

Talent Week – Creating partnership for success

Talent Week offers many opportunities for partners. As Talent Week grows in 2009 more partners are getting involved. Current partners include:

Founding Partners

- **BCSC** - encouraging their shopping centre members to host Talent Week
- **Business in the Community** - encouraging their member companies to support Talent Week and running schools and community engagement programmes
- **Edge** – providing a portal to help young people search content about future careers that will feature on the Talent Week website
- **The Talent and Enterprise Task Force** – supporting the development of the national Talent Week partnership

Associate Partners

- **Make Your Mark** – providing young entrepreneur ambassadors and encouraging schools' Make Your Mark clubs to get involved
- **BBC YourGame** – taking part in Talent Week programmes to encourage hard to reach young people to participate
- **I Click 4 Fame** – an opportunity for young people to further showcase their talent and win free talent mentoring
- **Bebo** - helping to promote Talent Week to their millions of users
- **Retail Profile** - helping to promote Talent Week in their retail merchandising units
- **PLINGS** – providing young people with up to date information about local events and opportunities

Talent Week – opportunities for partners

- Reach an audience of over 120 million people per week and many young people and community groups on and off line.
- Support local talent and be part of a partnership programme including a wide range of youth orientated products and services
- Engage your employees in community and volunteer programmes and benefit from media and PR coverage.
- Be part of the expansion of Talent Week through 2009 in the run up to the national launch in 2010.

www.talentweek.co.uk

We hope you will support Talent Week and help to ensure that local talent is effectively recognised and developed in the future.

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Business in the

Community



Get involved in Talent Week

- Talent Week is a showcase and a celebration of young people's talent and their aspirations for the future.
- Too many young people don't recognise their talents, lack aspiration and don't think enough about their future.
- Talent Week can change this. It utilises the shopping centres ability to reach more than 100 million people a week in their local communities.
- In offering this unique platform to showcase all types of local talent, shopping centres can act as hubs for the local community.
- Talent Week aims to demonstrate that everyone has talents. By recognising and thinking about how to make the most of their talents, there's a much greater chance that young people will see them as building bricks to help them in their future.

name Joe Newell



my talent is
I'm an aspirational chef. I love cooking creatively for family and friends, and they all think I'm fairly good at it!

my future ambition
I want to be the new Gordon Ramsay, with restaurants all over the world!

age 18
region London
favourite bricks

brick views 5024
rating ★★★★★

got a talent?
build a brick
get a future

Talent Wall

– It all starts with a Talent Brick...

- Young people can go online and create their own Talent Brick at talentweek.co.uk They are encouraged to describe their talent by selecting what they like, are best at and want to do, or be in the future. Talent Bricks are a unique way to present and showcase talent.
- Local Talent Walls are then built from local Talent Bricks enabling a broad range of talent to be showcased in the community's shopping centre, schools and other venues.



Talent Week – bringing local talent alive

- By creating their own Talent Bricks, young people can be part of the Talent Wall in their local Shopping Centre. This acts as a backdrop to the Talent Week programme.
- Talent Week is a programme of different activities and events that celebrate a wide range of talent in local communities and offers young people a range of opportunities to develop their talents.
- Talent Week can include: showcases from local entrepreneurs, schools, colleges and local community groups as well as engaging retail tenants local businesses and other key partners.
- Local launch events provide opportunities to attract widespread community participation, local role models and media.
- Talent Week is underpinned by a network of national and local partners offering a wide range of on and off line opportunities to develop talent.



Talent Week – Recommendation

- Hempstead Valley shopping centre in Gillingham helped us pilot Talent Week last October and achieved great success and achieved good feedback from tenants, schools, parents and everyone else involved.
- “ *Talent Week proved a great success because it enabled the local community to showcase the vast array of local talent in a fun and inspiring way. It was great to see the centre crowded with families and schools celebrating young people's talents and it was good for our tenants' business too... I would definitely recommend you getting involved.* ”

– Centre Manager, Mark Rumfitt

Talent Week – Engages the local community

Two successful pilots in Hempstead Valley and Meadowhall shopping centres demonstrated that Talent Week works effectively at a local level to create pride and aspiration within local communities.

- Hundreds of young people created Talent Bricks to create Talent Walls and thousands of people attended Talent Week events.
- Young entrepreneurs were given week long showcases in high traffic areas to promote their products and services.
- 22 schools showcased their student's talents in the two centres
- Launch events included local Mayors and MPs along with live showcases from schools with over 500 students and teachers taking part.
- BBC YourGame provided a launch showcase.
- Considerable media and PR interest.

Building Talent Week – Towards its national launch in Spring 2010

- Following the success of the Talent Week pilots, Talent Week will be launched as a national initiative from Spring Half Term 2010.
- This summer a further 20 Shopping Centres are looking for sponsors and media partners to work with them to expand Talent Week
- Our web-based resource for shopping centres will ensure that all participating shopping centres create the best possible Talent Wall and Talent Week programmes
- Business in the Community will work with selected centres to create schools and community engagement programmes and connect them with their corporate employee volunteer programmes.

talentweek.co.uk – Live and ready to go

- Any young person can create their own Talent Bricks whether from school or home to showcase their talent in their local community
- Shopping Centres can download their ready-made talent walls
- The national Talent Wall starts off with more than 1000 Talent Bricks so that every shopping centre can download its own Talent Wall
- The web resource will include marketing tips, guides and signposts to national partners along with examples from pilots and other centres.