

2022 IMPACT REPORT



2022 OVERVIEW.

1388

active participants, ranging from 16 to 60 years old. Sports Key has also seen a significant uptick in female sign ups in 2022

94%

of Sports Keys attendees are of the global majority, with significant support from the Black Caribbean community within Birmingham

132

sessions have been delivered in 2022 ranging from football, cycling and netball. Badminton was a consistent favourite amongst attendees

40%

of Sports keys participants come from areas within Birmingham that maintain an IMD scores 1 and 2

Executive Summary

Sports Key CIC boasts a reputation of being the #1 ethnically diverse sports community in the West Midlands, as is evident in **94% global majority** attending community. Additionally, **40% of Sports Keys participants come from areas in Birmingham with IMD scores of 1 & 2** evidencing Sports Keys clear contributions to providing accessible health and wellbeing services to areas in the West Midlands with disparate access to these services.

2022 has been a particularly productive year for securing funding and investments, with successful applications to the National Lottery Queen Jubilee Fund, Sports Englands Jubilee Grant, and an investment from The Community Lottery's Community Collaborators programme, totalling **£234,272 in grants and investments** as of Q4. This funding went on to support Sports Key in delivering post-COVID youth engagement activities, the Sports Key Culture Games, alongside the continued delivery of their usual community activities.



Community presence & impact

Sport Key CIC boasts a reputation of being the #1 ethnically diverse sports community in the West Midlands, as is evident in their latest attendee data, with 38% of members in 2022 being Black Caribbean. With the vast majority (94%) of current Sports Key members being of the global majority, it is expected that Sport Key will continue to exceed the initial cliental vision of providing a space in which racialised people and those from economically disadvantaged backgrounds within Birmingham and the surrounding areas can increase their health and wellbeing through fitness and social engagement. Additionally, Ladywood, Perry Barr, Erdington and Sandwell are key areas of participant recruitment, with 40% of clients being from these areas, which currently maintain IMD scores 1 and 2.



THE COMMUNITY.

Attendee Feedback

Great organisers who are friendly, welcoming & help to keep things fair for everyone encouraging everyone to mingle. Sports Key is vital to the community as it offers people a safe place to play badminton

I am SO glad I found this netball group. There are times when I am tired but have made the effort to attend and I'm never disappointed. The staff are all friendly & encouraging, so are the group of women within the team

Sessions that I've attended are always very well led. There's always something different to focus on. Tunes in the background contribute to an upbeat vibe. New booking system is effective. Just wish I could attend more regularly

PARTNERSHIPS & FUNDING.

During Q1, Sports Key secured an investment from The Community Lottery of **£214,674** for their Community Collaborators programme to provide access to services post-COVID 19 lockdowns through community, parks and youth engagement activities for BAME groups.

Sports Key was successful in their application to the National Lottery Queen Jubilee Fund in Q2 and were granted **£9,658**. This grant has since been allocated to the Sports Key Cultural Games which took place on the 24th July 2022, in association with the Common Wealth Games. Sports Key secured an additional grant from Sports England in Q3, receiving £9940 to continue the delivery of their community activities.

In addition to the array of successful grant and investment applications during 2022, Sports Key held a significant presence in their sector, being invited to sit and speak as a panellist to address 50 government representatives at the Sports for Development Coalition.

Sports Key also facilitated the Community Practice networking meeting, with 9 additional community organisation in attendance. The purpose of the event was to support community organisation collaboration, knowledge and skill transfer.

2022 has been a testament to Sports Keys achievements and flourishing reputation as a community presence and asset in Birmingham.





THE ROYAL VISIT.

The Duke of Edinburgh Prince William Visit 6th May 2022

The visit from His Royal Highness (HRH) commenced with the Sports Key directors giving the Duke an overview of the organisations background, progression and future aspirations. HRH was then introduced to Sports Key volunteers. The volunteers had the opportunity to discuss their experiences and achievements during their time on the Sports Key volunteer programme. HRH also spoke with Sports Key beneficiaries who were engaged in badminton, and he even took part in a couple of friendly rallies with some delighted participants. Sports Key pride themselves on their ability to connect the community with strategic partnerships and fittingly HRH was introduced to several key stakeholders in Sports Keys supporting network, including representatives from the National Community Lottery, Birmingham Commonwealth Games and Birmingham City University.



EVENTS & VISITS.



SPORTSKEY GAMES

24th July 2022

Sports Key delivered their flagship event 'Sports Key Culture Games', which provides their weekly members with an opportunity to put their ethos of positive social action into practice and engage with the wider community. Through entertainment, music and food provided by 8 local businesses, Sports Keys was able to engage 154 members of the wider community in a celebration of diversity and positive social action.

Sports Key also utilised this event to invite and connect with a variety of local businesses and organisations that can add value to the cultural experience of the event and demonstrate what the local community has to offer. Sports Key volunteers were instrumental in the design, coordination and delivery of this event.

I've enjoyed being able to spend an afternoon with women I play netball with every Tuesday in a competitive spirit. It's so wonderful to see so many members of the community come together

Michelle, Netball Participant

MEET OUR VOLUNTEERS.

Sportskey has supported the development of 11 volunteers in 2022

Sports Keys volunteering programme, first established in January 2022, has been a key contributor to the ongoing success of Sports Keys activity and event delivery in 2022. The Sports Key volunteering programme continues to receive significant advocacy and support from a variety of external organisations, maintaining relationships with Generation 22 and Employability UK to support volunteers with CV building through workshops and providing employment and progress opportunities. The programme aims to develop its volunteers in four key areas; Building relationships, confidence, leadership and accreditation.

Building relationships

Sports Key volunteers have had the opportunity to attend and support an array of events, the majority of which being in relation to the commonwealth games. Volunteers' attendance of these events has been a brilliant opportunity for them to connect and come together as a team.

Improved confidence

Through taking ownership of the netball programme and leading the discussion of their shared experience during Prince William's visit, Sports Key volunteers continue to showcase an increase in confidence both individually and collectively.

Leadership

Sports Key volunteers were tasked to lead on key planning sessions for the Sports Key Culture Games and were able to contribute pivotal insight that shaped the event. Three female volunteers have gone on to lead the Netball programme.

Accreditation

Six of the volunteers completed their Tennis Serves Activator course, which they will be able to apply once Sports Key launches their Tennis programme. 7 of the volunteers completed their first aid qualifications, which means Sports Key now has a greater capacity to manage medical emergencies during activities.





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