

SPORT FOR LIFE



IconicSteps

UNIQUE TALENT



Introduction

‘Sport for life’ is a media production course originated by youth mentoring service and creative course provider Unique Talent in collaboration with Iconic Steps. Our organisations are running a project that will help young people from disadvantaged communities achieve success by taking part in a video production course and access jobs in the media industry.

‘Sport for life’ will help a group of 22 young people from London to create video productions which showcase 10 interviews with Olympic and elite athletes in different sports; in order to give them practical skills in the media industry and new ways of thinking about life. Participants will also receive intensive employment support and access to job opportunities with film and media production companies.

Our course wishes to unlock a path of prosperity and redemption for urban youth.

Do you know young people who are ready to transform their lives and careers in the media industry?



Will the young people you work with grab the chance to enter a course that will inspire them and unlock their aspirations in life?

The Problem

For many young people from deprived communities in London, there is a drastic lack of opportunity to achieve something great and aspire to unlock their full potential so that they become highly skilled professionals in the careers that they choose.

This loss of our young people's dreams has ruined chances for our neighbourhoods to transform and rid themselves of many of the social ills that have scarred our capital; whether poverty, crime or homelessness.

Without dreams becoming a reality, generations will never be able to lift themselves and their communities into prosperity and happiness. Added to this, there is a great shortage of vocational courses that equip young people with both skills and job opportunities so that they can make their ambitions a reality.



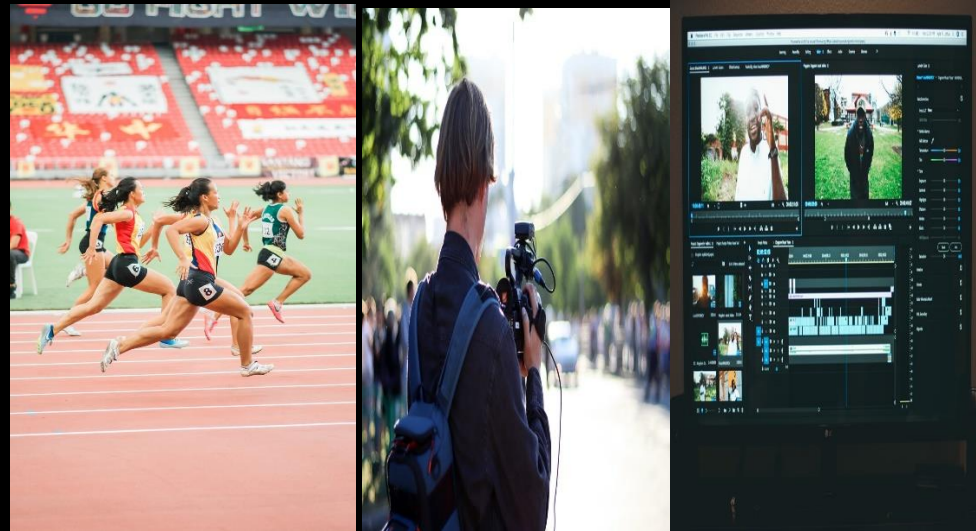
Ask yourself:

Is it right that a young person will sit there in college, looking out of the window, believing that they will never be able to work for Walt Disney, become the next Steve McQueen or make something special out of their life?

Solution

Sport for Life is a media production course that solves this dilemma of our failure to transform the lives of future generations by replacing poverty and despair with aspiration, big dreams, big visions for their life and an unstoppable vision. We want to change the lack of employment opportunities for young people and equip them with the mentality and qualities of success.

Over the course of 3 months 22 students under the guidance of professional tutors will film and edit 10 video productions featuring interviews with Olympic athletes after which they will receive accreditation whilst developing a range of soft and professional skills to increase employability including communication, professional filming, editing, interviewing, researching and analysis. After this course our students will enter an alumni program where students will receive direct employment mentoring from film companies Warner Brothers, Disney and Netflix to gain experience in the media industry and will be directly referred into job opportunities with production studios where our alumni are prioritised for the work that is offered.



Background of the companies involved

Unique Talent was founded in 2012 and incorporated in 2015 to assist young gang members and those at risk of offending in their rehabilitation with a combination of creative courses and career based mentoring. This includes music courses on studio production, lyric writing courses which assists artists to create positive music, fashion design courses and media production courses. This work has been funded by the Mayor's office for police and crime for 5 years. To date, Unique Talent has run workshops in 150 schools, delivered presentations to 2000 young people and mentored over 200 people. Our support provides a route out of criminality and poverty through vocational and employment opportunities and changed behaviour.

Jerome Sewell runs Unique Talent's media department. He has worked as an independent film/documentary producer and writer specialising in a number of fields and has been involved in media since 2009 when he began studying Media production at college. He then went on to complete a BA hon in Film and broadcasting at London Metropolitan university. His writing career began in 2011 after compiling an article series called 'Martial Art legends': a travelling journal that compiled interviews with some of the World's and Britain's most distinguished champions and masters including Kickboxing and other martial arts; including world champion Gavin McKenzie and former Karate champion Terry Daly. He then went on to produce Olympic video productions with former commonwealth Judo champion Tom Davis and youth Olympic silver medallist Lee Shin Kin. As an established writer he has been published internationally and endeavoured on a wide-ranging projects from philosophical documentaries to crime genre short films.

UNIQUE TALENT
MAKING A POSITIVE
CHANGE TO THE LIVES
OF YOUNG PEOPLE
CHALLENGE FOR CHANGE



#BLACKLIVESMATTER



WE ARE A GROUP OF FRIENDS WHO HAVE BEEN ASSOCIATED WITH GANG CULTURE AND THROUGH OUR SHARED EXPERIENCES BELIEVE THAT WE CAN MAKE A POSITIVE CHANGE TO THE LIVES OF YOUNG PEOPLE.





"We develop a growth mindset in young people to help them overcome barriers and take their first steps towards an Iconic career."

We are a social enterprise supporting young people from diverse backgrounds, aged 16-25, who need that extra bit of help; to acquire much needed skills, experience and resilience to increase their opportunities to enter the media industry.

Commercially we work on commissioned projects with our young people, to produce compelling video and photo content for clients.



Iconic Steps is a media course provider based in Lambeth that trains young people from deprived communities in London who are NEETS in developing practical skills and assists them with their career in the media industry by providing job opportunities, work based mentoring from professionals, skills masterclasses, CV and interview assistance and networking events. They have an alumni of 100 members and work directly with Warner Brother, Netflix and Disney and their associated studios such as Pinewood to offer job opportunities and mentoring.

Join us

Right now, we are recruiting young people who want to join us in this exciting opportunity. As an organisation we are aware that you provide services to young people and all that we require is the small but vital effort of offering this opportunity to your young people, so that as organisations we can work together to inspire change.

Contact details

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<https://uniquetalent.org.uk/>

<https://iconicsteps.co.uk/>