CASE FOR SUPPORT

Develop talent. Transform lives. Create careers.

bigcreative.education

BIG CREATIVE EDUCATION FOUNDATION

01 THE TRUTH



TALENT IS EVERYWHERE. OPPORTUNITY IS NOT.

Across London and the UK, thousands of young people with creative potential are unable to access the opportunities, networks, and resources needed to build careers in the creative industries.

At the same time, the industry itself is facing a growing skills gap. This is not a lack of talent. It's a lack of access – and a lack of connection between the two.

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02 THE BRIDGE IS BROKEN

THERE IS A DISCONNECT BETWEEN TALENT AND OPPORTUNITY.



Young people face:

- Limited access to creative education and enrichment
- Financial barriers to progression
- Lack of industry exposure and networks

At the same time, the creative industries face:

- A shortage of industry-ready talent
- A need for fresh perspectives and skills
- Increasing demand for stronger talent pipelines

The bridge between talent and opportunity is weak – and in most cases, missing entirely.

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03 THE OPPORTUNITY

FIXING THIS IS ESSENTIAL FOR UPLIFTING OUR COMMUNITIES AND ONE OF OUR MOST VALUABLE NATIONAL INDUSTRIES.

The UK creative industries are worth over

£120 BILLION ANNUALLY

and are one of the country's fastest-growing sectors.

To sustain that growth, we need:

- Better alignment between education and industry
- Stronger pathways into careers
- Access to a broader and more diverse talent base

Improving access is not just about creating fair pathways – it strengthens the entire sector, driving innovation, relevance, and long-term sustainable growth.

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04 WHY CURRENT SOLUTIONS FALL SHORT

EDUCATION AND ACCESS ALONE ARE NOT ENOUGH – WHAT'S MISSING IS A SUSTAINABLE PLATFORM FOR PROGRESSION.



Many initiatives focus on:

- Education
- Short-term engagement
- One-off opportunities

But too often:

- Skills are developed without real-world application
- Talent lacks exposure to industry
- Young people are supported into learning – but not into careers

What's missing is a system that connects development directly to real creative output, live briefs, and meaningful opportunity.

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NOW WE'RE GOING FURTHER!

The Big Creative Education Foundation exists to:

- Remove barriers to access
- Expand opportunities for young people
- Support progression into sustainable creative careers

We focus on those with the greatest potential – ensuring opportunity is not limited by circumstance.

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06 BUILDING A COMPLETE PATHWAY INTO CREATIVE CAREERS

A SYSTEM, NOT A SINGLE INTERVENTION.

We are building a complete pathway that supports young people from first access through to long-term careers:

1 ACCESS + 2 DEVELOPMENT + 3 OPPORTUNITY + 4 CAREERS

This is how we rebuild the bridge between talent and opportunity.

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07 THE BCE CREATIVE ENGINE

TURNING POTENTIAL INTO REAL-WORLD OUTCOMES.

The BCE Creative Engine is a purpose-led system that:

- Develops talent
- Creates real-world opportunities
- Supports young creatives into sustainable careers

Through:

- Training
- Industry engagement
- Paid work
- Real-world experience
- Clear creative career pathways

It connects learning directly to earning – and potential to progress.



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08 THE BCE CREATIVE AGENCY

WHERE LEARNING BECOMES REAL WORK.





The BCE Creative Agency is a purpose-led production and creative environment where young people:

- Work on live creative projects and commissions
- Produce real outputs across music, media, content, games design, events and production
- Gain hands-on experience in professional environments
- Build portfolios through real-world agency delivery

Alongside this, we provide:

- Paid freelance opportunities
- Real-world agency delivery experience
- Venture pathways for emerging creatives

We don't just prepare young people for the industry – we actively connect them to it.

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09 WHAT THIS LOOKS LIKE IN PRACTICE

A PATHWAY FROM ACCESS TO OPPORTUNITY.

1 ACCESS
Creative outreach and community access

The challenge / Access to arts education and creative opportunities has declined, particularly in disadvantaged communities. Cuts to school provision and youth services have widened this gap.

Our response / To deliver free, high-quality creative programmes across East London, including:

- Holiday programmes
- Weekly Saturday creative school (ages 7–16)
- Community arts and cultural events

Impact / Young people develop confidence, creative skills, and pathways into further education and training.

2 INDUSTRY SKILLS
Access to industry-ready skills and facilities

The challenge / Young creatives often lack access to facilities and training, leaving them underprepared for employment.

Our response / To help young people compete on an even playing field and impact in the sector, we will invest in:

- Industry-standard studios and equipment
- First-class digital tools
- Employer-led learning environments aligned with industry needs

Impact / Young people graduate with the skills, experience, and confidence to compete in the creative workforce.

3 PROGRESSION
Progress to higher education and apprenticeships

The challenge / Financial barriers prevent many talented young people from progressing into higher education or apprenticeships.

Our response / We will provide:

- Targeted bursaries
- Financial and pastoral support
- Access to essential equipment and learning resources

Impact / More young people progress into higher education and employment without financial disadvantage.

4 CAREERS
Alumni and career development

The challenge / There are barriers for young people moving into the creative workforce, including lack of networks, experience, and financial stability.

Our response / To establish a Creative Careers Programme, including:

- Mentoring from industry professionals
- Paid freelance opportunities via a dedicated Creative Agency
- Start-up grants
- Artist development and management support

Impact / Secure paid work, build networks, and develop sustainable careers.

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10 REAL-WORLD SUSTAINABLE IMPACT

BUILDING LONG-TERM CHANGE AT SCALE.

By 2030, the Foundation will enable:

30 university bursaries annually

100+ mentoring placements per year

100s of young people engaged through outreach

20 venture pathways supported each year

100+ paid freelance opportunities annually

£2M fundraising target for 2030

We are: • Expanding access to creative careers • Strengthening industry talent pipelines • Uplifting communities through opportunity and representation. This is how we rebuild the bridge – at scale.

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11 WHY BIG CREATIVE EDUCATION

WE ALREADY KNOW HOW TO DELIVER IMPACT.

Big Creative Education has over 20 years of experience supporting young people into creative careers.

12K+ learners supported since 2000

83% from disadvantaged or underrepresented backgrounds

4 industry-standard campuses with professional facilities

OUTSTANDING ★
Ofsted rating across all areas

200+ industry partnerships

We combine high-quality education with real industry engagement. The Foundation builds on this proven model.

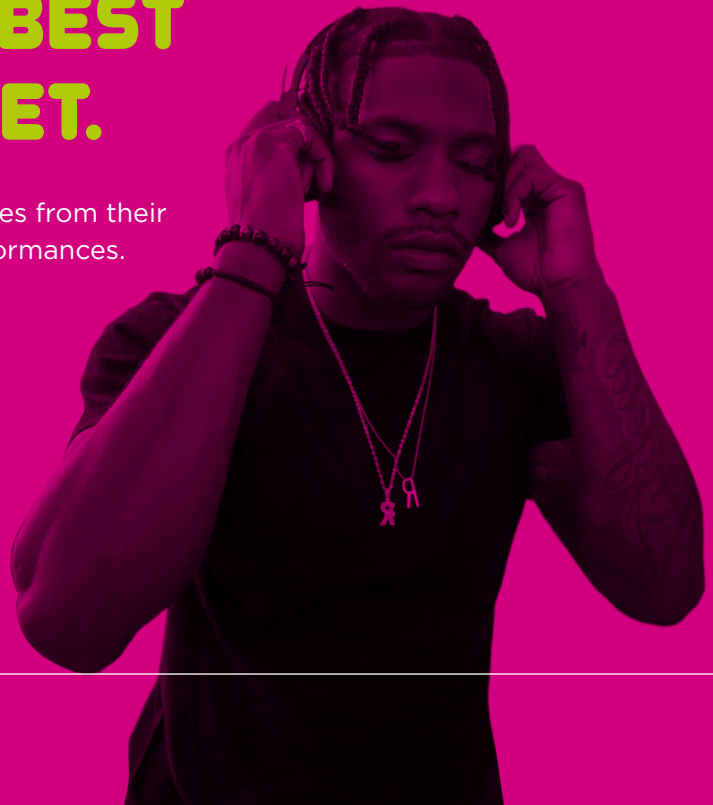


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LONDON'S BEST KEPT SECRET.

Watch alumni share their stories from their time with us and see live performances.

- 2025 stories >
- 2026 stories >
- Ronnie Scott's Live >
- Ruby's testimonial



BCE gave me the confidence to pursue my music professionally. I went from performing at open mics to releasing my own EP and building a fanbase, something I never thought possible before.

Jayden, former Music Performance student, now studying at BIMM

I graduated in 2023 and went on to study Costume for Performance at the London College of Fashion, UAL. I'm now a student ambassador for LCF and also work in tailoring at Ralph Lauren.

Owen, former Fashion Design student

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PROVIDING OPPORTUNITIES FOR YOUNG PEOPLE.

"BCE has been at the forefront of ITN's drive to provide opportunities for young people from diverse and challenging backgrounds. Skills acquired on their programmes are second to none and has been successful in helping ITN grow talent and develop technical competence through its apprenticeship scheme."

Matt Brindley, Managing Editor, ITV News

"Talent is everywhere. Opportunity isn't. That's why organisations like Big Creative Education matter. Their work goes beyond apprenticeships. They create pathways into careers, remove barriers that hold people back and help employers discover talent they might otherwise never meet. If we want industries that truly reflect the communities they serve, we all have a role to play. BCE is proving what's possible when education and employers work together with purpose."

Lucy Ferguson, MBE, Mediorite

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PARTNERSHIP THAT CREATES REAL IMPACT.

There are multiple ways to support the Foundation:

Founding supporters

- Help establish and launch the Foundation
- Direct impact on early programmes and delivery

Corporate partners

- Engage with emerging talent
- Support projects, facilities, and real-world opportunities

Strategic partners

- Collaborate on long-term initiatives
- Help scale impact and reach

All partnerships contribute to expanding access and building sustainable creative careers.



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15 THE ASK







HELP US BUILD THE FUTURE CREATIVE WORKFORCE.

We are seeking:

£100K

in founding investment from a small group of committed supporters

This will enable:

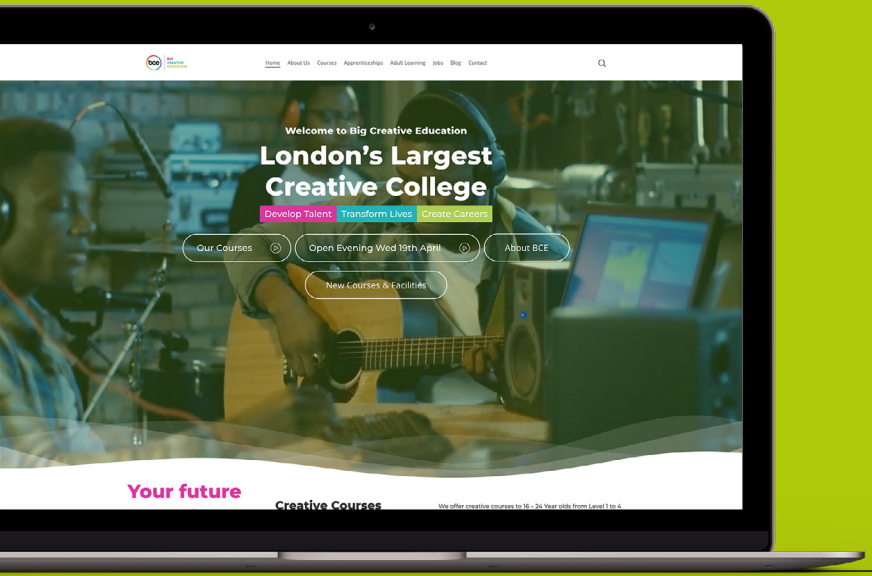
- Launch of core programmes
- Recruitment of key staff
- Delivery of early impact
- Development of the Creative Engine

If talent is everywhere, but opportunity is not – help us build the bridge to a fairer creative future.

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16 GET IN TOUCH

WE'D LOVE TO TALK.



Passionate about creative education? Let's talk!
Contact us at foundation@bigcreative.education



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Ofsted Outstanding Provider

matrix quality standard for information advice and guidance services approved by the matrix Accreditation Body

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