

# Case Study – Aspire4u

Amount Granted: £4,926 (Grassroots Birmingham – Date Completed: April 2009)

## The project: Talent 2009

Talent 2009 was a project dedicated to developing young people through arts, media and events management. Aspire4u provided training and work experience for twenty young people in event management, event marketing, public relations and project management. An additional group of young people were given the opportunity to attend master classes and workshops in music industries theory, catwalk etiquette, fashion design, choreography, performance technique and vocal coaching. All of the sessions culminated in a major talent showcase.



**Total number of people benefiting from this project:** 63 (24 men & 39 women) *plus 300 members of the public who attended the event.*

**Area of Benefit:** Birmingham

## Why was the project needed?

Many young people interested in event management are not given practical opportunities to work on a live event or receive introductory training. Talent 2009 enabled the young people to work on a live event and find out more about event–project management and event marketing. Additionally, many young people within Birmingham are interested in the arts and fashion but do not get the opportunity to perform in front of their peers and key industry figures. Talent 2009 provided them with an opportunity to showcase their talent and receive recognition from their peers, local community and industry experts.



## Grassroots Birmingham is administered by:

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### The difference the project has made:

The young people that took part in the Talent 2009 project have given amazing feedback. They have improved confidence, enhanced skills and many have found that working on the project has given them an idea of the areas they would like to work in the future. They have made friends with young people from other areas of the city in addition to strong contacts within the entertainment industry. Many of them have developed new skills which they did not think they would ever acquire (ability to source and secure sponsorship being the primary skill). The performers have experienced a confidence boost and clearer direction to take their talent the next level. The young people involved are now more aware of the legalities associated with their chosen sectors. The designers and models were able to gain exposure, providing them with future work and potential distributors for their collections. Additionally, the finale event helped highlight to the community the positive contributions young people make to our society.



### Quote:

*"The funding from Grassroots Grants was invaluable to the success of the project. We were able to impact the lives of so many young people in a positive way. We were able to provide a range of activities for a variety of young people and hold an event which was enjoyed by young people and the wider community. We are extremely grateful for the support. Thank you"*

**(Daniella – Project Manager)**



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