

BRIEF
OVERVIEW

THE NUMBERS

ACHIEVEMENTS

QUOTES

Impact Report 2023

INFO@THEKUSP.CO.UK

WWW.THEKUSP.CO.UK

A BRIEF



OVERVIEW

FOR 2023, OUR AMBITIONS WERE QUITE CLEAR - GROW THE COMMUNITY NATIONALLY, CURATE AND DEVELOP NEW INSIGHTFUL EXPERIENCES, AND BUILD NEW INDUSTRY PARTNERSHIPS TO CONTINUE TO IMPROVE ACCESS FOR UNDER-REPRESENTED CREATIVES. IT'S PLEASING TO SEE THAT WE MANAGED TO ACHIEVE ALL OF THOSE GOALS.

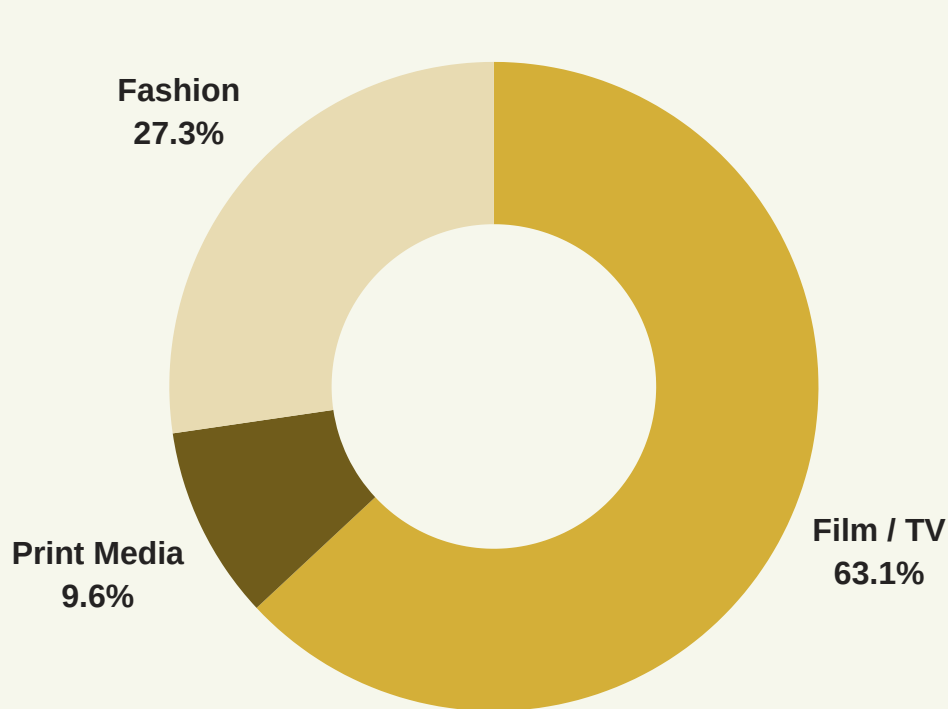
LOOKING TO 2024, WE ARE HOPING TO BUILD ON THOSE SUCCESSES WITH SOME EXCITING PLANS, BUT IN THE MEANTIME, HERE'S A QUICK LOOK BACK AT OUR ACHIEVEMENTS LAST YEAR.

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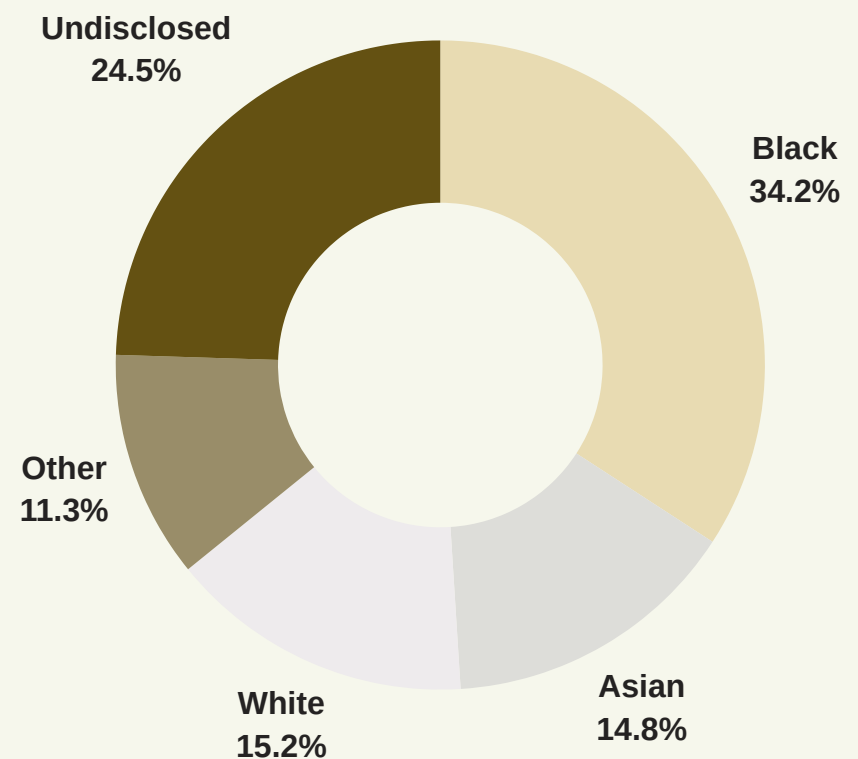
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THE NUMBERS

+600 creatives



**INDUSTRY
SPLIT**



**DEMOGRAPHIC
SPLIT**

From 2023, our curated community has shown steady growth, with the increase of talent within print media (or general creative media). We also increased awareness of our support for talent that identify as neurodivergent or disabled.

THE NUMBERS

39 partners
& collaborators

Including our masterclasses, secret sessions and curated experiences

18

MENTORS

We launched our 'Informal Mentoring Scheme' last year. A mentoring opportunity that is informal and can be adjusted to fit your schedules and needs. Matching mentees with Casting Directors, Producers and other specialists within fashion, film, television and print media.

24

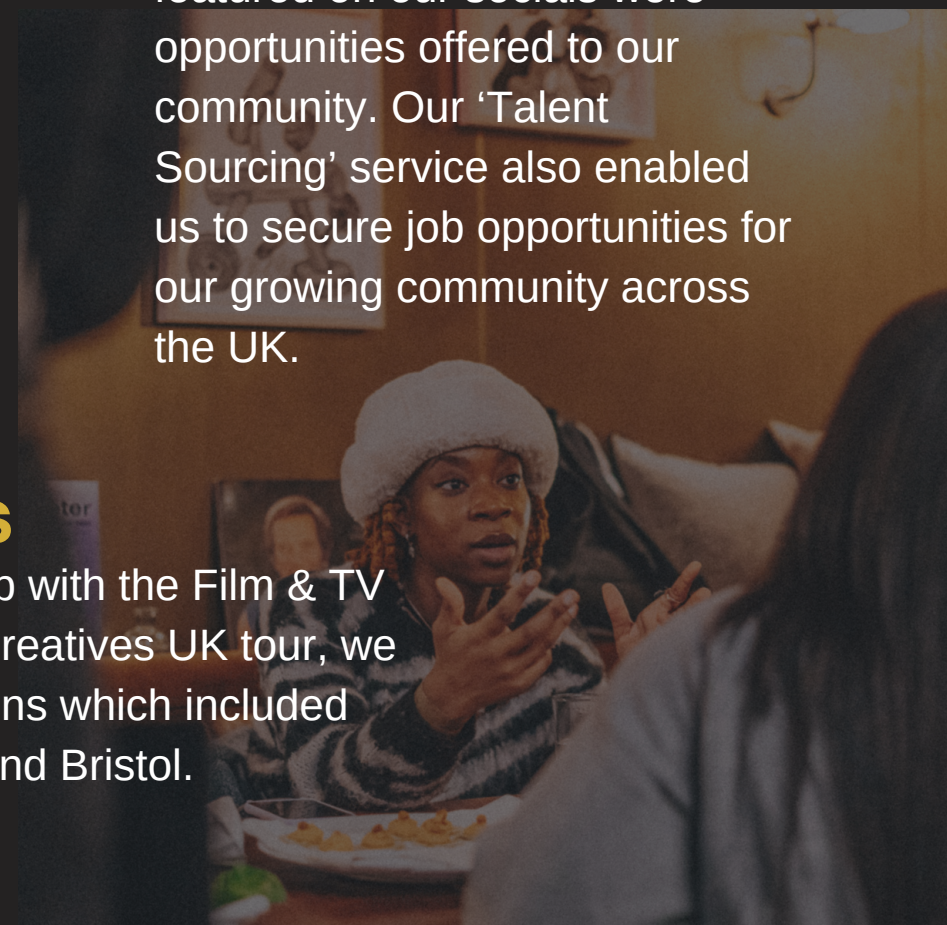
JOBS SECURED

All content-related projects that featured on our socials were opportunities offered to our community. Our 'Talent Sourcing' service also enabled us to secure job opportunities for our growing community across the UK.

3

NEW REGIONS

Through our partnership with the Film & TV Charity on the Future Creatives UK tour, we ventured into new regions which included Manchester, Brighton and Bristol.



ACHIEVEMENTS



- REVAMPED OUR MEMBERSHIP OFFER WITH NEW PARTNERS; **BOOKBEAT**, **ANYTIME FITNESS**, **BE YOUR OWN DATE**, **UNCOMMON** AND **UBER**
- CONTINUED OUR INFORMATIVE **COFFEE CATCH-UP SERIES ON SOCIAL MEDIA**
- DELIVERED 7 MEMBERSHIP ENGAGEMENT EXPERIENCES; **SOCIAL MIXERS** AND **MONTHLY MEET-UPS**
- INTRODUCED CO-WORKING SPACE OFFER FOR MEMBERS WITH **UNCOMMON** AND **SOMESUCH**
- FEATURED ON **BBC RADIO LONDON**

- LAUNCHED A 3-CITY UK TOUR WITH THE **FILM & TV CHARITY**
- DELIVERED A **DIRECTOR SHOWCASE WITH SOMESUCH** FEATURING 5 UNDER-REPRESENTED FILMMAKERS
- DELIVERED A **DIRECTOR SHOWCASE & Q+A WITH WEPRESENT** FEATURING 4 UNDER-REPRESENTED CREATIVES
- LAUNCHED AN **INFORMAL MENTORING SCHEME**
- TALENT RESOURCE FEATURED ON **APA & FILMING IN ENGLAND**



QUOTES



MASTERCLASSES

WORDS FROM CREATIVES

THE KUSP EVENTS ALWAYS
HAVE THE BEST VIBE

IT WAS VERY WELL CURATED!
GENUINELY EXCEEDED MY
EXPECTATIONS!

THANK YOU FOR A BRILLIANT
NIGHT. IT WAS GREAT TO HAVE
A PANEL OF LOCALS TALKING
ABOUT OPS IN BRISTOL RATHER
THAN JUST FOR LONDONERS

MENTORSHIP

WORDS FROM PEOPLE & CULTURE
MANAGER

I HAVE HAD CONVERSATIONS WITH
PEOPLE IN PERSON AND OVER THE
PHONE SHARING PERSONALLY HOW
THIS MENTORING HAS COME AT THE
RIGHT TIME AND HAS BENEFITTED
THEM. THEY HAVE SAID HOW WELL
THEY WERE MATCHED, HOW THEY
ENJOY HAVING THE FREEDOM TO
DECIDE THEIR SCHEDULE AND
CONTENT, HOW LUCKY THEY FEEL TO
BE MATCHED WITH SUCH TALENTED
AND EXPERIENCED INDIVIDUALS!

JOB OPPORTUNITIES

WORDS FROM CREATIVES

I LOVED THE EXPERIENCE AS I
GOT VERY USEFUL TIPS AND
TRICKS FROM THE PEOPLE
DIRECTING ME THAT DAY, SAW
THE PROCESS BEHIND
MANAGING A PRODUCTION AND
THE TIME IT TAKES.

[I LEARNT} THAT I'M GOOD AND I
SHOULD JUST START WORKING
FREELANCE



GET IN TOUCH



WITH ONLY GREAT THINGS TO COME FOR THE COMING YEAR, BE SURE TO GET IN TOUCH AND FIND OUT HOW YOU CAN SUPPORT OUR MISSION TO IMPROVE ACCESS FOR UNDER-REPRESENTED TALENT WITHIN THE UK, AND BEYOND. THERE'S A FEW OPTIONS BELOW

1

**BECOME AN
INDUSTRY MENTOR**

[Click here](#)

2

WORK WITH US

[Click here](#)

3

**SUPPORT THE
COMMUNITY**

[Click here](#)

4

**DONATE TO OUR
MISSION**

[Click here](#)
