



**Sport  
Birmingham**

# ANNUAL REPORT

**2022 - 2023**  
April March



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# Welcome

It gives us great pleasure to welcome you to Sport Birmingham's Annual Report 2022 - 23.

We reflect on what has been an amazing, challenging, and successful year. The Birmingham 2022 Commonwealth Games was the highlight of a special year for sport in the region, and we played an active part in leading the local legacy work, commissioned by Birmingham City Council and Sport England. The extra layer of investment was on top of significant funding from the recovery strands to help the sector and to strengthen its delivery network to sustain the great community work in the city.

Sport Birmingham played a supportive role throughout the games, with many of the team volunteering and two managers seconded for the year to help run the volunteer programme and lead the youth programmes respectively (within the Organising Committee).

The Chief Executive and wider team worked closely with the Organising Committee senior team and the Birmingham City Council team to build relationships locally and connect the Commonwealth sports to the region so that we could help build a meaningful legacy for the community.

This was our first year of a five-year funding award as a Sport England 'System Partner', with an aim for greater collaboration and to make progress towards the priorities of the national strategy 'Uniting the Movement'.

We made a big commitment to equality and diversity during the year, and were one of the early adopters of the Race Code, to demonstrate being an anti-racist organisation. Our EDI work underpinned all of our delivery and grant-distribution to communities, making sure that we were helping those with greatest need.



**Mike Chamberlain**  
**Chief Executive Officer**



**Paul Faulkner**  
**Chair**



# Who are we?

We are the city's strategic sport and physical activity partnership, working to join up policy and investment with delivery partners who bring inclusive and accessible sport and physical activity to communities. We provide leadership and support through insight, knowledge and expertise to anyone in Birmingham working towards our vision of a more active city and a healthier place to live, learn, work and play.

## Our purpose

**Mission:**  
Improving lives through sport and physical activity

**Vision:**  
An active, healthy city for everyone

## Values and Priorities

**Inclusive**

**Collaborative**

**Adaptable**



Improve physical and mental wellbeing by reducing inactivity

Grow and develop a workforce for the sport and physical activity sector



Connect communities through sport and physical activity

Improve life skills and prospects through participation and engagement



Make sport and physical activity inclusive and accessible to all



# B2022 Commonwealth Games Legacy

## B2022 Small Grants

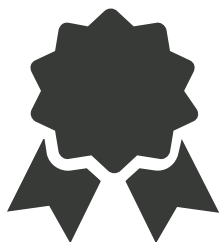
Linked to the aspirations of the Games Legacy, a Small Grants funding pot was released by Sport England. The purpose of the funding was to support community activation in the year of the Birmingham Commonwealth Games 2022.

The focus of the funding was:

Bring people together

Improve health & wellbeing

Help the region to grow & succeed



**62 clubs or community groups were awarded funding**

**The total value of awards equalled £129,701**



I really enjoyed all the sessions, I'm really keen to continue playing netball and I've also become a sports volunteer at Saathi House!

Lots of support from the club and since doing my umpires course, I have been able to umpire games!

City of Birmingham Hockley Club participant

Saathi House participant



Carolle and Iman Tennis

## Active Birmingham

Active Birmingham is a place-based legacy investment from Sport England through a collaborative partnership between us, Birmingham City Council, Canal & River Trust and The Active Wellbeing Society along with several national and local partners supporting specific themes. The project is due to run until December 2023 where best practice and shared learning will inform future legacy projects.

Volunteering opportunities

Community youth engagement

Cycling and walking programmes

Supporting social prescribing

Encouraging use of the canal network

We are working specifically in: Alum Rock, Castle Vale, Heartlands, Lozells, and Sparkbrook & Balsall Heath based on high levels of inactivity and Index of Multiple Deprivation (IMD) ranking.



## Activity Finder



# Move your Brum!

Find your next activity on Active Birmingham



[activebirmingham.co.uk](https://activebirmingham.co.uk)



As part of the project, an online activity finder was launched in Nov 2022. Local insight has been gathered over the last couple of years and a significant barrier preventing statutory, community and health services referring more into physical activity is a lack of knowledge of suitable local opportunities.

Active Birmingham provides a tangible product to help local residents access local provision.

**Over 1000 activities available to Birmingham residents every 2 weeks!**

## B2022 Equipment Giveaway

Sport Birmingham worked as a consortium with partners to allocate and distribute sports equipment from the Games.



## **80 clubs and organisations**

in Birmingham received actual equipment used at the Games.

### B2022 Commonwealth Games Tickets

we worked with the Organising Committee to allocate and distribute over 3,000 Games tickets to schools and community groups.



### Club Together

These networks have been set up to build better local connectivity with support and development through our support. Two of the Club Together networks are also working in partnership with organisations involved in the CAC project creating a more sustainable and resilient approach to community development.

**6**  
networks in total

**4**  
place-based

**2**  
thematic  
(mental health and disability)



**Northfield have fully embraced the Club Together philosophy and have created their own logo!**





## Places and Spaces

Places and Spaces was a Commonwealth Games legacy initiative delivered in partnership with Crowdfunder. The fund helped clubs and organisations raise up to £10,000 which could be matched by Sport England.

Birmingham had 5 successful organisations at year end.

Total value of funding has reached £339,076, with Sport England co-investing £113,263.



## Community Games

We were commissioned by BCC to provide a Community Games festival calendar, and worked in partnership with Inspire Activity to bring events to some of the most deprived wards across the city. Each event gave local community clubs and organisations the opportunity to showcase their sports and activities to local people, and each was a huge success!



**8** Community Games were held

**220** activity provisions

**190** locals clubs

**8,000** people attended

**600** volunteers


The range and quality of activities was fantastic! All the staff and volunteers were so welcoming and encouraging that we wish we'd been there earlier. Even though we got absolutely soaked in several downpours, it was the best fun we've had in a while! Thank you, thank you, thank you!


Parent of child attending the Moseley Community Games


# Community and Wellbeing

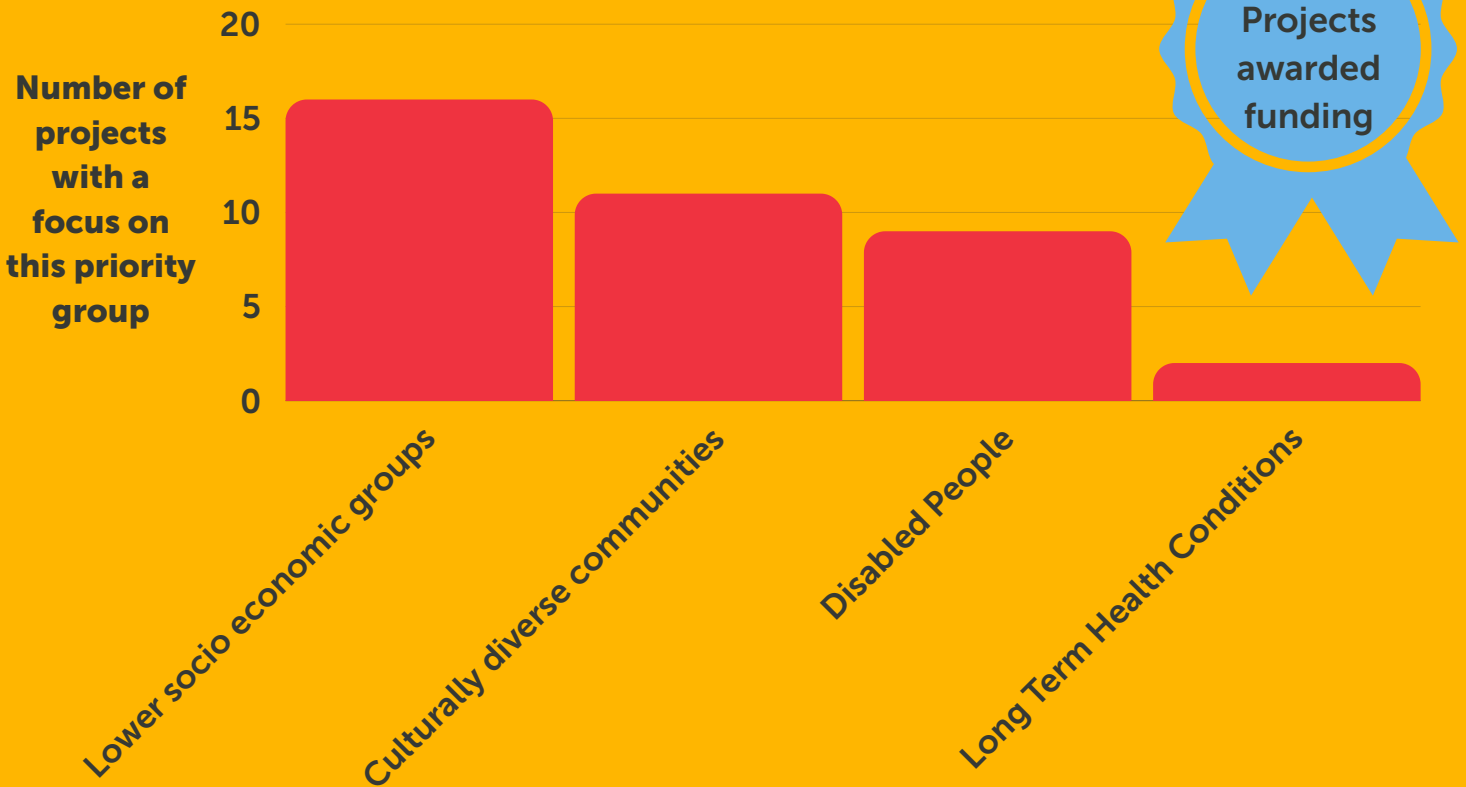
## Together Fund

This was a development from 3 previous phases of tackling inequalities funding to continue to aid those affected by the pandemic and support existing provisions.

 Supporting new ways to increase physical activity

 Offering advice and training support

 Increasing resilience and capacity of deliverers



The coaches made me feel welcome, the environment was great and I made new friends. I also feel more active than before.

Handsworth Judo Club Participant

It has helped to improve my balance, breathing and confidence. My mobility is also improving.

West Heath Community Association Participant

Well planned. Activity well suited and at the right level. Great opportunity to share with others in same situation and helped me cope mentally with my situation.

Yoga Really Works Participant

West Heath Community Association Session



# Moving Lives Healthy Minds

A sports-based social recovery project for over 25s in Birmingham who access Community Mental Health Services with diagnosed severe and enduring mental illness.

This is the second year of the Comic Relief-funded project in partnership with Birmingham and Solihull Mental Health Trust and Newman University.

**70** service users  
**10** new coaches trained in Mental Health First Aid  
**7** activities

A third pilot has been confirmed within the community of Sparkhill to sustain the project.



I can zone out of my problems, in a safe space.

MLHM  
Participants

Able to build my confidence up in the gym and have a programme that I have stuck to with the support of the Community Mental Health Advisor.

Moving Lives Healthy Minds has been an amazing project to be a part of and has been a huge success in all aspects. It's been great watching both the service user's and providers confidence grow. However, the highlight for me has been the relationships gained from the project. The providers created a safe space for the service users so they were able to build relationships based on trust. Subsequently, leading to service user's now attending external sessions the providers run and socials being organised.

Abbie Diskin  
Wellbeing Officer



# Children & Young People

## Birmingham School Games

The Birmingham School Games City offer promotes opportunities for children and young people to have positive experiences that help create happy, healthy, and well-rounded individuals through involvement with the events across a full school calendar.

There is a renewed focus on the Birmingham School Games. Traditionally the School Games have targeted & engaged those already involved in sport. Our new aim is working towards engaging young people from low socio-economic & diverse backgrounds and those experiencing low confidence/self-esteem. The new approach focuses our work on areas & young people who need it most.

Leadership

Personal  
development

Physical literacy



11

School Games Organisers  
across the City

SCHOOL  
GAMES

150

schools engaged

2,000 young

people engaged

350 young

leaders trained

9

leadership events

## Primary School Support

Our work positively influences the education sector across the city by providing support, advice and guidance for PE, school sports and physical activity opportunities, encouraging a focus to prioritise 60 active minutes for all pupils (at least 30 minutes of which are in school) every day.

Our Pathway to Podium initiative was accredited as a CWG legacy initiative and encourages schools to show a commitment to providing high-quality opportunities for young people to be active and ensuring the pillars of being an “active school” are embedded within the school.



**80 schools  
engaged**

**100% of schools engaged improved  
from the previous academic year!**



## See My Voice

See My Voice is an inclusive volunteering project, working with young people who are volunteering in local sports or physical activity sessions.

Working with British Blind Sport to develop a leadership course that is inclusive of a range of disabilities.



**10 young people completed the programme,  
gaining a Sports Leaders Qualification**

To continue the programme, 'Make Change Inclusive Sport Programme', a local CIC, were commissioned to continue the delivery of See My Voice.



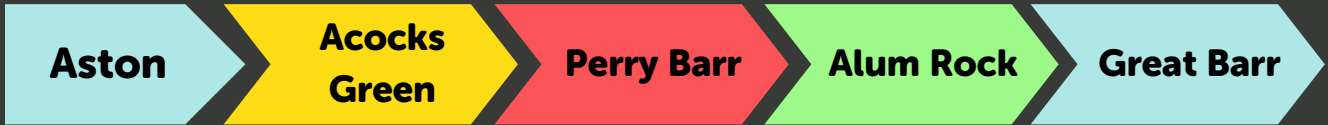
# Make a Difference (M.A.D.) Birmingham



M.A.D. Birmingham is an open-access providing free access to youth development opportunities and has evolved into providing youth outreach and tailored sports-driven, social, and emotional mentoring and youth outreach programmes for young people aged 11-16 across multiple areas of the city.

For You. By You.

## M.A.D. Summer Youth Provision



## Chaperone Work



M.A.D. works closely with the Violence Reduction Partnership (VRP) on youth prevention and positive engagement, linking with activity to support positive life choices.

**250 young people attended Commonwealth Games events through M.A.D.**



**M.A.D. Summer Camp**



## Levelling the Playing Field (LtPF) Partnership

The LtPF partnership has been designed to bring the sport and criminal justice sectors closer together, aiming to improve health and life outcomes for ethnically diverse children aged 10-18 years who are underrepresented in terms of activity levels and over-represented with, or on the fringes of, the criminal justice system. The focus is on using sport and physical activity along with mentoring of the young people.

We are the West Midlands Strategic Partner to help connect LtPF with community partners and provide support. Ten specialist organisations have been working as a network to support increased opportunities for diverse young people.

Much of the training and learning from this has given these organisations greater confidence and understanding in working with young people from diverse communities, but also testing different means of engagement and maximising contact time with young people to support positive choices.



**Over 5,500 young people  
were part of the programme**

**Over 75% of participants are from  
Ethnically Diverse Communities**

**Sporting Elite, from Birmingham, won  
'Organisation of the Year' at the  
National Awards!**



# People and Skills

## Active Communities - Local Delivery Pilot (LDP)

We have led the workforce development part of this project, supporting The Active Wellbeing Society as the host for the project, which ends in 2024.

Our key objectives are:



Organisational development to help community organisations become more resilient



Developing the skills needed to create system change



Embedding key ways of working across workforce, projects, partners & stakeholders

Building core skills/competencies across workforce to enable them to be effective



We launched the Skills360 learning platform to support clubs/local organisations in becoming more resilient and providing skills, experience, and knowledge to help them thrive.



**320 individual registrations - 38% highlighted Sport & Physical Activity as an area of interest**

**80 organisations registered -**

**25 community based or local projects**



Nechells POD

Skills360 has been an integral part of our teaching programme, not only developing the minds and character of the young people but also a way to enable the young person to continue learning in a more relaxed manner

Renaldo King,  
More than a Dream

## Gen22

Gen22 is a legacy programme from the Birmingham 2022 Commonwealth Games and is designed to boost long-term employment prospects, engaging young people aged 16-24 in positive activities including community volunteering and social action.

We teamed up with local employability training and education provider, Sport 4 Life, to support the delivery of the programme providing them a mandate to engage local organisations and develop pathways to employment and training through sport and physical activity interventions.

**GEN22**



**520 hours registered  
in the community**

**38 young  
people engaged**



Additionally, working with Sparkhill Leisure Centre and Places Leisure we have upskilled 6 young people as lifeguards. Whom have gone on to be employed by the leisure centre as part-time lifeguards.



## Coach Core Foundation

Coach Core is an apprenticeship programme delivered through a consortium of partners focussed on social mobility for young people, and we lead and coordinate the work in Birmingham.

The apprenticeship provides opportunities for young people to develop their skills and confidence, enabling them to grow as a coach, leader, role model and person.

**7 apprentices completed and passed their final assessments!**



**We were also extremely proud that one of our apprentices, Zain, won 'Apprentice of the Year' at the National Awards.**

**Congratulations Zain!**



## Training and Development

**86**

**individuals trained in Safeguarding, Time to Listen and Mental Health First Aid courses**

**74**

**Educare licenses allocated to coaches, volunteers and community organisations**



# Looking forward...

**We are excited about the forthcoming period and the opportunity to further develop and sustain the legacy work we have been at the heart of. Sport England are committed to further place-based investment and we will build on the maturity of relationships with local, regional and national partners to help shape and lead this work.**

**Sport and Physical Activity can make such a difference to so many people's lives, if the delivery and experience is one that is enjoyable, safe, inclusive and accessible; we will continue to do all that is possible to ensure funding and support reaches those places and people where the biggest difference can be made.**





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