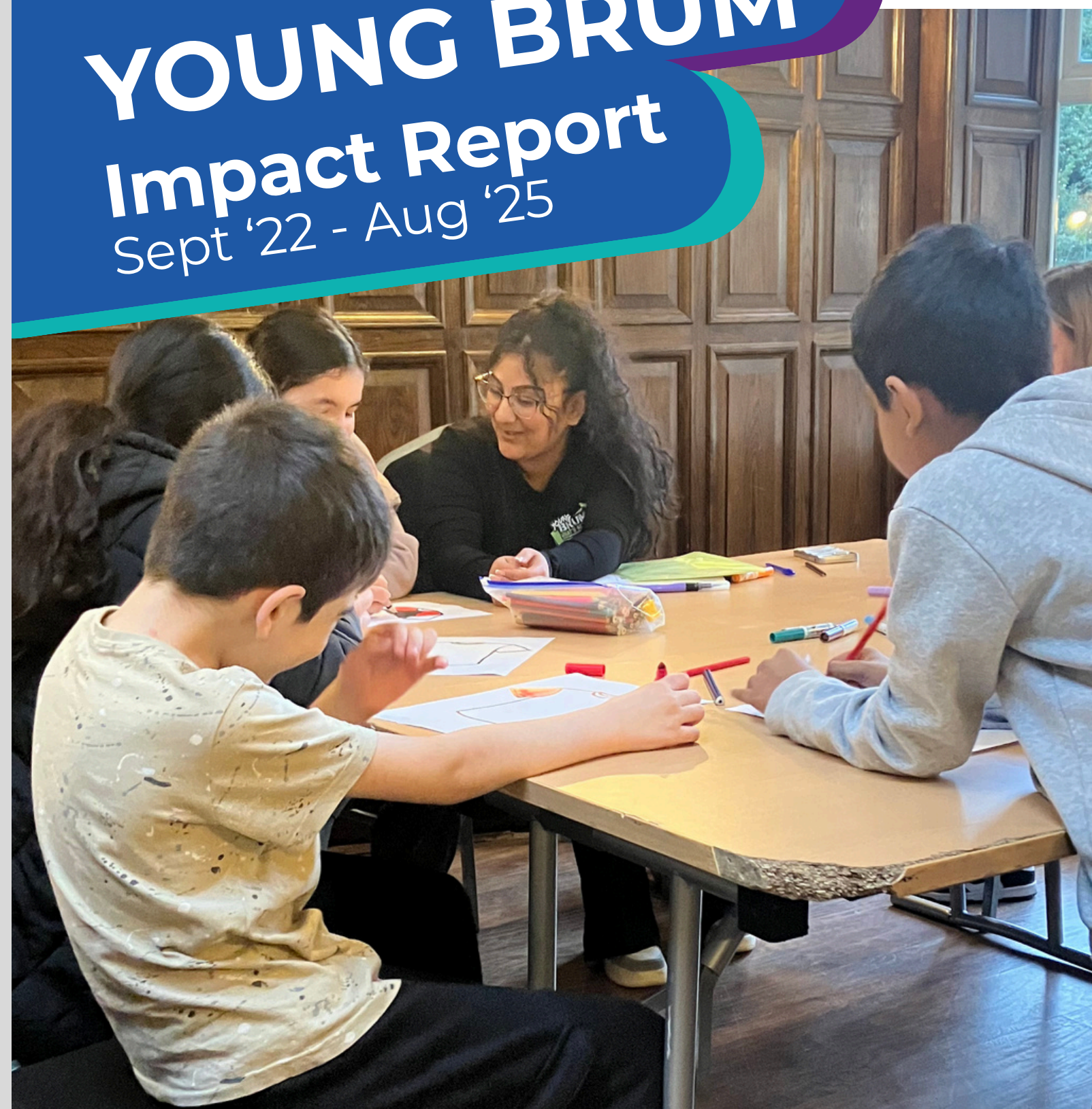


YOUNG BRUM

Impact Report

Sept '22 - Aug '25



Welcome to Young Brum: Chapter 2!



Delivered for young Brummies in south Birmingham from 2022- 2025, it's been 3 years of learning, developing but mainly a lot of fun!

Birmingham in a post-pandemic world still feels very different. Trends amongst young people have changed, and the issues that young people are dealing with have been heightened.

Child poverty levels in Birmingham are amongst the highest in the country, and poor mental health in young Brummies rates lower than the national average.

But there is hope. Over the last 3 years, as a small organisation in a very big pond (Birmingham) we have been quietly - yet diligently - delivering our Young Brum project & making a real impact on the lives of young people.

Over the next few pages, you can read about the how, why and where, but the good stuff comes from the stories! We have selected just 3 stories from young people, that really demonstrate the impact that youth programmes - like Young Brum - can make. We could have selected 20 more!

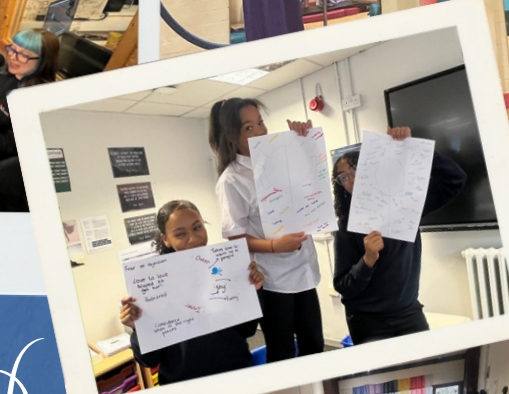
We have, and will continue, to deliver more for the young people of south Birmingham, and those living in temporary accommodation. So, enjoy & thank you for taking the time to read about



Hannah Brooman
Founder & CEO of InUnity

"They [InUnity] work diligently to create a supportive and nurturing environment where every student feels valued and understood."
(Headteacher)

"Opening up in this space feels safe and I feel like I can talk about anything."
(Young person)



"I would say to the government that programmes like this are important because people understand us, no one judges us."
(Young person)



Young Brum: The What, The Where, The Why !

Young Brum: Chapter 2 was delivered from September 2022 – September 2025, across 50 weeks of the year. We supported over 1400 young people across an array of activities, using community venues, a number of well-respected partners and the most amazing team of colleagues!

What we did:

- Delivered for a minimum of 50 weeks across a range of venues in south Birmingham.
- Provided a separate dedicated programme for children & young people living in Temporary Accommodation sites.
- Activities ranged across sport, creative arts, personal development programmes, interventions, and a lot of mentoring!
- Devised a new formal referral process for professionals to refer young people in need, Over 2 years, 80 young people received one to one mentoring, with some young people remaining with us for over a year – we are not prescriptive - if you need us, we will stay!
- Alongside some of our existing personal development programmes, in response to emerging issues, we devised some new ones! Welcome to the team – Split the Pack, Young Brum Radio & Changemakers!
- Introduced the full time role of Mentoring Manager to our team – welcoming Belinda to lead on all things mentoring!
- Secured a lot of additional investment to make all the above possible.

Where we did it:

We have no fixed asset so we go wherever we are most needed – providing flexibility, adaptability and freedom!

Kings Norton:

Hawkesley community centre, Hawkesley MUGA, Ark Kings Secondary school.

Northfield:

Colmers High school, New Starts Frankley, Deelands Hall, Fit 4 Sport HQ, The Factory Young People's Centre

Edgbaston:

Hotels (used as TA sites), Birmingham Settlement, Edgbaston Reservoir, Ladywood Leisure Centre, St Germain's Church.

Schools:

Colmers High school, St. Thomas Aquinas, Kings Norton Girls, Rednal Primary School, Cadbury College, Harborne Academy, Riverside Farm, Wheelers Lane

Other venues:

Kaths Café (Druids Heath), Druids Heath MUGA (Bells Lane), FPS Studios (Billesley), Cotteridge Park.

Non-Regular Venues & Experiences:

Blackwell Outdoor Activity centre, Rock Up (Broadway Plaza), Mobile Roller discos, Brum Radio, The MAC, Birmingham Canals, Stirchley Baths.



Why we did it:

Young Brum was not designed as 'a numbers project'. It was designed to spend more quality contact time with each young person we connect with – to be able to really make a difference in the following ways:

- Deliver a range of activities and programmes for around 250 young Brummies each year.
- Create new social action projects for young people to pay it forward in their local communities.
- Provide mentoring for around 50 referred young people – those deemed to be really struggling due to increased thresholds of statutory providers.

And from those outputs, we wanted to demonstrate that our young Brummies have:

- Raised their ambitions.
- Improved their social and emotional skills, and therefore transferable life skills.
- Improved relationships – with peers, family members, school & friends
- Improved well-being & learnt supporting habits



How Young Brum works...

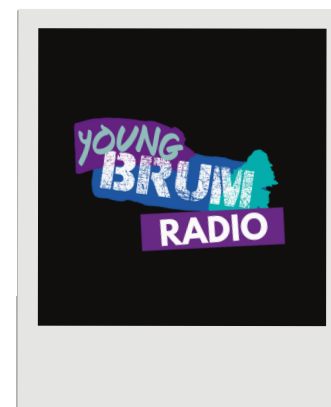
Young Brum is an umbrella project. We adapt our offer using any of our 'home-grown' personal development programmes below, mixed with our community programming.



CHANGEMAKERS
Young Brum Changemakers provides opportunities for young Brummies to take the lead, shape the future of the city through social action projects. Young people come together to turn THEIR ideas into action to make a real difference in their communities.



SHE WILL
Our award-winning Female Empowerment programme, delivered to groups of girls & young women to build confidence, self-esteem and ultimately increase resilience, to support growing up in the world we live in.



YOUNG BRUM RADIO
A platform for young people to learn new skills in planning and debating on local issues, to work alongside industry professionals & host their own radio show, podcast sessions and recording, delivered in partnership with Brum Radio.



SPLIT THE PACK
Split the Pack is our programme providing a space for boys and young men to explore versions of masculinity, identity and the expectations they feel as a young man in the world we live in.



TEMPORARY ACCOMMODATION (TA) SUPPORT
Supporting the children and young people that are living in TA. With thousands of families placed in TA across Birmingham, InUnity provide activities to support young people with their mental health whilst the family find themselves in this situation.

+ OUR UNIVERSAL SPORTS, ARTS, YOUTH & MENTORING PROGRAMMES



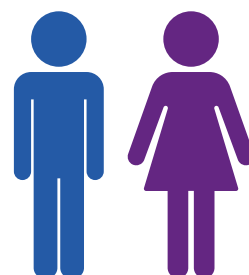
3 YEARS

SEPTEMBER 2022 –
AUGUST 2025

1462

48% Male | 52% Female

YOUNG BRUMMIES



1224

direct contact
hours with
young people

72

different
activities/
sessions

OUR IMPACT

InUnity have been working with an independent evaluator to understand our impact.

We know that through attending our activities & programmes, young people experience at least one of the benefits below:

develop new or enhance existing skills/creativity and access new or different opportunities

have an improved sense of agency

have improved social and communication skills

have improved motivated and have an increased aspiration beyond the programme

have an improved confidence and self-belief

feel a sense of belonging



OUR COMMUNITY PARTNERS

Partnerships are central to our approach.



Thanks to The National Lottery Community Fund, we'll be able to keep supporting young people across South Birmingham until 2029!

THE REAL IMPACT OF YOUNG BRUM

For the last 2 years of Young Brum, InUnity worked with external evaluation consultant Abigail D'Amore (Abigail D'Amore Associates) to collaborate on a robust evaluation strategy that is relevant and meaningful for all stakeholders.

The team and trustees have worked alongside Abi to devise an evaluation and learning framework, which includes 'a menu of evaluation' tools that InUnity can use to measure the impact of ALL our programmes moving forwards.

The full report is available on our website, alongside case studies, but for now here are the highlights, as compiled by Abi.

In the final year of Young Brum (2024–2025), InUnity made strong progress in supporting children and young people to grow in confidence, wellbeing, and connection. The evidence shows that InUnity's programmes continue to make a meaningful difference — helping young people to express themselves, develop key life skills, and feel part of a positive community.

"I would say to the government that programmes like this are important because it gives you space to express yourself."
(Young person)

KEY HEADLINES:



Social, Emotional and Mental Health: Young people reported feeling more able to talk about emotions, manage challenges, and look after their wellbeing. Many described reduced anxiety and improved self-care.



Skills and Opportunities: Safe, supportive spaces encouraged young people to try new things, build confidence, and develop both creative and practical skills.



Agency and Responsibility: Participants showed greater awareness of their impact on others and took more ownership of their choices and actions.



Communication and Connection: Young people improved their ability to express themselves, listen to others, and form positive relationships — helping to reduce isolation and build community.



Motivation and Aspiration: Increased attendance, engagement, and goal-setting reflected a growing sense of purpose and ambition.



Confidence and Belonging: Young people consistently described feeling understood, valued, and able to be themselves within InUnity's inclusive environment.

Schools and families also reported positive change — from improved attendance and behaviour to greater self-belief and enthusiasm for learning.

InUnity's greatest impacts were seen in mental health, communication, and belonging. Looking ahead, we will continue to strengthen partnerships with schools and local organisations to deepen these outcomes and explore longer-term educational benefits.

When young people are given space to be heard, supported, and inspired — they thrive.

IZZY'S STORY

IMPROVED SOCIAL & EMOTIONAL SKILLS:

Izzy had been out of school for 18 months due to mental health challenges, leading to significant learning gaps. Although enrolled in online schooling she struggled to engage, partly due to poor sleep, hygiene and difficulties accessing lessons. Socially withdrawn and self-harming, she was referred for autism and ADHD assessments and is currently under the care of local mental health services. Despite their supportive mother, Izzy showed little motivation and a strong sense of disconnection from the world around them.

A referral was made for mentoring to InUnity, under Young Brum.

Mentoring sessions focused on conversation, problem-solving,

and reasoning. Izzy was able to share her creative side, showing their mentor social media content and videos, she had made, helping Izzy to express herself and build trust in a safe, non-judgmental space.

Over time, Izzy began to show encouraging signs of change. She demonstrated increased self-confidence and self-acceptance, notably choosing to wear less makeup. Communication improved, both with her mentor and her mother. Izzy started initiating conversations, expressing her thoughts more clearly, and showing glimpses of motivation to engage beyond their immediate challenges.

Izzy reflected:

"At first, I didn't feel like talking to anyone... But my mentor listened without judging and didn't try to force me to be someone I'm not. It's helped me feel a bit more like myself... It's not easy, but it feels like I'm not completely stuck."

Through empathy, consistency, and validation, mentoring has helped Izzy feel safe enough to open up, reconnect with her identity, and take steps toward emotional healing and re-engagement.



KYLE'S STORY

RAISING AMBITIONS

Kyle was referred to InUnity by The Sweet Project due to issues at home and difficulties at school. He comes from a single parent family and has struggled with confidence, which has affected both his mood and his behaviour. Kyle has been open about the fact that he experiences anger issues and often finds it hard to engage in group settings. Underneath this, however, his biggest barrier has been a lack of self-belief.

Kyle joined the Young Brum Radio programme; in the very first session he was so shy that he could not even say his name aloud. Staff supported him by pairing him with a more outgoing member of the group so that he could contribute at his own pace. Over time, Kyle became more comfortable, more tolerant of others, and more willing to take part. The sessions gave him the opportunity to be himself, which allowed his confidence to grow.

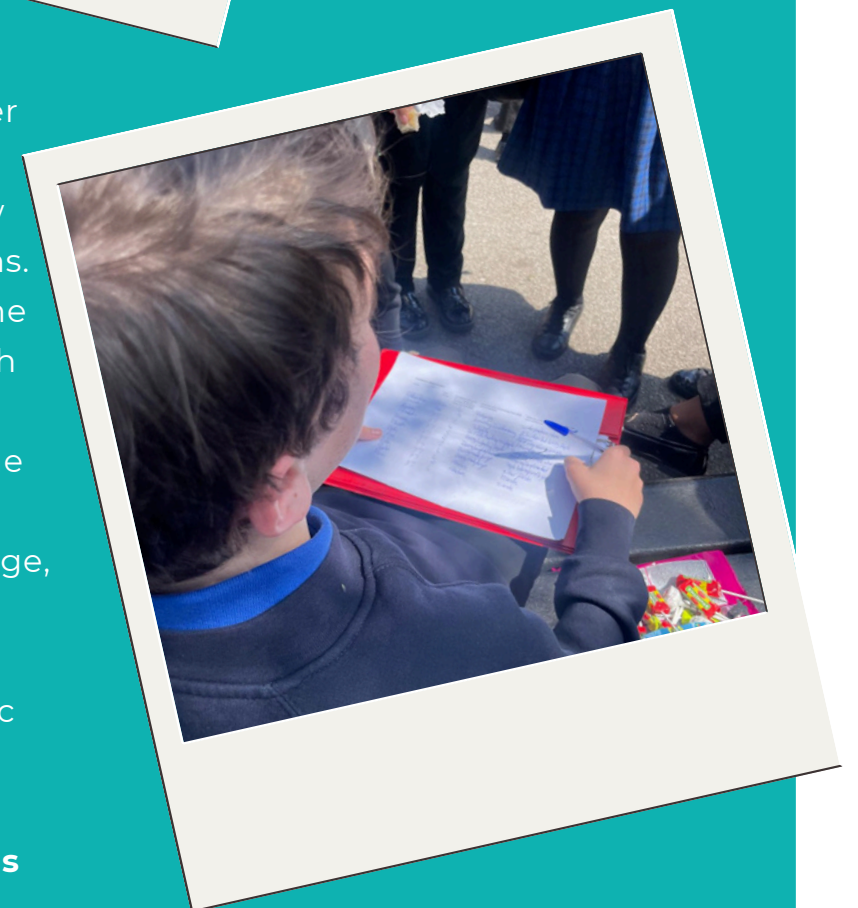
As the project progressed, Kyle's passion for performing arts, music and singing became clear. By the end of the programme, he had worked with staff to prepare and conduct an interview with a local musician.

Not only did he stick to the script he had carefully written, but he also asked some off-the-cuff questions in response to the artist's answers, showing how much progress he had made. In our final week, Kyle admitted that he had felt nervous, but he was also very proud of what he had achieved. He also played a key role in curating the music for his group's radio show, which showcased his creativity and passion.

Kyle's growth in confidence also carried over into other areas of his life. Knowing that he wanted to pursue a place at a specialist



music college, staff and other participants helped him practise answering interview questions during the sessions. This preparation gave him the boost he needed to approach the process with self-belief. Recently, InUnity received the positive news that Kyle had been accepted into the college, where he will now have the opportunity to study and develop his passion for music further.



Kyle's journey demonstrates how the right environment, encouragement, and opportunities can help a young person not only find their voice, but also open the door to their future.

INDIE'S STORY

IMPROVED MENTAL WELL-BEING & LEARNT SUPPORTING HABITS

Indie was referred for mentoring due to behaviour issues at school, vaping, and struggles with emotional regulation. Teachers described her as withdrawn, quiet, and without aspirations, noting she rarely smiled and was reluctant to open up. Attendance was poor, and she had been involved with the police, raising concerns about Indie's wellbeing and future direction.

Sessions began with weekly meetups in a cafe, using a mentoring journal to help set achievable goals for the next 1-2 years, with smaller goals along the way. Indie was also receiving support from an alcohol and drug addiction charity but felt unable to be open with them. Mentoring with InUnity became a safe space to where she could talk freely.

Conversations focused on vaping's physical impact, self-care routines to manage severe eczema, and strategies to become more organised with her GCSE work. Due to external circumstances they had a two-month break from mentoring, but upon returning the trust built earlier meant the mentor noticed an increased engagement and openness to share progress.

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Impact on this young person was profound: they completely stopped vaping; attendance dramatically improved – missing only one day of school in the past month; Indie embraced self-care, managing her eczema better and drinking more water; she developed a clearer vision for her future and her goals.

School staff noticed improved attendance, effort and engagement. With the support focused solely on Indie's needs, she was able to rebuild confidence, independence and motivation.



[Click here to see our mentoring in action!](#)

Indie reflected:

"Mentoring has really helped me to prioritise myself and I liked having a mentor I could talk to about anything."

YOUNG BRUM JOURNEY OF CHANGE



ALL ABOARD YOUNG PEOPLE OF SOUTH BIRMINGHAM 10-18 YEARS



TARGETED PROGRAMMES 1:1 Mentoring, Personal Development Programmes, Closed sessions for specific groups.

COMMUNITY PROGRAMMES Sports activities, youth clubs, pop up sessions, detached youth work, Creative arts

OUTCOMES

LONG TERM:

SOCIAL, EMOTIONAL & MENTAL HEALTH

We can manage our emotions and behaviour

EDUCATIONAL IMPROVEMENT

We go on to do well in other things - beyond the programme and in school

MEDIUM TERM:

MOTIVATION AND ASPIRATION

We are motivated and have hopes for our future

AGENCY

We feel in control of ourselves, our relationships and our environment

SOCIAL SKILLS

We are better at communicating with others

CONFIDENCE

We believe in ourselves more

SHORT TERM:

SKILLS AND OPPORTUNITIES

We learn new things and access opportunities

INCLUSION AND BELONGING

We can be ourselves and we feel included

INCREASED ENJOYMENT & ENGAGEMENT

We enjoy and engage in activities



FINAL DESTINATION

V I S I O N

A WORLD WHERE YOUNG PEOPLE ARE HAPPY, CONFIDENT AND SECURE IN WHO THEY ARE AND THEIR FUTURE



OUR KEY TAKEAWAYS

Success doesn't come without it's challenges, and along the 3 years there have been many that we have navigated. But it's about learning from them, and how we can improve and do better for our young Brummies.

As we look to the future of Young Brum as a programme, and across InUnity, our next chapter Young Brum (2025-29) - has been designed based on several key elements:

- What we have delivered previously & has worked well
- What young people would like more of
- Meeting the needs of the young people that are currently not engaging
- Activities designed considering a range of external factors, as mentioned before, e.g. safety on our streets, organisational capacity, strong partnerships, our knowledge and skills base.

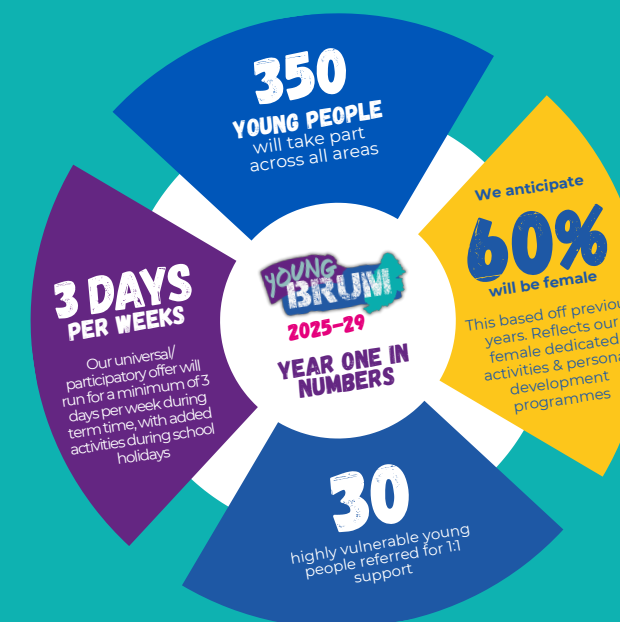
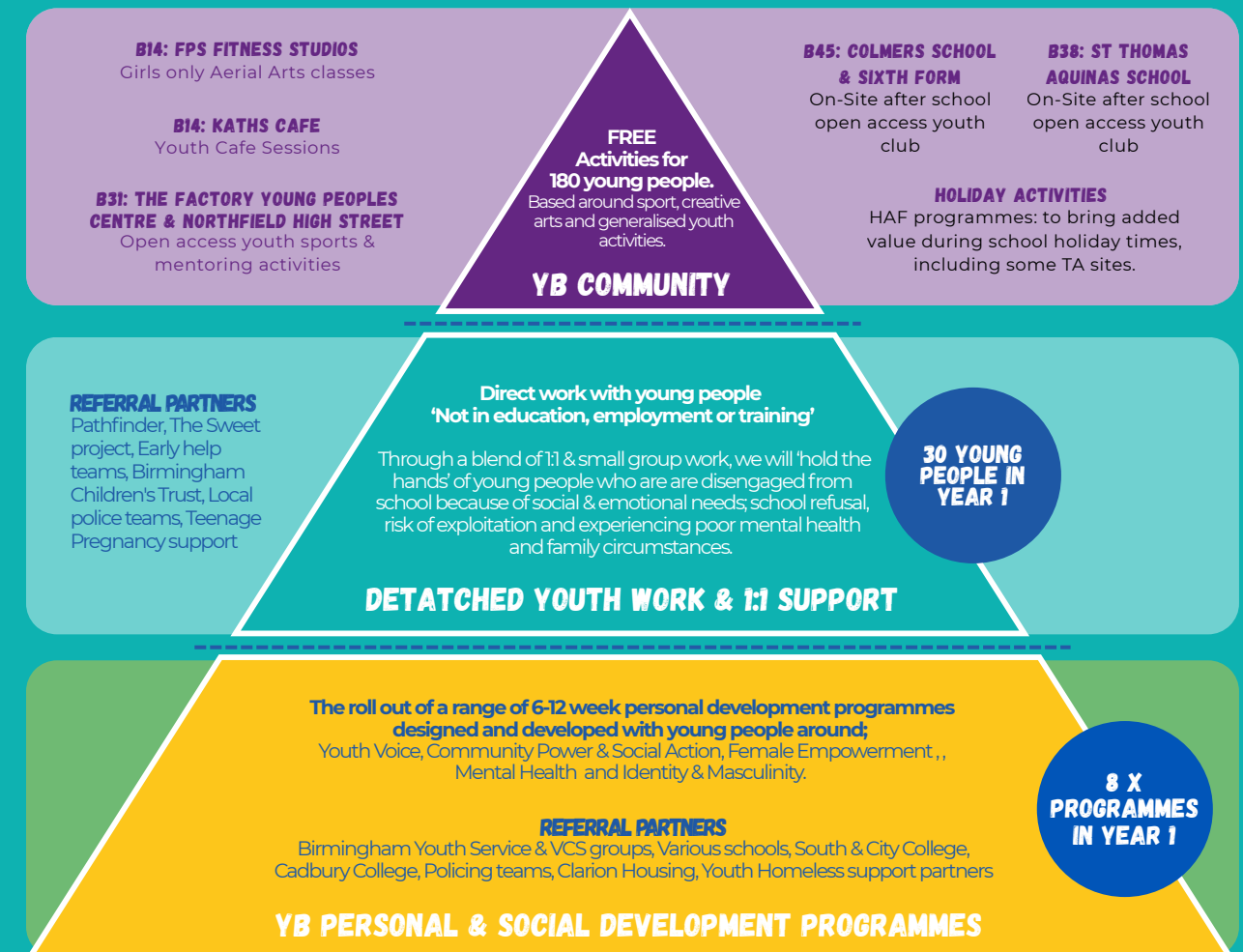
Starting in September 2025, we will be launching Young Brum: The Next Chapter, running until 2029, thanks to funding from the National Lottery Community Fund. Year 1 is going to look like this!

As part of our planning for the next chapter, in co-production with our young people, those attending & along with young people not attending, we have learnt the following:

- **Safety is a big concern.** Only 15% of young people said they would use public transport to access an activity session or project. If they cannot walk or get a lift, they probably won't go.
- **Young people want to help other young people;** highlighting the drive in young people to help others.
- **There is a shared ambition to provide opportunities for young people in south Birmingham.** there is a wider acknowledgment of the need for opportunities for young people in south Birmingham.
- **There is a lack of affordable opportunities for extra-curricular activities available;** *"A lot of effort is put in and it's appreciated as there isn't much. locally that they are interested in doing this makes a huge difference and gets them out the house and motivated"* (Parent of current Young Brum participant).
- **There are growing concerns from parents about the mental health of their children.** 83% of parents said they had become more concerned about the mental health of their children as they went through adolescence. **So what does this mean for the next chapter of Young Brum?**

YOUNG BRUM
2025-29

YEAR ONE
STARTING STRONG!



OUTCOMES



Improve Young Peoples Wellbeing & Mental Health

Build young peoples transferrable life skills



Raise ambitions which will create pathways back to education, employment & training

THANK YOU

TO ALL OUR SUPPORTERS

Young Brum has been bostin! But all of it would not be possible without our Young Brummies who turn up each week – take part, play, engage, have fun, learn, talk, share and connect. Thank you.

As our main funder, The National Lottery Community Fund, we want to say a really special thank you. We thank you for the ongoing support, the trust, freedom and your funding, thanks to the lottery players buying their tickets each week!



Over the last 3 years we have also received funding support from the following organisations (it really does take an army!)



IT TAKES AN ARMY...



Thank You!



Watch this space for what the
next 4 years brings!

To find out more about our work,
please visit our website, say 'hello'
via our social media or call us!



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