

#### Contents

Introduction - Letter from the CEO and Chair	3
Impact Overview	5
Outreach & Recruitment	6
Training	9
Talent	15
Success Stories	19
Alumni on the Fly	25
Mentoring	30
Our Corporate Partners	34
Fundraising	37
Licklemor Productions	40
Our Farewell	45
Support MAMA Youth Project	47

## Cristina Ciobanu

#### Chief Operating Officer



It's with great pleasure that I look back on an unprecedented successful year for MAMA Youth Project.

Of course, not one of our achievements would be possible without those who support us and I would like to extend my very best wishes and sincere thanks to all the charity's funders who have made our continued success possible this year. The industry partners, the mentors, independent volunteers and all our alumni have provided vital help, and to the many young people, overflowing with potential, who have put their trust in us to train them and have become role models for their peers.

The charity is grateful to be able to celebrate another amazing year despite the challenges of the current climate faced by our industry.

Our commercial arm, BAFTA award-winning company, Licklemor Productions has continued to create compelling content and provide a pipeline for talent entering and progressing within broadcast and digital media.

Having extended our award-winning digital media programme to Manchester for the first time, bringing impacting training opportunities to underserved communities across the UK, we're proud to have changed

and further enhanced the lives of many more young people throughout the year from underrepresented and challenging backgrounds, who now have meaningful media careers and receive ongoing talent management support.

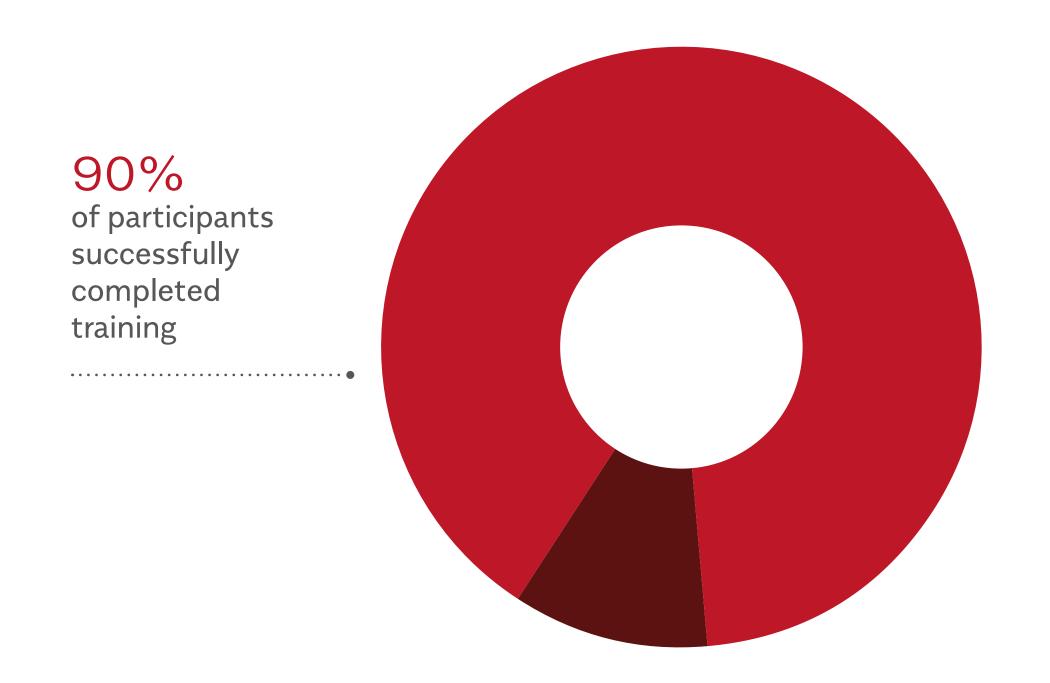
We have also secured new Third Sector funding and implemented stronger systems ensuring financial control. Our alumni have enjoyed content commissions across ITV's digital platforms, while a new partnership with AAR Group will see a provision for leadership training for many young people who have completed our programme.

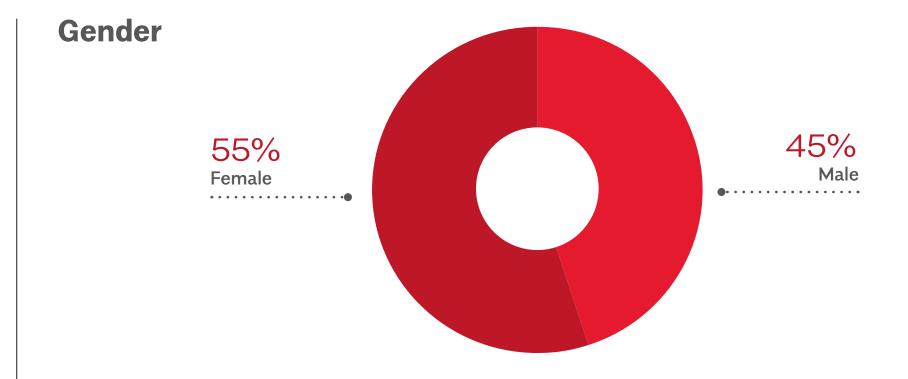
Also, I am happy to report an increase in the engagement that the charity has had with large numbers of young people throughout the year outside of the regular training programmes, through our media employability courses.

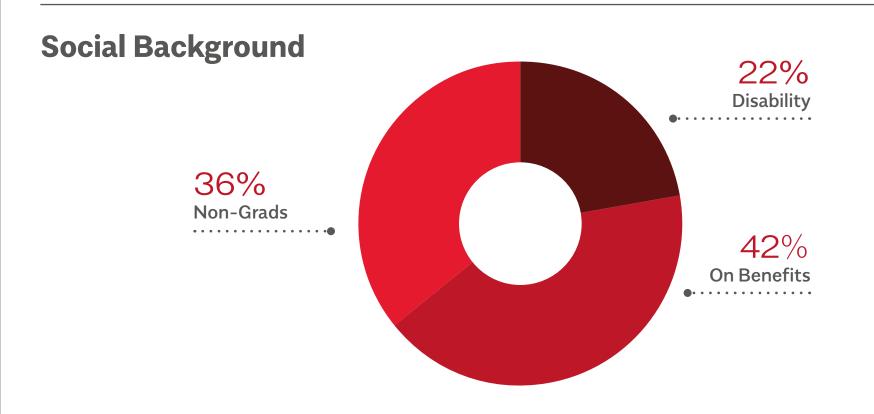
Once again, the year has seen MAMA Youth Project move another step closer to making the media industry more inclusive and representative of the audience it serves. We are delighted to share that success within the contents of this report in addition to our aspirations for the future.

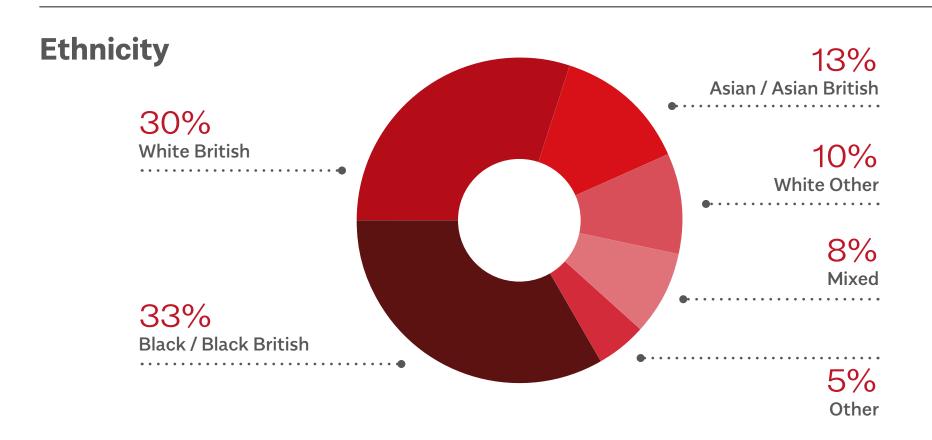
#### Impact Overview

2023 – 67 participants recruited











# Outreach and Recruitment Stats

Young people reached

Applications received

Individual Interviews conducted

Third sector, general public and industry outreach events were attended

Activities delivered
Taster Sessions and
Information Sessions

# **Employability Courses**

In 2023, we engaged with over 2,000 young people and connected with more than 250 local organisations, colleges and universities.

The Outreach team was also busy delivering numerous activities to reach more young people nationwide, including Live information Sessions, Immersive Days, and In-Person Taster Sessions and Employability Courses.

young people trained in our employability courses

Three-day employability courses we ran in 2023





Mariana Magnavita
Outreach Manager at
MAMA Youth Project

One of the biggest highlights for 2023 was Manchester. The MAMA Youth Project training programme is now well established in London, but taking it to the northern city was challenging. We had to start from scratch, contacting various grassroots organisations and encouraging young people from the city and the surrounding areas to apply to a programme they probably never heard of.

However, the results of that hard work have paid off. We were able to find exceptional young talent who, after completing our intensive programme, have gone on to work for some of the biggest broadcasters in the northern region.

In Manchester, we brought back some of the technical roles we offered back in 2022. Moving forward, we hope to recruit for more specialised roles the media industry is desperate to fill, including camera, sound and editing.



Belinda Peach
Peachy Consultants,
our outreach team in
Manchester

The launch of MAMA Youth in Greater Manchester was a milestone, a testament to the power of ambition and the belief in unlocking new talent from hard-to-reach areas. The invaluable skills, mentorship, and real-world experience participants gained not only equipped them for the media industry but also instilled a newfound confidence and passion. MAMA Youth doesn't just teach how to work in the field; it nurtures potential and empowers participants to carve out a successful career. The inaugural programme, cultivated local creativity, fostered resilience, and built a community of aspiring talent ready to make their mark in the media industry.















Johnny Nelson, Sky Sports presenter and former world champion boxer, meets with the Manchester cohort to share his inspiring story.

#### Jemimah Mensah-Coker

Producer and Lead Trainer at MAMA Youth Project



The Broadcast and Digital Media training in Manchester was our first-ever regional course where we worked with a group of talented young people who created innovative and inspiring content for Licklemor Productions, our BAFTA Award-winning production company.

Just like our London training, the six-week course in Manchester offered practical hands-on experience in digital media content creation, advice from industry professionals, and the opportunity to get the young people into employment within the media industry.



# What our Manchester trainees said



John Mackender
Trainee Editor in Manchester

Before MYP, I had just graduated from the Manchester Film School, UCEN. I had gained a lot of skills there but had no way about breaking into the TV industry. During my last few weeks, I attended a talk led by MYP's CEO Bob Clarke, which is when I first heard about the programme.

MYP appealed to me as someone with no contacts in the industry and was struggling to break in. In addition, as a working class person, living in the North, I did not believe a career in this industry was possible for me and since MYP strived to get young people from traditionally under-represented backgrounds into the industry, I applied immediately.

As a Video Editor Trainee, the course developed my skills and proficiency with editing software such as Premiere Pro. I also gained runner experience, and ran errands for the production trainers. The course was intense and I enjoyed the challenge of meeting the edit deadlines set for me whilst taking on notes and recutting.



As a working class person, living in the North, I did not believe a career in this industry was possible.

In September, MYP helped me secure a runner job with Three Arrows Media for Discovery Education. My experience from the course gave me confidence performing my duties and knowing when to offer crew support in busy times. The role also included logging duties, which was a role I had expressed interest in. Three Arrows invited me the following day as a work experience placement to sit with their editor. I got to meet the editor, Charlie, and learn how he operates as a freelancer. The experience was invaluable.

Later, MYP helped me book a Day Runner job with Britain's Got Talent for their weekend Producer's Tour. MYP's training to always be on your feet and be proactive in supporting crew helped me here since it was such a large-scale production. MYP further developed my experience for long, intense days which helped me keep up on this job.

Recently, MYP helped me into a long-term contract placement with Buzz 16, working on The Overlap sports entertainment YouTube channel. I am currently working as the Junior Social Media Editor. My experience with MYP editing content for online delivery as well as editing for a short deadline has been extremely beneficial so far. This has allowed me to easily enter the fast work turnaround environment that this job requires. The role also allows me to work as a runner on the fortnightly shoots, which is great for me since I enjoy working on sets despite my sights on building a career in post-production.

My friends and family are very supportive of what I have achieved and surprised (in a good way) as they know how hard it is to break in.

I'm glad charities like MYP exist as I think more young people should be taught about the industry, especially the practical side along with the many jobs that are a part of it. Charities like MYP are especially beneficial for being champions for diversity within the industry and help to give a platform to previously unheard voices. MYP is helping to bring about the change in the industry that is very much needed.



## Maryam Sofee Trainee Content Creator in Manchester

Being a day runner at BGT, as it was my first ever runner role at a big production, was truly an amazing experience. Working

alongside committed and like-minded individuals whose communication and teamwork really shone strengthened my interest in working within a creative industry. MAMA Youth Project has opened many doors for me and fully supported my path.



#### Ben Martin Trainee Editor in Manchester

I worked as a Day Runner on Britain's Got Talent for Thames TV, which is part of Fremantle. The role was for a weekend and gave me my

first real experience working on a big production. The MAMA Youth Project helped support me into the media industry through their intensive training, which gave me the skills and the confidence to succeed in getting into the industry.





## Harrison Whittle Trainee Production Coordinator in Manchester

The first job I had following my time with MAMA Youth was on Whisper North's Ridiculous for ITV. Whisper approached

the charity offering the position. As a Production Office Runner, I was mainly on-hand to assist the production staff. This was a six-day job, and a great introduction to reality and game show TV!

A month following this, I was able to secure a Day Runner position on the Britain's Got Talent Producer Tour for Fremantle and ITV. Though this was just a two-day job, I learnt a great deal in crowd management and sociability, and have since been asked back for the Judge's Tour in February.

My most recent work has been with Wheel of Fortune, having been asked back again by Whisper North. I was an Executive Runner, making sure that visiting executives from ITV, Sony, and Paramount were comfortable, while helping other Runners.

Having been trained by MAMA Youth as a trainee Production Coordinator, I developed skills in management, communication, delegation, and multi-tasking. All attributes equally required to succeed as a Runner.



The Talent team has had another hugely productive and rewarding year, despite the industry facing unprecedented challenges, they have been able to support and secure new and first roles for a multitude of alumni.

MYP Talent department have worked more closely with our fabulous partners, run some incredibly successful networking events and tours, and connected alumni with Hiring Managers, leading to many jobs! The Talent team has grown again, and we are now joined by Talent Manager, VJ Davidson, who supported trainees at our first regional training programme in Manchester – a definite highlight of the year! We are now better placed to support partners based outside London with our work ready alumni.



# VJ Davidson Talent Manager at MAMA Youth Project



Having moved from Raw TV and being a huge supporter of MAMA Youth Project as a Talent Partner, it felt very much like a natural progression to join the team here, bringing my passion and commitment to seeing more young people from diverse backgrounds and underrepresented groups make their mark in our unpredictable but much-loved industry!

Since joining the Talent Team in the late Spring of 2023, and being a part of the firstever regional training programme delivery in Manchester – there has been little time to stop and take a moment – but it has been a fantastic, eye-opening, heartwarming, inspiring, and exciting year, to say the least! Preparing our trainees to make them work-ready, introducing them to various industry professionals, immersing them in forward-thinking production company environments and, more importantly, helping to secure some great employment opportunities for them has made my heart smile and restored my faith within the industry.

As we head towards our 20-year anniversary in 2025, there are plenty of plans afoot for 2024 to further engage and support our alumni talent and corporate partners. We're on a mission! Together we move onwards and upwards!

The talent team organised numerous networking events, both one-to-one and group sessions, throughout the year so that our trainees and alumni could meet potential employers during and after they complete the programme. This is another fantastic benefit of being part of MAMA Youth, as they get to explore new opportunities, learn more about the industry from the professionals themselves, and make contacts during their time with us.





#### Claire Popplewell Creative Director, BBC Studios & Events

It was an inspiring evening for everyone involved, and I know how much the BBC Events team took away from meeting so many enthusiastic and committed MAMA Youth alumni and trainees. I know I met someone I would happily employ, and if that was replicated across all the speed dates which went on throughout the room, that's a fabulous ratio and a very successful session.



#### Our 2023 Talent Pool Partners





















72 Films



























matchroom.







# The team are delighted to share just some of the fantastic achievements from our 2023 cohorts

Nathan Parkinson secured a Runner role at Britain's Got Talent (BGT) Thames.





Ruwaydah Pathan was offered a Runner role at Three Arrows Media and was invited back for a Sky kids show called 'Awesome Animals & Mini Me'.

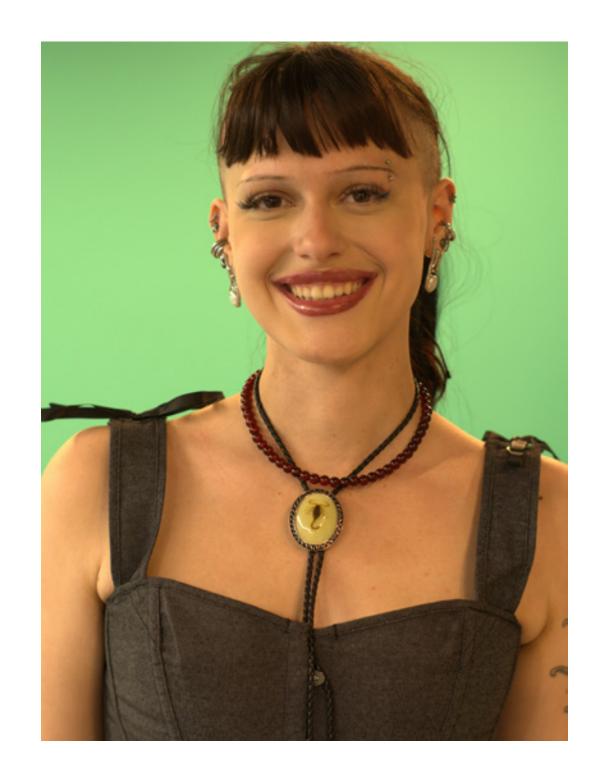


John Mackender secured a Runner role at Britain's Got Talent (BGT) Thames and has accepted a Junior Editor job at Buzz 16 for The Overlap YouTube.

#### Alexine Puglisi, one of our Manchester alumni who also secured a Runner role at Britain's Got Talent (BGT) Thames said,

"I am thrilled to share my recent achievement as a Day Runner for Fremantle at BGT, where I played a pivotal role during the producer tour at the Manchester Central Convention Complex. Managing Stage 1 outside of Audition Room B, I am immensely grateful for the trust placed in me and the opportunity to handle significant responsibility and management. Effective communication with Executive Producers and Callers was key in ensuring the seamless execution of all crew and cast needs. This experience marked a milestone as my first High-End Television (HETV) credit, adding a layer of significance to my professional growth.

Reuniting with fellow MAMA Youth Project (MYP) alumni colleagues was a heartening experience, solidifying existing connections and forging new ones within the industry. As a minority navigating the complexities of the entertainment field, joining MYP was a beacon of hope during



a challenging year. It served as a bridge, empowering me and fostering connections with like-minded professionals.

Looking forward, I am eager for more opportunities on the horizon. Regardless of where my career takes me, MAMA Youth Project will always hold a special place in my heart, reminding me of the transformative power of perseverance and community in the face of challenges."

### Dylan Gohil was offered a Runner role at Revolution Productions and was also a Runner on BGT (Thames).

"During my time working as a Day-Runner for the Manchester leg of Britain's Got Talent, my main responsibilities revolved around ensuring that the production ran smoothly. This role involved a range of tasks, including setting up equipment, liaising with the production team and auditioners, and generally ensuring that everything was on schedule and running as planned.

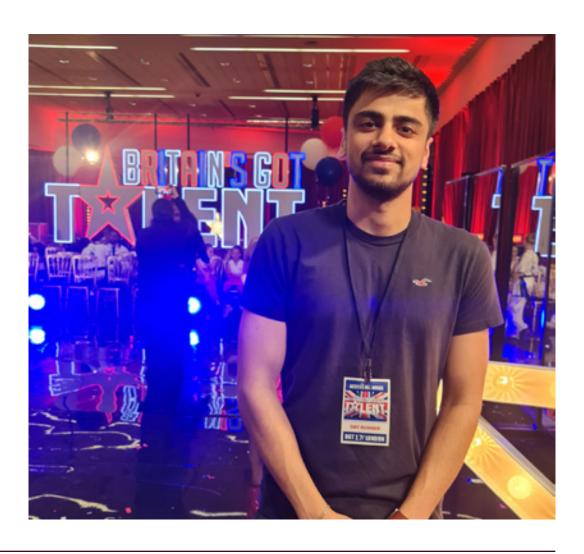
One of my key duties was to run logging sessions for the auditions. This involved escorting and organising important information about each performer, including their name, act, and any other relevant details. I was thoroughly trained in this task and took great care to ensure that all data was accurately and efficiently logged.

Overall, I found my time working on Britain's Got Talent to be highly rewarding and enjoyable. It was a great opportunity to be part of a high-profile production and to contribute to its success in a meaningful way.

Working for Revolutions Productions on their sports commercial was an immensely exciting experience and a great opportunity for me. It made me feel like I was one step closer to achieving my goal of establishing myself in the media industry.

As a runner, my job was to assist in various crew roles while ensuring that the shooting set was clean and free from obstructions.

Thanks to the training and support I received from MYP, I was able to learn and understand the challenges that come with working in the UK film and TV industry. Their support has been extremely helpful and fantastic."





Dominique Corriette worked at Dragonfly Film and Television as a Production Secretary for almost 11 months, after successfully completing the training programme in March 2023. "I am now currently working on my third broadcasted show. MYP helped me massively by providing me with the training needed to perform my role and deepening my understanding of the industry. Without MYP I wouldn't have received my initial internship with Dragonfly."

#### **Alex Falkenberg**

"The best role I have had so far was my role as a Researcher for Wall to Wall Media on a historical documentary. MAMA Youth Youth helped me get the job in two ways. Firstly, the 6 week training I did helped prepare me for the tough hours I would have to do and also helped me to develop my team skills and learn how to talk to people. When the job role came up, MAMA Youth helped me practice the interview and prepare, so I could interview successfully and get the role. Even once in the role, MAMA Youth would check in with me to see how things were going and to continue supporting me."



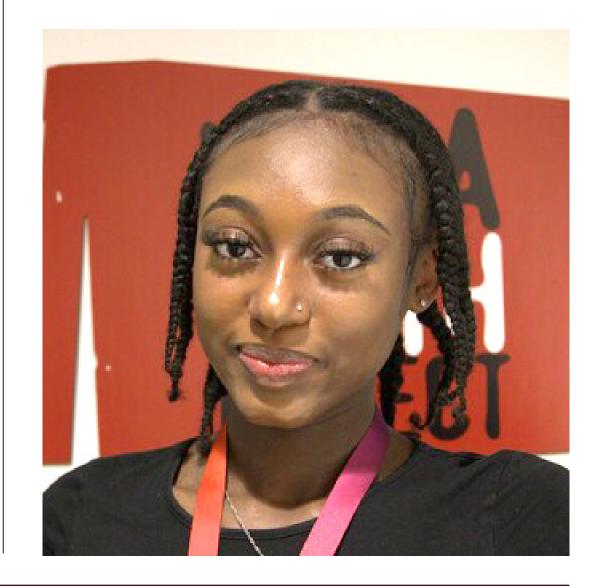


#### **Hayat Hassan**

"I'm a Production Secretary currently working at Talkback Productions.
I've been here since March 2023.
Completing the MYP course made me fully prepped for my first media role and also put me in contact with the Talkback team for an interview."

#### **Jasmin Joseph**

"I am at 72 Films as an office runner. and I've been there since the 24th of March 2023, with a 3-week break for Wimbledon. After years of not knowing how to get a foot in the industry, MAMA Youth kicked down that door in only 6 weeks. With the chance to produce a film on a virtual production set and visit QVC studios, the charity exceeded my expectations in getting us ready for work. After the training was completed, they continued to give support and have been the reason I have been able to work at 72 Films and Wimbledon. I will continue to sing their praises."





#### **Theoni Fernando**

"My journey into TV & Broadcast began through my role at ITV as a 'Digital Distribution Trainee' for 10 months. I was primarily involved in the FAST/ AVOD space and creating YouTube content for award-winning TV shows. After successfully completing the trainee role, I have recently been offered a permanent position as a 'Digital Coordinator', allowing me to continue my journey at ITV.

MYP training was life-changing. It gave me an in-depth overview of how the creative industry operates but also the opportunity to apply the skills I have learnt by producing a video from conception to final edit. One unique aspect of the program is the ability to not only develop my professional skills but also my personal skills. Also, a huge shout-out to the talent team. Without their 1 to-1 support, I would have found it extremely tough to find, apply, and prepare for job roles within the media industry as it is a competitive space."

Theoni has since secured a permanent position at ITV Global Partnerships - another great success story!

#### **Joseph Berritt**

"I'm currently an Office Runner at Expectation Entertainment. I've been here for about 5 months now. I wouldn't have got the job without MYP! Networking with my cohort during and after the training landed me the role. A vacancy popped up at the company and another MYP alumni got me an interview!"





#### **Courtney Wynter**

"Through the help of the talent team at MAMA Youth Project and their connections, I began working as a Junior Researcher on the 2023 edition of BBC Studios' Richard Dimbleby Lecture just days after completing my training. The lecture was given by acclaimed actor David Harewood, who I had the pleasure of looking after on the day of filming.

Since then, I have had the opportunity to work at BBC Studios multiple times, and that wouldn't have been possible without the talent team's support in securing my first role at the company. The intense training provided by MAMA Youth Project has also enabled me to thrive in high-pressure environments such as working on live TV."

#### **Molly Morgan**

"I had the opportunity to take part in the 2023 MAMA Youth Project, which gave me the confidence, knowledge, and support I needed to get my first job in the industry. I now work as a department Runner for MultiStory Media, and I've had the chance to work on amazing sets, learn how to use an array of kits, and support production teams."





#### **Louis Barr**

"I have currently been at Whisper TV for around 8 months, and it has been a great opportunity. I have had the opportunity to train on the cameras and learn so many new skills whilst also being trained with the postproduction team alongside this.

MAMA Youth was a huge reason, if not the main reason why I was even able to get this role. Before joining MAMA Youth, I had no experience in the TV industry. I didn't even know that being a runner was a job role. Throughout the 6 weeks I was at MAMA Youth, they prepared me for every obstacle that I could face, which has made my time at Whisper

so much easier because I was taught how to handle so many different scenarios.

Even after completing the training and starting work, the weekly/ monthly check-ins that they provide are so helpful because you get to ask for advice that you may not feel comfortable asking your employer. They are always there to help you and guide you, which is a really nice thing, especially when you are new to the TV industry because I feel like this workspace is very different from others. This training was extremely useful and has led me towards the career I want to pursue!"



Christine Newman worked on the Women's Euro 2022 for Whisper, where they produced full coverage of the tournament for the BBC, and was credited as a VT Producer.

In 2023, the production won Best Sports
Programme at the Broadcast Awards and a
prestigious BAFTA for Sport. They were also
Highly Commended in Sports Production,
for the Women's FA Cup Final 2023, at the
Sports Broadcast Awards late last year.







Molly Boughen was named one of Broadcast's "Hot Shots" for 2022. Recognised for her work as an assistant producer for E4's Teen Mum Academy, Molly credits the charity for helping her get into the industry.

"My experience at MAMA Youth was lifechanging. I found it incredibly difficult to get my foot in the door to an industry that is all about who you know, MAMA Youth not only gave a whirlwind crash course in all things TV but helped connect me to the right contacts and jobs, leaving me with the belief that I could succeed in this industry. Knowing I can come back at any time for advice is a safety net I appreciate every day, and I feel proud to tell people that I was part of MAMA Youth.

My experience at MAMA Youth was life-changing.

Receiving the accolade for Hot Shot came at a time when I was feeling slightly unsettled and unsure of my place in the industry post-Covid. I am absolutely no stranger to imposter syndrome, but seeing it published has helped me know that I have earned my place in this industry and I deserve to be here. No matter your background, there is a place for everyone."

As a disabled woman in TV, Molly got an internship at Dragonfly after completing her MAMA Youth broadcast training programme. The "multi-talented AP" now has several credits under her belt from current affairs and ob docs such as BBC2's Surgeons: At The End Of Life and Discovery+ doc Anni: The Honeymoon Murder.



Sandra Gjergji excelled as a Production Assistant at IMG, and her contract was extended for another year.

"I was meant to be there for only three months, but they decided to keep me on longer for another 12 months and have also discussed my future after. They want me to stay with the company! I'm very grateful for the job. I was a content producer/researcher on the 2022 Broadcast TV cohort, and the experience overall was quite intense, but it evoked change in areas of my life I wasn't aware I needed to change in. I've learned so much about production, and this experience means I can then move on to other roles in the future, in production or editorial.

Ever since leaving MAMA Youth, I've been in multiple TV employment roles. It's really set my life up for a career in TV, and I now feel my day-to-day life has a true purpose because I'm happy waking up, I'm no longer depressed with no sense of career direction."

Mei Leng Yew was selected for the highly competitive Soho Theatre Writers' Lab, where she wrote her first full-length play.

Mei was subsequently invited to join the Royal Court Theatre's Introduction to Playwriting group, where she's now developing her second play. Furthermore, she was picked for the Film London EAN mentoring programme and was awarded the Creative Access x McClaren Development Bursary.

Reece Lewis received his second production credit as a Researcher in the latest series of Strictly: It Takes Two for BBC Studios. A role he absolutely loved!

He will also be a Researcher for The Apprentice starting March 2024. Reece had been patiently waiting in the wings, working hard as a Runner until he received his first break as a Researcher.



Also, a huge congratulations to all of our fantastic alumni, who through their hard work and determination, have recently secured long-term contracts or have new exciting roles. We're delighted to feature just a few here.

#### **COUNTERPOINTS.**









LITTLE DOT STUDIOS.



wonderhood





Molly Morgan

Production Runner

Multistory Media (ITV)

Emma Clark

Metadata Coordinator

(German-speaking) Sky

Esther Zawedde

Production Secretary

Paramount Comedy Central

Saidata Sesay
Assistant Commissioner
BBC Sounds

Cassandra Johnson Bekoe

Head of Scripted Development

DARE Pictures

Rio Gayle
TV Producer
ITV Studios

Alex Falkenberg
Agent's Assistant
Creative Artist Agency

Constanca Bravo

Production Secretary

Wonderhood Studios

Osman Ahmed
Interview Producer - RoundTable &
Westminster Watch
TRT World

Maya Francis
Senior Content Video Editor
Little Dot Studios

Ornella Mutoni
Freelance Producer & Documentary
Filmmaker- PopChange Producer
Counterpoints

Zowie Waterman Producer
Would I Lie To You, BBC 1

Dionne Farrell

Head of Development

B-Side Productions



#### Amanda Brannan

Communications and Mentoring Manager at MAMA Youth Project



It's wonderful that the charity has been able to fulfill its commitment to continue funding the two-way mentoring programme in 2023. We are still actively seeking a sponsor for the coming year to help us facilitate what I believe is a vital offering to both our newest trainees and our more established graduates.

Throughout the year we enrolled an additional 30 new mentors across a variety of roles and genres, pledging to share their valuable industry experience with our young people. I can't thank our participants enough for their contribution to this success. Our mentoring programme continues to foster a community of peer-to-peer support and an essential exchange of perspectives through industry-led conversations, helping the media become a more inclusive working environment for all.





MAMA Youth Project partnered with Paramount to offer a bespoke film mentorship involving high-profile industry professionals, extending their guidance to our alumni and giving them an opportunity to shadow them on set.

The mentors reconnected with their MAMA Youth Project mentees at a special Cast & Crew screening of the 'Bob Marley: One Love' movie.

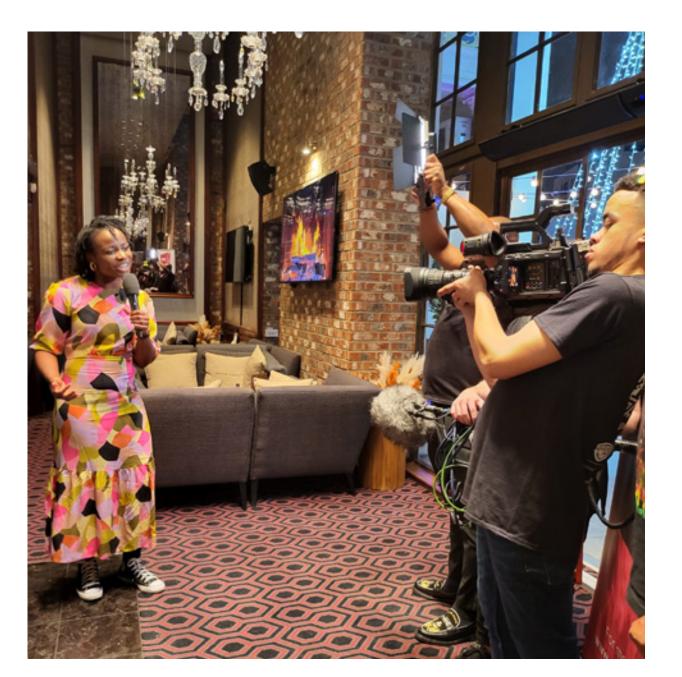
The event was held at Cineworld Cinemas in Leicester Square, London. Our alumni camera and presenting crew interviewed the film's Director, Reinaldo Marcus Green, who shared his thoughts and passion for working with new entrants to the industry.

This partnership project was and continues to be so important for both parties as we try to bridge the gap in creating opportunities for the underrepresented to flourish in the TV & film industry.









#### Elanor Lee HOP at Specialist Factual, BBC Studios

It has been an absolute privilege working with Samara [former MYP trainee who completed the course in June 2023]. The two-way mentoring really worked for us, and I hope I was able to give as much as I received. It has been so encouraging watching Samara develop and grow in confidence as she starts to build her career in TV.

# Our Corporate Partners





MAMA Youth Project extends sincere thanks to all our new and established industry partnerships and funders for their crucial support:



















#### WH)SPER

Sunil Patel **CEO, Whisper** 



We love our strong partnership with MAMA Youth. Their work helps us maintain a diverse team and ensures we have promising talent joining our entertainment production business from under-represented groups.

It's very important to Whisper that our team members represent as many different areas of society as possible. It's only with a diverse team that we can impact positive change and create entertainment that appeals to all.

The calibre of individuals joining our team through MAMA Youth has consistently been outstanding. Each new team member has been curious and keen to learn, and it's been rewarding to offer several MAMA Youth alumni contracts over the past year.

All the team members that have joined us from MAMA Youth have brought unique perspectives and skills, which has strengthened our offering. Some have now been with us for a number of years and have progressed well through the company, working on a wide range of projects, from the Women's EURO to UEFA. We hope the Partnership continues for many years to come.





#### JO Norris Discovery Director, People and Culture Warner Bros.

We're really proud of our two MYP alumni and all that they've achieved since they started their careers at Ricochet, Wall to Wall and Twenty Twenty. We look forward to continuing our partnership with MAMA Youth in 2024, supporting inclusivity within the TV production industry.

#### **GRAVITY MEDIA**

#### Osaro Ewansiha, Business Development Executive Gravity Media

Our partnership with MAMA Youth Project began in 2021, and since then we have been an active corporate body in their efforts to improve diversity and inclusion across the broadcast industry.



As a proud corporate sponsor, we have sought to make our business an accessible and inclusive workspace where talent can come and thrive. In return, with their expertise, MYP's senior teams have provided us with further education on unconscious bias in the workplace; how to be better and operate more effectively and efficiently for a healthier and happier office culture.

Over the years, we have been sharing suitable vacancies with their talent teams, especially around those for our new state-of-the-art production centre, in White City. Many of our staff, from all areas and levels of the business, have attended panel-discussions to showcase our business services. And we have opened the doors to our facilities to accommodate their training programmes.

The work MAMA Youth Project are doing is important to us, our clients, and partners. With every new production cycle, we are constantly looking at ways to incorporate MAMA Youth Project and we are excited for the opportunities that 2024 has to bring.



In 2023, **Anthony Knight** joined MAMA Youth's expanding team as the new Fundraising Manager, bringing a wealth of experience from across the social justice sector. Anthony is responsible for income generation and developing our fundraising strategy to expand our provision so that we can support even more young people from underrepresented communities.

Anthony has worked across the third sector, gaining 10 years worth of experience. As an experienced Fundraiser, he is passionate about the advancement of employment opportunities for young people from disadvantaged backgrounds and their financial education.



Since joining MAMA Youth Project in April 2023, we have had a positive year for fundraising despite economic uncertainty in the wider landscape. As we navigate the current fundraising climate, it's evident that the landscape is dynamic and responsive to global shifts. The ongoing challenges presented by recent events underscore the importance of adaptability and innovation in fundraising strategies. Supporters are seeking transparency and impact, desiring a clear understanding of how their contributions make a difference. This is where the MAMA Youth Project excels, as donations directly contribute to breaking down barriers for young people, especially those from marginalized communities, providing them with unique opportunities in the media sector.

Of course, challenges do exist, and economic uncertainties have prompted us to develop a thoughtful reassessment of fundraising strategies. However, these challenges also present opportunities for creativity and collaboration. Partnerships with like-minded organizations and a dedicated approach to supporter stewardship are proving to be invaluable. MAMA Youth Project has managed to forge new and exciting partnerships in the third sector, which we hope to expand and grow in 2024.

We would like to extend our gratitude to the following for their unwavering support of our work and commitment to ensuring young people from underrepresented backgrounds are able to secure long-term and fulfilling employment in the TV and media industry:

- Enterprise Holdings Foundation
- Hiscox Foundation
- Clothworkers Foundation
- City Bridge Foundation
- Screenskills
- Inner London Magistrates Court Poor Box
- John Lyons

Your support continues to be the heartbeat of our mission. In this ever-evolving fundraising landscape, we are grateful for the solidarity of our community, knowing that together, we can overcome challenges and create lasting positive change.

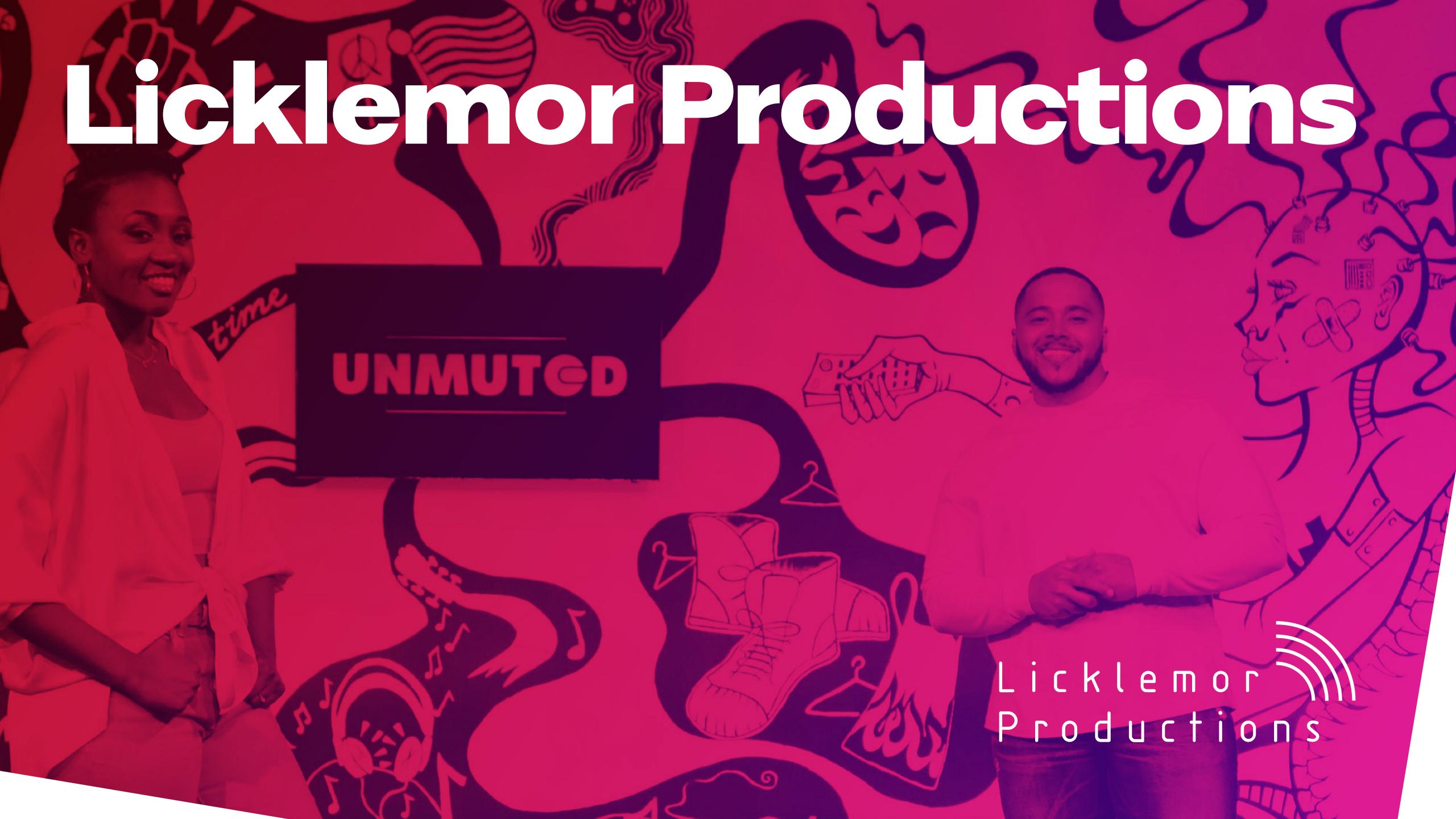
As we look forward to 2024, we are excited about the new prospects on the horizon and are looking forward to engaging with our supporters in a more consistent manner. We would love for you to become part of shaping a more inclusive workforce and encourage those interested to reach out and become part of the conversation.

# Make a difference by supporting MAMA Youth Project.

Support Our Work

DONATE NOW







A unique aspect of our training model is that it puts participants into a 'real-time' work situation during which they work independently and in a tightly-knit team to produce content under supervision and guidance from experienced professionals at **Licklemor Productions.** 

As the charity's commercial arm, Licklemor Productions is a BAFTA award-winning production company committed to making diverse content for everyone.

You can find the latest content produced by previous trainees below.

▶ Licklemor on YouTube





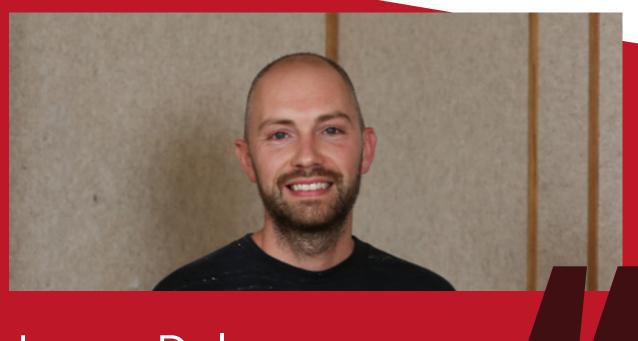


A first-of-its-kind partnership was formed in 2023 with MAMA Youth Project and Licklemor Productions working with the ITV Studios Global Partnerships and the Digital Distribution team, headed by its EVP, Graham Haigh.

Selected trainees from our London and Manchester programmes in 2023 were given the rare opportunity to pitch their content ideas to ITV Studios Global Partnerships' Digital Content team.

Once they were granted the greenlight, together with our Licklemor Production producers and production trainers, the trainee content creators produced their original videos, which were later distributed on various ITV Studios digital platforms.





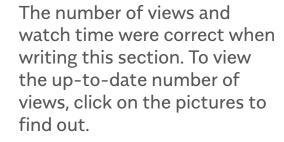
James Dolan
Digital Content Director
ITV Studios Global Partnerships

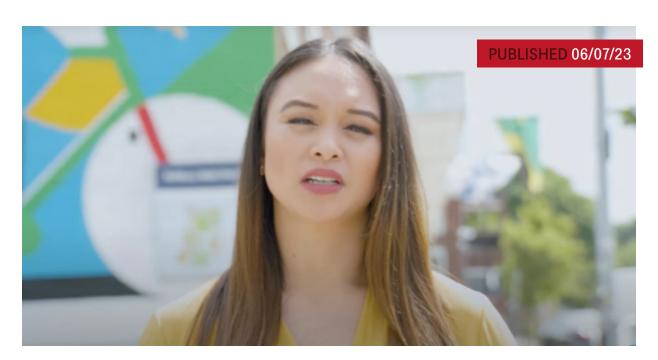
Our collaboration with the MAMA Youth Project has been a fantastic journey of discovery and innovation in digital content. The fresh perspectives and unique ideas brought to us by MAMA Youth's Digital Media trainees have enriched our digital channels, offering our digital audiences content that is not only engaging but also thought-provoking. The commissioning of films like Windrush 75, Black Misrepresentation in Art, and Asian Hate in the UK has allowed us to explore important social themes through a new lens, showcasing the talent and potential of the trainees at MAMA Youth. We are proud of our partnership with MAMA Youth and are excited to continue this partnership, further expanding our digital content offering and supporting the next generation of digital content storytellers in 2024 and beyond.

With the shared vision to raise awareness about MAMA Youth Project to new audiences, enhance the digital media training programme experience, and showcase the incredible work of our trainees, the digital media content produced by our talented and forwardthinking trainees reached new heights.



Click on the pictures to watch our videos now





How did COVID Affect Asian Hate in the UK? | Our History

**3335 172** 



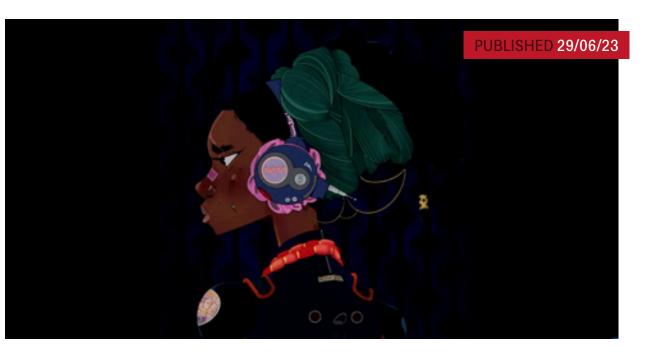
Talk, Tunes & Taste - The Impact of Windrush 75 Years On | Our History

**©6973 ()241** 



Where Are We Really From? | Our History

**©6002 \( \) 200** 



The Stylistic Choice of Black Misinterpretation in Art | Our History

**1785 75** 



From Arcade to 'Barcade': Old Market, New Tricks | Our Taste

**2337 56** 

**20,432** Total views

○ **746** Total watch time (hours)



The partnership has seen our content reach more people. Our videos have a 'Watch Time' of 119 hours. And now, with five of our original videos released on ITV Studios' digital platforms, that number has jumped to over 746 hours, a nearly 400% increase. Our views also saw exponential growth. After ranging from 40 to 600 views per video, they are now reaching 1,785 to 7,000 views and rising – a massive win for all those involved.

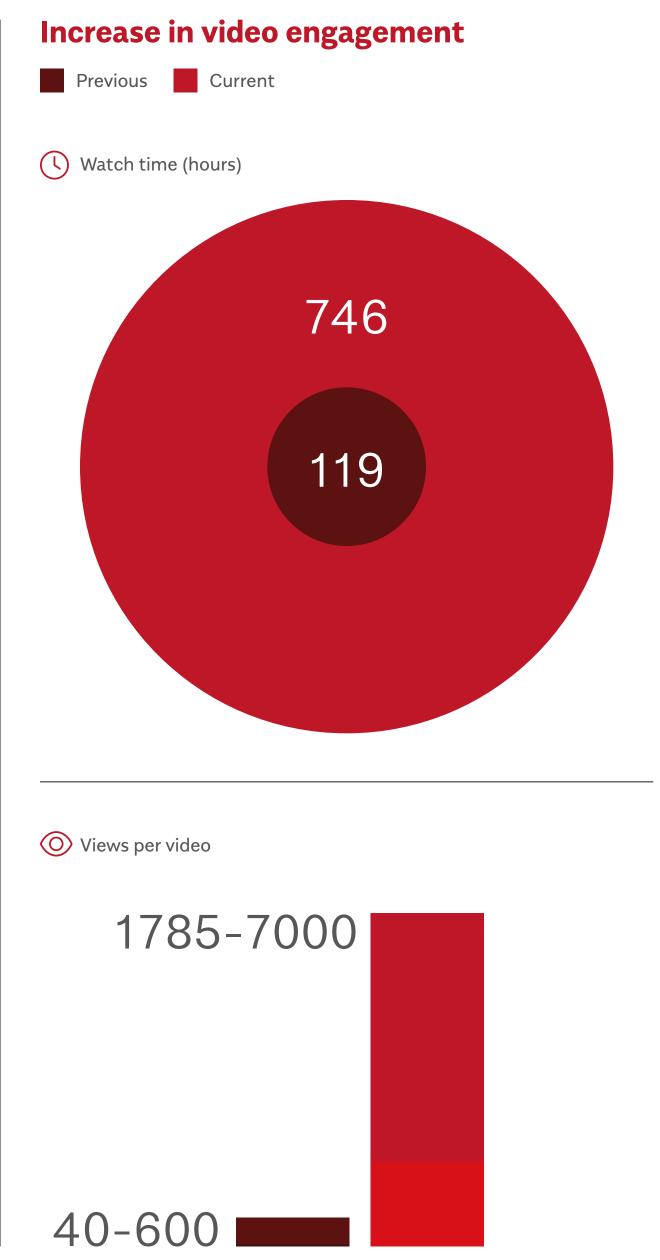
Check out some of the wonderful work from our previous cohorts here:

MAMA Youth Project Films

We are a charity and do not profit from content commissioned by our industry partners, but ultimately, as a charity, we depend on the financial support to run our activities. Therefore, any economic gains we make under Licklemor Productions, whether big or small, will be used to finance the vital work of MAMA Youth Project.

Looking ahead, Licklemor Productions' mission remains unchanged. We will aim to make more brilliant, exciting shows by working with the talented trainees and alumni of the MAMA Youth Project and other established television and digital professionals. We are dedicated to creating bold and thought-provoking content that shines a light on subjects that are, all too often, overlooked while at the same time finding more innovative ways to monetise this content to support the work of the charity further.





## Our Farewell



**Dedicated in loving memory of Professor Benjamin Zephaniah** 15th April 1958 – 7th December 2023

As we say goodbye to 2023, this year, we sadly said farewell to our friend, the legendary poet Benjamin Zephaniah.

BAFTA award-winning Life & Rhymes, the four-part series for Sky Arts coproduced by Licklemor Productions and CPL Productions, was hosted by Professor Benjamin Zephaniah.

Each episode introduced a set of new poets who performed a piece of their own work, along with a performance from Benjamin himself. The poets explored the biggest topics in the world today, including racism, gender, sexuality and mental health.

Life & Rhymes was the first show of its kind in the UK. It was solely dedicated to spoken word performance, and it celebrates the very best poetry and spoken word talent the UK has to offer.



Tribute from Bob Clarke

Founder and CEO, MAMA Youth Project & Licklemor Productions

Licklemor Productions and MAMA Youth Project were devastated by the sad passing of Benjamin Zephaniah, a man of exceptional talent who leaves a lasting legacy of literature, the arts and above all, humanity.

I have cherished my involvement with Benjamin on many projects over the years, but working closely with him on our BAFTA award-winning show, Life & Rhymes, I got to know this truly great man well enough to count as one of his friends.

I can honestly say that Benjamin has been an inspiration to me. his honesty and care for other human beings was always humbling and I would do well to be half the man he was.

Rest in peace, my brother.

# Safira Afzal

# The Chair of the Board of Trustees MAMA Youth Project



In a challenging year for the TV Industry, we are delighted to have continued to make a difference in the lives of so many young people.

Myself and the trustees have been grateful for the opportunity to witness first hand many of the inspiring success stories of those who completed our training programmes in 2023 and are now in fulfilling employment.

Board members have enjoyed mentoring, taking part in workshops, attending events and undergone safeguarding training.

We are continually working hard to improve our policies and governance to meet the demands of the media's ever evolving environment, in addition to helping with fundraising initiatives and building on our solid foundations to ensure we are fit for the future.

Part of these exciting endeavours includes establishing a Youth Board as an additional arm to the main board of trustees,

comprised of MYP alumni with considerable industry experience yet having been through the intensive training themselves, they will be best placed to support our future cohorts.

It has been a great pleasure to welcome our two newest additions to the Board, Mei Leng Yew and Scott Pope - together we are committed to taking MAMA Youth Project forward and maximising its unique and award winning model to make our mark on the industry's inclusion deficit.

There's still a mountain to climb and we couldn't make impactful changes without the support of our funders, industry partners and loyal staff.

My sincere thanks to all involved in making our mission a reality on a daily basis.



# 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

#### **INDUSTRY PARTNERSHIP**

mamayouth.org.uk/partner-with-us

#### **PROFESSIONAL PARTNERSHIP**

#### Volunteer

mamayouth.org.uk/partner-with-us/volunteer

#### Mentor

mamayouth.org.uk/partner-with-us/mentors

#### **DONATE TO OUR HARDSHIP FUND**

justgiving.com/campaign/alumni-hardship-fund

#### **APPLY FOR TRAINING**

mamayouth.org.uk/training

#### SIGN UP TO OUR NEWSLETTER

mamayouth.org.uk

### MAMA YOUTH ALUMNI COST OF LIVING & CREATIVE INDUSTRIES CRISIS HARDSHIP FUND 2024

justgiving.com/campaign/mamayouthproject-hardshipfund



**DONATE NOW**To our hardship fund

#### **MAMA Youth Project is based at**

The Hive 42-50 Steele Rd London, NW10 7AS United Kingdom

- General enquiries 0300 102 3965
  Press enquiries 0300 102 3965
- **Email** info@mamayouthproject.org.uk

www.mamayouth.org.uk

- X @MAMAYouth
- facebook.com/MAMAYouthProject
- in linkedin.com/company/MAMA-Youth-Project
- @MAMAYouthProject
- @MAMAYouthProject

