

# 2024 ANNUAL IMPACT REPORT

Published February 2025



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During 2024, Sports Key continued to shape and strengthen its mission and vision of **delivering accessible, active sports opportunities for members, communities, young people, and children.**

This work has been guided by an emerging organisational strategy that incorporates a comprehensive community inventory of existing programmes and services, alongside an enterprise inventory focused on reaching new audiences. Developed **collaboratively with the advisory board, volunteers, staff, and beneficiaries,** this strategy reflects Sports Key's commitment to **community-led development and inclusive growth.**

# EXECUTIVE SUMMARY

Building on the **dedication to targeted interventions and transformative initiatives,** Sports Key has expanded its recognition and impact through structured programmes, **strategic collaborations, and alignment** with key investment priorities. As a result, the organisation continues to attract significant support from government initiatives, partner organisations, and local businesses. These investments enable Sports Key to deliver services that **reduce reoffending, strengthen community engagement, promote inclusion, and develop the leadership skills of volunteers,** while continuing to grow meaningful partnerships across the region.



**A TOTAL OF 176 SESSIONS HAVE BEEN DELIVERED ACROSS ALL ACTIVITIES**



**81%** Of survey respondents felt the sessions were supportive or very supportive in boosting their confidence and self-worth.

**81%** Of participants reported that the sessions positively impacted their overall mental health.

**93%** Found the sessions to be supportive or very supportive in boosting their confidence and self-worth while enhancing their social interactions and ability to connect with others in person.

**85%** Acknowledged the sessions as supportive or very supportive in fostering a healthier lifestyle, including regular movement, improved eating habits, and better sleep patterns.

# COMMUNITY AND PARKS

**02**

**BENEFICIARY FEEDBACK**

*"Sports key provide 10/10 service all the time, I have been out for a year and everyone here made me feel so welcome"*





UNLOCKING DOORS WITH SPORT

Sports Key Kidz launched and **delivered 21 weeks and 42 sessions** of structured multisports activities for children aged 3-11.

Supported by the **Inclusive Communities Fund** and led by **Neosports alongside the Sports Key team**, the programme introduced participants to a wide range of sports designed to **build confidence, coordination, resilience, and physical literacy.**

Children consistently **demonstrated strong engagement**, excelling in activities such as dodgeball, movement-based drills, and cooperative races. Their progress and achievements were celebrated with gold medals, recognising both effort and personal development.



# ACHIEVEMENTS AND RECOGNITION



Sports Key formalised its **Community of Practice (COP)** Coordinator role, enhancing **collaboration among 12 partner organisations** and finalising a Service Matrix to identify collective strengths and gaps.

# TRUST THE PROCESS



Volunteers expressed high satisfaction with the programme, appreciating flexibility and were able focus on skill-building.

Young volunteers **successfully completed key developmental milestones, including Level 3 and Level 1 First Aid training, Safeguarding certification, and Multi-Sports Coaching qualifications.** They also gained practical skills in netball officiating and tennis activation, while contributing to Sports Key's media and marketing through session photography. With **over 30 hours of service**, they demonstrated **increased confidence, stronger relationships, and clear commitment to their role and personal growth.**



# YOUTH MENTORING

YOUTH-LED ACTIVITIES EMPOWER YOUNG PEOPLE AGED 11-16 THROUGH SPORTS



## IMPACT

The programme offers a **safe and supportive environment** where young people can **build a positive sense of self-identity, emotional intelligence, and resilience**. Through structured group discussions and workshops, participants develop practical tools to **navigate social challenges, strengthen their understanding of key life issues, and enhance interpersonal skills**. During the year, Sports Key also provided successful advocacy for a young person through a mediation process, resulting in the approval of an Education Health Care Plan (EHCP). This outcome demonstrates the programme's wider impact and highlights opportunities for future family-focused support initiatives.

**60% of participants identified** new skills gained, including emotional regulation, core exercises, and business development techniques.

**70% of participants reported** no changes were needed to improve the programme, while **100% rated it between 8-10 out of 10 for delivery excellence**.

## & RESULTS

In July, the **Sports Key Annual Cultural Games** focused on **inclusion**, featuring **dance**, **breakout activities like wheelchair basketball**, **adaptive fitness** workshops and activities for children. The event combined sports, **culture**, and **social action** to **celebrate diversity and sports**.



# SPORTS KEY GAMES



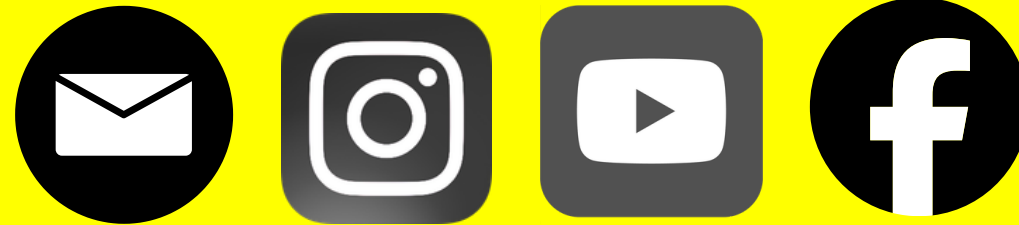
## **BENEFICIARY FEEDBACK**

*"It was so much fun being able to try new activities and experience with different people"*

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