

# CINE

Creative  
Industries  
New  
Entrants

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## Year Two

Annual Report 2023-2024

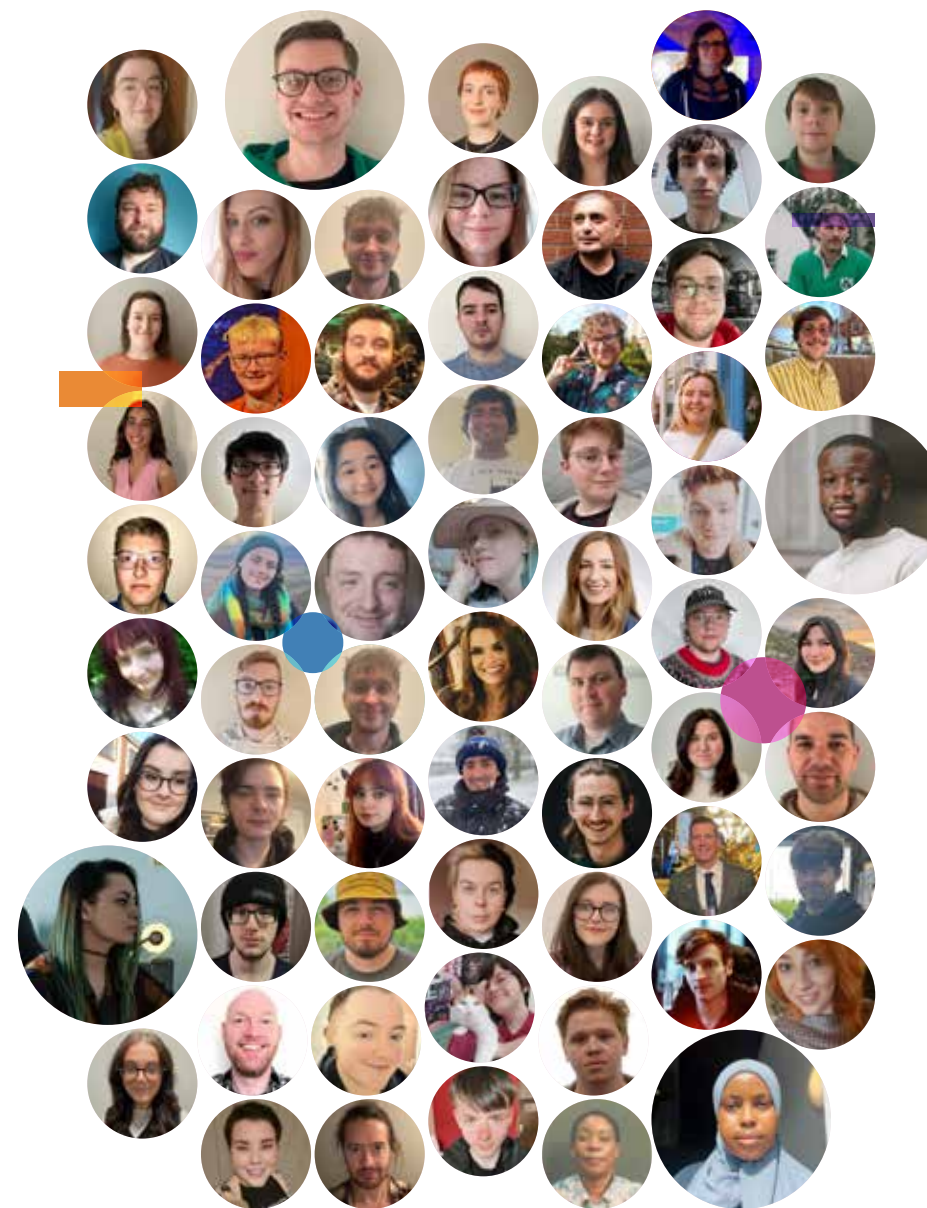
Creating a more inclusive industry



An Roinn  
**Pobal**

Department for  
**Communities**





# Our Vision

**The Creative Industries New Entrants programme is an initiative which aims to broaden access to the screen and creative industries at entry level.**

Funded by the Department for Communities and delivered by Northern Ireland Screen, working in partnership with BBC Northern Ireland, the scheme will help identify new talent. In line with UK-wide screen industry initiatives we are prioritising applicants from underrepresented ethnic minority, socio-economic, and disabled communities, to expand our growing creative industries sector and create a more diverse generation of 'New Entrants' of all ages.

CINE participants receive formal training covering necessary skills relevant to the role they are recruited in, such as production techniques, idea generation, technical skills, communication skills and teamwork etc. They are given the opportunity to put these skills into practice in paid 12-18 month industry placements. Training plans and a mentor are provided to support the participants during their placements.

At the end of their time on CINE, participants should be well equipped for a freelance career within Northern Ireland's creative industries.

**CINE aims to create New Entrant jobs and training opportunities in the creative industries in Northern Ireland targeting people from a disabled, ethnic or socially disadvantaged background.**

In this annual review you will see the progress that has been made in the second year of the CINE programme and our plans for the final year.

## Northern Ireland Screen Chief Executive and BBC Northern Ireland Director

“ I am delighted to share the second annual report of the Creative Industries New Entrants programme, a flagship initiative funded by the Department for Communities, led by Northern Ireland Screen and supported by BBC Northern Ireland.

Since its inception, CINE has not only created 93 new entrant jobs but has also received an overwhelming response from individuals eager to contribute their talents to the industry. The numbers speak volumes, with 1,948 applications demonstrating the appetite for programmes that champion accessibility and opportunity.

CINE stands as a shining example of collaboration and innovation, bringing together government agencies, industry partners, and aspiring creatives to drive positive change. This programme represents a crucial step towards building a more inclusive and vibrant creative sector, one that reflects the rich diversity of our society.

I am particularly heartened by the strides made in supporting underrepresented communities, this commitment to diversity is not only commendable but essential for fostering a creative ecosystem that thrives on varied perspectives and experiences.”

**Richard Williams**

Chief Executive of Northern Ireland Screen



“ CINE is a ground-breaking initiative. And we expect that its benefits will continue long into the future. It has allowed us to provide placement opportunities for people from different backgrounds and helped to develop their skills, insights and expertise. We make a big contribution to the creative economy in Northern Ireland – something that CINE has enhanced in new and exciting ways.”

**Adam Smyth**

Director of  
BBC Northern Ireland



# How we're creating a more inclusive industry

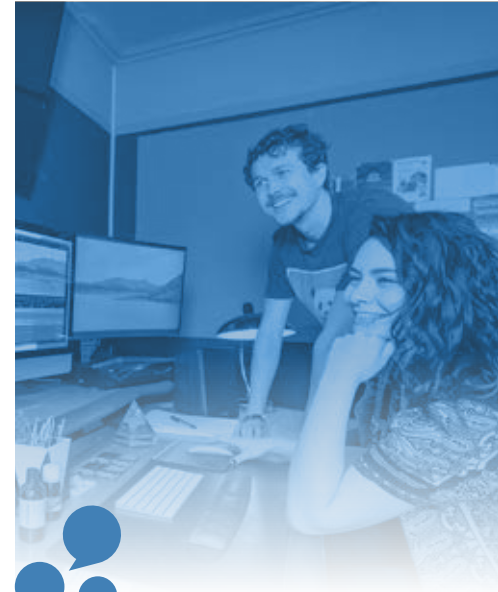
We're using four delivery pillars to create a more inclusive industry:



Outreach



Training



Mentorship



Jobs

Retention



# The Results

# 2023-2024 in Numbers



## Training

H&S and First Aid training  
**100%** of trainees

Albert Sustainability training & Resilience training

Available to all trainees

**71** attended Confidence building workshops

## Outreach

Outreach in Year 2 has been **more targeted**

to build connections with Voluntary Community Organisations (VCO) across both rural and urban areas in preparation for co-design development of industry focussed OCN courses.

Regular contact and partnership working has deepened **connections** with VCOs & support organisations.

*As the VCO sector becomes more familiar with the different sectors that CINE has connections to and the opportunities that exist, we have seen an increase in pipeline opportunities from those in the hardest to reach areas of Northern Ireland, creating the potential to build on the diversity that CINE has already delivered.*

## Paid placement & Mentorship

**93** Paid placements

**19** trainees retained or secured freelance work



Relationships being explored to identify **opportunities** for those leaving the justice system.

## Diversity

Breakdown of those securing employment\*  
\*some fall into multiple brackets

**16%** Ethnicity

**46%** Disability

**72%** Lower Socio Economic

**1,405** people registered on the CINE database (as of 8th February 2024)

**1,948** applications for CINE roles

# Employment opportunities secured

## Interactive

IMAGINATI	4
HUMAIN	4
OUTSIDER GAMES	2
italiepig	4
BillyGoat	2
ROCKET FEAR	2
Kippie	2
AURA	1
GO TESTIFY	1

## Broadcast

BBC NORTHERN IRELAND 20

## Factual Entertainment

DOUBLEBAND FILMS	1
NVTV	3
belowtheradar TV	1
HAT TRICK	1
TIRIPIVISION	2
TERN	1
rare TV	1
AFRO-MIC PRODUCTIONS	1
WALK ON AIR	1

## Independent Film

CYPRUS AVENUE	1
OUT OF ORBIT	1
little ease	2

## Animation

PAPER OWL FILMS	8
DOG EARS	3
jam	2

## Miscellaneous

STUDIO 2	2
NEW GATE	2
Unit 7 AudioVisual	1

## Post Production & VFX

ENTER YES	2
KA BOOM TV	1
Red Wolf Films	1
Ignite SFX	1
SCORE DRAM MUSIC	1

## Scripted production Craft & Technical

UNIVERSAL	HOW TO TRAIN YOUR DRAGON	4
NEW PICTURES	DALGLIESH	1
company pictures	ELLIS	1
WORLD PRODUCTIONS	SHOWTRIAL	1

# Our trainees' CINE experience

"Being placed with Triplevision has further cemented my career aspirations to become an Editor or Director. The entire team has helped me settle in and provided support, guidance and encouragement to follow my dreams. My mentor sourced a piece of kit to allow me to film accommodating my physical disability and the experience has been incredible. Triplevision has also supported me to host a podcast with another person who also has a disability sharing tips and information on how to get into the industry."

- Adam O'Connor,  
Factual Entertainment  
Trainee

"Participating in the CINE scheme has been a transformative experience for me, especially as someone with no prior industry experience. The impact on my career has been profound, it has equipped me with essential skills in leadership, project management, and creative problem-solving. I have thoroughly enjoyed the hands-on experience of working on live projects and collaborating with a diverse team of talented professionals. This exposure has been invaluable in helping me understand the inner workings of the industry and in building my confidence. Having a mentor has been one of the most rewarding aspects of the scheme. Their guidance, encouragement, and constructive feedback have been instrumental in my development. Looking ahead, I am excited about the future. The skills, knowledge, and connections I've gained through this scheme have laid a strong foundation for my career. I am eager to leverage these experiences to pursue new opportunities, contribute to innovative projects, and continue growing within the creative sector."

- Salma Hassan, Factual Entertainment Trainee



"Before CINE I was working in retail and struggling with my mental health as I wasn't working in a job I enjoyed. When I saw the job with Red Wolf Films it sounded like the perfect fit for me and

the experience has been life-changing. I'm so grateful for the CINE opportunity as I don't think any other avenue would have provided this experience and access to an employer or job that I love. I've always wanted to edit and with the support of Red Wolf Films I've been assisting on a few projects I'm now editing my own short documentary and it means the world to me to be able to spend my days now working on that."

- Teresa McDonald, Post-Production Trainee

"CINE has been the main catalyst for my career progression in Sound Department and supported my pursuit of wanting to be a director. It has allowed me to meet a lot of incredibly talented people and to learn from them on the job putting me one step ahead when it comes to the applying for the next opportunity."

- Tolu Ogunware, CINE Sound Trainee



# The employers' CINE experience

"Adam is an integral member of our team, he has been a breath of fresh air, his enthusiasm is incredible, and he is so eager to learn and put into practice what he has learned. Adam has a visual impairment and doesn't have use of his right arm and told us he wanted to do camera work, so we sourced an adapted camera saddle known as a Sakk bag and it's been a game changer for him. Within days he was out shooting B roll on a BBC shoot. He came into us as a

researcher and now he's producing, directing, shooting and editing footage and recording his own podcast. I think CINE is a great scheme and we'd love to see it continue. We are a proud partner of CINE, it's addressing the fact that we need a more diverse workforce but it needs to be the start of the journey, we have to find companies who are willing to retain their trainees after their traineeships."

- Gerard Stratton,  
Director, Triplevision Productions



"The CINE programme was a transformative milestone for Enter Yes. It allowed us to redefine our employment strategy and improve our company culture. In addition to the positive structural changes influenced by participation in the CINE program, our CINE employees became some of our most passionate and talented team members.

They spearheaded many tasks needed for our VFX projects for BBC, Netflix, IMAX, Warner Brothers, and our video game project, Onar. Their professional commitment ensured that each project was completed and delivered to the highest standards"

- Kris Kelly, Managing Director,  
Enter Yes and Mentor



"The CINE scheme is so valuable, it has empowered companies like ours to help people who may have struggled to get a foot hold in the industry."

- Martha O'Kane,  
Company Director &  
Production Executive,  
Walk On Air Films

"CINE has been a truly collaborative and rewarding experience for me personally and for Red Wolf Films as a business, we recruited Teresa just over a year ago and she had no experience of working in film, although she immediately clicked with our team and honestly, we wouldn't have made it through such a busy period without her.

We started out teaching her the fundamentals and adding more and more complex aspects and now she has the skills and knowledge to cut her own project. We've been able to accept more work because Teresa has proven to be a real asset to the team, she elevates my work because she brings a completely new perspective and skills so there have been benefits for everybody with CINE."

- Gio Bonora Groome,  
Co-founder, Red Wolf Films



“ At BBC NI we want to build a diverse and inclusive workforce that reflects the audiences we serve. We are therefore delighted to host 20 of the CINE placements to help them start their career journey and in return they bring with them; diversity of thought, creativity and new perspectives.

We hope the placements have an excellent start to their career and that they feel like they work somewhere they can be their unique authentic selves without barriers. ”

- Emma Patterson- Bennett, Portfolio Manager, Inclusion BBC NI



- Peter Kinkaid - Commercial Right and Business Affairs Assistant at BBC NI



- Faith Harper, Trainee Content Producer at BBC Sport NI

## Community organisation programme endorsement

“ NI Union of Supported Employment (NIUSE) and its members are delighted to continue to work with NI Screen’s CINE Scheme in promoting paid work experience opportunities for disabled people. These opportunities may not have been accessible or open to disabled people (untapped labour force) in the past. The CINE Scheme has not only provided opportunities for disabled people to gain skills and experience but has also raised disability awareness and understanding within the Creative Industries sector. NIUSE hopes the CINE Scheme will continue after March 2025 as it is promoting diversity and inclusion within the Creative Industries sector. It’s a win, win situation for everyone involved. ”

- Edyth Dunlop, Northern Ireland Union of Supported Employment

“ A key strategic priority of the Equality Commission is to work with various industries and a wide range of employers to increase the economic activity and employment rates of disabled people, with a view to ensuring that disabled people can participate fully in the economic, political and social life of our community. Our work with NIUSE and the CINE programme has been a key part of this work; by encouraging and facilitating disabled people to aspire to careers in the creative industries sector as well as support employers within the sector.”

- Paul Oakes, Equality Commission for NI

“ The CINE programme is a great opportunity for anyone with a passion and interest in the sector to be able to gain vital and valuable experience. To be able to support someone into an industry that they want to work in and helping to bypass some of the barriers to this, especially for someone with additional needs who may not manage or excel in a traditional learning setting, is fantastic and is a great way to ensure you don’t miss out on the local talent that we have hiding in the shadows. I would be delighted to see more opportunities being opened through this programme as we will always have service users who are interested in working in the field and willing to give the programme a go.”

- Leanne Greer, SkillSET Employment Officer, CEDAR Foundation

“ The CINE programme has supported Black and Ethnic minority communities in Northern Ireland by raising awareness of the opportunities in the film industry locally and also providing expert advice, guidance and training opportunities. The team has gone above and beyond to engage with Black and Ethnic minority communities to find and nurture the best talent. ”

- Lindsay Dube, Producer and Community Activist

# How will we continue to support meaningful and sustainable change?

## Retention

As CINE progresses and trainees move from their training and placement to the next phase of their career, we are seeing a number of employers retain their trainees as full-time members of staff. To date, 12 trainees have been retained by employers and 7 have secured freelance work with many more employers indicating to us they will retain their employees.

## OCNs

We are currently developing industry focussed OCN's. Co-designed in partnership with Voluntary and Community Organisations (VCOs) and industry who will deliver the courses to ensure content is presented and delivered in an appropriate way to meet the service users' skills level and ability. There has also been a focus on identifying delivery agents in more rural areas. The OCNs will launch in June 2024.

## The Challenges

- Increasing the number of people with physical disabilities responding to training and job opportunities.
- Keeping trainees who are unable to retain employment with their placement company connected to industry and future opportunities for employment once they leave the scheme.
- Addressing the fear some have of working in a freelance industry.

## Outreach, Training, Mentorship & Jobs

CINE will expand its collaborations with the Voluntary and Community sector to widen opportunities for those furthest from the workplace by developing programmes that will create pathways into the creative industries.



## The CINE team will:

- Continue to forge partnerships and deepen existing relationships with community organisations by providing industry knowledge to employment coaches and mentors.
- OCN design & delivery.
- Create work experience opportunities ring-fenced for people with disabilities.
- Deliver workshops preparing CINE trainees for freelance careers.
- Refine our recruitment procedures to help remove barriers highlighted by those wanting to gain employment in the Creative Industries.
- Keep updating our framework on all support services available to trainees.





**For further information please contact**

**Paula Campbell**

CINE Programme Lead

✉ [paula@northernirelandscreen.co.uk](mailto:paula@northernirelandscreen.co.uk)

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