

ANNUAL REPORT 2025-2026



For You. By You.



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Welcome to the M.A.D Birmingham Annual Report 2025–2026.

This year has been another exciting period of growth, partnership and impact. Across schools and communities, we have continued to create opportunities for young people to feel supported, build confidence, develop new skills and access positive experiences.

From mentoring and social skills programmes to holiday provision, youth clubs, events and community projects, everything we do is centred around making a meaningful difference to the lives of young people.

This report celebrates the young people we have worked with, the progress they have made and the incredible contribution of our staff, partners, schools, funders and communities who make our work possible.

We are proud of what has been achieved this year and look forward to continuing to Make A Difference across Birmingham.



2025-2026 AT A GLANCE



700+

young people directly engaged
through M.A.D programmes



150+

structured sessions
delivered



86%

improved their overall
Social Skills Star
rating



91%

of young people improved
their overall 1:1 Star Rating



54+

postcodes represented
through HAF delivery



100%

of surveyed young people
would recommend M.A,D
programmes



About Us

The Make a Difference (M.A.D) Birmingham project is a youth development initiative by Sport Birmingham, offering open-access programmes to young people. Collaborating with community partners, residents, parents, and schools, M.A.D Birmingham has evolved from traditional youth clubs and outreach services into a dynamic, sports-focused mentoring program for young people aged 10-25. The programme is designed to provide sustainable, impactful support tailored to the needs of each individual.

Vision

To empower and inspire young people by creating lasting change in their homes, schools, and communities. We aim to build confidence, resilience, and a sense of purpose, helping young people thrive and contribute positively to the world around them.

Mission

Through a foundation of mutual trust and respect, we aim to empower young people by supporting them to:

- Enhance their educational achievements
- Develop life and employability skills that promote self-efficacy and resilience
- Harness the power of physical activity, wellness initiatives, and mentoring for positive change
- Foster a sense of civic responsibility within communities and neighbourhoods

Values



EMPATHY



INTEGRITY



PASSION



RESPECT



PARTNERSHIP

MEET THE M.A.D CORE TEAM

The driving force behind M.A.D - leading projects, supporting teams and building strong partnerships with passion, consistency and a real commitment to creating better opportunities for young people.



Callam Dunne

YOUTH
OPERATIONS
MANAGER

Callam provides the strategic leadership that underpins M.A.D, helping to shape its direction, secure its future and ensure programmes are delivered effectively. He oversees budgets, leads on funding bids and applications, and maintains financial accountability across projects. Working closely with the core team, Callam turns ideas into sustainable programmes, drives new opportunities and ensures M.A.D continues to grow, adapt and deliver meaningful impact for young people across Birmingham.



Leon Moses

YOUTH & SPORT
ENGAGEMENT
MANAGER

Leon's passion for community and unwavering belief in the potential of every young person truly sets him apart. He listens, advocates for their needs and stands alongside young people and their families through both challenges and successes. A trusted role model and father figure to many, Leon uses his experience, compassion and leadership to help young people feel heard, supported and inspired. His dedication continues to make a lasting difference across the community.



Ismael Ali

YOUTH & SPORT
ENGAGEMENT
OFFICER

Ismael is a dedicated youth leader making a positive impact across Birmingham. He oversees multiple delivery sites, supports young people through mentoring and sport, and leads the M.A.D Leadership Programme in schools. His ability to build trust and connect with young people, including those who can be harder to engage, helps create meaningful relationships and encourages positive choices. Ismael is a respected role model who continues to inspire confidence, ambition and personal development in the young people he supports.



Safeera Hickson

YOUTH
ENGAGEMENT &
IMPACT OFFICER

Safeera plays a key role in coordinating and developing M.A.D programmes across Birmingham. She leads on monitoring, evaluation and impact, while also planning projects, coordinating delivery and working closely with schools, partners and practitioners. From developing new programmes and managing delivery plans to capturing outcomes and improving reporting, she helps ensure projects are organised, responsive to local need and create meaningful opportunities for young people.



THEORY OF CHANGE



Goal:

To empower young people by improving their educational outcomes, life skills, well-being, and civic engagement, by creating a positive and supportive environment for their growth.



A generation of young people who thrive academically, personally, and as responsible, engaged citizens. They will have the skills, confidence, and support to succeed in all areas of their lives.



YOUNG
PEOPLE
STRONGER
TOMORROW

LEADERSHIP SKILLS FOUNDATION



Community Pilot

During Summer 2025, M.A.D Birmingham worked with the Leadership Skills Foundation and Sport England to create accessible leadership opportunities for young people who may not usually have access to structured training and qualifications.

The programme supported young people to develop essential leadership skills and create pathways into training, volunteering and employment within sport and community delivery.



Go Lead Award

10 participants completed the award through a focused one-day leadership programme, developing skills in communication, teamwork, confidence, responsibility and leadership.

Sports Leader Level 1 Qualification

11 participants completed the qualification over three weeks during the Summer HAF programme at Archbishop Ilsey.

Embedding the qualification within HAF gave young people the opportunity to combine structured learning with practical experience, helping them understand what it takes to support activities, communicate with others and take on responsibility within a real delivery environment. The original programme was designed to blend leadership development with practical sport and community experience.



Building Skills for the Future



Across both programmes, young people were supported to develop:

Confidence

Communication

Teamwork

Self-Management

Leadership

Responsibility

Coaching Skills

Problem Solving

The programme also strengthened M.A.D's wider progression pathway, creating opportunities for young people to move from participation into volunteering, peer mentoring, youth leadership, coaching and sessional employment.



YOUTH BOARD

Our Youth Board gives young people a voice in shaping M.A.D's work and helps ensure our projects reflect the interests, experiences and needs of the young people we support. Members have contributed to the development of projects by sharing ideas, giving feedback and helping us understand what young people want from our programmes.



Youth Board members support us by:

- Sharing views on new and existing projects
- Suggesting activities, workshops and trips
- Reviewing how sessions are delivered
- Giving feedback on what works well and what could improve
- Helping shape promotional materials and messaging
- Contributing ideas around issues affecting young people
- Supporting events, consultations and wider youth engagement
- Acting as a link between M.A.D and other young people in the community



Their input helps us keep youth voice at the centre of decision-making, rather than designing programmes without young people involved.

Building Youth Voice

During November 2025, Catch22 supported the M.A.D Youth Board with youth consultation and facilitation training, helping members build the skills and confidence to gather the views of other young people and represent them effectively.

The sessions focused on practical skills including setting group rules and shared values, making sure every voice is heard, and using different consultation methods such as round-table discussions, small group activities, one-to-one conversations and surveys.

Youth Board members also explored how these approaches could be applied to issues that matter to young people, including Women & Girls, Mental Health and Serious Youth Violence, identifying barriers, challenges and potential solutions.

This work has helped strengthen the Youth Board's role beyond simply giving feedback, supporting members to become more confident facilitators, representatives and contributors to the development of future M.A.D projects.

Looking ahead to 2026–2027, we want to build on this by creating more regular training and consultation opportunities, growing the membership of the Youth Board and giving young people an even stronger role in shaping our programmes and priorities.

catch 22



The Future of the Youth Board

Looking ahead to 2026–2027, we want to grow M.A.D's Youth Board into a more consistent, visible and influential part of our organisation. Our aim is to recruit more young people, create regular opportunities for them to meet, and involve them earlier in the design, delivery and review of projects. We also want to build on the consultation and facilitation skills developed this year, giving members greater confidence to lead discussions, gather the views of their peers and represent young people across M.A.D's work. Ultimately, we want the Youth Board to have a genuine voice in shaping our priorities and helping ensure our programmes continue to respond to what young people actually need and want.

THE EVESON TRUST FUND

6-Week Social Skills Pilot at Ark Victoria Academy



Programme Overview

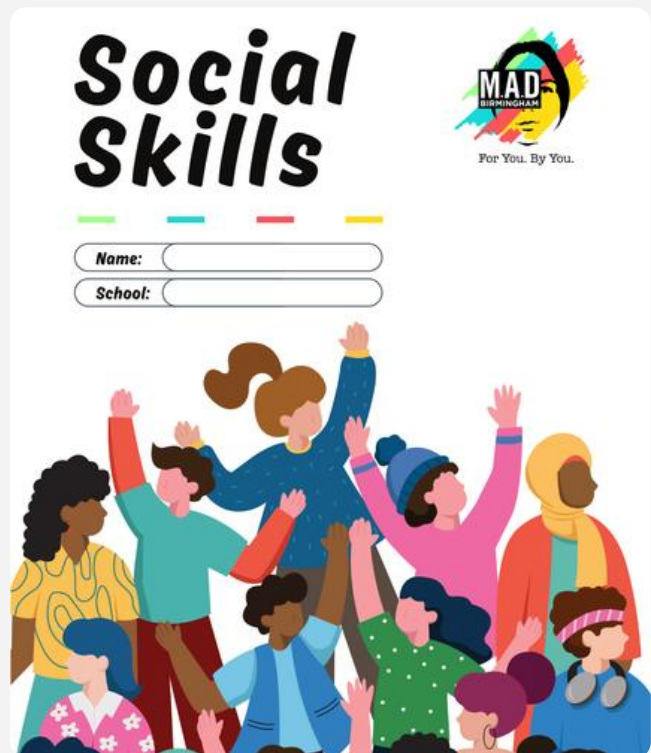
Through funding from the Eveson Trust Fund, M.A.D delivered the pilot of our newly developed Social Skills Programme at Ark Victoria Academy.

The programme supported 22 young people aged 11–14, delivered in two small groups of 11 girls and 11 boys. Keeping the groups small allowed mentors to provide more focused support, build stronger relationships and create an environment where young people felt comfortable taking part, sharing their views and trying new activities.

The six-week programme was developed from learning gained through our previous SAFE project in 2024. We reviewed what had worked well, identified areas that could be strengthened and used this learning to create a more structured and engaging programme.

As part of this development, we created a dedicated Social Skills booklet for young people to work through during each session. The booklet supported activities, discussion and reflection, while giving participants a space to record their learning and recognise their own progress.

The programme combined workshops, games challenges, mentoring, sport and new experiences, with each week supported by either a specialist visitor or an off-site trip to help bring the weekly theme to life.



What We Did



A key part of the pilot was making Social Skills practical rather than relying solely on classroom-based discussion. Each session combined:

Interactive Workshops

Giving young people space to discuss each theme, share ideas and explore new skills.

Games & Team Challenges

Helping participants practise communication, problem-solving, teamwork, confidence and resilience.

Sport & Physical Activity

Providing a positive setting where young people could apply their learning, build relationships and experience success.

Reflection & Workbook Activities

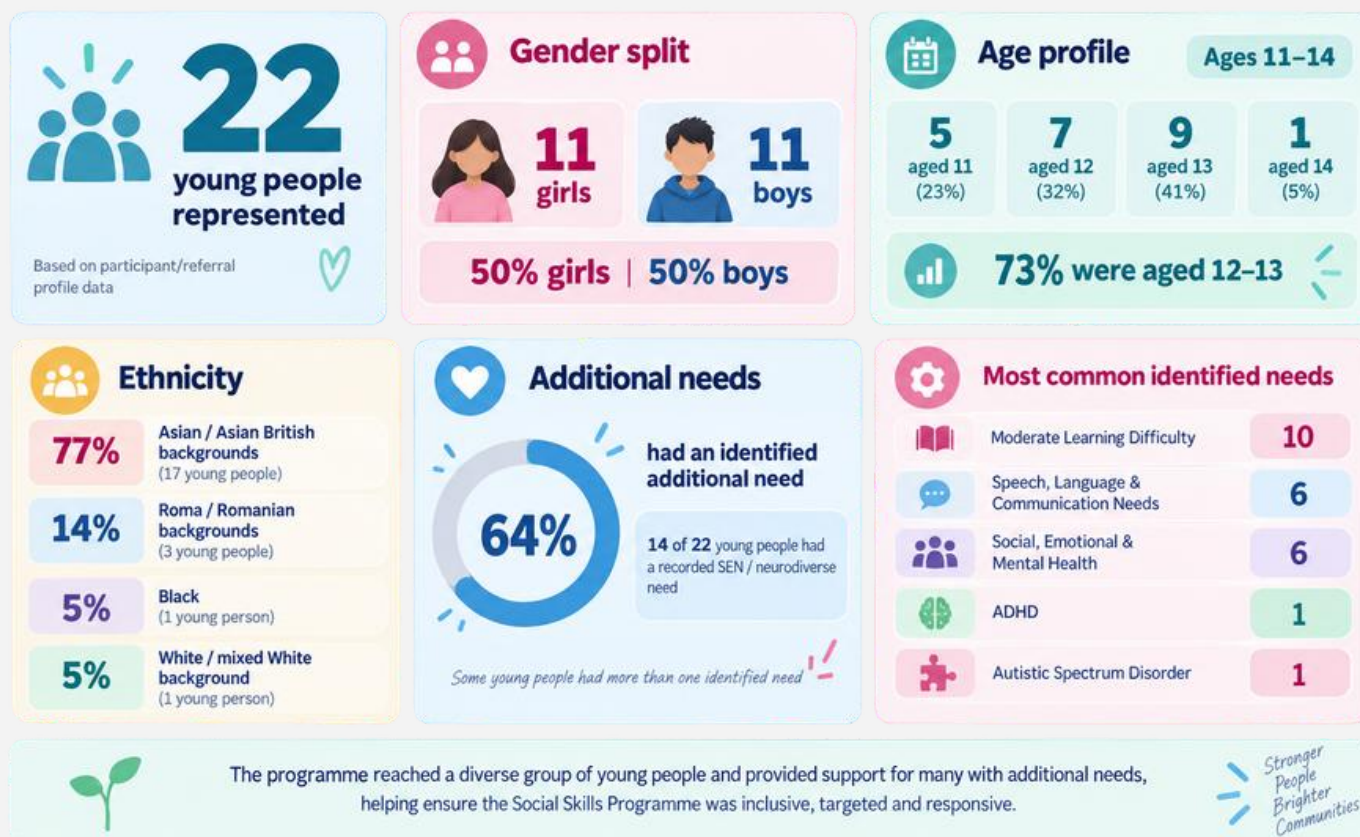
Young people recorded their learning and reflected on how they could use new skills in school and everyday life.

Visitors & Trips

Specialist guests and experiences helped connect the weekly themes to real-life situations, giving participants opportunities to learn from positive role models, try unfamiliar activities and build positive memories..



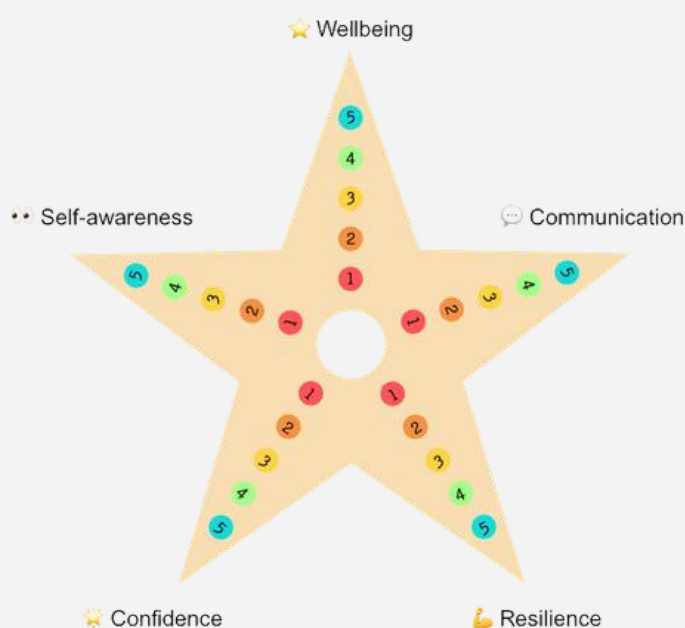
Who Took Part?



The Impact of Social Skills

Young people completed a Social Star during the programme, giving mentors a structured way to understand individual starting points and monitor development.

This was used alongside mentor observations, participation and workbook activities.



Social Star Results



Across the 21 matched assessments, the overall average score increased from:

2.92 → 3.66 out of 5

19 of 21 young people improved overall, while the remaining two maintained their overall score. No young person recorded an overall decline.

90% improved their overall Social Star score



Communication

Start	End	Change
2.86	3.48	+0.62



Resilience

Start	End	Change
2.71	3.71	+1.00



Confidence

Start	End	Change
3.10	3.67	+0.57



Self-Awareness

Start	End	Change
2.81	3.52	+0.71



Wellbeing

Start	End	Change
3.14	3.90	+0.76

Resilience showed the greatest improvement, increasing by a full point. Positive progress was also seen across all other areas, particularly wellbeing and self-awareness.



Girls' Group Impact

The girls group provided a supportive female only environment, helping participants feel comfortable expressing themselves, building relationships and trying new activities



What mentors observed

- 1 One young person who began the programme very reserved and isolated showed a noticeable improvement in confidence and communication.
- 2 Another participant who was initially quiet became more expressive and vocal about her thoughts and ideas as the programme progressed.
- 3 Young people also demonstrated that they were applying their learning outside the sessions, with one participant regularly feeding back on how she had used the skills in school and during lessons.



Attendance

Week 1
80%

Week 2
70%

Week 3
80%



2.88 → 3.76

Average Social Star score

9 of the 10 girls improved their overall score



Boys' Group Impact

The boys group showed strong engagement throughout delivery, with mentor observations identifying positive progress across the group.



Observed areas of progress

- ✓ Listening and following instructions
- ✓ Concentration and attention
- ✓ Behaviour and self-regulation
- ✓ Teamwork
- ✓ Confidence when trying new activities
- ✓ Positive participation in physical activity



Several boys who initially struggled with distraction or disruptive behaviour became more attentive and responsive as the programme progressed.



Attendance

Week 1
100%

Week 2
100%

Week 3
81.82%



2.96 → 3.56

Average Social Star score

10 of the 11 boys improved their overall score



Small-group delivery helped mentors build stronger relationships, provide focused support and create an environment where young people felt comfortable engaging and making progress.

THE SAFE PROJECT



Programme Overview

Following the successful pilot of the SAFE Programme in 2024, M.A.D Birmingham secured further funding from Birmingham City Council's SAFE Taskforce to continue and expand the project across Birmingham schools.

Delivered by Sport Birmingham through M.A.D Birmingham, SAFE provided targeted early intervention and prevention support for young people who would benefit from additional help with areas such as confidence, emotional wellbeing, behaviour, relationships and engagement with education.

Building on learning from the pilot, the programme was developed to be more flexible and responsive to individual need. Working closely with each school, support was shaped around the young person rather than using a one-size-fits-all approach, combining targeted interventions with positive opportunities to support their wider personal and social development.

119

YOUNG PEOPLE REFERRED
INTO SAFE

5

SCHOOL
SETTINGS REACHED

12

SOCIAL SKILLS
COHORTS DELIVERED

797

TOTAL ATTENDANCES
IN SESSIONS

100%

OF SURVEYED YOUNG PEOPLE
WOULD RECOMMEND SAFE

97%

SAID SAFE HELPED
THEM OVERALL

84%

REPORTED INCREASED
CONFIDENCE

Where We Delivered



Arena Academy



A secondary school in Great Barr supporting pupils aged 11–16, with a diverse school community and a range of additional needs.



Greenwood Academy



A secondary school in Castle Vale supporting a community with high levels of disadvantage and additional need.



Ark Victoria Academy



Primary & Secondary. An all-through school in Small Heath. We worked across both Primary and Secondary, supporting students at different stages of their education and development.



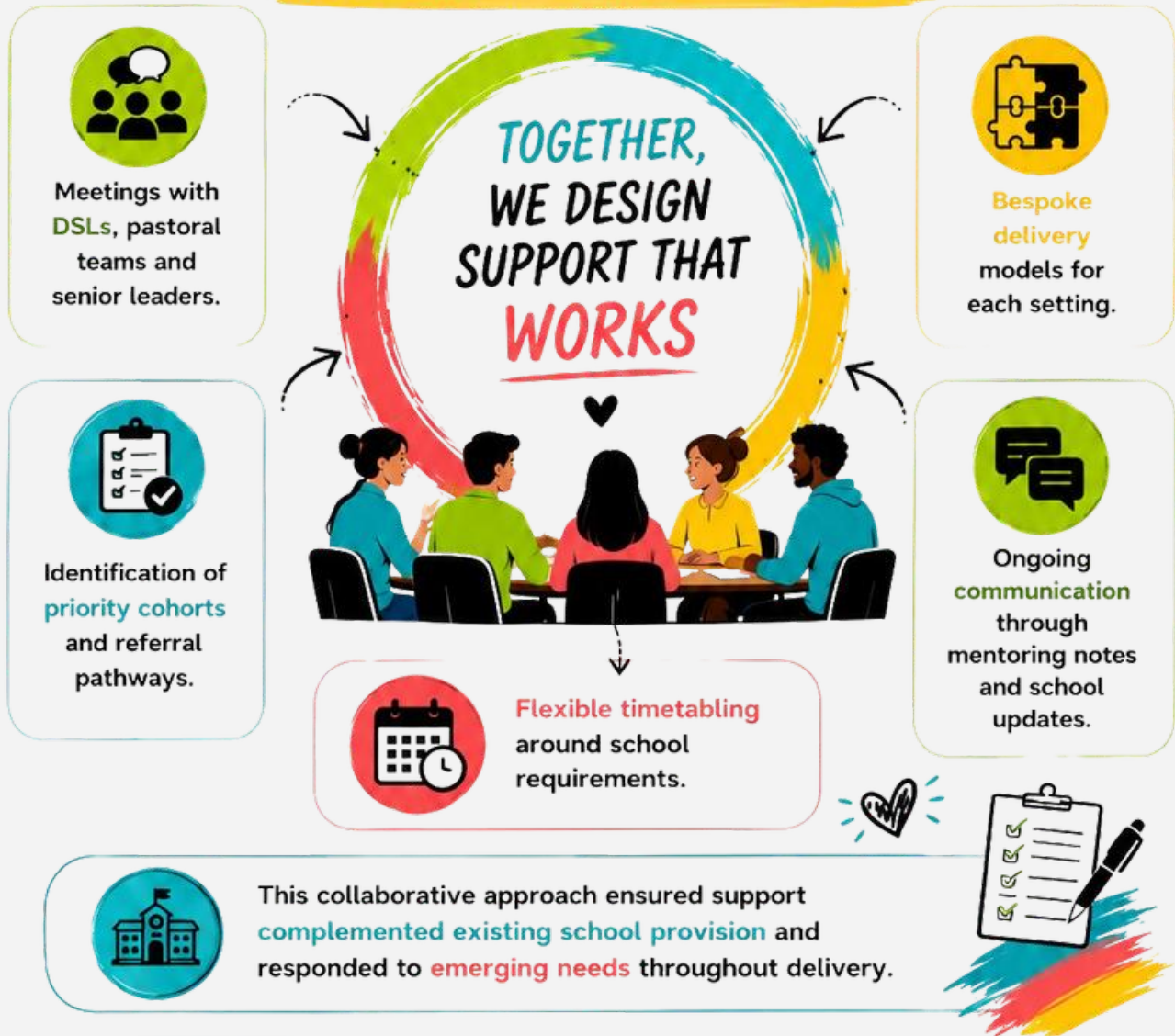
George Dixon Academy



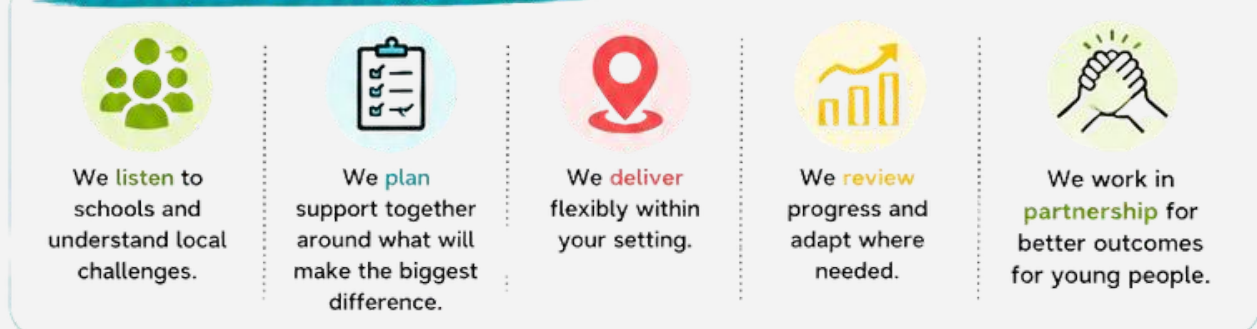
A secondary school in Edgbaston with a strong focus on inclusion, supporting disadvantaged pupils and helping young people achieve their potential.

Co-Design and Mobilisation - How We Worked With Schools

From the outset, delivery was co-designed with each school to ensure support met local need.



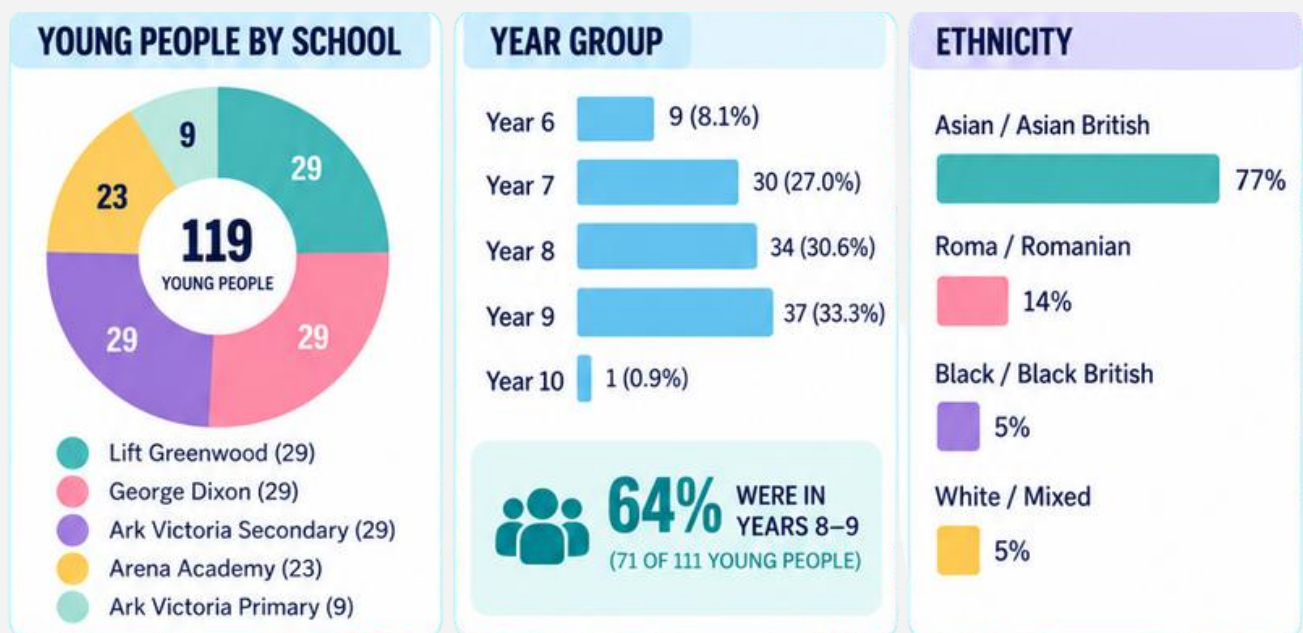
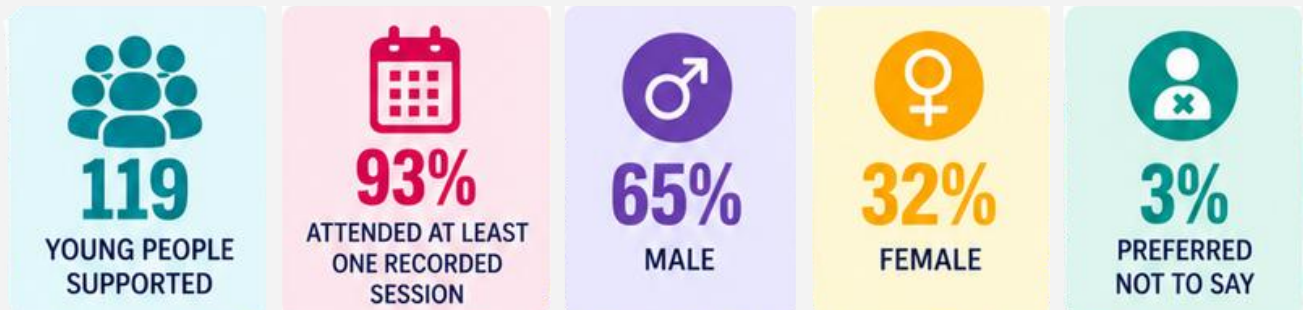
WHAT THIS LOOKS LIKE IN PRACTICE



"My anxiety has gotten better, and I do my best to go to lessons when I can now."

Mentee from George Dixon Academy

Who Did We Support?



WHY YOUNG PEOPLE WERE REFERRED

Schools referred young people who they felt would benefit from additional targeted support. Referrals reflected a range of needs, including:



TAILORED SUPPORT



We recognise that young people's needs are rarely limited to one area. Support was therefore tailored to the individual, giving young people access to the intervention and opportunities most relevant to them.

"It's good to be able to come in and speak to someone before starting the day."
Mentee from Greenwood Academy

Our Approach

Social Skills

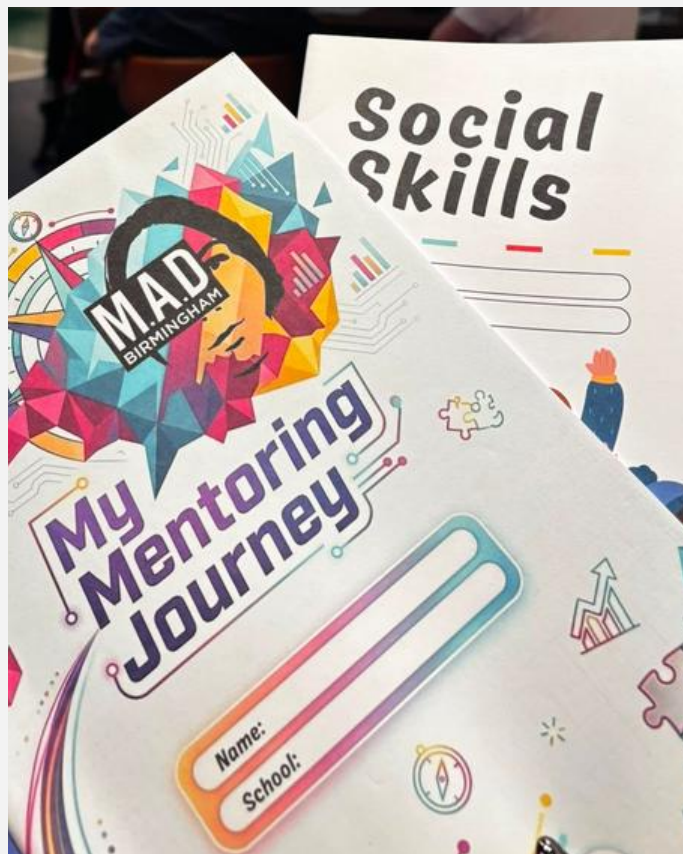
Six-week group programmes combined discussion, practical activities and sport to help young people develop key personal and social skills.

Sessions focused on:

Communication • Confidence •
Self-Awareness • Resilience • Wellbeing

1:1 Mentoring

Young people received individual support from a trusted mentor, providing a safe and consistent space to talk about challenges, set personal goals and develop strategies to move forward. Mentoring covered areas including confidence and self-esteem, emotional wellbeing, behaviour, relationships, anxiety, attendance, aspirations and engagement with education.



Positive Opportunities

SAFE extended beyond the classroom by connecting young people with positive activities and experiences.

These included after-school activities, holiday provision, workshops, celebration activities, trips, careers experiences and opportunities delivered alongside local partners.

Our Aims

Through SAFE, we aimed to help young people:

- Build confidence & self-esteem
- Improve communication
- Develop resilience
- Better manage emotions & behaviour
- Improve well-being
- Strengthen relationships
- Increase engagement with education
- Raise aspirations

"I learnt how to handle my emotions better and use calming strategies like star breathing."
Mentee from George Dixon Academy

Guest Workshops

As part of the Social Skills Programme, M.A.D brought in guest speakers and specialist organisations to give young people opportunities to learn from positive role models and take part in practical, engaging workshops.



Street Doctors

StreetDoctors delivered four practical workshops across the SAFE programme, teaching young people essential lifesaving skills through their "What to do when someone is bleeding" and "What to do when someone is knocked out" sessions.

The workshops gave pupils practical knowledge and confidence to understand how to respond in an emergency, get appropriate help and take potentially lifesaving action.



Dan Smith - Fit Fast Academy

Dan Smith joined the Social Skills Programme to speak with young people about fitness, wellbeing, entrepreneurship and building a positive future. Drawing on his own experience of developing a business in the fitness industry, Dan encouraged pupils to think about their future aspirations, career opportunities and the mindset needed to achieve their goals. The session also explored discipline, motivation and making positive lifestyle choices.

Celebration Trips

To celebrate completing the Social Skills Programme, young people took part in experiences including go-karting, laser tag, Ninja Warrior, Ackers Adventure and AirHop.

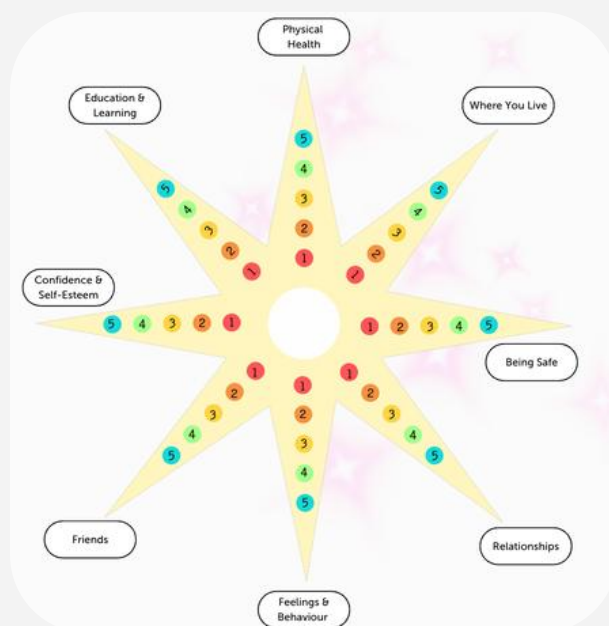
The trips celebrated their achievements while helping them build relationships, have fun and create positive memories with peers and mentors.



Measuring Impact

Building on learning from the pilot, Outcome Stars were used throughout SAFE delivery to help measure the progress young people made and identify the areas where they needed the most support. Different Stars were used depending on the intervention, allowing progress to be measured against themes directly linked to the support young people were receiving.

Like in previous **Social Skills** delivery, young people completed a **Social Star**, exploring five key areas: **Communication, Resilience, Wellbeing, Confidence and Self-Awareness.**



During **1:1 Mentoring**, young people completed **My Star**, covering **Physical Health, Where You Live, Being Safe, Relationships, Feelings & Behaviour, Friends, Confidence & Self-Esteem, and Education & Learning.** The Star helped mentors understand each young person's strengths and areas of need, shape mentoring sessions around what mattered most to them, and track progress over time.

By completing the Stars at the beginning and end of the intervention, we were able to compare young people's starting points with their end results and better understand the impact of the programme across different areas of their lives.



"I am better at communicating with people and I'm not late for lessons anymore."
Mentee from George Dixon Academy

Star Results



SOCIAL STAR

Social Skills Sessions

Measured progress across 5 key areas:

Communication, Self-Awareness, Confidence, Resilience and Wellbeing.



86%

IMPROVED THEIR
OVERALL SCORE



3.06 → 3.89

AVERAGE SCORE
START → END



+0.82

AVERAGE OVERALL
IMPROVEMENT



**BIGGEST IMPROVEMENT:
COMMUNICATION +1.21**

AVERAGE SCORE CHANGE BY AREA
(START → END)



Communication



+1.21



Self-Awareness



+0.88



Confidence



+0.83



Resilience



+0.64



Wellbeing



+0.55



Young people showed positive progress across all areas, with the greatest improvement in **Communication**.



MY STAR

1:1 Mentoring Sessions

Measured progress across 8 key areas:

Where You Live, Being Safe, Relationships, Feelings & Behaviour, Friends, Confidence & Self-Esteem, Education & Learning, Physical Health.



91%

IMPROVED THEIR
OVERALL SCORE



3.56 → 4.14

AVERAGE SCORE
START → END



+0.58

AVERAGE OVERALL
IMPROVEMENT



**STRONGEST AREAS OF IMPROVEMENT:
FEELINGS & BEHAVIOUR +0.79 | EDUCATION & LEARNING +0.74**

AVERAGE SCORE CHANGE BY AREA
(START → END)



Feelings & Behaviour



+0.79



Education & Learning



+0.74



Confidence & Self-Esteem



+0.68



Relationships



+0.60



Physical Health



+0.53



Where You Live



+0.51



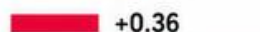
Friends



+0.47



Being Safe



+0.36



Young people made positive progress across all areas, with the strongest improvements in **Feelings & Behaviour** and **Education & Learning**.



Impact analysis is based on matched assessments (young people who completed both a start and end assessment). Where an end assessment was unavailable, this was primarily due to young people being absent when final assessments were completed.

"I learnt how to handle my emotions better and use calming strategies like star breathing."
Mentee from George Dixon Academy

Overall Social Star Results

Outcome Area	Avg. Start	Avg. End	Avg. Change	Improved
Wellbeing	3.48	4.02	0.55	48%
Communication	2.71	3.93	1.21	79%
Resilience	3.19	3.83	0.64	45%
Confidence	3	3.83	0.83	52%
Self-Awareness	2.93	3.81	0.88	67%
Social Star Overall	3.06	3.89	0.82	86% improved overall

Final Social Star Analysis

Social Star results show strong overall progress, with the average score increasing from 3.06 to 3.89 out of 5. 86% of young people improved their overall score. Communication demonstrated the greatest improvement, increasing by 1.21 points, with 79% of young people improving in this area.

Strong gains were also seen in Self-Awareness (+0.88) and Confidence (+0.83), suggesting positive development in young people's ability to communicate, understand themselves and feel more confident.



"I learnt how to handle my emotions better and use calming strategies like star breathing."
Mentee from George Dixon Academy

My Star 1:1 Mentoring Results

Outcome Area	Avg. Start	Avg. End	Avg. Change	Improved
Physical Health	3.64	4.17	0.53	52%
Where You Live	3.97	4.48	0.51	44%
Being Safe	3.83	4.19	0.36	39%
Relationships	3.68	4.27	0.6	52%
Feelings & Behaviour	3.16	3.95	0.79	61%
Friends	3.78	4.25	0.47	47%
Confidence & Self-Esteem	3.39	4.06	0.68	58%
Education & Learning	3.01	3.75	0.74	57%
My Star Overall	3.56	4.14	0.58	91% improved overall

Final My Star Analysis

My Star results demonstrate positive progress across all eight outcome areas, with 91% of young people improving their overall score. The average increased from 3.56 to 4.14 out of 5.

The greatest improvement was in Feelings & Behaviour (+0.79), followed by Education & Learning (+0.74) and Confidence & Self-Esteem (+0.68). These results indicate particularly positive progress in emotional regulation, confidence and young people's engagement with education.



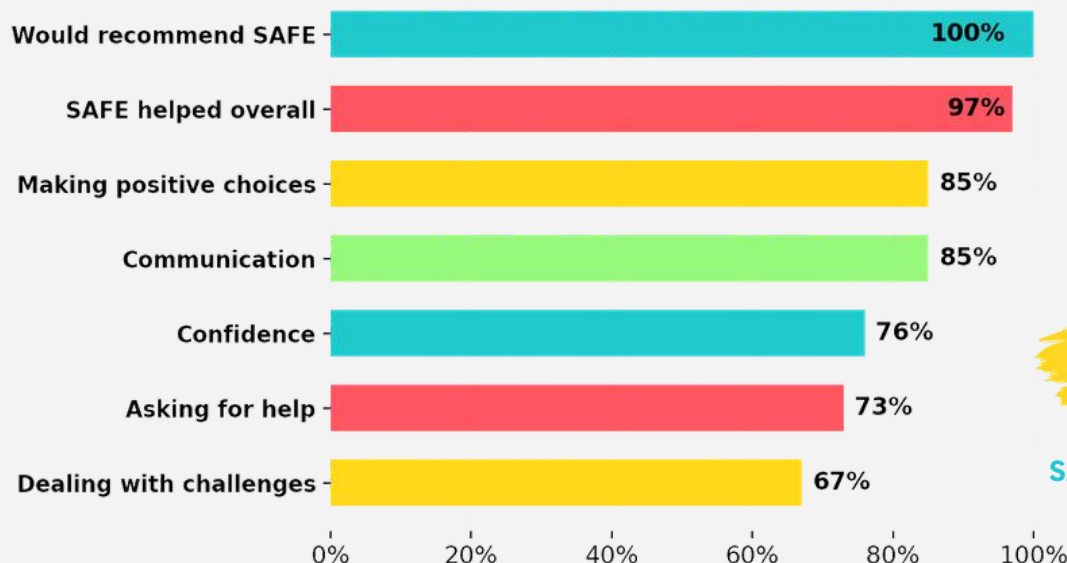


For You. By You.

Youth Voice - Feedback Responses

At the end of their SAFE intervention, young people were invited to complete a survey to share their feedback and reflect on the difference the programme had made. A total of 33 pupils completed the survey, with the results below highlighting their experiences and the impact they felt SAFE had on them.

OVERALL OUTCOMES



100%
WOULD RECOMMEND
SAFE TO ANOTHER STUDENT

"Being able to talk about my worries and getting feedback on how to deal with them."

"I feel like I can bring up anything to him and he would tell me the best answer possible."

"My anxiety has gotten better."

"I stopped fighting."

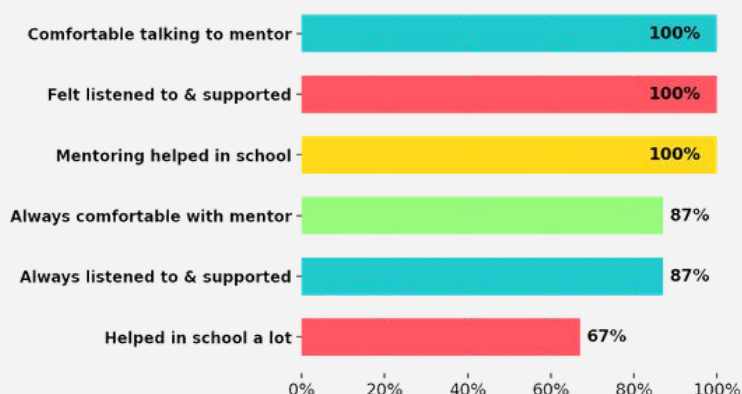
"I reflect back on my behaviour and I calm myself down and don't take my anger out on people."

"Instead of going late to lessons or being rude to teachers, I now stop and think about why I'm doing it and realise it's not worth it."

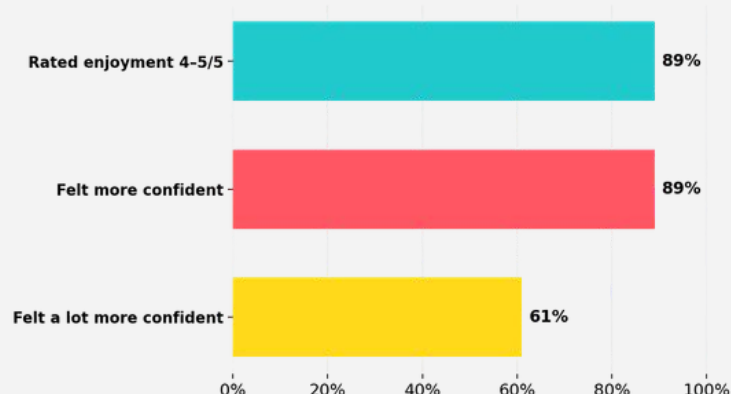
"Not being late for lessons anymore."

"Me giving up, but now I try again."

1:1 MENTORING EXPERIENCE



SOCIAL SKILLS EXPERIENCE



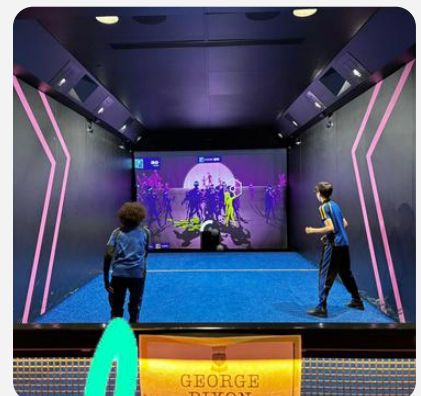
SAFE Celebration Event at TOCA Social

The SAFE Celebration Event brought together schools from across Birmingham to celebrate successes, share learning and reflect on the impact of the programme.

Mentors and school staff were asked to select five pupils from each school to attend. This gave young people the opportunity to meet others from different schools, take part in shared activities, build new friendships and celebrate their achievements in a positive and engaging environment.

The event also created space for school staff, mentors, partners and stakeholders to connect, exchange good practice and strengthen relationships across the SAFE network. These conversations helped schools identify further opportunities to support young people and increased awareness of wider services, partnerships and support pathways available across the city.

For the young people, the event helped build confidence, strengthen social connections and create a sense of belonging, while giving them the chance to recognise their progress and feel inspired by the experiences of others involved in SAFE.



TOCA Social



What Schools Said

George Dixon Academy has worked closely with M.A.D Birmingham over a two-year period, building a strong partnership around improving outcomes for young people.

School feedback highlighted the quality of M.A.D's mentoring, communication, professionalism and ability to integrate effectively with school staff.

Mr Pickard, Assistant Headteacher, described the partnership as: **"Positive and highly effective."**

He highlighted that M.A.D staff work collaboratively with school leaders, pastoral teams and families to make sure support is tailored, meaningful and impactful.

"The mentors we chose are fantastic."



During an early SAFE review meeting, George Dixon shared particularly positive feedback about the mentors working in school.

The school said that the team spirit between mentors, teaching staff and pupils had been excellent, and that integrating M.A.D mentors into the school's on-call process had been a "game changer".

Mr Pickard also praised the mentors' professionalism, care and consistency, and said the integrated approach had helped create a stronger sense of one team working together around the young person.

Impact Reported By The School

George Dixon reported seeing positive changes including:

- Lower detentions among SAFE pupils
- Greater reflective accountability following incidents
- Improved engagement with school
- Stronger relationships between pupils and trusted adults

One particularly significant example involved a pupil who had previously been a long-term school refuser. Following SAFE intervention, the school reported that the pupil's attendance had reached 100% at the time of the review.

"Integrating mentors into the school's on-call process has been a game changer."

"Positive and highly effective."

"The level of professionalism and care from each mentor means a lot."

A Partnership That Works

For George Dixon Academy, SAFE was more than an external intervention. M.A.D mentors became a trusted part of the school community, working alongside staff to support pupils consistently and positively.

SAFE - Final Impact

SAFE has demonstrated the value of combining trusted relationships, targeted interventions and positive opportunities to support young people who may be facing challenges in school and beyond.

Across the programme, M.A.D worked with 119 young people, delivering Social Skills and 1:1 mentoring alongside holiday camps, after-school activities, enrichment opportunities and celebration experiences. Delivery was adapted around individual needs and school environments, ensuring support remained flexible, person-centred and relationship-led.



MORE THAN THE NUMBERS

The strongest evidence of SAFE's impact can be seen in the changes experienced by individual young people - returning to lessons, managing emotions differently, communicating more confidently, making more positive choices and beginning to see new possibilities for their future.

For some, progress was significant. For others, SAFE provided an important first step and identified areas where longer-term support is still needed.

Most importantly, young people were given access to consistent adults who listened, built trust and created a space where they could talk openly without judgement.



SAFE has shown that when young people are given the right relationship, the right opportunity and the right support, positive change is possible.

SQUAD GIRLS & WILDCATS

Funded by StreetGames / The FA

Programme Overview

As part of our wider SAFE delivery, M.A.D created additional opportunities for girls to take part in regular football and physical activity through Squad Girls and Wildcats.

Across 4 secondary schools and 1 primary school, girls were able to access fun, inclusive after-school football sessions delivered by M.A.D's female coaches.

The programmes created a positive environment where girls could become active, develop football skills and build confidence, friendships and teamwork.



Squad Girls

Squad Girls was delivered across 4 secondary schools, providing regular opportunities for girls to play football in a relaxed and non-competitive environment.

Sessions focused on enjoyment, participation and confidence, while creating a supportive space where girls could feel comfortable being active and building relationships with others.



Wildcats

Wildcats was delivered in 1 primary school, giving younger girls the chance to experience football in a fun, welcoming and non-competitive setting.

Sessions focused on enjoyment, confidence and participation, helping girls develop football skills, make new friends and build positive attitudes towards being active.

Why It Mattered

Through Squad Girls and Wildcats, M.A.D created accessible pathways for girls to take part in football within their own school communities.

Using female coaches helped create a positive and supportive environment where girls could feel comfortable participating, build confidence and enjoy being physically active.

The sessions offered more than just football. They gave girls regular opportunities to:

- Build confidence
- Develop communication and teamwork
- Form positive friendships
- Try new skills
- Become more physically active
- Develop resilience and leadership

Supporting Wider SAFE Outcomes

The football programmes supported the wider aims of SAFE by using sport as a tool for engagement, confidence-building, relationship development and positive participation.

By offering regular, inclusive and accessible sessions within schools, Squad Girls and Wildcats helped create opportunities for girls who may not otherwise have engaged in football or organised physical activity.

The programmes also provided a pathway for girls to continue being active beyond the core SAFE interventions, helping to build positive habits and increase confidence around sport and participation.



“It was great to see their engagement grow throughout the programme, not only in the sessions but also in their confidence and willingness to get involved”

- Uzma, FA Squad Girls Coach

HAF SUMMER CAMP



Funded by StreetGames
In collaboration with Birmingham City Foundation



As part of our Holiday Activities and Food (HAF) offer, M.A.D delivered a 3-week holiday programme at Ark Victoria Academy, in collaboration with Birmingham City Football Foundation and funded by StreetGames.

The programme gave young people access to free, inclusive and engaging holiday activities, alongside a nutritious food offer.

Young people attended from communities across Birmingham and surrounding areas, including Aston, Perry Barr, Great Barr, Walsall, Small Heath, Edgbaston and Sparkhill, highlighting both the reach of the programme and the demand for accessible holiday provision.



A Safe Place During the Holidays

The programme created a positive space where young people could spend time safely, stay active, socialise and take part in structured activities during the school holidays.

With strong daily attendance across the three weeks, the programme demonstrated the importance of providing accessible, welcoming spaces for young people when schools are closed.

Activities & Engagement

Young people had the opportunity to take part in a varied programme of sport and physical activity, including:

- Football
- Basketball
- Football Tennis
- Boxercise
- Zorb Ball
- Multi-Sport Activities
- Dance sessions
- Gymnastics
- Glow in the Dark Dodgeball
- Smoothie Bike
- Axe Throwing
- Athletics
- Table Tennis



Offering a range of activities gave young people the chance to try something new, build skills, make friends and stay physically active throughout the holidays.

The variety also helped ensure there was something for different interests and abilities, encouraging young people to participate in ways that felt comfortable and enjoyable.

Food Offer

Alongside the activity programme, young people received a nutritious food offer provided by Taqi's Grill.



Providing meals alongside activities helped ensure the programme supported both physical activity and access to food during the school holidays.



Across several days of the programme, young people took part in our smoothie bike activity. Participants were able to choose their own fruit, create their own smoothie combinations and then use the smoothie bike to blend their drink by pedalling.

The activity provided a fun and interactive way to combine healthy eating, physical activity and choice, while encouraging young people to try different fruits and think more positively about nutrition. It also gave participants a practical, hands-on experience that supported the wider HAF focus on wellbeing, healthy lifestyles and keeping active during the school holidays.

Youth Voice - Feedback



What young people enjoyed most



“

I like the food, being around my friends and how nice the staff are



”

“

I like the kind coaches, the football matches and the food



”

“

I travelled from Walsall, I caught 3 buses to come to the camp

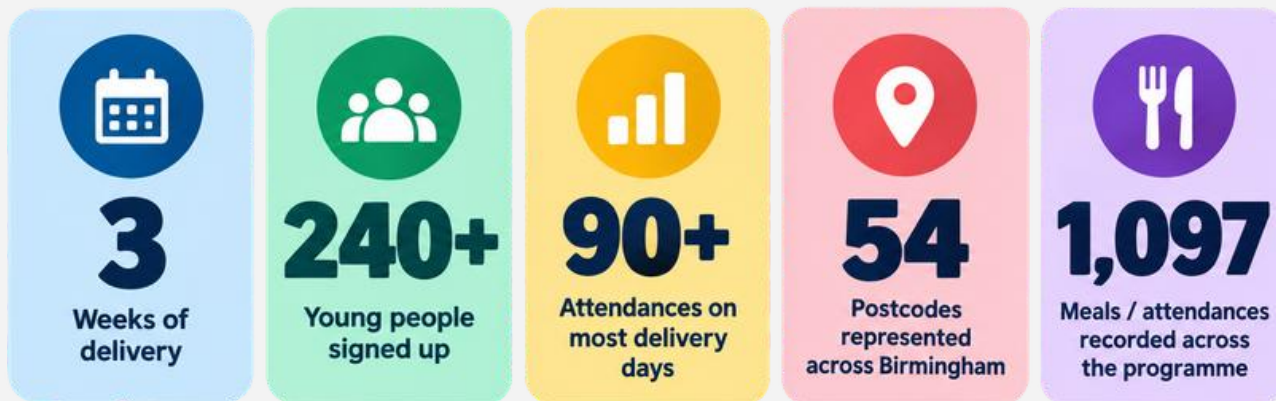


“

I come all the way from Erdington to Small Heath every day to come to camp - I wish there were camps closer, it shows how much we like M.A.D because we travel from so far



Key Statistics



Programme Impact

The HAF programme provided a safe, positive and active environment for young people throughout the school holidays.

By combining sport, physical activity, social interaction and food provision, the programme supported young people to stay active, build confidence, develop relationships and access positive opportunities.

The high number of sign-ups and strong daily attendance demonstrated clear demand for accessible holiday provision.

It also highlighted the importance of creating safe spaces for young people during school holidays, particularly where families may have limited access to affordable activities.

Community Reach

Young people travelled from across Birmingham and neighbouring areas including Walsall, Wolverhampton, Coventry and Sandwell/Dudley, showing that demand extended well beyond the immediate school community.

Families were willing to travel considerable distances to access the programme, highlighting the importance of safe, affordable and engaging holiday provision. This wider reach helped M.A.D connect with new young people and families while providing a consistent space to stay active, socialise, access food and take part in positive activities during the school holidays.



CAREERS WEEK

University College Birmingham



Careers, Employability & Personal Development

MAD delivered a dedicated Careers Week at University College Birmingham (UCB), giving young people the opportunity to explore future career pathways, build employability skills and gain practical experience of the world of work.

Throughout the week, young people took part in a mixture of interactive workshops, careers activities, professional Q&A sessions, mock interviews and team-building activities.

The programme was designed to help participants increase their confidence, understand workplace expectations and begin thinking more clearly about their next steps into education, training and employment.



Areas of Delivery

Careers & Career Development

Young people explored different career pathways and discussed the skills and behaviours needed to progress into employment, further education and higher education.

Topics covered:

Career Planning

Teamwork

Confidence

CV Writing

Communication

Professionalism

First Aid

Interviews

Workplace Behaviour

Safeguarding

Practical Careers Experience

Young people took part in mock interviews based on real job opportunities, giving them practical experience of the recruitment process and an opportunity to practise presenting themselves professionally.

Preparation sessions focused on:

- Interview preparation and answering questions
- Professional communication
- Confidence and body language
- Workplace expectations
- Recognising and communicating personal strengths



College, University & Career Pathways

Through delivery at UCB, participants were introduced to different college, university and employment pathways, helping them understand the range of options available after school.

Industry Professionals & Q&A

Young people also had opportunities to engage directly with professionals from different sectors. These sessions gave participants the chance to ask questions about careers, qualifications, progression routes and real workplace experiences.

Social Skills & Team Building

Interactive activities supported young people to develop their: communication, teamwork, confidence, leadership and relationship-building

These activities also helped young people feel comfortable working with new people and participating throughout the week.



Multi-Sport Finale

The Careers Week concluded with a multi-sport activity day, providing a positive and engaging end to the programme.

Sport was used to reinforce many of the skills explored throughout the week, including teamwork, communication, leadership, resilience and confidence.



Overall Impact



The UCB Careers Week gave young people a combination of practical experience, professional insight and personal development opportunities to support their future aspirations.

By combining employability workshops, real-world interaction, mock interviews and team-building activities, participants developed skills that can be transferred into education, employment and everyday life.

The programme helped young people better understand their future options while building the confidence, communication skills and workplace awareness needed to take their next steps.



STOCKFIELD YOUTH CLUB



Stockfield
Community
Association

In partnership with Stockfield Community Association and FitCap

Stockfield Youth Club continues to provide a safe, welcoming and inclusive space for young people in the local community, delivered through the partnership between M.A.D Birmingham, FitCap and Stockfield Community Association.

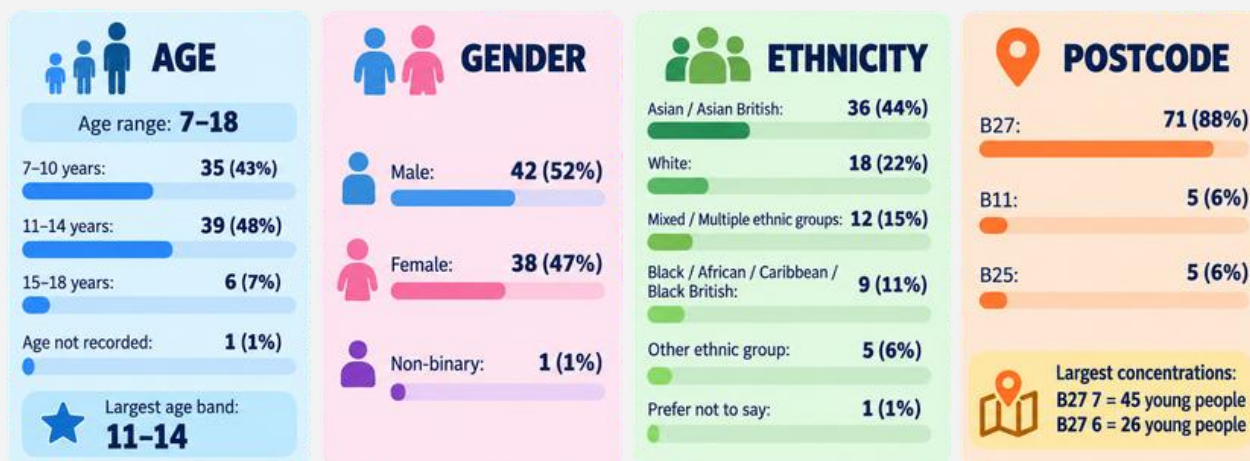
The programme gives young people opportunities to socialise, build friendships, develop confidence and take part in positive activities within their local area.

Sessions are shaped by the young people themselves, with participants helping to choose the activities they would like to take part in and having a voice in how the youth club develops.



Who We Reach

Stockfield Youth Club currently engages a diverse group of young people from across the local community. The majority of participants live within the B27 postcode area, showing the strong local reach of the programme.



Weekly Provision

Weekly provision includes a mixture of sport, games, arts and crafts, team-building activities and informal youth work, helping young people develop communication, teamwork and social skills in a relaxed environment.

Refreshments and snacks are provided at sessions, alongside regular hot food sessions, where young people are encouraged to contribute ideas and make choices about what they would like.

The youth club also provides additional support to young people and families who may benefit from a consistent, trusted community space.

More Than A Youth Club

Stockfield Youth Club is about more than providing activities.

The programme creates opportunities for young people to build confidence, develop new skills, form positive relationships and feel a stronger sense of belonging within their community.

Young people are encouraged to contribute ideas, make decisions and take ownership of the activities they take part in, helping ensure that the provision remains relevant to their interests and needs.



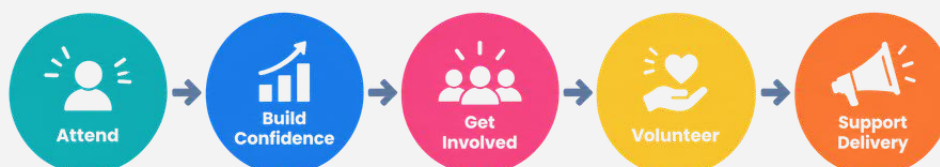
Youth Progression & Leadership

A key strength of the programme is its focus on youth progression and leadership.

Young people who have previously attended M.A.D activities have gone on to support sessions as volunteers and members of the delivery team, giving them opportunities to develop confidence, responsibility and practical experience.

This progression provides young people with a strong foundation to develop transferable skills and, where appropriate, explore future opportunities within youth work, sport and community delivery.

From Participant to Leader



Young people can begin their journey simply by attending sessions and gradually progress into taking more responsibility, supporting activities and becoming positive role models for others.

Juniors Story

Meet Junior. He first became involved with M.A.D as a participant, taking part in regular youth club and holiday activities. During Summer HAF 2025, he completed the Leadership Skills Foundation Go Lead Award and progressed onto the Sports Leadership Qualification Level 1, helping him build confidence, communication and leadership skills.

Following this, he became a volunteer at Stockfield Youth Club, supporting activities and becoming a positive role model for younger participants.

His progression continued this year when he secured a paid coaching role at Summer HAF 2026, showing a clear journey from participant → volunteer → qualified young leader → paid coach.



Overall Impact of Stockfield Youth Club

Stockfield Youth Club continues to provide a consistent, trusted and positive space for young people in the local community.

Through regular youth provision, young people have opportunities to build friendships, develop confidence, learn new skills, take part in positive activities and feel a stronger sense of belonging.

The programme is shaped by the young people themselves, ensuring their voices remain at the centre of delivery and that activities continue to reflect their interests and needs.



What Young People Gain



Youth Voice

Young people are encouraged to make choices, contribute ideas and help shape the programme, from deciding which activities they would like to take part in to influencing food, workshops and wider opportunities.

This helps create a youth club that feels owned by the young people who attend it.

It's more than a youth club - a place for young people to belong, develop, lead and progress.



ROCKWOOD TRANSITION CAMP



ROCKWOOD
ACADEMY

July 2025 and July 2026

M.A.D Birmingham continued its partnership with Rockwood Academy by delivering the Transition Camp in both Summer 2025 and Summer 2026, building on previous successful delivery.

Across each three-day camp, young people preparing to start Year 7 took part in sport, creative activities, team-building and personal development, helping them make new friends, build confidence and become familiar with their new school environment.

Activities were shaped around Rockwood's core values of Collaboration, Opportunity, Respect and Excellence, encouraging young people to work together, try new experiences and develop positive relationships before September.



As part of the transition camp, pupils worked together to create a canvas inspired by Rockwood Academy's core values of Collaboration, Opportunity, Respect and Excellence. The activity encouraged them to think about what each value meant to them and how they could demonstrate these values as they started secondary school.

The finished canvas was then left with the school as a lasting piece created by the new Year 7 cohort, providing a visual reminder of the pupils' first experiences and the values they explored during the camp.

“

**I had a lot of fun,
made new friends
and now I know more
about the school**

”

“

**it was fantastic,
I really loved all of
the staff especially
Tyika she was my
favourite**

”

Impact

The camps provide pupils with an informal and supportive introduction to secondary school, helping reduce some of the uncertainty that can come with transition.

Young people were supported to develop:

**Confidence • Friendships • Teamwork •
Communication • School Familiarity • Belonging**

The continued delivery of the programme across 2025 and 2026 demonstrates the value of providing additional transition support and gives each new Year 7 cohort an opportunity to begin their Rockwood journey feeling more connected, prepared and confident.



96%

felt more confident making new friends by the end of camp



compared with **33%** on day one who said they found making new friends difficult.

92%

felt 'excited' or 'good' about starting Year 7 by the end of camp



compared with **44%** at the start who felt 'dreading it' or 'uneasy but ok'.

93%

said the camp supported them in starting secondary school.



85%

said they knew their way around the school better than before camp.



“

my experience of this camp is it was very enjoyable because I learned new things and discovered new talents like making bracelets and archery

”

“

my experience was amazing, funny and happy. Lovely, fun fun fun. I Loved it!

”

EVENTS SUPPORTED

Alongside our own programmes and activities, M.A.D Birmingham has continued to support community events across the city, working in partnership with local organisations to create fun, engaging and inclusive opportunities for children, young people and families.

These events have also provided valuable opportunities for our staff and young workforce to gain experience, build confidence and support wider community engagement.

OCF Community Event

M.A.D worked collaboratively with OCF to support a successful community event designed to bring local people together through engaging activities and shared experiences.



Our team delivered archery and axe throwing, giving attendees the opportunity to try something different in a safe and supported environment.



The event also provided an opportunity for members of our young workforce to take an active role in delivery, developing their confidence, communication and event experience while contributing positively to their community.

Girls of Brum

M.A.D was proud to support the Girls of Brum event, which brought together approximately 600 Year 6 and Year 7 pupils aged 11–12 from across Birmingham.

The event focused on encouraging more girls to become physically active while showcasing the wide range of sporting opportunities available within communities across the city.



Our team supported with the set-up and pack-down of the event, as well as delivering and supporting a variety of activities including giant Jenga, archery, face painting, multi-sport activities and a smoothie bike station.

The event was a fantastic opportunity for young girls to try new activities, discover local opportunities and experience sport in a fun and welcoming environment.

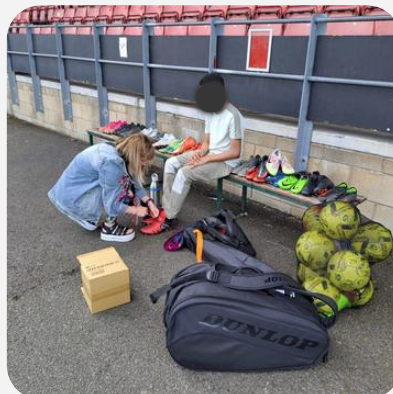
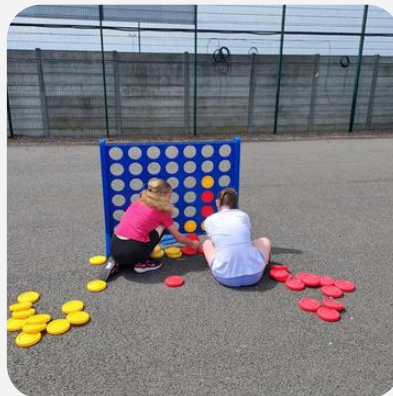


The Pioneer Group - Holiday Camp Support



During Whitsun Week, M.A.D supported a holiday camp in Castle Vale in partnership with The Pioneer Group.

Through our existing connections with The Pioneer Group and our SAFE mentoring delivery at Greenwood Academy, we were able to build on the relationships already established with young people in the area and extend our support beyond the school environment.



The camp was delivered at the football stadium located behind Greenwood Academy, where M.A.D staff provided a range of multi-sport games and activities throughout the week.

This provided local young people with a positive and active space during the school holiday, while strengthening our partnership with organisations already working within the Castle Vale community.

THANKS TO

A huge thank you to everyone who has supported, funded and contributed to the M.A.D. project. Your time, commitment and hard work have played a vital part in everything we have achieved. We are incredibly grateful for your continued support and proud of the difference we are making together. We look forward to building on this success and continuing the journey with you.



ARENA
ACADEMY



Ark Victoria
Academy



Stockfield
Community
Association



The Pioneer Group



WORK WITH US

At M.A.D Birmingham, we believe the best opportunities for young people are created when communities work together.

We're always looking to connect with schools, community organisations, businesses and local partners who share our commitment to creating brighter futures for young people. From mentoring and after-school clubs to holiday programmes, workshops and community events, we can work together to create opportunities that respond to the needs of young people.

By partnering with M.A.D, you can help young people build confidence, develop new skills, raise their aspirations and realise their potential — while making a meaningful difference within local communities.

Let's Make A Difference Together

Have an idea, opportunity or project you'd like to discuss? We'd love to hear from you.

✉ Email: mad@sportbirmingham.org

☎ Phone: 0121 296 5190

🌐 Website:





For You. By You.



0121 296 5190



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