

Impact Report

2022

To support motivated and underrepresented young adults facing challenges **into** sustained employment in the media **through** the provision of training, hands on work experience and access to industry networks.



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Cristina Ciobanu

Director of Operations MAMA Youth Project



"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them,"
John F Kennedy.

Certainly, the expeditious pace at which the MAMA Youth Project operates affords little time for appreciative discourse or reflection on the charity's amazing achievements and abundant accolades. Therefore, the most desirable demonstration of my own heartfelt thanks to all MAMA Youth's industry partners and professionals, to all our mentors, independent volunteers and alumni for supporting us throughout 2022, in addition to the many talented young people who have successfully trained with us, becoming role models for their peers, is to simply keep going.

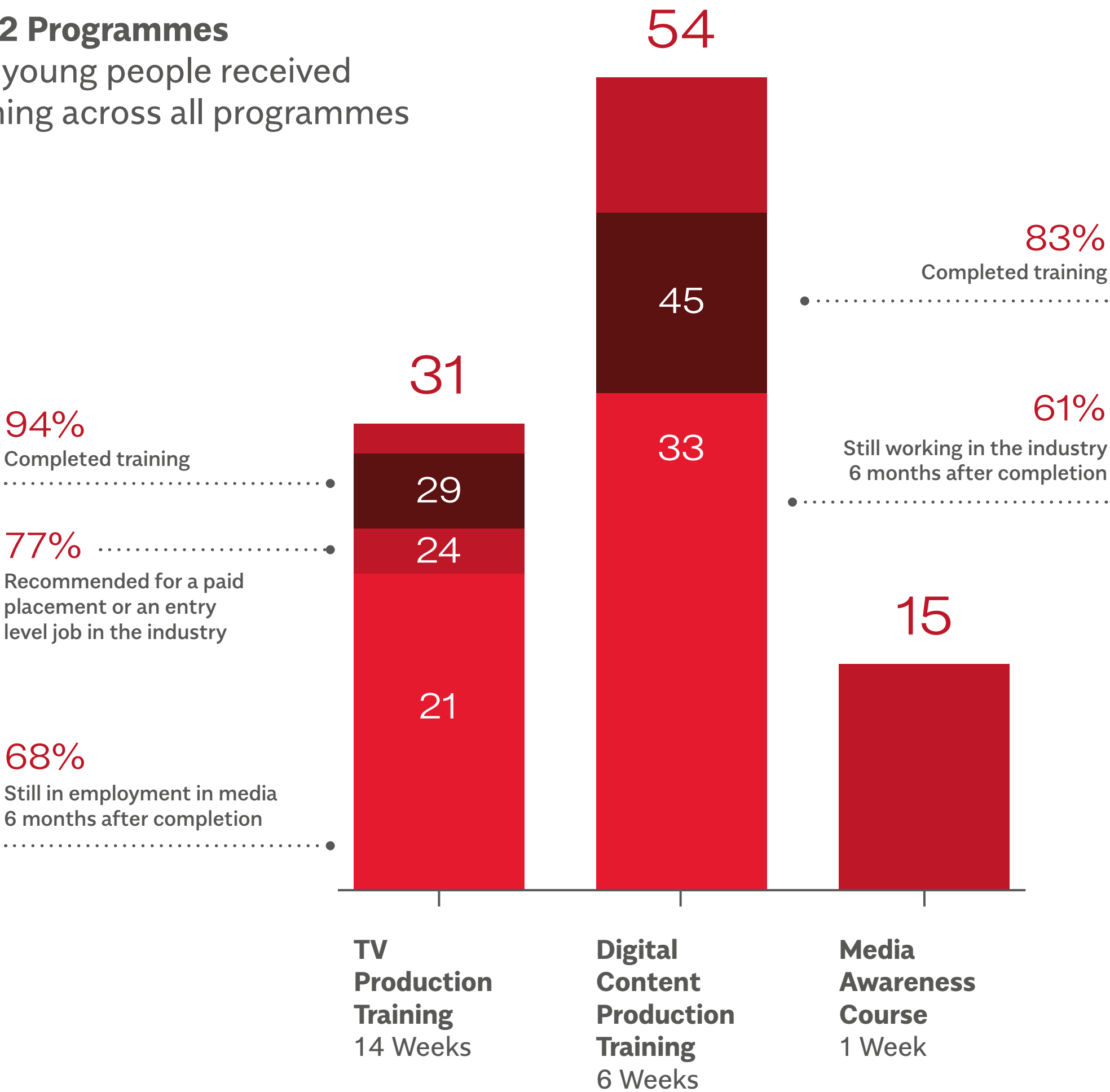
In a year where MAMA Youth has changed the lives of a record number of young people from underrepresented and challenging backgrounds by giving them access to meaningful media careers, I tender that such success is testament to the efforts of our founder, of our funders, our staff and tireless supporters, continuously collaborating with me in this charity's mission to make the media industry more inclusive.

I personally pledge to live by this gratitude by bringing my best in the year to come, by breaking boundaries and by prioritizing the potential of every young person who I am proud for the privilege to engage with.

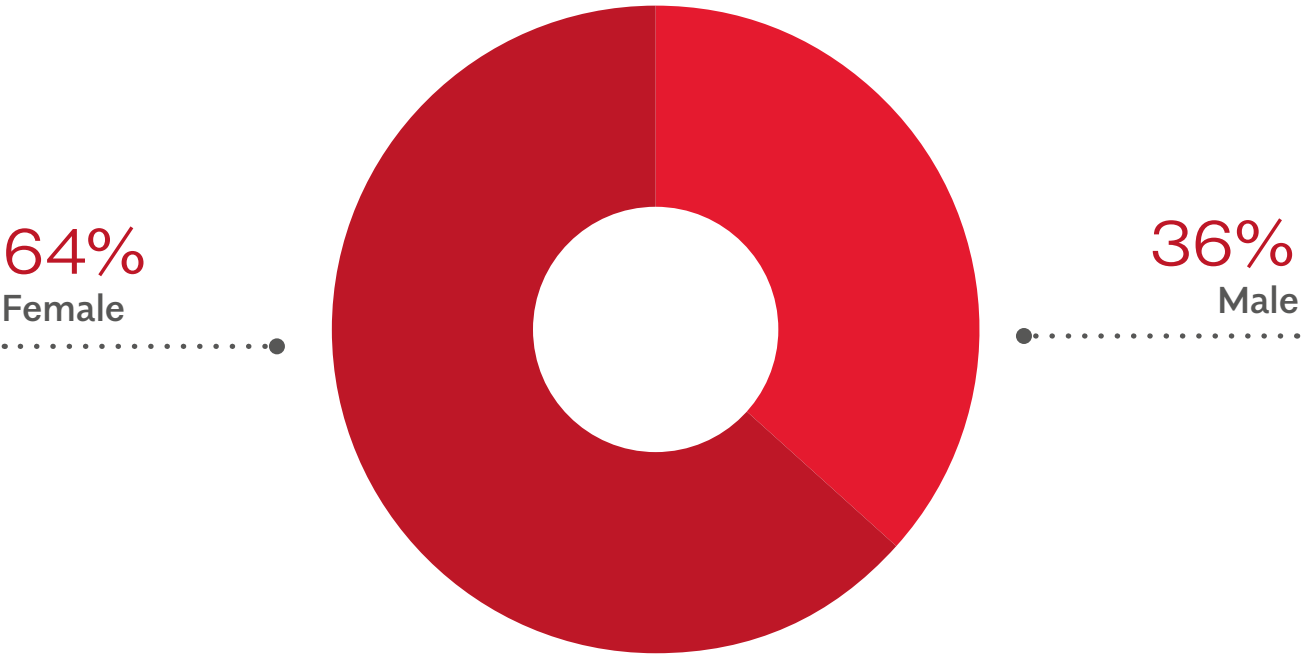


Impact Overview

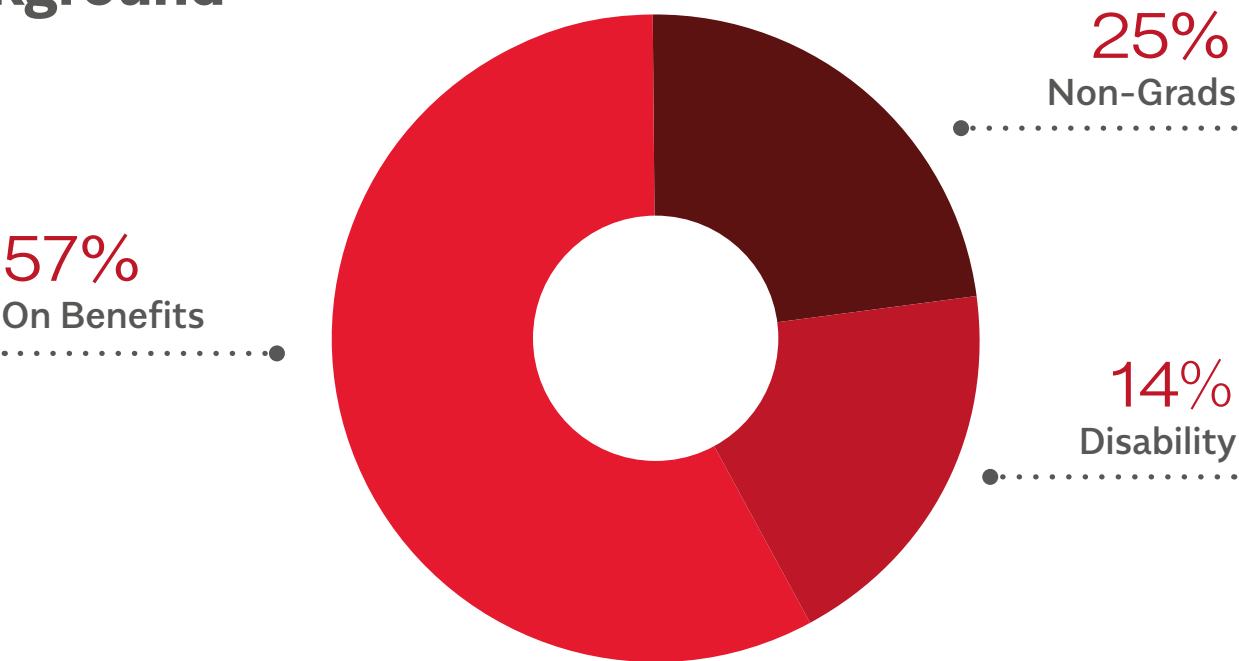
2022 Programmes
100 young people received training across all programmes



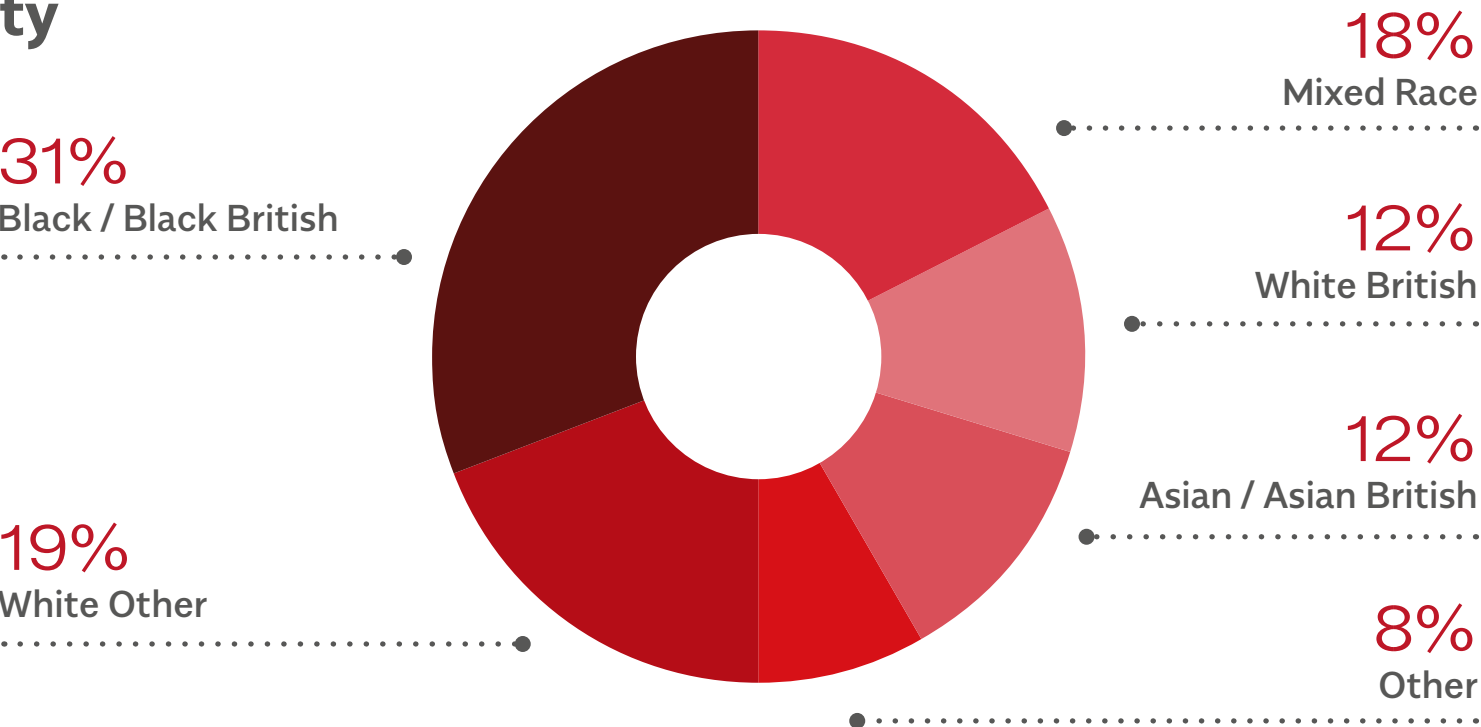
Gender



Social Background



Ethnicity





Outreach & Recruitment

Mariana Magnavita

Outreach Manager



In 2022 we strengthened our relationships with a variety of grassroots organisations, developed new ones and engaged with over 1000 organisations.

My aspiration for 2023 is to continue to strengthen the associations we have built, create a greater awareness of MAMA Youth for young people who are aspiring to work in the industry, especially those who are really in need of a life changing opportunity. We aim to begin doing more outreach outside of London and engage with more young people than ever before.



An outstanding year for Outreach with record numbers across Digital Media and TV Production programmes.

50 Third sector, general public and industry outreach events were attended.

21 Activities were delivered, affording the opportunity to engage with hundreds of young people nationwide. These included Live information Sessions, Industry Panel Events with National Deaf Children's Society and JCP, Immersive Days, ITV Twitter Live Session, In Person Taster Sessions, and a New Generation Workshop for Ealing Council.

Radio Interviews, a Timeline Television Podcast, numerous editorials and well received on-line creative campaigns further extended the reach to those who would benefit most.

492

Applications received

304

Individual Interviews conducted

60

Attended Second Stage Group Interview

15

Attended a week-long Media Awareness Course

10

Attended two-day Media Employability Courses

MAMA Youth Tipped the Scales for Outreach in 2022 with a winning measure of Events, Education, Engagement and Energy.

A welcome endorsement for such efforts came from VIP guest and **Minister for Employment, Mims Davies MP** who joined MAMA Youth Project's **Broadcast Media Mentoring Circle** in partnership with the Department for Work and Pensions, on 21st February to hear from an expert panel and engage with 150 attendees.

The free event aimed at those wishing to break into the digital and broadcast industry and Job Centre claimants across London and Essex, created engagement, honest discussion and career advice from industry professionals.

Chaired by Bob Clarke MYP and Omobola Odutayo DWP with an expert panel including, **Steve Cox** - Senior Development Manager, Content, Technology and Innovation at Sky, **Melissa Holton** - Video Editor at Sky, **Jarrold Ball** - Comedy Development Assistant at Sky, **Scott Melvin** - CEO & Co-Founder, Buzz 16, winners of the Broadcast Sport Awards 2021 and **Rio Clarke** - Senior Assistant Producer, Buzz 16 and MAMA Youth alumni.



We are proud to be working with MAMA Youth for their dedication, passion and positive commitment to changing lives and creating job opportunities in Film and TV for so many of our young people through their training programmes.

Omobola Odutayo MBE

Group Recruitment and Events Coordinator
for London and Essex at Department for
Work and Pensions

TV Presenter **Suprina Thapa** hosted **How to Get Into TV**, MAMA Youth Project's exclusive panel discussion for those craving a career in television. Suprina was joined by **Bob Clarke** in his capacity as Executive Producer for Licklemor Productions, Benedetta Pinelli, Commissioning Editor, Sky Arts/Sky Arts Hub, **Gisela Asimus-Minnbergh**, Executive Vice President, Sales & Distribution - EMEA at ITV Studios, **Danielle Graham**, Executive Producer Storyvault, **Bianca Hamilton-Clarke**, Talent Manager Banijay and **Andrea Hebrard**, Sales Executive, EMEA at ITV Studios.

With abundant advice from the heavyweight panel, the event attracted a multitude of creatives eager to learn how to get a foot in the door. Attendees found out how each of the panellists got started in the industry as the experts shared their journeys as well as top tips to succeed, such as needing curiosity, tenacity, emotional intelligence and adaptability and only being as good as your last job - so be sure to always work hard!

Training



Jemimah Mensah-Coker

Producer and Lead Trainer



I can honestly say that quality has increased with quantity. I've been so impressed with the high calibre of raw talent and how they have combatted challenges to create inspiring content.

I have enjoyed my role immensely and never get tired of seeing young people work hard to achieve the high standards this industry demands. Once the trainees skill up, they grow in confidence and the transformation can be breathtaking.



MAMA Youth Project's 30-strong TV Production cohort formed the ultimate transformation from training to transmission during their 14-week intensive programme, culminating in Licklemor launching, **The Other Art Show** aired on **Sky Arts**.





A factual entertainment programme aimed at 18-35 year olds, The Other Arts Show is a culture and lifestyle fresh approach to what's happening in the art world and is entirely developed, filmed and edited by trainees.

Highly regarded as gold standard industry-wide, the 14-week unique training model where participants learn in a 'live' disciplined work environment to produce quality content for a national television show and gain a first industry credit kickstarted careers in the creative sector for MAMA Youth's most recent TV Production Alumni who have secured placements and entry level roles at media giants including **Sky, IMG, Gravity Media, ITV, Crackit Productions, ES Broadcast, BBC, RAW, ITV and Buzz 16.**



"There's so much respect and acknowledgement for those who have completed MYP in the industry. My new placement has been amazing and more than I imagined it to be. I feel fulfilled and I'm learning something new every day. I've even gone on to get credits in my first week of working here and I'm being challenged in a positive way." Masa Jamaludeen, Trainee Content Producer

Trainee Content Producer, Masa concluded, ***"My hopes for The Other Art Show is for it to reach as many young people as possible and the viewers can expect to experience all the emotions when watching the show. Happiness, curiosity, laughter and sadness. Every piece has a meaningful intention."***

MAMA Youth's training, and subsequent on-going career support provided for its alumni plays a vital role in the industry's future which Director of Sky Arts and Entertainment, Philip Edgar-Jones OBE has previously hailed as vital, ***"This content has been massively important to our portfolio in reaching out to those under-represented communities by making programmes that are relevant and diversifying to reflect our audience. The MAMA Youth training is brilliant and gives us a growing talent pool yearly that we can tap into as well as recommending to others."***

"Since becoming an alumni, I feel a great amount of optimism towards the future. Seeing the amount of opportunities available in the industry is refreshing, when previously I couldn't access these roles and I didn't know the wide range of production companies out there. Thanks to MAMA Youth's partners and solid reputation, I can access a variety of industry roles that are available for when I need employment and apply confidently, as well as understand the experience needed for each role so I can work towards the skills I may need next." Lauren Norde, Trainee Content Producer

"Taking part in the MAMA Youth training has been life changing for me and has granted me the opportunity to work in the media industry, without it I'd still be working in a warehouse offloading trailers and lifting heavy boxes. Thanks to MAMA Youth, I'm now working on a TV show for the BBC and have a promising future ahead of me!" Alex Hinds, Trainee Camera Operator

In 2022 84 trainees participated in MAMA Youth's intensive programmes across a single fourteen-week TV Production programme and a trio of six-week Digital Media courses.

TV Production Training participants were able to specialise in roles such as Production Management, Trainee Content Producer, Video Editor, Camera Operator and Sound Engineer. A unique aspect of MAMA Youth's training model propelled participants into a 'real-time' work situation during which they performed independently as well as in a tightly knit team, gaining their first broadcast credit on Sky Arts by producing content for **Licklemor Productions**, the BAFTA award winning production company committed to making diverse content for diverse audiences.



The free **intensive digital media training** for young creatives aged 18-30 and **based at SKY TV's Campus, granted instant industry access** for its successful candidates. Alumni gained lifetime membership of our prestigious talent pool, paid placements with high profile industry partners, career mentorship and peer networking.

Fundamental work ethics, communications and production etiquette form a significant part of the programme. Trainees also mastered **end to end digital media content creation, including developing ideas, self-shooting, text and video editing, how to schedule, publish and distribute content, as well as monitor analytics to engage and grow an audience.**



Also Critical to the Programme's success is helping the trainees to bond as a team, open up to each other, gain confidence and genuine connection through communication. It's essential to do this at the start of their journey as it sets the tone not only for their time on the Programme but as future alumni.

This is done through a one-day intensive session, delivered by business leader and communications specialist, Steph Coleman who gives the trainees a unique opportunity not only to connect by sharing their stories, but gain an insight into how others see them through giving and receiving feedback to each other.

Steph Coleman

Communications Specialist



Trainees are encouraged to be authentic and given practical tips on how to communicate and overcome the fear and negative beliefs that can get in the way. They are often surprised by how much they have in common, the positive feedback they receive and the connection they feel.

The training covers three main topics:

- Getting to know each other
- Exploring communication and what is takes to do well
- Getting comfortable and confident in your own skin

The day ends with the trainees communicating to the management team what they have gained from the session and learned about themselves.

By this point, and in just one day, the team have made the important shift from cautious individuals to a connected and more confident team, part of a family. At the end of full Programme, trainees are supported to review how far they have come and communicate their journey as part of their graduation.

Again, this is an essential step which affirms their experience and can be shared with others. We have seen some incredible talent and openness in the cohorts, many of whom have and continue to face incredible adversity in their lives. I am so very proud to be a part of this training and to witness each trainee face their fears, gain confidence, excitement and real-life skills, truly believing themselves and their team.



The team are delighted to share just some of the tremendous talent triumphs from our 2022 cohorts



Iryna Maaksymenko secured a paid PR & Publicity intern role at Nutopia.



Hannah Kerai joined Fulwell73 on their production internship.



Art Rezari secured a researcher role at Buzz16.



Devinder Ramdeva and **Emeka Diamond** have been awarded the Avalon/Breeders studio and location paid internship.



Nandipa Sesay is a Music Co-ordinator at Banijay.



Toni Osbourne is in a trainee Sales role at ITV



Nadia Hussein is a Production Secretary at Naked.



Ioana Kasozi joined the MAMA Youth team in a full-time administrative role.



Jordan Burrell secured a post-production internship at Fulwell73.



James Reid joined Sky as an edit assistant on 12 month contract.



Christina Vassell looks forward to bringing value to the team at Wise Owl Films as a Development Researcher for 6 months.



Robyn Salt and **Masa Jamaludeen** secured Digital Producer roles at Sky News.



Rua Kasumi Turner excelled in a placement at Garden Studios in the VR area.



Traye Lindsay completed a 3 month internship at Avalon.



Giulia Tranquilli is a trainee Production Co-ordinator at Gravity.



Rossella Romano is now a Production Secretary at Buzz16.



George Hepworth employed by Streamland Media.



Katie Price is a Production Assistant at Salt TV.



Reece Lewis has been on It Takes Two at the BBC and now joins The Real Mamma Mia at Fremantle



Lauren Norde achieved a Researcher credit during her time on The Rise at Raw scheme.



Sandra Gjergji received a promotion at 72Films from runner to the Development Department.

I just wanted to thank you again for your advice, it really paid off and I'm happy to announce that I got offered the runner job! They said I came out on top and stood out and they also said I had a really good interview. I was myself with this one and took your words on board so I'm really happy!



Pastoral Care

Caroline Clarke

Project Manager



We are now able to offer access to mental health and well-being advice and assistance, as well as other useful services through our Employee Assistance Programme for eligible trainees. We are committed to making reasonable adjustments for our young people as required and are well equipped to signpost trainees who have needed extra support outside of our remit.

Throughout the training, we have arranged guest speakers with expertise in nutrition and mental health and our support doesn't end with the training programme, we ensure our alumni know that they can come to us for personal as well as professional guidance at any point in their onward journey. In 2022, we were fortunate to be able to support 3 young people through our Hardship Fund, to a total of £1005.

The Hardship Fund is in place to help those with financial challenges purchase equipment, pay rent and basic utilities and has provided a much-needed lifeline during some unusually hard times.

MAMA Youth Project has continued to provide pastoral care across all training programmes in 2022.

An essential element for young people who are often vulnerable or struggling with their mental health, facing challenges, dealing with past trauma, addiction, learning difficulties, medical conditions, financial difficulty or unsuitable living conditions. In addition to the existing provisions offered both during and after the training, a comfortable Quiet Room has now been made accessible, in close proximity but separate to the main training areas, offices and edit suites. This is particularly useful for any young people needing to attend on-line therapy sessions or appointments during the training.



Mentoring



Amanda Brannan

Communications and Mentoring Manager



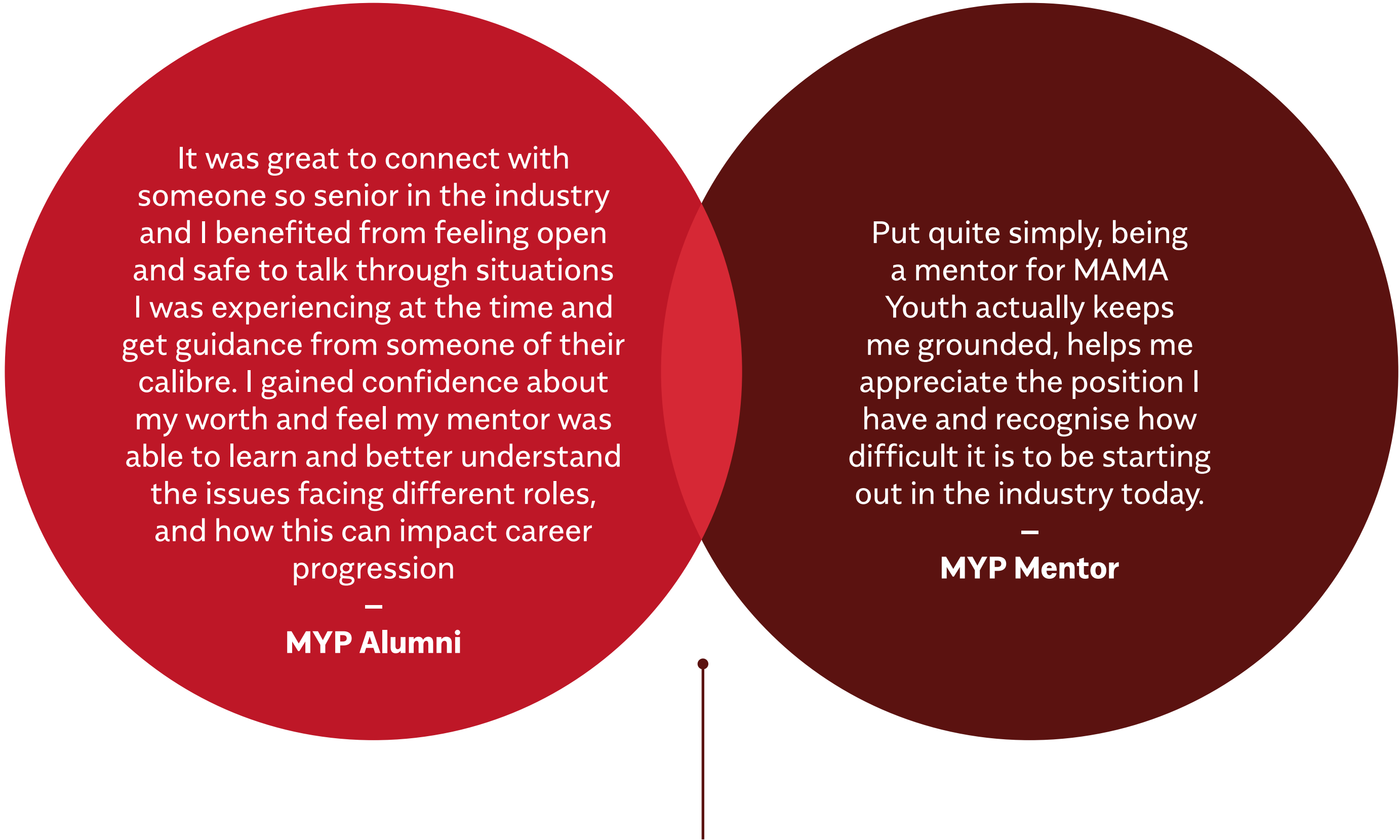
I've been inspired by so many of the outcomes reported by our mentoring pairs over the last 12 months and can't thank everyone involved enough. This offering makes such a difference to those just starting out on the career ladder and it just would not be possible without those on the higher steps taking the time to share their journeys on such a valuable one to one level. We've been so lucky to recruit mentors from a wide variety of roles and genres and have recently been fortunate enough to engage exciting professionals specifically in Film who are at the very top of their field. We are now seeking to secure funding through a sponsor in order to sustain this substantial part of the ongoing support we provide.



MAMA Youth Mentoring proven to promote mental wellbeing.

Mentoring Agreements, industry professional and MYP Alumni feedback collated prior to 2022’s Mental Health Awareness week revealed that mentoring pairs who completed their six-month Two-Way partnerships showed **50%** of the **88 participants** reporting that sessions had benefited their mental health.

The established scheme has continued to foster a community of peer-to-peer support and positive industry led conversations. Mentees have gained a better understanding of the work culture and dynamics in production environments in addition to a more balanced level of expectation management, skills in dealing with a difficult situation at work and enhanced confidence to speak out when faced with conflict. Mentors gleaned a valuable change of perspectives and enhanced leadership skills. In excess of half the beneficiaries reported personal as well as professional growth and improvements in their mental health as direct outcomes of their involvement in the scheme, for which all MYP trainees and alumni are eligible.



A further 97 mentoring pairs were matched during the year, the mentees comprising both MAMA Youth’s most recent graduates and alumni with experience at a variety of levels. The young people were paired through a bespoke matching process with mentors from MYP’s industry partners, independent volunteers and high profile alumni, many of whom are now working at executive level.

Talent



Karen Mason

Talent Manager



We've had an extremely busy year at MAMA Youth getting all our trainees into paid roles within the industry and watching them flourish. It's the greatest feeling to see them grow and develop and hear that they have been extended or promoted. The Talent team has grown too and I now have 2 brilliant assistants so that we can continue to support our growing alumni as well as develop our relationships with all our incredible partners. 2023 is going to be even bigger and better, I can't wait!



**New in 2022 Top TALENT Trio joins
MAMA Youth**

Karen Mason, a Talent Manager with over 20 years experience in the industry, joined MAMA Youth from the BBC to secure placements and entry level roles for all our trainees and alumni.

Karen is joined by Talent Assistants, **Clarissa Hepburn** and **Najma Bettendorf** who have played a vital role in building on an established strong employer network with many major broadcasters and production companies, while working strategically with partners to engage their staff and provide work ready entry level candidates as well as experienced alumni for employment opportunities.



**Karen
Mason**
Talent Manager



**Clarissa
Hepburn**
Talent Assistant



**Najma
Bettendo**
Talent Assistant

Alumni on the Fly

a round up of just some of the amazing achievements from MYP's 600 strong alumni pool

MAMA Youth's most recent graduates have welcomed the opportunity to interview for roles at high profile industry giants such as Extended Media, Freemantle, Dragonfly, IMG, Studio Lambert, Comic Relief.

The charity has continued to deliver consistent results with employment statistics showing a positive social impact.

Molly Boughen was promoted to Assistant Producer at Dragonfly Film and selected as one of Broadcast Hot Shots 2022.
"I'm forever thankful to everyone at MYP as I wouldn't be in this industry without you!"

Emma Ritson took a permanent Junior Engineer role at ESBroadcast.

Intisar Islam was on the rise again at Whisper, *"I'd like to share that this year marks my second year and second promotion at Whisper! I started here as an Office Runner and then I got promoted to Digital Editorial Assistant last year. This year, with another promotion, my title is now Junior Assistant Producer and I am currently working in UEFA Digital. I cannot thank MAMA Youth Project enough for this amazing journey. And I am super grateful for all your endless hard work and giving us all a massive opportunity to jumpstart our career in the TV industry!"*

Ellen Dunn secured a staff position at Lookout Point as their office assistant, *"It's been my favourite job so far in my career, the company is very accommodating towards my disabilities, I have a more secure future and I get to work with a company that has made some of my favourite dramas."*

Scott Pope to join Expanded Media as Development Executive.

Tené Forrester, Camera Assistant at Whisper celebrates capturing his first Formula 1 shoot and UEFA Champions League Match Night and says he is, ***"living the dream"***.



Another alumni with more than one win under his belt, **Jahreal Wright** has now claimed the Broadcast Young Talent of the Year (Technical) award, ***"This means a lot to me because I can be seen as an example that it can be done! So anyone coming from a place of no experience or a disadvantaged background can achieve and do greater than I have done already."***



Multi Award Winning alumni **Rio Clarke**, Senior Assistant Producer at Buzz 16 and proud recipient of Best Documentary for Micah Richards Tackling Racism, added the British Sports Journalism One to Watch Award to his collection in addition to being part of the team accepting the accolade for best YouTube channel of the year for The Overlap at the Broadcast Sport Awards as well as being a category judge himself, ***"You see people from similar backgrounds go down the wrong path in life, often due to not having a passion or a goal to work towards, MAMA Youth gave me that and the belief that I could still achieve and be somebody."***

Former MYP trainee researcher Rio is now one of 12 alumni working at prestigious London and Manchester based sport media production company Buzz 16.

Rising star at IMG's Premier League Productions, **Karan Kashyap** was proud to produce digital content for FIFA at World Cup Qatar.



Our Partners

MAMA Youth is all about tangible outcomes, about supporting our young people beyond the training and into subsequent and sustained meaningful employment. We couldn't do this without the support of such incredible industry partners playing their part in helping us make the media more inclusive and representative of the audiences it serves.



Scott Melvin

CEO & Co Founder Buzz 16

Our relationship with MAMA Youth Project goes way beyond simply diversifying our team. It has allowed us to employ consistently outstanding young people who are, without exception, well trained, hard working, respectful, diligent and industry ready. We are very proud to be a MAMA Youth partner and to play a small part in their great work.



Rachel Hardy

Digital Consultant, Lime Pictures

We were incredibly impressed by the six week digital media training course ran by MAMA Youth. The team have really understood the broad range of skills and knowledge required to work across all areas of social media in TV and content production and provided a training programme that enables candidates to perform duties and offer relevant experience and skills to any team they join. We have two internship vacancies and interviewed six candidates from the latest digital media training programme, all of whom could have been recruited to join our busy team. We were blown away by the calibre of talent and their understanding of the role and our needs. They all displayed a real passion for gaining experience with us and had brilliant ideas and creative thinking on how to achieve our goals.



Dana Strong

Group Chief Executive, Sky

Sky is proud to have been working with MAMA Youth since 2012, supporting young people from diverse backgrounds throughout the UK. We are delighted to have delivered media and employability skills training for over 200 incredible young people now working in the industry. We are passionate about continuing our partnership as part of our Sky Up programme, tackling digital inequality and enhancing skills so everyone can create a better future.



"Our experience with MAMA Youth has been brilliant, working with individuals who have built up their own brand and recognise their potential for growth and development. It is clear that the basic and right fundamentals are being installed at an early stage and the familiarisation of media systems and processes in the industry that is vital and key. All MYP alumni in my team are successful within our department with promising futures ahead"
endorsed **Sky Content Services**

72 Films

A Fremantle Company

"Your help is invaluable and we're big fans of MAMA Youth's work"
added **72 Films**



Corporate partner Banijay hosted a speed networking event for our most recent alumni. A hugely popular event attracting 40 MAMA Youth alumni delivered a direct networking opportunity with a variety of Executives, Producers and Talent Managers from all Banijay's fantastic labels. A big thanks to Patrick Holland and Bella Lambourne for inviting us all to join them at their offices in Shepherds Bush for a successful event resulting in numerous new connections.



Appreciation also for all our new and established industry partnerships and funders for their crucial support:



Special thanks to JGA, Royal Borough of Kensington and Chelsea, Borough's of Hounslow and Brent for their continued support.





Case Study

Rugile Rozenaite

Camera Operator trainee Rugile Rozenaite became the first MAMA Youth alumni to secure a placement with one of the charity's newest industry partners, ES Broadcast. Rugile has since been extended to a permanent role within the thriving company who prioritise making a difference by supporting charitable initiatives alongside their business needs.

"Before MAMA Youth Project, I was a recent film graduate with the massive dreams of working in Film or TV, I had all these grand plans for what I wanted to do and then as soon as I began applying anywhere and everywhere I was ignored. I applied for anything in industry I could find and after 8 or so months I still had no solid responses, not even feedback on my applications, it felt like I was completely invisible and that all of my emails were just deleted the moment they reached anyone's inbox. By the time I applied for the MAMA Youth Project I was about ready to give up trying to find anything and move on from working in the industry that I spent years dreaming about."



Was the training what I expected?

No! I assumed it would be a rather standard course similar to my uni experience but from the first few days I already knew I was completely wrong. Although focused on the physical work, there was heavy emphasis on professionalism and seeing how you work with your team and those around you. We then received training in our specialties, with me receiving a two week rundown of camerawork, before then gaining full responsibility as a camera operator on the show. Through giving us this role that we would otherwise be so far from, we were given the opportunity to excel under massive pressure and to work through a steep learning curve that I know personally pushed my own technical and team working skills far beyond anything I had known before. The overall training period covered anything and everything I could think of to make me a well-rounded individual with a good base of technical skills to give me a way into the industry.

What was my placement following the training?

My placement following the training was a permanent role at ESBroadcast as a trainee engineer. Coming into this job I was given the opportunity to learn how to work industry standard camera equipment, as well as how to maintain and fix it.

Comparatively to MAMA Youth, my placement felt like a breeze as MYP had instilled such a hard work ethic in me. The habits I built at during the training such as constantly asking meant that I was often going far and beyond what was expected of me, allowing me to quickly settle in with the team I work with and giving me the opportunity to learn more and more such as how to make and repair the fibre cables used to connect cameras to OB trucks. All of this culminated in the feedback I got at the end of my probation period being excellent across the board, meaning I am now officially part of the ES team in every sense!

How do my friends and family feel about what I've achieved?

Before finding the MAMA Youth Project even my family was starting to lose hope of me working in the industry, but once I got through and started working they were all hugely proud of me. From working on the show, they realised just how passionate I am about camera and TV, and I think they saw a change in my general demeanour once I finally started working. From my new placement onwards, they were hugely impressed with how far I came in just the few months since even applying for the MAMA Youth Project, and my parents now have no qualms with bringing up what I'm doing to anyone and everyone.

Why do I think that it's so important that MAMA Youth exists as a charity?

The industry needs it. Through the training I met such a variety of people with completely different life backgrounds and different stories that the world needs to see, and I feel that MAMA Youth seems like the only route through which they can gain a voice and step into the industry to share their work. We've seen a recent shift in TV towards diversity in front of and behind the camera, but despite this, when you check the credits of something after you watch, you tend to notice that things aren't as diverse as they should be.

I feel that through training such a varied set of people and setting them up in the industry, MAMA Youth is providing the industry with a pool of extremely talented people who through starting in and then moving up in the industry, will provide a whole new generation of young people who otherwise just wouldn't have got the opportunity.



Third Sector Partners



Having secured a two-year partnership with **Impetus** who closely align with the charity's mission, 2022 has seen them support growth momentum to aid MYP to become sustainable.

Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in life. They find, fund and build the most promising charities working with these young people, providing core funding and working shoulder-to-shoulder with their leaders to help them become stronger organisations.

MAMA Youth Project is honoured to have been recognised by an organisation with the profile, experience and commitment to charity that Impetus has in abundance. This prospect for maximising potential got underway with a Driving Impact Workshop, designed to facilitate structured decision making and delivered over four days.

This provided an opportunity to get clarity across the organisation from Board to Front Line.

Driving Impact with Impetus included, finalising the target population, enrolment criteria, defining roles and processes, defining outcomes such as 'placement ready', programme Design, development of new core programme in detail including, managing outcomes



In the TV industry only 12% of employees across the five main broadcasters are from underrepresented backgrounds. MAMA Youth Project is changing this by providing fantastic hands-on media training and support to enable bright young people facing barriers to work to find and keep great media jobs. MAMA Youth Project transforms lives and we are proud to partner with them.

Sonal Shenai, Employment Lead and Investment Director Impetus

Our Trustees

A group of nine trustees standing in a hallway, overlaid with a red tint. The group includes men and women of various ages. In the background, a 'Welcome' sign lists facilities like 'MAMA Youth Project', 'Sally Studio', and 'Sally Cinema'. A 'SHOWTIME' sign is also visible.



Mark Nohr

Advisor to the Board

MAMA Youth Project takes this opportunity to thank all our talented trustees and Advisor to the Board, Mark Nohr for his generosity in sharing his knowledge and gifting his guidance over many months, with tangible outcomes in the form of new contracts and increased marketability.



Melissa Holton

Former Acting Chair

Special thanks to Melissa Holton, Interim Acting Chair and adding to an already impressive line-up, a warm welcome to two latest additional appointments to the Board.



Sara Butler

Chair of the Board MAMA Youth Project and Founder at Scamp Solutions Ltd

Sara Butler, former Managing Director, Shoot The Company has a career catalogue of award-winning films for some of the worlds biggest brands and an ethos to tell the stories of those who strive to make a difference, *"It's now more important than ever to recognise the challenges we face today in ensuring that our industry is truly inclusive. MAMA Youth isn't a 'nice to have' in the industry, it's a MUST HAVE to bring through new talent and inspire budding creatives. That's why I'm delighted to be working with the team on the board to help guide and support the incredible work that is being done to safeguard the future of our wonderful industry."*



Jim Allen

New to the Board

Jim Allen joined RDF in 2009 from ITV Productions where he held the position of Director, ITV Studios, Factual & Entertainment since 2003. He now enjoys a portfolio career, which includes consultancy for leading production companies and lecturing at the National Film and Television School.

"The Mama Youth Project, hugely respected across TV, is playing a pivotal role in transforming the make-up of the industry's workforce and creating opportunities for exciting new talent who, until now, had little chance of finding long-term employment in the sector. I'm delighted to be a trustee of a charity that is making such a dynamic impact on the industry."

Licklemor Productions



Licklemor
Productions

Licklemor Productions were in the spotlight again this year with The Broadcast Digital Awards nominating Life and Rhymes for The Best Entertainment Programme. 2022 saw a further BAFTA nomination, a nomination for Broadcast Awards Emerging Independent Production Company and Licklemor were also the proud recipients of the 2022 Venice TV Award for Light Entertainment.

Licklemor’s commissions continued to create diverse content for diverse audiences in 2022 with a one-off special aired on BT Sport, Executive Produced by Licklemor’s Bob Clarke and Buzz 16 as part of Black History Month. A powerful show of celebration, ‘Sport in Words’ was hosted by Benjamin Zephaniah and Jacqueline Shepherd.

Celebrating another year of amazing achievements for MAMA Youth Project’s commercial arm, BAFTA award winning production company, Licklemor, having produced an abundance of creative content and new commissions while providing a platform for MAMA Youth Project alumni to progress in their careers and changing the lives of young people throughout the year from underrepresented and challenging backgrounds, who now have meaningful media careers





HRH The Earl of Wessex Award & Royal Visit

Further endorsement for MAMA Youth's achievements in 2022 came from The Production Guild Of Great Britain (PGGB) with the accolade that the charity had been selected as a finalist for the inaugural HRH The Earl of Wessex Award for Equality, Diversity and Inclusion Champion in film and television.

It was a huge honour when HRH The Earl of Wessex visited MAMA Youth at the Sky Campus prior to the awards, generously giving his time in order to meet with the MAMA Youth Founder & CEO Bob Clarke, Interim Chair of Trustees, Melissa Holton, all MYP staff, the current cohort of trainees, MYP alumni, CEO PGGB Lyndsay Duthie and Dana Strong, Group CEO at Sky.





Congratulations to all the organisations who have been nominated for this new Award. The finalists are shining examples of how the production industry is attracting more people from different backgrounds to pursue careers in the business. I really hope their stories will help inspire good practice across the industry and encourage others to follow in their footsteps.

HRH The Earl of Wessex



Letter from Bob Clarke

CEO & Founder

I wish to extend my heartfelt thanks to all our industry partners, our funders, many volunteers, staff and trustees, to the young people who have entrusted us with their futures and to our alumni for being the change makers industry-wide and making so many amazing achievements possible for MAMA Youth Project. I am proud of you.

Special acknowledgment must go to the extraordinary efforts of our Director of Operations, Cristina Ciobanu who continues to forge forward with tireless tenacity to foster the charity's growth and impact, with an equal measure of resilience and compassion.

The utmost appreciation to my wife, Caroline and to my family for their enduring support and for being by my side in this mission for tangible change.

Receiving recognition from HRH The Earl of Wessex was certainly a highlight for me.

Receiving recognition from HRH The Earl of Wessex was certainly a highlight for me. Having served in the British Army prior to starting the charity, and in 2022 witnessing the wonderful celebration of the Queen's life which twice brought communities together in a way we seldom see; once at her Platinum Jubilee and then, just three months later, at her funeral, rendering the recent Royal Visit an even greater honour for me personally.

In a year of significant change with some turbulent times for us all and many nations across the globe; despite the outcry and denouncement of the world's majority, Russia invaded Ukraine, starting a war that is still ongoing. It has been humbling to have met those fleeing from such unimaginable challenges and finding themselves alone in the UK, separated from their families, desperately seeking connection and the means to sustain themselves. I am proud that MAMA Youth has been able to help. One young woman, in particular, had previously worked hard to establish a successful career in a creative role in Ukraine and faced the foreboding task of having to re-build from scratch, whilst settling with a host family in London.

After completing MAMA Youth's training, she has now secured a job in her chosen field and is in full time employment.



As we continue to increase our efforts towards an ever-greater Social Impact at MAMA Youth, I am encouraged by the statistics and the stories enclosed within this report in respect of our work with Care Leavers, young people from low-income families and in receipt of Universal Credit as well as ex-offenders and those at risk of offending.

Our Employment statistics are outstanding and testament to the charity's primary goal of supporting our young people beyond the duration of the training programme to ensure they find sustained and fulfilling work. I applaud our Talent Team for their work with our newest graduates alongside our more experienced alumni and partner companies.

With this in mind, and retention of staff from underrepresented groups still being an issue, all too often due to gaps in knowledge around diversity and inclusion, it has been a privilege to build on the important work of delivering our Inclusion Workshops to a significant number of media companies throughout the year.

Our Employment statistics are outstanding and testament to the charity's primary goal of supporting our young people beyond the duration of the training programme

MAMA Youth Project Inclusion Awareness Workshop is an alternative to an unconscious bias course and approaches inclusion in a unique way to help delegates stop feeling guilty, realise that no one is to blame, get rid of the uncomfortable feeling and face their inclusion demons.

We need to get this right in our industry because the media has such influence on all of society and so it is my wish to conclude this review of the charity's last year by celebrating the young people who are helping us to do just that.

Congratulations to all our all our alumni who know that together we will leave the industry in a better place than we found it.



I'm full of admiration for these inspirational individuals who work so hard to overcome their challenges and succeed. They are beacons of light and role models for their peers. When the trainees first arrive at MAMA Youth, they are often in awe of us, the team, as we are already the industry professionals they aspire to be, but by the time they leave, it's us who are in awe of them! I am proud of every one of them, I see the dream they had, and I see where they are now.

I am of course encouraged that the industry is making inclusion a priority in principle at least, but there is still much work to do in practice to combat misrepresentation and ensure opportunity and retention of those who have historically been denied access to working within the media for too long. This year we look forward to training more young people than ever before and I am beyond excited to see what's to come.

Bob Clarke
CEO and Founder





Support MAMA Youth

Make a difference by supporting MAMA Youth Project

Companies can get involved by becoming an industry partner and joining our talent pool. Industry professionals are invited to volunteer and join our mentoring programme. We are extremely grateful for donations to our Hardship Fund.

mamayouth.org.uk

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PROFESSIONAL PARTNERSHIP

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