

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

*SIGNIFICANT  
BARRIERS TO  
ENTRY  
PERSIST*

**THE NEXT  
GENERATION OF  
CREATIVE TALENT IS  
READY ...**

**THEY JUST NEED  
ACCESS, MENTORSHIP,  
AND OPPORTUNITIES**

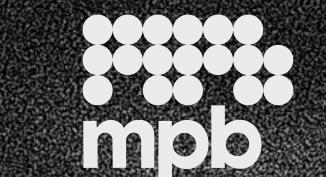
A SURVEY OF 16 - 24 YEAR OLDS ACROSS THE UK HAS EXPOSED THE STARK  
CHALLENGES FACED BY THE NEXT GENERATION OF CREATIVE TALENT

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

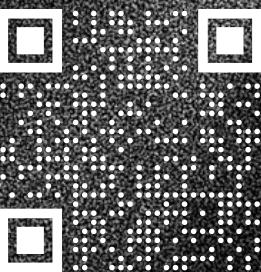


Innovate  
UK

**LIGHTHOUSE**



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



# 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

AFFORDABLE  
ACCESS TO  
EQUIPMENT

LONG-TERM,  
INCLUSIVE  
PATHWAYS

MENTORSHIP

OPPORTUNITIES  
TO SHOWCASE  
WORK

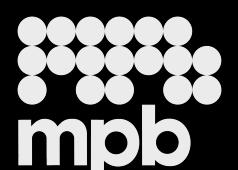
SKILLS  
DEVELOPMENT

LIGHTHOUSE YOUNG  
CREATIVES [LYC]  
+  
FUTURE CREATIVE  
LEADERS  
[FCL]

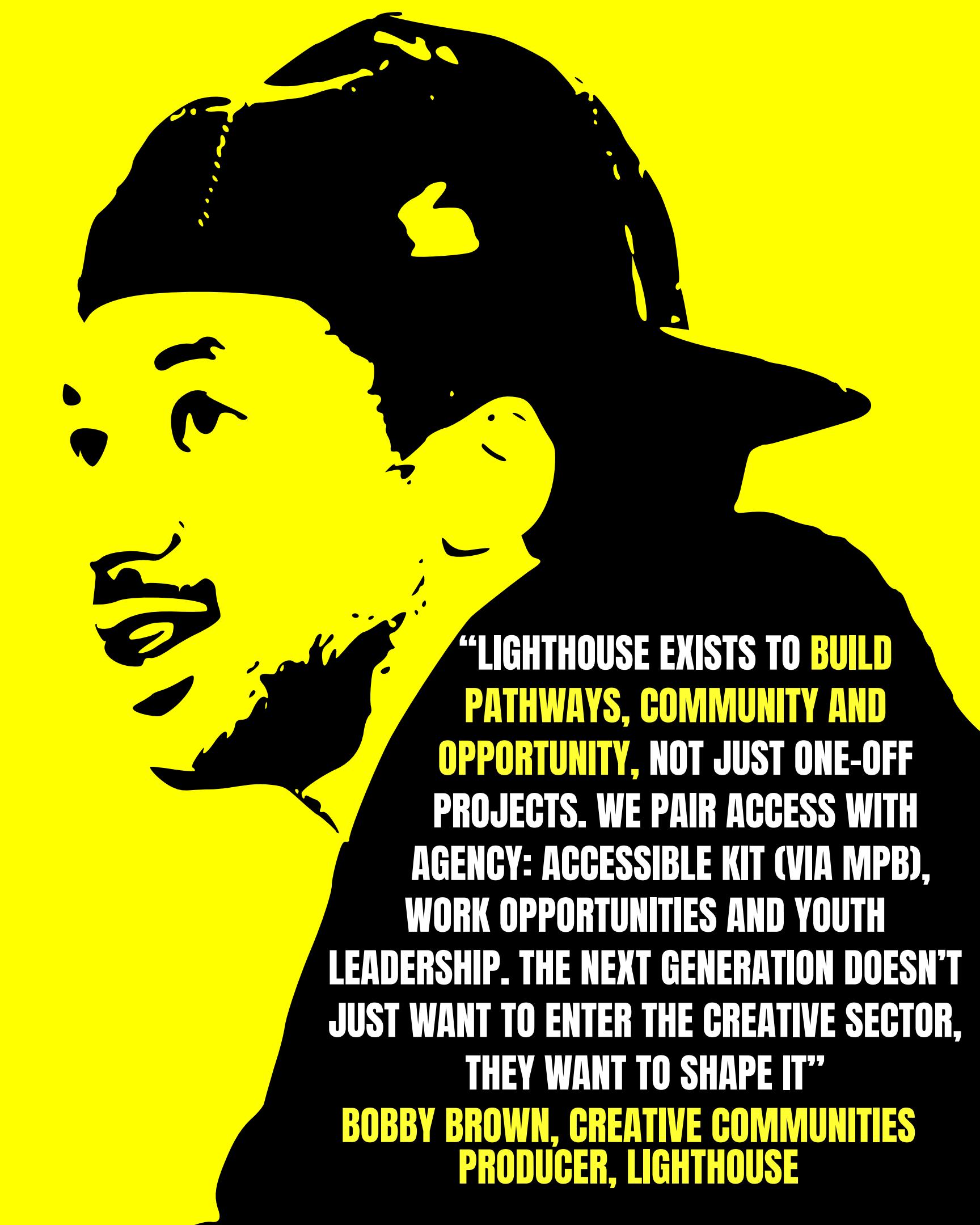
BUSINESS  
DEVELOPMENT +  
MASTERCLASS  
SESSIONS

PARTNERSHIPS LIKE MPB AND LIGHTHOUSE ARE  
DISMANTLING BARRIERS IN THE CREATIVE  
INDUSTRIES BY POWERING CREATIVE YOUTH  
DEVELOPMENT PROGRAMMES. TOGETHER, THEY  
CHALLENGE THE SYSTEMS THAT LOCK TALENT OUT  
AND TURN SUPPORT INTO YOUTH-LED CHANGE, BY  
PUTTING RESOURCES AND DECISION-MAKING  
DIRECTLY INTO YOUNG PEOPLE'S HANDS.

LIGHTHOUSE



**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**

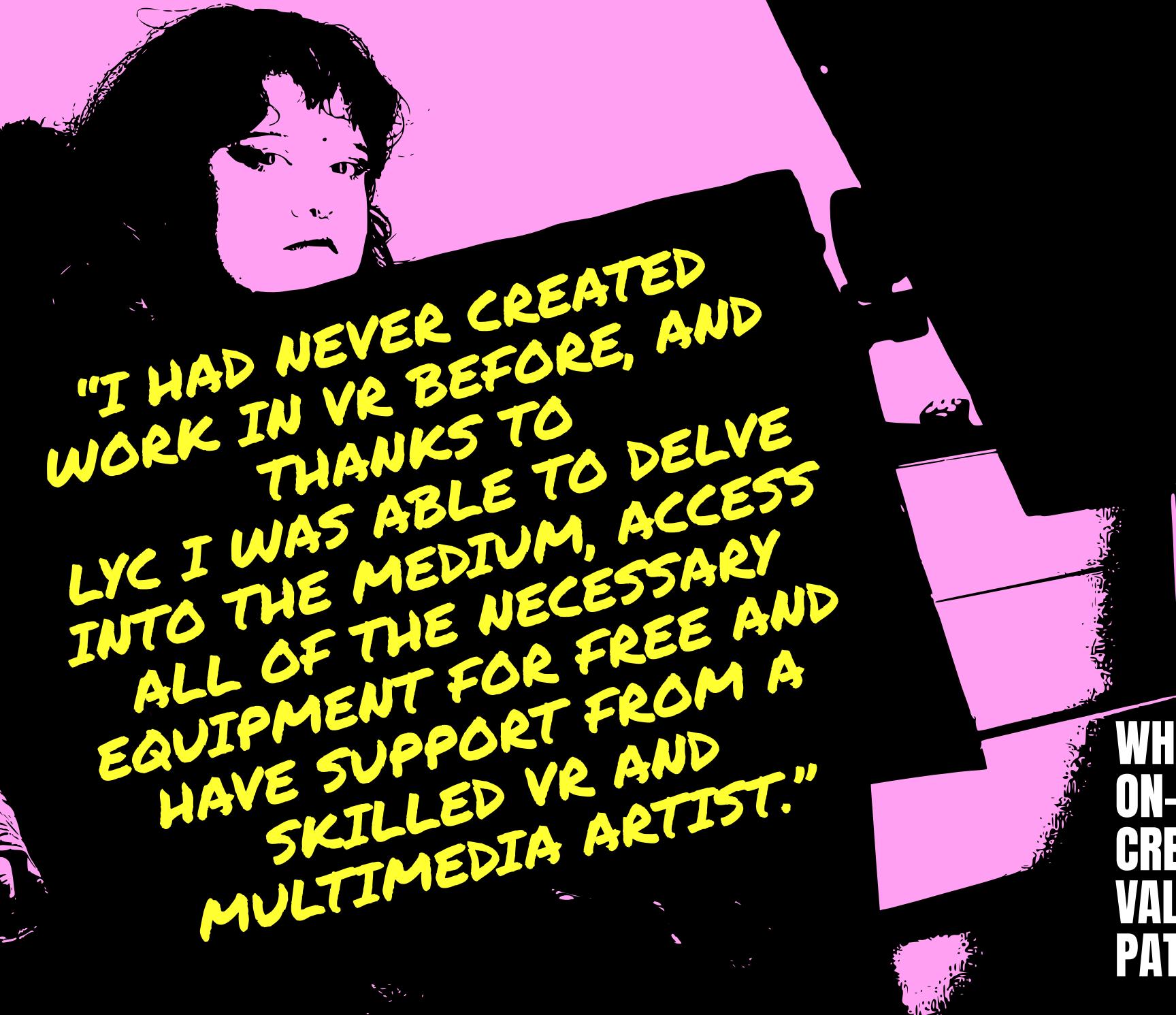


**"LIGHTHOUSE EXISTS TO BUILD PATHWAYS, COMMUNITY AND OPPORTUNITY, NOT JUST ONE-OFF PROJECTS. WE PAIR ACCESS WITH AGENCY: ACCESSIBLE KIT (VIA MPB), WORK OPPORTUNITIES AND YOUTH LEADERSHIP. THE NEXT GENERATION DOESN'T JUST WANT TO ENTER THE CREATIVE SECTOR, THEY WANT TO SHAPE IT"**

**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

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

# PATHWAYS NOT PROJECTS

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

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



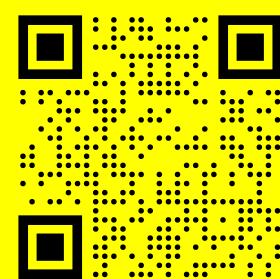
**TOGETHER WE CAN INVEST IN LONG-TERM, YOUTH-  
LED CHANGE THAT RESHAPES THE CREATIVE  
SECTOR FROM THE GROUND UP**

**[WWW.PATHWAYSNOTPROJECTS.CO.UK](http://WWW.PATHWAYSNOTPROJECTS.CO.UK)**



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

**GET INVOLVED**



**#PathwaysNotProjects**