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**N E W S R E L E A S E**

***Routes into Creative* bringing opportunity and talent together**

Thursday night brought together key businesses from the creative industries and over 200 people keen to pursue a career in the sector at a sold-out event at Pinewood Studios (7 March).

The [*Routes Into Creative Industries*](https://bbf.uk.com/event/routes-into-creative-industries) event, supported by [Buckinghamshire Thames Valley Local Enterprise Partnership](https://www.buckstvlep.co.uk/), the [Bucks Skills Hub](https://www.buckstvlep.co.uk/key-partners/bucks-skills-hub/) and [Buckinghamshire Business First](https://bbf.uk.com/), focused on bringing together employers and talent together from across the region.  Employers, including Pinewood Studios, Buckinghamshire New University, Fremantle Media Ltd, Buckinghamshire College Group and Creative Media Skills Ltd met with people looking for work or to gain experience in creative industries, and discussed live vacancies including work experience, apprenticeship, traineeship, freelance, part and full time jobs. The event was aimed at people such as those still in education; parents returning to work after having children; ex service personnel; career transformers; and those looking to up-skill or for encore careers.

Digital and Creative Industries Minister Margot James said: "This initiative is great for the young people in Bucks to find out more about getting involved in our thriving creative industries. There's never been a more exciting time to pursue a career on or off screen in the sector and with opportunities for apprenticeships, trainees, full and part time positions, this is a fantastic chance for the next generation to meet prospective employers."

**more…**

***Routes into Creative* bringing opportunity and talent together: 2**

The UK’s creative industries continue to thrive and is now one of our fastest growing sectors, contributing more than £90 billion to the UK economy. Buckinghamshire is at the forefront of the creative industries and has the highest proportion of employment in this sector in the UK with over 17,200 jobs across 4,430 businesses.

Andrew M. Smith, Chair of Buckinghamshire Thames Valley Local Enterprise Partnership, said: “Realising the enormous potential of the Creative Industries and Digital Sectors is vitally important to the Buckinghamshire economy. Buckinghamshire Thames Valley LEP are delighted to be able to support helping people into this vibrant sector and build on the international reputations of our world leading assets including Pinewood and the National Film and TV School.”

*Routes Into Creative* brings together businesses from a range of creative sectors and people looking to start or progress their career, whether it be through an apprenticeship or traineeship, as a freelancer or those simply looking to get some work experience.

Jackie Campbell, Skills Development Manager, Buckinghamshire Skills Hub, said:

“Our ‘*Routes Into*…’ events offer the chance for employers and potential candidates to meet to explore opportunities in a dynamic and buzzy environment, and to decide if the next stage is an interview or not. We know employers often find recruiting the right people with the right skills a challenge and yet many people looking for work don’t know where to find good opportunities or would appreciate meeting prospective employers first before formally applying. These events bridge the gap and open the doors to opportunity.”

BTVLEP is a business-led Local Enterprise Partnership which promotes economic growth and prosperity across Buckinghamshire. Buckinghamshire is a significant wealth generator for the UK economy, and the commitment of over £73m in Local

**more…**

***Routes into Creative* bringing opportunity and talent together: 3**

Growth Funds is unleashing ambition and creativity in the county. This funding is enabling the delivery of new road and rail infrastructure, better skills and business opportunities and enhanced digital connectivity to support sustainable economic growth in the county which sits at the heart of the Oxford-Cambridge Arc.

**Ends**

**Photo caption:** *Routes Into Creative brings together businesses from a range of creative sectors and people looking to start or progress their career in this sector.*

**Note to editors**

The [**Buckinghamshire Thames Valley Local Enterprise Partnership**](http://buckstvlep.co.uk/) (BTVLEP) is a business-led ‘partnership of equals’ between local government and the private sector, building the conditions for sustainable economic growth in the County.

[**Buckinghamshire Business First**](http://www.bbf.uk.com/) (BBF), is the Growth Hub for Buckinghamshire and is backed by Buckinghamshire based entrepreneurs, thousands of SMEs and Local Authorities.  BBF provides the link between public policy and the business community in Buckinghamshire and works with partners to create a dynamic business environment in the Entrepreneurial Heart of Britain.

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