTRIES

This diverse sector spans across film, TV and radio, performing arts, fine arts and textiles, design and publishing, animation and computer games.

Despite cuts in public funding, a key underpinning of the arts in Wales, this is a dynamic and innovative, if relatively small scale, sector in the region characterised by micro businesses, freelancers and SMEs. The Welsh Government identifies the sector as *“amongst the fastest growing of the key sectors identified in Economic renewal”*

The region is characterised by innovative and relatively small scale outfits, such as IT design companies, film and television production companies, some with global reach, many drawing on Welsh language medium opportunities to provide outsourced production for BBC Wales and S4C.

A recent report by ‘Skillset’ on the creative industries sector in Wales notes that *“the onset of convergence between the Television, Digital and Interactive Media Industries is creating new challenges and demanding new skills from the Creative Media workforce”*. The same report identifies a number of significant skills gaps, particularly in film and television production, noting that *“there is a distinct lack of high end craft skills such as technicians, riggers and electricians”*.

Key venues and investment initiatives in the region include nationally important centres for the performing arts such as Galeri Caernarfon, Pontio in Bangor, and Theatr Clwyd in Mold.

A number of television and film production companies are based in the region; Caernarfon is a ‘hotspot’ for companies such as Antena specialising in Welsh medium production for Wales based television, although this sector has faced significant decline in recent years.

In the performing and visual arts, the Arts Council of Wales provides funding supporting local artistic enterprises. A number of micro businesses specialising in Welsh language products and services include translation units and local book shops.

At a policy level, the Welsh Government's recent review of the creative industries 'The Heart of Digital Wales' has identified a number of strategic priorities, including funding provision which has supported many of the businesses and initiatives listed here. At the level of training and qualification provision, experts have identified key gaps: 'Skillset' emphasises that *"education needs to keep pace with sector developments – it is vital that the education system in Wales is sufficiently aligned with industry needs. Too many Higher Education and Further Education courses lack sufficiently sharp industry content that is up-to-date and highly relevant."* However there are also a large number of well recognised under and post graduate courses, and colleges providing BTECH and similar qualifications. These include Bangor University's music degree programme, the North Wales School of Art and Design, and Coleg Menai's Art and Design degrees and foundation courses. Cyfle runs a number of courses with extra funding available for applicants based in European Social Fund (ESF) regions of Wales.



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