

5 YEARS OF...

SharpFutures





We seed ideas through services for education, we nurture the best talent through employment opportunities and real working experience and we grow through the sale of our business products and services.

This report outlines key projects and details both economic and social impacts, alongside demonstrating how SharpFutures continues to meet its wider constitutional aims and objectives. SharpFutures measures its success based on five key factors:

- 1. The advancement of education in creative digital**
- 2. To create and sustain careers in the digital sector**
- 3. To build capacity and opportunity across the sector from deprived communities**
- 4. To open access to talent from a wide social background**
- 5. To produce local economic wealth and grow the creative digital sector in the UK**



SEED

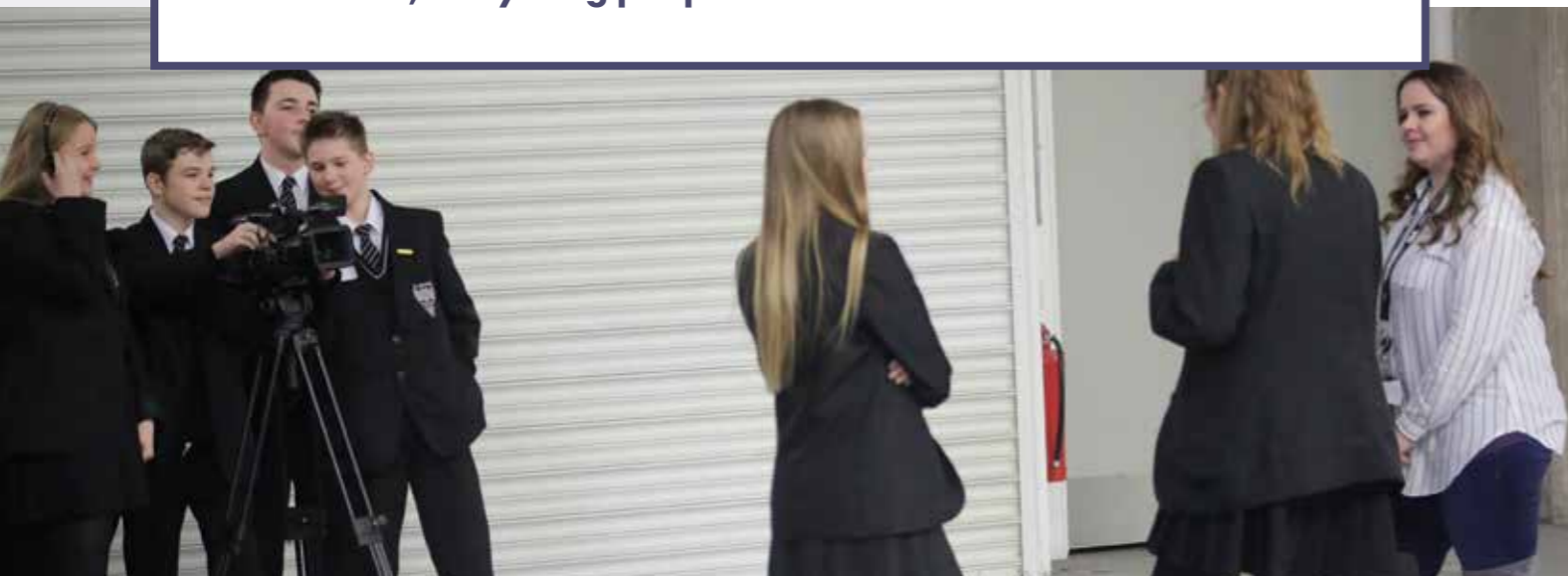
We seed ideas through services for education.

SHARPFUTURES Discover provides bespoke educational packages which include tours, workshops, expert talks and events.

- Digital & VR Forensics
- Logo and branding design
- Gaming
- Green screen journalism
- Coding activities



Delivered 89 tours, a variety of career talks and activity sessions to 119 schools, colleges, academies and youth groups, engaging with over 5,000 young people across Greater Manchester



WORK EXPERIENCE

Work experience commenced in March 2017.

SharpFutures work experience gives young people the chance to find out more about the sector whilst learning new skills.

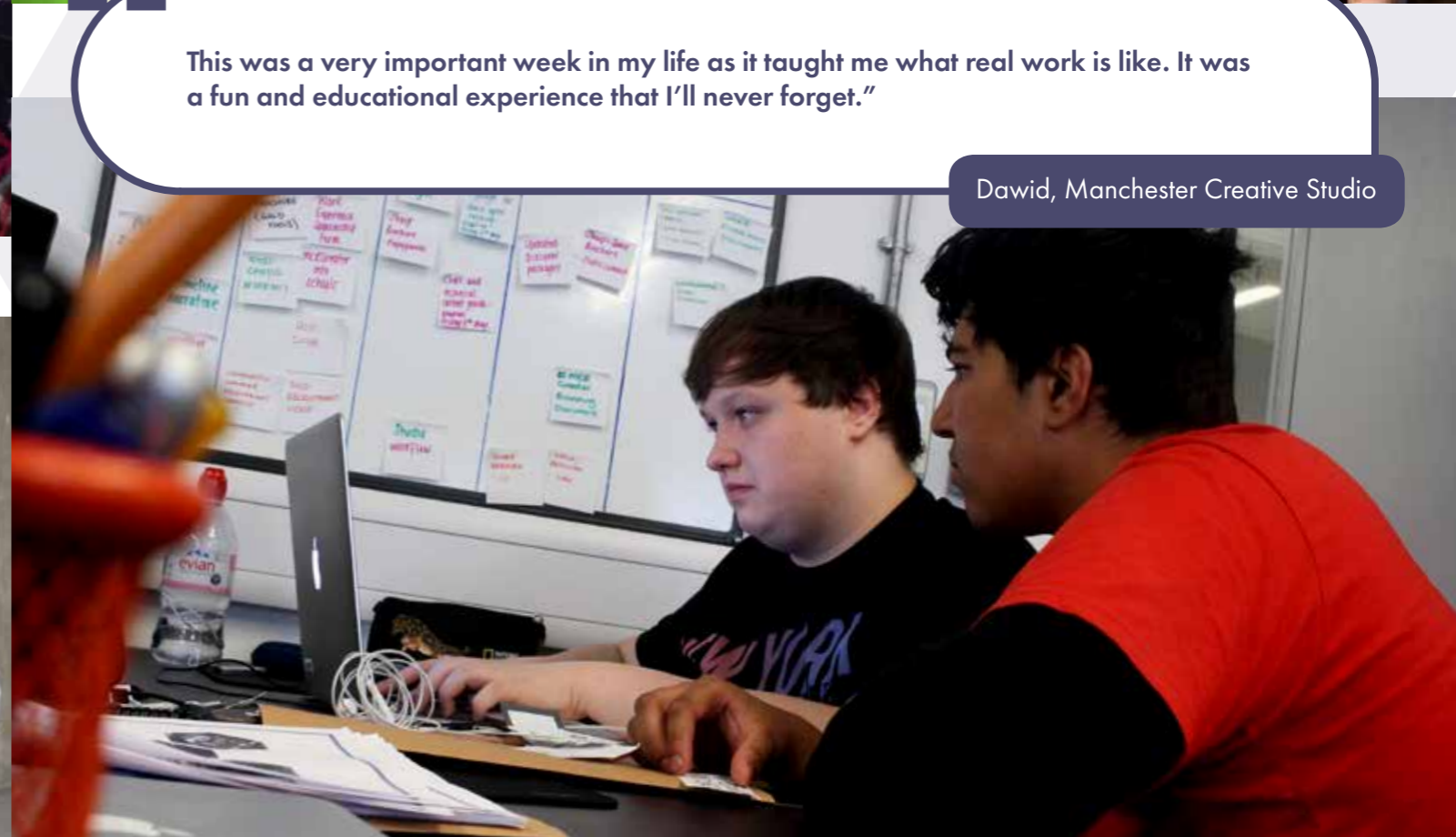
I cannot put into words how much I have loved it at SharpFutures: I would much rather a work experience for a month. I feel like I have gleamed, built on, and created a myriad of new skills."

Hannah, Manchester Communication Academy



This was a very important week in my life as it taught me what real work is like. It was a fun and educational experience that I'll never forget."

Dawid, Manchester Creative Studio



The total social value generated through programmes and activity delivered through SEED activity was £1,845,883 which is represented as follows:

ACTIVITY

Worked with 119 local schools, colleges and youth groups, providing tours, workshops, talks and work experience.



OUTCOME AND IMPACT

5,671 young people have had access to new and innovative learning and work opportunities, whilst SharpFutures has successfully engaged them with the digital creative and technical industry.



VALUE

25 work experience pupils from 9 local schools generating a social value of £1,619,638.

COMMUNITY & EVENTS

SharpFutures engages with the creative, digital and tech community as well as the local community through hosting open evenings, recruitment events and delivering educational workshops at both The Sharp Project and Space Studios Manchester.



TV TECH SKILLS AT SPACE STUDIOS



The evening was held at Space Studios and was aimed at existing local tradespeople, new entrants and those who are unemployed. The aim was to introduce and inspire them into the craft and technical careers in the TV and Film industry in Manchester. 176 people attended, 92% were from the Greater Manchester area and 50% from the local area. A further 41% were recorded as unemployed and 18% students or graduates looking for work opportunities.

Every year SharpFutures engage with International Women's week. Examples include:

DIGITAL TEAPOT 2015

Digital Teapot 2015 aimed at introducing and inspiring women aged 16 plus into careers that utilise Science, Technology, Engineering and Maths in the creative digital sector. 150 women attended the event, with 100% of attendees finding the event useful.

WOMEN CHANGE MANCHESTER, 2016

Women Change Manchester focused on providing a platform for inspiring Mancunian women's voices to be heard from a diverse section of society. Local female students were invited to come along and pledge the difference they will make to Manchester in the future. 89 people attended the event and the hashtag #womenchangeMCR became a trending topic on Twitter.

As the partnering social enterprise across both sites, SharpFutures provides event support to The Sharp Project and Space Studios. Past events have included ShowMe ShowMes, Sports Day and Digital Cities week.



ACTIVITY

Delivered over 75 activities and events to attract and engage people interested in working within the industry or require support to develop their skills and experience.



OUTCOME AND IMPACT

Over 3,000 people in the local community have been engaged with 308 supported with personal and professional development.



VALUE

Generated a social value of £110,326.

NURTURE

We nurture the best talent through employment opportunities and real working experience.

APPRENTICES

SharpFutures have supported **20** young people to undertake **30** apprenticeships, with **100%** of completers moving into employment.

ADDRESSING UNEMPLOYMENT AND GENDER INEQUALITY

65% of apprentices were previously **NEET**, long-term unemployed or in low-paid and unskilled employment whilst **40%** of apprentice completers were female.

SUPPORTING INCREASE IN QUALIFICATION LEVELS

100% of apprentices increased their qualification attainment levels with **87%** achieving a Level 3 or 4.

QUALIFICATION ACHIEVEMENT

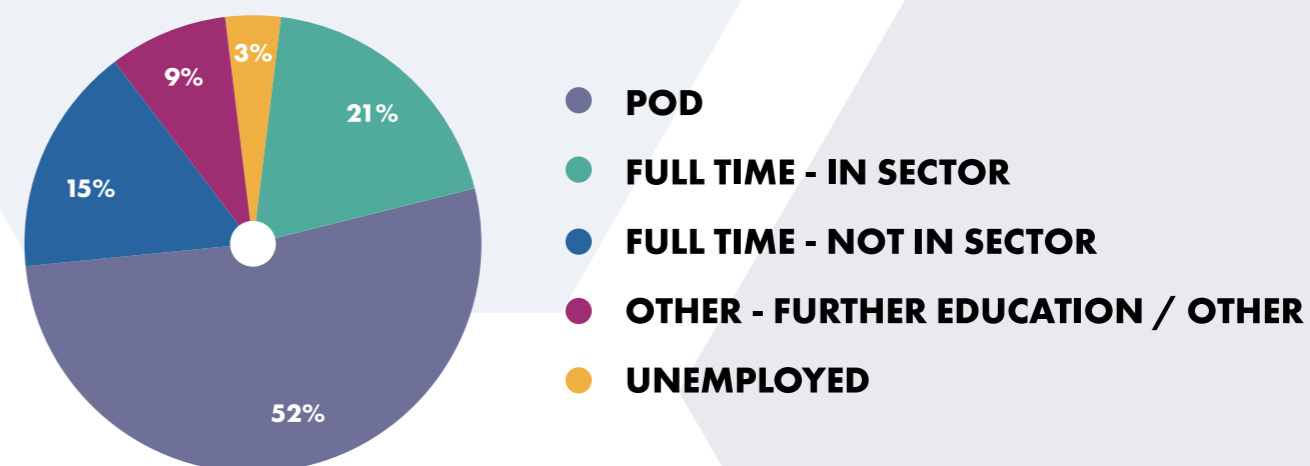
LEVEL 2	3
LEVEL 3	21
LEVEL 4	6

ADDRESSING UNEMPLOYMENT APPRENTICE STARTING AGE

AGED 16 - 18	AGED 19 - 24	AGED 25+
40%	55%	5%

WORK PLACEMENTS

33 fully paid work placements with **88%** of completers progressing into sector specific apprenticeships and employment.



ADDRESSING HIGH LEVELS OF YOUNG PEOPLE WHO ARE NEET

48% of placements were previously **NEET** or unemployed JSA Claimants, whilst a further **24%** were in low-paid and unskilled employment.

PLACEMENTS RECRUITMENT

NEET / HIDDEN YOUTH	13
UNEMPLOYED JSA	3
UNSKILLED, LOW LEVEL EMPLOYMENT	8
EDUCATION / STUDIES	9

ADDRESSING UNEMPLOYMENT LEVELS AND GENDER INEQUALITY

88% of completers progressed into a work opportunity within the sector, of which **45%** were female.

SharpFutures

POD

POD (PEOPLE ON DEMAND)

POD provides a unique support service for creative digital businesses, while helping to identify and bring new talent in the sector. Made up of apprentices, graduates and job seekers with entry level skills in production running, social media, admin and marketing support, POD fulfils a valuable function in providing flexible support to fledgling and fast-growing businesses in the sector.

The folk we have had are absolutely top class and our AD team are very keen to work with them again on future productions. The flexibility and quality you offer, especially with the silly short amounts of notice we usually offer, is greatly appreciated and helps keep things moving quickly and smoothly on set."

BBC World's End

I must say that all of them were hard working and very helpful, making the work easier for all. Thanks for sorting and please pass on our gratitude to them all."

Locate Productions



Awele and SharpFutures POD have proved incredibly valuable this year and we value our partnership. Awele is brilliant and shows a great attitude every day. We have used POD to supply all our event staff this year and we have been wowed by the team's efficiency and would recommend their service to anyone."

Cisco

Our Costume department said he worked his socks off to get it all done so quickly! Really hard worker, so thank you very much for sending him over."

Tiger Aspect



POD MEMBER BENEFITS:

Fair hourly wage (no 'free work experience')

Employee benefits including holidays

Working in the heart of the creative digital sector in Manchester

The chance to work for a variety of businesses

The chance to work in different fields and gain industry skills

Flexibility to choose the days / hours you want to work

Join a closed Facebook page and interact with like-minded colleagues and share work and experiences

Join a very active social group

Friendly management team that offers career advice and feedback

The chance to be accepted into paid work

Opportunities to network and gain relevant contacts in production and beyond

Opportunities to attend free seminars / training

73 members signed up to POD

33 current members receiving regular work opportunities

68 creative digital businesses using POD

40 members progressed into jobs and freelance work opportunities

334 work opportunities provided

£85,278 paid to members through client work opportunities



SharpFutures POD has been invaluable for someone like me, who is an entrant into the sector. In just less than 12 months I have gained experience in social media, business admin, event planning, client liaison, running, PR, marketing and much more. Working with POD clients has given me the opportunity to expand my CV has allowed me to work in many different environments."

Lydia, POD Member

POD now works with over 68 creative digital businesses, of which 70% have used the service more than once.

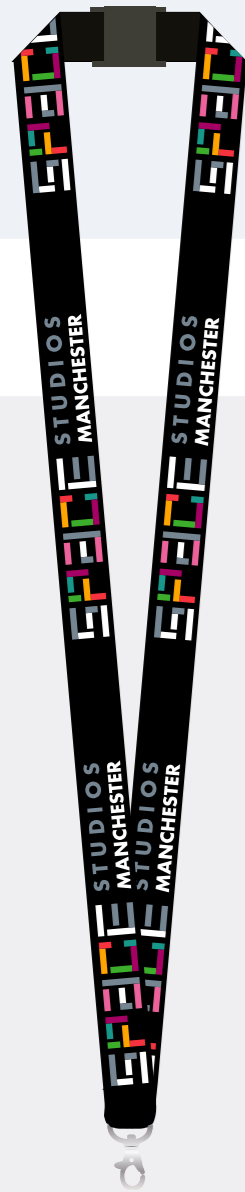
THE NURTURE IMPACT

The total social value generated through programmes and activity delivered within NURTURE was £587,204 with total cost savings to the public purse of £306,824.

GROW

We GROW through the sale of our business products and services.

SharpFutures delivers PR, marketing, graphic and digital design, social media, events management and runner support services to The Sharp Project and Space Studios.



SCREEN MANCHESTER

Screen Manchester is Manchester's Film Office and delivers a comprehensive support service for all types of production seeking permission to film on location within Manchester.

Our experienced team have worked on a range of high end TV, feature film and commercial productions and will provide a detailed service which includes: location finding, permissions and liaison, road closures and traffic management clearance and links to sourcing local crew and facilities.

For further details please get in contact via:

bobby@screenmanchester.com

screenmanchester.com @Screen_Mcr

RECENT PRODUCTIONS FILMED ON LOCATION IN MANCHESTER

- PEAKY BLINDERS
- THE A WORD
- COLD FEET
- SCOTT & BAILEY
- SNATCH
- DARKEST HOUR
- NO OFFENCE
- OUR GIRL

Screen Manchester is Manchester's Film Office
www.screenmanchester.com



INVITATION

ased to announce the completion of the
est expansion phase

STAGE 06
ge at Space Studios Manchester, England

Spring 2018

subject to your availability

spacestudiosmanchester.co.uk

Below are examples of additional clients we have worked with over the past five years to grow our business.

ABF BECTU MCDA
ABBOTT VISION

AGE UK COMPUTEAM
BRICKHOUSE CONTENT QUEEN

BROWN BAG FILMS MOB FILMS
BBC CISCO

BIRD CONSULTANCY **FUTSAL**
CREATIVE COW
DOODLEDO MOTION
TIGER ASPECT

EYC BEAT BAZAAR
FABRIK GAMES
BRUNTWOOD
FOX SEARCHLIGHT
PUMA MI-IDEA
ROBOWORKS
LIME PICTURES

SPACE STUDIOS MANCHESTER
MANCHESTER GREATER NEILSON REEVES

PROMOTION HIRE NORTHCODERS
PLANET AMAZING SILVERCHIP
DIRECT DIGITAL SCANDAL PRODUCTIONS
MISSION LABS **TAUHEEDUL SCHOOL**
LOL COMEDY CLUBS WILD IN ART LTD **SAFE GORTON**

FIG CONSULTANTS STEPPING INTO BUSINESS

FRANCHISING WORKS
MANCHESTER SCIENCE PARK
LITTLE ISLAND PRODUCTIONS
THE SHARP PROJECT
LOCATE PRODUCTIONS THE A WORD (FIFTY FATHOMS)

CORONATION STREET (ITV) **AEGITAS FORENSICS**
BOOMDASH DIGITAL
NONATOMIC
ONEIOTA



**£2,437,407
IN SOCIAL
VALUE**

**£377,744
IN COST SAVINGS
TO THE PUBLIC
PURSE**

**FOR EVERY £1 A
CUSTOMER SPENDS
WITH SHARPFUTURES,
A SOCIAL RETURN
OF £8 IS
GENERATED**

**£693,438
IN ECONOMIC
VALUE WITHIN
MANCHESTER**

SharpFutures Manchester CIC

**The Sharp Project, Thorp Road, Manchester, M40 5BJ
enquiries@sharpfutures.org.uk / +44 (0) 161 282 8380**



@SharpFutures



@SharpFutures



/SharpFutures