



Broadcast to Branded Skills Bootcamp

An interactive 9-week programme to reframe your creative career in branded content.

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Contents

3	Turning your production skills into branded storytelling power
4	Who we are
5	Who is it for and why it's beneficial?
6	What will I learn?
7	Programme Structure
8-12	Session outlines
13	Programme Dates and Fees
14	Funding Eligibility

Turning your production skills into branded storytelling power

Step into the world of creative content production with our dynamic Broadcast to Branded Skills Bootcamp—a hands-on, 10-week journey designed to sharpen your storytelling, boost your pitching power, and elevate your production skills. From mastering inclusive teamwork and crafting compelling narratives to planning shoots, editing like a pro, and getting your content seen, each session is packed with practical tools, expert insights, and interactive activities.



You'll explore everything from career mapping and CV building to marketing strategies and networking techniques, all while developing real-world content and connecting with industry professionals. Whether you're aiming to win more contracts, reposition your freelance offer, or build a portfolio that gets noticed, this Skills Bootcamp provides a practical, energising space to sharpen your skills, expand your network, and confidently take your next steps in the creative industries.



Who we are

UWE Bristol School of Arts



Driving talent from classroom to career

UWE Bristol's School of Arts is a vibrant centre for creative education, blending academic excellence with strong industry connections. Situated within Bristol's thriving cultural landscape, the School offers students and creative professionals access to specialist facilities and collaborative studio environments across its City Campus.

This includes Bower Ashton Studios and renowned cultural venues such as Arnolfini, Spike Island, and Watershed—places where learning, creativity, and professional practice intersect. Through this unique ecosystem, UWE Bristol supports the development of talent across the arts, helping students, freelancers, and employers connect, collaborate, and thrive in the creative industries.

JonesMillbank



People Powered Production

The team at JonesMillbank brings 14 years of production company experience in the branded content space.

They've created national campaigns spanning every output for a real diverse client base with brands running from Dyson, Huawei and Volvo, to Oxfam, Pukka, and Battersea.

They work with brands, agencies and producers to create engaging films and creative content all with a very human focus. Experienced across the full production service and highly skilled in the craft, relationship building, strategic, production and editorial elements. Their home and base at Nine Tree Studios helps deliver a world class studio environment for their productions. A real asset for this course.

Gritty Talent



Transforming the Creative Industries for the Better

Gritty Talent's expertise lies in our deep networks. We are all highly experienced TV Production People having worked for the major broadcasters. Now we deliver upskilling, development training, EDI training and off-screen talent services within the Creative Sector.

We work with a wide range of Clients ranging from Broadcasters and Streamers (C4, ITV, BBC, SKY), Independent production companies in Scripted, Unscripted, Animation, Post-Production and VFX, Universities, TV Training organisations, such as PGGB, ScreenSkills, Media Cymru, Screen Alliance Wales and have recently become partners with Filming in England, the British Film Commission and Bristol Creative Industries. Our team are trained mentors.

Who is it for?

This course is ideally designed for freelancers with at least 2 years experience of working within the TV and film sector within Bristol, Bath and the surrounding areas.

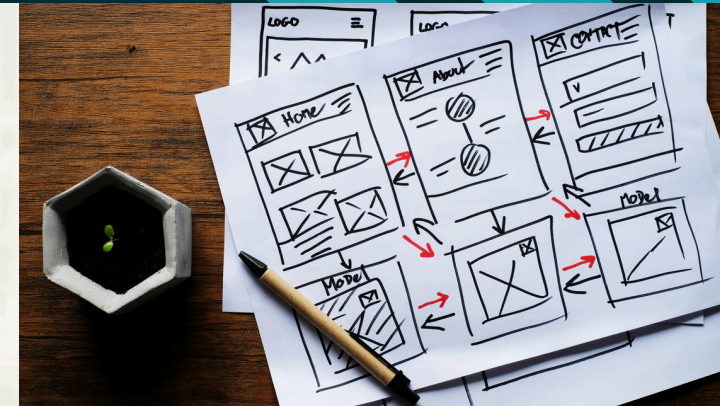
You are likely to have a professional background in editorial, craft or production management and with experience of production techniques and making programmes.

It is not suitable for entry level candidates.



Benefits to you as an individual

- Confidently manage branded productions independently from concept to delivery.
- Refresh and expand your creative and technical skills to stay competitive in the screen industries.
- Increase your ability to pitch for a wider range of freelance work and diversify your income streams.
- Build a strong portfolio that showcases your enhanced capabilities and creative vision.
- Receive expert industry mentoring to support your career development and resilience.



What is my commitment?

For our Skills Bootcamp you will be required to:

- Attend all live sessions (held in-person or online)
- Complete required self-study activity between live sessions individually or in your assigned groups
- Commit to actively applying your new skills in pursuit of paid work or freelance contracts within 6 months of completing the programme
- Provide mandatory personal data and supplementary information on your employment outcomes for up to 6 months following completion of the Skills Bootcamp

What will I learn

Through this Skills Bootcamp, you will build the core skills in:



Manage the full production cycle of branded projects from concept and storyboarding to filming, editing, and delivery.



Strengthen technical skills in camera operation, sound, lighting, and post-production workflows.



Gain confidence in working independently or with minimal crew across a variety of formats and platforms.



Develop creative strategies to reach new audiences and pitch for a broader range of freelance opportunities.



Build a professional portfolio and apply learning directly to real-world projects, supported by expert mentors



Programme Structure

Access to University support post programme

Your journey with us doesn't stop after your final session, you'll be able to continue to access support from UWE Bristol from events, further training, funding opportunities, and advice and guidance.

Programme Structure

Live sessions



The programme is delivered through a mixture of full and half day tutor-led interactive sessions, which will walk you through the different aspects of creative production.

Access to Industry Expert Mentorship



You will be matched with an industry expert mentor from Gritty Talent. Your mentor's role is to help you focus on your goals and put in place the steps you need to get to where you want to be. Your mentor is a guide and a facilitator and you will be expected to complete your learner action plan by the end of your second mentoring session.

Live Industry Brief



You'll work in a small group to tackle a real industry brief, applying new skills in a fast-paced, creative challenge. Guided by expert tutors, this hands-on experience culminates in a final showcase—giving you the chance to demonstrate your talent and gain exposure to an industry audience.

Learning by Doing in Specialist Facilities



With sessions at UWE Bristol's City Campus (Bower Ashton and Arnolfini) and Nine Tree Studios, you'll gain hands-on experience with industry-standard and low-cost kit. This mix of high-end and accessible tools builds versatile, practical skills suited to real-world environments, regardless of budget constraints.

Session Outline

Session 1

ARNOLFINI CAMPUS (UWE)

Session 1 – Introduction to our Skills Bootcamp and Creative Content Production

We'll begin with a course overview, schedule, and introductions before diving into our first workshop, which will focus on:

Storytelling for Different Client Audiences - Explore the evolution of storytelling and its role in modern communication. Learn to craft authentic, brand-aligned content using seven classic story structures. Use brainstorming techniques to develop narratives that resonate across digital platforms and connect with diverse audiences.

Mastering Inclusive Teamwork - This part of the day focuses on building respectful, effective collaboration. Through interactive activities, you'll examine bias, embrace diversity, and co-create an inclusive working charter—laying the foundation for teamwork where every voice is valued.



Session 2

ARNOLFINI CAMPUS (UWE)

Pitch Perfect

Pitching has never been more competitive. Today's pitches demand creativity, added value, and a deep understanding of your audience. In this session, we'll explore proven approaches from top agencies including surprising techniques inspired by military negotiation that give you an edge at this crucial stage. You'll learn how to craft compelling decks, interpret and develop a proper brief, consider audience and platform, and structure your pitch for maximum impact. We'll also cover AI tools and practical methods to elevate your storytelling and make your ideas irresistible.

Session 3

ARNOLFINI CAMPUS (UWE)

Career Mapping & CVs

When you're down in the weeds, just focussing on what's right in front of you, it's a challenge to zoom out and look at your career from a fresh perspective. In fact, how often do we ever get the space to take stock, look at where we want to be and have the guidance and tools to help us focus our efforts in the right direction. Whether it's a career change, better work life balance or personal development, this workshop is a practical session to help you de-clutter and refocus in a supported environment. We'll also look at top tips for a stand out CV.



Session 4

NINE TREE STUDIOS

Production Planning

Pre-production is the backbone of every successful project. From contributors and locations to risk assessments, call sheets, props, and crew management, the list of tasks can feel endless. In this session, we'll show you how to streamline the process, help clients understand its value, and manage every element efficiently. You'll learn to create a clear, coherent plan that guides your shoot, post-production, and final delivery ensuring projects run smoothly from concept to launch.



Session 5

NINE TREES STUDIOS

Production Techniques and Web and Social Platforms

This hands-on workshop equips experienced learners with the tools and techniques to produce high-quality content across a range of budgets and purposes. We'll explore current trends, shooting strategies for multiple outputs, and how to stay adaptable in a rapidly evolving media landscape. Key areas include lighting, camera and lens choice, grip and motion, sound, and working effectively with contributors giving you the skills to deliver professional, dynamic productions every time.



Session 6

BOWER ASHTON CAMPUS (UWE)

Editing Masterclass

A day-long intensive in the edit suites at UWE City Campus Bower Ashton. Get hands-on experience with professional post-production software to craft, refine, and complete your creative content. This practical workshop focuses on storytelling through editing, developing a clear workflow, and beginning to shape your material into a cohesive, professional package.



Session 7

ARNOLFINI CAMPUS (UWE)

Going to Market - Content Distribution and Marketing

Learn how to get your client's content seen. This session covers the strengths and strategies for major distribution platforms such as YouTube, Instagram, TikTok, and more. You'll explore the essentials of SEO (and "search everything" in the era of AI), plus how to read and act on analytics to optimise performance. A guest expert from a top performance agency will share real-world insights, helping you plan and execute distribution strategies that reach the right audience and maximise impact.



Session 8

ARNOLFINI CAMPUS (UWE)

Connections and Conversations

Networking, selling yourself, being your own best ambassador. It fills most freelancers with dread, but we all need to do it. In this supportive workshop we look at how to maximise your impact with professional social media, master the art of the elevator pitch and we also explore interview tips and techniques to help you prepare in advance of those crucial face to face meetings.



Session 9

ARNOLFINI CAMPUS (UWE)

Peer review and Industry Showcase

On the final morning of the course, we'll come together as a group to reflect on the journey we've shared. This session will be a chance to come together with your peers, discuss key moments from your learning experience, and explore how your skills have developed. You'll have the opportunity to share your work, celebrate each other's progress, and consider what you'll be taking forward into your professional practice.

In the afternoon, we'll transition into a more formal setting with a closed showcase and networking event. Invited guests from across the industry will join us for a screening and informal networking, offering you a valuable platform to present your work, make new connections, and engage with professionals who are shaping the future of the sector.



Self-Led Activity

Alongside the above sessions, learners will be required to undertake self-led activity during the shoot and edit weeks and book their two individual one-hour mentoring sessions with their Gritty Talent mentor.

Programme Dates and Fees

January 2026 Cohort

Session 1	Fri 16 Jan, 09:30-17:00	Arnolfini (UWE City Campus)
Session 2	Fri 23 Jan, 09:30-17:00	Arnolfini (UWE City Campus)
Session 3	Wed 28 Jan, 14:00-17:30	Arnolfini (UWE City Campus)
Session 4	Fri 30 Jan, 09:30-17:00	Nine Trees Studios
Session 5	Fri 6 Feb, 09:30-17:00	Nine Trees Studios
Shoot Week	W/C 9 Feb	Self-guided

Session 6	Fri 13 Feb, 09:30-17:00	Bower Ashton (UWE City Campus)
Edit Week	W/C 16 Feb,	Self-guided
Session 7	Fri 27 Feb, 09:30-17:00	Arnolfini (UWE City Campus)
Session 8	Fri 6 March 09:30-17:00	Arnolfini (UWE City Campus)
Session 9	Wed 11 March 09:30-17:00	Arnolfini (UWE City Campus)

Fees



This Skills Bootcamp is **FULLY SUBSIDISED**, with the government covering 100% of the total cost for eligible learners.

Please note: This Skills Bootcamp is currently open only to freelance applicants. If you're employed by an SME or larger organisation, please contact us on bootcamps@uwe.ac.uk so we can notify you about future availability.

Funding Eligibility

Due to funding restrictions all learners must meet the following criteria:

- Be a freelancer with a minimum of 2 years experience of working in the TV and film sector
- Be aged 19+ Live and/or work for an organisation based in Bristol, South Gloucestershire, Bath and North East Somerset or North Somerset (we will consider applicants living close to these boundaries)
- Not currently in full-time or part-time education
- Have the right to live and work in the UK
- Have not registered and attended (including partial completion) any other Skills Bootcamp in the current financial year from any provider



The Skills Bootcamps Programme is funded and managed by the West of England Mayoral Combined Authority, and delivered by UWE Bristol (The University of the West of England) JonesMilbank and Gritty Talent.



Apply Now

If you have any questions, please email the team at bootcamps@uwe.ac.uk or call 0117 3281375