



Brightstar Strategy

Building Futures 2022-26

BELIEVE. BELONG BECOME



Brightstar



Brightstar uses boxing, mentoring and education to empower vulnerable young people to make positive changes to **transform their lives**.

After learning that Shropshire had some of the highest school exclusions in the country, we created our flagship programme '**Futures**', an award winning, alternative curriculum programme that attracts referrals for young people who need help to thrive.

We also have a variety of community programmes working towards our mission, and we have an open-door approach for all young people alongside our referral pathways with trusted partners.

We work tirelessly across sectors, with schools, commissioners, sports clubs and businesses to create one journey for each young person.



Our vision

All young people are empowered to thrive.



Our mission

To create one journey to success.

Our story

Brightstar began back in 2016 as a simple boxing session for young people in a local gym.

With support from fantastic local funders, partners and businesses, Bright Star Boxing Academy was launched in Shifnal, Shropshire in 2018, which quickly became a safe haven and inspiring place for people from all backgrounds. Our dedicated coaches, volunteers and committee use their own life experiences to raise aspirations for young people to believe, belong and become whoever they want to be. We evolved from sports coaching into group and 121 mentoring and education, led by the needs of local people and our voluntary and statutory referral partners.

After piloting innovative and high impact work with groups in the community, the Brightstar family saw that we could play a role in empowering other clubs grow and connect with young people in their local places too. Our evidenced programmes were in demand by national funders, commissioners and local authorities.

It's become our mission to make this happen and Brightstar decided to become independent from our local Boxing Club, so that we can help other clubs and providers too. We are launching our new independent school in Shropshire in 2024, as well as a new community hub in Shrewsbury. Brightstar now work in partnership with a network of likeminded clubs across the West Midlands, to help more young people to thrive.

The Brightstar approach



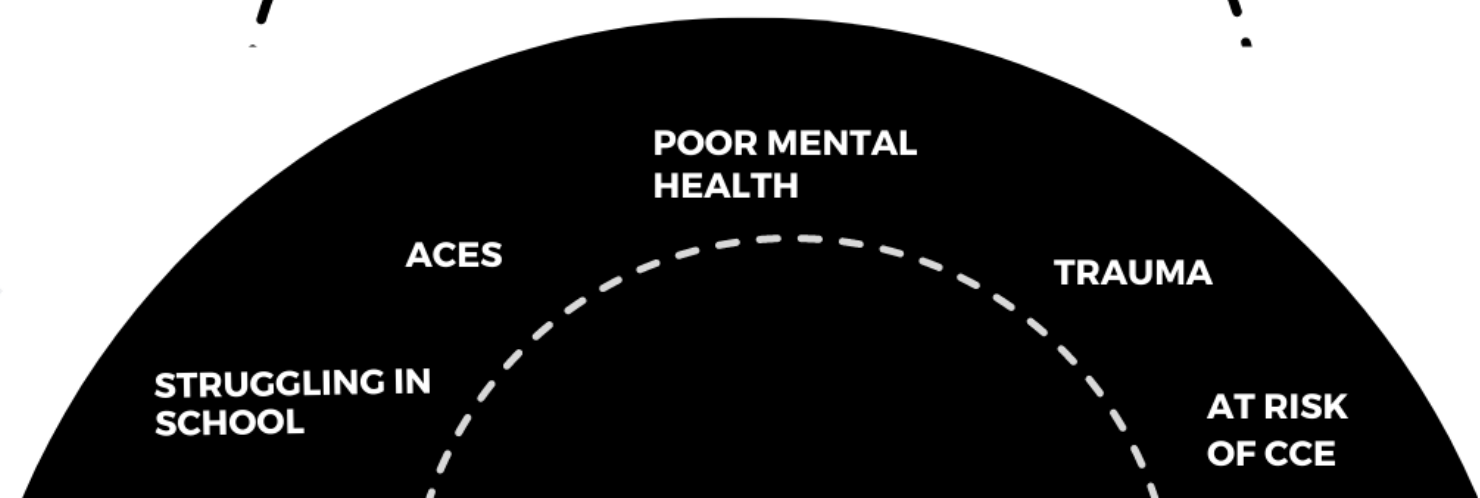
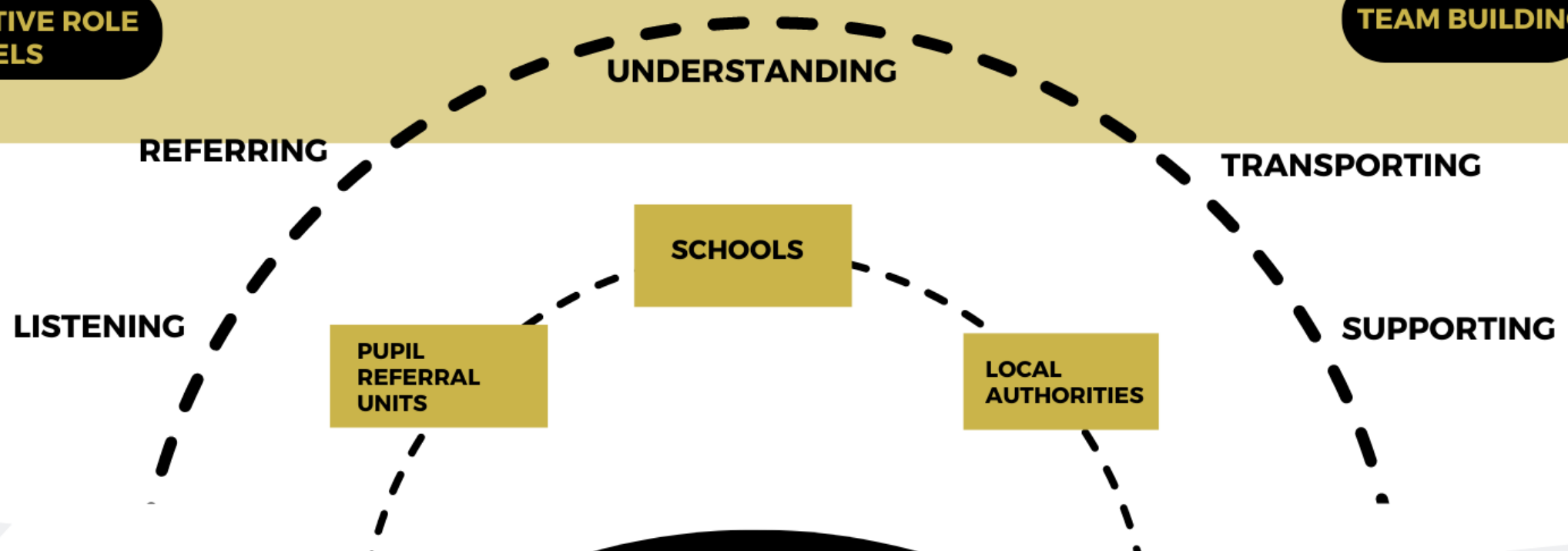
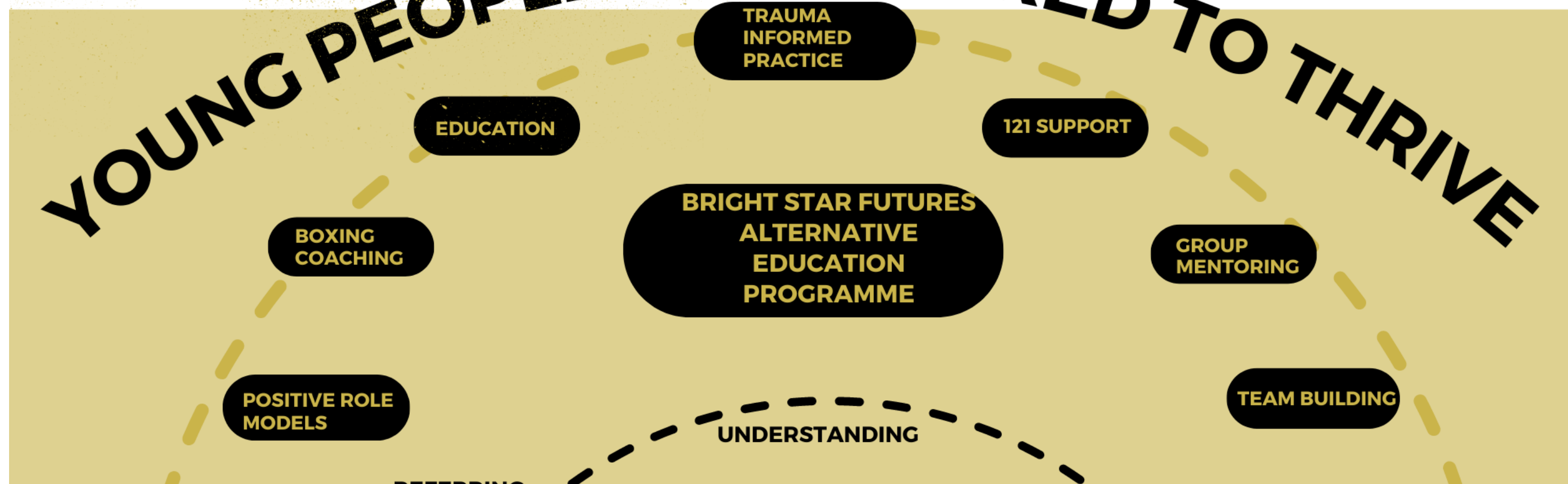
Brightstar prioritises young people who may feel vulnerable or disadvantaged.

We use a trauma informed, therapeutic approach to deliver sports coaching, mentoring and education. This, combined with quality time in both 121 and team settings, has been evidenced to create lasting behavioural change.

We have both school based and community programmes and many of the young people who have succeeded in them:

- struggle with their emotions and felt like they didn't belong.
- experience poor mental health.
- are not regularly in education, employment or training.
- have experienced trauma
- are at risk of child criminal exploitation.

YOUNG PEOPLE EMPOWERED TO THRIVE



Brightstar's programme model



Why boxing?

- It's a great fitness work out mentally and physically and we can work with other sports and activities.
- We don't need to include 'contact' sport and sessions are safe.
- It teaches discipline, respect and rules.
- It suits all body types and has many diverse role models
- It's the fastest growing sport and is highly appealing to young people (especially for women).
- Boxing helps young people express what's overwhelming them.
- Boxing makes people face their fears and shows them they are capable of achieving.
- Boxing can easily be adapted to meet any need and ability.

Our goals

For young people

Young people are empowered to succeed, by self regulating their emotions and taking ownership of managing their behavior and mental wellbeing.

For education and community partners

Partners are confident in referring to our programmes and will help us to continuously shape our offer to meet the changing needs of young people.

Partners are confident in shaping their work to support YP who have experienced multiple adverse childhood experiences

For investors

Our funders, commissioners and business partners achieve their goals for young people and their communities.

Our tactics

- **Create stronger relationships between sport, education and the youth justice sector, working in unity to intervene earlier so that young people have the best chance possible to thrive.**
- **Build lasting relationships with places and communities, so that referral programmes are kept local, trusted, adaptable and appealing for young people.**
- **Nurture role models (often those with lived experience) to volunteer and work with young people, providing security and opportunities for personal development.**
- **Help local sports clubs and activity providers to be ready to support young people, providing specialist training, mentoring and referrals so that clubs can be inclusive and more sustainable.**
- **Champion the voices of young people who are least likely to be heard, helping people who make important decisions and spend money, to work in the way that will help them the most.**

INPUTS

OPPORTUNITY

It's a challenging time to be a young person. The impacts of Covid 19 have been significant, with increases in ACES and knife crime, as well as a decrease in educational attainment.

Young people can struggle in a mainstream school environment, often due to underlying trauma, experiences and difficulty regulating emotions.

Early intervention reduces risk to a young person, making it easier to set them on a positive life path.

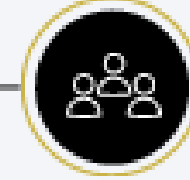
Schools, commissioners and community partners are looking for innovative, collaborative and trusted ways to support young people to stay in positive activities and education. However, there's often a lack of connectivity or trusted pathways to enable this.

Bright Star's proven model provides these opportunities and connectivity across groups and pathways.

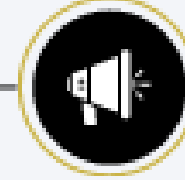
LOCAL PLACES & SPACES



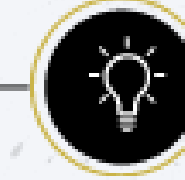
COMMUNITY PROVIDERS



VOICE OF YOUNG PEOPLE



SKILLS & TRAINING



BOXING & SPORTS



121 MENTORING & ROLE MODELS



THERAPEUTIC APPROACH



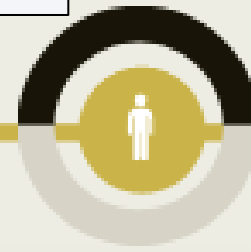
REFERRAL PROCESSES

THEORY OF CHANGE

LONG TERM

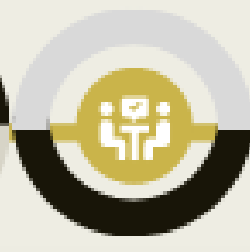
SHORT TERM

GOALS



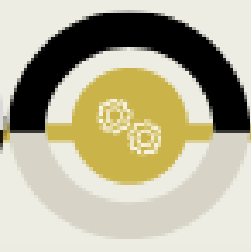
Young People

Young people are empowered to self regulate their emotions, and take ownership of managing their behaviour and mental wellbeing.



Education and Community Partners

Partners are confident in referring to our programmes and will help us to continuously shape our offer to meet the needs of young people, including those with multiple adverse childhood experiences (ACEs).



Investors

Our funders, commissioners and business partners achieve their goals for young people and their communities.

01

Improvement in behaviour, mental and physical health

02

Increase in local sports memberships

03

Improvement in educational attainment and attendance

04

Better relationships with YP across schools and community partnerships

05

Good SROI outcome

06

Partners advocate and champion success

07

Better support networks for young people

08

Community partners learn and adapt

IMPACT

OUR VISION

Young people are empowered to thrive.

OUR MISSION

Investors, education and community partners believe in the power of activity and work with us in one journey to success.

OUR STRATEGY AT A GLANCE

Brightstar is a not-for-profit organisation that uses boxing, mentoring and education to empower vulnerable young people to make positive changes to transform their lives. Our flagship programme 'Futures' is an award winning, alternative curriculum programme that attracts referrals for young people who need help to thrive. We work tirelessly across sectors; with schools, commissioners, sports clubs and businesses to create one journey for each young person.

WHO

VISION

All young people are empowered to thrive.

MISSION

To create one journey to success.

GOALS

Young people are empowered to succeed, by self-regulating their emotions and taking ownership of managing their behaviour and mental wellbeing.

Partners are confident in referring to our programmes and will help us to continuously shape our offer to meet the changing needs of young people.

Partners are confident in shaping their work to support YP who have experienced multiple adverse childhood experiences (ACE's).

Our funders, commissioners and business partners achieve their goals for young people and their communities.

TACTICS

Create stronger relationships between sport, education and the youth justice sector.

Build lasting relationships with local places and communities.

Nurture role models (often those with lived experience) to volunteer and work.

Help local sports clubs and activity providers to be ready to support young people.

Champion the voices of young people who are least likely to be heard.

ENABLERS

Dynamic schools

Innovative commissioners

Young people's voices

Funders and investors

Training and development

Inclusive clubs and activity providers

Role models, volunteers and coaches

Marketing and celebrating

VALUES

INNOVATION

COLLABORATION

EMPOWERMENT

WHAT

HOW