

Careers in Publishing Roadshows

Impact Report 2024



In 2024 New Writing North teamed up with Hachette UK to deliver Careers in Publishing Roadshows to thirteen schools in Newcastle, North Tyneside and Northumberland.

Hachette publishing staff and Hachette author Daniel Tawse travelled to each school for a live event about careers in writing and publishing. Participating schools also received a digital masterclass with Hachette, where editors, publicists, designers and rights executives provided students with insight into a day in the life of their specific role.

The Careers in Publishing events reached students from Year 7 to Year 12 and covered ground from North Shields up to Amble and back down to Longbenton.

Over **1200 students** attended a live Careers in Publishing event at their school.



Why we did it?

Research from major UK publishers has shown that people from the North East are extremely underrepresented in publishing.

In 2021 Hachette UK opened five new national offices in Bristol, Manchester, Edinburgh, Sheffield and **Newcastle**. The aim was to create a gateway to a new and diverse pool of publishing professionals and authors from across the UK. For young people in the region, whether their aspirations were to move away or stay in the North East, a career in publishing was now attainable.

More opportunities were made available in 2022, with the creation of a new MA in Publishing at Northumbria University. Run in partnership with Hachette UK and New Writing North, this master's course is the first in the UK to offer students a guaranteed placement with a global publisher, and there is also a £2,000 scholarship available for a gifted student from an underrepresented background. However, we know that to inspire the next generation of publishers in the region, we must educate young people about the industry even earlier.

A third of young adults want to work in the creative industries but only one in four are told about careers in the sector at school. Research by Ravensbourne University London found that a lack of knowledge about roles available, as well

as a perception that the industry is hard to get into, are deterring young adults from a creative career. The Gatsby Benchmark for Good Careers Advice makes it clear that every young person needs good career guidance, and that good career guidance is a necessity for social mobility. The Careers in Publishing Roadshows focussed on the fifth benchmark: meaningful encounters with employers and employees.

With this project, we wanted to introduce the idea of publishing as a viable career path to students as young as 11 from across the North East. The Careers in Publishing roadshows focussed on the breadth of jobs within publishing as well as the skills you need to realise these ambitions. By bringing the industry to students in their own classrooms and assembly halls, we are showing young people that publishing is for everyone.

The activity

We worked with Hachette’s All Together Network to recruit staff for the roadshows. The All Together Network promotes the recruitment, retention and development of people from low socio-economic and regional backgrounds.

23 Hachette UK employees volunteered their time to take part in a live or digital event. Staff from all the national offices and London were represented and the events showcased the range of publishing divisions and career paths within Hachette.

The live events brought careers in publishing to life by thinking about the steps that go into creating a book and the individual people involved. How does something they read go from an idea in an author’s head to a product they would see on a shelf in a bookshop? Who makes that happen? By meeting Hachette staff and seeing them profiled throughout the programme, students were introduced to the multitude of people who make up the publishing industry, and the different journeys they took to get there.

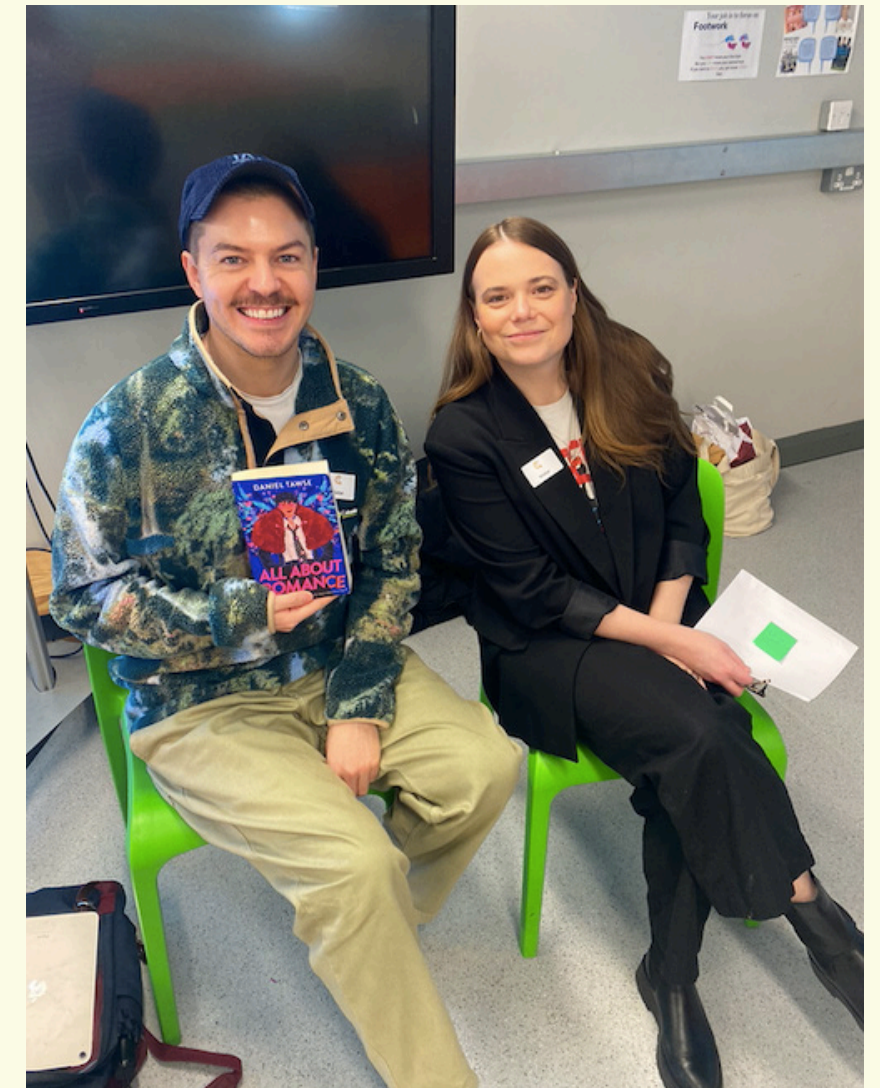
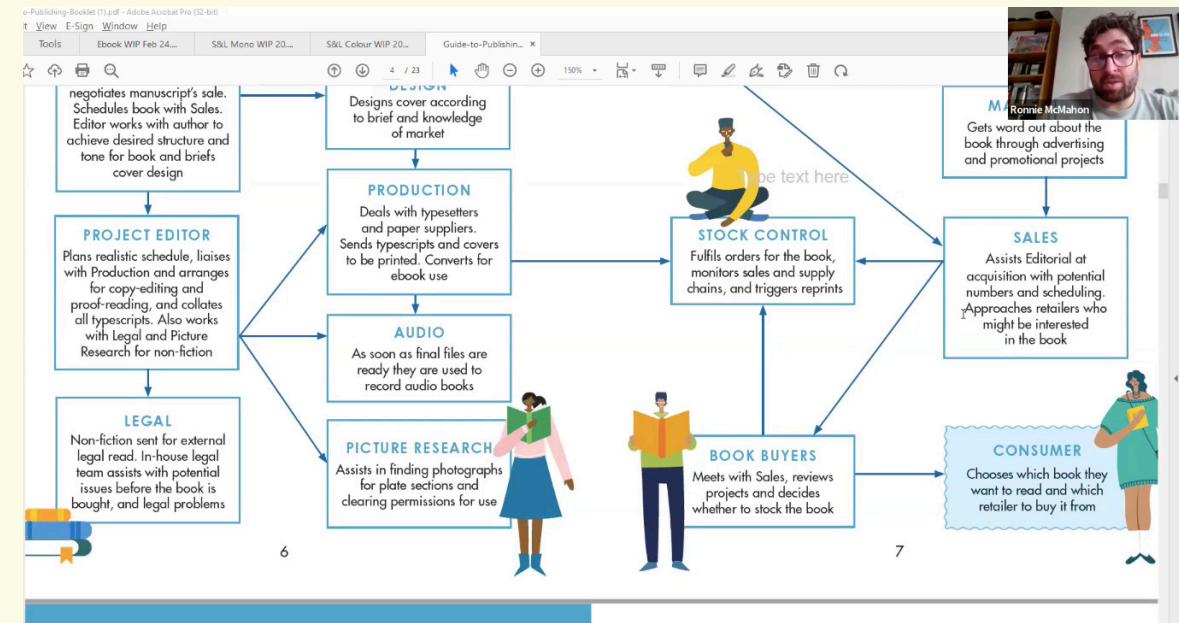
The students were also introduced to the other side of the publishing process, hearing from North East based author Daniel Tawse, whose debut novel *All About Roman(ce)* was published by Hachette UK in 2023.

“It was great to have Daniel there, as a working author who is from and still lives in the North East. One of the key successes from the events was for students to see that someone like them had achieved that. It was clear that there is a real need for this type

of careers activity, to open up access and encourage students to pursue their creative interests.” Grace Keane, Senior Programme Manager (New Writing North)

Digital masterclasses allowed students to get a closer look at specific roles, from designing a marketing campaign with Hodder & Stoughton’s Head of Marketing to seeing the development of a book cover with a designer from Hachette Children’s Group. Production masterclasses took a hands-on approach with Year 9 students creating a prototype folded book, whilst a recently-appointed Little, Brown executive talked to students about how their previous education and work experience brought them to a career in Rights.

“The Hachette staff were brilliant at tailoring their approach to the students they were meeting, and it was so interesting to hear about such a variety of jobs. There were always lots of questions from students at the end, whether it was about something they already had interest in – design jobs or marketing – or something new to them. The Hachette team did a fantastic job of walking students through roles like rights and production and data analysis and bringing them alive.” Philippa Crossman, Producer (New Writing North)



The impact

100% of schools **agreed** that the events were aspirational for students

100% of schools **strongly agreed** that students were introduced to an industry they might not have known about

100% of schools **strongly agreed** that the accompanying resources were useful for teachers

“Hachette UK is delighted to have worked with New Writing North on the Careers in Publishing Roadshows. Staff from both our regional and London offices greatly enjoyed engaging with the school students and introducing them to their varied roles within the publishing industry. We’re delighted by the students’ positive feedback and very much hope that many of them will be inspired to consider pursuing a publishing career.” Chloë Johnson-Hill, Interim Group Communications Director, Hachette UK



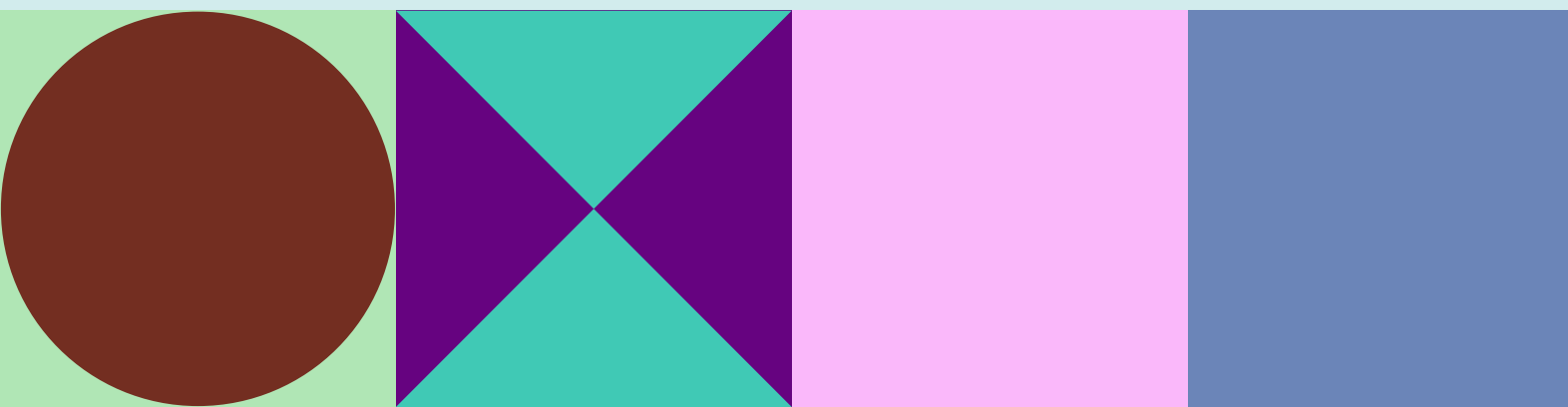
“It was wonderful to hear about careers in this field as students often learn about STEM opportunities and feel jobs linked to English are just teacher, journalist or lawyer.” Longbenton High School

“Having the industry experts there was great, and linking in the company to popular culture (the Heartstopper series...) is a good way to get pupils interested.” Callerton Academy

“The opportunity to actually meet those working in the industry was really inspiring for the students. It allowed them to connect their love for reading and books with practical career choices they could make.” George Stephenson High School

“(It had the) Positive impact of inspiring students to aim high and consider career paths previously considered unreachable.” Burnside College

“Daniel Tawse has become a bit of a hero amongst some students! They found it interesting to learn about both the processes a book goes through (which they were unaware of) and the other roles within the industry, like rights sales.” Longbenton High School



The resources

Participating schools were given access to additional resources to support their participation. Each school received a guide to Careers in Publishing, created by New Writing North and Hachette UK. This informational document laid out the range of careers available in the publishing sector and profiled the individual career journeys of the Hachette staff taking part.

To support teachers to continue encouraging interested students, the guide featured links to a host of Hachette’s Changing the Story resources. Changing the Story was created to have impactful, meaningful and sustainable change in all areas of diversity and inclusion. Hachette’s mission is to make it easy for everyone, everywhere to unlock a new world of ideas, learning, entertainment and opportunity and to attract and retain talent that is fully reflective of the world we live in.

Schools also received a package of Hachette UK titles, as part of New Writing North’s **Balance the Books** initiative. Balance the Books encourages young people to discover brilliant books by authors from underrepresented backgrounds. We know that the best books act as both a mirror and a window:

reflecting back to us our own experiences while also revealing a wider view of the world, so that we can understand and empathise with others.

We selected 14 Hachette UK titles, which were gifted to each school’s library. The selection featured a range of genres and forms, from graphic novels to non-fiction to middle grade and YA stories. Each book was accompanied by a bespoke reading guide, which linked the themes back to the curriculum and provided suggestions for further reading. The guides contained creative prompts for students keen to explore writing themselves, as well as reading questions to facilitate conversation on the important issues the books inspired.

