



**EASTWORKS: STEP INTO  
FASHION PROGRAMME**

[WWW.FASHION-DISTRICT.CO.UK](http://WWW.FASHION-DISTRICT.CO.UK)

# EASTWORKS: STEP INTO FASHION PROGRAMME

## WHAT IS STEP?

Delivered across three pathways, Commercial, Image & Product, STEP into Fashion is a shared internship programme which will provide bright young stars from under-represented and disadvantaged communities access to a career in fashion.

Paid the London Living Wage they will take on multiple roles in different organisations, as well as participate in master-classes, mentoring and a peer group project.

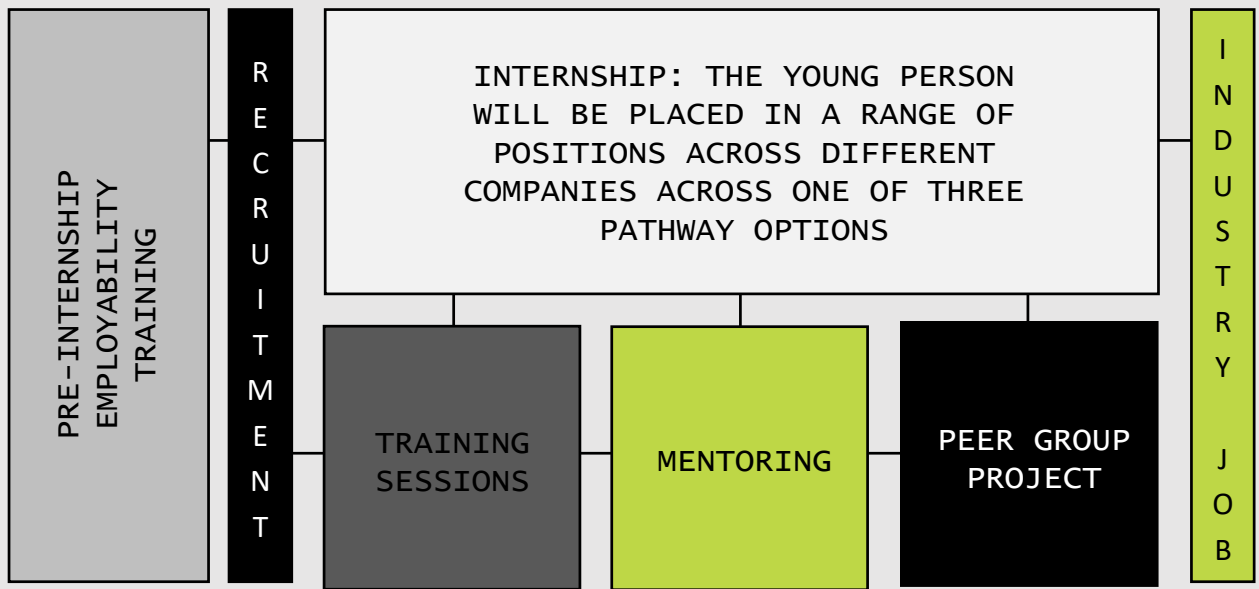
For companies, the programme will help to improve diversity & inclusivity, and build a local recruitment pipeline for in-demand roles.



“91.9 PER CENT OF JOBS  
IN THE CREATIVE ECONOMY  
WERE DONE BY PEOPLE IN  
MORE ADVANTAGED SOCIO-  
ECONOMIC GROUPS,  
COMPARED TO 66.0 PER  
CENT OF JOBS IN THE  
WIDER UK ECONOMY”

Create London's Panic!  
2018 research report

## HOW DOES IT WORK?



Recruitment for the programme will be led by Create Jobs (powered by A New Direction) a specialist employability agency transforming London's workforce by supporting and developing individuals who are underrepresented in the creative digital industries. They currently run a range of programmes within other creative sectors with employers & partners including the BBC, V&A, General Assembly, & Sadlers Wells.

Create Jobs has strong links to schools and the local community, and regularly run employ-ability training programmes to scout and nurture the brightest, diverse talent for entry level roles within the creative sector.

Once an employer has been confirmed on the programme they will be asked to provide a job description. Create Jobs will then advertise the role and hold a series of information sessions, practical workshops and group assessment days to recruit, and employers will be invited to final interviews to select their talent.

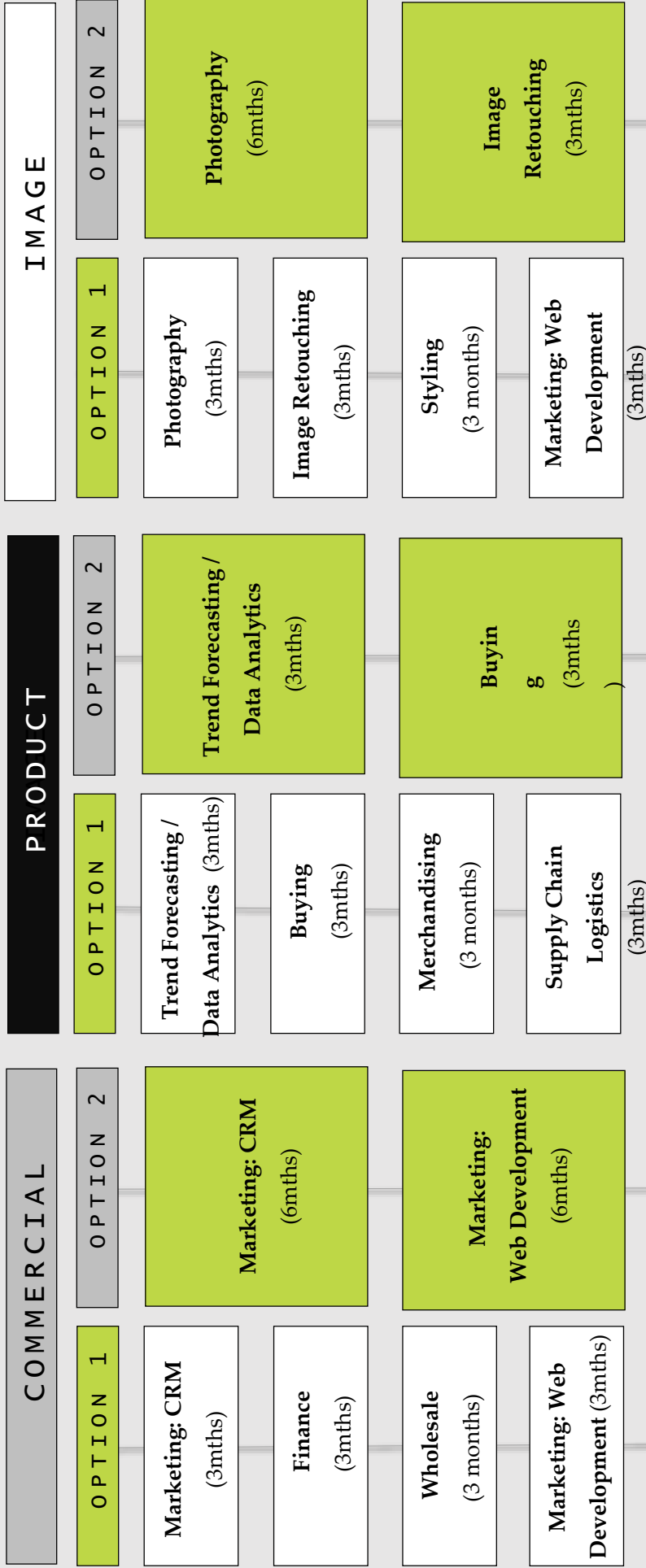
Organised by Create Jobs, throughout the placement all interns will attend a series of from industry specialists to acquire additional knowledge & skills masterclasses (5 x half days over the year), and collaborate in a peer group project. In every role, the intern will also be assigned a mentor from within the organisation for professional development guidance & support.

### WHO IS IT FOR?

18 – 30 year olds from east London (Hackney, Tower Hamlets, Newham & Waltham Forest) who clearly demonstrate **commitment, drive and & passion** for starting a career in fashion, and are currently **under-represented** in the creative industries.

# EASTWORKS FASHION: STEP INTO FASHION PILOT YEAR OPTIONS (12 months)

## 3 PROGRAMME PATHWAYS & 2 STRUCTURE OPTIONS\*



Y E A R O N E

**Our ambition is that following the programme, our cohort will be able to:**

- Undertake an apprenticeship being offered by one of the programme employers or within industry
- Go directly into entry-level employment from one of the programme employers or within industry
- Enroll in higher-level skills training in one function area as the next phase of the Eastworks Fashion programme develops

Y 2

\*These pathways are illustrative and are flexible to other functions subject to employer opportunities.

## PROGRAMME BENEFITS FOR EMPLOYERS

**Industry Preparation:** Prepares young people with a range of key transferrable skills, a knowledge of various fashion functions in different organisations, and professionalism before undertaking an industry apprenticeship or entry-level employment.

**Recruitment & Diversity Pipeline:** Programme could act as a training and selection process for employers looking to offer apprenticeships & entry-level jobs, and a pathway to increase diversity within organisations.

**People Development:** by partnering with other businesses, organisations can train up early talent with lower investment of investment of resources, as well as offer CPD opportunities for existing staff.

**Low Commitment:** Companies can join the programme by taking as little as one young person for 3 months.

## NEXT STEPS

### Get in Touch!

We'd love to have a conversation to how we could make this programme work bespoke to your organization

To join the programme, employers must:

- Commit to paying London Living Wage
- Know the function area & length of placement for the internship.

Employers will then be invited to provide a job description for recruitment.



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# APPENDIX: FASHION FUNCTIONS OVERVIEW

In case its helpful, for your consideration we've compiled a high level overview of all the types of head-office / digital functions that could be included in the programme...but we'd love to hear of any new types of teams or positions in development that could take an intern!

## BUSINESS, RESEARCH & DEVELOPMENT

Competitor Intelligence

Consumer Insights

Trend Forecasting

Strategic Planning

Innovation

Social Corporate Responsibility

Sustainability

Finance

## SUPPLY CHAIN, ALLOCATION & RETAIL

Buying

Merchandising

Wholesale

Supply Chain Mgt & Logistics

Sourcing

Retail Management

## CREATIVE

Visual Merchandising

Photography

Styling

Design

Product Development

Studio & Production Mgt

## MARKETING

Business Dev & Account Mgt

CRM

Communications

Media

PR

Social Media & Digital Marketing

## DIGITAL

Web Development

E-Commerce

Graphic Design

MIS / IT / Technology

**London Legacy Development Corporation** is creating an innovative London metropolitan centre, with a global focus, a place where local talent is celebrated. LLDC's work is focuses on developing talent and helping people get jobs in sectors including the cultural, creative and fashion sectors. LLDC is the proud funder of the STEP into Fashion Programme.



[WWW.QUEENELIZABETHOLYMPICPARK.CO.UK](http://WWW.QUEENELIZABETHOLYMPICPARK.CO.UK)



Powered by A New Direction

Create Jobs is an employability programme for young Londoners. We are transforming London's workforce by supporting and developing individuals who are underrepresented in the creative digital industries. We respond to aspiring creatives and employer needs by co-designing training programmes, brokering job opportunities and developing networks.

[WWW.CREATEJOBSLONDON.ORG](http://WWW.CREATEJOBSLONDON.ORG)

Fashion District seeks to position London as a global hub for fashion innovation & technology. It brings together fashion, tech, business & education in north & east London to meet, compete, collaborate & innovate - nurturing talent, generating new jobs & developing new products.

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