Case Study: Derby Inspire Youth CIC

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At a glance

We helped Derby Inspire Youth CIC turn real-world impact into a story people can see and feel, through a strategy-led brand film and a safeguarding interview built to earn the trust of parents, schools and funders.

Client	Derby Inspire Youth CIC
Sector	Youth development, community interest company (CIC)
Location	Derby, East Midlands
Services	Brand Growth Discovery Session, Content Report Card audit, consultation report, creative strategy, scripting, shot planning, production, post-production
Deliverables	1 × introductory brand film (50–55 seconds); 1 × safeguarding interview
Core message	Creativity is the vehicle. Opportunity is the destination.
Audiences	Young people under 25, parents, Derby City Council, schools, colleges, grant providers and community partners

The client

Derby Inspire Youth CIC creates opportunities for young people who often feel disconnected from traditional educational, creative and community spaces. Through free access to music, media, mentoring and creative skills, it helps young people build confidence and find positive pathways into work and industry.

During our discovery session, one insight stood out above everything else. Many young people from ethnic minority communities struggle to find spaces where they feel represented, understood and comfortable taking part.

The problem is not always a lack of programmes. It is often a lack of belonging. Derby Inspire Youth CIC exists to remove that barrier.

Its mission is to:

- Create culturally inclusive learning environments
- Support underrepresented communities
- Provide free access to creative development opportunities
- Build confidence and life skills
- Create pathways into employment and industry
- Develop future leaders and creatives
- Provide positive alternatives to negative influences

The organisation came to us at an important stage of growth. Its ambition is to formalise structured 12-week programmes in the next year, then become an accredited training provider and recognised Alternative Provision pathway within three years, working alongside schools and councils.

The challenge

Derby Inspire Youth CIC's real-world impact was stronger than its online presence showed. The challenge was not creating impact. It was documenting, communicating and positioning the impact that already existed.

The CIC had already helped young people develop creative skills, build confidence and discover career opportunities. Former participants had gone on to perform publicly, build creative careers and support community projects. But very little of this had been captured.

Our Content Report Card audit found:

- **The website was a strong foundation.** It communicated the mission clearly, looked professional and carried existing credibility.
- **But it relied almost entirely on words.** There was no professional video, no professional photography, no student success stories and no programme documentation.
- **Social media was still early-stage.** It did not yet reflect the level of impact being created, which gave us the chance to build it strategically from the start.

The website explained what the organisation does. It did not yet show the difference it makes.

This mattered more than usual. As the CIC moves towards accreditation and Alternative Provision status, visible proof of impact becomes essential for student recruitment, parent trust, grant funding, council partnerships and educational credibility.

The brief, in one line: move Derby Inspire Youth CIC from *"a community project doing great work"* to *"a recognised youth development organisation with documented impact, strong positioning and funding-ready assets."*

Consultation and strategy

We did not start with a camera. We started with a Brand Growth Discovery Session, a Content Report Card audit and research into how the most trusted educational and youth organisations communicate. Every creative decision in the brand film traces back to what we found.

What the research told us

1. **Outcomes matter more than programmes.** People care less about instrument lessons, photography training or mixing sessions, and more about confidence gained, skills developed and careers launched. So the film shows transformation, not a list of activities.
2. **Human stories build trust.** Audiences connect with people before organisations. So the film is carried by real young people, mentors and the founder's voice, not a narrator describing services.
3. **Impact must be visible.** The CIC was already creating impact; it needed to be seen. So the film captures real moments of progress: a project finished, work presented, a mentor watching proudly.
4. **Youth development is the real product.** Music, photography and video are tools. The real product is confidence, opportunity, inclusion, employability and personal growth.

The positioning we built

That last insight reshaped how the organisation describes itself. Rather than *"a creative programme"*, we positioned Derby Inspire Youth CIC as:

> **A culturally inclusive youth development organisation that uses creativity to create opportunities.**

This positioning speaks to schools, councils, funders, community organisations and parents, not just young creatives.

The creative theme

We distilled the strategy into one line that everything should connect back to:

> **Creativity is the vehicle. Opportunity is the destination.**

That line became the brand film's end card and the test for every shot we planned.

Designing for more than one audience

The film had to work for three groups at once:

Audience	What they need to see
Young people under 25, especially from ethnic minority communities	A space where people like them belong, are represented and are taken seriously
Parents	A safe environment, positive role models, structure and real career pathways
Council, schools, colleges and funders	A credible, professional organisation with visible impact worth backing

We also built in a secondary purpose. Beyond social media, the film needed to support grant applications, partnership proposals, council engagement and stakeholder presentations, so every asset works harder than a single post.

The story: how we built the brand film

We set out to make a film that feels like a short documentary trailer, not a promotional video. In 50–55 seconds, it takes the viewer from belonging, to creativity, to transformation, ending on the opportunity the CIC creates.

The tone

Before writing a single shot, we agreed on how the film should feel. Music and lighting had to carry five qualities:

- **Hopeful**
- **Real**
- **Community-led**
- **Professional, but not corporate**
- **Youth-focused and inclusive**

That balance was deliberate. Too polished and young people would not see themselves in it. Too raw and funders and councils would not see a credible organisation.

The pacing

Our guiding principle was: **energetic opening, human middle, confident ending.**

- **Fast in the first 3–5 seconds** to stop the scroll and earn attention.
- **Slower through the middle** so the audience can feel the people, the space and the purpose.
- **A clean, confident finish** that leaves room for the brand message to land.

The four-act structure

We broke the film into four acts, each with its own job, its own musical shift and its own line of voiceover from the people who lead the organisation.

Act	Timing	Job in the story	Music	Key moments	Voiceover
1. Opening hook	0:00–0:07	Pull the viewer straight into the world	Immediate kick and rhythm	An artist puts headphones on in extreme close-up; a hand pushes the studio door open; a student looks straight into the lens for a two-second hold; a group laughs together	"Derby Inspire Youth CIC creates a space where young people can belong, grow and develop through creativity."
2. Belonging and community	0:07–0:20	Show this is a place where people are welcomed and represented	Rhythm continues	A mentor greets a student, handheld; a standing group discussion where everyone contributes; a walking shot following Chiyedza through the studio; young people from different backgrounds collaborating; one student helping another	"We provide free access to music, media, mentoring and creative skills for young people who need opportunity, representation and support."

Act	Timing	Job in the story	Music	Key moments	Voiceover
3. Creativity in action	0:20–0:38	Show real skills being built	Drops slightly; more emotional	A singer recording vocals; hands on the mixing desk; a focus pull between two artists; a student filming another student; an editing timeline; a photographer taking a portrait; notebook sketches; a close-up of a student smiling after finishing a project	—
4. Transformation and ending	0:38–0:55	Prove the change, then land the message	Build begins, rising to a big emotional peak	A student soundbite: "I've gained confidence coming here"; a student presenting work; a mentor watching proudly; applause; a slow push-in portrait with direct eye contact; the group walking together in slow motion; a wide hero shot of the whole community; a drone rise revealing the building	"Our mission is to build confidence, open pathways and help young people turn talent into a future."

The film closes on a slow fade to the end card: **Derby Inspire Youth CIC. Creativity is the vehicle. Opportunity is the destination.** Followed by the logo and website.

Why it is built this way

- **Belonging comes first.** Our discovery session showed the real barrier is belonging, not access. So the first thing the viewer sees is people being welcomed, laughing and working together.
- **Skills are shown, not listed.** Act 3 has no voiceover. The work speaks for itself, which proves capability far better than a description could.

- **Transformation is the payoff.** The student's own words, "I've gained confidence coming here", are the emotional turning point. It is the outcome funders and parents care about, said by the person who lived it.

Editing language

We designed the transitions to feel motivated and cinematic:

- Cuts timed to music beats
- Film burns and screen wipes motivated by on-screen movement
- J-cuts, so voices begin before we see the speaker and flow into B-roll

Just as important was what we ruled out: flash transitions, excessive zooms, trend-style effects and corporate cross dissolves. Each would have made the film feel more like an advert and less like a true story.

Creative references

We studied films that do this well: documentary-style sports interviews with fast, layered openings; community-champion films that follow a leader through their space using voiceover and J-cuts; youth-focused campaigns that layer beats onto a calm melody to build intensity; and university films that use drone footage to give a sense of place. We took techniques, not looks, and applied them to Derby Inspire Youth CIC's own story.

Production: planning the shoot day

We went into the shoot with a full hero film plan: a 25-shot list mapped to timecodes, music cues, voiceover lines and named transitions. That level of planning let us capture real, unscripted moments without losing the story.

What we planned before the day

- **Script direction.** Three short voiceover lines, written with the leadership team, each carrying one part of the message: belonging, access and mission.
- **A shot-by-shot plan.** Every shot had a purpose in the story and a planned transition into the next, so the edit was designed before the camera rolled.
- **Music direction.** An uplifting, rhythmic track, mapped to the film's emotional shape: a kick in the opening, a softer drop in the middle and a build to a peak at the end.
- **Interview setups.** Two distinct looks: a more authoritative, considered setup for leadership, and a grounded studio setup for young people, with other students learning and experimenting in the background so the space always felt alive.

How we shot it

- **Real moments over staged ones.** Laughter, group discussions and students helping each other were captured as they happened. Shots like the group laughing were planned as "natural moments", so we set the scene and let it play out.
- **Movement with meaning.** Handheld for greetings to feel personal; a walking tracking shot behind Chiyedza through the studio to bring the viewer inside;
- **Detail that shows craft.** Extreme close-ups of headphones, hands on the mixing desk, an editing timeline and notebook sketches show the skills being built, not just people in a room.
- **Representation on purpose.** Collaboration shots were framed to reflect the diversity of the young people the CIC serves, which sits at the heart of its mission.
- **Scale at the end.** A wide hero shot of the whole community and a drone rise revealing the building give the ending a sense of size and place.

Interviews that sound human

We wrote interview questions designed to draw out stories, not slogans. For leadership, questions explored why the organisation exists, why belonging matters and what success looks like for a young person. For young people, questions focused on what has changed since they started, what having a space like this means to them, and what they would say to someone who feels they do not fit in anywhere.

That approach gave us honest, emotional soundbites like "I've gained confidence coming here", the line that turns the brand film from a description into proof.

The safeguarding interview

Alongside the brand film, we produced a supporting interview explaining Derby Inspire Youth CIC's safeguarding policies. For an organisation working with children and young people, safeguarding is not a footnote. It is one of the first things parents, schools and councils want to understand.

Why it mattered

Our consultation identified parents as one of the most important trust-building audiences. They are looking for safe environments, positive role models and structured programmes. Councils, schools and funders need the same reassurance before they partner with or refer young people to an organisation.

A written policy on a website tells people the rules exist. A face-to-camera interview shows the people who stand behind them.

Our approach

- **Clear and calm.** The interview was designed to explain policies in plain language, without jargon, so any parent can follow it.
- **Human, not procedural.** Hearing directly from the organisation builds a level of confidence that a document alone cannot.
- **Consistent with the brand film.** It shares the same visual standard, so the organisation looks and sounds as professional on safeguarding as it does in its story.
- **Built for reuse.** Like the brand film, it supports partnership conversations, council engagement and funding applications, not just the website.

Together, the two films do different jobs. The brand film makes people feel why Derby Inspire Youth CIC matters. The safeguarding interview gives them the confidence to trust it with young people.

Post-production and delivery

The edit followed the plan we had built, then sharpened it. Because every shot was captured with a defined purpose and transition, post-production focused on rhythm and emotion rather than searching for a story.

- **Cut to the music.** Speed ramps and whip pans land on the beat in the opening; the middle breathes; the ending rises to the track's emotional peak.
- **Voice woven through visuals.** J-cuts carry the leadership voiceover and the student soundbite across B-roll, so the film always feels like it is being told by the people in it.
- **A clear finish.** The final slow fade to the end card gives the core message, "Creativity is the vehicle. Opportunity is the destination.", space to land.

What Derby Inspire Youth CIC now has

Asset	What it does
Introductory brand film	Communicates who the CIC is, why it exists and the change it creates, in under a minute. Built for the website, social media, presentations and funding conversations.
Safeguarding interview	Explains how the CIC keeps young people safe, building trust with parents, schools, councils and funders.

Asset	What it does
Strategic foundation	A clear positioning, core message and audience map that every future piece of communication can build on.

The CIC no longer has to rely on words alone to explain its impact. It can now show it.

What this means for your brand

Every brand film we make follows the same principle we used for Derby Inspire Youth CIC: strategy first, story second, camera third. Whether your goal is trust, awareness, enquiries, funding or sales, the process is built to get you there.

How we make a brand film

1. **Discover.** A Brand Growth Discovery Session to understand why you exist, who you serve and what you want to change.
2. **Audit.** A Content Report Card review of your website and social channels, showing where your story is strong and where it is missing.
3. **Position.** A clear positioning statement and one core message that every frame of the film supports.
4. **Design the story.** Tone, pacing and a scene-by-scene structure built around your audiences and what each needs to feel.
5. **Plan the shoot.** A full shot list, script direction, music direction, interview questions and transitions, mapped before the day.
6. **Produce.** A shoot that captures real people and real moments, with cinematic intent behind every shot.
7. **Edit and deliver.** A film cut to rhythm and emotion, ready to work across your website, social media, pitches and presentations.

What Derby Inspire Youth CIC shows

- We find the real story first. Here, it was belonging, not programmes.
- We turn strategy into a single, memorable message and build the film around it.
- We plan in detail so we can capture moments that feel real, not staged.
- We design films for every audience that matters, from customers to partners and funders.
- We make every asset work beyond a single post.

Your brand already has a story worth telling. We help you tell it in a way people feel, trust and act on.

Thinking about a brand film? Let's talk about what you want it to change.