

"WE WEREN'T
TOLD HOW TO
GET INTO
THESE JOBS"

THE NEXT GENERATION OF CREATIVE TALENT IS READY ...

THEY JUST NEED ACCESS, MENTORSHIP, AND OPPORTUNITIES

"CREATIVITY EXISTS IN
ALL CORNERS OF SOCIETY
- WE JUST NEED TO
MAKE SURE EVERYONE
GETS A FAIR SHOT"

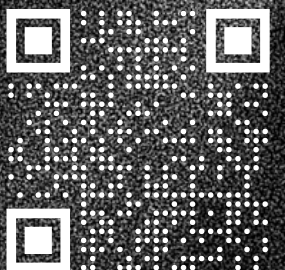
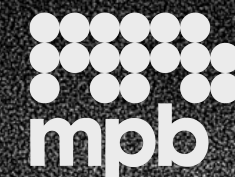
SIGNIFICANT
BARRIERS TO
ENTRY
PERSIST

A SURVEY OF 16 - 24 YEAR OLDS ACROSS THE UK HAS EXPOSED THE STARK
CHALLENGES FACED BY THE NEXT GENERATION OF CREATIVE TALENT

THERE IS AN URGENT NEED TO DISMANTLE THE SYSTEMIC BARRIERS AND
EMPOWER OUR YOUTH TO LEAD THE FUTURE OF THE CREATIVE INDUSTRIES



LIGHTHOUSE



THE PROBLEM

NEW RESEARCH FROM MPB AND LIGHTHOUSE HAS REVEALED THAT PASSION AND POTENTIAL ARE NOT ENOUGH TO BREAK INTO THE CREATIVE INDUSTRIES

86% EXPRESSED CONCERN ABOUT IMPACT OF AI

78% WORRY ABOUT THE LACK OF REPRESENTATIVE ROLE MODELS

85% OF YOUNG CREATIVES CAN'T AFFORD EQUIPMENT

90% OF YOUNG CREATIVES ARE CONCERNED ABOUT INCOME STABILITY

87% OF YOUNG CREATIVES LACK INDUSTRY CONTACTS

DEAR 16-24 YEAR OLD,

WE REGRET TO INFORM YOU THAT YOU DO NOT FIT OUR REQUIREMENTS TO ENTER THE CREATIVE INDUSTRIES.

UNFORTUNATELY, YOUR LACK OF ACCESS TO OPPORTUNITIES MEANS YOU CANNOT ENTER THE CREATIVE SECTOR. YOUR PASSION AND POTENTIAL ARE NOT ENOUGH.

BEST OF LUCK NEXT TIME, THE CREATIVE INDUSTRIES

FEWER THAN ONE IN FIVE HAVE ACCESS TO INFORMATION ABOUT AVAILABLE CAREER PATHS



**"TALENT IS EVERYWHERE, BUT
OPPORTUNITY IS NOT. WE'RE
COMMITTED TO DRIVING CHANGE,
SUPPORTING ACCESS TO EQUIPMENT
AND FORGING PATHWAYS FOR THE
NEXT GENERATION OF
PHOTOGRAPHERS, VIDEOGRAPHERS
AND DIGITAL CREATIVES."**

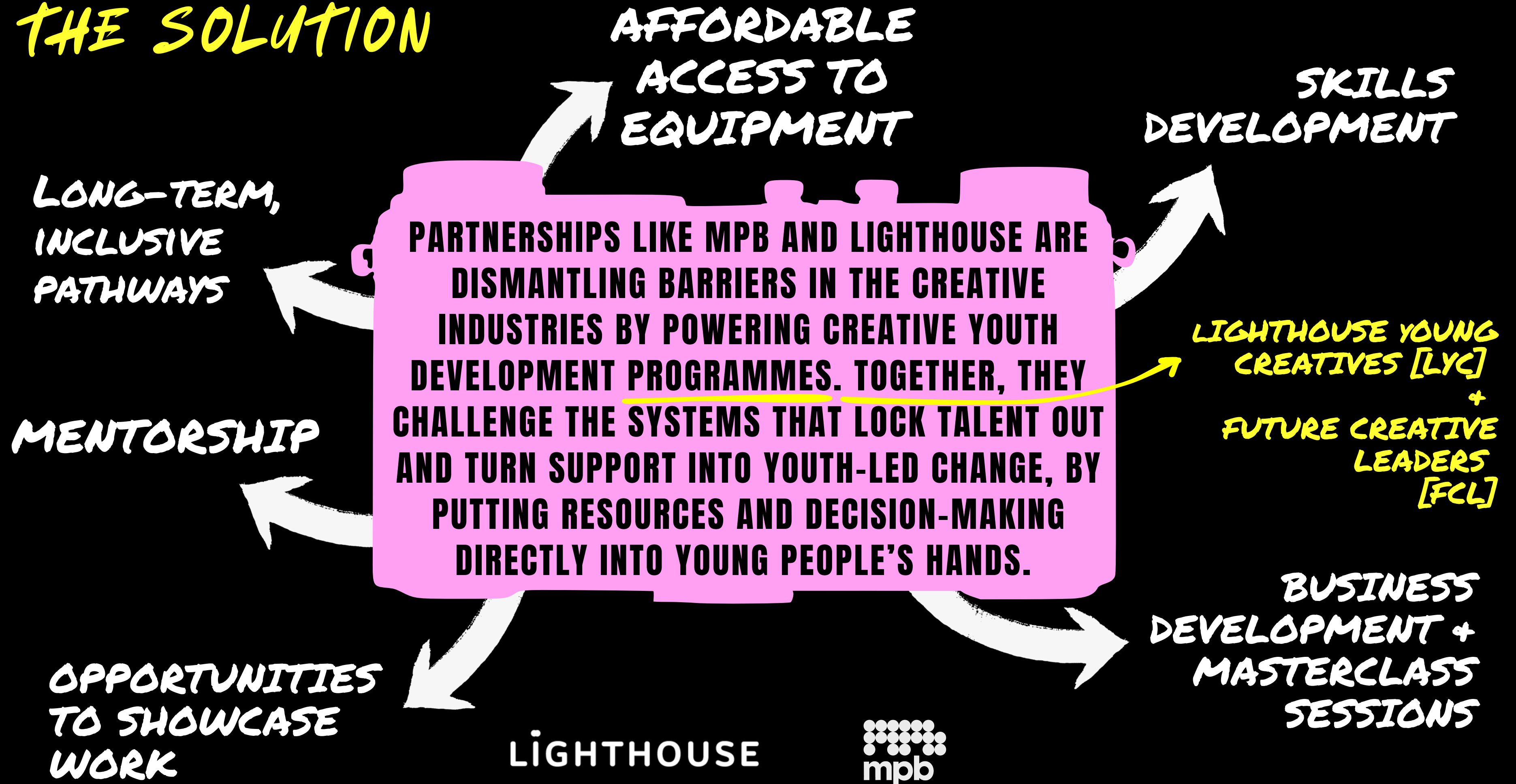
Matt Barker, Founder and CEO of MPB

**LEADING GLOBAL PLATFORM FOR
BUYING, SELLING, AND TRADING
USED PHOTOGRAPHY AND
VIDEOGRAPHY EQUIPMENT**

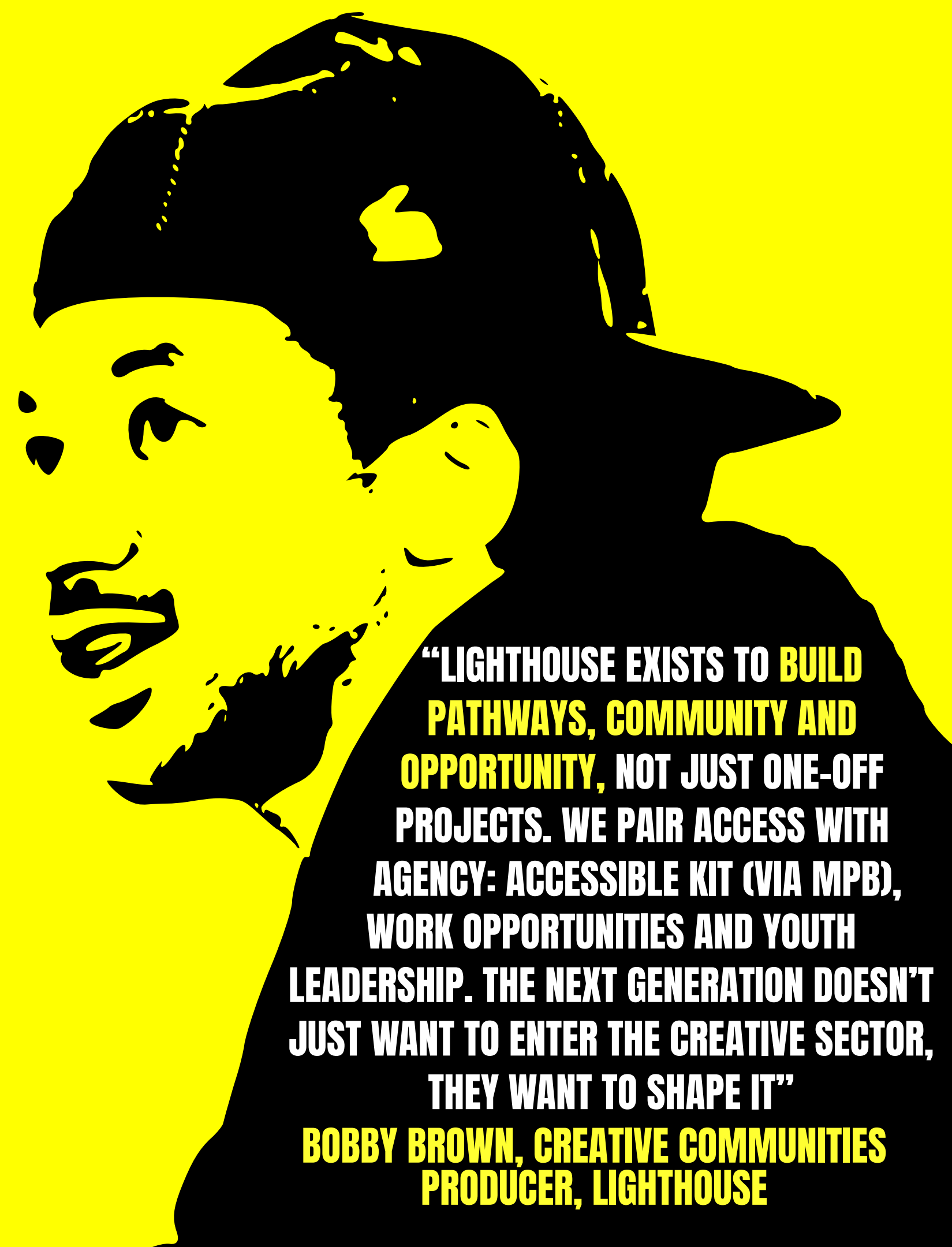
**WHAT THE YOUTH WANT IS CLEAR -
TO BE GIVEN THE CHANCE TO PURSUE
THEIR PASSIONS, NO MATTER THEIR
BACKGROUND**

**44% WANT TO TURN THEIR CREATIVE PASSION INTO A PROFESSION, BUT ONLY 22% FEEL CONFIDENT
ABOUT SUCCEEDING, SHOWING THE URGENT NEED FOR CLEARER, MORE ACCESSIBLE PATHWAYS**

THE SOLUTION



**IF THEIR PASSION IS MET
WITH THE RIGHT SUPPORT
AND OPPORTUNITY, THE
UK'S CREATIVE SECTOR
STANDS TO BENEFIT
IMMENSELY FROM THIS
DIVERSE WAVE OF NEW
TALENT READY TO MAKE
THEIR MARK**



**"LIGHTHOUSE EXISTS TO BUILD
PATHWAYS, COMMUNITY AND
OPPORTUNITY, NOT JUST ONE-OFF
PROJECTS. WE PAIR ACCESS WITH
AGENCY: ACCESSIBLE KIT (VIA MPB),
WORK OPPORTUNITIES AND YOUTH
LEADERSHIP. THE NEXT GENERATION DOESN'T
JUST WANT TO ENTER THE CREATIVE SECTOR,
THEY WANT TO SHAPE IT"**
**BOBBY BROWN, CREATIVE COMMUNITIES
PRODUCER, LIGHTHOUSE**

THE IMPACT

OF INITIATIVES LIKE
LIGHTHOUSE YOUNG CREATIVES (LYC)



"I HAD NEVER CREATED WORK IN VR BEFORE, AND THANKS TO LYC I WAS ABLE TO DELVE INTO THE MEDIUM, ACCESS ALL OF THE NECESSARY EQUIPMENT FOR FREE AND HAVE SUPPORT FROM A SKILLED VR AND MULTIMEDIA ARTIST."

"THE COURSE GAVE ME DIRECTION AND THE DRIVE TO ACCOMPLISH WHAT I SET OUT TO DO."

"LYC GAVE ME THE SPACE AND STRUCTURE TO REALLY FOCUS ON MY WORK. IT PUSHED ME TO ENGAGE MORE DEEPLY WITH MY CREATIVE PRACTICE WHILE ALSO EXPOSING ME TO THE PRACTICAL SIDE OF BEING AN ARTIST."

WHEN CONSIDERING EDUCATION VERSUS ON-THE-JOB EXPERIENCE, MANY YOUNG CREATIVES LEAN TOWARD THE VALUE OF EXPERIENCE AND ALTERNATIVE PATHWAYS.



THE FUTURE



ENSURING YOUNG PEOPLE SHAPE THE FUTURE OF THE CREATIVE INDUSTRIES AND EXPLORING ALTERNATIVE ECONOMIC AND CREATIVE MODELS

SECTOR-WIDE DEBATES ON AI, TECHNOLOGY, REPRESENTATION, AND INCLUSION

EMPOWERING YOUNG PEOPLE FROM DIVERSE & DISADVANTAGED BACKGROUNDS

OPEN-SOURCE DIGITAL PLATFORM, CO-CREATED WITH YOUNG PEOPLE

PATHWAYS NOT PROJECTS

LIGHTHOUSE IS LAUNCHING A NEW FOUR-YEAR NATIONAL PROGRAMME DESIGNED TO TRANSFORM HOW THE UK'S CREATIVE INDUSTRIES DEVELOP TALENT

**JOIN US AND BUILD A NATIONAL, YOUTH-LED
INFRASTRUCTURE THAT UNLOCKS TALENT,
REDISTRIBUTES POWER, AND MAKES CREATIVITY
ACCESSIBLE TO ALL**

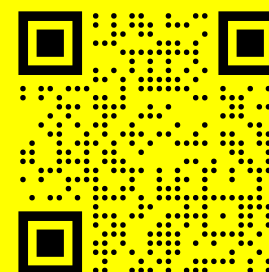
**TOGETHER WE CAN INVEST IN LONG-TERM, YOUTH-
LED CHANGE THAT RESHAPES THE CREATIVE
SECTOR FROM THE GROUND UP**

WWW.PATHWAYSNOTPROJECTS.CO.UK



**THE NEXT GENERATION
ARE READY, ARE YOU?**

GET INVOLVED



#PathwaysNotProjects