



Care Sector's Got Talent 2024

Impact Report



A spectacular celebration of the talent in our sector

Care Sector's Got Talent is a core part of Championing Social Care's mission, helping to shine a positive light on the work of the care sector.

Our aim is clear: to give everyone linked to care the chance to #sparkle; to show off their hidden (and not so hidden) talents through a spectacular competition that culminates in a live show at an eye-catching venue.

Like all of our programmes, a committee of volunteers provides stewardship and direction. Vital funding support is provided by our partners and the real magic of the event is provided by our performers.



Impact Report

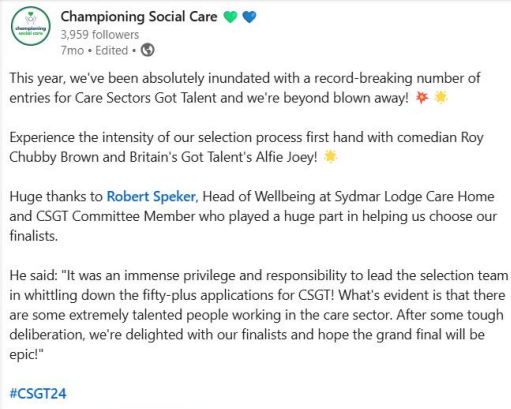
Talent 2024

Care Sector's Got Talent 2024 saw:

- A record number of applicants from across the sector
- A new approach to selecting finalists with applications reviewed by an expert panel.
- A spectacular live final at the Coventry Arena featuring live performances from the eight finalists
- Live broadcast of the event on YouTube, viewed across the country over 2,200 times
- A bigger prize fund and two new 'development prizes' to help build a legacy for the event

Applications

We had a record number of applications that were all reviewed and scored and discussed by an expert panel led by former finalist Robert Speker. Robert was joined on the panel by Britain's Got Talent's Alfie Joey and comedian Roy 'Chubby' Brown. The panel selected the eight finalists who performed live at the Coventry Arena.



Championing Social Care ❤️❤️
3,959 followers
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This year, we've been absolutely inundated with a record-breaking number of entries for Care Sectors Got Talent and we're beyond blown away! 🌟🌟

Experience the intensity of our selection process first hand with comedian Roy Chubby Brown and Britain's Got Talent's Alfie Joey! 🌟

Huge thanks to **Robert Speker**, Head of Wellbeing at Sydmar Lodge Care Home and CSGT Committee Member who played a huge part in helping us choose our finalists.

He said: "It was an immense privilege and responsibility to lead the selection team in whittling down the fifty-plus applications for CSGT! What's evident is that there are some extremely talented people working in the care sector. After some tough deliberation, we're delighted with our finalists and hope the grand final will be epic!"

#CSGT24



ROY "CHUBBY" BROWN

care sector's Got Talent



The final

Competition winner, Molly Blackburn wowed the audience at the final with her rendition of Defying Gravity. And she brought banner-waving supporters with her too!



All the eight finalists delivered outstanding performances at the final. With singers and dance acts from across the country. Care Workers, external service providers and people receiving care all taking part. The Coventry Arena provided a top-class

Impact Report

venue and the final was watch by hundreds of people in the audience. Many more watched the live-stream online.

The event was compered by Angela Boxall, current Chair of Care England. A panel of judges led by Sanjay Dhrona gave feedback to performers and selected the overall winner. Green Room interviews were conducted with performers by our very own 'Ant and Dec', Mark Topps and Adam Purnell. Audience interviews and online feedback was conducted by Dan Blake. A number of volunteers supported the event on the day.



Securing a legacy

The overall winner of the competition wins a cash prize but for the first time, in 2024 we offered a Development Prize for the act showing the most promise.

The **Development Prize** was decided by a 'popular vote' using online voting. The result was so close between two acts – New Centre Stage and the Sam Beckman Choir – that we decided to offer the prize to both of them!



A video of the highlights of the live final can be [viewed online here](#).

The impact of the event didn't stop with the final in Coventry. Since then, our finalists have performed at events linked to **Care Home Open Week** and external sector events like the **Care Management Show** and the **Leaders in Care Show**. An 'All Stars' performance of finalists sang at the **Care Sector Fundraising Ball**, too.

In October, we returned to Merseyside to catch up with New Centre Stage and they contributed to a [fantastic 'reveal video'](#) for applications to Care Sector's Got Talent 2025.

Impact Report

What the participants say

Our aim with Talent is to shine a positive light on the incredible range of talent within the care sector. And to challenge conceptions of what you can achieve if you are in receipt of care, too.

We know, though, that taking part in Talent can boost the confidence and well being of the participants too. Past surveys have shown an almost universally positive experience from finalists. Here are quotes from three of our performers:

‘Singing is my passion. I just want to say thank you for the opportunity for having me sing at the Ball as it was an amazing experience. I never thought I’d have the confidence to be able to sing in front of such a huge crowd but I’m proud that I did. I’d love to one day sing as a career alongside doing care, as singing has always been my passion.’

‘I have always found that music and wellbeing stand hand in hand. I have used music and in particular singing within my everyday practices when caring for others. Music also has a positive effect in my own life as I often sing to relax, and listen to music to support my own wellbeing.’

‘As a Care Assistant, music has become a valuable tool. It helps me connect with residents on a deeper, more personal level. Music has also positively impacted my own well-being, giving me a strong sense of purpose and satisfaction. I’m truly grateful for all the support I’ve

received from Avery Healthcare, as well as Championing Social Care. I believe in hard work, and I love connecting with people. I feel blessed that God has given me the gift of music to bring joy to others.’

What the media said

BBC local radio attended the final and syndicated reports and interviews to radio stations across the country. Here is a selection of some of the other media coverage:

Drama group for care-supported adults wins national prize

A drama group for care-supported adults has won a prestigious national talent award.

The New Centre Stage Drama Group (NCSG) in Bootle, Sefton, offers people involved in the care system the opportunity to build confidence through drama, dance and music. NCSG picked up the audience award at the Care Sector’s Got Talent finals 2024 – a contest for those living or working in care.

BBC News website, 23rd April, 2024

Britain's Got Talent-inspired live final to take place in Coventry

Unsung heroes from across the care sector are set to take to the stage at the Coventry Building Society Arena. **Coventry Telegraph, 16th April 2024**

Coventry held this year’s Care Sector’s Got Talent

COVENTRY Building Society Arena held the Care Sector’s Got Talent and saw eight finalists from across the UK showcase their talents.

The event is organised by Championing Social Care and is aimed at bringing the care sector together through talents. **Coventry Observer, 23rd April 2024**

Impact Report

CSGT24 proves the care sector really does have talent

Caring Times 18th April 2024

Brampton Bollywood Trio reach live final of Care Sector's Got Talent

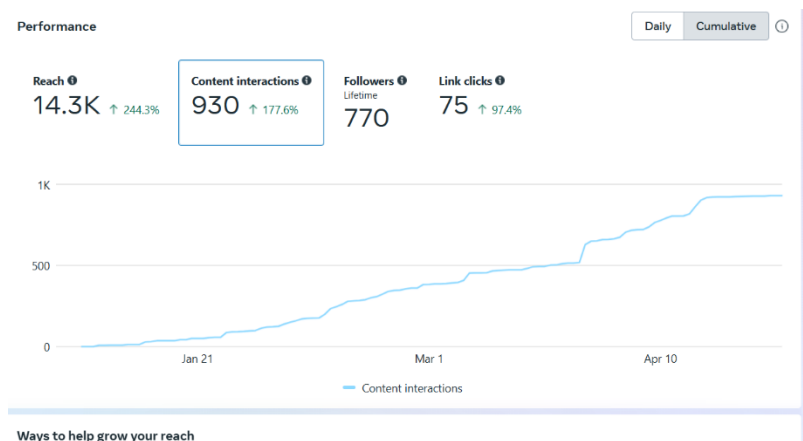
carehome.co.uk 4th April 2024

Care Sector's Got Talent winner to perform at LIC Awards 2024

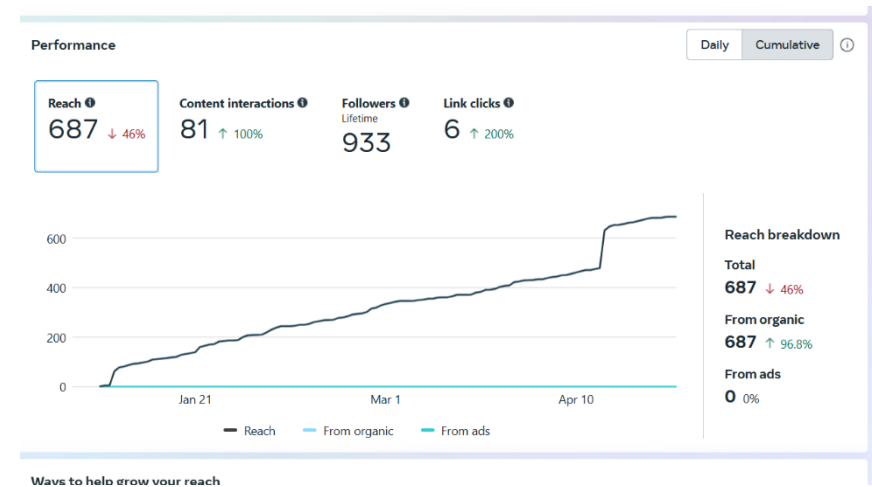
Molly Blackburn, a support worker from Ruskin Mill Trust and winner of the 2024 Care Sector's Got Talent competition, is set to perform her winning song at the Leaders in Care Awards. Home Care Insights, 4th October 2024

Impact online

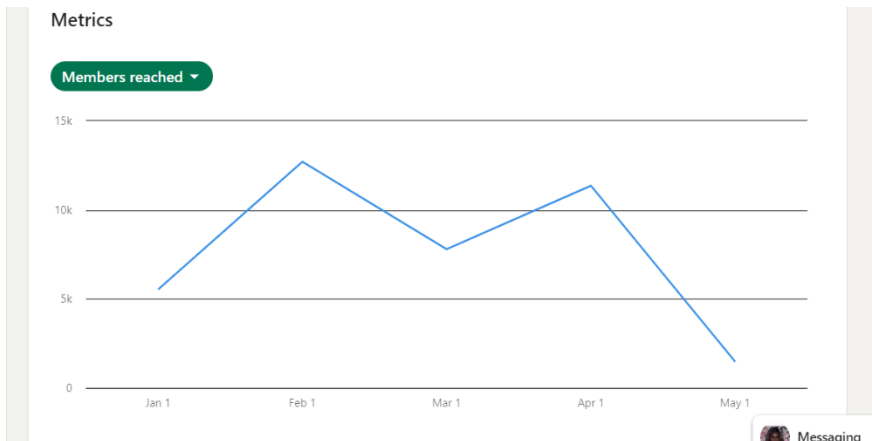
We have a dedicated page on our website which carries a wealth of information about the programme. A strong social media campaign for Care Sector's Got Talent saw growing engagement throughout the year. On **Facebook**, the reach exceeded 14,000, with almost 1,000 interactions.



Instagram reach grew steadily through the period of promotion, with a spike in interactions around the date of the event. These gains are important for us as we seek to grow our Instagram audience.



LinkedIn is a more mature platform for us, but we also saw increases in reach and reactions linked to Talent.



Impact Report

What's Next?

Plans are already well under way for Care Sector's Got Talent 2025. This will be our fifth anniversary event and we are opening applications earlier, and for longer, to encourage even more participation.

The final will take place on 2nd April at the Birmingham Rep Theatre.

We want to build our online audience and showcase the widest possible range of talents in the sector, working with partners to maximise the reach and impact of the event.

Thank you!

All of our programmes rely on the generous support of funding partners and our volunteer committee.

2024 Committee

Aneurin Brown (Chair)

Sarah Hyman

Adam Purnell

Mark Topps

Rob Martin

Robert Speker

Michael Butler

Special thanks to our lead funding partners for 2024, Care Home Life and Marr Procurement and to all our funding partners.



You can watch the full show and a highlights video here online. You'll also find a gallery of photos, highlights from previous years and details of our funding partners and committee:

<https://www.championingsocialcare.org.uk/care-sectors-got-talent/>





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