

BLASTBEAT



THE SEARCH IS ON

To find the best young
social entrepreneurs &
original musicians in
the UK.

www.blastbeat.org





WHAT IS BLASTBEAT?

BLASTBEAT IS AN AWARD WINNING SOCIAL ENTERPRISE PROGRAMME BUILT AROUND MUSIC EVENT MANAGEMENT, OFFERED FREE OF CHARGE TO YOUNG PEOPLE IN YOUTH GROUPS AND SCHOOLS THROUGHOUT THE UK.

HOW BLASTBEAT WORKS



Within a structured course, Blastbeat students form their own Events Social Enterprise team (ESE) to stage a music competition event, featuring the best young artists they can find in their local community.

Within the Blastbeat programme, there are 2 separate competitions:

// The ESE competition – where the winners receive cash investment and ongoing support and mentorship to continue to grow their enterprise.

// The Blastbeat Music challenge – original artists competing for recording and management deals that are offered as prizes and to play at the Blastbeat UK Final.

With Blastbeat, students create their own business plan; engage in selling tickets for the event and its financial management, marketing, promotion etc, then presenting their work and pitching to judges. Each ESE will be made up of pupils choosing their own roles or jobs and working together to be the best events social enterprise in the area of music and multimedia.

Students will develop good links with other participating schools and neighbouring schools where they will seek both musical talent and audiences. Students will donate at least 25% of their profits to charities or local causes of their own choice that they research and link with. This combination of personal reward and altruism fosters a good community relationship and positive attitude with these young social entrepreneurs. Students and their ESEs also endeavour to make their event as

carbon neutral as possible - a team member takes on the role of ecology manager.

Blastbeat Education UK is a registered charity, number 1136121 that provides full support including a full curriculum, booklets, web sites and a dedicated moderated safe social network with a tool kit for participants. Blastbeat mentors also visit each ESE every few weeks to help participating students.

The Blastbeat programme also delivers key modules of the Music, Business, IT, Performing Arts and Media Studies BTEC syllabus so as to assist students in those subjects as an extra curricular programme.

KEY ROLES WITHIN THE ESE



CEO

Overall responsibility for company strategic direction, operations, finance, growth, and general management. Manage & co-ordinate staff & activities within the ESE.



Sales & Marketing Manager

Devise & implement the 4P's (Product, Price, Place, Promotion) of the services and marketing mix for your ESE. Devise and implement sales campaign for company products.



Finance Manager

Handle all cash matters, opens bank account and/or safe deposit of any cash belonging to the company. Help prepare and keep to budgets. Draw up Income & Expenditure accounts for the business plan and appropriate end of year accounts.



Event Manager

Promote & advertise the school concert and manage and co-ordinate all the production elements involved in the running of the concert e.g. Venue, Stage, Bands, Staffing, Insurance, Health & Safety etc.



PR Manager

Devise & implement company public relations strategy, media campaign and communicate on behalf of the company to relevant third parties both on and offline.



A&R Manager (Artist & Repertoire)

Scout for bands and musicians for ESE concert and work closely with all artists to ensure their participation and that the bands work to market themselves and the events.



IT Manager

Run the company website on www.blastbeat.tv and manage & co-ordinate all the activities of the web team.



Multimedia Manager

Manage & co-ordinate the activities of the video crew & photographers to ensure photos and edited videos are uploaded to the ESE profile.



Art & Design Manager

Create logo, T-shirt design and band promotion material. Develop the artwork for posters, flyers etc as well as design and decorate the stage for the ESE concert.



Ecology Manager

The Ecology Manager must ensure that all ESE operations throughout the course of the programme are as carbon neutral as possible, ensuring concert activity does not damage the environment and that your ESE is all round as 'green' aware as possible.



CSR Manager

Devise and implement the ESE's community outreach strategy. Decide on an issue in the locality that you believe needs addressing, and research potential local organisations or charities that address your concerns. Liaise with your beneficiaries, and promote their cause alongside your ESE's activities.



Journalist

Write all reviews of concerts and albums, and interviews with bands/charities/entrepreneurs.



Photographer

Take photographs throughout the year of all key events e.g. concerts, as well as of the ESE staff at work day to day.

TEAMWORK

Blastbeat is designed to encourage teamwork among ESE members. Tasks are designed so that at all times at least two departments of the ESE are working together. Teamwork is an important element of real world work and Blastbeat prepares participants for this. In each of the managerial guidelines, it is clearly stated where collaboration is needed and with whom.

TESTIMONIALS

“Education is the system that’s supposed to develop our natural abilities and enable us to make our own way in the world. Instead the now inappropriate system we have inherited from the industrial age is stifling the individual talents and abilities of too many students and killing their motivation to learn. The fact is that in the twenty first century, jobs and competitiveness depend absolutely on the very qualities like creativity and independent thinking that school systems are being forced to tramp down... Yet businesses everywhere are saying they need people who are creative and can think independently... We need to rethink the basic nature of human ability and the purpose of education now.”

Sir Ken Robinson, 2009

“Having first heard about Blastbeat at a presentation in the House, I am wholeheartedly supporting this initiative, initially by introducing Blastbeat to the commercial and academic communities in my constituency, which I trust will draw attention to the value to this excellent programme and initiative and encourage uptake.”

Nick Hurd MP, Minister for Civil Society, Feb 2011

“I just want to say a massive thank you... Without you, performing at the O2 and recording in a good studio wouldn't have happened. I never thought that in 2010 I would be performing on the O2 Main stage, but YOU made these thing all possible. You've helped me grow in confidence and grow as a person and taught me the in's and out's of the music industry and the basic structure of the music industry.”

Jermain Jackman (15)



“I would like to thank you, Blastbeat and particularly Robert for supporting this year. It really worked wonders - not just for the Blastbeat students - but also for the whole school in general. The final at the O2 Arena was an amazing experience for all those that attended and the whole school is still buzzing from it.”

Andy Fordham, Head of Music, Islington Arts & Media School, London



“Thank you for the opportunity to take part in Blastbeat, the students really loved it... and enjoyed and appreciated the opportunities it gave them.”

Kevin Anderson, Music Programme Area Manager, Haringey 6th Form Centre



“Blastbeat is one of the projects which I am determined to run again and be involved in, I think it's a great project.”

Paul Gilbert, Assistant Head Teacher, Highbury Grove School, Islington, London



“Blastbeat has helped our students come within the top 5% in the country. I strongly recommend Blastbeat to head teachers & principles across the UK as it serves a very important part of the work related curriculum and enterprise, which is essential. We have had a lot of support from the Blastbeat personnel”.

Sue John, Head Teacher Lampton Schools Hounslow. London



“Students loved the excitement of Blastbeat, because they loved everything they did, they worked very hard while playing hard and enjoying themselves immensely... It’s a wonderful opportunity”

Asst Principal, Sacred Heart College, Omagh, UK



“It is a programme that breaks down barriers and enables young people to have fun in a safe and welcoming environment. The most impressive argument for the programme is that this environment is created by young people themselves. It encourages self-belief and provides an alternative to the culture of drugs and alcohol. I believe Blastbeat will be a huge success as it aims to fill the cultural void that exists for young people today. It offers young people something cool to do in their free time. It promotes local music and gives young artists a platform from which to be heard”

Jason O’Neill, Student, St. Malachy’s College, Belfast UK



“Blastbeat is unlike other music-in-schools programs because Blastbeat is by youth, for youth. It is their programme; adults mentor them, but teens make decisions on all matters from the start, like who does what. Blastbeat has much more credibility among students as being a ticket to a future they could not have previously find a good route towards. It’s leadership training through the universal languages of enterprise and music.”

Blastbeat alumnus Charlie Arme, now A+R Manager with B-Unique Records (Kaiser Chiefs etc) who started his career in the music business with Blastbeat



“ Hi Robert,
It was a pleasure being on your judging panel yesterday. I was extremely impressed with the talent that is coming out of your programme; in fact I would be very interested in getting your winners to showcase for the rest of the company I work for. I thought that the Finals worked so well alongside the Transformation Trust proceedings, kudos to them for getting you involved in their show, it was

great to see London's most prosperous talents alongside established artists. I had some of my songwriters and bands invited in the audience, Preston (Ordinary Boys and Big Brother) was over-awed by it all, texting me throughout, I think there is one act that he would like to get involved in developing – he has just written a few tracks for the Olly Murs album. Keep me posted with everything that's going on.”

Charlie Arme – Creative Manager, B-Unique Records



“The program was the difference between falling in with losers and getting involved with a group of kids who cared about their future and were helping to build it for themselves.”

Patrick, CEO of a Blastbeat Austin Texas high school



“Blastbeat is exactly what we have been looking for. Our students who have been involved in this are passing all their tests, they have now got an enthusiasm for being there every day. The dropout rate went from around 180 to fewer than 15. I have never seen a program that the students were so into, that completed the circle of education so well.”

Dr Joe Gonzalez – Superintendent in Public Schools in the USA for 45 years



“The Blastbeat competition has given my son the opportunity as part of a team to practice and develop his talent in a very positive and real way. In combining the music and business worlds in the competition you have created a safe environment for high school students to develop real world creative and business skills. Thank you all for providing the opportunity for him to shine, and from the positive atmosphere I witnessed at the finals, you have clearly had similar influence on a large number of students from an array of backgrounds.”

Ian Williams, father of Blastbeat South Africa multimedia student



MEDIA LINKS & VIDEO TESTIMONIALS

The Blastbeat Concept Video

<http://www.youtube.com/user/BlastBeatUK#p/u/6/1GTQbRFvBPM>

Blastbeat - a general collage of International Testimonials

http://www.youtube.com/watch?v=hcxr_GzjFW4

Blastbeat is part of the Solution to youth violence / post code killings.

http://www.youtube.com/user/BlastBeatUK#p/u/35/6mqr_k6edvg

Interview with Dr Joe Gonzalez superintendent of schools in Austin, Texas

<http://www.youtube.com/user/BlastBeatUK#p/u/24/Tus5PZqbBTE>

Blastbeat students in South Central LA talk about their Blastbeat Experience

<http://www.youtube.com/user/BlastBeatUK#p/u/3/e4loLyD3bik>

Our PR agency video of the UK Finals 2010 at the O2 Arena (ESE video)

<http://www.youtube.com/watch?v=DkM2qjamaSo>

PRESS

<http://www.musicweek.com/story.asp?sectioncode=1&storycode=1041709&c=1>

<http://www.socialenterpriselive.com/section/features/people/20100415/the-bottom-line-jedward-social-entrepreneur>

<http://www.guardian.co.uk/business/2010/jul/13/02-blastbeat-competition-musicbusiness-teenagers>

<http://www.businesszone.co.uk/topic/business-profiles/video-u2-jedward-social-enterprise/28467>

<http://www.businesszone.co.uk/blogs/dan-martin/dan-martin-editor039s-blog/six-year-old-entrepreneur>

<http://clinkmusicmagazine.com/2010/07/13/blastbeat-at-the-o2-arena/>

<http://www.thisislondon.co.uk/showbiz/article-23771692-the-man-behind-the-jedward-factor-and-its-not-simon-cowell.do>

http://wn.com/BusinessZonecouk_Interview_Blastbeat_Founder_Robert_Stephenson

<http://entertainment.stv.tv/tv/138954-john-and-edward-are-like-u2-says-robert-stephenson/>

<http://www.agent4change.net/innovation/innovation/640-how-to-create-pop-moguls-at-14-thanks-to-blastbeat.html>

<http://greenford.ealinggazette.co.uk/2010/06/high-hopes-for-musical-youngst.html>

http://www.newsshopper.co.uk/leisure/8296317.BROMLEY__Hip_hop_group_6VI_get_a_taste_of_fame_at_The_O2_Arena/

http://www.director.co.uk/MAGAZINE/2010/9_October/robert-stephenson-blastbeat_64_02.html