

# CREATIVE & MEDIA

## DID YOU KNOW...?

The creative & media industries are incredibly popular and competitive sectors, you're going to have to work hard to stand out! There are a few school leaver and apprenticeship schemes available. Seeking volunteering opportunities in local media outlets like community radio, local TV and even running your own community blog will put you in a very good position for getting accepted on to future courses and help towards starting your creative or media career.

UK creative Industry generates more than £100billion per year

Last year the industry grew by 30.6% compared to the UK average of 10.1%



### FUN FACT

The most expensive advert ever made was for Chanel perfume featuring Nicole Kidman, directed by Baz Luhrmann, it cost \$33million!

Media & Creative jobs include photography, journalism, presenting, graphic & web design, animation & social media

Contrary to popular perception, 75% of creative jobs are outside London



# CREATIVE

## Unieed Creative



My name is Joe Adsett, I'm 23 years old and I am the Founder & Commercial Director at Unieed Creative.

Unieed Creative is a marketing & production company based in Bollington. We help companies run content-driven campaigns that are informed by data. This means we travel the world filming and producing content, which we then distribution online (social media, YouTube, Adverts, etc). We then use data and tracking to help companies better understand their customers, as well as the impact the content has had.

My role at Unieed Creative is to ensure the company makes profit and runs smoothly. This includes; managing relationships with all of our stakeholders, monitoring campaign performance, managing company finances, overseeing projects, pricing up, managing staff, business development, along with a whole lot more...

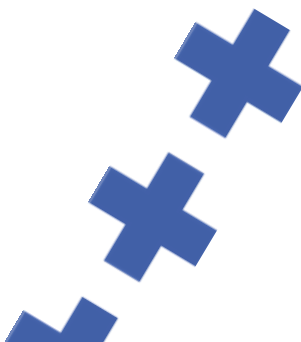
### **Has your career panned out the way you expected, or hoped, it to when you were 16?**

I didn't even know I wanted to do this at 16... I almost went to study Geology! Even though I am only 23 years old, 16 is still a long time ago and nothing ever goes to plan. Just look for opportunities and if you kind something you're in to explore it and you might find your way into a job you never even knew existed.

### **What one piece of advice would you give anyone starting their career?**

Understand that the grass is always greener on the other side. The journey is the best bit and it won't be straight forward... You'll make more mistakes, take more steps backwards, and it will take longer than you can ever imagine. If it takes you 20 years to get your dream job it is likely you will still only be 36 years old, so be patient.

# // UnieedCreative



# CREATIVE

## JG Creative



JG Creative is a Graphic Design and Branding Agency based in Cheshire.

We specialise in amazing work for the charity sector, especially health and disability charities. Some of our current clients across the UK include Henshaws, National Deaf Children's Society, Metabolic Support UK, Alex TLC and Guys' and St Thomas' Hospital Charity.

Our work includes renaming organisations, logos and re-brands, corporate stationary, promotional materials, fundraising packs, exhibition stands, signage and wall graphics, social media management, websites, apps, event planning and more!

### What one piece of advice would you give anyone starting their career?

Go to work as soon as you can - while you're at school, during college, when at uni, in the summer - just get a job. Even if it's not in the field that you want to work in you'll be learning so many skills (and earning money).

... I didn't realise it at the time but as the owner of a graphic design agency now my job at a toy shop taught me how to be a good boss.

... My job as a waitress at a fancy restaurant taught me amazing attention to detail

... My job at WHSmiths taught me about working in a huge company with lots of branches and how head office can ensure all the stores give people the same experience,

... My job as a Camp Counsellor taught me the importance of teamwork!

**You are the product of your life experiences!**

[www.jg-creative.co.uk](http://www.jg-creative.co.uk)



**Win a WEX!**

**Check in on Friday as JG Creative are offering an exciting Work Experience opportunity!**

# CREATIVE

## Marketing Cheshire



Nicola Said is the Commercial Director for Marketing Cheshire, overseeing all Marketing Cheshire operations and working with the Cheshire & Warrington LEP to deliver a £50billion economy for Cheshire & Warrington .

Marketing Cheshire is the Destination Management Organisation for Chester, Cheshire & Beyond and is now working with the Cheshire & Warrington LEP as the agency promoting Cheshire and Warrington nationally and internationally to investors and those lucky enough to live and study here.

Cheshire has one of the strongest and most diverse economies in England for existing businesses and potential investors, a stunning array of places to stay and visit and a quality of life that is really special.

Marketing Cheshire offers core marketing services such as PR, Marketing Support, Event Management, Social Media Support and Brand Consultancy to both public and private sector clients.

[www.marketingcheshire.co.uk](http://www.marketingcheshire.co.uk)



NOTES

So is the Creative or Media sector for you?

*Make some notes to follow up on*



# CREATIVE

## Minerva Arts



Steph Meskell-Brocken is the Artistic Director of Cheshire arts charity Minerva Arts. She is a graduate of the University of Chester and grew up in the City although now lives in North Manchester.

Steph first started working in the arts at the age of 18 when she became the Education Assistant at the Chester Gateway Theatre, having been a member of their Youth Theatre since she was 11. She set up Minerva Arts with a fellow local artist in 2009 and has grown the organisation to now run six regular Youth Theatres and a regular portfolio of other projects.

Steph's passion for Youth Theatres led her to become the Chair of the National Association of Youth Theatres in 2018.

Minerva Arts is an unusual organisation in that we all work part-time and are freelance, self-employed workers so a big part of managing the organisation is supporting colleagues to plan and manage their time well and achieve outcomes on limited resources.

'I consider myself very lucky that I am doing a role that is very similar to what I wanted to do when I was 16. I toyed for a short while with becoming an actor or a drama teacher but the people who I worked with while in Youth Theatre showed me that I could be creative and support and teach young people in the more informal setting of the theatre or other creative space.

I didn't quite expect to set my own business up at the age of 22 but I am a great believer in 'necessity being the mother of invention' and I am really glad that I did.

As well as her work for Minerva, Steph also runs the education programmes for organisations Peshkar and The Met, in Greater Manchester and regularly works freelance as a drama facilitator and project manager.

**Win a WEX!**

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Minerva Arts are offering  
an exciting Work  
Experience opportunity!**



Minerva Arts

'Creative Expression without Boundaries'

[www.minervaarts.com](http://www.minervaarts.com)

# CREATIVE

## West Cheshire Museums



West Cheshire Museums is a group of four museums spread out across the County that include a 14th Century working watermill and a restored salt production site.

Our collections of coins, Roman stones, paintings and sculpture provide a fascinating glimpse into Cheshire's diverse history from prehistoric times to the present day.

The museums are the **Grosvenor Museum in Chester**, which explores the City's rich cultural heritage including its origins as a Roman military fortress and also exhibits the very best in Contemporary Art.

**Weaver Hall in Northwich**, a former Victorian Workhouse and the nearby **Lion Salt Works in Marston**, a restored open-pan salt making site show the impact that the area's industrial past has had on people's lives, the economy and landscape.

Open for part of the year including the summer, **Stretton Watermill** is one of the country's best preserved demonstration water powered corn mills.

For visitors of all ages, each museum runs fun, engaging and memorable experiences to learn about their fascinating collections and historic buildings. We really enjoy connecting people with objects and their stories and every year welcome 20,000 school children to our museums. Activities that students can take part in range from discovering what life as a Roman soldier was like to learning how geology has shaped the world around us.

If you are interested in becoming involved in our museums and would like to join one of our groups for young people in either Chester or Winsford please email us at [Grosvenor.educationandchester.gov.uk](mailto:Grosvenor.educationandchester.gov.uk) follow us on Twitter @[cwacmuseums](https://twitter.com/cwacmuseums) and find out more about what we do at **West Cheshire Museums**

WEST CHESHIRE  
MUSEUMS

[www.westcheshiremuseums.co.uk](http://www.westcheshiremuseums.co.uk)

# CREATIVE

## Arena Studio



I started playing guitar aged 12 and soon found my way in to a couple of school bands. By my early 20s I was a session guitar player for RCA records. There I learned recording, mixing and mastering.

After 27 years as a professional musician it was a natural step to create Arena Studio where I want to pass on my skills to the next generation of musicians and producers.

I've also taught music production, guitar and singing in several schools. My highlights include performing solo at Old Trafford to 40,000 people, and working with students who have featured on The Voice - and one even won X-Factor!

[www.arenastudio.co.uk](http://www.arenastudio.co.uk)



Jon Kay grew up in Cheshire, spent a year at a high-school in California and studied Politics in Devon. It was while "mucking around" in the studios of University Radio Exeter that he decided to pursue a career in broadcast journalism.

He joined the BBC in 1993 as a trainee reporter, working at local radio stations from Newcastle to Suffolk. Despite writing-off an expensive radio-car on his first day as a reporter (he forgot there was a mast on the roof when he drove into a multi-storey car-park), he somehow managed to get a full-time job at BBC Bristol.

After working in local radio and regional TV in Bristol, Jon went to London to work as political reporter and news correspondent.

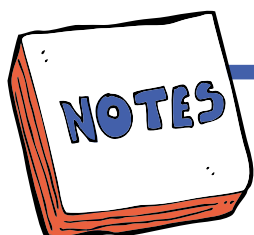
[www.bbc.co.uk](http://www.bbc.co.uk)

**BBC**  
**NEWS**



# MY FESTIVAL JOURNEY

END OF DAY ONE (TUESDAY)



Industry sectors, companies or people that interest me

