



SOCIAL IMPACT REPORT

2024-2025



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Changing Chances cic®

About Changing Chances

Changing Chances CIC was founded in 2019 with a mission to improve the life chances of every child and young person, whatever challenges life throws in their way.

We are a not-for-profit organisation with a mission to shift the world away from traditional behaviourist approaches towards ones which are neuroinclusive and support all children to feel great, do well and feel a strong sense of belonging within their communities.

Changing Chances CIC provides training for professionals within schools, wider educational provision, youth justice, social care and health as well as courses for foster carers, kinship carers, adoptive and birth parents and guardians. Our flagship programme, 'The Empowerment Approach®' weaves neurobiology, psychology, education and coaching to empower young people and the adults around them with an understanding of the brain and the tools to feel and do better.



Our Team



Kit Messenger – CEO & Co-Founder

A former headteacher with over 30 years' experience working with children and young people, Kit is the co-author of 'Curious Not Furious' and the founder and CEO of Changing Chances CIC.



Alison Rendle – Co-Founder & Chair of the Board

Alison is a former senior leader in a local authority and in secondary schools. She is co-founder and Chair of the Board of Changing Chances CIC, and co-author of 'Curious Not Furious'.

As a not-for-profit Community Interest Company that does not have shareholders, we are supported by a board of Non-Executive Directors who provide their expertise free of charge in support of our mission. Our board combines the expertise of educationalists, coaches and clinical psychologists with the lived experience of young people and families.

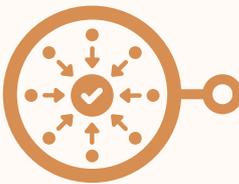


At Changing Chances CIC, we work with a wonderful team which includes youth coaches, educationalists, psychologists and leadership coaches. Together they deliver our busy programme of training, support and coaching for schools, families and professionals working with children and young people.

Our Core Values

Our four core values are the foundation of everything that we do. They are central to our training and coaching services, and they underpin how we run our Community Interest Company.

01



CHILD AT THE CENTRE

- Children and young people are at the heart of everything we do.
- Our business decisions are all informed by their needs.
- We use straightforward language, even when describing tricky ideas.

02



CURIOUS NOT FURIOUS

- We ask thoughtful questions and we really listen to the answers.
- We never judge or criticise.
- We're curious about what is making family life hard or why a school is excluding children.

03



HIGH EXPECTATIONS & HIGH SUPPORT

- We hold high expectations of children and we support them to reach these.
- We expect a lot of ourselves: we deliver high-quality services, seek feedback, and act on what we hear.

04



GOOD FOR YOU, GOOD FOR ME, GOOD FOR EVERYONE

- When people are struggling, we help them find solutions that are good for everybody.
- We strive for fairness by charging affordable prices, paying fair wages, and investing any profits back into our work.

About Our Work

Our work is founded on a single aim: to improve life chances for all children and young people. However, we know that life doesn't create a level playing field for all. That's why we focus especially on supporting young people experiencing disadvantage due to the intersectionality of trauma, neuro-difference, mental health and poverty. We offer a range of services for schools, families and professionals working with children.



Our Story So Far

THE EMPOWERMENT APPROACH IS BORN

2017

- Programme models & resources developed
- Pilot work carried out
- Training delivered to foster carers
- Family coaching begins

EARLY DAYS

- Sussex Police commission family coaching
- East Sussex contract to provide coaching to School Leaders
- First delivery of strength-based assessments

2020

NEW OPPORTUNITIES

- Developed business with National Lottery grant/ Big Issue
- Contract to coach Headteachers in Brighton & Hove
- Training started in Brighton & Hove schools
- Foster Carer training for Brighton & Hove

2022

EXTENDING OUR REACH

- Training began in Hampshire schools
- Learning Platform launched for self-study
- Continued provision of training for schools in Kent, East Sussex and Brighton & Hove
- Further strengthening of our programme & range of resources
- Services extended to include supervision for adults with safeguarding responsibilities and those working with vulnerable children

2024

2019

START TRADING AS CHANGING CHANCES

- Training for 100 East Sussex Heads
- Empowerment Approach training began in schools
- First parent training sessions ran
- Training for organisations providing out of school activities commissioned by a Hastings Charity

2021

CIC MILESTONE

- Converted to a Community Interest Company
- Developed Theory of Change with Ipsos MORI
- East Sussex foster carer training began
 - Continued our partnership with Sussex Police
 - ESCC Empowerment Approach training for school leaders

2023

SPREADING THE WORD

- 'Curious Not Furious' book published
- Online shop opened for business
- CIC board established
- Empowerment Approach training in Kent and Northampton schools

2025

SCALING OUR IMPACT

- Extending our reach to Isle of Wight, Berkshire and West Sussex nurseries and schools
- Coaching for Headteachers in West Sussex begins
- Training for foster carers extended to include West Sussex
- Work with increasing number of schools in East Sussex, Brighton & Hove, Hampshire & Kent
- Sussex Police partnership extended for a further three years

Who We Have Worked With



We have worked alongside a large number of individuals, families, and organisations to maximise our impact on children, young people, and the adults and peers who work with them. This includes working with:



Schools & alternative education provision establishments



City & County Councils



Social workers, early help workers & youth workers



Childcare services



Law Enforcement & Criminal Justice Professionals



Teacher training providers



Foster carers, kinship carers and adopters



UK Government departments & services

Who We Have Worked With

Our work in Education Provision:

Training: We have provided Empowerment Approach training and support to a total of 83 schools and education settings, representing 31000 children and young people from across Kent, Hampshire, East Sussex, West Sussex and Brighton & Hove.



Leadership Coaching: We have also continued to coach Headteachers and school leaders across across nursery, primary and secondary schools. With commissions from ESCC and BHCC, in addition to involvement in the Kent headteacher coaching programme, we have now provided leadership coaching for almost five years to over 150 school leaders.



“ The impact of my coaching has been far-reaching. I feel significantly more confident at navigating life as a leader. ”



83 schools



31000 pupils



150 leaders

Who We Have Worked With

Our work in Social Care & Other Children's Services:



In addition to our work in schools, we have also delivered Empowerment Approach training courses to:

- Groups of foster carers, kinship carers and adopters to groups across East Sussex and Brighton and Hove
- Sussex police officers and staff
- A constellation as part of the Mockingbird programme, taking place within the Hub Home
- Staff working in Alternative Education Provision in Brighton, Crawley and Worthing
- Early Help Workers, Social Workers and Youth Workers across East Sussex.

“ Inspiring and thought provoking.

This should be mandatory training!

”



Who We Have Worked With



As well as delivering our flagship training programme, we have also provided bespoke training, delivered keynote presentations at conferences, and offered input and support to various organisations, including:

- Providing INSET training for ESCC Early Help Service managers
- Delivering INSET training for staff working across Hampshire within their peripatetic Music Service
- Supplying a series of webinars for the Designated Teacher Network through the BHCC Virtual School
- Providing a session for New Heads focused on self and staff well-being
- Leading an Aspiring Heads session focused on the use of coaching for self-development
- Delivering a speech at the House of Lords on behalf of Sussex Community Foundation to present the importance of family coaching to support vulnerable children
- Presenting at the BHCC Social Work Conference: Supporting the Workforce Through a Neurobiological Lens
- Delivering a keynote presentation at the West Sussex County Council SENDCO conference
- Offering a series of series of Parent/Carer Forums across West Sussex
- Providing training on both policy development and neuroinclusive practices to a range of stakeholders at The Sussex Partnership for Inclusion of Neurodiversity in Schools (PINS) – a joint National Health Service (NHS) and Department for Education (DFE) programme.
- Delivering a keynote speech at the Portsmouth Inclusion Conference
- Presenting a series of presentations for Surrey Wraparound Childcare Services
- Delivering a keynote speech to support ESCC with their programme around Neurodiversity & the Online World
- Providing a series of presentations at parent/carer forums across Sussex on behalf of Sussex Parent Carer Forum
- Delivering training for WSCC LBAT team
- Delivering a keynote speech for King's College London PGCE students

Who We Have Worked With

As part of our Sussex Police Partnership, we have continued to provide family coaching, supporting 140 families.



Family As Coaches®
PROGRAMME (FAC)

This work allows us to provide direct support to young people, aged 7 to 18, who are struggling and are presenting with challenges socially, emotionally or in learning.

We provide individualised coaching, working with the young person, their parents/ carers and other family members.

In these sessions, the coach works with the young person and their family to explore barriers to success and ensure they can achieve across all areas of their lives, by:

- understanding the neurobiology and executive functioning that may be contributing to their difficulties
- building key weaker skills
- designing strategies and scaffolds to support any specific neurodifferences.



Impact : Schools



Schools who have implemented The Empowerment Approach effectively, have reported the approach as having a significant impact on behaviour and attitudes across the school.

“ This will lead to better educational outcomes. ”

Reported impact has included:

- increased staff confidence and skills
- improved learning engagement
- improved relationships
- improved pro-social skills and a reduction in instances of anti-social behaviour
- individuals with higher needs building better regulation skills, leading to fewer escalations
- removing barriers to attendance
- reduced use of leadership time to support behaviour
- a reduction in exclusions

“ The approach is having a huge impact on behaviour and attitudes of the children ”



Impact: Families



“ I wish every parent could learn this. ”

Feedback from foster carers who attended Empowerment Approach training in 2024-5 shows that our work positively impacts children themselves, their relationships with those around them, and the homes where they spend their time.

“

Quite simply the best fostering training I've ever been on.

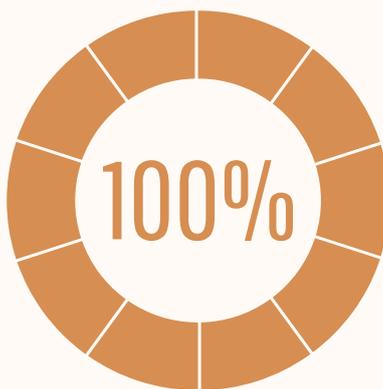
It's practical, accessible and it works!

It's a very strength-based approach, solution-focused, positive, and so empowering for the child.

I love the training. The content is engaging, relevant and practical. I recommend it to all foster carers I meet!

”

100 % of foster carers who attended Empowerment Approach training in 2024-5:



- gave the training the highest possible rating
- found the training to be engageable and enjoyable
- felt the training would positively impact themselves and the children they care for

Impact : Leadership Coaching

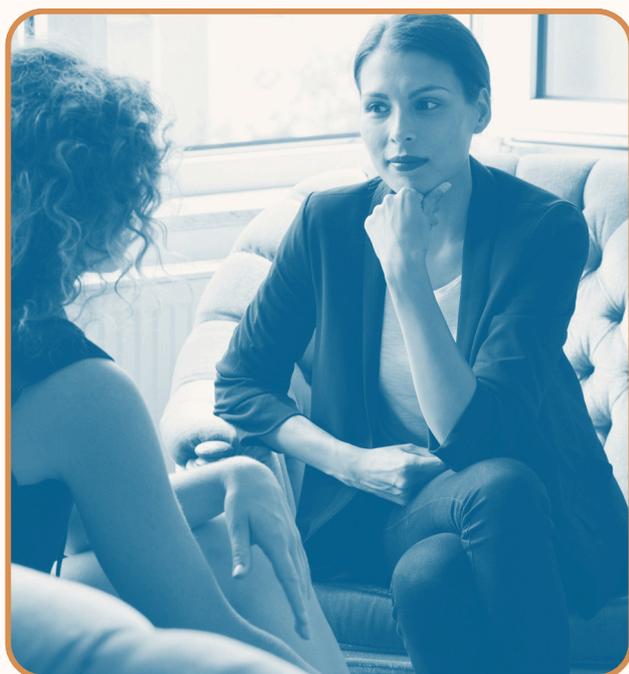
“ Revolutionary! These coaching sessions have made me reflect on all aspects of my leadership & transformed my thinking. ”



100%



100% of Headteachers who undertook Leadership Coaching with us reported that they would recommend the coaching to a colleague.



“ This coaching has really helped me to make progress as a leader. ”

“ The coaching had a hugely positive impact on me as a leader and on a personal level. ”

“ I have greater awareness around my strengths and areas for development. ”

“ The coaching has helped clarify my thinking...This has led to far better focus at work. ”

Impact : Family Coaching

Feedback from participants of our Family Coaching sessions indicates that young people and their families benefit from significant positive impacts from the coaching.



“ I found Changing Chances so helpful and user friendly. You have helped my family which I'm so grateful for. ”

100%

- rated their sessions with the coach with the highest possible grading
- reported that they learned a lot about what might be behind their child's struggles and how to help them
- stated that the coaching made loads of difference to what they say and do when their child is struggling
- gave the highest possible rating for the amount of positive impact the coaching had on themselves and their child.

“ The sessions have been easy to follow and understand... The advice and strategies have been easy to put into place. ”



Programme Development



We use insights from our research, feedback from programme participants, and newly emerging evidence to continue to improve and develop The Empowerment Approach.

01

Our Empowerment Approach Handbook has been revised and developed:

A new structure provides greater cohesion across the course, and further detail has been added to each module to provide clarity and exemplification. In addition, structured reflection has been included to allow participants to contemplate their own practice and consider how the key messages from the course will impact how they support children moving forwards.

New resources have been created to support children and young people's understanding of The Empowerment Approach, including:

- A new Executive Function Tracking booklet
- A new Brain Needs Check & Scaling booklet
- Updated Coaching Cards deck
- New animations to provide accessible and engaging ways to access more of our key messages, tools and concepts

02

03

New curriculum resources have been created to support the implementation of The Empowerment Approach in schools:

Easily accessible, structured learning materials have been designed to reduce teacher workload whilst ensuring the integrity of The Empowerment Approach is closely adhered to.

Further steps have been taken in the development of our self-study Learning Platform, due to be completed by the end of 2025.

This platform will be instrumental in:

- Protecting our intellectual property
- Building our passive income
- Scaling up our services.
- Providing staff from schools and other organisations who have attended our training course with sustainable professional development
- Enabling us to further spread our message and training

04

Business Development

We continue to to grow and develop our business so that we can reach more individuals, families and organisations, achieve new goals and strive towards our future mission.



Our business development this year has included:

- Being awarded a 3 year grant from Sussex Community Foundation
- Creating a new, improved shopfront selling our resources which, once the Learning Platform is complete, will enable individuals to purchase training and resource bundles.
- Building up our services to include supervision for staff with a focus on improving the capacity of staff to support vulnerable children and young people
- Growing the team to support scaling up, including the recruitment of:
 - a new member of the board
 - four new Family & Young People Coaches
 - three new trainers
 - a new member of the team to support the CEO with internal operations, strategic planning and programme development.

Next Steps

Our core future mission is to shift the national approach from behaviourism to psychoeducation and coaching so that all children and young people experience a positive childhood and are empowered to become highly engaged individuals who are confident self-advocates, exhibiting high levels of self-responsibility.

How we intend to achieve this:

Scaling Up Services

01

Extend our reach nationally, with Empowerment Approach Training for parents, carers, and a range of professionals across the country.
Increase the number of annual commission for our training.



02

Extending Our Presence

Grow our presence and broaden the reach and impact of our messaging via:

- a second book
- a children's book series
- webinars, podcasts, articles and media
- networking and links with national organisations.



Policy Change Drive

03

Influence policymakers through a persuasive evidence base of the Empowerment Approach, established through:

- securing funding for an Impact Data Project Lead
- building a robust longitudinal evaluation data set
- building partnerships with at least one university.



We welcome support. If you feel you or an organisation you are linked with could help us with any of the actions above, please do get in touch.

Contact Us



www.changingchances.co.uk



[linkedin.com/company/changing-chances](https://www.linkedin.com/company/changing-chances)



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We wouldn't be where we are today if it weren't for our supporters, commissioners, funders and those who share our mission; they all help us to spread the reach of our work and to identify and make the most of opportunities. We thank you all and look forward to continue deepening our partnerships with you in the year ahead.



Changing Chances CIC®