

The Long Game

2025-2026 report

**THE
LONG
GAME.**



Content

Page 3 Introduction

Page 4 Overview

Page 5 Statistics

Page 6 Feedback

Page 7 Hopes & Plans

Page 8 Thank you



ADAM ELLIOTT

Founder of The Long Game

The Long Game was born from a simple truth: exploitation steals childhoods long before anyone notices. After being criminally exploited from 13 to 19, I created this project to answer the questions I carried for years — Why me? Why didn't anyone see it? How many other young people feel misunderstood and alone?

The Long Game provides trauma-informed workshop designed to break the cycle of exploitation before it begins. Built from real stories and years of frontline insight, it equips young people, parents, and professionals with the understanding, language, and practical tools needed to recognise grooming, debt bondage, challenge harmful narratives, and create safer pathways for those most at risk. Delivered across the UK, The Long Game brings honesty, clarity, and hope into the spaces where it's needed most.

The Long Game is a real, honest conversation about the stuff young people actually face, grooming, pressure, debt, violence, drugs and the feeling that no one really gets it. Led by lived experience, it cuts through the noise and shows how exploitation really works, why it's never the young person's fault, and how to spot the traps before they tighten. It's not a lecture. It's a chance to understand the game, see the bigger picture, and make choices that protect your future.



Overview of The Long Game / Young Game changers

Since June 2025 The Long Game has been funded to deliver 37 sessions across the UK, reaching multiple areas including Hampshire, Aberdeenshire, Glasgow City, West Yorkshire, Kent, Sussex, Greater London, Essex and Cambridgeshire. These sessions educated young people and professionals about criminal exploitation and the importance of making positive long-term choices. Our work has directly engaged young people, as well as teachers, social workers, police officers, youth workers and other frontline staff who support and safeguard them.

Our key theme is delayed gratification, which we describe as “The Long Game”: helping young people understand that short-term decisions can have long-term consequences. Alongside this, we delivered awareness sessions on county lines, gangs, illegal substances, debt bondage and peer-on-peer grooming.

Activities were delivered through workshops, school assemblies, awareness and smaller group sessions. These sessions created safe spaces for honest discussion, allowing young people and community members to explore the realities of exploitation, how grooming can happen to anyone.

The Long Game offers a unique lived-experience perspective, giving audiences a real insight into what criminal exploitation can look and feel like. By combining prevention education with relatable storytelling, we helped young people recognise risks earlier, encouraged professionals to better understand the signs of exploitation, and supported communities to respond with greater confidence, compassion and most important an all-round safeguarding response that is to encourage all young people to thrive and feel like that matter



June 2025 – June 2026 statistics

**Over 7000 young
people reached**



**Over 1300
professionals
reached**

Satistics

Young people feedback

96% agreed that after listening to The Long Game they would recognize the warning signs of exploitation?

92% agreed they would now think about the benefits of delayed gratification?

95% said they gained a better understanding of Peer-on -peer grooming

95% said they gained a better understanding of debt bondage

96% said The Long Game has improved awareness of the dangers involved in being associated with drugs

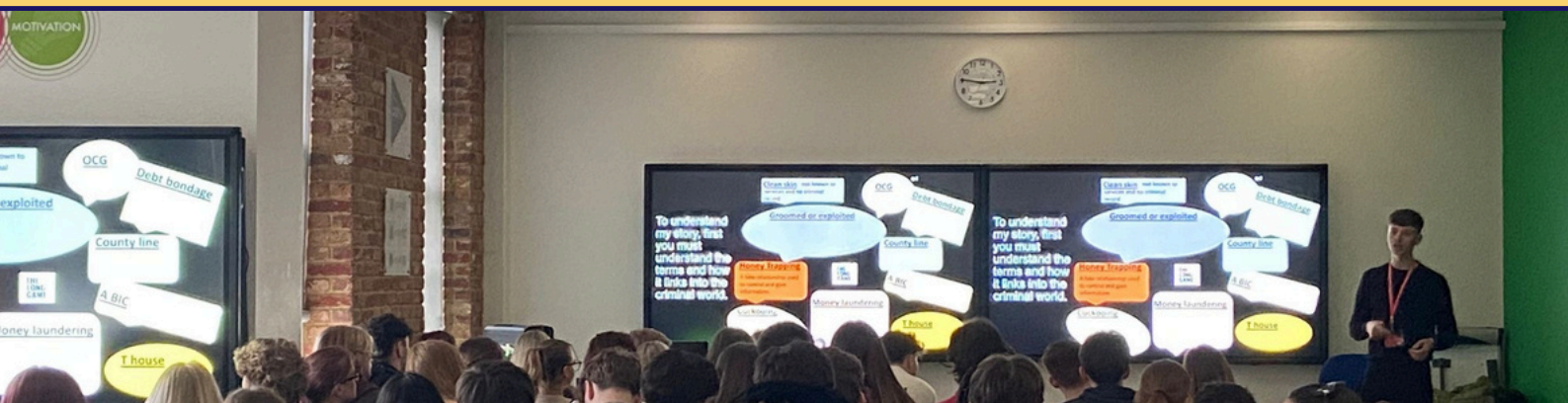
Professional feedback

99% of participants said that, after listening to The Long Game, they had a better understanding of child exploitation.

97% said they would recommend The Long Game to colleagues

100% said Adams' personal story has improved their understanding of the importance of good role models?

95% said they would think about The Long Game's messages when working with young people in the future.



Hopes and plans for the future

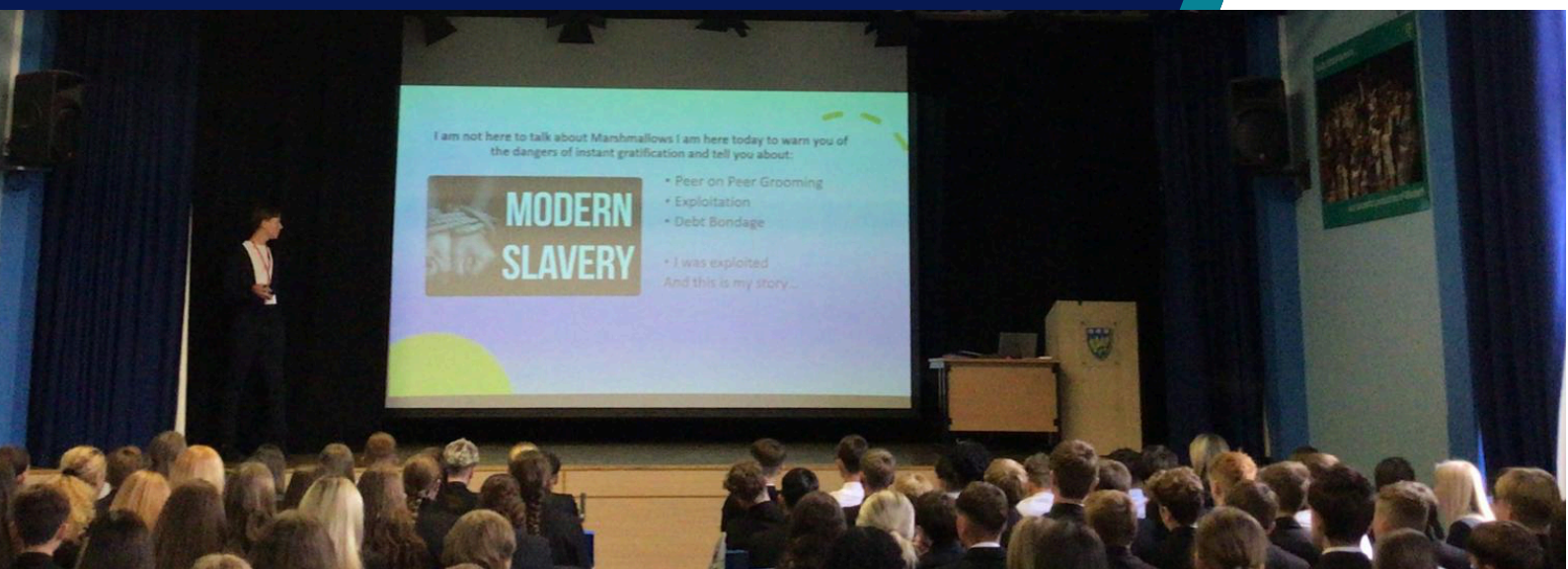
THE LONG GAME.

Over the next year, our priority is to strengthen and expand our current model. Conversations with young people, families and professionals have highlighted a clear need for lived-experience mentoring. This will be the next key stage of our development, providing real and relatable support from people who understand the journey first-hand.

Alongside this, I aim to secure further funding to scale our work and reach more young people across the country. However, growth alone is not enough. My long-term vision is to establish The Long Game Hubs: community-based spaces that address the root causes of criminal exploitation, not only its symptoms.

These hubs would bring together prevention, mentoring, education, family support and community resilience under one roof.

Ultimately, I want The Long Game to influence national thinking. I hope to work with government to challenge and improve the legislation and systems that currently allow exploitation to continue. Our goal is to help build a safer, fairer future for young people, where exploitation is not seen as inevitable. By equipping communities with the tools to protect their youth, we ensure that young people can thrive and feel genuinely excited about their futures



THANK YOU

A heartfelt thank you from The Long Game to The Young Game Changer's Fund for making this work possible. Your support has allowed us to reach professionals, families, and young people with the tools, insight, and space needed to create real change.

We also want to extend our gratitude to all of our partners listed below. Your commitment, curiosity, and willingness to engage with The Long Game is what turns ideas into impact. Thank you for standing with us and for helping shape safer, stronger futures for young people.

Thank you for reading.

**LEADERS
UNLOCKED**



CONTACT US:



247thelonggame@gmail.com



Theelonggametraining.com