

IMPACT REPORT

2024

2025

B  **EQUALITY** **YOND**



Managing Director's introduction

Connection not Crisis

11+ Years

EXPERIENCE

1058

WORKSHOPS, SEMINARS
AND TALKS DELIVERED

197

ORGANISATIONS WORKED
WITH

12500*

PEOPLE REACHED ACROSS
TOUR AREAS OF WORK AGE
FROM 12 TO 60+

In recent years, many have spoken of a so-called "crisis in masculinity."

From academia to politics to the media, a growing chorus of voices are expressing concerns about men, particularly as evidence has mounted that men and boys, statistically speaking, experience worse physical and mental health (e.g. Movember's The Real Faces of Men's Health), higher rates of social isolation, and higher risks of radicalisation or perpetrating violence against themselves or others - with the IPCC highlighting the continued rise in violence against women and girls (VAWG), with perpetrators overwhelmingly men.

The cultural conversations following Netflix series *Adolescence* resonated widely because it portrayed the deep loneliness, insecurity and disconnection many teenage boys experience - and the very real risk that these vulnerabilities can make boys susceptible to radicalisation by misogynistic influences online, with devastating consequences for women and girls. While fictional, its themes reflect troubling realities.

Research such as the Safer Scrolling report reminds us how easily boys - especially those already vulnerable - are drawn into harmful online ecosystems, where algorithms amplify misogynistic content and normalise it. The IPCC has highlighted the continued rise in violence against women and girls (VAWG), with perpetrators overwhelmingly men.

The evidence is clear and compelling, that men in the UK experience starkly poor physical and mental health outcomes. Too many men still feel unable to ask for help, and when they do, they too often encounter health systems that reinforce stereotypes instead of offering meaningful support.

Yet, crisis thinking won't lead to solutions for this problem.

Dr Daniel Guinness, Managing Director at Beyond Equality



Dr Daniel Guinness, Paris 2025

Managing Director's introduction

Connection not Crisis

We can do better for our men and boys.

At Beyond Equality, we know men and boys' poor health, emotional struggles, loneliness, and their use of violence are rooted in the same rigid masculine norms.

Too often, boys and men are taught that there is only one acceptable way to be male: invulnerable, dominant, aggressive and competitive. In this worldview, success is measured by power over others. If we are to improve outcomes for men and boys - and disrupt the cycle of violence - they must be supported to challenge these norms, to reflect on their own values, and to make intentional choices about the kind of men they want to be.

That is the work Beyond Equality does every day. For more than a decade, we have been creating spaces where men and boys can rethink masculinity. Where they can find their role in creating an equitable and safer society, and develop new ways to care for themselves and others.

This year, we have seen unprecedented momentum across society: conversations with policymakers, academics, educators, parents, carers and community leaders; the Department for Education mandating that schools address misogyny within the RSHE curriculum; and renewed calls across the VAWG prevention sector for primary prevention approaches that actively engage men and boys.

Dr Daniel Guinness, Managing Director at Beyond Equality



B EQUALITY **YOND**

Managing Director's introduction

Connection not Crisis



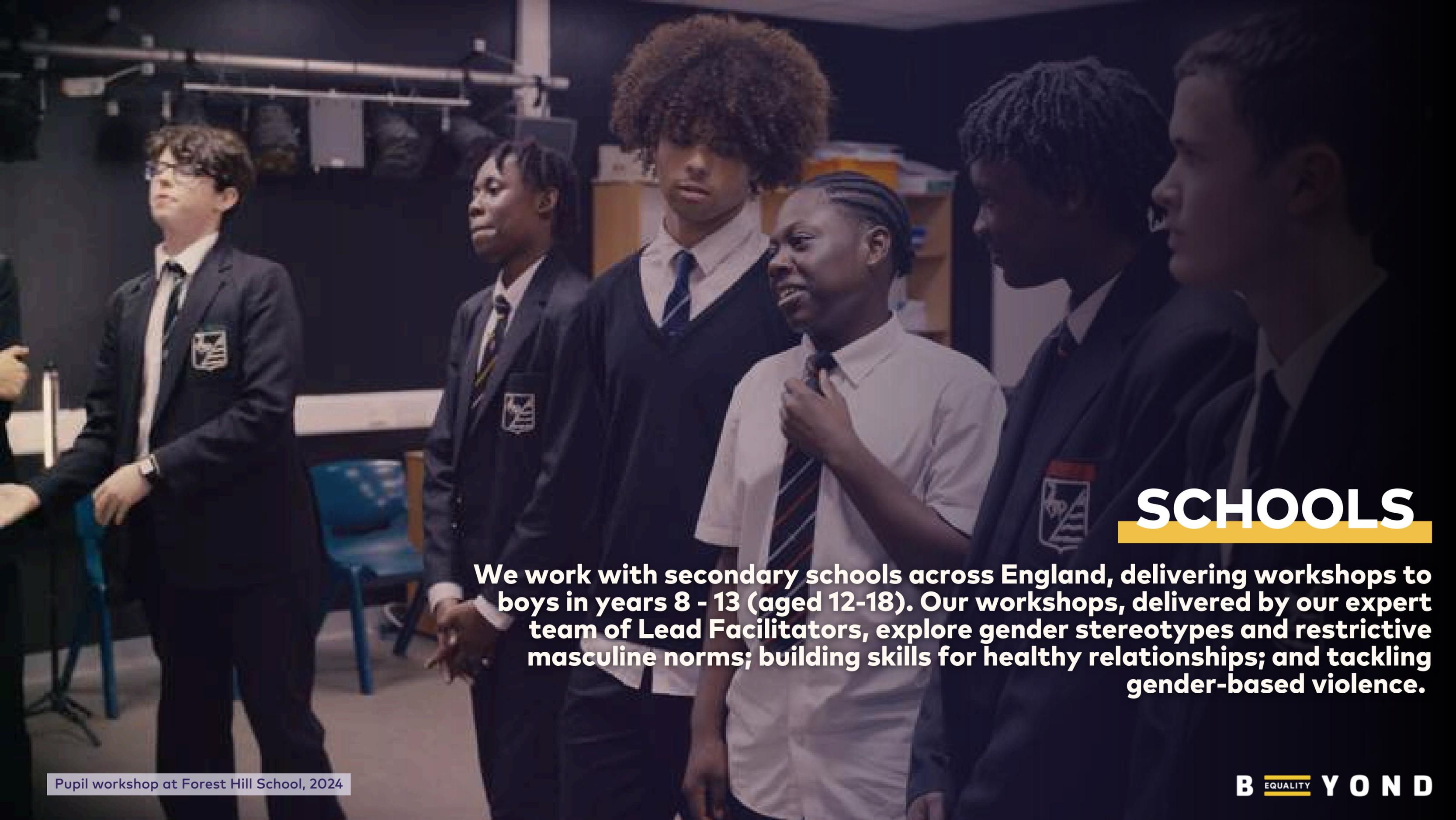
Most importantly, we have seen thousands of men and boys step into this work with us - whether in schools, universities, workplaces or community groups - reflecting deeply on their roles and relationships, and taking action to create more equitable cultures.

We have never seen such coordinated interest in rethinking masculinities, but the stakes could not be higher. Men and boys are struggling, and some are causing real harm to women, girls and marginalised genders. This must change - and it must change now.

We are proud to be part of a growing movement, and grateful to our staff, partners, collaborators and supporters who make this work possible. Rethinking masculinities is collective work: it takes courage, persistence and many hands. There is more to be done, and at Beyond Equality we stand ready to meet this moment. We hope you will join us.

I invite you to read about our impact through this report, and to join in the Beyond Equality mission by becoming a donor, supporter or inviting us to work with your organisation.

Dr Daniel Guinness, Managing Director at Beyond Equality



SCHOOLS

We work with secondary schools across England, delivering workshops to boys in years 8 - 13 (aged 12-18). Our workshops, delivered by our expert team of Lead Facilitators, explore gender stereotypes and restrictive masculine norms; building skills for healthy relationships; and tackling gender-based violence.

SCHOOLS IMPACT

623 Workshops
Delivered

1700+
educators reached across the
UK over five education sector
conferences and events
delivered,

6953

boys reached.
BE works with a range of schools
- 67% of the young people attend
state schools, 33% independent
schools

49
schools booked,
pupils across 14
counties supported
with embedding
healthier
masculinities

85%



Pupil Approval Rating

PUPILS: WHAT DID YOU LIKE ABOUT THE WORKSHOP?



Year 9 boys

Involved movement, actively challenged societal norms'

'Made me question my perspective'



Year 12 boy

'The transparency, such as the fact everyone was able to give their completely honest opinions, and seeing the reasoning people provided for their beliefs was eye opening.'

80% of boys say our workshops help them learn more about gender stereotypes

86% say they learned more about healthy relationships with us

75% say they now understand what gender-based violence is and how it impacts other people

LOCAL AUTHORITY PARTNERSHIPS

This year, we worked with three Local Authorities to deliver pupil workshops, teacher training, youth worker support and pupil voice work. We reached:

6 schools and 747 boys in Brent

3 schools and 488 boys in Somerset

14 schools and 1200 boys in Lewisham



EXTERNAL EVALUATION: *Lewisham*

With funding from Lewisham Local Authority, we commissioned TellTale Research to carry out an evaluation of 100 Year 8 boys who completed our three pupil workshops. Boys completed a survey before and after each workshop - their responses after the workshop were compared to their responses before the workshop. 10 boys completed a qualitative arts-based focus group before Module 1 and after Module 3.



Tell Tale Research

Beyond Equality's workshops show promising impact in creating valuable spaces for boys to discuss gender, relationships and violence prevention.

The evaluation revealed notable patterns of attitude shifts immediately after the workshops as well as between them (delayed processing).'



@reallygreatsite

EXTERNAL EVALUATION: *Lewisham*

/1

CHALLENGING GENDER STEREOTYPES ABOUT MASCULINITY

7% decrease in boys who "strongly agree" that "a real man never shows weakness or asks for help".

15% decrease in boys who "strongly agree" that "guys who work out regularly are more likely to get a girlfriend and be successful".

Students demonstrated an understanding of emotional expression and recognition of gender stereotypes

/2

UNDERSTANDING HEALTHY RELATIONSHIPS:

Complete elimination of support for controlling behaviour.

12% increase in recognising impact of stereotypes on others.

6% decrease in heteronormative assumptions about relationships.

5% increase in active intervention in controlling behaviour scenarios

/3

UNDERSTANDING GENDER-BASED VIOLENCE:

100% of respondents reported being "very likely" to intervene when witnessing pressure/discomfort.

97% agreement on understanding gender-based violence after the workshop.

12% increase in students who would privately address sexist jokes.

11% decrease in those who would stay silent to avoid conflict

EVENTS



- Society of Heads conference - our keynote speech reached 30 school leaders
- St Dunstan's College conference on 'What does it mean to be a man?' - our keynote reached 150 safeguarding and PSHE leads
- Education Support collaboration on online misogyny and polarised views - this digital seminar reached 350 educators
- 'No More Lost Boys' seminar on tackling misogyny in the wake of the Netflix series Adolescence - this Beyond Equality event reached over 1000 parents, carers, educators and youth workers
- It Happens education conference - our collaborative workshop reached 150 educators



Partnerships & collaborations

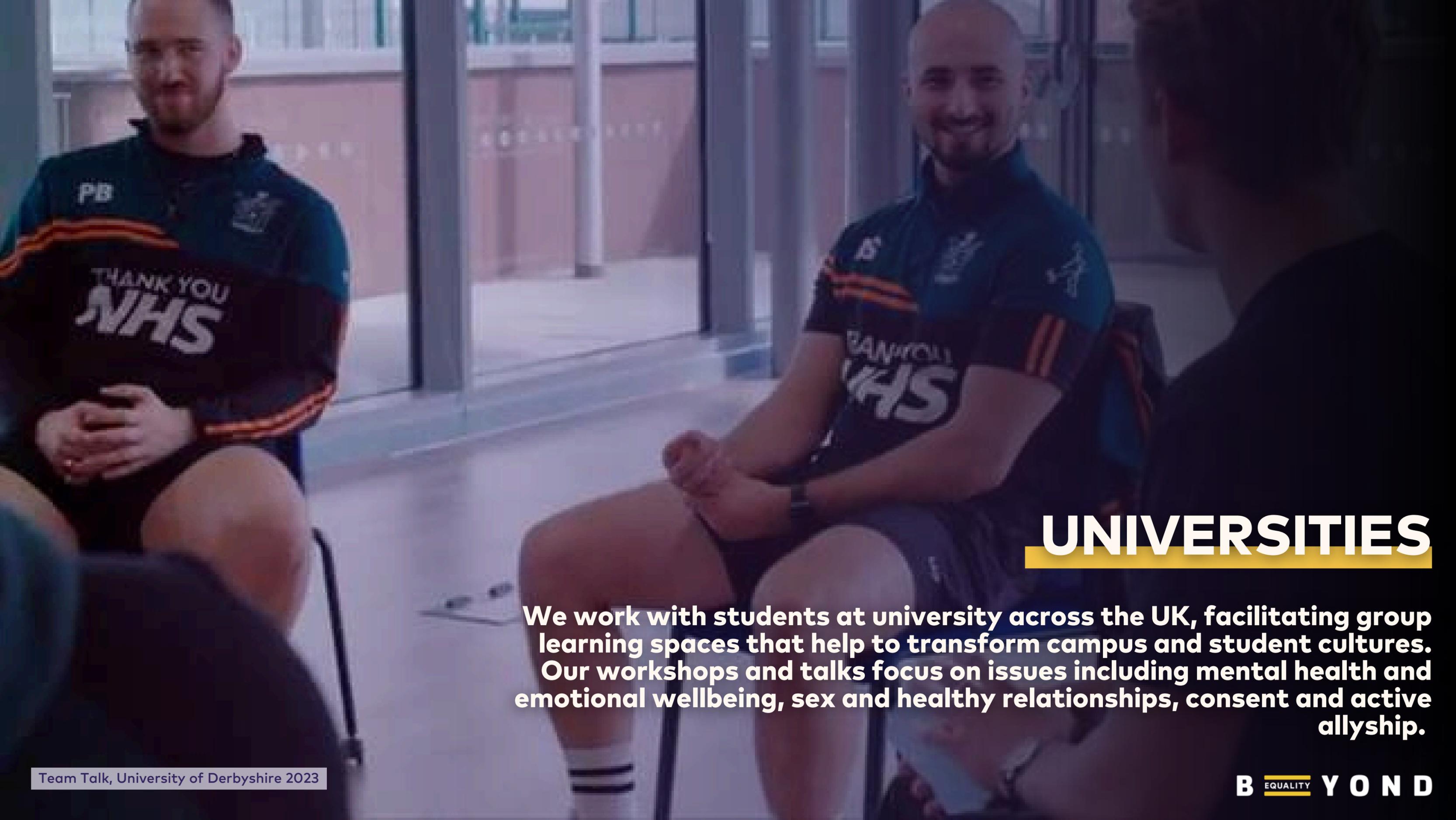


● It Happens x BE

It Happens x Beyond Equality: We delivered a collaborative project on gender equality at Rugby School for the third year running. 180 pupils of all genders received five workshops each, with training and seminars for staff, parents and carers.

● Girlguiding x BE

Girlguiding x Beyond Equality: We delivered a pilot project at 3 schools across England. 300 pupils of all genders received three workshops each, with Beyond Equality delivering our established pupil workshops to boys and Girlguiding delivering workshops on self-advocacy and gender equality to girls.



UNIVERSITIES

We work with students at university across the UK, facilitating group learning spaces that help to transform campus and student cultures. Our workshops and talks focus on issues including mental health and emotional wellbeing, sex and healthy relationships, consent and active allyship.

THIS YEAR'S HIGHLIGHTS

78 Workshops
Delivered

10000+
students and young people
reached



88%
Workshop Participant
Approval Rating

18 universities and
organisations
booked, of which
50% are return
bookings



94% of workshop
participants agree that
our workshops help
them to create a more
positive group culture





Partnerships & collaborations



● Amber Foundation

This year, we worked with the Amber Foundation - an organisation supporting young people experiencing homelessness - for the second year in a row. We adapted our workshop content to reflect the young people's context and meet their needs, and provided specific training to help Lead Facilitators feel more confident delivering in this setting, including two workshops on trauma-informed facilitation.

● University of Cambridge

We also piloted a bespoke project with Cambridge University, developing student workshops on consent and delivering training for students and faculty members so that they could deliver the workshops themselves.

WHY WOULD YOU RECOMMEND THIS WORKSHOP TO SOMEBODY ELSE?



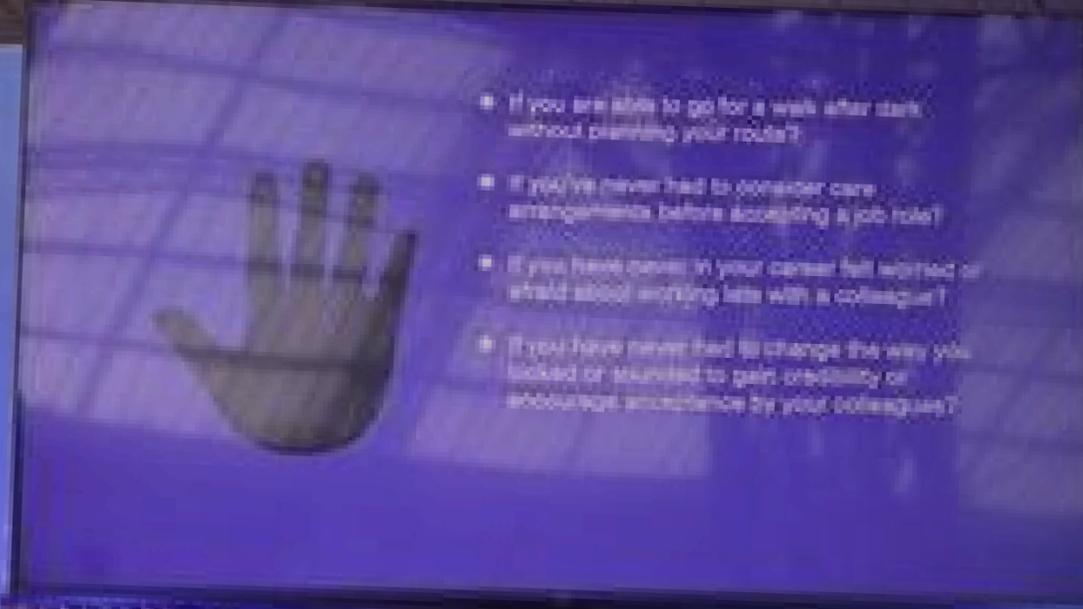
'Made me question my perspective'



'I feel it was beneficial personally and as a group as it made me think and talk about things that were important and that I probably wouldn't have spoken about before as well as being self-reflective on the topics.'

What was the most useful thing about the workshop?

'Understanding that many other people feel the same way as me, difficult conversations are difficult. More likely to open up and help others in the future.'



- If you are able to go for a week after dark without planning your route?
- If you've never had to consider care arrangements before accepting a job role?
- If you have never in your career felt worried or afraid about working late with a colleague?
- If you have never had to change the way you looked or behaved to gain credibility or encourage acceptance by your colleagues?

WORKPLACES

Beyond Equality is a leading provider of corporate engagement and training programs. We specialise in engaging men in conversations that lead to action in support of a more inclusive working environment. In rethinking masculinities we support men in becoming part of the solution to inequality.

Panellists:



Nick Alder
Senior Client Lead,
Channel 4
(Panel moderator)



Kasey Robinson
Head of Workplace,
Beyond Equality



Stephen Manderson
aka Professor Green
Rapper, broadcaster and
mental health advocate



Fergus Navaratnam-Blair
Vice President,
Trends and Futures,
NRG

Workshops Booked
73

Seminars
21

Full Man Programmes
completed
2

Organisations booked
18

Parents & Carers + The Shed



Participants Reached
1650+



B EQUALITY **YOND**



93% 
of participants
would recommend
our sessions to
someone else

**Participants rate
sessions 4 or 5 stars
(up 10% since last year)**



90% 
of participants say
they have a better
understanding of
our core topics

The majority of our participants plan to take further action within 3 months of attending our seminars, with the most popular planned actions being:

- *learning more*
- *working together with colleagues*
- *and carrying out their own activism.*

WHAT DID YOU LIKE ABOUT THE WAY THE [WORKSHOPS] SESSION WAS FACILITATED?



'Ben and Rose were incredibly personable and are highly skilled at making people feel extremely comfortable and valued- no mean feat in a room full of people with very divergent levels of privilege, and very divergent experiences of oppression. They encouraged everyone to speak and speak honestly, without ever forcing this upon someone. The time flew by in the best possible way.'



That each person in the room was carrying a difficult experience or vulnerability that they would not have shared outside of the training. The environment created by the trainers allowed for open and honest discussion that showcased the complexities of each attendees' experiences inside and outside of work.

MAN PROGRAMME

We also offer our flagship MAN Programme: a multi-day coaching programme to help men in a given workplace consider their own relationship to masculinities, and develop the skills and confidence to become active allies in ending sexism and misogyny in the workplace. We work flexibly with clients to create bespoke packages that work for their needs, priorities and budget.

"I am going to champion the MAN programme and push for it to become an annual training event to provide organisation resilience going forwards."



IMPACT SPOTLIGHT: WEST WALES MAN PROGRAMME

A cohort of men who work for West Wales police participated in our multi-day allyship coaching programme, focusing on supporting men to become active allies against sexism and gender inequality in the workplace.

88%



participants would recommend the MAN programme to someone else

Participants rated their motivation to take action against sexism and misogyny **4.4/5** within the workplace at an average of

Participants rated their confidence in intervening on sexism in the workplace **4.3/5**



The average programme rating from participants

'The programme gets you to answer questions that you've not necessarily considered before; which not only helps improve your understanding of the topic, but also helps you to delve into your own belief system.'

"This was one of the best, if not the best training course I've been on. It was particularly refreshing to be coached by people outside of the Police, it was far more engaging than any internally facilitated equality training.'

IMPACT SPOTLIGHT: WEST WALES MAN PROGRAMME

TAKING ONGOING ACTION AGAINST SEXISM AND MISOGYNY IN THE WORKPLACE

Increased Awareness and Vigilance:

Many participants expressed intentions to be more aware of their surroundings, listen carefully to conversations, and be vigilant for inappropriate behaviors.

Direct Intervention and Support:

Several participants plan to actively intervene in sexist or misogynistic situations, champion others, and signpost colleagues to support networks.

Promoting Inclusivity:

Actions like ensuring fair opportunities for women staff, involving diverse individuals in scenarios, and considering equality impacts in decision-making were highlighted.

Leadership and Advocacy:

Some intend to champion the MAN programme, push for it to become an annual training event, and improve leadership



SPORTS

Sport is an arena within which men and boys can play a fundamental role in building a safer and more equitable world for all, starting with upstream work in the primary prevention space that bring about firstly attitudinal, then behavioural, and finally, cultural change.

TESTIMONIES & IMPACT



""[The workshop] helped me be more confident challenging teammates and friends""

Academy Player - Premier League club



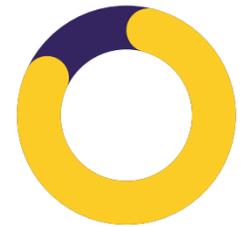
92%



of participants had a greater understanding of what their teammates needed to form healthier relationships



86%



reflected upon when they've done something harmful, and thought about how they could make a better choice next time

83%



of participants felt they were more open to being challenged by our teammates

TESTIMONIALS

'FOR COACHES AND TEACHERS: HAVE YOU NOTICED ANY POSITIVE CHANGES IN THE BOYS YOU WORK WITH SINCE THEY HAD THIS WORKSHOP?'



Our young people are much more aware of how language, behaviours and attitudes can be used as a positive or negative in relation to gender stereotypes and how a harmful outlook can be detrimental for building relationships with teammates, family members and friends.'

'WHY WOULD YOU RECOMMEND THAT OTHERS WORK WITH BEYOND EQUALITY?'



I think it's so important that young men have good, strong role models, and these guys are exactly that. Our boys love them and really look forward to their sess'ions. For them to hear messaging from these men is really valuable in my opinion.'

CASE STUDY



It's a brilliant, brilliant program, where you get to learn a lot about yourself.



Exploring Masculinities
Off & On The Pitch

For 6 years, Beyond Equality has partnered with sport and education charity, Kinetic Foundation, to provide our specialist training with men towards emotional expression, improved wellbeing, gender justice, gender based violence prevention and more inclusive masculinities.

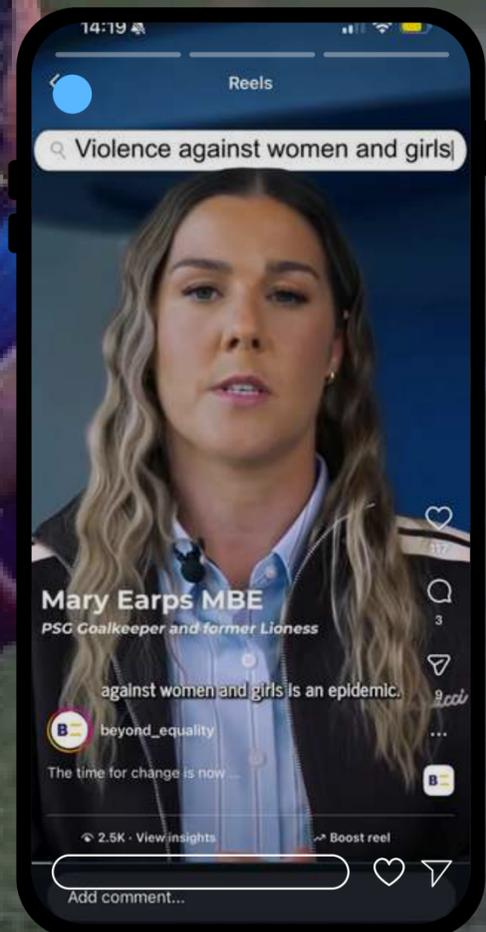
For two years, the partners worked with young footballers in Harris Federation academies, helping them navigate pressures, giving them tools to create safer and more inclusive communities and cultures. Our gender transformative approach supports young men to reflect upon their experiences of masculinities and mental health, build empathy and compassion for the experiences of their peers, and use tools of critical thinking to take them past gendered norms that harm themselves and others.

Watch the video to see the **IMPACT** of the partnership



PARTNERSHIPS AND COLLABORATIONS

This year, we were delighted to work as an accredit provider through the Premier League's LifeSkills programme for the third consecutive season, delivering workshops to young athletes. We have also worked extensively with the Premier League Foundation on both their PL Kicks and PL Inspires programs, presenting spotlight sessions on masculinities and gender equality to club foundation staff and coaches and running workshops and activations with young people at both Wembley Stadium and St. George's Park.



Looking ahead

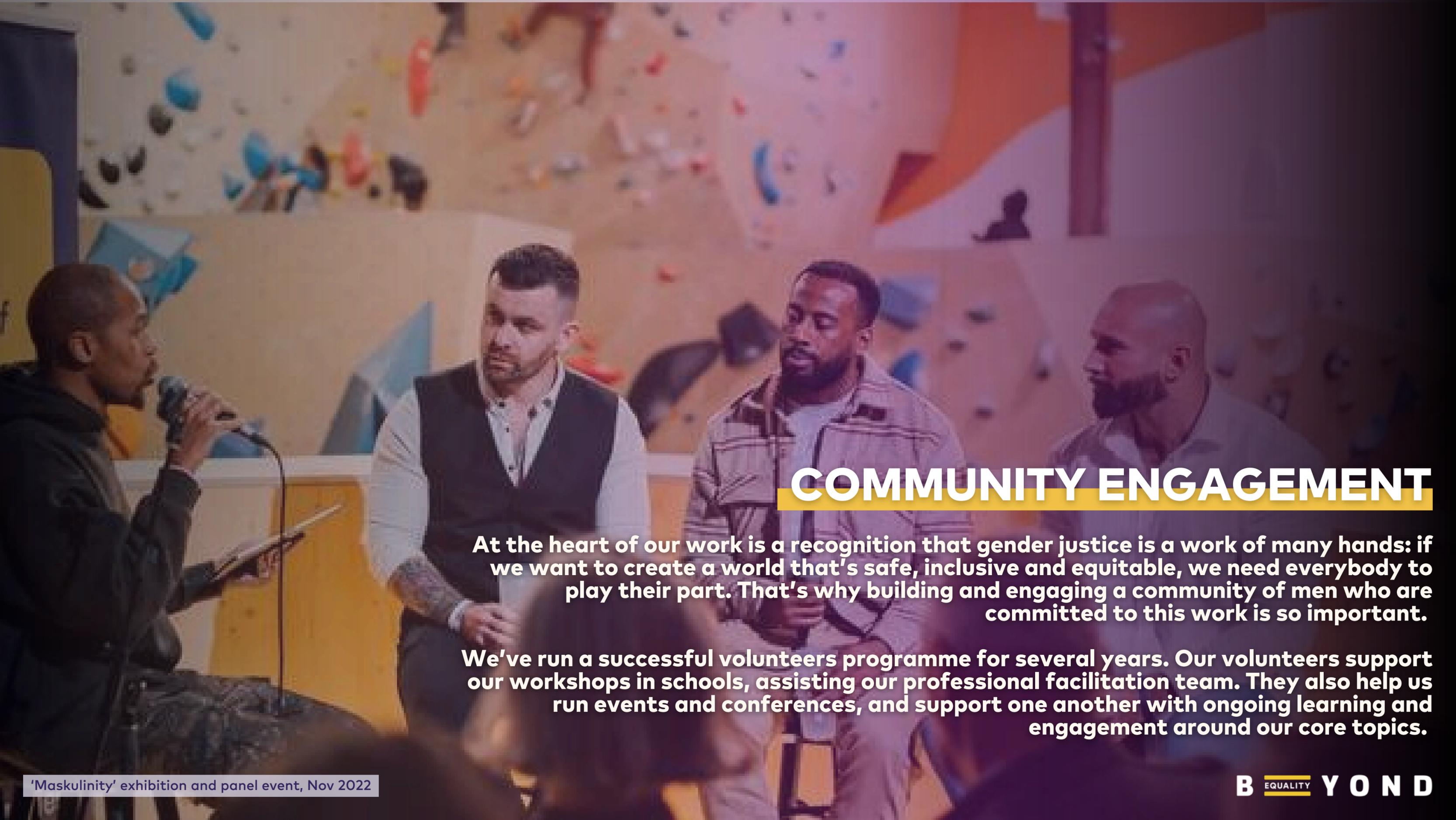
We're excited to announce that we've been awarded a major grant from Comic Relief's 'Tackling Harmful Norms' fund to support our sport for change work. Over the next five years, we'll be developing programmes of work to engage young athletes, boys at school, sports coaches and PE teachers in work to rethink masculinities and prevent VAWG.

Who has TRUSTED US



Premier League Kicks
Premier League Inspires





COMMUNITY ENGAGEMENT

At the heart of our work is a recognition that gender justice is a work of many hands: if we want to create a world that's safe, inclusive and equitable, we need everybody to play their part. That's why building and engaging a community of men who are committed to this work is so important.

We've run a successful volunteers programme for several years. Our volunteers support our workshops in schools, assisting our professional facilitation team. They also help us run events and conferences, and support one another with ongoing learning and engagement around our core topics.

VOLUNTEERS

55+
current volunteers

6
new volunteers trained this year

A successful recruitment drive launched, with onboarding planned for next business year

11 schools supported across the academic year, reaching 500 young people

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NEW PROJECTS

This year, we've been expanding the focus of our community engagement work, aiming to reach groups of men and boys we've not previously worked with. As part of this work, we're in the middle of piloting a masculinities discussion group for trans men and transmasculine people.

9 group members meet monthly at a queer-led community space to reflect on their own experiences of masculinity and what gender justice means to them. So far, the group has been well-received, maintaining 80% attendance with positive feedback from regular attendees.

Research to Action

138 attendees, a 176% increase on our previous average attendance for R2A seminars.

12 young people reached through our youth consultation group

80% of attendees said they'd learned something new and on average

85% said the seminars they'd attended would influence their thinking and practice

Our Research to Action seminar series brings together researchers and academics in the field of masculinities with practitioners working directly with men and boys.

This year, we were awarded a grant by Oxford University's PCER fund to support us to trial new approaches in our seminar series. We ran 2 R2A seminars on 'Tackling Online Misogyny', as well as chairing a youth consultation group on the same topic.

Through our seminars, we introduced practitioners to key research in the field and shared findings from our youth consultation group on young people's experiences, opinions and priorities. Together, our seminar audience planned action steps and workshopped new approaches to challenging misogyny online.

INFLUENCING PUBLIC NARRATIVES

This year, we've used our expertise to push for systemic change. We've participated in several taskforces and roundtables focused on VAWG prevention and GBV prevention, including the Independent Pornography Review taskforce co-hosted by Baroness Bertin and the BBFC; and the University of Birmingham's cross-sectoral taskforce on tackling the harms of the Manosphere. We contributed to a research briefing on violence against women and girls in schools coordinated by the Parliamentary Office of Science and Technology (POST). We've spoken at Parliament, attended meetings at 10 Downing Street about engaging men and boys through primary prevention work and continued working closely with the End Violence Against Women Coalition as network members.

THIS YEAR'S HIGHLIGHTS

25% growth in our Instagram audience from July 2024 - August 2025



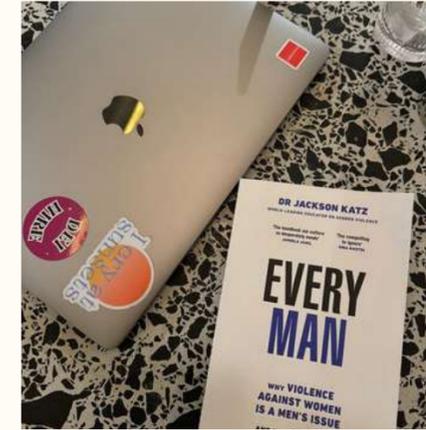
60% increase in our LinkedIn audience



5% increase in our newsletter subscriptions



Our most popular posts continue to be educational short-form video content, with IG reels, event highlights and collaborations; as well as



PUBLIC RELATIONS

Television



Print Media



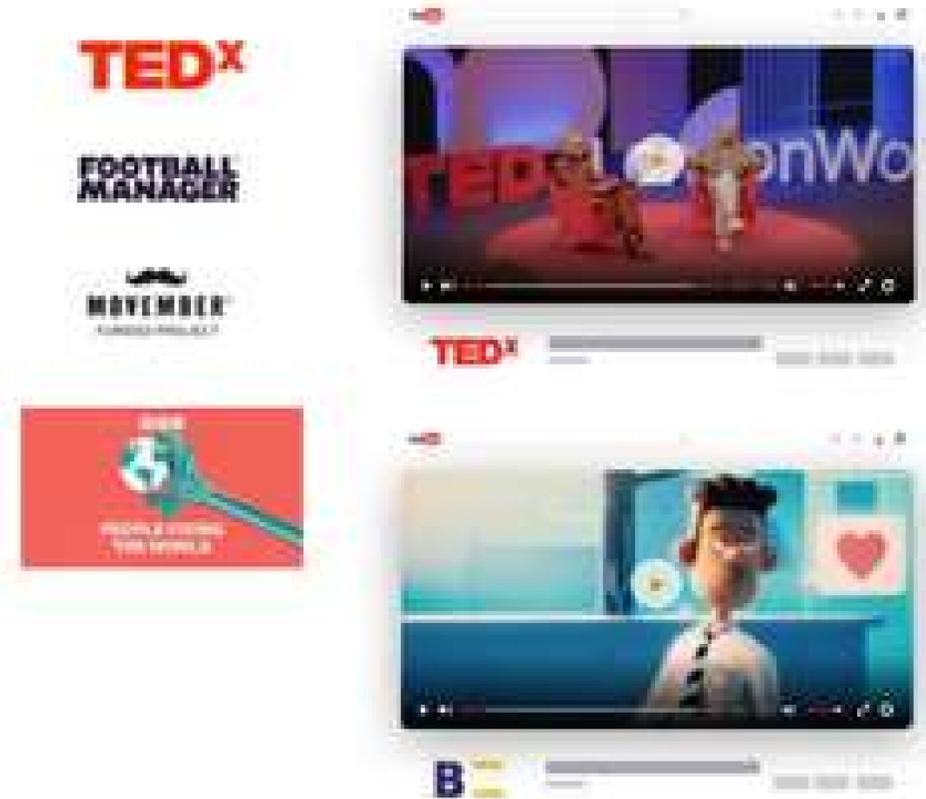
Radio



Magazines



Events & Documentaries



We've made several appearances in print and digital media, including BBC Radio 5 Breakfast, BBC World Service Radio, TalkTV and Novara Media podcast.

As a leading voice of expertise in masculinities and gender equality, our team regularly engages with global and domestic focused media organisations. We leverage every platform to advocate for transformative change and a fairer society.

IT'S A MEN'S ISSUE

GET INVOLVED

... patriarchy hurts men too

- 76% of suicides are carried out by men
- 88% of violent crimes are committed by men
- boys and men may experience sexual violence and domestic abuse
- men in the UK have a life expectancy of 79 (3 years less than women)

We're at a pivotal cultural moment: many people are waking up to the fact that engaging men and boys in building a better world is crucial not only for their safety and wellbeing, but for the safety and wellbeing of everybody.

It's of the utmost importance that we find strategies that work to meet men and boys with compassion; challenge them to find new ways of thinking and being in the world; and support them to keep doing that work in the long term, including by changing the society they live in for the better.

At Beyond Equality, that's exactly the work we're doing. But we can't do it alone: to reach as many men and boys as possible with strategies that really work, we need the help of funders, sponsors, donors and collaborators. If you believe in what we do, you could...

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MAKE A MAJOR DONATION

Bigger donations help us cover the cost of paying our staff, running our organisation, and delivering our workshops. When we have this kind of support, we're able to focus on big-picture thinking and strategic innovation, so we can get to the heart of what works in engaging men and boys.

If you'd like to discuss making a donation e-mail
Jayne@beyondequality.org

MAKE A RECURRING DONATION

Every penny counts in the work we do, and we're so grateful for everyone who donates and fundraises for us. We can do our best work when our income is predictable - so knowing we can count on regular donations from our supporter base makes a real difference.

You can donate [here](#).

BOOK US FOR YOUR SETTING

Our workshops are the beating heart of our organisation: they're how we drive change in communities, and how we learn about what matters to men and boys. If you'd like to book us for your setting, or discuss how we might be able to support you.

See [website for more details](#).

We want to acknowledge the generous support of all our funders and donors, including Sony Pictures, ASOS, The Caring Masculinity Fund, The Play that Goes Wrong, Esme Fairbairn Trust, The Hollick Family Trust, The Eleanor Hamilton Trust, The Network for Change Charitable Trust, and many others.

FOLLOW AND SUPPORT US

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