

MARTIN JAMES NETWORK

FEARLESS FUTURES

# Impact Report 2021

## Quarter 1



## Our Vision

A society in which every individual is valued and where all dreams can be realised without fear, limitation or prejudice.

## Our Mission

To improve social outcomes by reimagining what's possible and utilising disruptive technology and practice to unlock human potential.

# Our first impact report

Welcome to the **Martin James Network's** first Impact Report.

We are pleased to be able to share how we are, as a collection of companies, proactively working with families, communities and employees to create a more **fearless** world.

A world where everyone is not only valued, they are **empowered** to reach their potential and assist those around them to do the same.

We are proud of our Business Leaders who are making positive change across the globe, particularly in the Public and Private sector. Their diversity of offering has helped them to deliver

their business more effectively and to find new innovative ways to deliver services that bring about positive change for **families, communities** and **cultures**.

Our technology based businesses are helping professionals through: VR to learn faster and to implement their learning, and to help vulnerable adults and young people change their attitude and behaviour through interventions; AI tools to assist people to understand human interactions; social media platforms that give people access to mental health support at their fingertips; or data analysis that provides strategic leaders with the ability to undertake predictions and scenario planning.

Equally, our businesses serving children and families continue to grow in reach and impact. We have also recently **collaborated** with four Birmingham based charities/voluntary providers who are **empathetic** to the needs of vulnerable young people. Focused in the areas of Black and Asian children/young people, they provide positive role models to secure lifelong success.

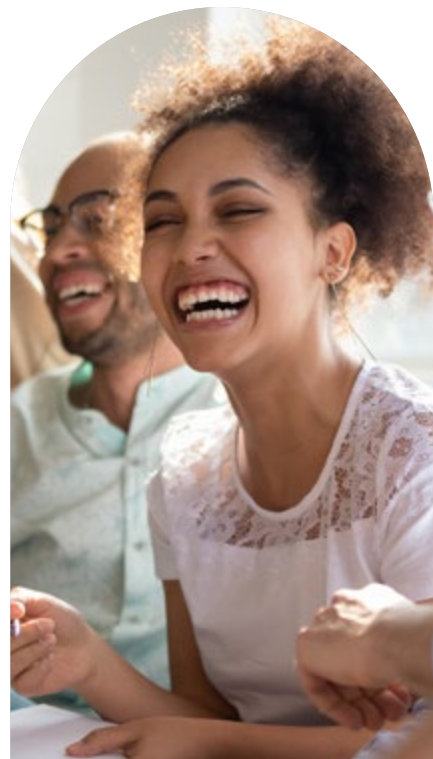
Over the last quarter our businesses have been embedding our newly evolving **SEED** practice model, which promotes understanding through an intense focus on the values of **Self-reflection, Empathy, Empowerment** and **Disruption**. This model informs

all our interactions, as well as our collaborations with leaders and **change makers**. As we move into the year we are excited to see the positive impact this is having on our leaders and businesses.

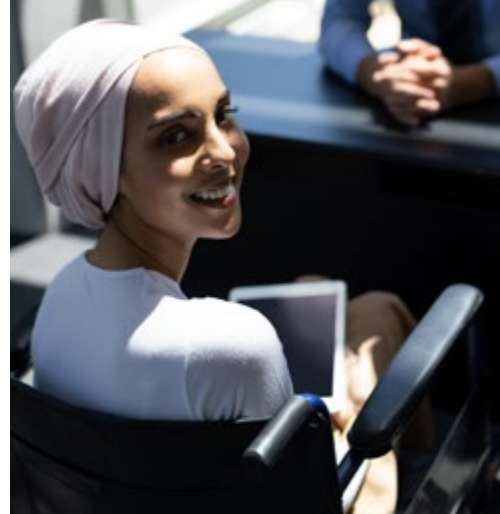
This document captures just a snapshot of some of the outstanding impacts that our teams have achieved in the last quarter. We look forward to sharing more of our successes next quarter, along with more detailed stories and case-studies from our teams.

**- Ayyab and Jim Cockburn**

## #FearlessFutures



**318**  
TRAINING  
SESSIONS  
DELIVERED



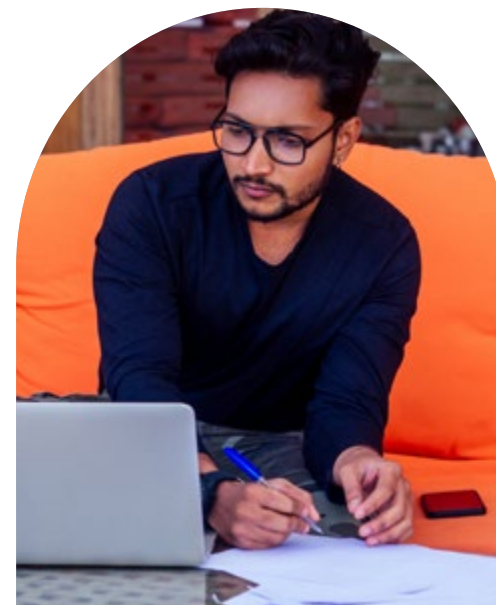
**3558**  
NEW  
CLIENTS



**126**  
NEW  
PARTNERSHIPS



**1719**  
NEW CHILDREN  
& YOUNG PEOPLE  
SUPPORTED



**12**  
LAUNCHES &  
REBRANDS



**28827**  
FAMILIES  
SUPPORTED

**overall impact**

# #FearlessFamilies

A vision of a society in which every young person grows up in a loving family, and designs their own future.



**The Martin James Foundation is a global charity group with more than 30 years experience of providing children's care services through Key Assets and FosterTalk.**

**The Foundation is uniquely placed to support children who have been displaced through family breakdown and forced migration.**

**Here in the UK and across the world, the team help community based projects build capacity where funding, guidance, training and resources are needed to promote and embed family and community-based care. Check out the work they've been doing this quarter...**



**85**  
new children  
supported in not-  
for-profit Key  
Assets placements.

**4 workshops**

were delivered to Martin James Foundation's global project partners.

**1 Community of Practice session**

for social work practitioners on the experiences of social work through lockdown and COVID-19.



They also welcomed  
**3 new team members:** Louise Cox, Ailsa Laxton and Eleanor Covell!



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SUPPORTING THOSE WHO CARE

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**FosterTalk sits within the Martin James Foundation and is recognised as the “go to” organisation for fostering advice, practice guidance, training and independent support for both foster parents and fostering services alike.**

**FosterTalk also delivers Fosterline, a free advice and support service for all foster parents and those thinking of becoming foster parents in England. Here's what they've been up to...**





FosterTalk has continued to achieve **record breaking figures** in 2021.

They have supported over **19650 households** in Q1, including 310 new families.

They delivered **10 virtual trainings** in January and had their second best January in history for Fostering Independent Support Services (FISS) referrals with **29 referrals**.

The Allegation Support Team received **50 allegation**

**referrals** from foster carers requiring support, making March their busiest month yet.

FosterTalk have welcomed **4 new ambassadors**, Trevor Elliot MBE, Steven Russell, Nick Barwick and Christel Dee.

And they have once more been recognised as **Foster Carer Support Specialist of the Year** - Central England.

**Well done FosterTalk team!**

# 19650

## households supported.







**intellect**  
BUSINESS SERVICES

**Intellect Tax provides tax, business and payroll services. They also offer expert guidance on tax and benefit matters for Foster Carers. Check out what Intellect have been doing so far in 2021...**



**The Intellect Tax team have been working at full capacity in this first quarter, their busiest period throughout lockdown.**

They have had **87 new carers** sign up to their tax service since the New Year and have delivered **6 tax training sessions** to FosterTalk.

They have had **3500 sign-ups** for the new tax year, up 6% on 2020.

Intellect have created new social media accounts this quarter, and have **reached 1917 people** with their new marketing email system.

They recently received 4.9 out of 5 on a customer satisfaction survey!

**"Great service! This is the first time ever I've been self employed, and they made me feel nothing was too much bother. The team were helpful and very friendly. I would definitely recommend."**

# 3395 completed tax returns.



**Antser provides better outcomes for children, adults, families and communities. The team delivers transformational solutions to health, education and social care sectors.**

**It ranges from direct work with children and core compliance to transformation, training and technology. Find out more about what Antser have achieved this quarter...**



# Worked with 140 local authorities & 600 families

In Q1 Antser officially launched **2 new offerings**, Antser Learning and Antser Insight.

They have formed **10 new partnerships** since January 2021 and have **4 new councils** signed up to their new Insight Product Pilot.

This quarter, Antser **launched their new website**, and have delivered a **new VR explainer video**.

Webinars in this quarter have been performing exceptionally well with one receiving over **100 attendees**. Reconstruct also have delivered **5 training sessions and have 25** planned.

And a huge well done to Serena Hadi for closing two complex and fiercely negotiated contracts!





**Key Assets is an International group of companies that deliver flexible children and family social services solutions.**

**They offer a range of innovative, client centred services to government and non-government partners. Here's what they've been up to...**

# 1272 individual clients supported.



Key Assets Europe have established **7 new customer partnerships** in Q1, this brings their total **customers across Europe up to 92.**

**40 new children** have been placed in out of home care this quarter and another **40 children** have attended one of their six short-break camps in Finland.

They have also opened their first residential unit Myllari. Myllari is a **7 bed residential unit** located in the beautiful Lohja in Finland. The first residents moved into their new home at the start of January and they now have **5 children placed** at the end of Q1.

In Stockholm Sweden, Key Assets have launched a **new After Care Support Services** under the leadership of Hoda Jabbari Brannerud.



At the end of Q1 they have **4 foster care households** approved and **3 children placed.**

KAE would also like to share a lovely email from one of their young people in Sweden, who is studying engineering at university. He wanted to let us know that he is doing well and **studying hard so that he can 'change the world'.**



# #FearlessCulture

A society in which all cultures feel  
physically, emotionally and socially safe,  
well and able to thrive.



**UK Fire Group is the UK's leading provider of fire safety training, comprising of a team that is passionate about fire safety and protecting lives and premises.**

**The UK Fire Group prides itself on providing the news and information that companies need to keep their workplace safe. This is what they've achieved this quarter...**

# 45

## new clients in Q1.



UK Fire Training kicked off the year with a **complete rebrand**. Aliya Mahmood redesigned the website in line with new branding and launched the new social media channels. Both received **great feedback** and have led to enquiries about sales.

The team have been busy providing training, delivering **104 courses** in this first quarter of 2021. And Emily Nicholas **exceeded her sales targets** in January, well done Emily!

UKFT has announced its new partnerships with **The Fire Fighters Charity and Terptee**.

They also welcomed Isabel Griffiths to their team!





**caseflowhr is a disruptive employee relations digital tool designed by HR professionals for other HR professionals.**

**First to market, its bot technology provides assisted AI with case management functionality for the quick and compliant management of HR cases.**

**caseflowhr wants to create fearless workplace cultures for all. Check out what they've done so far this year...**

**caseflowhr** has successfully completed the checks on their decision trees and has **launched this quarter**.

In Q1 it has formed one technical partnership **partnership with Phase 3 Technology**.

With a validation study with a potential client underway, the caseflowhr team are set for a busy second quarter.

**caseflowhr** also welcome Moneeb Mir to the team - welcome Moneeb!



**Within 6 weeks of launch:**

**1 technical partnership**

**5 demos held & 3 trials planned**

**"caseflowhr - fantastic! The holy grail for digital employee relations!"**



**TalkOut provides cutting-edge software, VR platform & Training in order to create healthier workplaces.**

**TalkOut recognises employees want to work for organisations that value not only their time but also their wellbeing. TalkOut's mission is to create a workplace where everyone wants to work. TalkOut's achievements this quarter are...**



# New branding and website launched.



TalkOut started the year with Leanne Stant, Head of Mental Health booking **more new customers and revenue** than the entirety of 2020.

TalkOut have since been busy **securing new customers** and receiving **positive feedback**.

As Pets At Home, ABM Industries and Travel Counselors join TalkOut's growing customer list the Whole Worlds Team (VR) **secured the biggest contract** in TalkOut history.

The new TalkOut branding and website has launched with a focus on mental health. As the team work towards a full relaunch of the App they are excited to see the company expand in Q2.

# #FearlessCommunities

A society in which communities can  
come together to grow connection and  
nurture souls.



EPIC Youth is the Martin James Foundation's UK project. EPIC supports young people between 14 to 25 who have experienced adversity by providing them with pathways to business and entrepreneurial success.

It includes mentoring, funding and practical business skills to help them create a future they've always dreamed of. This is what EPIC have been up to this quarter...

This quarter EPIC supported an additional **20 care experienced young people** to purchase basic amenities such as gas, electricity, food and toiletries.

An internal MJN campaign was launched resulting in **£1170 being raised**, completing all outstanding young people's requests.

Since January 2021, they have had **2 successful EPIC launches!** And other EPIC entrepreneurs are continuing to receive mentoring, guidance and grants to help launch their businesses.

EPIC has provided **10 families** with activity packs and food donations.

**“EPIC has been amazing in helping me start my business. They gave me access to grant funding throughout my process and have given me good business background information.”**  
- London Cosmetics, Edelyn



## Trails of the World

One of EPIC's entrepreneurs is currently completing a research expedition in Kenya.

Jamil Dowling has been supported by EPIC to purchase camera equipment to further his dream of being an expedition photographer.



# HOLY MOLY

**Holy Moly Macaroni is a Birmingham based restaurant inspired by a trip to Harlem.**

**Inspired by this melting pot of culture, founder Jim Cockburn brought their vibrant soul food back to Birmingham in the form of Holy Moly.**

**Holy Moly is known for its great food, cocktails and its perfect playlist. Find out more about what they've been doing in quarter one...**

# A note from Paul Elliott, Managing Director Holy Moly

COVID-19 has had a significant impact on the business, however brand awareness is strong, coupled with a loyal customer base. We look to reopen in Q2 - watch this space!

"After months in lockdown, Spring is now upon us. Businesses are now beginning to reopen and there are certainly positive signs around us.

Holy Moly currently remains closed but great efforts are being made behind the scenes for a 'reopening', bigger and better than before.

The operational team at Holy Moly remain patient and positive for the future and believe in our fantastic unique brand.

I would like to thank Ayyab and Jim for their extended and extensive support during this time.

We look forward to serving you our creamy, stringy, and cheesy Mac 'n' Cheese again real soon!"



**Holy Moly remain active on social media by launching a YouTube Channel in this quarter. It has gained over 270 subscribers.**



All children deserve role models who look and sound like them. Seeing is believing in so many aspects of life. If young people see people like them achieving, then they'll know that they can succeed too.

The National Curriculum is full of role models for young people – but there's a serious problem. These role models are almost exclusively White. African-Caribbean children often struggle to find role models in their schoolwork. Lessons sorely lack positive representations of African Caribbean communities.

Marcia Anderson has dedicated the last five years of her life to providing young people across Birmingham with this healthier and more inclusive education.

'The Children of the Sun' operates as a Saturday school, serving children aged 5-16. Many of the team contributed on a voluntary basis. Their motivation came from a passion for helping local children to live happier lives.

In 2020, Jim and Ayyab were delighted to make a personal donation to Children of the Sun in order to further continue their work. And over the past six months, the Martin James Network has provided guidance, support and marketing materials to Children of the Sun in order that they can further their work with young people around Birmingham.

This work is part of a wider series of projects and ventures designed to help create a more tolerant world for Black children to grow into. We have been proud to work with her and help so many children flourish.

You can read more about MJN's commitment to accelerate diversity and inclusion in our Diversity Charter.



free@last aims to improve the lives of children and young people in Nechells Birmingham.

They provide opportunities, mentoring and support for young people, and engage children and young people in a range of developmental and progressive activities which provide the best possible environments for children to grow and flourish.

One of such projects is BrumTing, a youth led business which provides unique products for tourists visiting Birmingham. After meeting at the free@last social club, the team of four began to produce their own branded clothing, merchandise, and jewellery.

EPIC, part of the Martin James Foundation has been proud to part-fund BrumTing and provide the young people with mentors and opportunities in the Birmingham business sector.

We look forward to working with the free@last team and the BrumTing entrepreneurs in the coming months, helping them to build and grow their business.





In May 2020, the death of George Floyd shook the world. This awful moment in history, once again illustrated the racial inequalities that have existed for generations. In the weeks that followed, many prominent anti-racism campaigners highlighted the shocking lack of representation of the Black community in the international business community.

As a Network, we made it our priority and part of our action plan to continue to support Black-owned businesses, especially those with a social purpose for change and promoting equal opportunity for all.

Over the last six months we have been working with Cliff and his team, and AboutFace has now been incubated to a position where it is able to stand alone from the Network. We are hugely proud of the team and thrilled that they are now in a position where they can take the world by storm.

At the Martin James Network, we will continue to advocate passionately for an equitable society. We will continue to identify and seek to work with organisations that have social purpose at their heart in line with our vision.

True equity means everyone has an equal seat at the table. We will continue to ensure that the Network regularly celebrates the contributions of diverse communities across the country. We will encourage discussions on race and culture beyond media talking points. Our webinars and podcasts will serve as a platform for a range of powerful voices.

Our panels are as representative as possible in order to demonstrate that everyone can enjoy 'fearless futures'. We all have a stake in the country's future. And we should all be involved in the discussions.

# Martin James Network

## Creating #FearlessFutures For All

