

## Our Vision for the Broadway Theatre

London is a global centre for the creative industries, drawing students and workers from across the world to want to learn from the best. We are right on the doorstep: by working together the London Borough of Barking & Dagenham, The Broadway Theatre and the College have an unprecedented opportunity to take advantage of our proximity to London to maximise the career opportunities for our community, especially our young people. Barking & Dagenham College fully supports the Council's ambitions, and proposes focusing on 4 key areas:

1. Lead the employment generation, youth employment and education and training agendas
2. Establishing a hub of expertise and support for creative start-ups
3. Attracting new creative industries to the area
4. Expanding the community outreach programme

### **1. Contribute to employment generation, youth employment and education and training agendas**

The College provides training that gives a clear line of sight to work in the UK economy. Our role is to ensure that all students develop relevant knowledge, practical skills, and have access to real life work experience opportunities. All of which help students develop 'T-shaped' skills': those softer skills such as good communication, resilience, team work, confidence etc. that employers look for.

The Broadway can provide competitively priced workspace for creative businesses, start-up or established. Tenants will be supported by the College to create employment opportunities for local young people through traineeships, internships and apprenticeships. The Broadway 'community' will lead the agenda by raising awareness and opportunities.

### **2. Establish a hub of expertise and support for creative start-ups**

The Broadway will provide advice, support and guidance for businesses start-ups and entrepreneurial graduates. A programme of networking opportunities will create a hub of excellence where creative entrepreneurs can access the information and practical support they need to thrive.

### **3. Attract new creative industries to the area**

The Creative Industries in the UK covers a range of sectors, from advertising and film, media, design and digital. The College is currently in discussions with a numbers of partners about providing affordable workspaces for digital start-ups. We propose that the scheme be extended to the Broadway. This would help change perceptions of the sector and help to educate the wider public about the range of career opportunities available in the sector.

### **4. Expand the community outreach programme**

The Broadway currently acts as a hub/base for community projects. The programme will be reviewed to ensure it reaches a broader audience.