



**BRING IT ON BRUM
& WIDER BIRMINGHAM
COMMUNITY WORK
2023 REPORT**





BRING IT ON BRUM!

Holiday, Activity & Food Programme

The programme

Bring it on Brum is a programme funded by the Department for Health designed to help children, young people and their families to experience a fulfilling, active and fun school holidays.

The background

Bring it on Brum has been implemented since 2021 to address holiday hunger, inactivity, isolation and learning loss among some of the most vulnerable children in the city.



BRING IT ON BRUM!

Our 2023 Impact In Numbers

26,365

children involved in the programme

82%

eligible for free
school meals

302

holiday clubs

174,602

total
attendances





Hundreds of Kids attend Golfway Festival - Bring it on Brum 2023!



Share



Watch on  YouTube



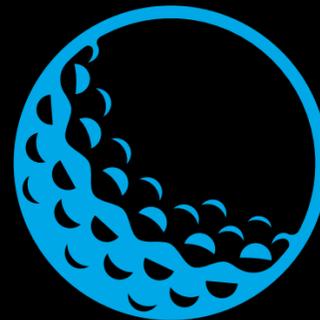
BRING IT ON BRUM!

An Overview



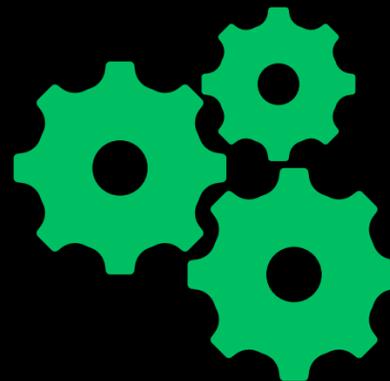
Birmingham has the highest number of children eligible for free school meals in England (70,500).

The History



Since 2020, the Golf Foundation have supported BLOB in the form of a community package including equipment and training to community groups in under-served parts of Birmingham. This support has seen us train 25 organisations to facilitate golf in their local communities.

The How



By working in collaboration, the Golf Foundation are proud to play an important role in offering safe, enriching and inspiring activity, whilst enabling leaders to develop and learn new skills.



BRING IT ON BRUM!

Since 2001, we have achieved...

1,700

children reached through golf

25 community organisations supported

15 community groups trained to deliver golf

3 large scale golf festivals delivered

21 equipment bags issued to community groups





COMMUNITY WORK IN BIRMINGHAM

The Wider View

Since the start of the Bring It On Brum programme in 2020, The Golf Foundation have built on, and developed strong community links with organisations operating across underserved areas of Birmingham.

This has allowed us to introduce, facilitate and embed golf provision across the city with groups receiving equipment, resources and training to feel confident to offer golf in their future programmes.

Our Wider Community Impact: Birmingham 2023



6

youth & community
groups received
Golfway equipment

16

community
organisations
engaged in golf offer

120

children took part
in golfsixes mini
league event

709

children experienced
golf in community
settings this summer



COMMUNITY WORK IN BIRMINGHAM

What They Said...

"WE CAN NOW CONFIDENTLY OFFER GOLF TO OUR YOUNG PEOPLE IN OUR FUTURE PROGRAMMES"

CAMERON, NECHELLES POD

"A MASSIVE THANK YOU FOR SUPPORTING PITCH2PROGRESS AND ENABLING OUR STAFF TO OFFER SOMETHING NEW. THE YOUNG PEOPLE WERE SURPRISED AT HOW MUCH THEY ENJOYED A SPORT THAT MANY OF THEM HAD NEGATIVE PERCEPTIONS ABOUT"

SYED, PITCH2PROGRESS

"80% OF OUR CHILDREN HAD NEVER TRIED GOLF SO IT WAS GREAT TO SEE THEM TRY SOMETHING NEW WITH SUCH ENERGY. MANY OF THEM WANT TO PLAY AGAIN!"

JAMILA, CRESCENT ARCHERS

A CLOSER LOOK: NECHELLES POD

Nechelles POD is a community based hub that aim to support, inspire, nurture and empower the local community of Nechelles

In Summer 2023...

90 children played golf for the first time

61%

were female

100%

were from an ethnically diverse background

“The introduction of golf allowed us to diversify our activities during HAF. It’s an activity that most children wouldn’t normally get chance to partake in”.



A CLOSER LOOK: PLATINUM FC & SPORTS

Platinum FC & Sports have delivered golf for two years as part of their community programme. Platinum support young people with SEN and additional needs within their programmes.

In Summer 2023...

60 children played golf

37%
were female

17%
had a disability

“The children loved smashing the ball as far as they could. It helped with their concentration. They would enjoy a driving range experience next”



A CLOSER LOOK: PITCH2PROGRESS

Pitch2Progress use sport as an engagement tool to counter societal issues by facilitating positive relationships, enhancing trust and creating positive destinations for young people in deprived areas.



In Summer 2023...

7

**staff trained to deliver
Golf Foundation games**

43%

**of golf P2P
participants across
the holidays
were female**

57%

**were from an ethnically
diverse background**

“The introduction of golf allowed us to diversify our activities during HAF and is an activity that most children wouldn’t normally get chance to partake in”

GOLFSIXES MINI LEAGUE IN THE COMMUNITY

Canon Hill Park, Birmingham

120 PARTICIPANTS

playing GolfSixes Mini League in the park

4 GOLF HOLES

to encourage children to experience playing
a real golf course, in a shorter format

8 FUN SKILL CHALLENGES

designed to inspire children to test their golf
skills in high energy, fun challenges **using**
mental toughness tools to enhance resilience

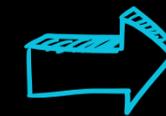




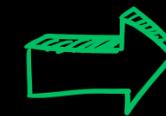
WHAT'S NEXT?

COMMITMENT TO SUSTAINABILITY IN THE COMMUNITY

In addition to supporting 16 organisations to deliver golf this summer, including equipment, training and events, we plan to ensure activity is sustained by:



providing access to innovative community resources for groups to feel supported and inspired to continue their golfing journey

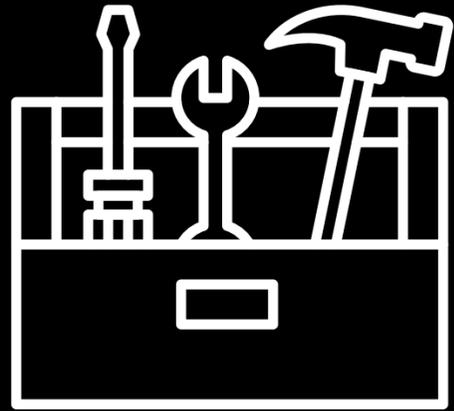


Ongoing support from Golf Foundation in the form of training, advice and community packages

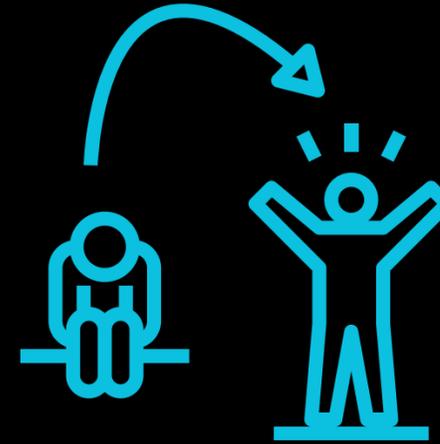


Access to GolfSixes Mini League resources and playing opportunities for groups to encourage regular participation across the year

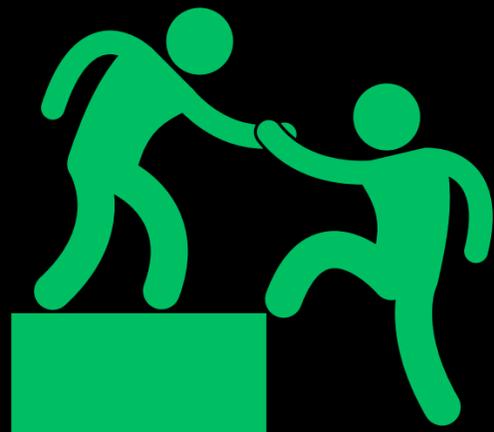
OUR COMMITMENT TO SUSTAINED ACTIVITY



ensuring every community partner has the tools to deliver golf in their environments



community leaders and volunteers confident to deliver safe, fun and inspiring golf sessions

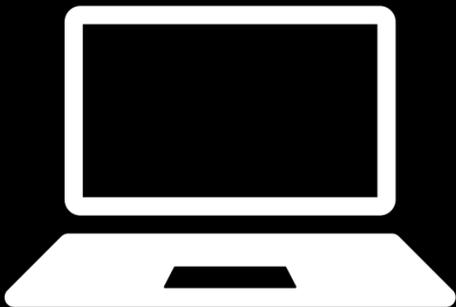


ongoing support for community groups to access through our [community playbook](#)



easy to adopt playing formats for children to further their experiences in the form of GolfSixes Mini League

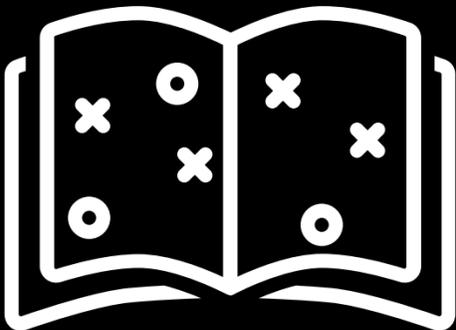
GOLF FOUNDATION SUSTAINED ACTIVITY AND SUPPORT IN THE COMMUNITY



**online training and
content to support the
growth of community
golf delivery**



**Community Golf
Instructor course
(2024) to upskill and
enable golf provision
in community spaces**



**Golf Foundation
Community Playbook
resource for guidance,
innovative ideas and
inspiration**



**Golf Foundation PLUS
community focused
funding for
organisations to access**

FURTHER INFORMATION

[golf-foundation.org/golf-in-the-community](https://www.golf-foundation.org/golf-in-the-community)

[bringitonbrum.co.uk](https://www.bringitonbrum.co.uk)

[streetgames.org](https://www.streetgames.org)