

BAUER ACADEMY TALENT PROJECTS

CREATING A DIVERSE TALENT PIPELINE INTO THE CREATIVE SECTOR

Bauer Academy's Talent Projects provide new entry points into the industry, with training that supports under-represented groups progress to employment. This pipeline supplies diverse talent to Bauer Media and the wider creative sector. To provide impactful learning experiences, Bauer Academy collaborate with partners that share our commitment to improving diversity and supporting social mobility. Across ten years we have proudly partnered with a wide range of organisations, including **The Prince's Trust, JPMorgan, Greater London Authority, London Mayor, Big Lottery, Rank Foundation, ROC, Playback, Collage Arts, Crime Commissioners, Job Centre Plus, Creative Industries Federation, ScreenSkills, National Collaborative Outreach Programme, and various local councils and government departments in England, Scotland, and Northern Ireland.**

Our talent pipeline has filled over 200 Bauer posts and progressed over 1,000 young people to jobs in other companies.



MEDIA GROUP



KISS SUMMER SCHOOL

As part of Bauer Academy's Finding Talent programme, the KISS Summer School brought **15 women together for an intensive 2-week training programme.** With industry guest speakers and leading tutors, this learning experience was immersed in KISS FM, with several participants going on to secure radio production and presenting work in Bauer.



European Union
European Social Fund
Investing in jobs and skills

MAKING CREATIVITY WORK

This £1.8 million ESF programme trained over 1,200 unemployed Londoners over 3 years – 60% of participants were female, 65% BAME, 15% with difficulty or disability, and ages ranged from 17 to 73! Working with a network of ten partners, Bauer Academy progressed over **500 individuals into employment and apprenticeships.**



KICKSTART

Across 18 months, **60 Kickstart interns** worked as Executive Storytellers across Bauer's leading brands – 70% female and 33% from a minority ethnic background. **Over half have progressed to full time jobs in Bauer,** with 6 commencing an apprenticeship.

JPMORGAN
CHASE & CO.

COLLAGE[®]
COLLAGE ARTS

THIS IS ME: CREATIVE LONDON

This collaborative project with Collage-Arts was funded by the JPMorgan Chase Foundation. It trained 200 unemployed young people. Participants were 58% female, 64% BAME, 10% with difficulty or disability, 6% have caring responsibilities and 42% are from a low-income family. **A quarter of participants went on to employment or education, including one participant becoming a KISS FM presenter.**



COOL CHOICES

Funded by The National Lottery Community Fund, this partnership with Start360 helped young people in Northern Ireland develop broadcast, production, and digital media skills. Participants also benefited from pastoral support to overcome barriers to employment, with **50% progressing to employment or further education.** Independent evaluation showed for every £1 spent, £24 was generated in Social Investment.



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