

# CASE STUDY:

BRIDGE

January 2024



Photo credit: Rocks film 2019



## Background

Founded in 2018, [We Are Bridge](#) (WAB) began as an aftercare programme for the cast of ROCKS, by a collective of the filmmakers behind the film. Since then, WAB has evolved into a wider serving industry body committed to ensuring the legacy of new and emerging talent. The purpose of the organisation is to build a bridge between emerging talent and the industry, supporting contribution in the pop culture space from marginalised groups who may otherwise have limited access to further career development opportunities and/or training.

## Approach

WAB interacts with both sides of the creative industry. They provide talent development to emerging artists while also supporting and guiding the industry through various training and consultation to make inclusive work that creates space for sustained contribution from communities who face socio economic, racial, and gender inequality.

They provide their flagship 24 month talent development programme along with industry partnerships and training sessions for both industry and talent. Their sessions focus on wellbeing and empowerment, financial literacy, skills development and safeguarding. Their practice centres collaboration with the industry in order to ensure the long-term sustainability of talent from underrepresented groups. WAB believes that this work will impact the redistribution of resources to directly drive forward positive social change and address societies' inequalities.

## Highlights

This year one of We are Bridge's industry partnerships is with the British Independent Film Awards (BIFA) where they launched a six-month talent development programme for all longlistees in their Breakthrough Performance category. The programme includes sessions on career development, wellbeing & empowerment, casting and financial literacy, in addition to networking opportunities. It also includes an industry facing training session on safeguarding and best practice to support those responsible for looking after new on-screen talent.

The Breakthrough Performance category is known for highlighting exciting new talent from varying levels of entry into the industry including street casting, alternative pathways and traditional routes. For WAB this partnership goes beyond providing their training services just to talent and has enabled WAB to reach a wider industry level to improve capacity building in the area of legacy work for a variety of industry stakeholders.

## Longer-term vision

WAB's consultancy supports production teams to improve knowledge and practice in authentic representation, inclusive practice, safeguarding and pastoral support. In the longer term, WAB is working to ensure that the broadcast and creative industries evolve to better represent marginalised communities, providing a wider range of content and narratives on our screens, stages, digital media and beyond.



“Our commitment is to build bridges across the creative industries for the talent we interact with. We hope our presence will make real changes that invite new talent to develop sustainable, safe and long-term careers, whether in front of or behind the camera”  
– We Are Bridge Team

The Power of Pop (PoP) Fund is a pooled UK fund supported by Comic Relief, Unbound Philanthropy, Esmée Fairbairn Foundation, Paul Hamlyn Foundation and Oak Foundation. The PoP Fund supports organisations working at the intersection of popular culture and social change, with a particular focus on migration and racial justice.

The first cohort of funded partners is made up of: 2POCC, Skin Deep and We Are Bridge. The second cohort is made up of: Counterpoints Arts, Heard and OKRE. Collectively, their inspiring work amplifies the experiences and testimonies of Black, People of Colour (POC), migrant, refugee and marginalised creatives through bespoke support, network building and cultural production.

