



# CINE

Creative  
Industries  
New  
Entrants

---

## Year One

Annual Report 2022-2023

Creating a more inclusive industry



Funded by  
Department for  
**Communities**  
[www.communities-ni.gov.uk](http://www.communities-ni.gov.uk)

An Roinn  
**Pobal**

Department for  
**Communities**



# Our Vision

## Introducing CINE

The Creative Industries New Entrants programme, a new initiative which aims to broaden access to the screen and creative industries at entry level.

Funded by the Department for Communities and delivered by Northern Ireland Screen, working in partnership with BBC Northern Ireland, the scheme will help identify new talent. In line with UK-wide screen industry initiatives we will prioritise applicants from underrepresented ethnic minority, socio-economic, and disabled communities, to expand our growing creative industries sector and create a more diverse generation of 'New Entrants' of all ages.

CINE participants receive formal training covering necessary skills relevant to the role they are recruited in, such as production techniques, idea generation, technical skills, communication skills and teamwork etc. They are given the opportunity to put these skills into practice in paid 12-18 month industry placements. Training plans and a mentor are provided to support the participants during their placements.

At the end of their time on CINE, participants should be well equipped for a freelance career within Northern Ireland's creative industries.

**CINE aims to create up to 100 New Entrant jobs and training opportunities in the creative industries in Northern Ireland targeting people from a disabled, ethnic or socially disadvantaged background.**

In this annual review you will see the progress that has been made during the first year of the CINE programme and our plans for the future.



## Northern Ireland Screen Chief Executive welcome

I am delighted to share the first annual report for the Creative Industries New Entrants (CINE) programme, a flagship initiative funded by the Department for Communities, led by Northern Ireland Screen and supported by BBC Northern Ireland. Together, we have made real progress in creating a more inclusive and diverse creative sector, aligning ourselves with UK-wide screen industry initiatives.

As the screen industry in Northern Ireland goes from strength to strength, our focus with CINE was on prioritising applicants from underrepresented ethnic minority, socio-economic, and disabled communities has been central to our mission of expanding the creative industries and fostering a new generation of 'New Entrants' from all walks of life and ages. By providing equitable opportunities, we are transforming the landscape of our industry and embracing the richness of diverse perspectives.

Northern Ireland is full of storytellers, different voices with fresh ideas and a unique ability to engage audiences in meaningful ways and CINE is supporting those with an interest in the industry to undergo comprehensive formal training, encompassing essential skills tailored to the roles they are recruited for. From mastering production techniques and idea generation to honing technical expertise, communication skills, and teamwork, they are equipped with the necessary tools to succeed.

But we understand that learning extends far beyond the classroom. That is why we provide CINE participants with the invaluable opportunity to put their acquired skills into practice through paid 12-18 month industry placements. These placements serve as launching pads, allowing our participants to gain practical experience, apply their knowledge, and develop a deep understanding of the creative industries. To support them throughout this journey, we provide training plans and assign mentors who provide guidance, encouragement, and a nurturing environment.

Our ultimate goal is to ensure that, upon completing their time on CINE, participants are not only well-prepared for a freelance career within Northern Ireland's creative industries but also possess the confidence to excel. We aim to empower individuals, regardless of their background, to forge their own path and make a significant impact in the industry they love.

As you peruse this annual report, you will witness the inspiring journeys of our CINE participants, showcasing their growth, achievements, and the transformative power of our programs. Their stories embody the positive change we are fostering within the creative sector, and they serve as a testament to the collective efforts of our dedicated team, partners, and supporters.

I extend my deepest gratitude to Paula Campbell who leads the CINE programme, BBC Northern Ireland for their continued support and to all of our partners who have contributed their time, resources, and expertise to make our vision a reality. Your unwavering support has been instrumental in driving our success and making a lasting difference in the lives of aspiring individuals.

We recognise we have a role to play in the 10X economic strategy and the CINE programme is fostering economic growth that is accessible and beneficial for all members of society through our focus on inclusion and innovation. To ensure transparency and accountability, we are capturing data related to gender equality, disability, and deprivation in the context of opportunity creation and using it to understand the current disparities, with an action plan in place to help address the employment gaps that exist in the screen industry in Northern Ireland. We're creating a level playing field with our training, mentoring and paid placement opportunities to ensure that projects and initiatives supported by us prioritise diversity and inclusivity, leading to a more representative and equitable screen industry.

As we reflect on our accomplishments, we remain steadfast in our commitment to expanding our reach, strengthening partnerships, and continuously improving our initiatives. Together, we will continue to broaden access to the screen and creative industries, breaking down barriers and building a future where diversity and inclusion are at the core of our creative landscape.

Thank you for joining us on this journey, and I invite you to explore this annual report, filled with inspiring stories and evidence of the profound impact we are making.



**Richard Williams**  
Chief Executive of  
Northern Ireland Screen





## BBC Northern Ireland Director welcome

It is with a great sense of pride that I welcome you to the first annual report for the Creative Industries New Entrants (CINE) programme, where we proudly showcase the achievements and impact the programme has had in broadening access to the screen and creative industries at entry level in Northern Ireland.

Since its inception in 2022, funding from the Department for Communities has allowed CINE to focus on its mission of creating a more diverse and inclusive creative sector in Northern Ireland, this mission has guided our efforts throughout the year, as CINE prioritises applicants from underrepresented ethnic minority, socio-economic, and disabled communities in line with UK-wide screen industry initiatives.

The BBC wants its staff base and its programming to reflect the diversity in our society, and we want to create the kind of working environment where every individual's unique contribution is valued and respected, enabling all of our employees to thrive and achieve their full potential. The CINE programme is one of the initiatives helping to support our aspirations to diversity and inclusion is not a specialist subject but something that it is embedded in everything we do.

The power of partnership has been instrumental to CINE's first year and its successes, and by working together with Northern Ireland Screen we have helped shape the programme to offer collectively formal training in essential skills relevant to particular roles such as; production techniques, idea generation, technical expertise, communication skills, and teamwork, to ensure that CINE participants receive comprehensive preparation for their career journey ahead.

The CINE trainees who have joined various business areas within BBC Northern Ireland have helped us better reflect the values of our audiences. Their skills, experience and commitment are contributing to the organisation's continuous improvement, success, engagement, and creativity, which in the BBC's case is our lifeblood.

As we reflect on CINE's achievements of the past year, we also look to the future with optimism and determination. We remain committed to expanding our reach, strengthening partnerships, and continuously improving our initiatives to ensure that our impact resonates far and wide.

I invite you to delve into this annual report, which highlights the inspiring stories of our CINE participants, showcases the transformative power of our programmes, and demonstrates the positive change we are driving in the creative industries.

Thank you for your unwavering support and let us continue our journey of empowering aspiring individuals and building a more diverse, inclusive, and prosperous creative sector for all in Northern Ireland.

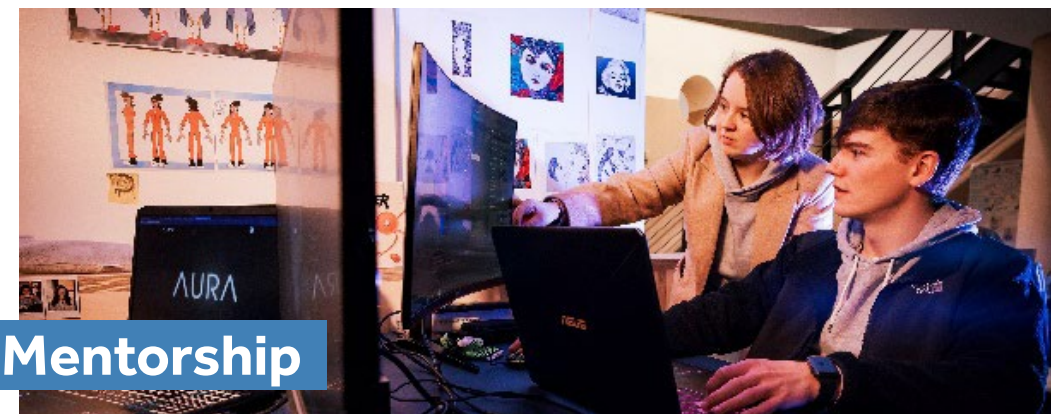
**Adam Smyth**  
Director of BBC  
Northern Ireland





**How we're  
creating a  
more inclusive  
industry**

We're using four delivery pillars to create a more inclusive industry:







# The Results

## Training

# 100+

training sessions with:

- **GEMS NI**, a group supporting those unemployed
- **Cedar Foundation**, a group supporting those with a disability, autism & brain injury
- **Join her network**, a group supporting ethnic minorities

# Thirty

people invited to an intense two week training bootcamp



Support framework in place, and all recruits issued with training plans

# Thirty-six

attended set ready training with **Start 360**

# 2022-2023 in Numbers

## Diversity

### Breakdown of those securing employment\*

\*some fall into multiple brackets

# 10

 Ethnicity

# 25

 Disability

# 27

 Lower Socio Economic

## Paid placement & Mentorship

# 48

 new entrant jobs created within the first year

# 53

 new entrant jobs created by Q1 2023-24

# 79

 new entrant jobs created by Q2 2023-24

# 137

attended info days and training

Workshops held Q4 2022-2023 (KPI Report)



### Info days and training attendees

- 70 Confidence Building Workshops
- 30 H&S & First Aid Training
- 23 Set Ready Training
- 10 Interactive Training
- 4 Pablo Academy

## Outreach

# Forty one

personal development sessions delivered to encourage participation

Engaged with

# 856

individuals during information sessions and development workshops

Developed a community

# hub & spoke partnership model



to engage with people across NI from all walks of life through voluntary and community organisations (VCOs)

Connected with

# 50+

support NI organisations

# 800+

people registered on the CINE database



Hosted a

# peer summer social event

to allow trainees to meet fellow trainees



# Employment opportunities secured

## Interactive No. of Trainees

IMAGINATI 2

HUMAIN HUMAIN 3

OUTSIDER GAMES 1

italicpig 1

the pixel mill 10

## Factual Entertainment No. of Trainees

NVTV 1

## VFX/Post-Production No. of Trainees

ENTER YES™ 2

KA BOOM TV 1

Red Wolf Films 1

## Animation No. of Trainees

PAPER OWL FILMS 4

DOG EARS 3

## Broadcast No. of Trainees

BBC NORTHERN IRELAND 6

## Scripted production No. of Trainees - Craft & Technical

BBC WRECK Fremantle 4

BBC HOPE STREET long story tv 1

itv Breathtaking HAT TRICK 3

CINE Creative Industries New Entrants 2

## Independent Film No. of Trainees

OUT OF ORBIT 1

little case 2

# Our trainees' CINE experience

"I've enjoyed it a lot so far. I've found my groove, I was already feeling comfortable in the company, but thanks to CINE, I've managed to keep in this comfortable space for longer, and hone my skills. It's giving me the opportunity to branch out my skills, and experiment with the different areas of production within the company. This is the most beneficial piece for me. I finally feel looked out for as an autistic animator, and

feel comfortable and confident that my skills are improving on a daily basis."

- Laurence Steele,  
CINE Animation Trainee



"The opportunity to be involved in the CINE programme has given me the chance to learn about the creative industry, which would otherwise be very difficult due to the competitiveness of the industry. My placement company is BBC NI and I'm based in the News department, so it's really interesting to see the hustle and bustle of the newsroom, as well as to experience breaking news coming through. I've just started in the radio department, which is a completely new but very interesting experience to me, as each department is so different. I also look forward to the opportunity to experience working in the TV department in the future. The hybrid nature of the programme has been really beneficial in supporting me living in County Fermanagh while creating content across Northern Ireland."

- Clodagh Warnock, CINE Trainee



"What CINE is doing is amazing and provides unrivalled industry support and access to new entrants who otherwise may not be able

to break into the industry. The programme has been such a blessing in supporting me to establish myself in a career I've always dreamed of. It has given me the opportunity to work with and amongst experts in their field and in turn has made me more specialised in my skill set."

- Tolu Ogunware, CINE Production Trainee

**“ One of the difficulties Northern Visions faced was employing people with the right skillset, the ‘all rounders’: news gathering, shooting editing etc. As a not-for-profit group trying to identify funders who would support apprenticeships has eluded us. Northern Visions is uniquely placed to benefit from the scheme.**

**NVTV provides a unique working environment where trainees will learn all the skills necessary in television production. And**

**there is no better impetus and evidence of a trainee’s skills than to see their work broadcast on television.”**



**- Dean Hagan, Northern Visions TV**



# The employer's CINE experience

"Paper Owl Films is delighted to have a team of talented CINE trainees working with us on our current projects. Their creative contribution and passion for learning is full of enthusiasm and determination as they build their professional profiles and we aim to retain those employees after the completion of their CINE placement. The support and industry leadership offered by CINE is having a direct and positive impact on several individual career pathways as well as the talent pool in Northern Ireland as a whole.

It's brilliant that these opportunities have been created by CINE, who are helping so many new entrants find their entry point into the creative industry "

- Gavin Halpin,  
Managing Director,  
Paper Owl Films



"I've been incredibly impressed with the entire CINE scheme process. The interview process was fully supported by Northern Ireland Screen and done in such a way as to be very inclusive for all applicants. So many of the applicants we interviewed would have been well suited to the role advertised. The applicant that we selected has become a shining star within our studio and is absolutely indispensable within both our production and marketing teams. "

- Aimee Lingman Beimers,  
Chief Operating Officer,  
Italic Pig Limited



"We understand that diversity is crucial for creativity. Our international collaborations have opened up conversations into new and unexplored areas and are proving extremely valuable to us. CINE has enabled us to increase our internal diversification which helps us to explore problems through different lenses of life experiences, backgrounds, and unique perspectives of the world. All our multiple viewpoints are helping us create better solutions."

- Greg Maguire, CEO, Humain



"We are delighted to host three CINE programme trainees at Dog Ears this year and they have been a real boost to our team. They have been working across different studio departments including animation, fx, production management and development. Each trainee has brought their own unique skills and gifts to our team and it has been a pleasure getting to know each of them and watching them grow in confidence and develop their skills. Lee, Hugo and Sylvia have all been working extremely hard during their time with us and our hope is that this is just the beginning for them in a long and productive career in animation."

- Fionnuala Deane, Managing  
Director, Dog Ears



**“ At BBC we are passionate about creating an environment for everyone to thrive and where everyone can belong because of their uniqueness, not despite it. The CINE placements that have joined us have brought with them passion, creative ideas and new perspectives. The organisation directly benefits from the diversity of thought and in turn we hope the placements have an excellent start to their career.”**



**- Emma Patterson- Bennett, Portfolio Manager, Inclusion BBC NI**

# Community organisation programme endorsement



“The CINE scheme has not only opened up opportunities and careers to disabled people but has raised awareness of the types of roles within the creative industries that as a disability employment sector we were not fully aware of. The CINE team has been amazing taking on board adjustments to support disabled people to participate and apply for opportunities in the scheme. This has been demonstrated through the great successes with the number of disabled people applying or participating in the CINE scheme and positive engagement with the disability sector which we hope will only continue and expand.

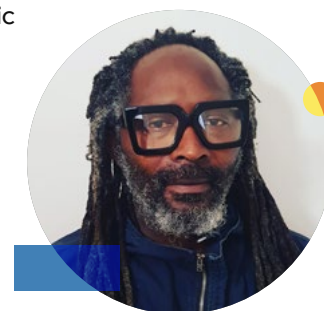
CINE has also worked with NIUSE and the Equality Commission for NI and presented at “Making it Work!” webinar aimed at creative industries in March 2023. The aim of the webinar was to promote employing disabled people and provision available to support employers. CINE shared its experience so far and the measures that they have taken to ensure the initiative is open to disabled people. Over 25 creative industries companies attended the event ”

- Edyth Dunlop, NI Union of Supported Employment



“The CINE programme alongside our media course opened a world of possibilities for our targeted age group 18-30yrs. Bringing together individuals from diverse backgrounds with various lived experiences and allowing them to showcase their innovative creative styles, whilst exercising equitable, inclusive peer learning sessions. We welcome more opportunities like CINE programme that will allow individuals to be seen, heard, and represented whilst showcasing that everyone belongs especially here in Northern Ireland. ”

- Lori Gatsi-Barnett, Founder & Director, Join Her Network



“The CINE programme has supported Black and Ethnic minority communities in Northern Ireland by raising awareness of the opportunities in the film industry locally and also providing expert advice, guidance and training opportunities. The team has gone above and beyond to engage with Black and Ethnic minority communities to find and nurture the best talent. ”

- Lindsay Dube, Producer and Community Activist



# Finance Update

The table beside outlines the finance update for CINE's first year, for the Financial Year 01 April 22 to 31 March 23.

CINE received funding from the Department for Communities at £4,253,600 plus an additional £850,720 to cover the VAT liability, this fund has been allocated to the BBC to distribute to Northern Ireland Screen. Northern Ireland Screen has recovered all associated costs via Quarterly Invoice from BBC for the financial year.

Overall, the scheme aims to recruit up to 100 trainees, half of whom were recruited in the first year of running and the scheme aims to run for 3 years.

## CINES 2022-23

€

|   |         |
|---|---------|
| Total Annual Project Administration Costs | 90,049  |
| Total Annual Project Programme Costs      | 514,088 |
| Total Annual Costs - Excluding Vat        | 604,137 |
| VAT                                       | 120,827 |
| Total Annual Costs - Including Vat        | 724,964 |
| Total Amount of Funding Paid by BBC       | 724,964 |



# The Annual CINE Survey

We asked everyone on our CINE database to complete our first annual survey, asking them about their experience of the programme and creating an anonymous opportunity for them to share their feedback.

Of those who were invited to interview:

**100%**

reported a good experience

Of those who responded:

**68%**

registered a physical or mental disability

**14%**

belonged to an ethnic minority

Of those who attended an information session:

**88%**

were inspired to find out more about working in the creative industries

**84%**

found the information sessions helpful in identifying suitable opportunities

Of those who attended a pre-employment personal development workshop:

**66%**

found the workshops useful when applying for jobs in the Creative Industries

**71%**

would be interested in attending further CINE training

Of those who experienced the recruitment process:

**79%**

found the recruitment process straightforward

# How we will continue to support meaningful and sustainable change?



## The Challenges

- Increasing the number of people with physical disabilities responding to training and job opportunities.
- Data collected shows a high number of applicants disclosing they have mental health issues which can impact their ability to remain in employment.
- Addressing the fear some have of working in a freelance industry.

## Outreach, Training, Mentorship and Jobs

- Continue to forge partnerships and deepen existing relationships with community organisations by providing industry knowledge to employment coaches and mentors.
- Introduce more educational and information resources such as our new Careers App.
- Refine our recruitment procedures to help remove barriers highlighted by those wanting to gain employment in the Creative Industries.
- Keep updating our framework on all support services available to trainees.
- Exploring the viability of working with community groups to deliver an accredited OCN in creative industry related topics.
- Partnering with TV Access Project (TAP) to attract people with disabilities into the industry.





**For further information please contact**

**Paula Campbell**

CINE Programme Lead

✉ [paula@northernirelandscreen.co.uk](mailto:paula@northernirelandscreen.co.uk)

🐦 @NIScreen

📘 @northernirelandscreen

📷 @northernirelandscreen

🌐 @northernirelandscreen

**[www.northernirelandscreen.co.uk](http://www.northernirelandscreen.co.uk)**