



made training

Impact Brief

Educating and inspiring students to realise
their full potential



Contents

- 04 Executive Summary
- 07 Why MADE Started
- 09 Scale of Reach
- 14 Case Studies
 - 16 - Inspire
 - 18 - Equip
 - 20 - Sustain
- 22 Thinking Skills Platform
- 24 Corporate Social Responsibiliy
- 26 Personal Statement

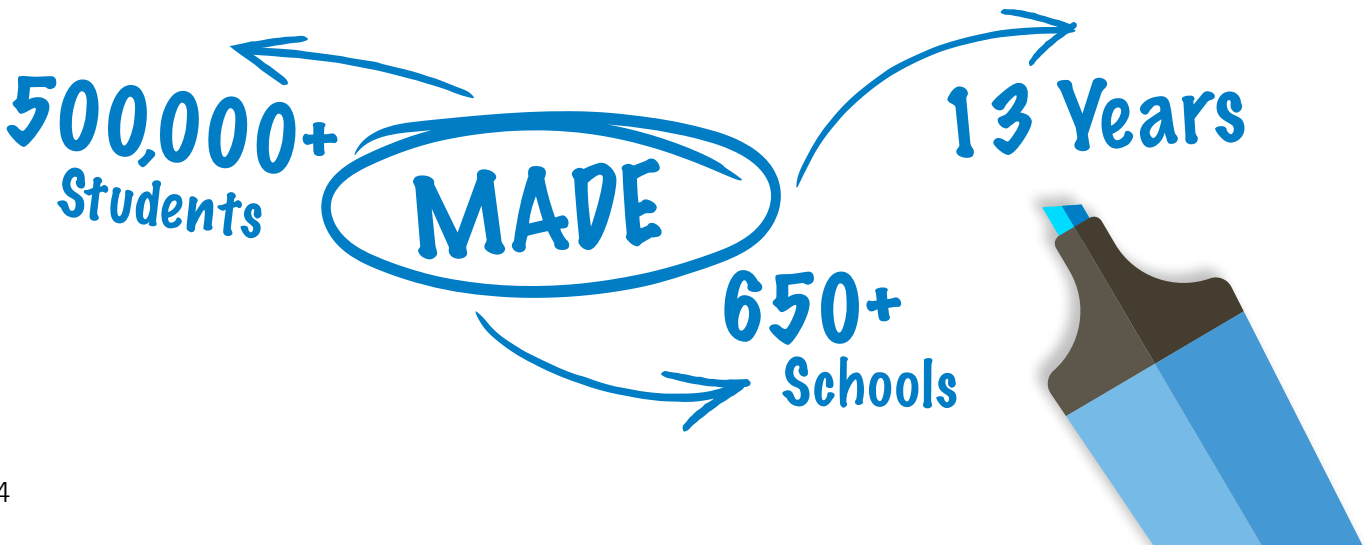
"I always thought I could never change but after this workshop I believe I can make my future better."

Year 9 student, Crookhorn College



Executive Summary

Thank you for taking the time to read our impact brief. It's taken us a long time to get around to writing it! We've been delivering workshops within the educational sphere for almost **13 years**. We've had the pleasure of working with **half a million students** within over **650 educational establishments**. From day one, we have been committed to internally assess every interaction we've had with students, and still today, we remain overwhelmed by the fantastic feedback we receive both on the quality of our trainers and our content. Analysing this data and feedback has allowed us to regularly reflect on our work and make the adjustments and additions to widen our scope, increase our impact and maintain our relevance. Over the last five years, we've been pleased to support some large-scale projects sponsored by the Office for Students (OfS). This has meant that we've had the opportunity for our work to be scrutinised and examined by independent bodies. This independent analysis and verification of our impact came to us as a welcome validation for not only what we believe in, but also the work we do and how we deliver it. Education is in a tough spot right now, with budgets being squeezed and goalposts being moved. But the thinking skills that we share with students remain just as important (if not more so) as they've ever been. We trust that our political leaders continue to encourage independent thinking to flourish within schools, colleges and universities.



Key findings of this impact brief:

- 1 Students who take part in our workshops have **an HE application rate 22% points higher** than students who do not take part; **a statistically significant difference.**
- 2 Those who take part in our workshops also have **an HE acceptance rate 9% points higher** than students who do not take part; **a statistically significant difference.**
- 3 Our workshops are **proven to increase student confidence** in studying independently, revising, and attaining higher grades.
- 4 Our workshops have a **positive impact on socio-economic factors**, particularly surrounding student motivation and aspirations for the future.

This independent analysis forms the backbone of this impact brief, and it was the catalyst for us to write it. The key findings above show that the skills taught in our workshops are a 'need' for students. Compiling this impact brief has made us incredibly proud. We hope you enjoy reading it.

Students who take part in our workshops have an HE application rate 22% points higher than students who do not take part.



Why MADE Started

MADE Training is dedicated to improving young people's lives through helping them to realise and harness the transformative power of education. We do this by sharing the necessary cognitive and meta-cognitive skills required for success, both in their academic lives and beyond.

We believe that education can and should be accessible to all. To make it accessible, students sometimes require a fresh perspective or new way of thinking to help them unlock a closed or negative mindset and rekindle their passion for learning. This is why MADE Training exists; to share innovative and powerful thinking skills to enable young people to become active, enthusiastic and lifelong learners. We believe this leads not only to greater levels of academic attainment but also to greater career opportunities and the potential to become informed, thoughtful members of society.

MADE Training exists to share innovative and powerful thinking skills to enable young people to become active, enthusiastic and lifelong learners.

Origin Story

As awareness of the importance of **‘learning to learn’** filtered through the educational sphere – we identified the potential benefits for students to study independently and build confidence as learners. We took proven and innovative thinking skills, coupled with advances in neuroscience and designed workshops in which students would learn how to think in an explicit and concrete manner – allowing them to access the curriculum, consolidate their learning and ultimately achieve better results.

How do we do it?

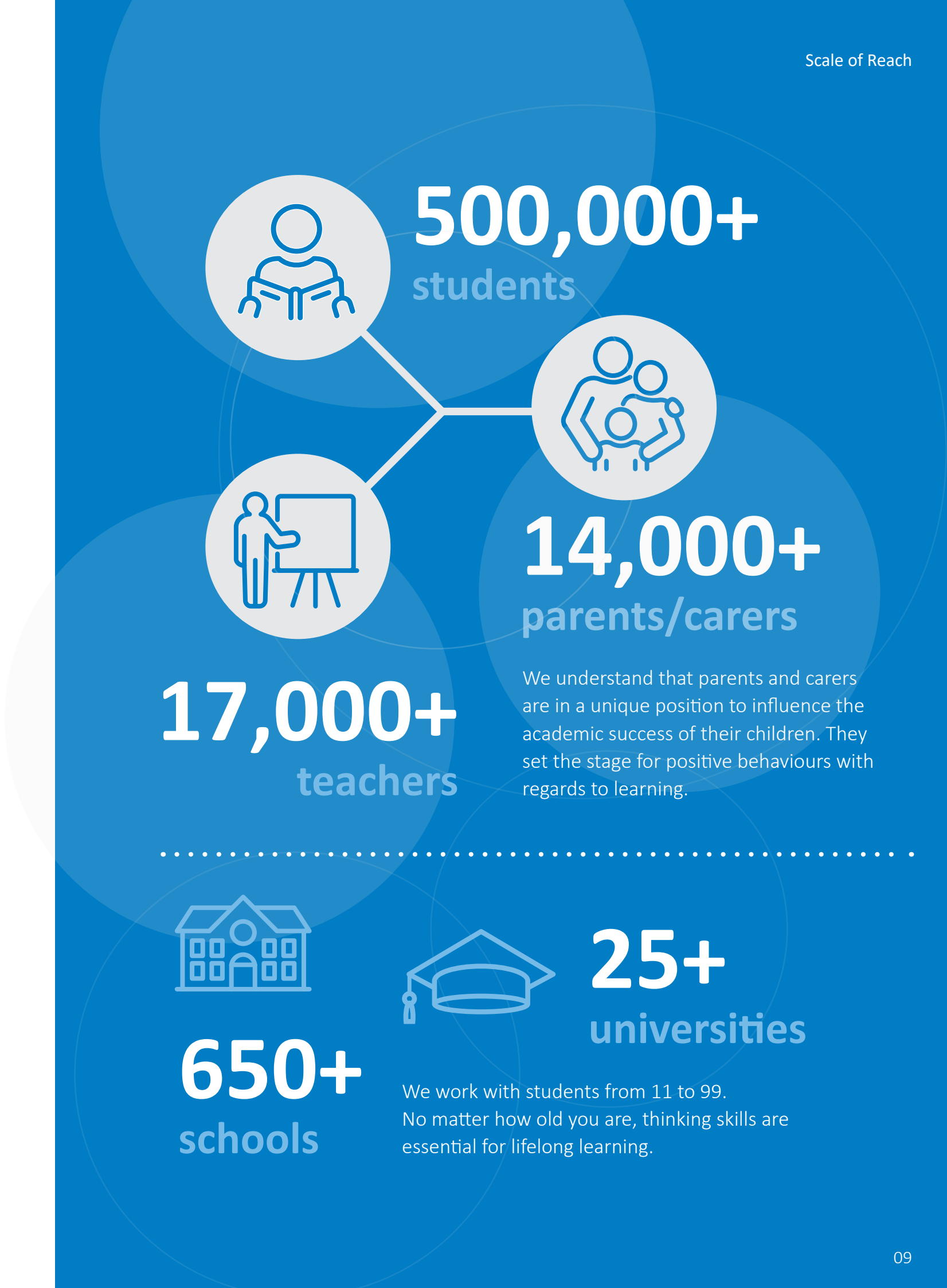
To achieve our objectives, our work focuses on sharing the cognitive and meta-cognitive thinking skills which allow students to:

- Manage their time
- Increase motivation
- Clarify aspirations and ambition
- Become responsible and organised
- Build respect for oneself and for others
- Become active readers, listeners and learners
- Identify strengths and weaknesses and pinpoint areas for development

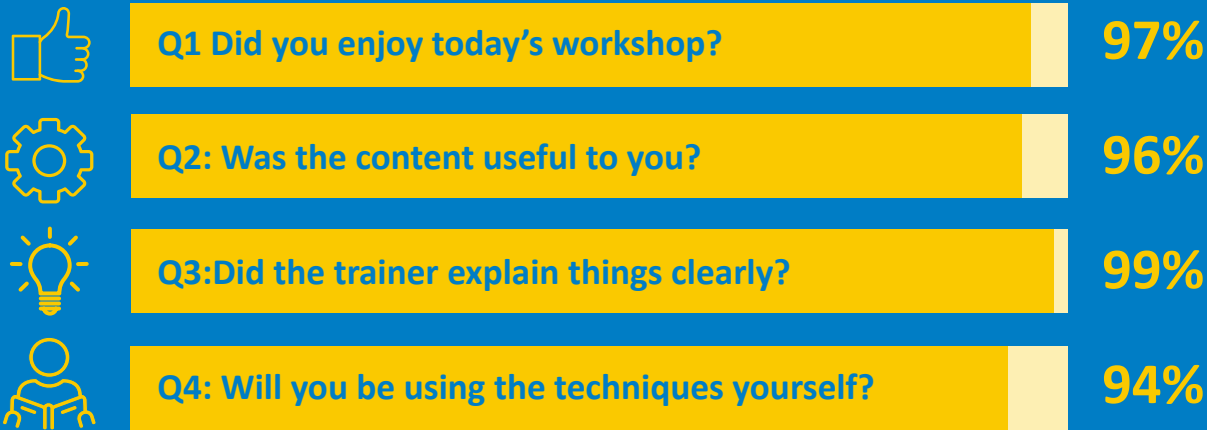
These skills enable students to enhance their self-esteem and self-efficacy, ultimately leading to higher levels of attainment and progression, **allowing our young people to build brighter futures.**

Scale of Reach

MADE is passionate about continual improvement and progression. We evaluate each of our workshops and use this qualitative and quantitative data to provide informative feedback reports to our clients. MADE uses the information to reflect and to make improvements to what we do because we want to ensure our work remains relevant and effective.



Internal Evaluation Data



sample size: 73,962 students

Workshop Trends

Over the last 13 years, as the challenges to schools have transformed, we in turn have experienced shifts in workshop choice and logistics. We have noticed:

- **One-hour workshops** have become far more popular than two-hour workshops. Before COVID, one-hour workshops accounted for less than 20% of our delivery, **now they account for more than 75%.**
- Fewer workshops focused on motivation are being requested. Instead, we are experiencing a **rise in demand for 'Positive Mindset'**; focused on managing anxiety and overcoming self-doubt.
- Our workshops centred on revision (**Exams MADE Easy and Rapid Revision**) were previously the preserve of year 11. Now, many schools are requesting these workshops **for their year 10 cohorts.**
- Since the pandemic, we have noticed that we are working with **smaller groups**; around **30 students compared to a previous average of around 80.**

We are experiencing a rise in demand for 'Positive Mindset'; focused on **managing anxiety and overcoming self-doubt.**



650+ Schools
500,000+ students

We work from Cumbria to Cornwall and from Swansea to Southend



MADE Training
Flint Barn, Plomer Green
Lane, Downley, HP13 5XN

Putting a Pen in Every Hand



MADE work tirelessly to ensure all of the students we work with are equipped with a firm grasp of thinking skills, but you may have noticed we leave the students equipped with something else too, a STABILO pen. **When we first started our MADE journey roughly 20% of the young people we encountered did not have their own pen**, we knew this was something we wanted to change and approached STABILO to help us. For the last 10 years, together we have been making sure that every student MADE Training support is equipped with an exam compliant pen.

All the pens we have given out,
laid end-to-end equate to

7,734,375 lego bricks

stretching out for 46miles

that's the equivalent of
13 laps
of Silverstone



Who Evaluated us?

Foreword

Alongside working with individual clients, we at MADE are proud to have been chosen to work with funded projects from the Office for Students (OFS). Having the opportunity to contribute to these projects has afforded us the ability to access data produced from independent feedback reports. These reports are particularly fascinating to us, as they provide impartial data on a deep level, spanning through many years of the students’ educational journey. The data we have used in the case studies featured on the following pages, comes from the three separate outreach projects described below.



Make Happen Essex:

Make Happen works with teachers and advisors to unlock opportunities for young people across Essex, by helping them make informed choices about their education and future. They chose MADE Training as a core facilitation partner in 2017, and since then we have delivered over 100 outreach events on behalf of Make Happen. Make Happen have tracked the success of their students who participated in MADE Training workshops via the Higher Education Access Tracker (HEAT).

In 2021, Make Happen collated the results of linking data from Make Happen outreach participants with UCAS applicant and accepted-applicant data through the UCAS STROBE service. This was in order to determine the numbers of specific outreach participants who had afterwards a) applied to Higher Education; and b) been accepted into Higher Education. Specifically students who had worked only with Make Happen’s delivery partners MADE Training were isolated in order to determine the association between receiving outreach from this provider and consecutive application and acceptance into Higher Education (HE) via UCAS. They were compared to a matched control group (both groups N=232).



Next Steps South West:

Next Steps South West (NSSW) provides impartial information and signposting so that students can make an informed decision about their future. From 2018-2020, MADE Training worked with over 9000 students within 35 schools and colleges across the counties of Dorset, Devon, Somerset and Cornwall. The workshops delivered, aimed to support students with the development of their study and revision skills. By providing students with an opportunity to enhance these skills, it was anticipated the sessions would motivate students and raise their aspirations to progress to HE. These aims aligned with the lack of Soft Skills which was a key barrier, identified by NSSW, that prevents young people to progress to HE. All events were evaluated by MADE Training and independently by NSSW. In three quantitative questions, included in these surveys, students were asked to evaluate their progress by rating their level of agreement with pre and post-activity statements.



Greater Manchester Higher:

Greater Manchester Higher (GMH) aims to improve the provision of information, advice and guidance about progression routes to higher education (HE), alongside offering a menu of activities to raise the aspirations of young people in Greater Manchester. GMH have worked with MADE Training for over 5 years, delivering workshops in schools and colleges across the greater Manchester area. In 2019, GMH commissioned Cosmos, an independent insights group to evaluate the impact of MADE Training’s workshops on the young people that they worked with. Over 1200 students were surveyed using a detailed pre and post evaluation process.



Case Study

Inspire

How we INSPIRE young people to RAISE ASPIRATIONS

We understand that aspirations are personal and as unique to each student as their fingerprint. What MADE seeks to do is to inspire and motivate each student we work with, to want to realise their aspirations and unlock their full potential.

Our workshops which focus on motivation and resilience are carefully designed to deliver a strong foundation of thinking skills to clarify aspirations, ignite inspiration and increase self-belief upon which the blocks of attainment and progression can be built.

The first step on any journey is believing the end destination is achievable and within your reach. Our workshops help students to set goals, create plans to achieve them and develop the courage and confidence to take action, raise attainment and make progress.

Greater Manchester Higher reported that **71% of their students**, after attending MADE workshops, **felt more confident about what they might do in future.**

“It inspired me to work hard and completely changed my attitude towards learning.”

Year 11 student, Lincoln Christ’s Hospital School



Higher Horizons asked their students who had attended our workshops how they had impacted them. **On average 61.8% of students either agreed or strongly agreed that attending our MADE Training workshops had made them think about applying to Higher Education or university in the future.**



students agreed they were better able to make decisions about their future

and 83% felt more able to set goals

Next Steps South West (NSSW) found that after attending MADE workshops **80% of their students agreed they were better able to make decisions about their future, and 83% felt more able to set goals.** This was furthermore supported by 86% of their teaching staff agreeing that the majority of students had learned something about Higher Education or career planning and that the sessions had raised students’ aspirations, indicating impact on the barrier of Socio-economic factors. All of the teaching staff agreed that they want to arrange for MADE Training to deliver workshops in their schools again.

“MADE Training is always very well received by both school staff and teachers, students comment on how inspired they feel once completing sessions and in particular feel super motivated by the deliverers that run the sessions! ”

Nathan Simpson – Senior Office: HEON

Case Study

Equip

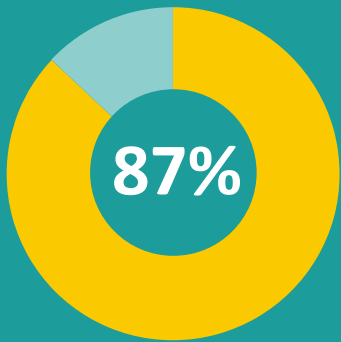
How we EQUIP young people with the skills to RAISE ATTAINMENT

Once the foundations of inspiration and motivation have been laid, the next step is to build upon them and equip students with the tools they need to be able to learn and revise effectively, achieve the grades they want and to move closer to achieving their aspirations.

Our workshops which focus on study and revision skills are designed and delivered in a way that make the skills transferable, memorable and tangible. Practical exercises are used to demonstrate to the students the impact and possibilities that the skills provide. We are proud of how students engage in our workshops, **the levels of enthusiasm and engagement are often so high, the air in the room feels as if it is charged with electricity.** With a keen focus on improving thinking skills and approaches to learning, MADE's study and revision skills workshops have been purposely created to suit a range of different study requirements and abilities; from supporting students transitioning into Key Stage 3 to students revising for their GCSE, A-level, university exams and beyond. We also support all stakeholders involved in raising student attainment through our Parents' Evening and Staff CPD workshop sessions, delivering practical advice on how best to support students with their revision, implement new learning strategies and encourage independent study.

"The workshop gave me the skills to work more efficiently. It has made me feel more comfortable about my exams. It will definitely bring my grades up."

Year 11 student, Lawn Manor Academy



of students felt more confident in studying independently after attending the workshop

and **80%** agreeing that they knew more about how to revise effectively for exams

NSSW reported that **87% of students felt more confident in studying independently after attending their study skills focused workshop,** with 88% agreeing that they knew more about how to revise effectively for exams, and 80% stating that they felt better able to study on their own.

Greater Manchester Higher found that after MADE Training workshops that **87% of their students now knew how to revise effectively for their exams and 79% now felt confident in their ability to study independently and revise for their exams.**

Make Happens HEAT report recorded that the (MADE Training) treatment group had a Higher Education Acceptance Rate (HEAR) nine percentage points higher than the matched control group. **A statistically significant difference of 93% versus 84%.**

"The workshop did an excellent job at equipping our students with a range of evidence-based learning and revision strategies. The Trainer was excellent. The students were absorbed and participating throughout!"

Nathan Kerr, Head of Upper School (Boy's Division), New Hall School

Case Study

Sustain

How we SUSTAIN the impact to empower young people to PROGRESS

Our support and involvement with the students we meet doesn't end with our workshops. We provide unique and meticulously designed resources for each of our workshops, which the students complete and keep. This allows them to refer back to the powerful new skills they have discovered and mastered with MADE Training. We also offer our Thinking Skills Platform as a continual resource to students. We can offer bespoke learning platforms to education organisations, which allow their staff and students to access our brilliant online learning courses. These can be used by the students as an independent task or incorporated into tutor group activities, providing consistent support to every student, throughout the academic year.

MADE understand the long-term benefits that our ongoing support can have on a student's attainment and progression. We are proud of the lasting relationships we have built up since 2010, allowing us to re-visit and support cohorts as they have progressed through their academic careers. Having the opportunity to not only witness but also participate in and contribute to their successes is a real honour and privilege.

Make Happens HEAT report found that a treatment group who took part in MADE Training outreach activities had a **Higher Education application rate 22 percentage points higher than a matched control group not taking part, (63% versus 41%), a statistically significant difference.** The treatment group also accepted their offers in higher proportion than the matched control group (96% versus 89%).

"This session demonstrated how to progress as a person and made me reflect and look at the ways in which I need to improve."

Year 13 student, Knutsford Academy



HE application rate 22 percentage points higher; a statistically significant difference

"The MADE team always manage to deliver sessions that are appropriate and relevant for a particular age group, whilst somehow also managing to amaze and inspire University staff and student ambassadors at the same time. The energy they bring to an event is quite outstanding, and I would highly recommend them for any university outreach activity! "

Tasha Jones (née Gamble) – Student Recruitment & Access Officer, University of Reading



Thinking Skills Platform

Blended learning emerged as one of the leading pedagogical concepts at the beginning of the 21st century and with advancement in smart technology, has flourished since. The need for online learning became ever more present during the COVID-19 pandemic, leading to the adoption of digital learning as a key component of mainstream education.

We first developed an online portal in response to an overwhelming number of requests for MADE Training to provide on-going support to the schools and students we work with. Many of our client organisations saw the direct impact our thinking skills had on their students and wanted this to reach their wider student body. The demand for online support to students increased greatly when lockdown hit schools and colleges. This gave us the time and determination to create our online portal which developed into the Thinking Skills Platform we proudly offer today.

Our Thinking Skills Platform (TSP) has reached more than 50,000 students so far- providing our client organisations and their students with independent study skills courses that can be completed at their own pace and convenience. Our TSP is also structured to allow the opportunity for each of the courses to be used in-class, by form tutors as a group learning activity where reflections, key skills and ideas can be shared and discussed.

We are proud that our TSP provides an holistic blended learning approach. Our platform is comprised of video episodes and guided workbooks to help explain and embed each of the skills.

At the end of each course there are assessment opportunities which allow the students to complete their own knowledge check and self-assessment. This function generates data, which allows staff to track student progression and identify which courses or strategies the students may require additional support with.

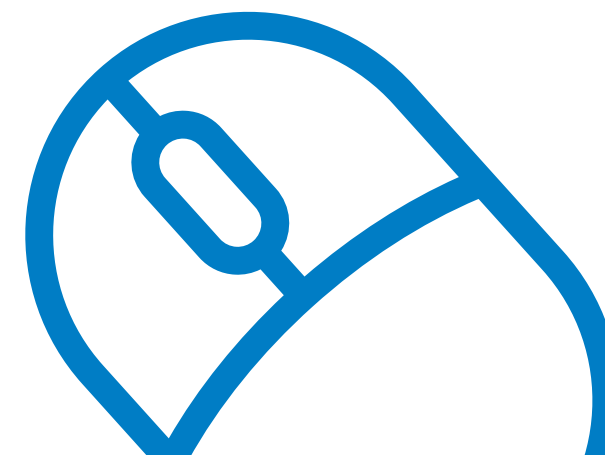
Each course of episodes has its own pre and post evaluation surveys. These gives an insight into the change and progression of the students' mindset as they make their journey through the platform's curriculum.

As with all aspects of education, the quality of what is put into the learning materials and delivery of online and blended learning will have a huge impact on, and ultimately determine what the students get out of it. We have combined our many years of experience, expertise in study skills and real passion for education to build a learner management system (LMS) that provides and delivers first class support.

We are extremely proud of our Thinking Skills Platform and the feedback we have received about how it provides huge benefit to the students who have access. Complementing and reinforcing the skills taught and encouraged in our Live and Virtual MADE Training workshops, we are thrilled to provide the option of this service to continue supporting students throughout their academic career.

"The question is not if we should blend. Rather the question is what are the ingredients?"

Marc Rosenberg



Corporate and Social Responsibility

Sustainability

MADE thinks carefully about our impact on the environment. This year we're going to audit our business to build a plan for our over-arching sustainability approach. So far, we have:

- Moved to a green energy supplier.
- Ensured that 100% of our disposable printed resources is made from fully recycled paper. We are committed to having all our paper resources to be printed on recycled stock by the end of 2023.

Charitable initiatives

No matter how big or small, we believe you should always help others. That's why we have supported the following two initiatives:

Magic Breakfast – To succeed at school, students not only need the necessary thinking skills, but also the energy to apply them. We partner with Magic Breakfast to help this happen. Magic Breakfast ensures that no child in their partner schools is too hungry to learn by providing healthy breakfast food and expert support to help identify and reach those pupils at risk of hunger. A hungry child cannot concentrate so could miss out on half a day of lessons every school day if not given anything nutritious to eat first thing. For every workshop day booked with MADE Training, we will provide 25 breakfasts across the nation.



Myeloma UK – We have worked collaboratively with racing driver Jonny Williams in the development of one of our workshops using his expertise with the technique known as 'the aggregation of marginal gains'. We worked together, introducing this powerful skill to students in our Marginal Gains workshop. Sadly, during 2012, Jonny was diagnosed with Myeloma (a blood cancer arising from plasma cells). As part of his ongoing treatment, Jonny has taken part in three clinical trials to contribute in the search to find the best treatment options for other patients. After successful treatment provided by Myeloma UK and moving into remission, Jonny returned to racing in 2021 and wanted to raise awareness for the charity that has helped him so much. MADE provided support for Jonny during his 'Race for Myeloma', helping to raise over £1500 for this amazing charity.

Personal Statement

Thank you for taking the time to read this impact report; the creation of which has been a significant milestone for us as an organisation. Collating the figures and compiling the case studies has given us the time to reflect on the significant work we have been doing over the last 13 years and truly measure our impact within schools, colleges and universities.

It's been a crazy few years to be honest. We started in 2010 with a couple of workshops and a handful of schools who really believed in what we were offering their young people. Since then, our portfolio of workshops has grown as we have listened to feedback from teachers and senior leaders and responded to the challenges within education. Then came 2020 and a challenge none of us foresaw, the pandemic and the lockdowns. A difficult time for education and a challenging one for us at MADE Training. After reeling for a week, we threw ourselves into working out how we could continue to support young people with the thinking skills that would be needed now more than ever. We embraced the digital space and found ourselves delivering virtual workshops and developing a suite of digital resources. This was a pivot that I am immensely proud of and I thank all those involved who supported us in making it happen, from our trainers, developers and the schools, colleges and Uni Connect consortia who partnered with us. It's incredible what can be achieved through collaboration.

As we move forwards, teachers and tutors throughout the UK have continued to show adaptability when working with a blended approach, ensuring young people have access to a high-quality education. Students have shown great resilience as they rediscover traditional environments for studying, yet with new methodologies for teaching and learning. It's an exciting time for education!



I'm certainly excited about the future, and in no measure – that's due to the amazing people I'm honoured to work with; my colleagues, our delivery team and the schools, colleges and universities that support us. Finally, thanks to all of the students, parents and teachers that we work with face to face – as Vinnie Jones said, 'it's been emotional!'

Sander de Groot, Director and Head of Training

*“It made me realise the fun and helpful nature
of revision. Absolute perfection!”*

Year 11 student, Huntcliffe School

MADE Training

Flint Barn, Plomer Green Lane, Downley, HP13 5XN

Tel: +44 0800 2707660

www.made-training.com

info@made-training.com