

# SPORTS KEY 2023 ANNUAL IMPACT REPORT

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# 2023 OVERVIEW.

## 785

active participants, ranging from 16 to 60 years old. Sports Key has also seen a significant uptick in sign-ups of those aged 21-30 years old.

## 97%

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

## 155

sessions have been delivered in 2023 ranging from football, cycling, buggy runs, boxercise, table tennis and netball. Badminton was a consistent favourite amongst attendees

## 57%

of Sports keys participants come from areas within Birmingham with 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 **97% global majority** attending community. Additionally, **57% 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.

Throughout 2023, Sports Key CIC has strategically partnered with key organisations such as Footlocker, Sport Birmingham and Post Code Lottery, and have received significant investment to support the continuation of Sports Keys success. Consequently, Sports Key secured **£178,031 in grants and investments**. This funding went on to support Sports Key volunteering programme, the Sports Key Culture Games, alongside the continued delivery of their usual community activities.



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## COMMUNITY & PARKS

Sport Key CIC has engaged 785 beneficiaries in 2023 over a total of 155 sessions. They boast a reputation of being the #1 ethnically diverse sports community in the West Midlands, as is evident in their latest attendee data, with 61% of members identifying as Black, 50% being Black Caribbean specifically. With the majority (97%) 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. **Ladywood, Perry Barr, Erdington and Sandwell are key areas of participant recruitment, with 73% of clients being from these areas**, which currently maintain IMD scores 1 and 2.



**Sports Key delivered a total of 155 sessions, with over 335 people attending Badminton.**

**THE COMMUNITY.**

## BENEFICIARY FEEDBACK.

**There are quite a few other local sporting organisations and sports key is the best I've been thus far for a variety of sports.**

**Great initiative providing a variety of affordable activities and encourages a great healthy community spirit, thank you and keep up the good work!!**

**Sports Key has played a pivotal role in helping communicate with different types of ethnic background within society.**



# SPORTS KEY NETBALL TEAM

Sports Key “Back to Netball” programme has provided skills development, training, fun and community for net-ballers who want to reconnect with the game for the last 6 years. In May 2023, the Sports Key Netball Team was officially formed as a transition route for long-term members to put into practice their skills and training in a more competitive space in the form of a league. The Sports Key Netball Team has made vast improvements since joining the Women’s Netball League (WNL) Birmingham and is now playing in the league for the second time as a team.

Sport Key Netball Team is a self-contained transition route consisting of 2 Captains who manage the finance, administration and leadership for players, 2 coaches and 14 players. **As a team, they have played in 4 tournaments and 2 leagues.** Moving forward, the team would like to enter a second team into the WNL Birmingham women's only league.





**AWARD WINNING.**

**WINNER**  
MCC AWARDS 2023  
Quality of the Year  
Presented to  
**Sports Key CIC**

SPORTS KEY CIC  
Quality of the Year  
MCC



# REGONITION OF ACHIEVEMENT.

Sports Key's dedication to making a tangible difference was recognised with multiple awards and nominations. Notably, Sports Key was celebrated as the **"Winners" at the Black Owned Birmingham Awards** on 7th October and again at the **Multicultural Business & Community Champion Awards (MBCC's)** on 2nd December, highlighting its excellence in sports and community engagement.

Additionally, Sports Key was honoured as **"Runners Up" at the Community Inspiration Awards** on 8th September, further solidifying its status as a multi-award-winning organisation. These accolades were complemented by **Sports Key's significant role at the Breaking Barriers Gala** event on 5th August, aimed at raising awareness of spinal cord injuries.



# PARTNERSHIPS AND FUNDING.

Throughout 2023, Sports Key CIC has strategically partnered with key organisations and secured significant funding to enhance its community impact and support for at-risk and vulnerable young people. In the first half of the year, partnerships were established with **Street Games and Sport 4 Life, bringing in investments of £18,320 and £15,000, respectively.** These collaborations aimed to mentor young people aged 11-18 and support Sports Key's development, growth, and engagement strategies.

Additionally, a **partnership with Sport Birmingham resulted in a £35,000 investment** to support the Active Birmingham and Club Together project, emphasising physical activity and youth engagement. This collaboration, alongside **contributions from Gen 22 (£18,500) and Footlocker (£38,909),** significantly bolstered the Sports Key volunteering programme, aiming to recruit 10 young people and support the continuation of the youth mentoring programme.

The latter half of the year highlighted the cumulative financial support received by Sports Key. This included continued support from **Sport England, Sport 4 Life, and new funds from the Postcode Lottery (£25,000) and the National Lottery Queen Jubilee Fund (£9,658),** among others, **totalling £178,031.58 over the course of 2023.** These contributions underscored the broad-based confidence in Sports Key's mission and its objectives to foster community engagement, physical activity, and youth development. .







COMMUNITY FUND

ACE  
DANCE AND MUSIC

SOLVE  
TEAM FOR YOUTH VIOLENCE AND COMMUNITY

RCK  
ALLSTAR

RCK  
CLUB SPORT

Lord's  
TAVERNERS

THE  
TAVERNERS

**COMMUNITY LED.**



## THE CAMELOT GROUP (NATIONAL LOTTERY)

May & July 2023

The Camelot Group, the operator of the UK National Lottery, engaged with Sports Key in May and July 2023, with both parties visiting their organisational grounds to engage in a variety of activities to bring teams together during the Camelot Group's visit to Birmingham for the [Birmingham Open Media](#) conference.

"The passion for supporting your local community shone through when you spoke about the work you are doing."

CAMELOT REPRESENTATIVE



VISITS & WORKSHOPS.

# EXTERNAL PROJECTS

Sports Key has played a pivotal role in a series of community workshops and events that have significantly contributed to enhancing community practices and fostering professional development. Among these, the **Artificial Intelligence workshop held on March 27th stands out as a forward-thinking initiative designed to demystify AI technology** and its applications. **The Levelling the Playing Field event, conducted on May 13th at Wolverhampton University**, served as a crucial platform for addressing disparities in access to sports and professional opportunities.

**The Community of Practise Ambitious Ideas Workshop on June 19th further exemplified Sports Key's dedication to stimulating innovative thinking and problem-solving within the community.** By encouraging participants to think creatively, this workshop aimed to inspire actionable solutions to local challenges, fostering a sense of agency and community leadership.

The launch of the Sports Key Tasters - Urban Sports initiative on October 30th represents **a direct response to community feedback, offering a diverse 4-week series of activities designed to engage and inspire young people.** This initiative not only showcases Sports Key's commitment to adaptive and inclusive programming but also highlights the organisations dedication to providing meaningful and accessible sporting opportunities that cater to the interests and needs of the community.





# SPORTS KEY GAMES.

After last year's success of bringing back the Sports Key Games, they were thrilled to be able to deliver another consecutive event, as they welcomed the Sports Key Games 2023. One year on from the Birmingham 2022 Commonwealth Games, Sports Key stayed true to their mission to support the continuation of the Commonwealth Games Legacy, and to create better futures for local communities and young people through sport, physical activity, and employment pathways.

They introduced new activities within their breakout zone, including: Wheelchair Basketball (Breaking Barriers), Mobile Boxing Arena (More Than a Dream School), Fitness Session (Twinsane Fitness), and Children's Multisport Activity (Neo Sport).

It's amazing, they've got badminton, football and interactive games for kids. It's a great opportunity to get going and introduce yourself to new sports.

**Sofia - Sports Key Games attendee**

# YOUTH SPORT AND MENTORING

The Sports Key Youth Engagement Programme (YPMP) is an innovative effort aimed at empowering and mentoring at-risk youth aged 11-16 through sports, physical activities, and educational sessions. **Targeting young people at risk of school suspension, exclusion, or those already placed in alternative educational settings**, the program addresses behaviours and activities associated with county lines, anti-social behaviours, and violence. With a focus on promoting a pro-social identity, the program integrates life lessons and mentorship, featuring guest speaker sessions and interactive workshops.

**Sports Key have worked with 29 young people as part of this programme, predominantly male and of Black Caribbean or other Black backgrounds** from Ladywood, Perry Barr, and Sutton Coldfield, the program leverages sport-based mentoring as a strategy to prevent and reduce youth offending. **Highlighted service outcomes include impactful guest speaker sessions, with speakers sharing personal experiences related to prison, county lines, and the dedication required in sports.**





# MEET OUR VOLUNTEERS.



## Sports key has supported the development of 10 volunteers

The Sports Key Volunteering Programme has made significant strides in fostering community engagement and personal development among youth. Despite initial setbacks due to funding delays, the program succeeded in building stronger relationships and improving confidence among its beneficiaries. This included developing leadership skills and attaining various accreditations by the volunteers, such as first aid, sports coaching, and safeguarding training.

Sports Key has achieved this by filling local gaps with alternative provisions and providing young people with the opportunity to discuss their personal and social needs through relationships built on mutual trust and listening, which is a function of voluntary attendance.

### **Building relationships**

Despite a 4-month delay in the programme starting due to funding issues, volunteers developed positive relationships among the group, though the delay impacted the depth of these relationships.

### **Improved confidence**

The youth volunteers showed notable growth in confidence, with the seven who completed the program demonstrating leadership and initiative in various activities.

### **Leadership**

These volunteers also displayed significant leadership skills, including first aid training, supporting beneficiaries, and actively contributing to session development and coaching.

### **Accreditation**

Various first aid training levels, safeguarding and protecting children, basketball and multi-sports coaching, netball officiating, leadership, communication training, and ongoing football coaching.





[WWW.SPORTSKEY.CO.UK](http://WWW.SPORTSKEY.CO.UK)

