



**Celebrating
Inspirational
People**

MULTICULTURAL
INSPIRE
 AWARDS

2025

INSPIRE AWARDS
IMPACT REPORT

OR VISIT [INSPIRE-AWARDS.COM](https://inspire-awards.com)

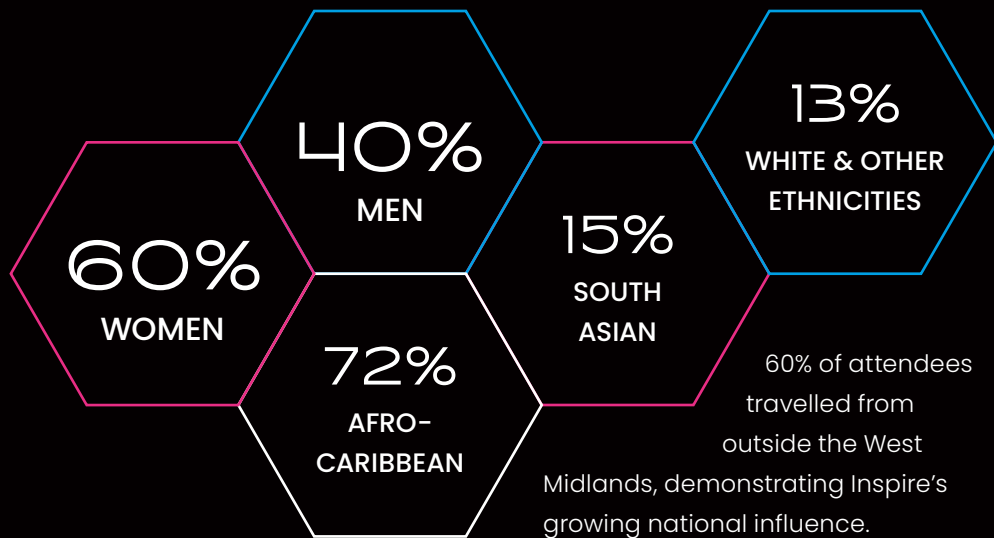


**Inspiring
Inclusion**

EVENT OVERVIEW

The 2025 Multicultural Inspire Awards (Inspire Awards) delivered a powerful and influential inaugural event, attracting 600 attendees from across the UK. With extraordinary community engagement, national visibility, and high-profile partnerships, Inspire continues to stand as the leading platform recognising Black & Brown excellence and inclusive leadership.

ATTENDEE DEMOGRAPHICS



JUDGING PROCESS & GOVERNANCE

A strong, fair and rigorous system underpinned the awards this year.



20 esteemed judges from business, media, academia, the arts and professionals

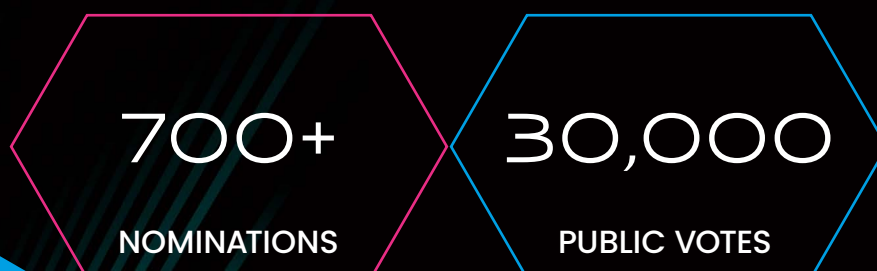


50+ hours of adjudication

Transparent scoring systems that ensured credibility, fairness and diversity of thought.

NOMINATIONS, IMPACT, VOTING & ENGAGEMENT

400 Businesses and Organisations nominated which has a combined turnover of £150m+.



PROFESSIONAL VISIBILITY IMPACT

Finalists and winners experienced an estimated 35–50% increase in visibility across digital platforms, media coverage, and industry networks. Many finalists reported increased enquiries, bookings, collaborations and public speaking opportunities.

CAREER & BUSINESS IMPACT

The awards directly impacted and benefited over 1,000 businesses, entrepreneurs and organisations through:



Collaborative
Opportunities



New Clients or
Contracts



Growth in Social
Media Engagement



Greater Credibility
and Industry
Recognition

DIGITAL & MEDIA IMPACT

1,000,000
REACH

100,000
WEBSITE VISITS DURING
THE CAMPAIGN PERIOD

2.2M+
IMPRESSIONS

WEBSITE

100,000+ website visits during the campaign period

PRESS COVERAGE & MEDIA PARTNERSHIPS

This year's media presence reached its strongest level.

OFFICIAL MEDIA
PARTNERS:



BLACK BUSINESS

COMBINED PR COVERAGE DELIVERED

£75,000+ PR value



PLATFORM FOR EMERGING TALENT

Through partnerships with: **ASTON PERFORMING ARTS ACADEMY / ELOQUENT DANCE COMPANY**. The Inspire Awards platform supported over 60 young creatives with performance opportunities, live production exposure and audience visibility, provided valuable work experience on and off stage.

VOLUNTEER DEVELOPMENT

25 volunteers gained real experience in events, hospitality, tech and production. Several volunteers have since secured paid work or training opportunities.

NETWORKING, ECONOMIC & SPONSOR IMPACT

The awards facilitated powerful new business connections and collaborations. Estimated **£250,000+** in network value generated. Corporate partnerships, client leads, supplier and sponsor introductions plus consultancy conversations initiated at the event.

VISITOR ECONOMY IMPACT

With 60% of attendees travelling from outside the region, Inspire significantly boosted the local economy through: Hotel stays, Dining in city restaurants, Taxis and transport, Shopping and entertainment (including Resorts World, the Bullring and city centre attractions, many visited the German Markets). Estimated regional economic uplift: **£125,000+** This positions the Inspire Awards not only as a cultural celebration, but as a valuable economic contributor to Birmingham's visitor economy.

CHARITY IMPACT - BLACK WOMEN RISING

The Inspire Awards proudly supported Black Women Rising, driving awareness of critical issues affecting Black women's health. Outcomes Delivered; **£3,000** raised and **5+** new support leads/connections created, worth a further **£30k+** for the charity. Messaging amplified across speeches, digital content, programme inserts and media engagement.

AWARDS & RECOGNITION

This year, the Inspire Awards presented: 12 awards for the country's most inspirational people, including 4 Honorary Awards honouring outstanding contributions, leadership and community impact.

INSPIRE WIDER IMPACT

The 2025 Inspire Awards delivered exceptional value, reach and impact for sponsors, partners and the wider community. Through:

- **NATIONAL MEDIA EXPOSURE. LARGE-SCALE COMMUNITY ENGAGEMENT**
- **YOUTH DEVELOPMENT OPPORTUNITIES. ECONOMIC BENEFIT TO BIRMINGHAM**
- **VISIBILITY AND UPLIFT FOR OVER 1,000 BUSINESSES AND PROFESSIONALS**
- **TWO-WEEK BIRMINGHAM BILLBOARD CAMPAIGN, DELIVERING AN ESTIMATED 50M IMPRESSIONS AHEAD OF THE EVENT**

...the Inspire Awards firmly positioned itself as one of the most influential cultural, entrepreneurial and community events in the UK. We extend our sincere gratitude to our sponsors, whose support drives this mission forward and helps elevate voices, talent and leadership across our communities.



It's one of the best award ceremonies she's ever attended

MOIRA STUART CBE

OUR SPONSORS



EVENT SUPPORT PARTNERS





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