CREATIVE FLOOR TALENT FUND

OVERVIEW OF 2017/2018 PROJECTS
The brightest ideas don’t come from one place. Or one type of person.

We’re here to help move the creative, tech and communications industries in a more diverse direction. We’re asking them to think bigger and open their doors to students who don’t normally get a look-in. Students who may never have thought about joining the industry, yet are full of ideas.

Creative Floor funding has helped us to run creative projects with young people from a range of diverse backgrounds: gender, ethnicity, faith, geography, sexuality, social background.
Our 2017 funding allowed us to work on three healthcare related projects with young people across the country. Thanks to the Creative Floor they have been inspired to think creatively and consider new career options.
4 schools
1 bursary trust
3 geographical locations
3 briefs
14 mentors
374 students
We partnered with two brands to deliver this project; Festival Bridge, an arts organisation in Peterborough who connect young people with arts and culture; Thrive, a wellbeing programme for adults, companies and schools.

Ideas Foundation Creative Tutors and Thrive mentors ran the project in 3 schools. We reached 180 year 8 students from:

Ken Stimpson Academy
Nene Park School
St Peters School
Thrive is a Wellbeing course for Adults who are surviving and not thriving and for companies who want to improve the health of their employees.

Students were asked to help brand it as a Lifestyle Learning Topic for Schools promoting balanced wellbeing for resilience through life, in an engaging way for their age group.

The challenge was to look at:
A New Name.
A Strapline.
A piece of communication to raise awareness with a Call to Action.
How to get the idea across and engage their peers in taking action to make some changes to create good, lifelong habits.
THE NUTRI TROOPS BRIEF
We partnered with Nutri Troops, a healthy schools curriculum programme that uses animated characters to stimulate interest and learning around nutrition.

Pupils take the role of healthy heroes as “Nutri Troops” in hands-on health education workshops – all led by a larger than life Olympic athlete mentor, Peter Bakare.

Peter worked with Ideas Foundation tutors to deliver a creative communications brief to 95 Year 8 students at Ansford Academy in Castle Carey.
Students were asked to create a cartoon hero to save the world from sugar. Their task was to design a caricature representing a youth audience and their interests, to form part of the nutritroops programme.

Throughout the day we fused science and communications to give them an insight into working creatively. Activities included:

A historical overview of ways of advertising sugary foods.
Target audience profiling.
Using the FoodSmart app.
Science experiments using fat and sugar.

The finished designs were later made up into graphically designed characters.
STUDENT DESIGNS
THE PROSTATE CANCER BRIEF
The Amos Bursary Trust challenge, inspire and develop talented British students of African and Caribbean descent, who have excelled at school and have not allowed their environments, personal circumstances, or the pressures of living in London, to cloud their vision or to hamper their dreams.

Each year Amos Bursary students spend three days at Imperial College London, where they are given a challenge to complete in their own time over the course of the conference.

Ideas Foundation joined the students to deliver a healthcare communications brief based around Prostate Cancer.
The young men were tasked with developing a story led campaign featuring images or film to raise awareness of Prostate Cancer among black men.

Errol McKellar shared his personal story to inform the students about the impact of prostate cancer, and the Ideas Foundation presented the brief and guidance with our tutors.

A range of creative ideas emerged which were pitched to a panel of judges and a winning idea chosen. The Bursary used the materials developed as part of Prostate Awareness Month 2018.
THANK YOU FOR HELPING US TO INSPIRE THE NEW GENERATION OF CREATIVES