



Wake up! It's time to

**MIND THE             
GAP**

Introducing...





## Minding the gap

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The Covid-19 pandemic and the UK recession has made it challenging for young people to get their first job in the creative industry.

A thriving creative community benefits us all, whether you're looking to hire a young creative with bucket loads of energy today, or someone with experience under their belt in 12 months time.

If we don't help our young people right now, their skills won't be there when we need them in the future. Without their drive, energy, skills and ideas our business' and communities will suffer.





# The scale of the challenge

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According to The Resolution Foundation, over 1 million young people will be unemployed for the foreseeable future.

This is leading to a sharp rise in job despair felt by our local young people.

The UK is now waking up to the scale of this challenge. HRH Prince Charles, Justin Welby, Gordon Brown and other leaders are raising their voices on this issue.

We need to act quickly to support this 'Covid Generation' from falling through the cracks.

## A million youngsters could need 'urgent help' to protect their futures, warns Prince Charles

The Prince said the country has never faced a more 'uniquely challenging' time

By **Hannah Furness**, ARTS CORRESPONDENT  
26 September 2020 - 9:00pm

## A generation of graduates stuck in limbo since the pandemic started

Hundreds of thousands of young people have just emerged from university with big dreams. But many are now living with their parents again and facing a stark choice: a gig economy job or universal credit

Universities Students

## 'Recruitment is on hold': the students graduating into the Covid-19 recession

Businesses are scaling back graduate recruitment, leading to fears of a 'lost generation' with limited options

## Lessons for graduates entering a job market in crisis

The reality facing this year's leavers is likely to be even harsher than the one I faced in 2009

## Coronavirus: 1 million young Britons 'face jobs crisis within weeks'

Sixteen to 24-year-olds who are not in full-time education or employment could face significant barriers to work

## NEWS

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## Of those out of work about 300,000 are aged 16-24, 60% of the fall in employment... that's really disproportionate.

By **Daniel Thomas**  
Business reporter, BBC News  
© 13 October

## 'This could break a generation': UK's unemployed young people tell of despair

With coronavirus redundancies hitting those aged 16-24 hardest, we speak to young job hunters

## UK sheds nearly 750,000 jobs during coronavirus crisis

Large numbers of workers at risk of falling into unemployment as government begins to wind down furlough scheme



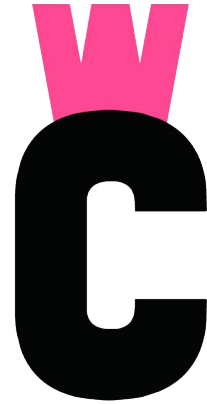
## Our goals

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Winchester Creatives is simply trying to help young creatives to 'Mind the Gap'.

We hope to reduce the feelings of hopelessness and job despair in our young people and to help them get jobs.

So far, we've crowdfunded over £6,000 from 100 local people. This money will be used to provide mentoring and paid-for training schemes for 20 young creatives, free of charge. Through this program we will give our local creative talent hope, practical real-world skills and support.



The \_\_\_\_\_ we're trying to fill

MIND THE EXPERIENCE  
GAP

MIND THE OPPORTUNITY  
GAP

MIND THE GROWTH  
GAP

MIND THE TALENT  
GAP

MIND THE DIVERSITY  
GAP

MIND THE GENDER  
GAP



## Apprenticeships

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The Winchester Creatives apprenticeship scheme will support 5 young creative apprentices wanting to break into the industry. We will choose 5 apprentices with a specific set of skills. These include 1) Graphic Design, 2) Digital Design, 3) Technical Development, 4) Film making and 5) Copywriting.

These skills will allow our students to form a close knit team, covering all the bases of a functioning creative agency. They'll then work on briefs set by our sponsors for 5 months starting in January.

We'll provide specific training programmes, tailored to what they need to get ahead. Whether that's to hone their digital marketing skills, build their technical skills, or develop an entirely new skill set to increase their employability, we'll help them develop these skills. We'll also be providing each apprentice with a living wage, funded by our kind business sponsors.





# Mentoring

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We are honoured that these experienced mentors have signed up to help our Winchester Creatives mentees navigate these turbulent times. These wonderful people have volunteered their time for the next 5 months to help share insight, review portfolios, provide helpful tips, and provide 'insider's knowledge' to help their mentees break into the industry.

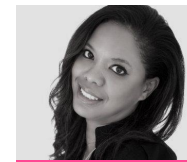
Between them, they'll be providing practical support during this tough time for a wider group of 25 young creatives.



Richard Coope



Mahadi Manyokole



Sabrina Chevennes



Matthew Buck



Sam Farrow



Wendy Wyatt



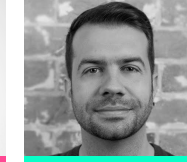
Piers Palmer



David Livingstone



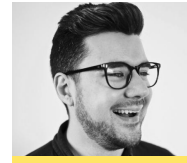
Katie Newman



Wes Maynard



Lucy McLoughlin



Pete Heslop



Sam Barber



Simon Harmer



Danny Turnbull



Charli Hunt



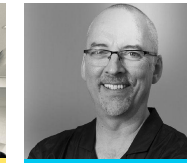
Nick Keith



Jenny Plant



Mark Drury



David Livingstone



Rick Adams



Natalie Hamer



Nathan Lomax



Gordon Clyne



Eddie Rich





# Fundraising

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## Fundraising focus for this year

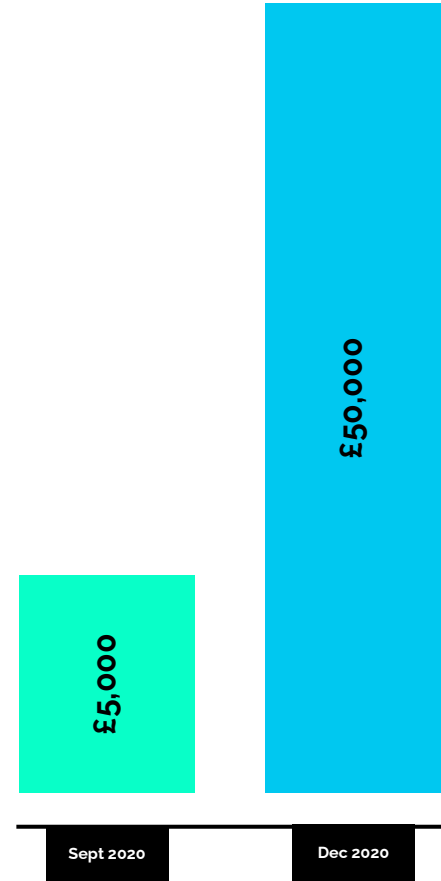
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We've hit our first target of the year, raising £6000 from our local community, which will be used to pay for the online training for our five apprentices.

Our next goal is to raise £50,000 in sponsorship from local businesses by the end of 2020.

All the money raised will go towards funding our Winchester Creatives apprenticeship program. This money will provide our 5 apprentices with a living wage for 5 months while they're on our apprenticeship scheme.

It means they can imagine a creative future for themselves, rather than one working in empty pubs, coffee shops or delivering parcels.





## Business sponsors

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We have secured our first business sponsor, Casella Family Brands, who distribute the hugely popular [Yellow Tail] Wines brand in the UK. They have kindly donated £10,000 to provide a living wage to one of our apprentices for 5 months.

This leaves 4 young apprentices awaiting funding. Can you help us?





## Sponsor benefits

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As well as a warm fuzzy feeling inside, our business sponsors get to share a live challenge with their apprentice to work on over a period of 5 months.

The Casella Family Brands marketing team have set their sponsored apprentice the challenge to create a new solution to support their 2021 European marketing plans.

So their business, their customers and our apprentice all benefit. It is a win, win, win opportunity for all involved!

There are other benefits that business sponsorship brings, which we will share if you are interested in finding out more.





## Our kind supporters

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As well as investment in our apprentices, we're looking for kind financial supporters of the Winchester Creatives team. Whilst we're a voluntary, not-for-profit organisation, we still incur some costs. We're lucky to have received financial support from these great businesses and institutions. If you'd like to be part of this amazing bunch of supporters, please get in touch.



[wearebrightful.com](http://wearebrightful.com)



[winchester.gov.uk](http://winchester.gov.uk)



[crowdfunder.co.uk](http://crowdfunder.co.uk)



[cact.us](http://cact.us)



**You?**



## Press coverage

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We have been humbled by the support we've received from Hampshire's local press institutions for our cause.

Thank you to The Hampshire Chronicle, The Daily Echo and Winchester Residents Magazine for their support.

We hope to receive more coverage from national newspapers later in the year.





**w**  
**c** winchester  
creatives

# A self-sustaining future

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## Future growth

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Our initiative started as a way to help recent graduates get jobs in the short term. The further we've got with it the more we've realised our initiative can be used to solve future employment problems for young creatives for many years to come.

Beyond this first phase of apprenticeships we aim for Winchester Creatives to exist as a self-sustaining not-for-profit creative agency in it's own right.

A place where students can find experience on a project-by-project basis, and get paid for it. For clients to be able to commission work knowing it's also providing hope to young creatives' futures, and having a wider social impact.





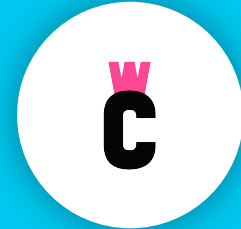
## Social return on investment

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Using the HACT Social Return on Investment Calculator, for every pound currently put into the initiative we're generating £2.13 of social investment. The training and mentoring we're giving young people is making their chances of employability in their chosen fields much greater, which is beneficial to society.

As we start to move through our first cohort of students this number will only go up, as people start to complete the course and find jobs.

£1



£2.13



## Unlocking new budgets

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Being able to demonstrate our social impact is a valuable step for us. It gives us a USP when approaching future businesses for projects and investment. This proven social impact means that clients can use money from their Corporate Social Responsibility and Diversity and Inclusion budgets to support this initiative.

Using the HACT framework means that on completion of projects we'll be able to give clients a report of their overall project's impact, that is independently verified by a credible third party.





## Future growth

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Each step we've taken along the way has been about proving our concept. The initial crowdfunding campaign showed that the local community recognised the problem and supported the solution, and that there would be support from local organisations, such as the match-funding we received from Winchester City Council.

Our next apprenticeship programme phase will prove that it is possible to create successful and impactful creative work for clients, produced by students, under guidance from our volunteer team of senior creatives.

We aim to pay our apprentices a living wage to take part in our training programs, but supervision from our senior team on the live briefs is provided voluntarily. In the future we would like to be able to provide a small wage for these team members.





## Looking to the future

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Our purpose is to tackle problems head-on, to create 'change for good'.

So if we manage to secure future funding our long-term vision is to create a digital platform, called 'Talent Pool' (working title), that will match the skills demand from local business with under-utilised skilled young people.

So if a local business wanted to hire a young graphic designer, developer, photographer or digital marketer they could log-on to 'Talent Pool' and book the resource directly. Winchester Creatives would then receive a small fee for the introduction from the business.

This means we envision a completely self-sustaining not-for-profit business model that will deliver 'employability at scale' and connect future business demand to skilled young people and local resources.





## The founders

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### Richard Coope

As the Founder of Winchester-based change agency, [Brightful](#), Richard is passionate about delivering 'change for good' and helping our local community. He co-founded Winchester Creatives as a not-for-profit social enterprise in 2020.

Email: [richard@wearebrightful.com](mailto:richard@wearebrightful.com)



### Dan Benham

Leaving Uni in 2009, deep in the last recession, Dan has got first hand experience of trying to make a career when times are tough. He's since carved out a creative career working on award winning projects, events and campaigns with worldwide brands and small startups.

Email: [danbenhamdesign@gmail.com](mailto:danbenhamdesign@gmail.com)







## Please support our initiative

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For more information, please visit our website:

**[winchestercreatives.co.uk](http://winchestercreatives.co.uk)**

Follow us on social media:

Twitter: **[twitter.com/winchcreatives](https://twitter.com/winchcreatives)**

Instagram: **[instagram.com/winchcreatives](https://www.instagram.com/winchcreatives)**

Linkedin: **[linkedin.com/company/winchestercreatives](https://www.linkedin.com/company/winchestercreatives)**

Facebook: **[facebook.com/winchcreatives](https://www.facebook.com/winchcreatives)**



Please help young creatives

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