



# **A GENERATION OF YOUNG CHANGEMAKERS:**

**HOW YOUTH VOLUNTEERING  
SCHEMES AT THE BIRMINGHAM 2022  
COMMONWEALTH GAMES SHIFTED  
THE FUTURE FOR 16-24 YEAR OLDS**

**MARCH 2025**



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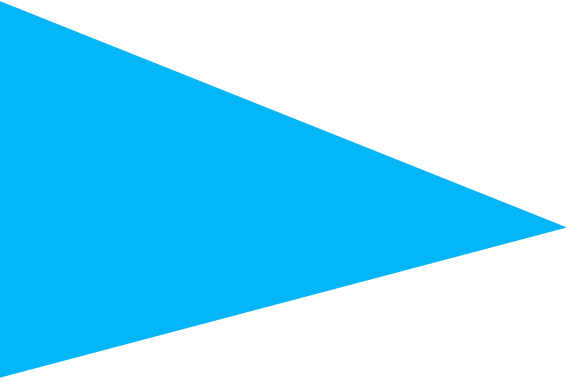
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# INTRODUCTION

Born out of the **Birmingham 2022 Commonwealth Games** and responding to the employability challenges arising from COVID-19 on young people, **Gen22** and **Ideas Made Real** are pre-employment programmes explicitly co-designed to engage young people who have barriers to accessing opportunities and to open doors that feel closed to them. Almost 2,000 young people have taken part since 2022, and this impact report follows up on what they are doing today and how taking part has shaped longer-term outcomes.

**Gen22** was co-designed with young people - specifically those facing barriers to employment or education - to provide hands-on experience through volunteering, social action, and community projects. 89% of the original participants were young people aged 16 to 24 that face barriers, such as being a care leaver or young carer, having a disability, or living with a health condition or criminal conviction. A key feature of the **Gen22** model is to engage young people through grassroots organisations. In 2022, 17 community organisations provided the wrap-around support that empowered 1,300 disadvantaged young people in local communities across the West Midlands to co-design and deliver social action assignments. The report considers whether participation in meaningful activities enables participants to develop skills, confidence and social connections and how this influences individual outcomes three years on.

A second programme, **Ideas Made Real**, focuses on youth-led innovation, enabling young people to dream and develop their creative ideas into reality. In 2022, 22 young people aged 16 to 24, were funded to use social action to address a specific challenge in their local community. 85 young people applied with project ideas and were invited for skills training at *United By 2022's PowerPlan Weekend* - a 2-day initiative full of workshops and upskilling opportunities that culminated in a Dragon's Den style pitch to a panel. With an award of up to £10,000 for each winning idea, young people were matched with a support organisation and kick-started their own social action journeys. As a youth-led legacy of the **Birmingham 2022 Commonwealth Games**, this report considers the impact of mentorship, funding, and practical support, and the extent to which **Ideas Made Real** fostered entrepreneurship and leadership among young changemakers.



The following **case studies** tell the stories of six individuals and six organisations that participated in the first cohort of Gen22 and Ideas Made Real in 2022, and what has happened since. These case studies spotlight stories of transformational impact, demonstrating the lasting effects of youth volunteering and social action. We are shown how the individuals have gone on to access new opportunities, employment and achieve personal growth, while the support organisations have benefited from new perspectives and expanded community engagement. Many have been inspired to continue to provide opportunities for young people, keeping the best bits and integrating the programme's legacy into their ongoing work.

The collection of case studies is an inspiring barometer for how the **Birmingham 2022 Commonwealth Games** catalysed a grassroots youth legacy where the ripple effects are still being felt years later.

As the official custodian of these programmes, *United By 2022 Charity*, continues to deliver **Gen22** and **Ideas Made Real** for young people. In 2024, a further 577 young people have taken part, and the Charity is following their progress. United By 2022 is continuing to invest in hard-to-reach communities and create skills opportunities for thousands of individuals facing barriers to engagement such as homelessness, mental health and social isolation.

# GEN22 IMPACT CASE STUDY: GROUNDWORK WEST MIDLANDS

- Focused on equity and environmental sustainability
- Birmingham, Stoke-on-Trent, the Black Country and Coventry
- 120 young people engaged in social action assignments
- Young people each completed 30 hours of volunteering across 8 to 10 days

## ABOUT GROUNDWORK WEST MIDLANDS

Groundwork West Midlands is a charity that works with communities to build greener lives. Through Gen22, the organisation created an opportunity for young people to be involved in the Commonwealth Games.

The organisation offered social action projects to young people. Participants included several cohorts of young people from Special Educational Needs schools. Examples of projects that the young people were involved in included:

- Voluntary work focused on combatting fuel poverty and supporting communities with the challenges of the cost-of-living crisis.

- A litter campaign to raise awareness of the problems caused by dropping litter, discarding rubbish and fly-tipping at a park in Birmingham.

- Environmental activities such as path repairs, wetland and forestry work at The Old Brickworks Nature Reserve near Cannock and Silverdale Country Park in Newcastle-under-Lyme.

- An open day at a nature reserve. The young people organised stall holders and invited local communities to the event to raise awareness of the reserve and the volunteering opportunities.



“  
**They really engaged in something that they they'd never done before.**

**And the teachers were completely astounded, because it was an activity that they were enjoying, they were outside, they were using tools, they were really, really engaged in it.**

**And they just saw a different side to those young people compared to being in a classroom.**  
”



## HIGHLIGHTS

Working with cohorts of SEND pupils and seeing the impact it had on these young people and their teachers, was a real highlight for the charity.

## IMPACT OF GEN22 ON YOUNG PEOPLE AND THEIR COMMUNITIES

Through the Gen22 programme, young people who had never visited their local nature reserves and country parks were able to **gain new experiences** and learn about the importance of protecting the environment and nature.

Several young people who engaged with Groundwork West Midlands through Gen22 continued to be involved with the organisation, by attending weekly volunteering groups at the country parks.

One participant was able to increase her **employment and education prospects** by shadowing a Groundwork West Midlands ranger to gain an insight into the work and learning employability skills. Her involvement with the charity and regular attendance at volunteering sessions has helped her to secure a place on an environment-based course in higher education.



More cohorts of young people are benefiting from the relationship that was established and the positive experiences that those young people had in Gen22.



Groundwork West Midlands has retained its contacts with the SEND schools they engaged with during Gen22 and many more cohorts of young people from these schools have since been able to participate in activities with the charity, **gaining new skills and confidence** by working outdoors on environmental projects.

## IMPACT OF GEN22 ON GROUNDWORK WEST MIDLANDS

2022 was a very positive time for Groundwork West Midlands thanks in part to their involvement in Gen22. The programme enabled the organisation to bring in new employees, many of whom were young people themselves, who provided **a fresh approach and new ideas** to the charity. Although their employment was only temporary and these employees have since moved on to other jobs in the sector, they had a lasting impact on the charity.

One initiative that these new employees introduced was to develop skills in traditional practices such as dry-stone walling and hedge laying. Gen22 participants were trained in these skills as well as the charity's regular volunteers, and the rangers continue to carry out these practices and train others to develop these skills.

## CONCLUSION

Involvement in Gen22 heralded an exciting time for Groundwork West Midlands that saw the organisation **developing new ideas and processes to facilitate further work with young people** in the years that followed. They established new relationships with a number of schools, whose pupils continue to benefit from working with Groundwork West Midlands on environmental and social action projects. The programme also had an impact on the young people who participated in Gen22, giving them new skills and opening their eyes to further opportunities for volunteering and work in the environmental sector.



“  
We were able to employ a group of young people, lots of females, which brought a different dynamic. They had recently graduated so they had lots of really good ideas. They brought a new freshness to our organisation that we can still see today.  
”

# GEN22 IMPACT CASE STUDY: POSITIVE YOUTH FOUNDATION

- Focused on **creativity** and **community development**
- Activity took place in **Coventry** and surrounding areas
- **139 young people** engaged in social action assignments
- Each young person completed **30 hours of volunteering**

## ABOUT POSITIVE YOUTH FOUNDATION

Positive Youth Foundation (PYF) is a charity that supports young people aged 8 to 25. They run a wide range of programmes for young people with a focus on education, employment and training, healthy and safe lifestyles, arts and culture and social action, as well as providing strategic support across the youth work sector.

## POSITIVE YOUTH FOUNDATION AND GEN22

PYF's focus was on involving communities that would not usually engage with the Commonwealth Games or similar major events. This included young people with disabilities,

those from global majority communities, young migrants and vulnerable groups who may be at risk from violence and crime. The Gen22 programme engaged young people in social action with a creative and cultural focus.

Examples of projects that the young people organised and ran included:

- Working alongside an inclusive cricket club to organise a Commonwealth-themed fun day.
- A videography project through which young people developed their technology and artistic skills by creating a documentary that highlighted the power of sport.



• A graffiti art project that involved young people creating a graffiti wall at a local community centre and organising a street festival.

• A glow in the dark football tournament that helped young people to reclaim the area in which they lived and do something that felt safe and fun.





## IMPACT OF GEN22 ON PARTICIPANTS AND COMMUNITIES

Many young people who engaged with PYF during Gen22 continue to be involved with the organisation and have since found **employment opportunities** as a direct result of their contribution.

One individual who took part in the videography project has gone on to start his own successful videography business. He also runs masterclasses and workshops for young people, sharing his knowledge and experience of videography and entrepreneurship. Through Gen22, PYF were able to support and help this young man, and he now leads his own business with that same ethos.

Two other participants, who were at risk from crime and antisocial behaviour, ran a silent disco as part of the programme, and since 2022 have gained employment with PYF as sessional staff delivering activities.

Another participant who had additional needs and had been excluded from school used his skills as a talented rapper to work on music projects as part of the programme. After the programme finished, he continued to receive support from PYF and took part in other programmes. He has now found employment as a studio engineer.

The programme also helped individuals to **gain confidence and raise their aspirations**. One participant who was at risk of exclusion from school was supported by PYF through Gen22 to run a face painting activity as part of a city centre takeover day with a Commonwealth theme. This helped her to gain confidence and develop her social skills. She has now secured a place at a local college.

For other participants, Gen22 was an important opportunity to **connect with their local communities**. As part of Gen22, PYF worked with a group of young migrants from Hong Kong. The young people created a graffiti art installation featuring the Commonwealth Games mascot which was used at Gen22 events. Involvement in this project helped to bring the young people and their families closer to other local communities and include them in the Commonwealth Games.

“ He really took motivation from being part of Gen22 because we were able to help him with access to equipment, support him and showcase his skill set. Because of that, those values are part of his own now too, and he wants to give back and wants to support and help others. ”

## IMPACT OF GEN22 ON POSITIVE YOUTH FOUNDATION

PYF engaged with a lot of new young people through Gen22, many of whom still attend programmes run by the organisation today. These young people were able to gain further support from PYF as a result of their involvement, despite the short-term nature of the Gen22 programme.

An important aspect of Gen22 for PYF was the flexibility of United By 2022's approach and the autonomy they gave organisations when delivering the programme. Young people were able to steer the activities that made up the Gen22 programme. For PYF youth voice is a really important aspect of their work, as they see the positive outcomes that are achieved when young people's ideas are allowed to shine.

## CONCLUSION

Involvement in the Gen22 programme brought over 100 new young people to PYF, many of whom continued to take part in the organisation's initiatives after 2022. The opportunity to lead social action projects in their own communities had a lasting impact on these young people, as they acquired the skills and confidence to gain employment, start their own businesses or progress to further education. For others it was a chance to celebrate the Commonwealth Games as part of an inclusive community. For PYF as an organisation, Gen22 was an opportunity to further develop and showcase the youth-led nature of their work and to provide support to a new cohort of young people in Coventry.



.....

Young people get a lot of bad press, but you know, they're so intelligent, they're so creative.

And I think it's making sure that they're able to input that and allowing them direction to steer the programs. I think that is key.

.....

# GEN22 IMPACT CASE STUDY: CENTRE SPOT CIC



- Focused on youth crime prevention and community development
- Activity took place in Wednesbury and Walsall
- Young people participated in football sessions and development workshops

## ABOUT CENTRE SPOT CIC

Centre Spot is a creative social enterprise that leverages sports and physical activity to engage and empower individuals, particularly young people. The organisation is dedicated to promoting physical well-being and fostering positive change within communities.

During the Gen22 programme, Centre Spot specifically worked with young people at risk of becoming involved in crime. Using **football as a common interest**, they successfully brought these individuals together, creating a safe and structured environment for personal development.

## CENTRE SPOT AND GEN22

Centre Spot adopted a targeted approach to work with specific groups of young people in Walsall. To identify participants, they collaborated with local stakeholders such as schools and the police and they conducted outreach in areas known for youth-related issues, engaging individuals who had already been in contact with the authorities. Centre Spot provided a range of activities that evolved over time:

- Informal “rock up and play” football sessions, which gradually developed into structured training sessions that included warm-ups, fitness drills, and skill-building exercises.

- Workshops on fitness, nutrition, and gang violence. These sessions aimed to educate young people on the realities of crime and promote positive lifestyle choices. A qualified counsellor was also present to offer emotional support.

- Organised trips to broaden the young people’s horizons. They visited iconic football venues such as Anfield in Liverpool and Wembley Stadium, using these experiences to inspire participants and encourage them to think beyond their immediate environment.



## IMPACT ON YOUNG PEOPLE AND COMMUNITIES

One of the key successes of the programme was meeting young people where they were and gradually expanding their perspectives. Centre Spot's long-term engagement strategy ensured that young people stayed involved in the organisation's activities beyond the Gen22 programme.

An inspiring case is that of the young volunteer-turned-coach Jamal\* who now leads Saturday morning training sessions. Having secured a scholarship at Wolverhampton College's Football Academy, he has completed an introductory coaching course and is currently studying for a BTEC in Sports Coaching. With ongoing support from Centre Spot staff, he has **developed both professionally and personally**, growing in confidence along the way.

In 2022, the Centre Spot team encouraged one young person in applying for *United By 2022's* Ideas Made Real programme to realise her idea of launching a youth club. She successfully delivered her project and continues to receive mentoring support from Centre Spot team members.

The programme had a lasting social impact and many **participants remained friends** even after the project ended. Several young people from the Gen22 cohort later took part in other Centre Spot projects where they continued to engage in positive activities and personal growth.

One of the most notable achievements of the programme was bridging the divide between two rival youth groups from Wednesbury. Outside of Centre Spot, these young people would not have interacted, but through their shared experiences, they formed friendships and overcame their "us vs. them" mentality.

A visible shift in behaviour was observed throughout the programme. Initially, attendance was inconsistent, and there were challenges related to disruptive behaviour. However, over time, the **young people became more engaged**, stayed to have conversations, and felt safe in the environment created by Centre Spot.

**"You have to see them to see the change."**

We knew about the risk of bringing these groups together. It was a brave decision for us as an organisation, and we weren't sure what would happen - but it turned out to be a success.

## IMPACT OF GEN22 ON CENTRE SPOT

Gen22 provided Centre Spot with the **opportunity to engage with young people in a more targeted and structured manner** than before. By collaborating with schools and the police, they were able to refine their approach and use peer engagement as a method to attract new participants.

A key takeaway was the **importance of co-designing projects with young people**. Centre Spot recognised the need to involve young people in the planning process from the outset, ensuring that assumptions were avoided, and the initiative was tailored to their needs.

**“You have to do your initial engagement and plan without any assumptions. Being open is key.”**

The success of Gen22 also **enabled Centre Spot to secure further funding** for other initiatives. The Gen22 programme served as a pilot, and its outcomes continue to influence their work. With each new project, Centre Spot has improved its efficiency and effectiveness in meeting the needs of young people.

## CONCLUSION

Gen22 had a transformative impact on both the young people involved and Centre Spot as an organisation. By using football as a tool for engagement, Centre Spot was able to divert at-risk youth away from crime and towards positive, structured activities. The initiative not only **helped young people develop life skills and build friendships** but also **strengthened Centre Spot’s ability to deliver meaningful, community-driven projects** in the future.

*\* Names have been changed for privacy reasons.*



“  
.....  
We are better placed and better prepared to meet the needs of the young people who attend.  
.....  
”

# GEN22 IMPACT CASE STUDY: BLUE JAY EXCHANGE CIC



- Focused on **creativity and intergenerational community engagement**
- Activity took place across **Birmingham**
- Young people created a **film and music piece** inspired by stories from members of their community

## ABOUT BLUE JAY EXCHANGE CIC

Blue Jay Exchange (BJE) offers creative activities for young people. Heather James, an experienced filmmaker and educationalist set up the organisation in 2021, in response to the disillusionment she observed amongst young people she had taught in schools. The activities they offer aim to provide positive engagement experiences whilst developing young people's creative skills.

## BLUE JAY EXCHANGE AND GEN22

BJE was a new organisation in 2022, and the Gen22 programme provided funding to kickstart their activities in earnest, in partnership with Concord Youth Centre. Through partnerships with a retirement village and a local community group, young participants were encouraged to talk to elders and collect their stories of moving to the UK. They created a film and music inspired by their stories, the latter developed in collaboration with a renowned local musician.

## IMPACT OF GEN22 ON PARTICIPANTS AND COMMUNITIES

The programme fostered many new friendships among the young people. It enabled them to **acquire skills outside of formal education**, providing ways for them to learn something new and **grow their self-esteem** in a less formal environment. The social action aspect of the programme also empowered participants to take ownership and responsibility for their project.

Gaining experience of film and music-making **raised young people's aspirations, resulting in training, education and employment opportunities** for some. A group of

Gen22 participants have become mentors for other young people joining BJE projects, and the organisation now has a small professional pool of young people it can call on to support activities. One participant became a volunteer youth worker at a partner organisation and others went on to study for media qualifications. One young person has been accepted for an apprenticeship with a television channel. Two groups of young people were inspired to set up their own companies after taking part in the programme with BJE, including a small social media company and a CIC to fundraise for a local basketball team.

The programme enabled young people to **become part of a positive environment** outside of their families and places of education. It provided them with opportunities to engage in interesting activities outside the framework of formal education and gave them a new focus away from social media, **with positive effects on their wellbeing**.

Involvement in the Gen22 programme **fostered a sense of pride and good standing within the community** in the young people. A member of the West Midlands Police and Crime Commissioner's team regularly visited Concord Youth Centre and talked to project participants – this **provided positive role models for the young people and contributed to raising their aspirations and motivation**.

## IMPACT OF GEN22 ON BLUE JAY EXCHANGE

Gen22 had a strong impact on BJE and helped to **shape their future work**. Elements of the programme were subsequently developed in different directions in response to young people's interests. It also highlighted the **importance of regular communication** with participants via social media to maintain engagement and the **need for a flexible approach** to fit with young people's varying needs and availabilities.

BJE secured two grants from the West Midlands Crime Commissioner to **deliver further projects centered around filmmaking and sport**. They partnered with a professional filmmaker who introduced young people to new filming equipment and techniques. The ability to purchase equipment as part of the Gen22 grant was fundamental for the success of both the Gen22 programme and the organisation's subsequent work.

Funding was also secured to develop **further storytelling opportunities** for young people. They continued to collect stories from elders through partnerships with local groups and organisations. BJE purchased podcasting equipment so conversations could be recorded and made available for listening. One project within this strand, in partnership with a local arts centre, focused on the 'greener' habits of older generations, including **recycling, mending or repairing objects**, and aimed to teach young people more about these skills before they are lost.

## CONCLUSION

Gen22 funding enabled BJE to provide **meaningful creative engagement** and **skills development** to young people outside the often-stressful environments of formal education, family life, and social media. The young people formed connections with peers and elders in their communities and took pride in giving back to their community. Some went on to access related education, job, or volunteering opportunities. The programme also enabled BJE as a new CIC to acquire essential equipment to start delivering activities, and to continue to further develop and grow using the lessons learnt from this experience.

# GEN22 IMPACT CASE STUDY: CANAL & RIVER TRUST

- Focused on **environment and environmental sustainability**
- Activity took place across **Birmingham**
- **100 young people** engaged in social action around the canals and waterways
- Each young person completed **30 hours of volunteering**



## ABOUT CANAL & RIVER TRUST

Canal & River Trust is an organisation that cares for 2,000 miles of canals and rivers across England and Wales. They advocate for waterways as spaces where wildlife and people can thrive and, with the help of supporters and volunteers, work on protecting them from the adverse effects of climate change.

As part of the Gen22 programme, Canal & River Trust gave young people the opportunity to participate in activities that focused on conservation work, alongside opportunities to learn more about the history and potential uses of the canals through guided walks and water sports activities.

## CANAL & RIVER TRUST AND GEN22

A key objective of Canal & River Trust's community work is to address the knowledge and perception barriers that can prevent people from engaging with and using the waterways. Through social action volunteering and activities, the Gen22 programme aimed to show young people the positive effect of spending time around waterways on their wellbeing, encouraging them to return to canal spaces and engage with the Trust's future activities.

## IMPACT OF GEN22 ON YOUNG PEOPLE AND THEIR COMMUNITIES

The programme **increased awareness and enjoyment of canal and river spaces** among young people who were often unaware of them. For some, canals are the only blue and green spaces they have free and easy access to, which made the project even more impactful.



I think the ultimate joy is to give young people something brilliant in their lives that they currently don't have, and it doesn't cost them to carry on using it.





Litter picking and canal cleaning activities gave the young people **a sense of satisfaction and accomplishment**, particularly as they felt they were making a positive difference to their local area.

During the programme, many of the young people **grew more confident and were able to carry out the work with more autonomy**. Through the expertise and knowledge of Canal & River Trust staff members, the volunteers **learnt about their city, its history and heritage**.

After their involvement in the Gen22 programme, young people were able to **join regular volunteer towpath taskforces**, with access to further training and skills development. Connections with university student groups has led to students becoming **ambassadors for the canal and river network**.

## IMPACT OF GEN22 ON CANAL & RIVER TRUST

Involvement in the Gen22 programme resulted in **positive reputational impact and increased awareness of the river and canal network**. The organisation has observed increased use of canal towpaths since the Games. The young people's work also fed into the Trust's aims and contributed to their effort to gain support from local residents and communities.

**"People are seeing [the canals] differently and really appreciating that we can do some great things on the network and we have some wonderful places".**

Gen22 was a **learning opportunity for the organisation** in terms of resources and support structures needed when working with young people and emerging artists. The team increased their capacity and resources in anticipation of the project, however adapting to the needs of the project participants required a new mindset.

“  
For young people, grappling [clearing rubbish from the canal] is so addictive. We were saying, at the end of the day, we need to start thinking about packing up. [The young people] would say 'no, no, let's get a few more in there! We just want to carry on!'  
”

Canal & River Trust have used this learning to continue to engage with *United By 2022*, successfully hosting an Ideas Made Real project in 2024, conceived by an emerging artistic company and involving a community clean-up initiative and performance day led by a young person.

## CONCLUSION

Gen22 was an opportunity to raise awareness of Canal & River Trust's network and engage a younger audience in using and caring for their local waterways. The programme had an impact on those who took part, enabling young people to gain new knowledge, confidence, and skills. For the organisation, Gen22 provided valuable experience of running projects with and for communities and has shaped their understanding of how best to work with young people.

# GEN22 IMPACT CASE STUDY: SPORT 4 LIFE UK

- Focused on **sports-themed personal development and employability**
- Activity took place across **Birmingham**
- Engaged **31 young people aged 18 to 24** in the programme
- Young people participated in **social action projects**



## ABOUT SPORT 4 LIFE UK

Sport 4 Life is a charity that supports young people across the West Midlands to make positive changes to their lives. They provide mentoring, employability guidance, and sports sessions to young people not in education or employment (NEETs), using sport as a vehicle to help them reach their potential.

The organisation was involved in the Birmingham 2022 Commonwealth Games through several channels including giving staff and young people the opportunity to be baton bearers, taking 80 young people to the Games and working on a project with one of the Games' corporate sponsors.

Through Gen22, Sport 4 Life **engaged young people** in a social action project, during which they took the lead in community-based work that ran alongside an employability programme and a mentoring scheme.

## SPORT 4 LIFE AND GEN 22

Sport 4 Life recruited young people to the Gen22 project through referrals from partners including West Midlands Police and Job Centre Plus. The young people worked together to plan their project in June 2022, with smaller groups taking the lead on different elements of the overall project. These elements included:

“  
He came out of his shell so much and became confident and social and realised he had a passion for the community and sport. He is now a coach with us and is really excelling.  
”



- Hosting a mental health well-being day and encouraging discussions around mental health
- Creating a short film about alcoholism and peer pressure
- Participating in a Pride walking march to show solidarity with the LGBTQ+ community
- Setting up and being part of a Youth Voice Forum at Sport 4 Life

## IMPACT OF GEN22 ON YOUNG PEOPLE AND THEIR COMMUNITIES

Involvement in Gen22 had a positive impact on many of the young people who engaged through Sport 4 Life, including creating **employment and training opportunities**. During the project, the young people participated in regular sports sessions and as a result, 20 of the 31 participants completed a Level 1 accredited Sports Leadership Award and a further three also completed a Leader in Running Fitness award. Two members of the cohort gained employment as sports coaches for Sport 4 Life.

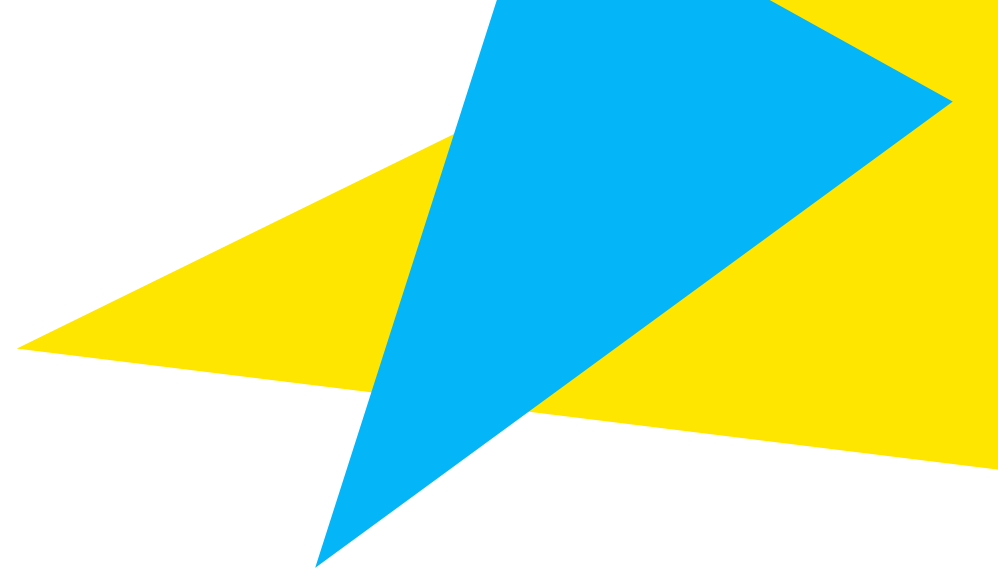
The project helped to **improve young people's confidence and aspirations** as they took on new roles that challenged them, such as organising events and writing and acting in a film. For Jason\* in particular, the opportunity helped him to realise his skills in working with others through sport.

Ana\* who first engaged with Sport 4 Life through Gen22 found a passion for social action through the project. She took the lead on writing the short film and went on to become a member of the organisation's Youth Voice Forum. She remains on the panel today and is supporting the organisation with new social action projects.



It was great to see young people using the Commonwealth Games as a vehicle to go on to achieve social outcomes.





## IMPACT OF GEN22 ON SPORT 4 LIFE

Gen22 and the Commonwealth Games played an important role in **developing Sport 4 Life's social action project work**. The Youth Forum Panel ensures that this aspect of their work is youth-led and allows young people to get involved in local causes that are meaningful to them. For Sport 4 Life, this panel, which was set up by Gen22 participants, is an important legacy of the project.

Sport 4 Life has **built a strong relationship with *United By 2022*** since Gen22 and continues to be involved in their projects, providing social action opportunities for new cohorts of young people.

## CONCLUSION

Gen22 was part of an exciting year for Sport 4 Life. The project brought new young people to the organisation and helped to shape the direction of their future social action work. It was a springboard for Sport 4 Life's growth and enabled them to engage young people through a once in a lifetime opportunity of being part of a global sporting event in their hometown. For the young people involved, Gen22 was a valuable chance to gain qualifications and develop the confidence and skills needed to increase their employability.

*\* Names have been changed for privacy reasons.*

# IDEAS MADE REAL CASE STUDY: CALICO THEATRE CIC – “LOOK SHARP”

## ABOUT CALICO THEATRE CIC

In 2022, Martha Harrison and Daz Scott were university graduates starting out on their journey as creatives. They had previously created a film together whilst at university, and Ideas Made Real was an opportunity to explore working together as professionals. They received the funding as a newly formed CIC, and used it to deliver a project about a social issue that mattered to them.

## THE IDEAS MADE REAL PROJECT

“Look Sharp” is a short creative film with a **strong social and political message**. The film campaigns for spiking by injection to be made a criminal offense, using professional dancers and spoken word to convey the perspectives of those most affected by this issue. As young women themselves, Martha and Daz wanted to use their creativity to campaign for legal recognition of this offence and greater support for its victims.

Martha and Daz produced and directed the film, employing a videographer, costume designer, four professional dancers and a community cast. Using funding from Gen22, the pair employed a visually-impaired member of the community cast to create an audio described version of the film.

## IMPACT: SKILLS DEVELOPMENT

The project was a significant step up for Martha and Daz from the work they had done together before. It was the first time they had **hired an external team and managed a large budget**. Ideas Made Real allowed them to develop leadership and collaborative working skills in a trusting and supportive environment.



“  
The trust that the Ideas Made Real team put in us to vision and to execute that vision, I think was brilliant from the start. We felt really supported by the Ideas Made Real team.  
”



The pair learned a lot about working together as directors and actors. Looking back now, they can reflect on the mistakes they made and how they would have done things differently. The opportunity to be able to make those mistakes and learn from them was a **very valuable experience.**

**“Learning how we work together as actors and leaders of an organisation.**

**Yeah, there were difficult moments along the journey between us and I think we still use the lessons that we learned then to this day.”**

Working on an audio described version of “Look Sharp” also taught Martha and Daz about how they can make their work accessible to a wider audience. The experience of working with a visually impaired community member ensured that they now always **consider their work through an inclusive and accessibility-focused lens.**

## **IMPACT: ACHIEVING CAREER GOALS**

Ideas Made Real acted as a catalyst for the growth of Calico Theatre CIC, as they realised the impact they could have by making community-driven films with a social action focus. The **project brought them publicity and media connections** with organisations such as BBC West Midlands, Comic Relief and Birmingham Live. A highlight for Martha and Daz was that “Look Sharp” featured in a film in the closing ceremony of the Commonwealth Games. This publicity helped to grow the reach of their company in a short period of time.

**“** We were able to really see the impact, which has catapulted us into another level as an organisation, and would have taken a long time to get to had we not had that funding and that support from Ideas Made Real. **”**

The media exposure from the project had a strong impact on how Martha and Daz presented themselves as an organisation and gave **them the confidence to apply for further funding** opportunities. Soon after the project, they received a £15k funding grant from The University of Birmingham graduate programme and attribute much of their current success to the **confidence they gained from their Ideas Made Real experience.**

Being part of Ideas Made Real also enabled Martha and Daz to make **connections with individuals and organisations in the social impact sector**, who they have continued to work with since. The pair share an office with a fellow Ideas Made Real participant and still receive support from United By 2022.

Today, Calico Theatre CIC is still creating theatre and films focused on gender violence. Their impact has grown through the Virtual Reality training they developed which is being used by policy makers and law enforcement bodies across the West Midlands and nationally to build empathy around what it is like to be a woman or non-binary person travelling through public spaces after dark.

## CONCLUSION

Ideas Made Real had a **lasting impact on Martha and Daz and on the growth and success of their company.** The project funding gave them the opportunity to develop their skills as creative producers and to establish successful ways of working together to achieve their goal of using their theatre and film to campaign on issues around gender violence. The **support and trust they received from the Ideas Made Real team**, and the publicity their work received, has given them a strong foundation on which to build their company and make a living working on projects that can make a difference.

Ideas Made Real was really positive for us and it has been a key thing in us being able to build Calico as an organisation. That is what we do full time. We made jobs for ourselves off the back of it, which has been obviously really great, and we get to work on the thing that we really love.

# IDEAS MADE REAL CASE STUDY: GRACE'S LOCAL HOSPICE GARDEN

## ABOUT GRACE

In 2022, Grace who was 16 and based in Stoke-on-Trent had just finished school and taken part in a National Citizen Service (NCS) project through her local branch of the YMCA. The NCS project had involved clearing up a garden in the local area; this led to Grace's group being invited to the University of Staffordshire and learning about the Ideas Made Real opportunity.

## THE IDEAS MADE REAL PROJECT

Grace had been looking for opportunities to fund the installation of accessible outdoor musical instruments in a local children's hospice garden to make it more welcoming for children and families spending time at the hospice. After hearing about the Ideas Made Real programme, she thought it could be a good way to achieve this project.

The project was successful in its Ideas Made Real application and this allowed Grace's group to buy the musical instruments and funded their installation. Leftover funds and money raised from a sponsored walk also supported

the purchase of additional gardening and play equipment. The group worked on the garden, clearing an area to then introduce new plants, as well as painting an ocean-themed mural. The YMCA group leader helped with budget management and purchasing, as well as project management support.

## IMPACT: GAINING MORE CONFIDENCE

The development and pitching process was a learning curve for Grace, who found the process of presenting her idea to the selection panel "nerve-racking". However, the support of her friends, family and community, and being successful in securing the funding, gave her a **significant confidence boost**, and **encouraged her to believe in her own abilities and ideas**.

Grace found that working on **the project empowered her to be more independent** and contributed to **giving her the confidence to move to Belfast for a university degree**.



“ I can be a kid and be nervous about this, but also stand toe to toe with these adults and say what I'm passionate about. ”



## IMPACT: SKILLS DEVELOPMENT

Developing and delivering the project involved **practicing new teamwork skills**. For the pitch presentation, Grace and her friend Lena split tasks amongst themselves. Lena worked on the project plan and budgets, clarifying how funds would be allocated, while Grace focused on demonstrating the impact the project could have on the community. The rest of the group supported them by supplying additional information to help them make their case.



My mum says every time she goes to the hospice and she hears people playing on the musical instruments, she says, "my daughter and her friends did that". So, it's really rewarding.



The training provided as part of the Ideas Made Real programme involved sessions on budget management and financial administration. Grace felt that, while she usually is not very confident with maths, the material presented was explained clearly in a way she could easily follow.

The project was the first **opportunity for Grace to exercise leadership skills and make decisions** that would affect other people. With support from the YMCA group leader, she learned effective decision-making skills, which she still uses in her day-to-day life.

**"It gave me a lot of insight and now influences how I think about big decisions in my personal life".**

## IMPACT: CONNECTING WITH THE LOCAL COMMUNITY

With both her mum and her aunt working for the NHS, Grace has a personal connection to healthcare sector, and her whole family gets involved in **supporting local organisations and causes** where they can. The Ideas Made Real project gave her a deeper insight into the work NHS

staff do to support children and carers, and she is **proud to have made a positive contribution**. She sometimes visits the hospice and is happy to see people using the instruments and the garden.

Grace's group worked closely together to secure the funding and rejuvenate the garden, and she is grateful for their support which helped ensure the project was a success.

## CONCLUSION

Ideas Made Real gave Grace an opportunity to lead on a project she was passionate about and **make a difference in her community**. The skills she acquired empowered her to confidently make important decisions about her own life, and she is now studying Psychology in Belfast. She wants to continue helping people around her and has been helping first-year students get settled into university. She is also interested in working on other projects benefitting the community in Stoke-on-Trent when she comes back home.

**"I learnt that I could do it [pitch for funding] and then actually help people. Now I can strive to do what I want to, and not let any nerves hold me back".**

# IDEAS MADE REAL CASE STUDY: KALLIANNE'S KICKSTARTS DANCE YOUTH CLUB

## ABOUT KALLIANNE

Kallianne runs Kickstarts Dance in Wednesbury, which she set up in 2014, aged just 16. It aims to give young people the opportunity to express themselves through dance. In 2022, after collaborating with Centre Spot, another organisation who were participating in the Gen22 programme, Kallianne heard about Ideas Made Real and was inspired to apply.

## THE PROJECT

**"We do dance classes and we realised that the kids wanted to come and dance, but also just talk about things to us"**

Kallianne used the Ideas Made Real funding to **launch a youth club**, intended to **support young people's mental health**. Initially running for a year, the club was aimed at young people aged 11+ and took place once every three weeks, on a Friday evening. Kallianne led each session, featuring a different core activity, including a games night, films night and painting, as well as supplementary activities focused on mental health and wellbeing.

Two older students from Kickstarts Dance were trained up as mental health first aiders and a qualified counsellor was also in attendance. Though numbers varied throughout the year, there were on average 25 attendees each week; these included a mix of Kickstarts members and many others who found out about the club through word of mouth.

## IMPACT: SUPPORTING YOUNG PEOPLE'S MENTAL HEALTH

The sessions included **opportunities for young people to focus on their wellbeing** by writing down notes at the start of each session to share how they were feeling. There was also dedicated time to either split off and talk to staff 1-2-1 or do different activities to help work through their feelings. As the sessions progressed, trust grew, and **relationships were built** to the point that young people felt more comfortable sharing their feelings and worries outside of the activities.



**The people who would come in just built such a good relationship with either me or the other staff that they just started coming to us and saying 'this happened this week' or 'I'm feeling like this' or 'I'm not quite sure how to deal with this'.**

## IMPACT: CONFIDENCE AND CONNECTIONS

**Kallianne has gained confidence in herself and her ideas** through Ideas Made Real. When pitching her project, she thrived off the process of sharing her passion with the panel. She found it to be a **supportive experience**, not “as harsh and as intense as other funders.” She also enjoyed supporting younger applicants, “making friends with a few people who had never done anything like this before and kind of helping them see it through.” She is still in touch with some of these people and organisations today.

## IMPACT: CENTRING YOUTH VOICE

**“We want tasks and activities that help us be able to talk about what’s bothering us”**

The youth club was very much a space curated by young people, for young people – and they “knew they could drive it.” They took an active role in deciding what kind of environment they wanted it to be, and what activities it would involve. Their ownership of the youth club helped make it a **safe and valuable space** for them. Due to the success of the project, Kickstarts have since continued to consult a wide range of local young people to inform their development of this work.

## IMPACT: SECURING FURTHER FUNDING

**“We’ve provided 280 counselling sessions for free to young people and we provided for 121 staff from our local schools to be trained in suicide awareness.”**

Successfully **running the youth club helped Kallianne prove impact and access further funding**, including through Sandwell Council’s 2030 Vision project, and the Inclusive Communities Fund. In consultation with young people, she has since **delivered an up-scaled version of the project** in partnership with the suicide prevention charity, Papyrus, and local high schools, upskilling staff and supporting young people with free 1-2-1 counselling sessions, whilst continuing the youth club sessions.

“  
It has given me the confidence to go, actually, this is a good idea. When we got rejected and we came here, it was like a renewal. Someone actually believed in the idea that I was doing.  
”

## CONCLUSION

This project by **Kickstarts created a safe space for young people to come together** socially whilst **focusing on their mental health and wellbeing**. For Kallianne, her participation in Ideas Made Real was a “really, really positive and eye-opening experience” which sparked a professional interest in helping others to follow a similar path. It put her on a path to new opportunities and funding, such as from Sandwell Council and the Inclusive Communities Fund.

Now in 2025, Kallianne not only **continues her work at Kickstarts**, but is also **part of the Youth Programmes Team at United By 2022**. Having worked with last year’s Ideas Made Real cohort and Gen22 organisations, she is now helping to redesign and launch the next phase of the initiative, supporting and mentoring young people to realise their own social action projects and ambitions.

# IDEAS MADE REAL CASE STUDY: SAMMEY'S ECAD WEST MIDLANDS CRICKET TEAM



## ABOUT SAMMEY

In 2022, Sammey was working for the charity Deaf World as a Youth Officer. His role involved planning projects for young people who identify as D/deaf or hard of hearing and raising awareness of deaf culture. As a Deaf cricketer himself, one of his projects involved captaining and recruiting young people for the England Cricket Association for the Deaf (ECAD) West Midlands team. Sammey is passionate about cricket, and about helping other D/deaf and hard of hearing young people to experience the game. For him, cricket not only helps to increase fitness and health, it also enables young people to develop confidence, socialise, and be part of a team.

## THE IDEAS MADE REAL PROJECT

The Ideas Made Real project funding helped Sammey to further develop the ECAD West Midlands team and provide new opportunities for their players. The funding paid for cricket training sessions for the team in the 2022 season, enabling them to hire a training venue, a coach and a BSL interpreter. The team participated in weekly training sessions and played in a series of friendly matches against other teams. This helped the young people develop their cricketing skills and gain valuable match experience.

“  
The pitching was a highlight for me – one of the panel told me it was the best presentation he’d ever heard in his life.  
”

## IMPACT: INCREASED CONFIDENCE AND AMBITION

Sammeey enjoyed applying and pitching for his Ideas Made Real project. PowerPlan Weekend provided networking opportunities for him and **gave him confidence in presenting his ideas** to others.

As the project progressed and the team played against other clubs, this gave Sammeey opportunities to **make new connections and to advocate for his team** at a local and national level to organisations such as the Warwickshire Cricket Foundation and the England Cricket Board. This helped him to develop working relationships with these organisations and **increase his ambitions** for the team.

## IMPACT: DEVELOPING SKILLS

Ideas Made Real provided an **opportunity for the whole cricket team to develop their cricketing skills**. Since 2022, the team have gone on to achieve huge success. In 2023 they became the first ECAD team to join a hearing league – the Arden Sunday League. Success continued the following season, when in 2024 the team finished 2nd in the league and were promoted to the next division. **This team success has made Sammeey very proud.**

Rewards have also come to the team off the cricket pitch too. In 2024 they **received a Muslim Sports Award** in recognition of the team, their journey and the work they have done for the wider deaf community.

For some team members, the success of ECAD West Midlands has also provided further opportunities for developing their cricketing career. Sammeey and one of his teammates qualified to play for the Disability Premier League in 2024. Sammy was also invited to train with the England Deaf Cricket Team.

Since 2023, **Sammeey and nine of his teammates have completed a Level 1 coaching qualification**. They hope to use their coaching skills to set up cricket training sessions for D/deaf and hard of hearing young people across the West Midlands, so that more young people can benefit from their experience and learn new skills.

## CONCLUSION

Ideas Made Real was a catalyst for success for Sammeey and his ECAD West Midlands cricket team. On a personal level, the experience of working with *United By 2022* enabled Sammeey to increase his confidence and ambition. For his team the project provided opportunities to receive training and improve their cricketing skills. Since 2022 the players have built on this foundation, with both the team and individual players achieving cricketing success. As their cricket careers continue, they now plan to use their skills to encourage others to play cricket too.

“  
I enjoyed seeing the impact that it has had since 2022 and the way it has helped the whole team. It is about everyone, not just me. I'm proud of the journey that we have been on.  
”

## IDEAS MADE REAL CASE STUDY: KHADIJA'S 'CREATIVE MINDS' CAREERS EVENT



### ABOUT KHADIJA

In 2022 Khadija was 22 years old and working for Creative Alliance, a provider of creative apprenticeships across Birmingham. She came across Ideas Made Real while researching digital marketing apprenticeships and opportunities to develop her career. The project she was involved in aimed to diversify arts organisations by reaching out to young people from minority backgrounds. Khadija was passionate about this, particularly as she felt people like her were underrepresented in the creative sector and she had found it difficult to start her career in this industry. Working with Creative Alliance had sparked ideas about how this issue could be tackled, and Ideas Made Real felt like a good opportunity to put them into practice.

### THE IDEAS MADE REAL PROJECT

Khadija's project was a creative careers event aimed at young people aged 16–25 who might not otherwise have had access to the creative sector. This was a one-day event at Midlands Arts Centre (MAC), with stalls from creative organisations, talks from professionals, and entertainment including dancing and singing. Around twenty of Birmingham's largest arts organisations were present. The event also featured recorded interviews with 20 individuals from minority backgrounds working in the creative industries in Birmingham; these were available for all attendees to watch on iPads. Khadija felt this was important to inspire young people at the event and provide examples of successful journeys in creative fields.

Creative Alliance and *United By 2022* team members, as well as family and friends, supported the event as volunteers. It was advertised to the young people through Creative Alliance as well as through schools, youth clubs, and other similar organisations. Khadija also distributed flyers and advertised the event on social media.

## IMPACT: DEVELOPING PROFESSIONAL SKILLS

The experience allowed Khadija to develop her leadership skills. **Being able to lead on a project and feeling empowered to make key decisions was a highlight:** she felt a sense of ownership and pride, particularly as broadening access to creative careers and creating opportunities for young people is a topic she deeply cares about.

**“It was something that I was in charge of, that I was able to lead, and it was all down to me”.**

The training day organised as part of the Gen22 programme to support applicants with developing and pitching ideas was also useful; Khadija felt “a bit scared” beforehand but then found the environment welcoming and comfortable. She appreciated receiving advice on aspects such as budgeting as she didn’t have previous experience of managing a project by herself. The guidance helped her prioritise and refine her idea.

Khadija also found that she was able to **develop practical event management skills:** maximising what she could achieve with the funds she received, learning how to effectively **delegate tasks** to volunteers, and **dynamic problem-solving on the day.**

## IMPACT: FEELING EMPOWERED AND CONFIDENT

Developing skills and leading on the project boosted Khadija’s confidence. She felt supported by Gen22 and Creative Alliance and **felt empowered to turn her idea into a reality.**

Khadija was also one of the speakers at the event; although she felt nervous, this went well and she subsequently took the opportunity to speak at two further events. Moreover, after her participation in Ideas Made Real, she took part in two funding panels for *United By 2022*. She found it useful to experience the process from a different perspective, and to observe and learn from skilled panellists. The experience made her feel that **she was listened to and that her viewpoint was considered.**



Being able to speak out and the fact that I could actually see that they were listening and taking in everything I was saying - that was really important to me.



## CONCLUSION

Khadija currently works in the civil service and sometimes takes on freelance marketing work. Although her current career is not in the creative industries, she feels that the skills she picked up by taking part in the Ideas Made Real programme have been useful, and she is interested in further opportunities to develop her idea and encourage more young people to join the creative sector. The **programme was instrumental in showing her what she could achieve and giving her the confidence to pursue her ideas** in the future.

# IDEAS MADE REAL CASE STUDY: TYLER'S 'BENSON COMMUNITY PROJECT' WALKING GROUP

## ABOUT TYLER

In 2022, Tyler was aged 19 and studying Level 1 Catering at college. As a young adult with autism, he experienced some challenges in the past and has often found it difficult to speak with and relate to others. He regularly attended football training sessions run by Benson Community Project in Smethwick, who aim to bring the community together and create social impact through engagement with sport and physical activity.

## THE PROJECT

The Ideas Made Real project funding enabled Tyler to **launch a weekly club with Benson Community Project for local people of all ages** to participate in physical activities including walking and cycling. The sessions took place once a week and were regularly attended by 15 to 20 people. The project aimed to provide a positive space for people of all ages to reconnect with their community, socialise and become more active, following the COVID pandemic.

## IMPACT: INCREASING CONFIDENCE, ASPIRATIONS AND AMBITIONS

Pitching and running this **project improved Tyler's confidence**, not just in his ideas and skills, but also in his social interactions with other people. The project was a positive experience which connected him with other neurodivergent young people and "made me realise that I'm not alone in it".

## IMPACT: CREATING AN ACCESSIBLE OPPORTUNITY FOR ALL

Benson Community Project ran a football session for young people ages 15-18 at the same time as the Ideas Made Real sessions. Tyler found that this made his sessions more accessible to young people's parents and younger siblings, many of whom regularly attended. The **project created a positive social environment for young people and adults to connect** with each other.



“  
I struggle talking to anyone - I made a new friend there, and since then, me and her have been friends  
”



## IMPACT: SUPPORTING AND INSPIRING OTHERS

Tyler's confidence grew to the extent that he gave a presentation to the next cohort of young people participating in Ideas Made Real funded projects. He expressed pride in being able to pass on his experiences and act like a mentor, showing them that their projects and ambitions can be realised too.

**"We talked about our experience right from when we sat in their shoes, passing it on to them – this shows that if you put effort and dedication into it, then you can achieve it"**

“

It gave me a lot of skills to put on my CV, so they can look at it seeing that I can work as a team and take charge. It has helped me a lot.

”

## IMPACT: SKILLS AND CAREER DEVELOPMENT

This experience, facilitated by the Ideas Made Real funding, has given Tyler the skills to pursue similar opportunities supporting the community. In particular, he feels that he **gained new skills** in time management and marketing, including social media.

Whilst Tyler doesn't work with Benson Community Project anymore, he still plays football there weekly and has been inspired to help refugees who attend the session to learn football and English at the same time. This is an initiative he helped set up and is something he is passionate about.

## CONCLUSION

The Ideas Made Real funding had a strong impact on Tyler. **Working with *United By 2022* enabled him to develop greater confidence in his ideas and skills**, and even take steps to nurture these in his peers by sharing his experience with them. Since participating in this initiative with Benson Community Project, he has been proactive in seeking similar opportunities to benefit his community, including working with refugees through sport activity.

# SUMMARY

The case studies followed up on a selection of young people and organisations who took part in **Gen22 and Ideas Made Real** since its origin in 2021. The initial benefits included gaining CV-ready experience, training, and mentorship, and this in turn has sparked **new skills, confidence, and career opportunities**. Many of these young people have gone on to secure employment, further education, or continue their involvement in community projects.

## KEY REFLECTIONS:

- **Gen22 and Ideas Made Real** have successfully engaged and **improved the employability of young people from priority groups**, many of whom experienced barriers to mainstream employability offers or felt excluded from opportunities in the West Midlands.
- After taking part in **Gen22 and Ideas Made Real**, **there are demonstrable long-term impacts for the employability of participants**. Beyond the proven skills boost, there is evidence that the opportunities have catalysed a generation of young changemakers.
- Selecting the right grassroots organisations seems to be a key success factor in achieving long term outcomes for individuals. **Gen22 and Ideas Made Real** prioritise community organisations based on their ability to attract young people in the target audience and support their needs, even when those organisations need additional capacity building support to deliver the programme.
- The youth-led element is seen by individuals and organisations as unique and important, with organisations praising “the flexibility to work around the needs of the young person” and the way “we were encouraged to let young people steer the activities”.
- While the primary beneficiaries are the young people, the organisations featured in the case studies also report a range of positive benefits, including attracting **diverse young talent, and new volunteers or employees or being introduced to new ways of working and embedding good practice after collaboration with United By 2022**.
- For organisations hosting **Gen22** participants, the experience seems to have **reinforced their commitment to youth engagement and social impact**. Many have continued to offer opportunities inspired by the programme, ensuring the benefits and impact extended well beyond the single interaction.

The first cohort of **Gen22** and **Ideas Made Real** was generously funded by The National Lottery Community Fund, Police and Crime Commissioner's Office, Greater Birmingham and Solihull Local Enterprise Partnership, and Sport England. From 2023-2025, **Gen22** and **Ideas Made Real** were funded by the West Midlands Combined Authority. We would like to thank all our funders for their support, without which this impact could not have been felt by the young people who took part.

The case studies showcased in this report highlight the **transformative power of investing in young people**. The stories reveal a hidden world of unseen barriers, feelings of exclusion and low confidence affecting our future workforce. They also celebrate the power of someone believing in you and your idea. **Gen22** and **Ideas Made Real** have boosted young people's confidence and equipped them with the tools to thrive, ensuring that the legacy of **Birmingham 2022 Commonwealth Games continues to motivate and inspire positive energy in communities for years to come**.

While the Birmingham 2022 Commonwealth Games could be said to be receding into the background, youth unemployment is currently considered the biggest single challenge facing Birmingham and the West Midlands. The impact learning in the case studies is an inspiring roadmap for the future and a beacon of good practice.

## WAYS TO GET INVOLVED

In 2025, *United By 2022* continues to provide opportunities for young people facing barriers to accessing opportunities through **Gen22** and **Ideas Made Real**. *United By 2022* is seeking funding partners for the next cohort of these valuable youth programmes and invites enquiries from businesses with strategic objectives around social mobility, or from funders with an interest in addressing youth unemployment. If you'd like to become part of this impact, please get in touch with us at [info@unitedby2022.com](mailto:info@unitedby2022.com)



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