



# Bedazzle

## ANNUAL REPORT

JUNE 2025



# SUMMARY

This past year has been one of bold steps, deep learning, and powerful collaboration. Taking on Priory House was a leap of faith—one that has proven to be both impactful and transformative for Bedazzle. What began as a vision for a creative and inclusive community hub has grown into a vibrant space where young people, families, educators, and artists come together to thrive.



Our newly appointed Board of Trustees have flourished in their roles, bringing fresh insight, stability, and strategic direction to the charity. Their leadership has enabled us to grow with confidence, even in the face of ongoing challenges in the education and arts sectors.

The ambassador team continues to grow in both number and skillset, and it is through these collaborations—across schools, community groups, and creative practitioners—that we find our greatest strength. Together, we are building something truly special.

Of course, no year is without its challenges. We've embraced the learning that comes with growth and change, and we remain committed to evolving in ways that best serve our community. As we look ahead, the organisation is poised, energised, and excited for what's to come.

# HIGHLIGHTS & TIMELINE

## July 2024

- Dudley Pride and Pride @ Priory House.
- First Be Head SmART Summer Camp.

## August 2024

- WMYT XXV intensive rehearsals @ Priory House.

## September 2024

- “One Night Only” - WMYT 25<sup>th</sup> Anniversary Concert @ Grand Theatre
- Our SEMH Support team returned to schools

## October 2024

- Home Education Art Class launched.
- Everybody Dance Now & Out to Explore Yoga Classes started in the studio.
- Delivered Youth MHFA England Aware course on World Mental Health Day.

## November 2024

- Friday night “Band Night” launched.

## December 2024

- Youth Theatre Christmas Carols at Justice for Ryan memorial

## January 2025

- Youth Theatre Winter HAF Project

## February 2025

- Delivered school workshops for Children’s Mental Health Week.
- Act UP - first adult course at Priory House launched.
- Youth Theatre began workshopping Dare to Dream Jr





# HIGHLIGHTS & TIMELINE

## March 2025

- First Be Head SmART Home Ed cohort achieved their Arts Award.
- Minerals workshop for the home-ed community, attended by over 30 children and families.
- Delivered our first-ever Neurodiversity in the Workplace Training.

## April 2025

- Easter HAF project involving over 30 young people in Youth Theatre
- Dare to Dream Jr - first production at Priory House.

## May 2025

- Youth Mental Health First Aid course during Mental Health Awareness Week.
- Launched bi weekly Home Ed Social Meet Ups
- Dudley Discoveries Art Project launched in Dudley Schools

## June 2025

- Launch of Music Classes for Home Ed Community
- Birthday celebrations at Priory House





# PRIORY HOUSE


When we took on Priory House, it was with a vision—and a leap of faith. One year on, it has become the beating heart of our organisation: a creative, inclusive, and collaborative hub that is transforming lives and strengthening our community.

Throughout the year, Priory House has hosted a wide range of activities, from youth theatre rehearsals and performances to adult confidence-building courses, home education meet-ups, and mental health training. Our studio has been transformed into a performance space, a classroom, a gallery, and a safe haven—sometimes all in the same week.

We've welcomed new partners and practitioners into the space, including Everybody Dance Now, Out to Explore Yoga, and Neuro By Nature. Our ambassador team has grown in both number and expertise, helping us to deliver a more diverse and responsive programme of support.

The launch of our Be Head SmART programme has brought accredited arts education to home-educated children, while our Friday Night Band Night has created a safe space for young musicians to connect and create. We've also supported over 60 young people through Holiday Activity and Food (HAF) projects, ensuring access to creative opportunities and hot meals during school holidays.

Priory House is more than a building—it's a symbol of what's possible when creativity, care, and community come together. As we look ahead, we're excited to continue developing this space as a hub for wellbeing, learning, and belonging.



# SCHOOLS & TRAINING

This year marked a significant expansion in our schools and training work. With the growth of our SEMH support team, we've been able to double the number of schools we work with across Dudley and the Black Country. This has allowed us to reach more young people, families, and educators with tailored support that promotes wellbeing, inclusion, and engagement.

Our training offer has also continued to evolve. We delivered our first-ever Neurodiversity in the Workplace Training, a milestone in our commitment to inclusive practice. This was launched alongside a new partnership with Claire from Neuro By Nature, who joins us as our Neurodiversity Ambassador—bringing valuable expertise and advocacy to our work.

We also delivered a range of Mental Health First Aid England courses, including our first Youth Aware course at Priory House on World Mental Health Day, and a two-day Youth MHFA course during Mental Health Awareness Week. These sessions brought together practitioners from diverse settings, equipping them with the tools to better support young people.

Our creative outreach has grown too. Sarah, our artist-in-residence, has led bespoke workshops in schools to support attendance, literacy, and wellbeing. Her work with the North Dudley Learning Partnership on the Dudley Discoveries project has engaged over 10 schools in exploring their local area through art—culminating in a gallery exhibition at Priory House later this year.







# WEST MIDLANDS YOUTH THEATRE

This year has been a landmark one for our Youth Theatre, filled with creativity, celebration, and community spirit. The highlight was undoubtedly our 25th Anniversary Concert at the Grand Theatre, Wolverhampton. Over 50 current and former members came together to rehearse at Priory House and perform a spectacular showcase of musical theatre, joined by professional alumni. It was a powerful celebration of our legacy and a source of inspiration for the next generation.

In July, 25 of our young performers took to the main stage at Dudley Pride, representing Bedazzle with pride and passion after their first rehearsals in our new studio space. Their performance was a vibrant reminder of the power of youth voice and visibility.

Throughout the year, our Youth Theatre continued to engage in meaningful community work. In December, they delivered a heartfelt Christmas performance in support of the Justice for Ryan campaign at a memorial in Stourbridge—demonstrating their commitment to using the arts for social impact.

We also launched our first in-house production at Priory House, Dare to Dream Jr., developed during February half-term and brought to life during our Easter HAF project. Over 30 young people participated, either performing or contributing to set and visual design. The result was three sold-out performances in our transformed studio theatre, showcasing not only talent but teamwork and resilience.

Our Youth Theatre continues to be a cornerstone of Bedazzle's mission—empowering young people through performance, creativity, and community. With new classes, collaborations, and productions on the horizon, the future is bright.





# LOOKING AHEAD

July 2025 will see Priory House transformed into a gallery space as we host the culmination of the Dudley Discoveries project, celebrating the creativity of over 10 local schools through a public exhibition.

Alongside this, our summer holiday camps will run throughout July and August, offering a rich mix of Art, Music, and Performing Arts workshops, including a specialist SEND programme. Thanks to continued support, HAF-funded places will be available across all sessions, ensuring accessibility for families who need it most. Our Youth Theatre will be back in rehearsal mode over the summer, preparing for an exciting September production—soon to be announced.

We're also thrilled to confirm that our partner schools will continue working with us into the next academic year, allowing us to build on the strong foundations laid this year. All of our community classes and initiatives—from yoga and dance to art and music—will also recommence in the autumn, bringing familiar faces and new energy back into Priory House.

In September, we'll once again be supporting Dudley Pride, where our Youth Band will take to the mainstage, showcasing the talent and spirit of our young musicians. And before we know it, we'll be gearing up for the festive season, with more opportunities to connect, celebrate, and create together.

And as always, we'll continue to listen, learn, and adapt—guided by the voices of our young people, families, partners, and team. With a growing network of ambassadors, practitioners, and supporters, we are excited for what lies ahead.

Together, we are stronger. Together, we are Bedazzle.







# ACKNOWLEDGMENTS

At Bedazzle, collaboration is at the heart of everything we do. We are deeply grateful to the many individuals, schools, organisations, and funders who have supported our work over the past year.

## Partner Schools

We continue to be inspired by the dedication of our partner schools, who share our commitment to wellbeing, creativity, and inclusive education. Their openness to innovation and collaboration enables us to reach more young people and families each year. A special mention to Springfield Primary and New Road Academy who have become partner schools this year.

## Supporting Organisations

We are fortunate to work alongside a range of organisations who offer us invaluable support—whether through shared resources, professional expertise, or joint initiatives which strengthen our impact and help us deliver a richer, more responsive programme.


## Priory House Collaborators

Priory House has become a vibrant hub thanks to the organisations and practitioners who use the space and contribute to its energy and purpose. From dance and yoga to music and mental health, these collaborators help us create a truly inclusive and dynamic environment.

## Trusts & Foundations

We are incredibly thankful to the trusts and foundations whose funding has enabled us to grow, innovate, and reach those who need us most. Their belief in our mission is a vital part of our success.

To everyone who has walked alongside us this year—thank you. Your support makes Bedazzle possible.



# PRIORY HOUSE AIMS



We envision Priory House as the heart of community well-being in Dudley. Nestled within our vibrant hub are a plethora of organisations dedicated to empowering and enriching lives under the four key pillars.



HEALTH



EDUCATION



ARTS



LIFESKILLS

## *A Beacon of Hope for Dudley and Beyond*

A collaborative hub where voluntary, community, social enterprise, and creative sectors converge to provide comprehensive support services. This integrated approach ensures that beneficiaries, including existing service users of lead organisations, receive holistic care tailored to their multifaceted needs.

Through a diverse range of services spanning health, education, arts, life skills. The hub facilitates lifelong development opportunities for individuals and aims to empower them to overcome barriers and achieve their full potential.

Fostering collaboration among member organisations, maximizing resources, expertise, and networks to optimize support delivery. This collaborative model empowers both beneficiaries and community stakeholders, promoting a sense of ownership and resilience within the community.

Make a meaningful impact on the well-being of individuals and the community as a whole. Through targeted interventions and community engagement initiatives, the hub strives to create a supportive and inclusive environment where everyone has the opportunity to thrive.



Lifelong  
Development  
Opportunities



Community  
Reach and  
Impact

Integrated  
Support  
Ecosystem



Empowerment  
Through  
Collaboration

