‘A destination of choice’
How Barrow can attract graduates and reverse the brain drain

‘We are dedicated to building on our work here and in the not too distant future expect that Barrow will become a destination of choice for people all over the north west seeking to develop their film and media skills.’ Kerry Kolbe, director, Shoreline Films, gives a personal view

If you are planning to launch a career in the media, Barrow-in-Furness isn’t the first destination that springs immediately to mind. At the end of a long cul-de-sac, the town is far removed from the urban epicenters of the industry, and on first glance it’s hard to see how you would make it happen here.

But think again . . .
Take a closer look around and you will discover there is a noticeable upsurge in many aspects of the creative industries – from digital filmmaking technologies to graphic and internet design, publishing and multimedia.

And there are jobs too . . . as well as creating enough work to give ourselves full time jobs, at Shoreline Films in the last two years we have taken on three graduates, and we’re planning to recruit two more in the coming weeks.

Barrow will always be a long way from anywhere (unless they move closer to us!) but technology is progressing toward a point where you can be based anywhere provided you have a global outlook and are able to regularly scoot to key cities for contract meetings and networking.

It’s quality of product and service that counts and being based in the sticks is no longer a barrier to providing these. In the era of video conferencing and Blackberry communication, places like Barrow could emerge as an attractive base for people looking for an alternative to cramped and costly city living. House prices are a massive draw to young people looking to get on the property ladder, and the proximity to the Lake District continues to be a big advantage for Furness residents.

The brain drain – the loss of young people to urban conurbations and the consequent growth of an ageing popula-