



Changing the conversation



Impact Report

July 2023 – June 2024



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Everything IMIX does seeks to challenge the often-hostile narrative on migration and displacement. We support the migration sector to communicate more effectively, place positive coverage of migration in the media, and empower experts by lived experience to tell their stories.

There is a human story behind every negative headline and that story deserves to be heard.



Our vision

is a society which embraces and celebrates people who move to the UK, whether through migration or displacement, one where we can all live well together.

Our mission

is to change the conversation about migration and refugees, challenging an often-hostile media agenda and influencing public attitudes.

Our values

Ambitious

We challenge ourselves to take risks and push boundaries in all we do. We strive for excellence and aim to create significant, positive change in the narrative around migration.

Inclusive

We advocate for inclusion and participation for everyone, upholding diversity, fairness, and respect for individual choices. Our work ensures that all voices, particularly those from migrant backgrounds, are heard, valued and centred.

Collaborative

We seek out opportunities to work in partnership with others, sharing knowledge, and inspiring each other. By collaborating, we develop new and creative approaches to achieve our shared goals.

Adaptable

We work flexibly and responsively, enabling us to reflect and celebrate the diversity of our audiences and participants. Our adaptability allows us to meet changing needs and challenges effectively.

Introduction

The year was one of both challenge and change. Globally, displacement reached record highs, with people forced to flee war, persecution, and climate breakdown. Here in the UK, migration remained a deeply contested issue – dominating headlines, fuelling division, and shaping political discourse in the lead-up to a pivotal general election.

In May 2024, the country elected a new Labour government, ending 14 years of Conservative rule. While this shift in leadership has brought cautious optimism for a more constructive tone, the underlying hostility embedded in our immigration system remains. It is now up to all of us – campaigners, communities, and communicators – to ensure this political change leads to real, lasting transformation.

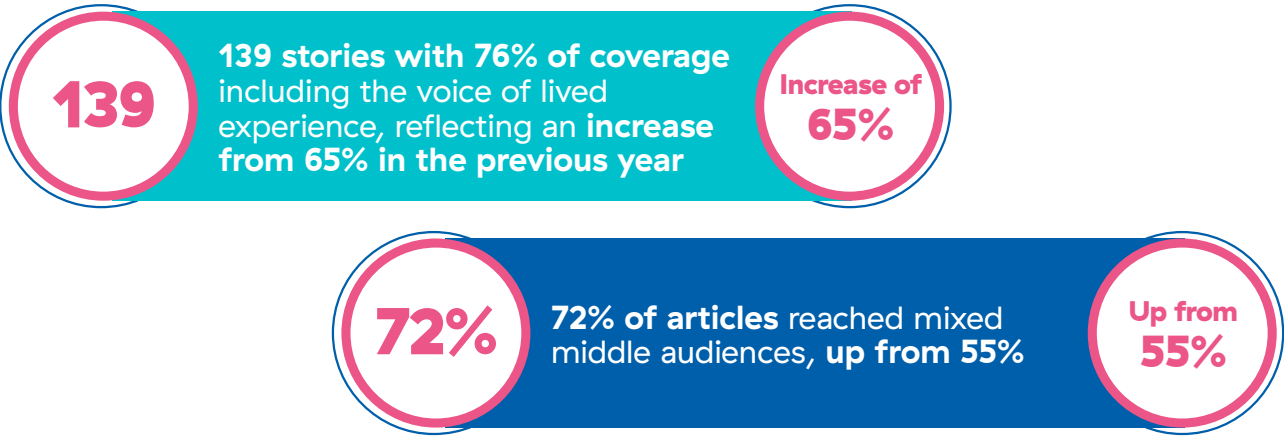
Throughout this period of upheaval, IMIX has stayed focused on what we do best: supporting the migration sector to communicate more powerfully and compassionately. This year, we deepened our commitment to lived experience leadership. We expanded our Storytellers Network, launched a new lived experience newsletter, and saw more people than ever take up the tools and training to share their own stories with confidence and agency. At a time when the media landscape often excludes or misrepresents people seeking sanctuary, this work is not just empowering – it’s essential.

This report reflects the impact of our collective efforts. From shaping national campaigns and securing media coverage, to equipping grassroots leaders across the country, we have helped ensure that the voices of people with lived experience are not just included, but centred.

As we enter this new political chapter, the stories we tell – and who gets to tell them – will help shape the future. IMIX will continue to stand alongside migrants and the organisations that support them, challenging harmful narratives and creating space for truth, humanity, and hope.

Media Coverage: Increasing Quality and Reach

July 2023 – June 2024



Despite a challenging media environment, our team exceeded expectations, securing high-quality coverage that brought migrant stories to a broader audience. Whilst we placed fewer stories, those that were placed reached an incredible 72% of mixed middle audiences (up from 55%) with 76% featuring the voices of lived experience (up from 65%).

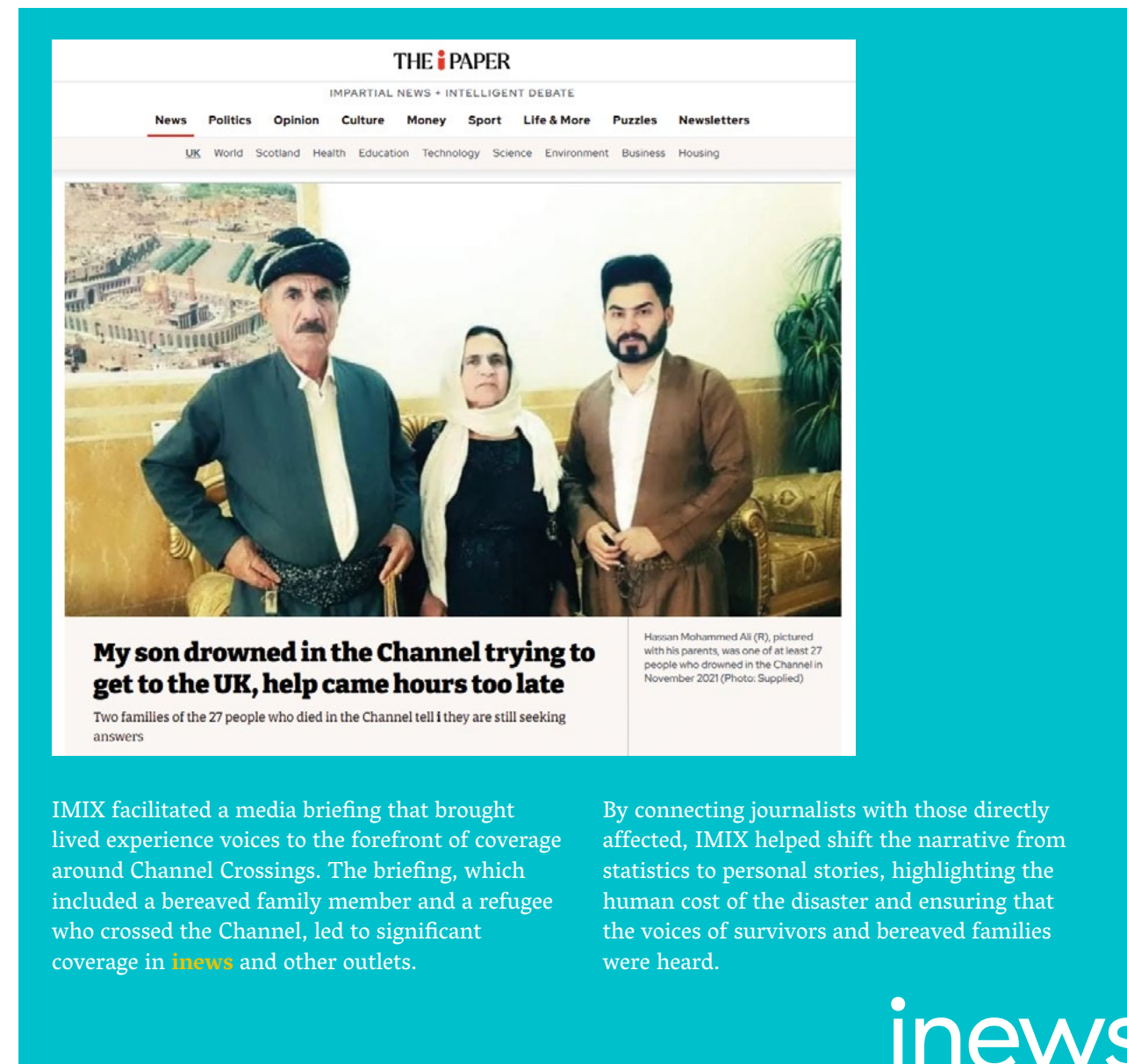
Some of the Powerful Stories we Placed in 2023/24

Press Coverage

BBC Open Country

We have worked closely with Action Asylum for some time and in November we were asked to advise and support with a **BBC Open Country** feature that saw Helen Mark meet a group of asylum seekers who had travelled from Liverpool to Denbighshire in Wales to plant trees. We supported with advice on safeguarding, on how to prepare for interviews and how to ensure you stay 'on message' alongside general advice on being part of a major radio feature. The result is a wonderful piece of radio that highlights the often-traumatic circumstances and on-going struggles felt by those seeking safety and how communities can come together to help build a better future. There are some moving stories alongside a general feeling of hope that makes this piece all the more powerful.

The piece had an enormous impact on the local community, those seeking safety and Action Asylum itself with positive emails from listeners, national organisations asking how to start a similar project, more volunteers with a surge of local interest in Liverpool and even offers of financial donations.



IMIX facilitated a media briefing that brought lived experience voices to the forefront of coverage around Channel Crossings. The briefing, which included a bereaved family member and a refugee who crossed the Channel, led to significant coverage in **inews** and other outlets.

By connecting journalists with those directly affected, IMIX helped shift the narrative from statistics to personal stories, highlighting the human cost of the disaster and ensuring that the voices of survivors and bereaved families were heard.

The National project's third aim is to 'Improve public perception of people seeking asylum' so having the confidence and skill to be able to engage local media, and tell those positive volunteering stories, is essential for us to deliver on that aim.

Thanks to IMIX we have been given that confidence and expert support.

Emma Leaper,
National Co-ordinator of Action Asylum

In March, IMIX supported members of our network to share their stories in response to the Commission on the Integration of Refugees' call for the right to work for asylum seekers.

Press Coverage

Mirror

NEWS CELEBS FOOTBALL LIFESTYLE MORE

INYOURAREA FUNERAL NOTICES SHOP COMPETITIONS DATING OFFERS

News > UK News > Migration

'I still have nightmares from my journey at sea, housing migrants on barge will cause trauma'

Asylum seeker Arian who still has nightmares from his journey on a dinghy says housing migrants on a barge will have a devastating impact and trauma


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NEWS By Maryam Qaiser Features Writer

18.19, 31 Jul 2023



Asylum seeker Arian whose hotel was targeted by the far-right has warned of the devastating impact of housing migrants on a barge

mirror

We also supported Rwandan refugees to speak out against the Rwanda scheme and investigative work about conditions on the Bibby Stockholm.

When people were first being moved to the Bibby Stockholm, IMIX ensured **key voices**, including refugees, highlighted the particular harms of accommodating people seeking sanctuary on barges.

politics.co.uk

Following a controversial speech on asylum in the US which took aim at women and LGBTQ+ asylum seekers, IMIX helped convene a joint response **in an op-ed** from MP Ben Bradshaw and ambassador Joel Mordi.

politics.co.uk

MP Comment

By Ben Bradshaw and Joel Mordi

Ben Bradshaw is the Labour MP for Exeter. Joel Mordi is an LGBTQ+ activist and a refugee from Nigeria.


Saturday, 30 Sep, 2023 9:49 am

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'Suella Braverman's speech shows she is clueless about the reality of LGBTQ+ refugees'

Home Office / Flickr

It starts with a school bully. Or a match on an underground dating app who seems nice, until when you meet, he robs you and beats you and blackmails you

Empowering Grass Roots Organisations

July 2023 – June 2024

550

550 people attended our masterclasses

Increase of 143.3%

IMIX delivered 43 training sessions to migrant organisations with 550 attendees (an incredible **increase of 143.3%**). 56% of participants had lived experience of migration (an **increase of 14%** on the previous year).

373

373 people received bespoke training

Increase of 17.3%

56%

56% of attendees had lived experience of migration

Increase of 14%

imix Changing the conversation

imix.org.uk

Doctors of the World (London):

IMIX responded to a request to build the communications skills and confidence of the charity's National Health Advisors with a three-day training program. The curriculum included public speaking, media engagement, film making for social media, and train-the-trainer techniques. IMIX staff and a lived-experience consultant provided expertise to develop the program.

Sanctuary in Politics (Wales):

We delivered media training to a new cohort of the Sanctuary in Politics course, leaving participants feeling empowered to engage with media. Feedback was overwhelmingly positive, with participants expressing new-found confidence in their ability to share their stories.

Constituency Media Training Project:

In March, IMIX secured funding from This Day to deliver a Constituency Media Training Project ahead of the General Election. The aim of the project was to equip front line organisations and lived experience campaigners with the skills they need to share positive stories at a time of heightened rhetoric, while raising candidates' awareness of the reality for refugees in their constituency.

In Carlisle and Barrow, participants reported increased confidence in dealing with media requests and communicating key messages. The training addressed local challenges, such as mistrust of the media and fear of negative coverage, equipping participants with the tools to take control of their narratives.

West End Refugee Service (Newcastle Upon Tyne):

IMIX has always enjoyed working closely with the **West End Refugee Service**, an organisation in Newcastle Upon Tyne offering support and opportunities to refugees and asylum seekers on Tyneside. In 2023 IMIX was involved with supporting WERS in recruiting their first Comms Executive and then provided six months mentorship to the new member of staff who was new to the refugee sector. This mentoring provided the opportunity for IMIX to help develop Mila's confidence, assist her in building contacts both within the local sector and media outlets, as well as providing her with training in media safeguarding and best practice for storytelling for people with lived experience.



Communications Network



The daily news round-up moved to Mailchimp distribution and consequently sector colleagues needed to re-subscribe, despite this our round-up subscribers were at 501 by June 2024 and continue to grow daily.



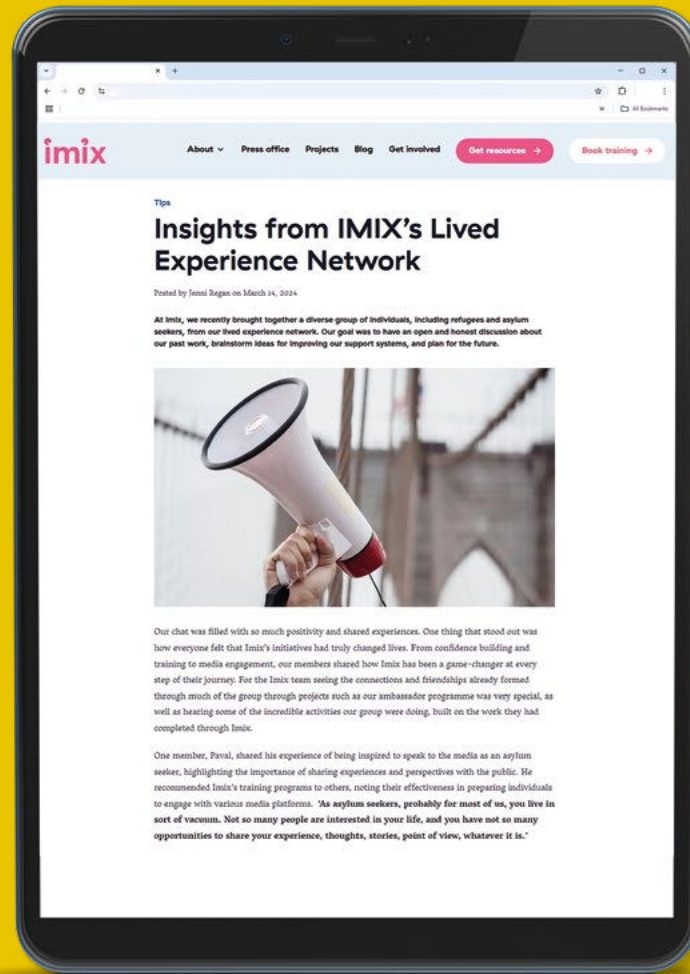
IMIX continues to be a key partner for the West End Refugee Service, providing practical support that enhances our ability to make a meaningful impact within the sector and ensures that the voices of those seeking sanctuary are heard.

“IMIX has also provided WERS with valuable support for our Communications postholder, significantly contributing to the individual's professional development through their pilot mentoring project.”

Andy Durma,
West End Refugee Service, Newcastle Upon Tyne

Empowering Experts by Experience

July 2023 – June 2024

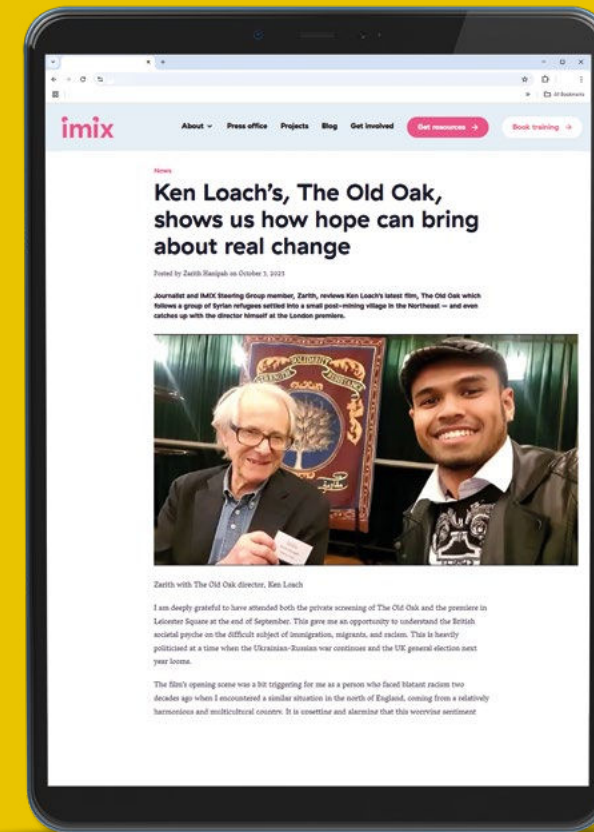


IMIX took significant steps to embed lived experience at the core of our strategy and increase out EBE Storytellers Network in 2023/24:

We recruited a Lived Experience Steering Group, comprising individuals with diverse backgrounds in journalism, campaigning, and communications, the Steering Group has been instrumental in shaping IMIX's strategy. Their involvement ensures that our work is informed by the insights of those who have experienced migration first-hand.

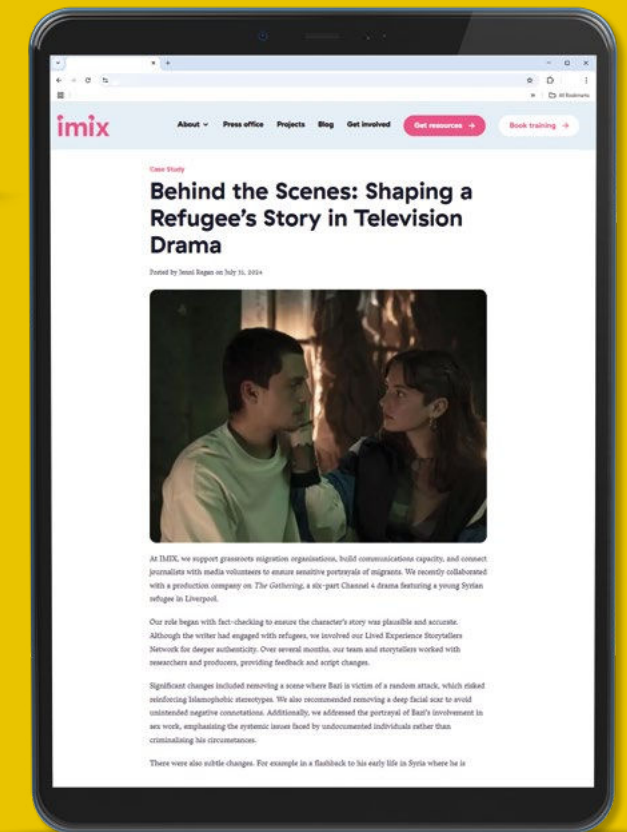
The lived experience newsletter, Community of Hope, was launched on 1st November. This is a monthly newsletter filled with news, issues, achievements and opportunities and is designed to keep our Storytellers Network engaged and informed.

We hold regular focus groups with our Storytellers Network to ensure we are responding to their changing needs and also get feedback. You can read about [one of these meetings here](#).



We are encouraging our Storytellers to not just share stories but to also create media. We shared a blog from former Ambassador and Steering Group member, Zarith who was invited to both private and the première screening of the Ken Loach's latest film and [reviewed the film here](#).

We also worked with a drama programme [The Gathering on Channel 4](#). This was a unique opportunity to involve our Storytellers Network who spoke with the writers and producers to help shape the character of Bazi, from a refugee background. The series reached 3.2 million viewers for the first episode.



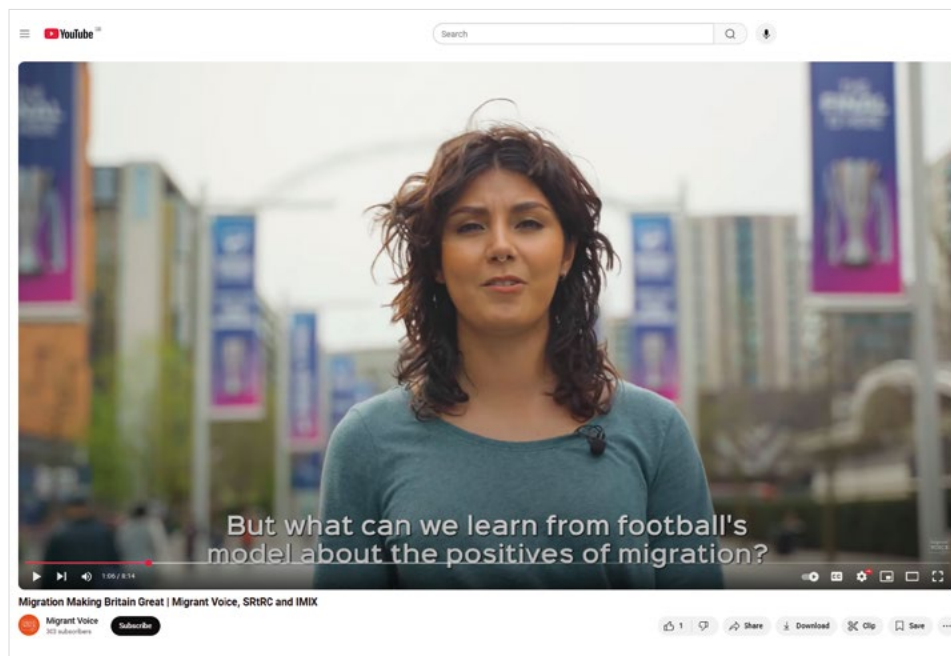
We were so supported by IMIX in our portrayal of Bazi. So important to challenge stereotypes and bring as much authenticity as possible. They're a brilliant charity – can highly recommend using their services.

Producer,
The Gathering

Campaigns and Advocacy

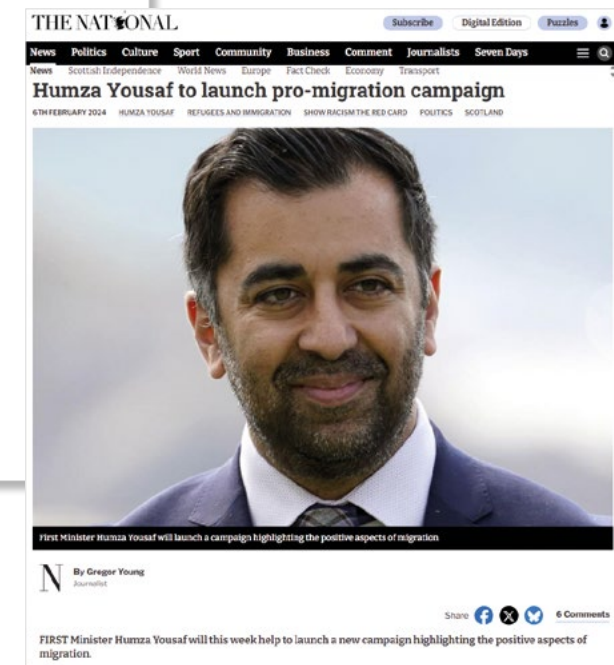
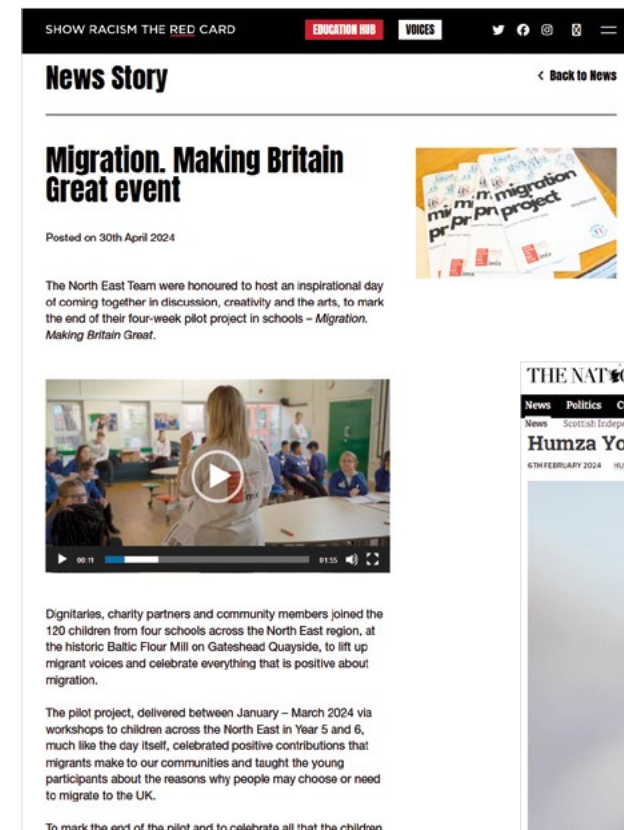
July 2023 – June 2024

IMIX played a central role in shaping the **Migration Making Britain Great** campaign, supporting the production of a **high-profile film featuring Gary Lineker** and individuals with lived experience of migration.



The videos of five migrants proved an intriguing learning tool for the pupils. These videos helped to widen the pupils' narratives of what migrants look like but also why they migrant. This helped expand the pupils' knowledge and challenge prior associations the pupils held.

Assessing the effectiveness of Show Racism the Red Card's 'Migration. Making Britain Great' Programme, Pedro Goss, Emily Maxwell and Hector Scott Lyon.



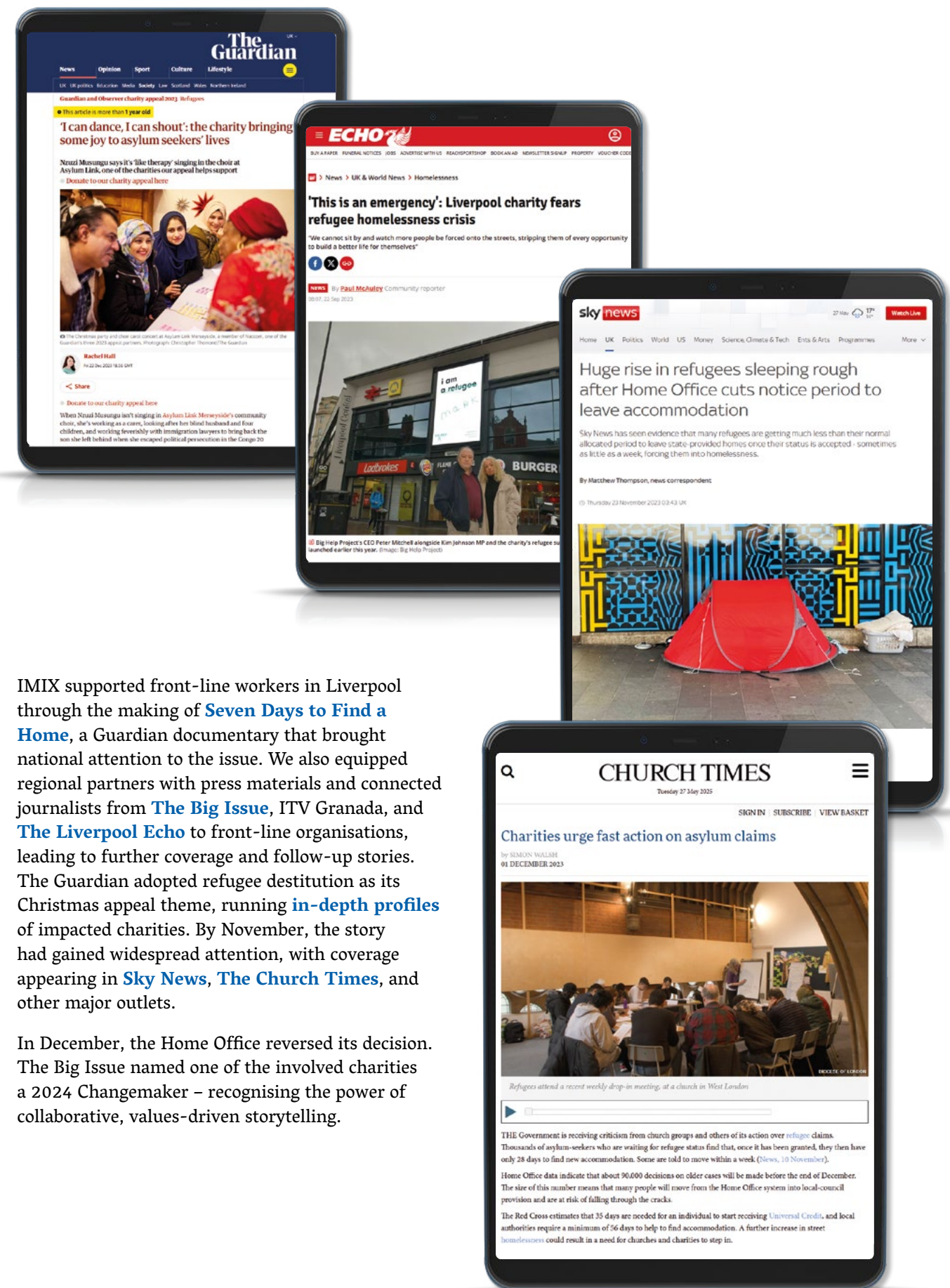
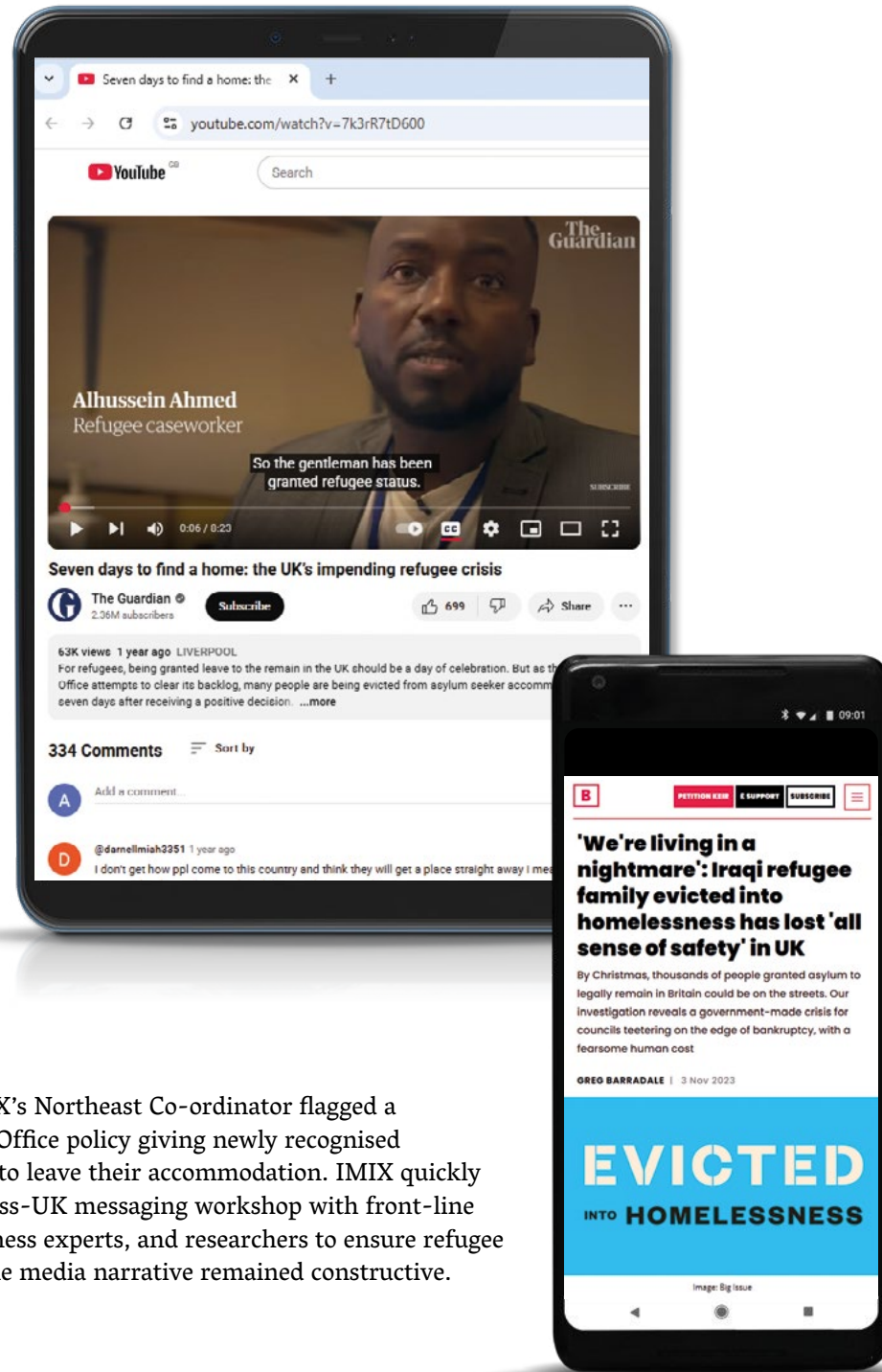
We facilitated national media engagement, including the Scottish campaign launch in February with a video message from First Minister Humza Yousaf and coverage in **The National**. IMIX contributed to the **pilot of an educational programme** delivered by Show Racism the Red Card, which received overwhelmingly positive feedback. The programme was studied by students from Newcastle University as part of their course in Community Based Research in Politics.

During Refugee Week, we sponsored the Ghafouri sisters as ambassadors, securing features in the **Daily Mirror**, a BBC segment, and will be part of a special event at Manchester City in the coming year. Our keynote at EPIM's Community of Practice led to partnership discussions with the Open Society Foundations and More in Common, focused on post-election messaging and safe routes.



Tackling Refugee Evictions: Rapid Response with National Impact

In September 2023, IMIX's Northeast Co-ordinator flagged a critical change to Home Office policy giving newly recognised refugees just seven days to leave their accommodation. IMIX quickly mobilised, chairing a cross-UK messaging workshop with front-line organisations, homelessness experts, and researchers to ensure refugee voices were heard and the media narrative remained constructive.

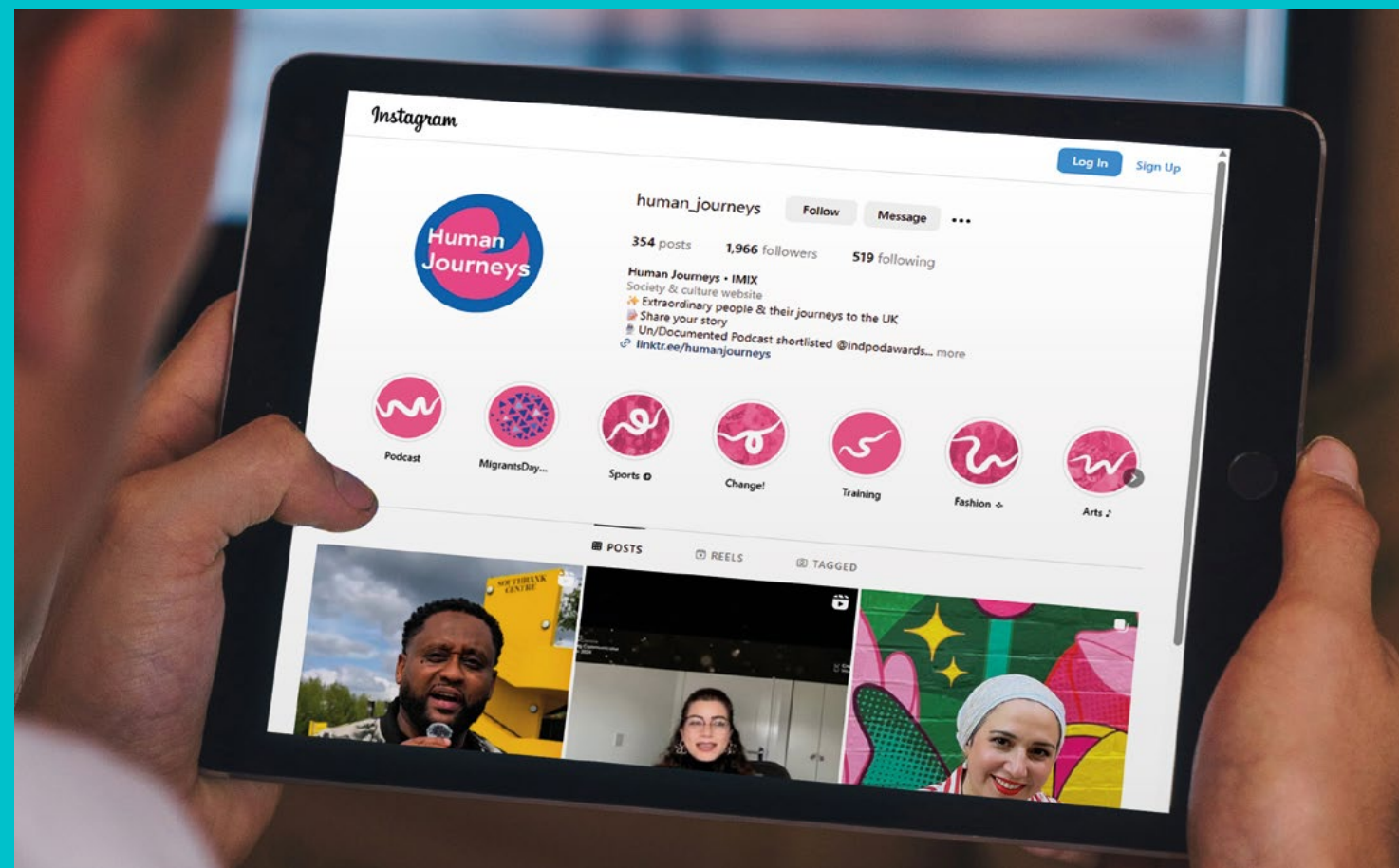


IMIX supported front-line workers in Liverpool through the making of **Seven Days to Find a Home**, a Guardian documentary that brought national attention to the issue. We also equipped regional partners with press materials and connected journalists from **The Big Issue**, ITV Granada, and **The Liverpool Echo** to front-line organisations, leading to further coverage and follow-up stories. The Guardian adopted refugee destitution as its Christmas appeal theme, running **in-depth profiles** of impacted charities. By November, the story had gained widespread attention, with coverage appearing in **Sky News**, **The Church Times**, and other major outlets.

In December, the Home Office reversed its decision. The Big Issue named one of the involved charities a 2024 Changemaker – recognising the power of collaborative, values-driven storytelling.

Digital – Amplifying Voices

July 2023 – June 2024



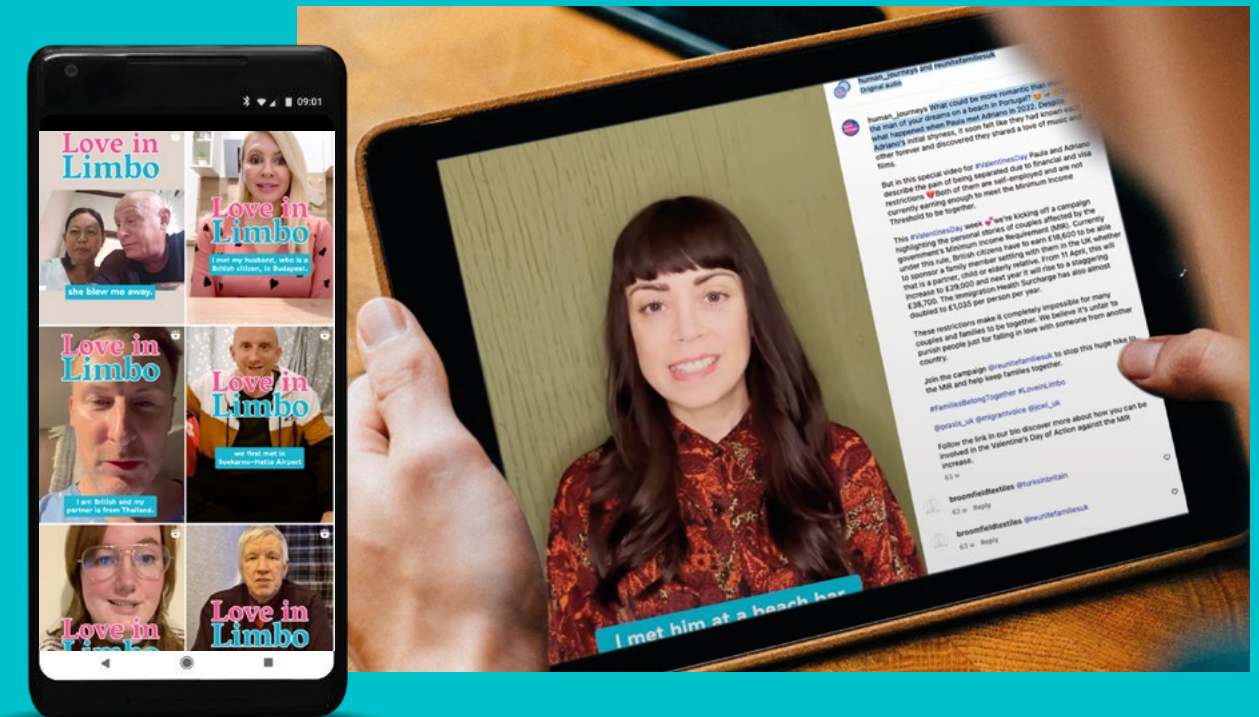
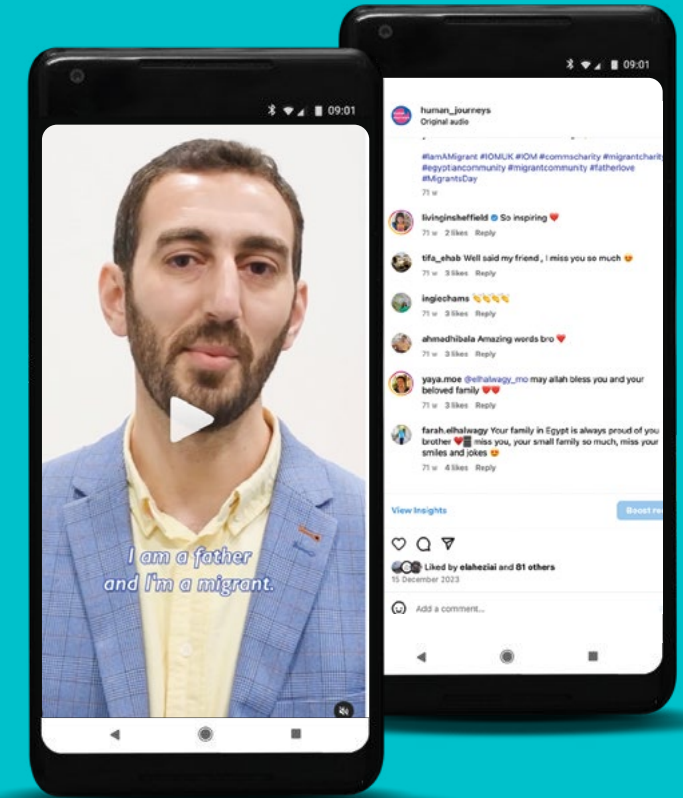
The IMIX project **Human Journeys** was established as a platform to share and promote stories of people with lived experience of migrating to the UK. The stories are both unique to the individual telling them as well as a powerful collection of voices about the experience of migration and displacement. We have also found it a useful tool in giving people a gentle, first experience of sharing their story publicly which has often developed their confidence and many of the people featured have gone on to share their story more widely with the media.

From July 2023 to June 2024, the Human Journeys platform featured around 50 stories of people with lived experience of migration. The content was centred around three main campaigns:

- International Migrants' Day 2023
- Love in Limbo
- Refugee Week 2024.

International Migrants' Day

For International Migrants' Day, the theme was #IamaMigrant which focused on the ways in which migrants who have become our families, friends and neighbours enrich and deepen our society and communities. We recruited, trained and mentored six Ambassadors and promoted their stories, videos and photos on social media.



Love in Limbo

The Love in Limbo campaign with Reunite Families shared the stories of nine couples and families affected by the government's increase to the Minimum Income Requirement (MIR) where British Citizens must earn £29,000 to sponsor a family member to settle with them in the UK. We interviewed couples about the impact separation had played in their relationships. Launched on Valentine's Day this popular campaign tugged at the audience's

heartstrings demonstrating the harshness of the policy and the severe impact on family life. There was a diverse range of voices featured, drawing on the audience's emotional connection to values such as love, family and stability. As a result of this campaign along with other vital efforts from the sector, the new Labour government launched a review of the policy with a resulting pause on any further MIR increases until the review is published.

2024 Refugee Week



The 2024 Refugee Week campaign, Our Home, spotlighted eleven Ambassadors encompassing four female footballers from Afghanistan, a musician, a journalist and painter, a DJ and a stand-up comedian as well as activists and campaigners. Alongside being featured in the social media campaign through videos and photos, many of the Ambassadors also appeared in press pieces which covered their stories.

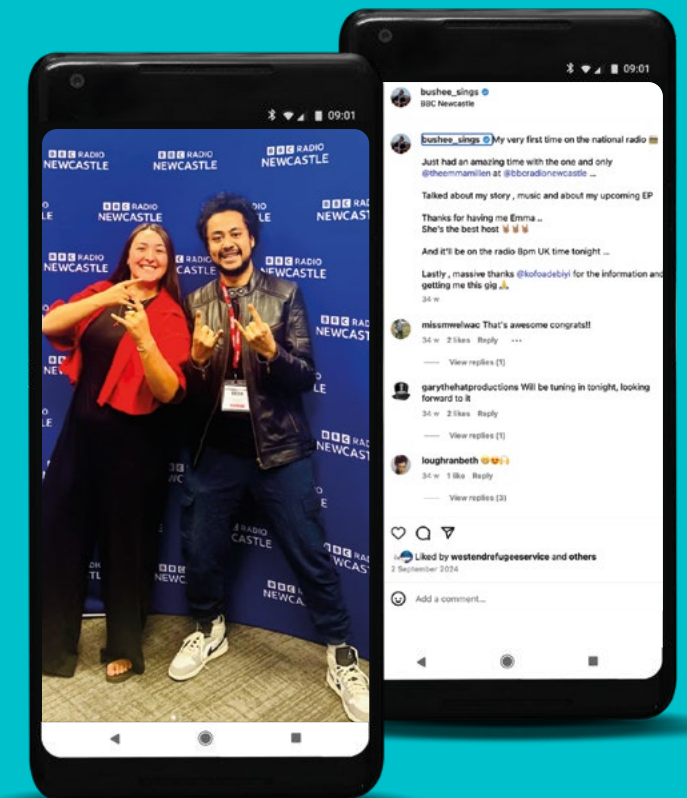
Through our efforts and connections, we were able to secure Bushee a refugee from Burma and one of the 2024 Ambassadors time in a professional studio to record his debut UK single. The single along with a video were released for Refugee Week with the support of Citizen Songwriters. He then went onto perform the single with the Stories of Sanctuary choir and the Cathedral Recovery Church at Newcastle Cathedral, appear on BBC Radio Newcastle and on the BBC website.



Speaking about this experience, Bushee said: "I'm very proud that my song will be released for **#RefugeeWeek**, and I'm so excited that I will get to perform it with the Stories of Sanctuary Choir, thanks to **@citizensongwriters** and **@human_journeys...** I couldn't be happier."

During the second half of 2023, four episodes of Un/Documented, the IMIX podcast were released featuring the voices of people with lived experience talking about the power of community, their experiences of campaigning and how they have found the courage to share their stories. The podcast was presented by IMIX team member Elahe Ziai alongside one of our former Refugee Week Ambassadors, Ali Ghaderi. Un/Documented was shortlisted for an Independent Podcast Award in 2024 and the podcast team attended the awards ceremony at Kings Place in London.

In July 2024, IMIX launched a new website which included a new resource bank of downloadable guides with expert advice on how to communicate about migration effectively. The new website also features a virtual press office, numerous case studies highlighting IMIX's impact and an improved customer experience.



Objectives for the Future

July 2023 – June 2024

Strengthening IMIX: Building for the Future

In May 2024, IMIX entered a new phase of organisational development, prompted by reflection, conversations with funders, and the evolving needs of the migration and communications sector. This work has been about laying strong foundations – for long-term sustainability, clearer strategic direction, and deeper alignment with our values.



1

Financial Sustainability

Financial Sustainability

We have strengthened our financial planning and adopted a more cautious, long-term approach to budgeting and forecasting. To support future resilience, we are growing our bespoke training and consultancy services. This work continues to generate strong demand and is delivered on a sliding scale to remain accessible to grassroots organisations.

Alongside this, we are reviewing our internal systems to ensure we have the right tools and models in place to manage financial risk and plan for sustainable growth.

2

Strategy and Long-Term Vision

Strategy and Long-Term Vision

In early 2024, we began developing our **2025–2030 organisational strategy**, led by our Board of Trustees and Lived Experience Steering Group. This work builds on 18 months of team-wide reflection and is being shaped by a sector-wide listening project. Through conversations with migration organisations, journalists, funders, and lived experience storytellers, we are refining our understanding of IMIX's role in a changing landscape and planning for the future with greater clarity and ambition.

3

Organisational Structure and Capacity

Organisational Structure and Capacity

We have reviewed and reshaped our internal structure to ensure it supports both our delivery and strategic goals. Instead of replicating traditional leadership roles, we've taken a more collaborative approach – promoting from within and building capacity across the team.

We are actively encouraging applications from people with lived experience of migration and ensuring that our recruitment processes are inclusive, accessible, and supportive. This year, a staff member with lived experience also moved into a leadership role with management responsibilities – reflecting our belief in growing leadership from within and modelling the change we want to see in the sector.

4

Living Our Values: Anti-Racism and Justice

Living Our Values: Anti-Racism and Justice

IMIX is committed to becoming a values-led, anti-racist organisation. As part of our development work, we are commissioning an external consultant or organisation to carry out a full audit of our internal and external practices. This process will lead to a co-created action plan, regular training for staff and trustees, and annual reviews to ensure that anti-oppressive principles are fully embedded in our strategy and delivery.

This is not a one-off initiative – it is a long-term commitment to justice, reflection, and accountability. We recognise that meaningful change takes time, and we are committed to continuing this journey with transparency, humility, and care.



Thank you to our funders, partners and supporters

Funders

Many thanks to the groups who make our work possible with their donations. IMIX couldn't make a difference without you.

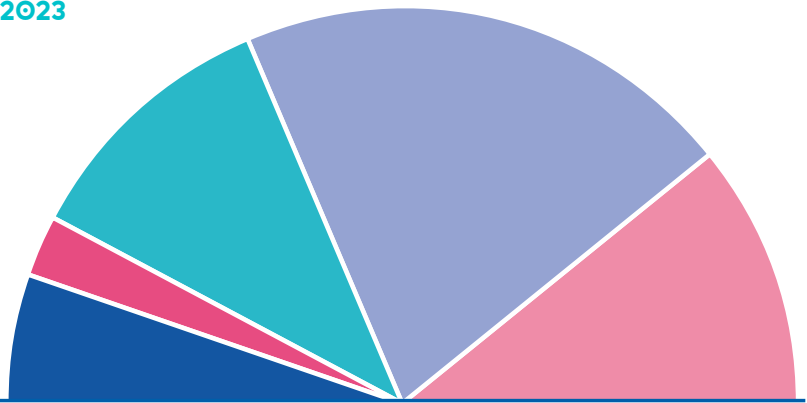
- A B Charitable Trust
 - Barrow Cadbury Trust
 - Trust for London
 - National Lottery Awards for All
 - This Day
 - The Rayne Foundation
 - City Bridge Foundation
- Comic Relief
 - European Programme for Integration and Migration
 - Oak Foundation
 - Paul Hamlyn Foundation
 - Unbound Philanthropy

Income

July 2023 – June 2024

Income on Charitable Activities

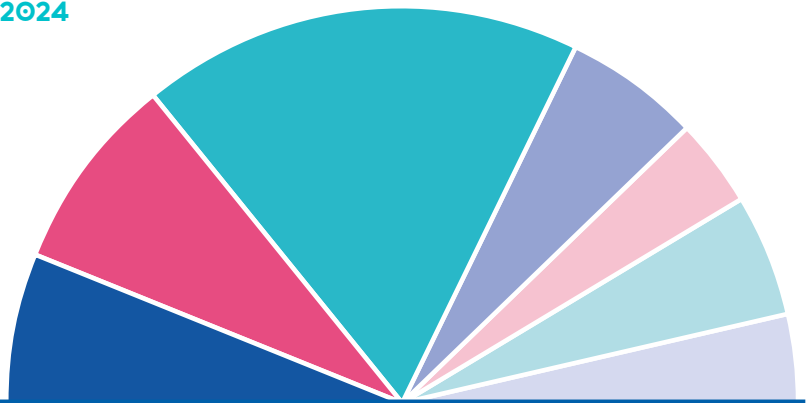
2023



Key

- Barrow Cadbury
- Trust for London
- Unbound Philanthropy
- EPIM
- National Lottery
- Comic Relief
- This Day
- Rayne Foundation

2024





Changing the conversation



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