

Iconic Steps™

IMPACT REPORT 2017

FOREWORD

This year Iconic Steps has distinguished itself not only as a **training provider** but also producing **quality commercial video** content. We have supported **more young people** than ever through our industry film making courses, we have increased the number of production partners we work with and continue to ensure that young people remain a cornerstone of our work.



Victoria Ijeh
CEO

I get huge enjoyment and satisfaction out of chairing Iconic Steps' board. Seeing the young students learn not only film-making skills but also about **teamwork, communication and personal effectiveness** proved to me the strength of the business model.



Eleanor Van Heyningen
Chair of Trustees



6 YEARS OF ICONIC STEPS

Iconic Steps gives **hard-to-reach** young people, unique and exciting opportunities to develop essential skills through media training.

75% have gone on to gain employment in the media industry.

We have worked with **177** young people

7 year partnership with the British Film Institute

WHAT MAKES US DIFFERENT

- We continue to **support, encourage** and mentor our students DURING and AFTER our courses
- 100% attendance on courses
- We nurture and build students self-esteem, passion, and both professional and personal skills.



The **aftercare** is the best part of Iconic Steps!

- Benjamin



WE SHOW YOUNG PEOPLE THAT A CAREER IN THE MEDIA INDUSTRY IS **POSSIBLE**

WHAT IS THE CHALLENGE?

There are **few BAME role models** or examples of success' in this industry, as **only 12%** of employees are BAME across the five main broadcasters.

Most young people that Iconic Steps helps also face challenges surrounding family and community support. 1 in 4 young people give up due to a lack of confidence.



Despite having gone to University, I didn't know how to overcome my background in order to take that **first step** into paid **employment**.



- Shimon

HOW WE ADDRESS THE CHALLENGE

1. Locate hard to reach young people for our courses
Through links with councils, Job Centre, and other organisations
2. Offer them FREE training in production courses
Held at various locations including the British Film Institute
3. Offer paid employment in Iconic Steps client productions
Examples of work include Excel London and the British Film Council
4. Connect students with our production partners and other opportunities in the industry
Examples include Raw TV, Twenty Twenty and Cats on the Roof
6. Host monthly alumni sessions
Focusing on both professional and personal development

In 2017 we worked with 67 young people. We are set to double this in 2018.

GENDER & ETHNICITY



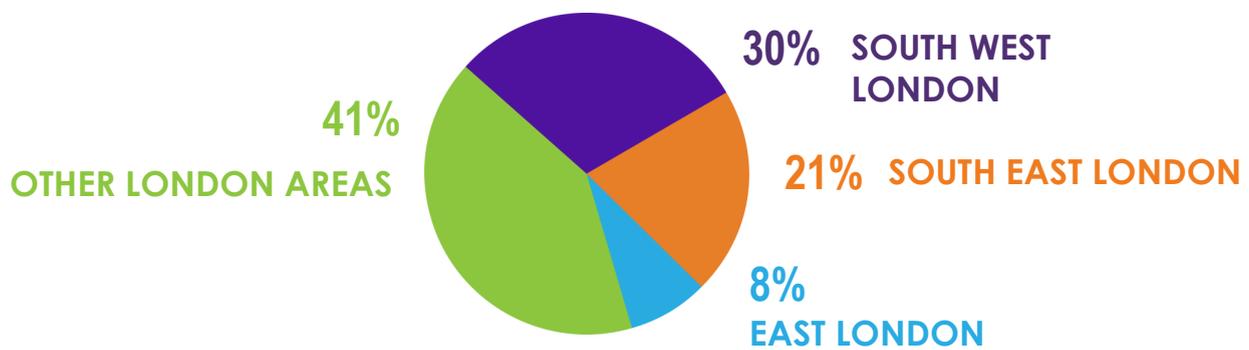
Black, Asian & Minority Ethnic (BAME): 73%

White British/ European: 27%



LOCATION OF STUDENTS

Iconic Steps primarily works in Lambeth where this is a predominantly high BAME demographic, we aim to expand into other boroughs of London.



79% of students found that **NETWORKING** was an unexpected skill they gained through the courses



Thank you for giving me this opportunity to learn and communicate with people. It was a great starting point!

-Najmun



**SUCCESS OUTSIDE THE MEDIA INDUSTRY;
ICONIC STEPS GIVES STUDENTS THE SKILLS AND CONFIDENCE TO FULFILL THEIR LIFE GOALS AND GAIN EMPLOYMENT IN OTHER INDUSTRIES**

Youth Charity Work

Entrepreneur

Network Rail

Training to be Firefighter

Fitness Industry

University

WHERE OUR STUDENTS HAVE FOUND WORK AFTER OUR COURSES:



PRODUCTION PARTNERS

Here are just a few of the companies that we work with and how they contribute...



Placed our alumni into entry level positions



Spoken at our events and held masterclasses



betty



Ran various workshops (CVs, employability, finance etc.)



“ The work that Iconic Steps does with young people is impressive and inspiring. It's essential to **increase diversity** within the Media the training and hands on experience candidates receive through Iconic Steps really does give them the **confidence to start their career** in television production.

We have been able to successfully place several candidates within our production companies and very much **look forward to continue to work** with Iconic Steps.

- Ruth Emerson, Director of Production ”

CAT'S ^{ON THE} ROOF

FILM ACADEMY COURSES

WHO

16-25 yr olds Londoners who are hard to reach including:

- Single Parents,
- Ex-offenders,
- Unemployed graduates 6+ months

LED BY INDUSTRY EXPERTS

Tutors are professionals currently in the industry and provide outstanding education and networking opportunities.

12

Places per course

6

Full days of training

ALUMNI PROGRAMME

Students who attend any of Iconic Steps' courses or training, are invited to take part in our alumni programme. This includes:

Information about job and work experience



Mentoring



Financial Management



Work on one of Iconic Steps' commercial



Coaching in growth mindset



Invite to annual Iconic Steps gala



Industry Masterclasses



CV workshops



Quartely alumni networking



62%
of students returned for
alumni activities



Before working on the Iconic Steps production, I was in a role that was not allowing me to explore my creative side.

On a client shoot organized by Iconic Steps I acted as director and editor. I was able to be assertive and explore my creative side putting to use the skills I learned during the Iconic Steps course.

In this professional environment, I **learned diplomacy, clearly communicating my ideas and working to strict deadlines.**

I am now working as a freelancer putting myself forward for work, knowing I have the experience, knowledge and portfolio.

-Rocio Lira, Student Employee



CASE STUDIES

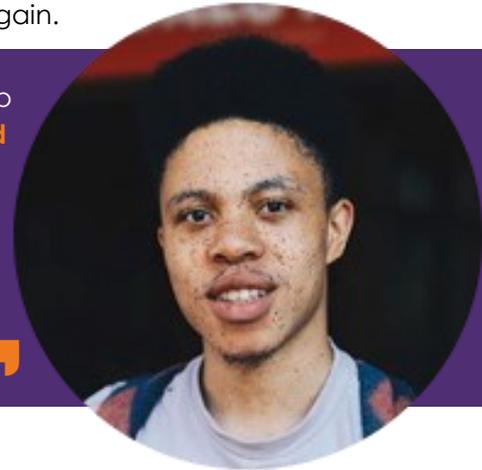
I left University in 2015 wide-eyed and eager to enter work, it was a rude awakening to learn how difficult it was to enter the industry. My unemployment was isolating and made me **doubt my talent** and skills my **confidence began to shrink**.

I was referred to Iconic Steps through my local Jobcentre and it was a saving grace during a really difficult period, being around other creatives in a friendly open space was such a nurturing experience. It was so good to feel I was not alone in my search.

I was given the opportunity, through Iconic Steps, to work at the BFI London Film Festival this turned things around, as I was able to enter the workplace again, and really find myself again.

“ I am now currently a Development Assistant at Blackbox Multimedia, the help I received from Iconic Steps was invaluable in providing me with the **skills and opportunities** to reach this point, and as an Alumni, I feel it's important to pay it forward and I have shared opportunities from Blackbox Multimedia with current alumni - we've already taken on an alumni - to make sure that others are also offered the same opportunities and **pass down the same knowledge** and skills I was given.

-Shimon ”



Prior to Iconic Steps I was looking for ways into the Film and TV industry, I didn't have much money as I couldn't find work. I wanted to build my camera work and editing skills along with my knowledge of documentary film making to help **increase my chances of employment**.

I found out about Iconic Steps online and attended a documentary course filming a promo for the 90th anniversary of Rambert Dance Company. The course covered travel expenses, lunch and it was free so all barriers were gone! I worked with budding filmmakers, increased my personal and professional network and went away with something substantial to add to my own portfolio and showreel. Crucially though I became **part of the Iconic Steps family**.

Being connected to Iconic Steps has meant that I have had access to **great networking events** - which is also a good chance to **meet other alumni** - and expertise sessions, with an eclectic array of **industry insiders**. Along with this, I have been sent plenty of fantastic job opportunities that I would not have had access to otherwise.

Iconic Steps has put me forward for numerous paid work which helps toward my finances and building skills, recently I was put in touch with one of their partners See-Saw Films. This was my first official step towards where I ultimately want to be. I received paid work as a Script-Reader, this is **thanks to Iconic Steps** making that initial meeting possible.

“ I am grateful for all the work that Iconic Steps does and the outreach the company has with it's alumni. The steps they take to make the industry **more diverse and accessible** to those who may not have their own way in or the necessary contacts is invaluable and much needed.

-Memoona ”



PERSONAL DEVELOPMENT

Our students **learn media industry specific skills** and also have experiences with; working as a team, resolving conflicts, and how to be professional. This helps with low self-esteem, lack of opportunities and creates a supportive environment.

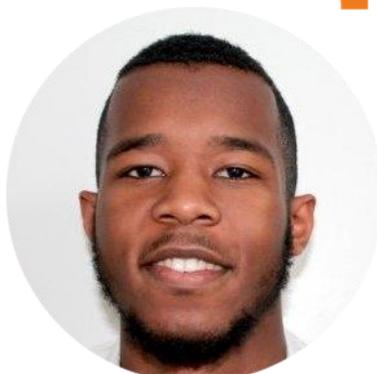
We build and sustain a community for our students that acts as a support system for both their employment and personal lives.



Self Confidence
Professional Etiquette
Public Speaking
Friendships
Networking
Leadership
Time Management
Conflict Resolution Strategies
Teamwork
Communication Skills
Inspiration
Positivity



“ I have recently got a Runner job within a post-productions company the Farm group in which I found out about them through Paul who is a tutor at Iconic Steps. ”
- Henry



“ Had it not been for this course I took at Iconic Steps, many of the opportunities I now have available to me, would not have been possible.. ”
- Talar

PRODUCTION COMPANY

Iconic Steps makes **high-quality, original films, and photography** content for clients using the talent and skills of the students we have trained. Our students gain real life professional experience to boost CV's, while also getting paid employment in the media industry. **Our clients get a quality product with the added impact of supporting the next generation.**

THROUGH THE COMMERCIAL WORK WE ARE ABLE TO SUPPORT OUR FILM ACADEMY

COMMERCIAL WORK

Reinvest commercial income into Iconic Steps

START HERE

Opportunities to work on commercial projects for clients

Placements in work experience or entry-level roles

FILM ACADEMY

Establish community of hard-to-reach young people

Free production skills training

Develop personal and work skills



Audley Harrison, MBE 2000 Olympic Gold Medalist, was releasing a single for the Samaritans 'We Listen' campaign surrounding men's mental health. Iconic Steps was hired to produce the behind-the-scenes video of the making of the music video along with some teasers.



I was creating a music video for a song I'd written and needed someone to create a behind the scenes video.

I came across Iconic Steps. I saw some of the videos they had produced and was **impressed**. I felt they matched my vision, so I reached out.

The day before the video's release, myself and the Iconic Steps team were in a post production studio in the West End editing the behind the scenes footage.

This project was really refreshing and really reinforced the vision of never giving up. Despite the long and unruly edit, we pushed through and got to the finish line. The project and the song as a whole are proof that whatever you're going through in life, it's important you never give up!

I would work with them again and recommend others to do the same.



MENTORING

The first Barclays and Iconic Steps mentoring programme started in November 2017, **matching 8 students with mentors for 9 months**. These mentors helped with boosting professional skills, gave advice, and were a good point of contact for any career questions or problems the students might have.

“Really good scheme which helped me a lot, and will be taking advice my mentor gave me forward into my career”

-Richard



BARCLAYS



“My mentor helped me apply for the film academy at the British Film Institute” -Matthew

Prior to completing a course with Iconic Steps, Mariam was on a completely different path. Mariam had no confidence in herself and didn't believe she had what it took to make it in the media industry.

If I didn't have practice with my mentor, I don't think I would have gotten the paid internship with BBC Horizon!

-Mariam Hayat

In 2017 she joined Iconic Steps Music Video course, the course sparked a desire and passion for her to start thinking of a career in the media however she still needed to build her experience and contacts.

What really made Mariam pursue a career in media and setting herself goals to achieve her dreams was working as a paid graphics designer for Iconic Steps.

The mentorship programme was key in her journey, as the mentor helped her follow through and pursue the opportunities available.

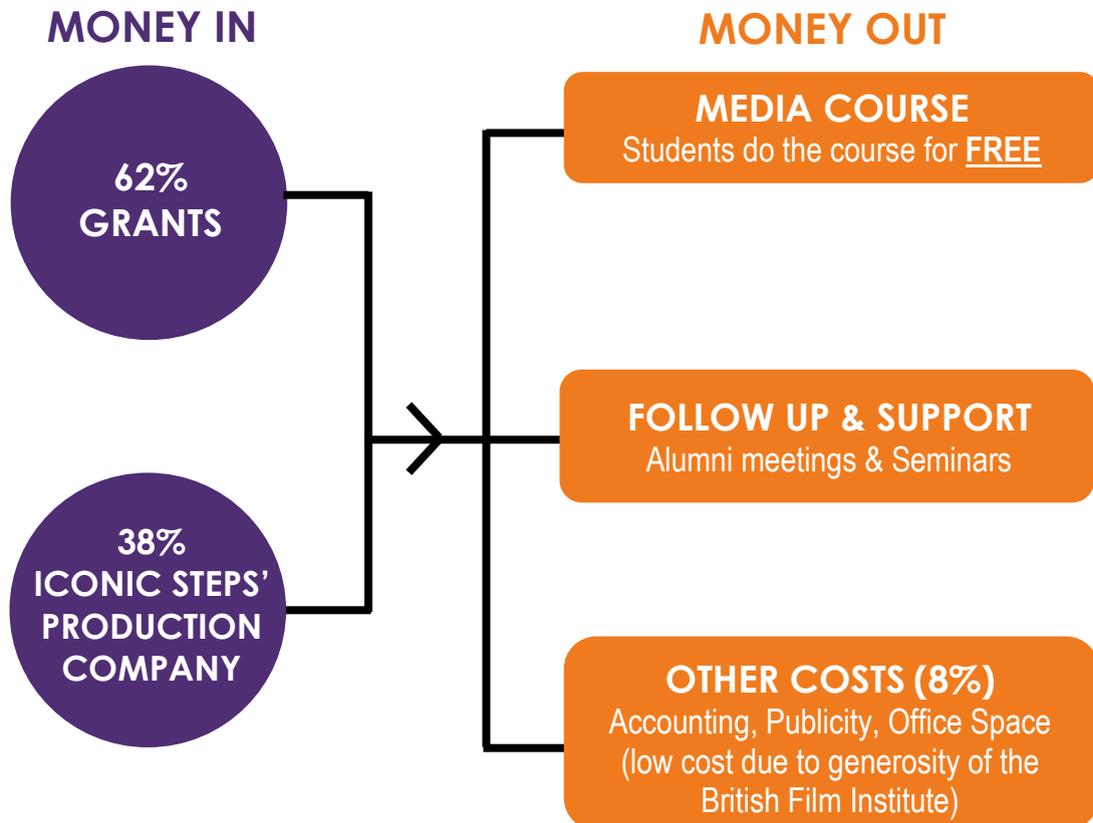
Mariam's mentor helped her prepare for an interview at BBC Horizon, with mock questions and live practice. Mariam secured a paid internship with BBC Horizon.



FINANCE

As a social enterprise, the students **do not pay** for any of the courses or follow up support Iconic Steps provides. Funding is obtained through grants and the Iconic Steps production company.

Money made from working on client productions is funnelled **directly back** into teaching and supporting more young people.



“ I am working on my own projects with **far more confidence and ability thanks to the Iconic Steps courses**. I’m still in touch with the tutor from the course and continue to learn from them (as well as massive amounts during the courses!)

- Louis



Thank you to all our partners who encourage and support the young people we work with in achieving their dreams.

Contact us on:
info@iconicsteps.co.uk or call 07960896910
if you would like to help support our work.

Please keep in touch with our work on:



www.iconicsteps.co.uk

