



Annual Report

2022/23





An introduction

Sporting Communities is an ethical, not-for-profit organisation. We are specialists in community and social development, and as such, we listen to the needs of communities and then offer a range of services to best support individuals within that community or the community as a whole. Sporting Communities' motto is "Working with communities to learn how to serve them best."

We are continuously involved in consulting with the organisations that access our services and researching ways of providing better services in partnership with them. Young people and communities are involved from the start, ensuring a bottom-up, needs-led, co-designed approach, demonstrating true engagement and real consultation.

The organisation operates through four strands: Sporting, Creative, Supporting, and Sustaining, which allow us to tailor services to effectively engage and support people, creating sustainable, positive social change. Creative and Sustaining form part of the three strands that fall under the Sporting umbrella, whilst Supporting is now its own recognised charity operating as a CIO.



Sport, Youth
Work and
Play



Arts and
Events



Mentoring
and Family
Support



Training and
Network

Our commitment to supporting communities with a plethora of methods is made achievable by a dedicated team of experts from varied backgrounds and with a range of skill sets and experiences. All work undertaken in each of our strands places the heart of the community within the main focus; exemplified by our duty to ensure all investment is best placed and solely for the benefit of residents and communities in need.



Directors Introductions

Hear from our directors with a reflection on the year and our exciting steps for the future:



It has been a year of stability and evaluation for our company. We have reflected on both the operations of the organisation and strategic vision with a view to continuing to have the greatest impact on supporting the people and communities we serve.

With the positive growth from the previous financial year we have been able to spend time focussing on understanding what are the most effective ways of creating sustainable change and exploring how we can continue to provide the highest quality service across an increased range of work. We have also made significant investments in our technology infrastructure, which has enabled us to streamline our project management, improve our processes and better serve our customers.

Due to the increased demand on the Supporting Communities strand, a decision was made for the work to be converted into a new charity. Supporting Communities CIO now works as a key partner of the company. This has been crucial and puts us in the best possible place for the year to come, in a time where funding for youth and community services has been significantly reduced and competition in the sector is greater than ever.

Listening to young people has been an area of significant development over the past year and it fills me with pride to be involved in the UK First Youth Innovation Conference. We are committed to embedding young people into the work that we do and helping them to have a voice in a society where censorship and political apathy has become the norm.

We are committed to staying at the forefront of innovation and to providing the highest level of support to communities and our partners. We will continue to invest in people and have measures in place to ensure that we remain competitive and relevant in a rapidly changing landscape.

I would like to express my gratitude to everyone involved in Sporting Communities and its different strands. Without your support, we would not be where we are today. I look forward to continuing to work together to achieve our shared goals.

Ben Rigby
Managing Director
Sporting Communities CIC



Our Approach



Community Sport

Sporting Communities' work is centralised around open access to community sports opportunities. Regardless of age, ability and background, all are welcome to engage in our range of community activity sessions. The incorporation of an open-access approach ensures that activities remain free for anyone to participate; ensuring inclusivity and removal of barriers to such opportunities. Involving a plethora of sports and play activities, we predominately operate within public spaces, enabling us to interact with varied community members and encourage them to interact positively with others. We provide youth-specific sessions as well as sport or fitness-specific opportunities, supported by localised partners.



Detached Youth Work

Our engagement within communities is often achieved through utilising a detached youth work approach. This involves interacting with young people within their own public spaces and communities whereby deprivation of youth services or community-based opportunities may be more apparent. Our interaction with young people and community members enables us to shed a positive light and provide a consistent opportunity for individuals to express concerns or seek further support if required. Whilst sometimes brief, the rapport built with young people and residents helps maintain a positive conduit for all to access support for challenges they may be facing at that particular moment.



Community Development

One of the significant aims of our operation is to bring individuals, groups and communities together to bring about significant positive change through community development approaches. Our approach includes the development of community assets, social action opportunities and locality-based initiatives. To achieve this, we work closely with residents to gather insight into the communities' needs and goals, and develop effective strategies and responses to meet these; all whilst slowly transferring ownership and power to the communities in benefit. In aims to build more cohesive and self-aware communities, the progressions of our community development opportunities remain transparent and clear for all involved.



Our Outcomes and Statistics



Improving Diversity

Sporting Communities aims to ensure cultural sensitivities and access for all ethnic groups and demographics throughout all initiatives.



22% more ethnic minorities engaging



Empowering Communities

Providing power to communities ensures that social change can occur organically; an outcome that we strive to achieve in all operations.



91% participants feel happier



Reducing Crime and ASB

Ensuring community tensions can be eradicated swiftly is embedded as a result of our early-intervention prevention model of approach.



13% less ASB in areas worked



Community Cohesion

Bringing residents and communities together through varied interaction methods enables all to make friends and change perceptions.



72% feel more connected



Improving Physical Activity

An outcome at the core of our organisation, we aim to increase the engagement of those least likely to engage in physical activity and harness an active habit for life.



56% participants being more active

10,313

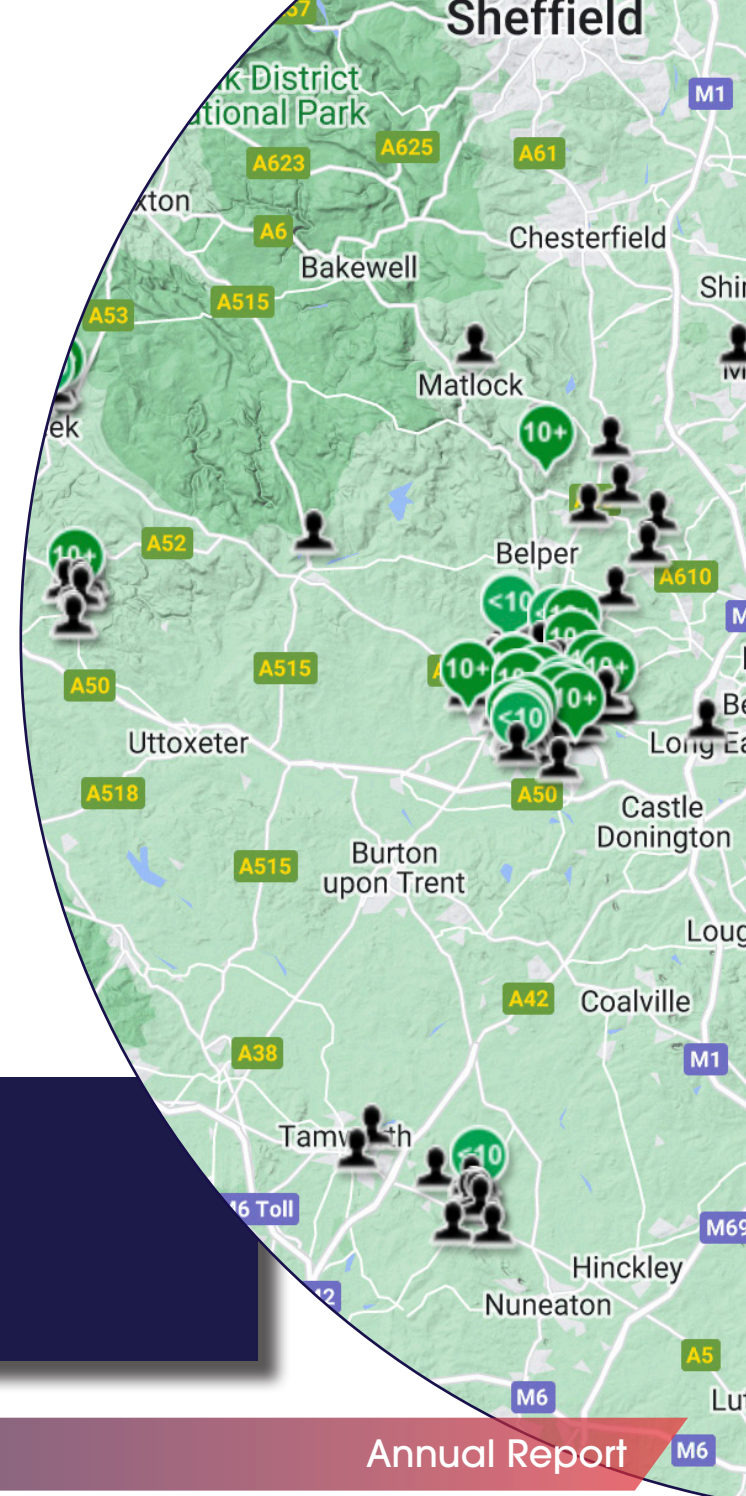
The total number of attendances at our community sessions

1,218

The number of hours delivered

825

The number of sessions ran in 2022/23



Case Study

Maleekah Derby City

Maleekah has been a shining light in support of the Normanton community over the past year. As a young person who was previously a participant of our holiday activity and food programme, Maleekah has shown an interest in supporting her community further through formal volunteering. Supporting the Derby YES and Holiday Activity and Food sessions, she has worked closely with young people to share her experiences, maturity and tenacity in support of other young people in need. This has been through the facilitation of activities, providing 1-1 assistance when required and ensuring children's health and dietary requirements are acknowledged in the preparation of food. Her levels of competency and maturity have been recognised by the Sporting Communities team which has led her to become a paid member of staff working on community-based sessions.

Maleekah's has a keen eye for community development in respect of the support for the Normanton community and its residents. She has consistently demonstrated a passion to speak up for young people through her work which has now resulted in her showing self-determination to apply to become youth mayor within Derby city; a process that she is currently undertaking. Through such experiences, Maleekah has always demonstrated an interest in her local community and this shines through in her ambitions to begin training as a paramedic; utilising her growing competencies and social skills to help those most in need of assistance and intervention.

With a growing passion to support her community further, Maleekah has become a valued member of the Sporting Communities team; utilising her desire and tenacity to support others as a positive driver in allowing her to become a shining beacon for the local community and an outlet for other young people to follow a similar pathway.



Events

Our Creative Communities strand is centralised around ensuring the positive engagement of communities through memorable, sophisticated and informal events. In an aim to bring local people of all ages together in celebration, Sporting Communities organises and hosts a range of social events based on the relevance and interests of the local community. In the past year, this has included sports tournaments, community activity days, awards evenings and conferences. These events are synonymous with our intentions to support and celebrate the togetherness and achievements of local people, allowing them to become exposed to the best opportunities and a growth of interest and interaction in community development and support. From physical activity challenges to awareness-based conferences, our mass engagement opportunities ensure positive outcomes for residents can be achieved through trying new activities and awareness of influential social changes.

This year has seen the return of our ever-popular Youth Awards in Derby City and Stoke-on-Trent; an opportunity to showcase the fantastic achievements of young people across the communities of whom we serve. Alongside the growth of the ceremonies, the level of achievement amongst young people has shown to be even greater with an ability to overcome the odds to make a significant positive contribution to either their own development or the development of the local community. From team awards to outstanding contribution, inspirational young person to special commendations, our awards celebration events have once again been a meticulous and well-received recognition of all the achievements that young people can rightfully showcase to over 250 attendees.

Our attention now turns to the inaugural Youth Innovation Conference later on into 2023. With opportunities for delegates to experience valued talks, networking opportunities and powerful stories of the changes and issues amongst youth in our society, the conference will be the ahead of the game in bring young people and community organisations together on a national scale; aiming to develop learning that will enhance the delivery of support services for young people across the nation. The Youth Innovation Conference will take place on Friday 6th September 2023.

393

Total collective number
of attendees at both
our Youth Awards

55

Number of
events supported
throughout 2022/23

44

Awards handed out
to young people in
2022/23



Holiday Activities

This year has seen the return of our edition of the Holiday Activities and Food Programme in Derby City, Amber Valley and the Staffordshire communities of Tamworth and Kidsgrove. Our Cook, Eat, Play opportunities have helped to ensure children in need do not miss out on a nutritious meal whilst taking part in fun and informal activities. Designed to provide opportunities for parents to alleviate pressures and worries of poor nutrition during the school holidays, we work in partnership with local community groups, schools and local authorities to ensure that we can provide healthy and nutritious meals to those most in need of support. Our intervention is created to promote healthy living, reduce issues surrounding health inequalities in our community and ensure positive outcomes for children and families across Derbyshire and Staffordshire.



2022/23 has seen our Cook, Eat, Play edition of the Holiday Activities and Food Programme grow from strength to strength. We have been able to offer more sessions within a wider range of different locations and interact with young people and families in new and exciting activities. Running over the summer holidays, our Creative team have strived to ensure as many families across the region are supported and valued whilst tackling a prevailing issue of holiday hunger amongst children and families most disadvantaged.

679

The number of young people attending our HAF projects in 2022/23

2000

The number of meals offered to young people and families

11

The number of HAF projects ran in 2022/23

Case Study

Bart

Derby City

Bart has been attending our sessions every week without fail. Through his love for the activities being offered at his session, Bart has built a significant rapport with all the youth engagement team and is eager to positively engage with other young people throughout.

He has proved himself an amazing individual and a shining example to others. Bart has a calm temperament and his behaviour throughout our sessions has been exemplary; he is well liked and respected by his peers. He is also very mature for someone so young and is a calming influence on others, especially when individuals or groups become over-competitive or boisterous. He has a natural ability to be inclusive and is keen to keep everyone involved in the sessions, motivating them to keep engaged and being proactive in ensuring that his peers are participating in the games; passing the ball to all players, encouraging effort over results and championing improvement. He has great listening skills and leads by example.

Bart has volunteered at a number of our Derby events, including the 2021 Youth Awards whereby he kindly offered his time to welcoming attendees to the awards and making sure their time at the ceremony is fruitful, comfortable and enjoyable. This opportunity kick-started an interest to support other young people within his own community in support of our youth engagement team and his peers.

Bart is a unique individual who has a very bright future ahead. The growth in his social and inter-personal skills throughout the course of his interaction with Sporting Communities has been significant and clear; leading to Bart seeking further opportunities to become involved and positively support his community.

His development has not gone unrecognised and, in September 2022, Bart was awarded the 'Participant of the Year' awards at the Derby Youth Awards; a category specially selected on the merits of a young person's ongoing development and achievements, ensuring this being a fitting award to match the Bart's maturity and progression.



Training

Sporting Communities hosts an expansive training portal with easy and clear access for communities and the residents that reside within them. Our knowledge and expertise within various community-related topics enable us to transfer our experiences in order to develop the skills, knowledge and understanding of participants, surrounding topics such as sports coaching, leadership, first-aid and safeguarding, and mentoring. Offering a hybrid approach of face-to-face sessions and accessible online opportunities, our training portal is tailored to be an easy access, informative and holistic experience that is geared to the development of the individual and the prevailing needs of the community. Working closely with local partners and organisations, we aim to offer training support to those most in need of such interventions and strive to ensure the removal of barriers to our training opportunities is achieved sufficiently; especially for those with a poor experience when trying to access similar community-based opportunities previously. With the flexibility to complete the courses at their own pace, the training courses are designed with the needs and abilities of the learner at the heart of the journey with the aim to support the individual in developing their skills and knowledge to intact positive change in their communities.

This year has seen us revamp our training offer to ensure an increase of accreditation and accessibility to a range of holistic opportunities. An example of such stems from our involvement with Sporting England's accredited training arm, CIMSPA which will enable us to build bespoke courses tailored to personal leadership development, youth work and employability.



Sports
Leadership



First Aid &
Safeguarding



Youth
Worker



Food
Hygiene



Mentoring



Employability

4

The number of research
projects ran in 2022/23

225

The number of
individuals receiving
accreditation

85%

The increase in
network members



DERBY YOUTH AWARDS 2022 Case Study

Amelia Derby City



As a passionate young person with a desire to support her community in as many ways as she possibly can, Amelia has shown tenacity to become an active and influential member of her local community. She is eager to help other people in a variety of ways and has shown an interest to work with as many young people as possible in aims to increase their safety and awareness whilst out and about in their community

Amelia became involved with our Sporting Communities and Supporting Communities teams with an interest in bringing her fantastic social action idea to life. As a result of this relationship, Amelia organised a pilot series of awareness-raising and self-defence workshops for her peers at Allestree Woodlands School in Derby to provide a safe place for pupils to talk about their feelings and experiences of sexual harassment and assault. The pilot was a significant success with Amelia being commended for her attentiveness to the issue and helped to provide a young person's view on the launch of Safe Places as a result. Her selfless approach to offering a much-needed intervention for young people has ensured that the young people of the Allestree Woodlands School can feel confident of their own safety in their community and know where to go if they needed further advice on the pressing issue.

Following the growth and awareness of her successful self-defence pilot, Amelia has been appointed to the Derbyshire Police and Crime Commissioner's young person's panel; an opportunity which now enables Amelia to provide significant youthful insight into aiding the alleviation of a range of community issues.

As a result of Amelia's approach to her selfless and much-needed social action endeavour, she was recognised at the 2022 Derby Youth Awards within the Outstanding Contribution to Community Award; a category of which she won the award. This is a culminating factor of Amelia's pro-active approach to her social action idea which has helped many young people to increase awareness of self-defence and contributed towards growing the confidence amongst all within the communities of Derby City.

Outcomes and Statistics



Developing Social Action

Empowering residents to engage with social action opportunities is a vital aspect of our support; encouraging self-determination to bring positive social change to life.



19% more social action projects



Building Networks

Our approach to partnership working is encompassed in the mutually shared responsibilities to overcome challenges and meet the needs of individuals and communities.



85% more network members



Improving Employability

Our training mechanisms are designed with the development of the individual in mind; enabling a positive mind-set and preparation to achieve career ambitions.



11% more jobs offered



Understanding of Needs

Comprehensive social research is pivotal to the holistic impact that we can have in communities. We engage with those at the heart of the community to discover, rationalise and meet issues with a valued response.



20% more research projects undertaken



Social Value and Return

The impact of our initiatives can be measured by the social value and return on investment towards the local economy; enabling us to contribute to the reduction of pressures and fiscal spend to tackle issues in our communities.



22% more ethnic minorities engaging





