



MO  
SIEWCHARRAN  
FUND

---

IMPACT REPORT  
2018-2022

Mo Siewcharran, a former Director of Marketing and Communications at Nielsen Books, died suddenly in June 2017. Mo had worked there for over 16 years and before that had worked for Hamlyn, Penguin and Haynes.

In 2018, Mo's husband, John Seaton, launched a memorial fund to encourage young people from Black, Asian and ethnically-diverse backgrounds to pursue a career in the Arts. The Fund, administered by Creative Access, originally supported internships for young talent from ethnicities that are under-represented in the theatre and publishing industries. In 2021 this was extended to include the music industry. Mo was passionate about all three disciplines and her passion lives on through this Fund.

Awards are granted twice-yearly in July and December. The Mo Siewcharran Fund contributes to the salary of an intern for a six-month traineeship and a full programme of support is provided by the Fund's partner, Creative Access, to ensure the trainee thrives in their new role.



## An internship with a difference

As part of their paid internship, each Mo Siewcharran Fund trainee receives a full programme of training and support, as well as training from their host company. This training and support is provided by the Fund's partner, Creative Access, the leading not-for-profit specialised in diversity and inclusion across the creative industries.

This includes:

- **An induction day:** to prepare for the workplace via sessions on etiquette, goal setting and networking skills
- **Buddies and mentors:** each trainee is given a "buddy" (a former trainee) and a mentor from within the host company to provide guidance
- **Masterclasses:** interns join monthly Creative Access masterclasses to hear from role models, learn new skills and build their networks
- **Mental health and wellbeing:** regular sessions with a clinical psychologist to ensure trainees feel supported and are working to the best of their abilities
- **Peer networks:** participation in sector WhatsApp groups, invitations to events, training and ad hoc opportunities within the Creative Access network
- **Development scheme:** after their placement, the trainee joins the Creative Access Development Programme, where they are matched with a senior mentor and invited to participate in leadership training

## The role of the employer partners

The Mo Siewcharran Fund allocates at least 60% of the cost of the intern's training bursary based on National or London Living Wage for a six-month period (pro-rated for part-time internships) and covers all costs relating to the recruitment the candidates. In return as part of the Fund's mission to bring tangible change to diversity within publishing, theatre and music, employers are asked:

1. To commit to training an intern for a six-month period
2. To provide a line manager and a mentor for the intern
3. To allow the intern to attend an induction at Creative Access in London and attend monthly online evening masterclass
4. To pay the balance of the intern's training allowance so it meets at least the level of National / London Living Wage
5. To provide feedback at the mid and end points of the placement



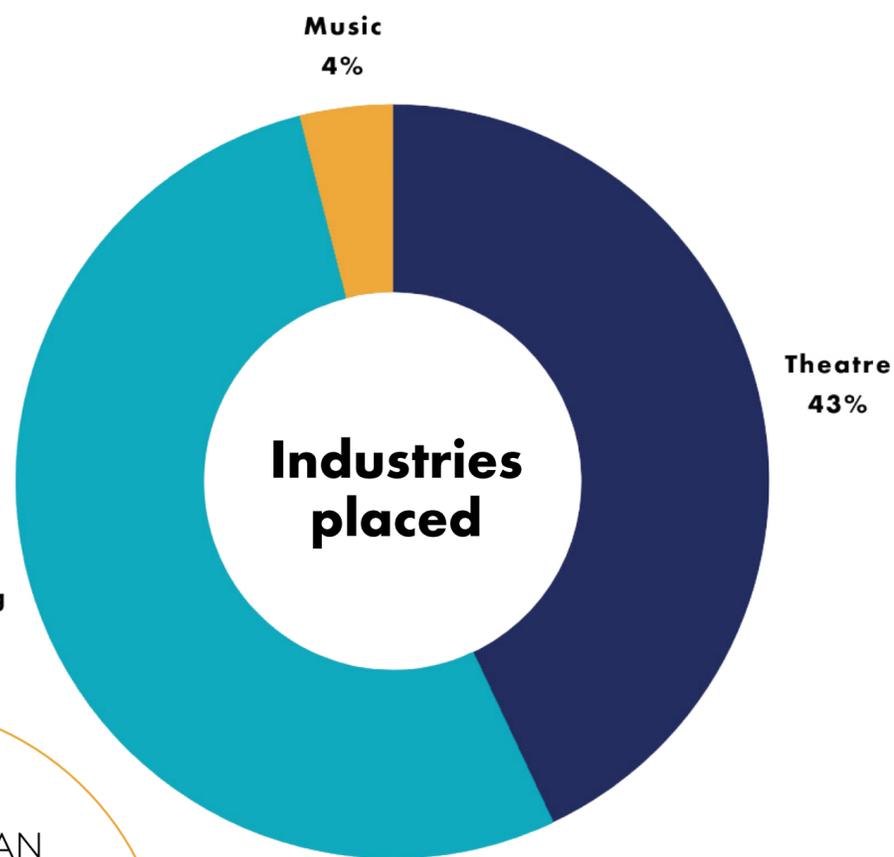
# Who has the Fund supported

Since the Mo Siewcharran Fund started in 2018 it has supported 27 trainees across the creative industries:

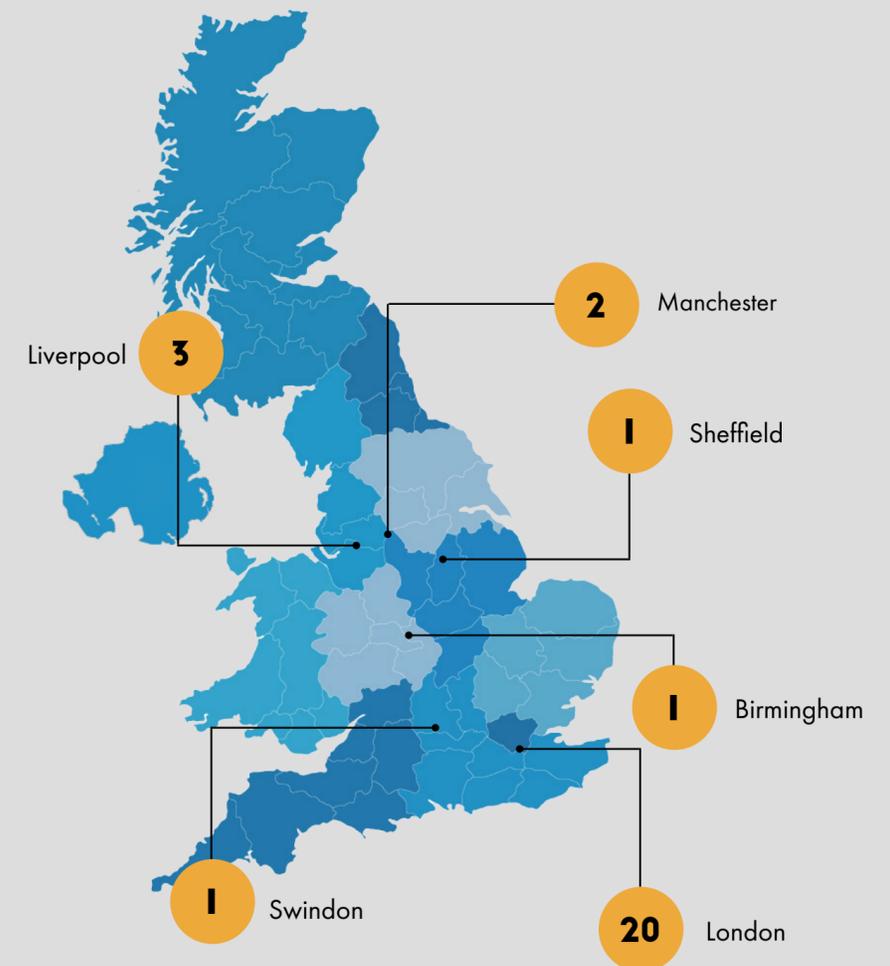
- 11 in theatre
- 13 in publishing
- 1 in music

The Mo Siewcharran Fund is focused on improving diversity in the creative industries and in opening up opportunities for more young people in the sector across the UK, not just in London and the South-East.

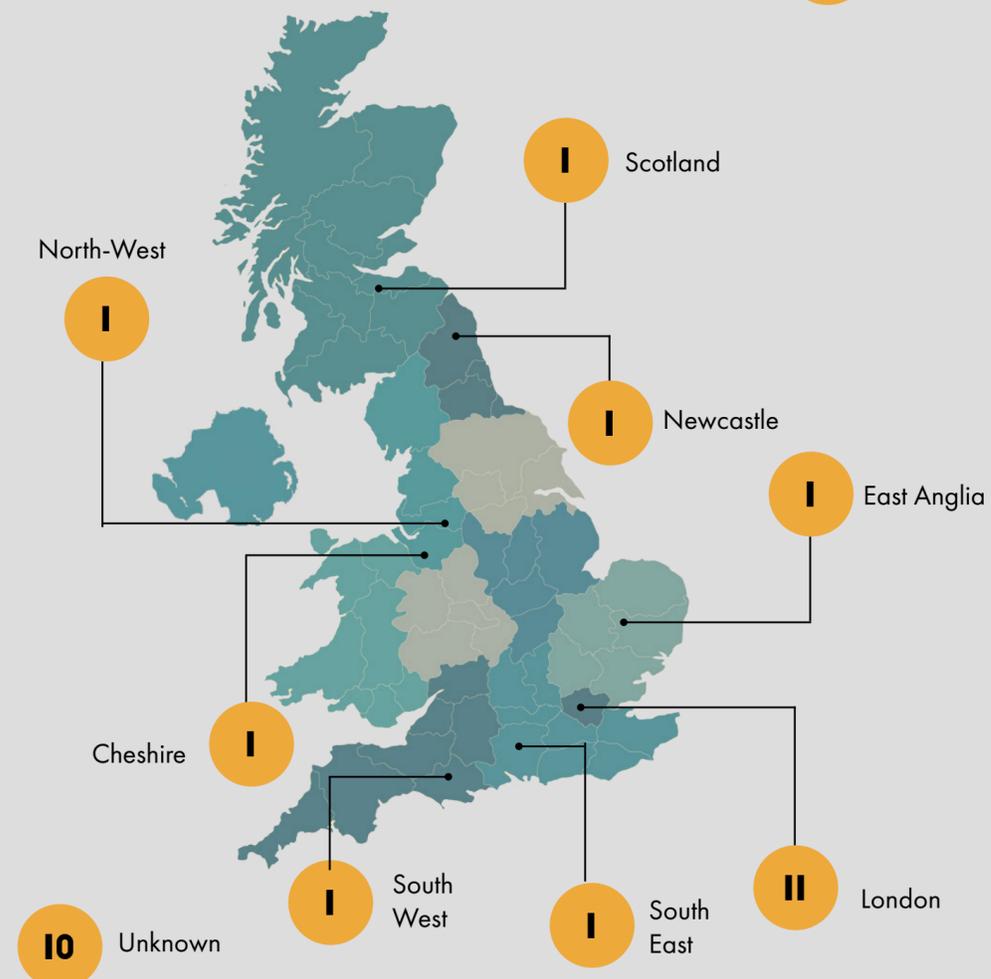
The Mo Siewcharran Fund has awarded grants to 19 organisations in London and 8 outside London. This equates to £74,383 for placements in London and £46,120 of placements in other regions.



## Locations of interns placed



## Locations where interns have come from



## Grant awards

To date, the Mo Siewcharran Fund has distributed over £132,000 to support aspiring talent from Black, Asian and ethnically diverse communities

Since starting in 2018, the fund has helped to support internships for 27 individuals. In total, the money has funded £53,300 worth of theatre-based internships, £74,038 for internships in the publishing sector and £4,915 in music.

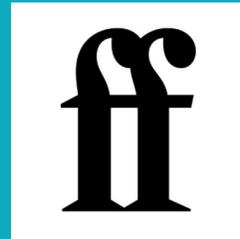
Year	Total Awarded
2018	£18,350
2019	£33,500
2020	£19,750
2021	£60,653

£132,253 as of April, 2022.

MO  
SIEWCHARRAN  
FUND

IMPACT REPORT  
2018-2022

## 2018



- Faber & Faber, London – publishing trainee
- Granta Publications, London – publishing trainee
- King's Head Theatre, London – executive assistant
- Soho Theatre, London – theatre intern

## 2019



- Profile Books, London – marketing & publicity assistant
- Theatre Delicatessen, Sheffield – trainee producer
- Oneworld Publications, London – editorial intern
- Orange Tree Theatre, London – marketing assistant
- Faber & Faber, London – publishing trainee
- Royal Society of Literature, London – communications & administrative assistant
- Europa Editions, London – publishing trainee
- Prime Theatre, Swindon – trainee participation producer

## 2020



- Liverpool University Press, Liverpool – marketing assistant internship
- The Stage Media Company, London – trainee journalist
- Little Angel Theatre, London – puppetry intern



## 2022



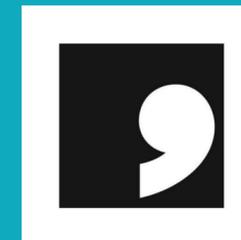
- Saqi Books, London – publishing intern
- The Reader, Liverpool – literature directorate assistant
- Regional Theatre Young Director Scheme (RTYDS), Manchester & London – trainee programme producer



MO  
SIEWCHARRAN  
FUND

IMPACT REPORT  
2018-2022

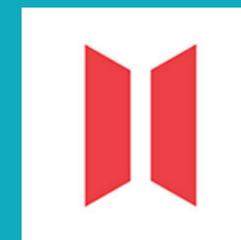
## 2021



- Cheek by Jowl, London – intern
- Everyman Theatre (Liverpool and Merseyside Theatre Trust), Liverpool – literary assistant



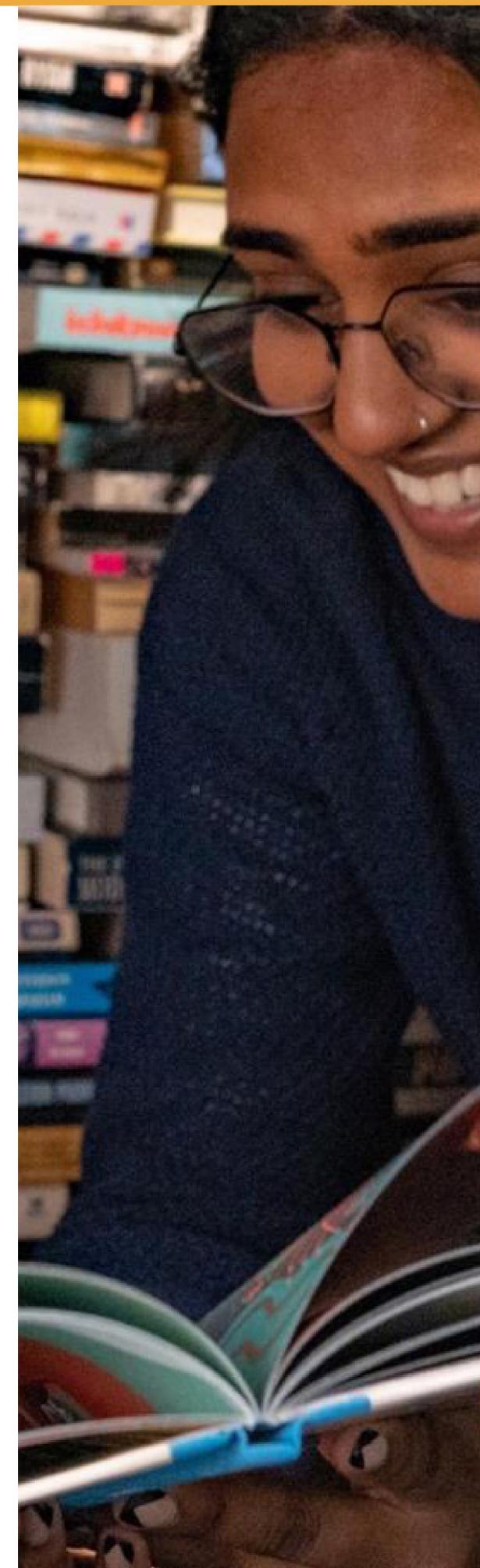
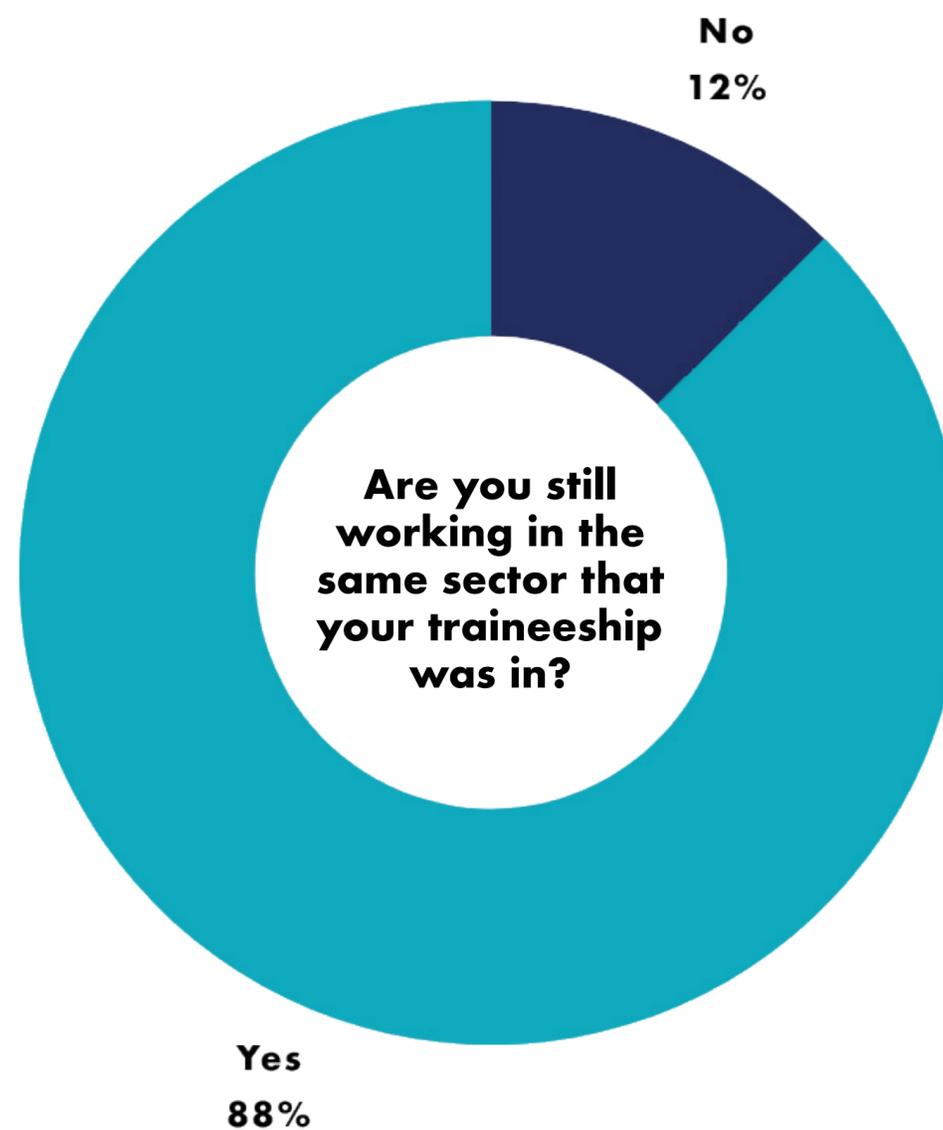
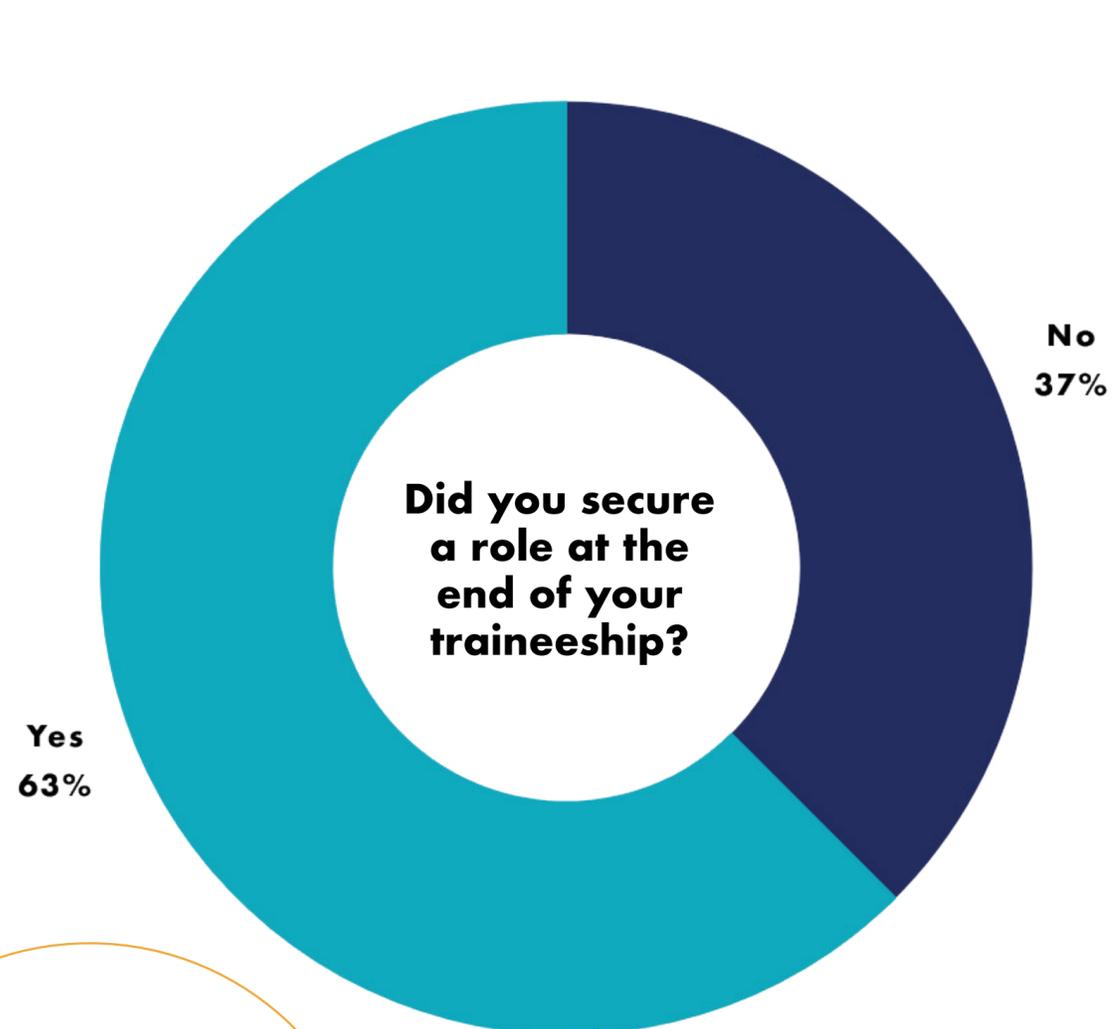
- Comma Press, Manchester – publicity & marketing assistant
- Royal Philharmonic Orchestra, London – production assistant intern
- Profile Books, London – publicity assistant



- Faber & Faber, London – sales assistant
- Cloud Cuckoo Land, Birmingham – children's theatre leadership trainee
- Stockroom, London – trainee dramaturg
- Canongate, Edinburgh & London – editorial assistant

## Trainee career impact

- Two-thirds (63%) of interns supported by the Mo Siewcharran Fund secured a career role at the end of their traineeship
- Post-internship, 9 out of 10 (89%) of trainees continued to work in the same sector, where they did their traineeship



# Trainee stories

## Ama, publishing trainee, Faber, 2019



Ama's traineeship at Faber in 2019 was the stepping stone to a highly successful career in publishing. She has progressed rapidly and three years on, she is now an assistant editor at Faber.

*"The Mo Siewcharran Fund gave me the opportunity to start and continue working on projects I'm passionate about, in an industry that means a lot to me."*

## Ruby, puppetry internship, Little Angel Theatre, 2020



Ruby completed a puppetry internship at the Little Angel Theatre and is now freelancing at craft workshops. She said:

*"It facilitated an opportunity for me to enter a creative job and gain a lot of skills and knowledge. It created funding for a role that might not have otherwise been available, but has been very valuable to me."*

## Jessica, communications trainee, Royal Society of Literature, 2020



Jessica interned as communications and administrative assistant at the Royal Society of Literature in 2020. She has since stayed in the non-for-profit sector and went on to a role at Arts Council England after her internship. She now works for the human rights organisation, Liberty.

*"Without this experience [the traineeship], I wouldn't be working where I am today as I gained such essential skills that are crucial in my current role."*

## Jessica, puppetry internship, Little Angel Theatre, 2020



Jessica did a puppetry internship at the Little Angel Theatre. The experience inspired her to pursue a broad freelance creative career working in puppetry and sculpture.

*"My experience with Little Angel put me in connection with people I hope to work with in future and also helped me develop skills such as budgeting, time management and, of course, making abilities. The fund supported and strengthened my abilities and placed me in a good position to enter the industry."*

## Mila, publishing trainee, Profile Books, 2021



Mila interned as a publicity assistant at Profile Books in 2021. Her role was then made permanent and she has since been promoted. She says that *"the opportunity gave me a path into the industry and the role I was hoping for. The support I've received throughout the past few months has been invaluable, and I'm very grateful that it allowed me not only to gain experience, but led to a permanent position."*

## Ingrid, trainee producer, Theatre Delicatessen, 2019



Ingrid was placed as a trainee producer at Theatre Delicatessen in Sheffield in 2019. Ingrid is now using the skills she learnt as a trainee in her current position as a video content creator for Twinkl, the online teacher resources provider.

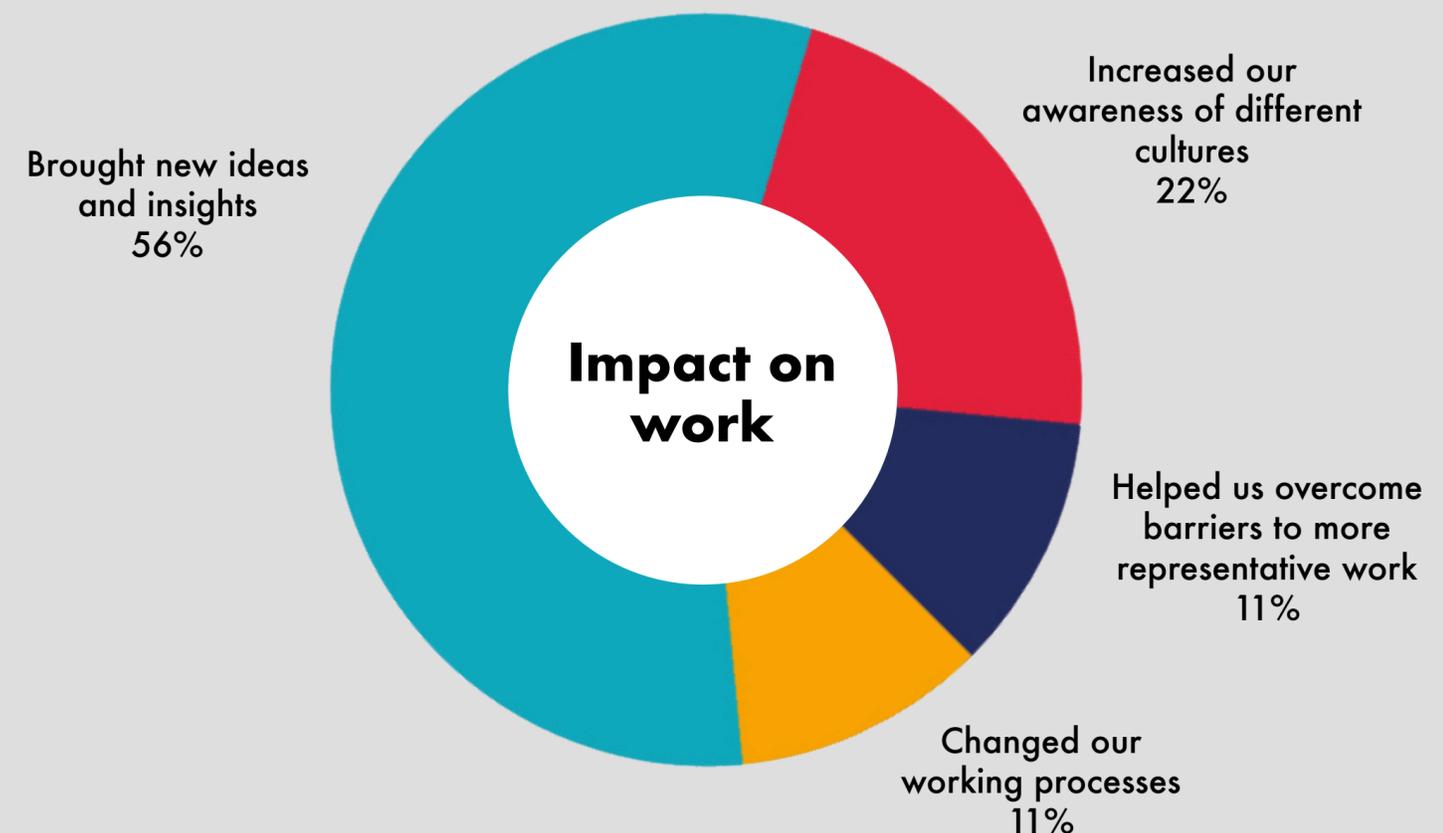
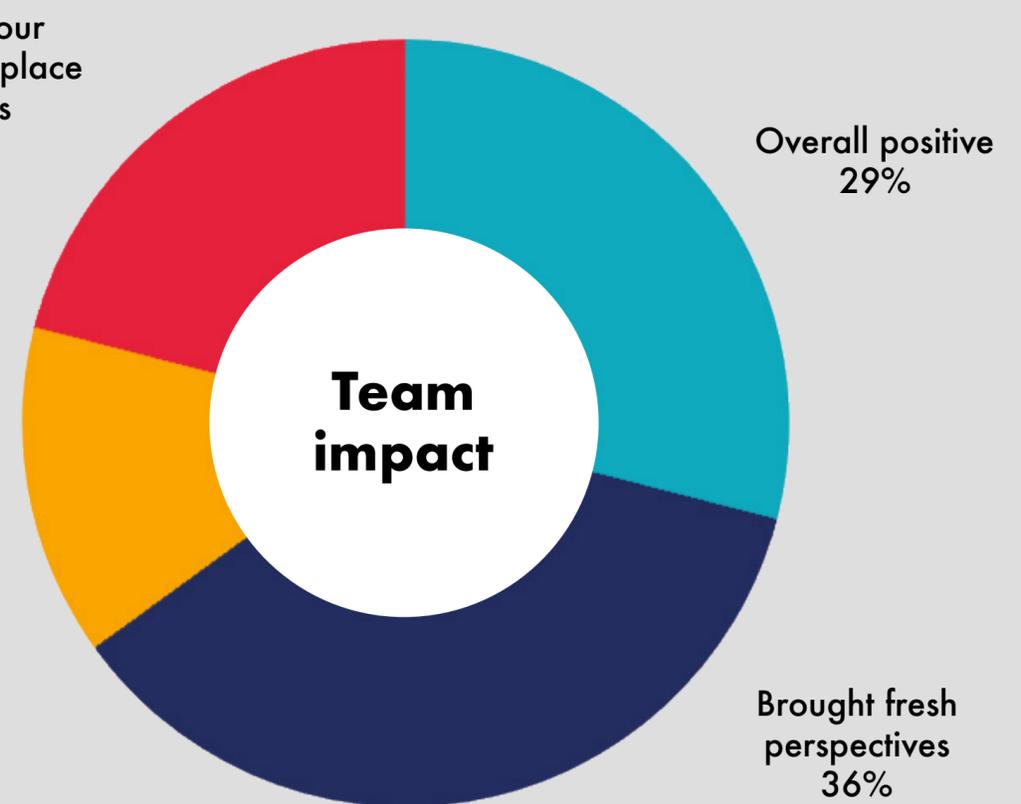
*"I will never stop being grateful for the doors Creative Access has opened for me and so many others."*

## Fund impact on organisations

The organisations who are able to hire an intern or interns with the help of the Mo Siewcharran Fund overwhelmingly feel that these hires have contributed greatly to their diversity and had a positive impact on their teams and workplaces.

In most cases, the employers feel they have benefited from the partnership as much as the interns themselves, as employers have a tangible chance to realise the potential of hiring diverse candidates. The employers cited how hiring an intern through the Mo Siewcharran Fund had a significant impact on their teams, bringing fresh perspectives and driving positive change in their workplaces, such as suggesting creating dedicated spaces for prayer or bringing in more flexible working practices.

They also felt the trainees had an even more positive impact on their work, with over half saying the trainees brought new insights and ideas which improved the diversity and representation of their work and helped them connect better with multi-cultural audiences. Two-thirds also said they would not have been able to make a hire from a diverse background without the support from the Fund and a third that the Fund had enabled them to broaden their talent pipeline.



# Employer stories

## Europa Editions, independent fiction publisher



The team at Europa found that the intern, placed with them was instrumental in providing valuable insights and a different perspective for the team.

*"Having the trainee with us contributed to increase our awareness of the multi-cultural aspects of the society we work in."*

Daniela Petracco, communications director,  
Europa Editions

## Comma Press, independent publisher, Manchester



Manchester-based independent publishers Comma Press were also awarded a grant that will enable them to bring in a Publicity and Marketing Assistant.

*"We are grateful to have been able to offer this opportunity to under-represented new talent keen to enter the publishing industry at a challenging time for the creative industries. This placement, which will be remote and open to Black, Asian and ethnically diverse candidates, contributes towards our aims to decentralise the publishing industry and propel aspiring publishers, as well as enhancing the capacity of our organisation to publish great stories."*

Becca Parkinson, engagement manager,  
Comma Press

## Liverpool and Merseyside Theatres Trust, theatre charity

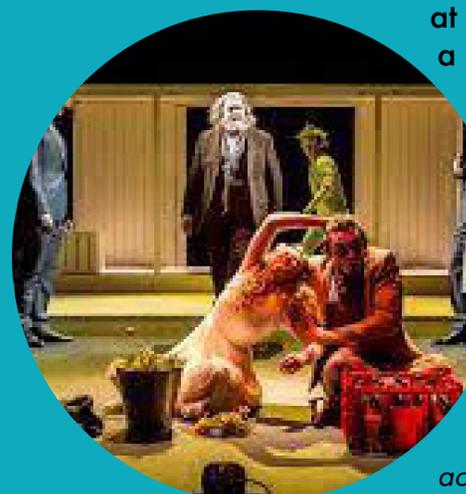


For the team at Liverpool and Merseyside Theatres Trust, the Mo Siewcharran Fund was fundamental in enabling them to bring back a literary assistant role to the organisation. The stipulation from the funding that this role had to go to an ethnically diverse candidate allowed them to restrict that role in a way that would not normally be possible.

*"Lydia's perspective on, alongside her passion for, supporting Black artists was really inspirational and valuable. I believe she felt comfortable calling out and asking needed questions around representation and diversity, and was a positive voice and advocate for underrepresented minorities and backgrounds in all spaces."*

Francesca Peschier, new works associate,  
Liverpool and Merseyside Theatres Trust

## Cheek by Jowl, international theatre company, 2022



International theatre company Cheek by Jowl, based at the Barbican Centre in London, has been awarded a grant in 2021. The award coincided with an important milestone for their organisation as they celebrate their 40th anniversary and reflect on the changes that still need to be made to improve diversity in the arts.

*"We would like to thank Creative Access for this grant, and for all of the essential work that they do in nurturing the next generation of leaders. Cheek by Jowl is also committed to this mission and we this internship is another step in the push for equality of opportunity across the arts sector and a workforce that truly reflects and represents the communities in which we live. We are really looking forward to inviting a new member onto our team."*

Teya Lanzon, general manager,  
Cheek by Jowl

# Employer stories

## The Stockroom, theatre writers' room



The background and lived experiences of the intern placed at The Stockroom were unique to the organisation and provided invaluable input in terms of the representation of different views in their work.

*"More of the kind of training and supported provided by the Mo Siewcharran Fund and Creative Access is needed. People can't get through doors without experience and names on their CVs."*

**Martin Derbyshire, executive producer,  
The Stockroom**

## Granta Publications, publisher

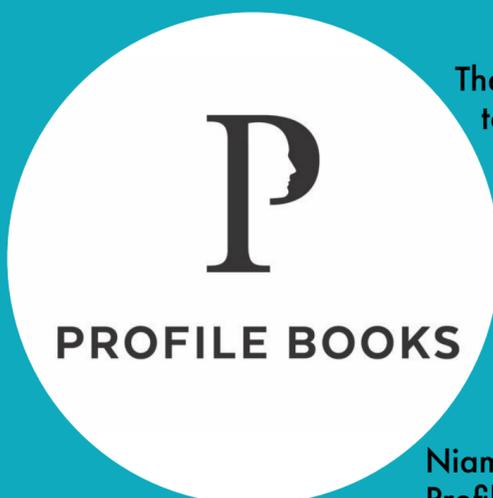


Mo Hafeez, placed at Granta publications as a publishing trainee in 2018, was the first male Black, Asian/Minority Ethnic employee at Granta for five years. His contributions and presence made a big difference to the team bringing a new and much-needed different perspective.

*'We are so glad to be partnering with Creative Access to offer a bright and talented lover of literature their first role in publishing, and immensely grateful to the late Mo Siewcharran and her husband John Seaton for their generous support.'*

**Anne Meadows, commissioning editor,  
Granta Books**

## Profile Books, non-fiction publisher



The grant awarded to Profile Books enabled them to broaden the range of applicants that they normally see for entry level roles in the industry. Their intern was so successful in their role that they have now permanently joined the team.

*"We were delighted to find our candidate through the scheme and are really pleased to have our recruit join the team permanently following the scheme."*

**Niamh Murray, campaigns director,  
Profile Books**

## The Stage, theatre, news and reviews publication



The Mo Siewcharran Fund had a significant impact on The Stage team. Through the intern who joined their team, they became very aware of the lack of diversity in their editorial content and it increased their awareness of different perspectives and topics they should be covering.

*"It made us more aware of the kind of stories we were writing and their importance. It made us realise how the world of journalism is not as diverse as it could and should be, and that opportunities should be broadened where possible."*

**Matthew Hemley, news editor,  
The Stage**

## Future plans for the fund

There is a more pressing need than ever for the Mo Siewcharran Fund to continue its work in making the creative industries more representative and in providing opportunities for those from communities who are under-represented in the sector. The pandemic has put further financial pressure on individuals seeking creative careers and simultaneously impacted on creative businesses trying to diversify their workplaces.

In regards to this, John Seaton, Mo's husband and founder of the Fund, said,

*"As we come out of the pandemic, it is great to be leading the way in creating a more diverse and inclusive culture in publishing and theatre. The past two years have been incredibly challenging for the sector, but we now have a real opportunity to make fundamental improvements by changing hiring practices and recruiting talent from diverse backgrounds and I am very pleased that the Mo Siewcharran Fund is playing an active role in this mission."*

*"My last comments are just to thank John Seaton for the fund dedicated to Mo Siewcharran for opportunities it supports and its commitment to diversifying the creative arts. I really value and cherish my time with Little Angel during the internship, organised through Creative Access, and thoroughly enjoyed talking with John about the experience after it finished."*

Jessica from the Little Angel Theatre



**For further information about the Mo Siewcharran Fund  
please contact the Creative Access team at:**

 [info@creativeaccess.org.uk](mailto:info@creativeaccess.org.uk)

 [@\\_creativeaccess](https://www.instagram.com/_creativeaccess)

 [@\\_CreativeAccess](https://twitter.com/_CreativeAccess)

 [www.creativeaccess.org.uk](http://www.creativeaccess.org.uk)



MO  
SIEWCHARRAN  
FUND

IMPACT REPORT  
2018-2022

