

BABBASA IMPACT REPORT 2022

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POWERED BY

babbarasa

INTRODUCTION

As Babbasa reaches its tenth anniversary, it's a pleasure to introduce this year's Impact Report.

Having been a young person at the organisation myself, I'm amazed to see the progress that has been made in the 4 years since I joined, let alone the developments in the last decade.

From a personal perspective, having had family and close friends join various programmes at Babbasa, I've been able to see firsthand the impact the organisation has had on the lives of those from disadvantaged communities.

Of course, with thousands supported in accessing opportunities in work, education and beyond, we're able to track the economic impact of the programmes.

Perhaps, what isn't as obvious is the subtle yet crucial changes in confidence that I've seen in myself and others around me. I think it's fair to say that I built up my self belief as I progressed through Babbasa's Challenge programme and then its Mentoring programme.

Having mentors to show you the possibilities and also practicalities of working in various industries has been so important for me. Prospective careers were no longer distant dreams; they were now very achievable goals.

The seemingly unlimited speaking opportunities and access to networking events provided to me by Babbasa, have proven invaluable to my personal journey as well as my professional development.



As for myself, I'm now the Operations Coordinator at Babbasa and see myself pursuing data analysis and research on impact.

I'm honoured that I can now play a small role in helping others from disadvantaged backgrounds achieve their own aspirations.

As I reflect on the other young people I've met since working here, I can see an emerging generation of talent who believe in themselves and aren't bound by any perceived limitations. They are determined to overcome any obstacles in their way with the support of the team.

Regardless of where I end up, I have no doubt my journey will be in tandem with Babbasa's simple yet powerful values of Kindness, Imagination and Determination

Qazzally Ali,
Operations Coordinator,
Babbasa.

THE PROBLEM

People from well-off backgrounds are 80% more likely to 'make it into' professional jobs than those from less well-off backgrounds, contributing to a class pay gap of 24%. (Social Mobility Commission, 2019)

Ethnic minorities make up 14% of the total national population but occupy more than 60% of all low income households, and overall 46% of ethnic minority children in the UK are living in poverty.

Youth unemployment costs the UK economy over £4.8bn a year: £4,758 a year for each 16/17 year old, and £6,860 a year for each 18-24 year old who is not economically active. With a growing young population these costs are set to increase in the coming years. (Rowntree Foundation, 2018). The UK has one of the highest levels of income inequality and lowest levels of social mobility (the chance for anyone to achieve their potential) in the developed world (OECD, 2020).

This inequality is particularly stark in Bristol, which is the 10th largest city in the United Kingdom, the largest city in the Southwest and one of the 11 'Core Cities', with an estimated population of 465,900 (Bristol Key Facts, 2021). The median age of people living in Bristol is 32.4 years compared to 40.3 years in England and Wales - with more young people under 15 than adults over 65 (Bristol Key Facts, 2021).

The proportion of the population who are not 'White British' increased from 12% in 2001 to 22% in 2011. Recent data on school pupils shows that the percentage of pupils who are not 'White British' increased from 31% in 2011 to 38% in 2021, with 91 spoken languages. (Bristol Key Facts, 2021).

In Bristol, 15% of residents (70,800 people) live in the 10% most deprived areas in England, including 19,000 children, and significantly fewer young people in Bristol go on to Higher Education than the national average (28.7%, compared to 40.3% in England).



MY STORY

"I grew up coming from a poor background. Poverty was a big thing for me. And trying to sort of go against the grain a bit and trying not to be the stereotypes of a young black person or a young black woman. As we know they exist. I would also say being the first in my family to go to university was a big challenge. Not because of my family, but just having sort of that ambition was a challenge for me."



SHAKERAH

What motivated me, first and foremost, was coming from a poor background. Also losing my mum from a young age as well. I had to kind of hustle to find my feet in the world. Just really trying to push myself to be the best version of myself. Trying to bring others up as well, just being a role model within my family even though I'm the youngest one. But trying to say guys, you know, we can do this. Let's go for it.

I wouldn't describe myself as a natural academic. It meant that I always had to work really hard to get the grades that I wanted to get and sometimes wouldn't always achieve them.

I came across a member of staff who worked for Babbasa. And we started to talk about where I was at that time and what I wanted to do. She talked to me and had a conversation about my employment situation and what I wanted to do and that was how I started to get involved with Babbasa. Babbasa has helped me to have the tools and the confidence to go after my dreams and to have the skills to really present myself in situations whereby I might be a bit more timid and to really acknowledge the skills and the value that I have so I can sell myself to employers or whoever it may be."

YOUTH EMPOWERMENT PROGRAMMES

Babbasa offers a variety of experiences and opportunities that enable minoritised young people aged 16-30, to progress into or within education, employment or entrepreneurship.



We use an evidence-based intervention model that draws on the cultural, experiential and strength-based principles of Vygotsky, Kolb and Freire respectively to advance young people.

Through our five core programmes — [Support, Challenge, Placement, Enterprise and Mentoring](#) — we bring together a mix of soft skills training, mentoring schemes, career-oriented events, and targeted recruitment support. These programmes are tailored to each young person's needs to help them acquire confidence, develop skills, build social capital, and attain career-oriented experience at their own pace.

To enroll young people who needed support in 2022 on our programmes, we directly collaborated with other local grassroots organisations, used social media, and organised community pop out activities. In 2021/22 we attended and hosted 64 activities, which were a mixture of community meetings, school and town pop-ups, career fairs and talks. We also engaged in connecting with the communities via canvassing. This helped us to reach over 3000 young people, and led to 373 expressions of interest from these young people.

As at the end of October 2022, we had supported a total of 360 young people through our programmes as follows:

YOUTH EMPOWERMENT PROGRAMMES

SUPPORT PROGRAMME

The Babbasa Support Programme works with young people who face multiple or complex challenges. In addition to the more common barriers to employment, many of the young people on our Support Programme face mental health, self-confidence and family-related challenges.

The Support Programme provides intensive and personalised one-to-one and group support for participants to develop relevant coping strategies. It also supports them to access mental health, welfare and other specialist support, where required.

In 2021/22, Babbasa supported 196 young people through group activities and 38 through one-to-one support.

CHALLENGE PROGRAMME

The Babbasa Challenge Programme is aimed at aspiring young people with limited knowledge about career options, or access to professional networks, but a desire to make a positive difference in their community, while developing their professional and leadership skills.

This programme provides participants, called Youth Ambassadors, with skills training, experiential challenges and professional mentors to employment-focused soft skills, confidence and understanding of the workplace.

In 2021/22, Babbasa supported 24 Youth Ambassadors.

AADIL – YOUNG PERSON

“Babbasa has helped me achieve a few things to work towards my goals, maybe a lot of things as well. It opened more ideas. I talked to people. I am more confident. I think the main important part is the confidence, the confidence boost it gave me to go into the real world”



ABIOLA – YOUNG PERSON

“To help me overcome these barriers, Babbasa really pushed me. During the Challenge Programme we had to advertise the event to people and something that came with this was handing out leaflets. At first I wasn't too sure because I felt that I couldn't talk to the public, but I did it. This gave me the confidence boost I needed to talk to people and the public. In addition, during the Challenge Programme event I was the first speaker up so this further helped my confidence. The workshops during the Challenge Programme really helped too!”

YOUTH EMPOWERMENT PROGRAMMES

PLACEMENT PROGRAMME

The Babbasa Placement Programme supports young people from underrepresented backgrounds to help prepare them for the world of work.

We also work with organisations within Bristol across all sectors to create and fill opportunities for young people in the form of work experiences and insight days, building their networks and experience of work.

As well as building their professional networks, the programme also provides CV, application and interview support to help young people secure opportunities.

In 2021/22, Babbasa supported 165 young people to secure work and placement opportunities in companies such as Five Mile Films, DigiLocal, Quirky Campers, Clarkebond, Forrest Brown, Avon Fire and Rescue, Bristol Beacon, Enviral and Our Media.

WILL – YOUNG PERSON

“I spotted Babbasa on LinkedIn, they were advertising support and help for young people struggling to get into work. Once I reached out my job search became way more positive. I was getting feedback on my applications, CV and cover letter support as well as being forwarded for different roles. Then I was offered a role with Silverback films as their office runner. Up until I found Babbasa I had given up the idea of getting experience in a television company and I can’t thank Babbasa for changing that mindset for me!”



MENTORING PROGRAMME

Our Mentoring Programme runs through-out the year, connecting our young people to relevant Equal Opportunity Ambassadors who have signed up to become mentors. We are then able to match young people with mentors in their desired industry, on a short-term or longer-term basis depending on the wishes of the young person being mentored.

In 2021/22, 130 young people were supported through Babbasa’s mentoring programme, through 118 mentors.

ELIZABETH – YOUNG PERSON

“I found the mentoring very helpful because without it I wouldn’t have gotten that information - you can’t find that stuff online, you can only find it through a person. It was really helpful to have that space once a week to talk about that stuff.”

YOUTH EMPOWERMENT PROGRAMMES

ANDREA – MENTOR

“It’s been really really great, I’ve done a few mentor programmes in the past and been a little disappointed in them - you meet for coffee and then never see them again - but not this time.”



Approximately 95% of EOA mentors look to continue mentoring others after mentoring one young person.

ZAHIR – MENTOR

“I’ve been a mentor for about six months now, and have the privilege of mentoring a bright, enthusiastic and talented young person from Bristol with big aspirations of entering the legal profession...”

My mentee has recently secured an offer from the University of Oxford to study Jurisprudence, so that was a huge highlight!

The sessions have afforded me the opportunity to reflect on my own leadership style. This has been really beneficial and ensures that, as leaders of the business, we continue to evolve our approach and ways of thinking.

Becoming a EOA with Babbasa has added real depth of meaning to my professional life and has benefited me at least as much as my mentee. I’d encourage all to get involved.”



YOUTH EMPOWERMENT PROGRAMMES

ENTERPRISE PROGRAMME

An increasing number of our enquiries from young people continue to show an interest in enterprise. To meet this need, Babbasa works with Opulence Growth to deliver an enterprise programme for Bristol-based young people aged 16-30, primarily from ethnic minority and low income backgrounds, who wish to start their own business.

The programme engages and supports aspiring young social entrepreneurs through business support, mentoring, networking events and access to office space.

It aims to help young people in building impactful social businesses that also contribute towards making Bristol's economy more diverse and inclusive.

In 2021/22 we worked with 22 aspiring young entrepreneurs.

ALAYA – YOUNG PERSON

“Opulence has provided me with an amazing office space for me to do my work, which has been amazing with the transition from part-time to full-time with my business. And also the opportunity to go to some of the top graduate employers in the UK, PwC, and just see about the representation of women in business. It's been great.”



YOUTH & COMMUNITY PARTNERSHIPS

In 2021/22 we took part in the following activities with youth and community partners:

- 'Unlocked' project with ACH
- Canvassing (survey) with Princes Trust
- 'In Conversations' events with Black Professionals Network
- Youth Sector Support Fund (YSSF) with Trinity Centre, Next Gen CIC, Phoenix Adventure Playground and Imayla CIC
- 'Step Forward' project with Stepping Up



OUR WORK WITH EMPLOYERS (BRIS)

CHANGING THE WORK ENVIRONMENT

While it is vital that we continue to support young people from ethnically diverse and disadvantaged communities to pursue their professional ambitions, we equally acknowledge that we have a responsibility to support local businesses to create the enabling and inclusive environment needed for these young people to thrive.

For this reason, Babbasa Recruitment & Inclusion Services (BRIS), which launched in 2021, is designed to increase the understanding of EDI within organisations in order to improve their inclusiveness, as well as improving the diversity of their workforces by increasing the number of minority applicants for their roles.

In 2022 we worked with 33 organisations, including Avon & Somerset Police, where we delivered training to over 2000 police officers and staff.

OUR WORK WITH EMPLOYERS (BRIS)

WORKFORCE INCLUSION ADVISORY SUPPORT

The BRIS workplace inclusion service offers organisations a unique opportunity to work alongside a non-judgemental and values-driven social enterprise deeply rooted in local communities, to make meaningful workforce and cultural changes.

Our D&I consultant helps employers to enhance inclusion at the workplace through reviewing, developing and advising on strategies, business planning processes, projects and policies (HR, People, Marketing, Talent Acquisition, Staff Engagement etc).

CULTURAL COMPETENCY TRAINING

Our 'Bridging the Gap' training modules allow teams a safe and non-judgemental space to:

- Recognise both personal and institutional bias.
- Attract and retain diverse employees through exploring more inclusive HR practices.
- Gain a better understanding of young and minoritised communities.
- Develop the intercultural communication skills needed to develop an inclusive environment.

RECRUITMENT SERVICES

Babbasa Recruitment & Inclusion Services (BRIS) works with employers looking to diversify their organisation and address under-representation in their workplace. We work with organisations within Bristol, across all sectors, to create and fill opportunities for minoritised young people aged 16-30.

We offer a range of recruitment services to help these organisations access and hire young people from the communities we serve, who can be hard to reach through traditional attraction methods. Our services range from vacancy promotion, to support finding young people for placements and internships, to a full end-to-end recruitment service for permanent hires. We also offer expert advice on how to optimise all your attraction, selection and onboarding processes to ensure fairness and inclusion.



BRIS CLIENTS IN 2021/22 INCLUDED

ARUP

ARCADIS

MOTT
MACDONALD



BNP PARIBAS



University of
BRISTOL
Research Enterprise
Division (RED)

ROCK
POOL



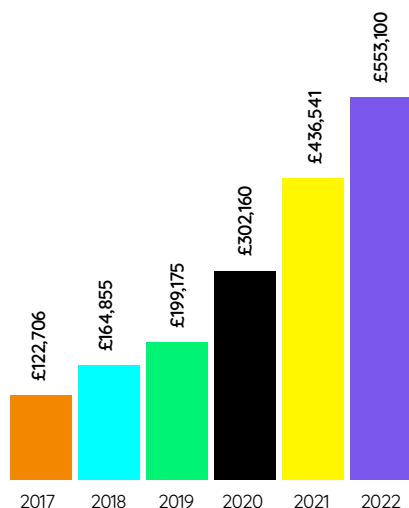
Willmore Iles
Architects

SLX

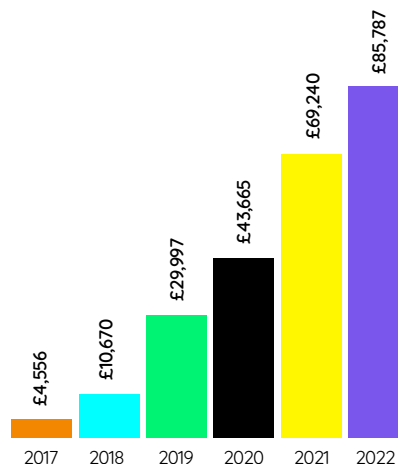
OUR SOCIAL IMPACT 2022

INDEPENDENTLY EXAMINE FINANCES

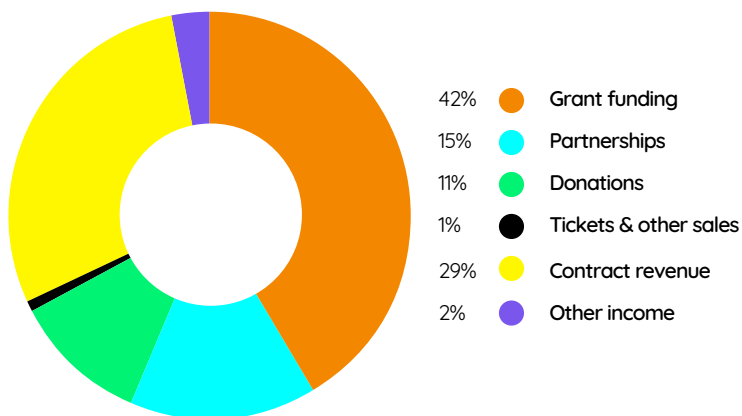
TURNOVER GROWTH



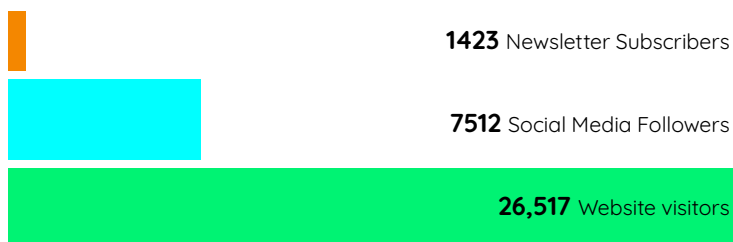
UNRESTRICTED RESERVES



INCOME SPLIT



COMMUNICATION & SOCIALS



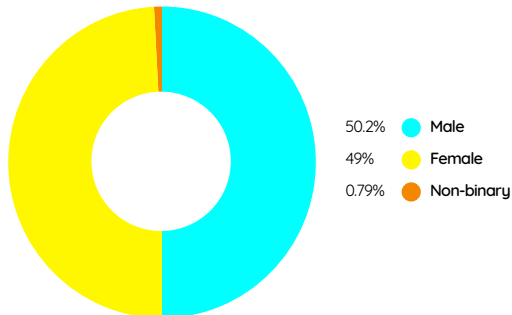
ESTIMATED PRO BONO LEVERAGE PER ANNUM

£120,000

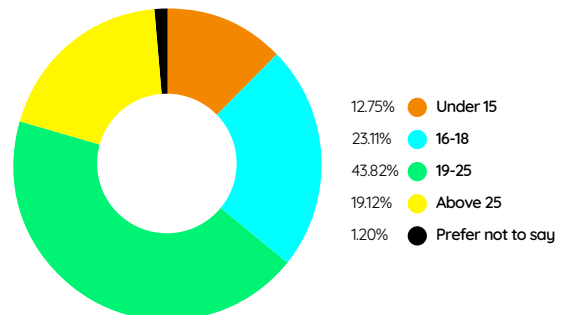
OUR SOCIAL IMPACT IN 2022

PARTICIPANT DEMOGRAPHIC SPLIT

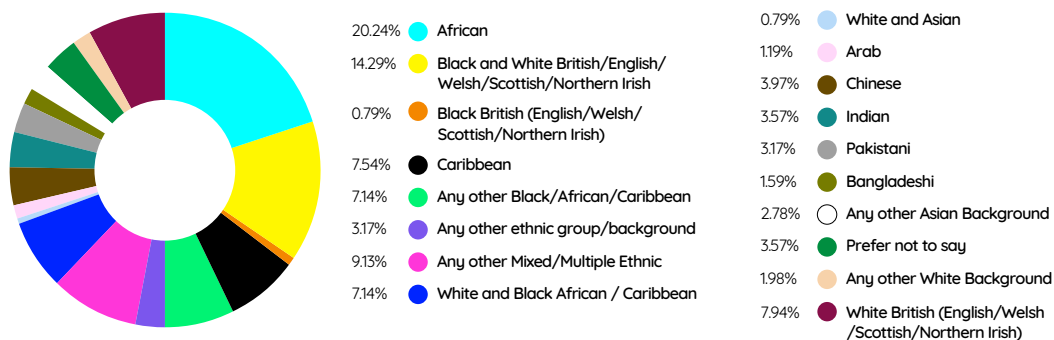
GENDER SPLIT



AGE RANGE/SPLIT



ETHNICITY SPLIT



OVERALL BABBASA ACTIVITIES & PARTICIPANT OUTCOMES ACHIEVED

ACTIVITIES



14
Events
Organised



130
Mentors Matched



360
Enrolled on Core
Programmes

OUTCOMES



22
Moved into
Enterprise



3235
Engaged in Outreach
Activities



101
Moved into
Employment



10
Moved into
Higher Education



239
Are now
Economically Active

OUR SOCIAL IMPACT IN 2022

CORE PROGRAMMES

SUPPORT PROGRAMME



38

Young people accessed intensive 1:1 support

PLACEMENT PROGRAMME



165

Work opportunities accessed by young people

CHALLENGE PROGRAMME



24

Young people accessed leadership and career-oriented skills training

MENTORING PROGRAMME



130

Young people supported through our mentoring programme

ENTERPRISE PROGRAMME



22

Young people supported on their enterprise journey

EMPLOYMENT PATHWAYS

INDUSTRIES OUR YOUNG PEOPLE ACCESSED OPPORTUNITIES WITHIN:



18.4% Education

15.8% Business & Finance

13.2% Creative Arts & Culture

13.2% Digital

10.5% PR & Marketing

5.3% Health, Medicine & Social Care

5.3% Public Service

5.3% Build Environment

5.3% Trade & Craftsmanship

5.3% Other/I'm not sure

2.6% Science & Technology

OUR RECOGNITIONS

YEAR	DESIGNATION	AWARDS CATEGORY	AWARDS NAME
2016	Finalist		Natwest SE100
		TEDx UWE	The Babbasa Approach
	Badge of Honour		Global Enterprise Week
2017	Winner	Best Community Organisation	MTM South West Regional Awards
	Winner	Batook Pandya Inclusion Award	Voscur
	Winner	Best Partnership Award	Voscur
2018	Finalist		Bristol Diversity Awards
2019	Charity of the Year		McCann Synergy
	Charity of the Year		Bristol Junior Chamber
	Winner	Best Business	Mogul Minded Group Regional Awards
2020	Winner	Promoting Opportunity	Queen's Award for Enterprise
2021	Charity of the Year		FBE Best Western
	Winner	Business in the Community	MTM South West Regional Awards
	Winner	Business in the Community	Business Leader SW Awards
2022	Winner	Diversity & Inclusion Award	Bristol Live Business Awards
	Charity of the Year		Future Leap
2023	Charity of the Year		Elvie
	Winner	Civic Award	Bristol Life Awards

THE TEAM

BOARD



POKU OSEI

Founder and CEO



DR ABY SANKARAN

Impact & Evaluation Manager,
University of Bristol



CARMEN TILBURY

Consultant Business Analyst



CLAIRE GIRALDO

Chief People Officer,
Sideshow Group Ltd



GLORIA GOMO

Assistant Management
Accountant, Newton's Theory



GURMINDER KAUR NIJJAR

Head of General Counsel
Business Partnering, Irwin Mitchell



DR HANNAH YOUNG

Director, Hannah Can
Social Consultancy



JONATHAN O'TOOLE

Product Advisor & Founding
Team Member, Elvie



PAUL JACOBS

Ex-Director, Bristol City Council,
Education & Skills



SIMON QUINN

Director, Moon Executive Search
Chair of Babbasa Board



ALEXANDER EMENIKE

Assistant Director,
Natwest Group PLC



SANYALAX MORRISON

Strategic Procurement Director,
National Highways

STAFF & ASSOCIATES



ELLIE PLACIDE

Services Co-ordinator



FLEUR WILLIAMS

Fundraising Lead

THE TEAM



GIFTV BROWN

Assistant Operations Manager



SANGEETHA WYNTER

Training & Inclusion Manager



HUSNAA AHSAN

Placement Lead



URFAN ALI

Senior Associate & Advisor



KATE LA TOUR

Senior Associate



VANESSA LERBS

Outreach Lead



LOUISE GOUX-WIRTH

Assistant Services Manager



ZOE LYNES

Head of Services



MATT ROGERS

Head of Development



SANDRA MEADOWS

Interim Head of Operations



MIKHAILA SIMMONS

Recruitment Lead



DELPHI ROSS

Communications Lead



MILLIE MORFITT

Mentoring Lead



MATT WINN

Support Lead



MO ALI

Enterprise Lead (Associate)



QAZZALLY ALI

Operations Co-ordinator

FUTURE PLANS (OURCITY2030)

Over the next 10 years, Babbasa has a vision to grow into an international presence; branching out to other core cities in the UK, and in Africa, to transform more lives.

Our name 'Babbasa' represents an African concept, which means ordinary citizens or agencies coming together to act as a support bridge for those in need. It is an ethos that we adopted when we incorporated the organisation back in 2013.

At the time, we wanted to respond to the growing gap in the economic achievement of young people from Bristol's low income and ethnically diverse communities.

Ten years on, we have become an established presence in these communities; providing a space for young people to explore their talents, grow in self-belief and confidence, and be supported to fulfill their potential in education, employment or in enterprise.

I am immensely proud of the successes that we have been able to help young people achieve – from those building businesses in Bristol to others starting roles in global blue-chip companies. Our hope is that these young people will continue to become shining lights within their families and wider communities, inspiring others through their successes, and acting as change-makers in Bristol and our wider world.

As we look ahead, we know that cities across the world like Bristol are projected to host 70% of the world's population by 2050. We also know that when cities have social mobility actors such as Babbasa in their ecosystem, the potential to create opportunities for a better life, provide a pathway out of poverty and act as an engine of economic growth is high.

Babbasa therefore has a vision to grow into an international outfit; branching out to other core cities in the UK, and in Africa, to transform more lives. Using the research data produced in the Socioeconomic Analysis Report 2022, we have developed an innovative city-level social mobility intervention model called OurCity2030, that will allow Babbasa to reach more young people and employers in a replicable way.

We are excited about the advances made so far under OurCity2030. We are also grateful to have ARUP, Black South West Network, Bristol City Council, Business West, Cabot Learning Federation, University of Bristol, University of the West of England working with us as core partners.

However we will need more than our core partners to realise the OurCity2030 vision. We will need you - be it in the capacity as a mentor, funder, employer or policymaker. Let me therefore use this opportunity to invite you to join Babbasa and the OurCity2030 movement - to create a new generation of coders, creatives, activists, architects, engineers, entrepreneurs and social scientists - who are truly diverse in race, faith, culture and class over the next 10 years.



POKU OSEI
FSRA, Founder and CEO

#OurCity2030
www.ourcity2030.com

GET INVOLVED

There are a number of ways to get involved with Babbasa and help young people benefit from your support. These include:

BECOME A DONOR

Are you a philanthropist or do you represent a business or funding body passionate about addressing inequality? We invite you to visit Babbasa, to meet our CEO and team, and find out how you could be part of transforming the lives of hundreds of young people from disadvantaged backgrounds in a sustainable way.

BECOME A CORPORATE PARTNER

Are you a business or an institution interested in diversifying your workforce or enabling an inclusive work environment? We can offer community engagement research, policy and strategy development support, inclusion training, employment recruitment support and social responsibility project development support.

VOLUNTEER FOR US

Are you a professional interested in supporting Babbasa? Sign up to be an Equal Opportunity Ambassador and join a growing network of like-minded and values-driven professionals helping to create a more inclusive society by supporting young people from low-income and ethnically diverse communities with their career aspirations.

You can choose up to seven challenges to complete over a 12 month period. These include: £1k fundraising challenge, becoming a mentor, facilitating a learning experience for young people etc.

BECOME A COMMUNITY/ EDUCATION PARTNER

Are you a local resident, service provider, educational institution or statutory service looking for support for young people under your care? You can refer a young person to our programmes or let us know how we can refer someone who might need your help.

JOIN OUR PROGRAMMES

Are you a young person (aged 16-25) needing support to decide what to do, or seeking support to pursue your ambitions? We can offer personalised support and confidence building, career guidance and advice, leadership schemes, work placements, and up-to-date career opportunities ranging from creative work to construction and more.

GET IN TOUCH

EMAIL:

admin@byep.org.uk

WEBSITE:

www.babbasa.com

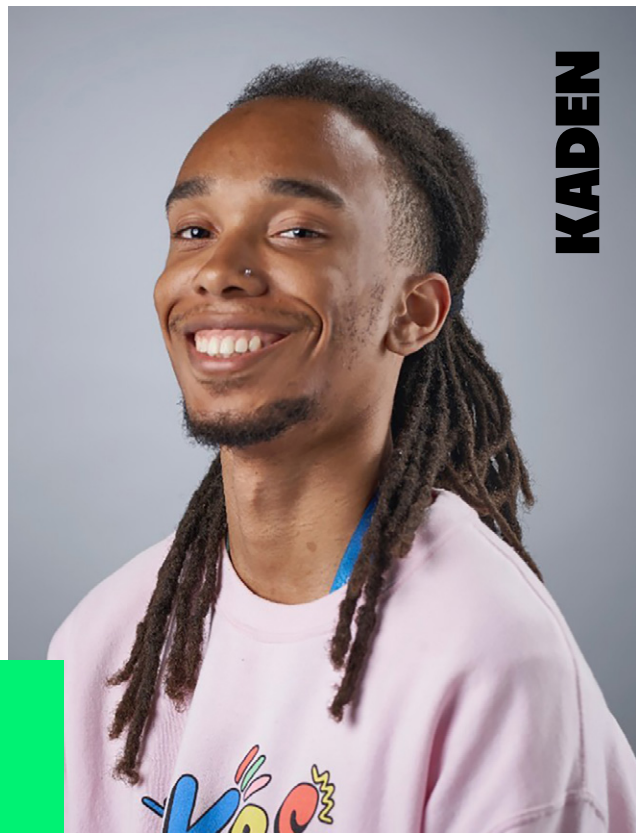
CONTACT NUMBER:

0117 924 1707

MY STORY

"I'm a photographer, a videographer, and a video editor. At first I was freelance, for half of 2022, but now I'm employed at Our Media, doing photography. I heard about Babbasa through Rising Arts Agency because Rising Arts and Babbasa have similar goals."

KADEN



Barriers I've faced, especially in media making, it's about how to get your foot in the door. A lot of the media industry is who you know, that's how you get jobs. And if you don't know anyone, that's going to be very difficult.

Babbasa was very good at letting me know about opportunities, they had opportunities I might be interested in. The job I'm working at now is as a photographer at Our Media. I got it through Babbasa, they reached out and said they had a job going at Our Media, this might be something you're interested in.

It's been a lot of learning on the job, but everyone is really nice there, the company's great and I enjoy what I do. It's been fantastic

THANKS & ACKNOWLEDGEMENT

We extend our huge gratitude to all our funders, corporate and community partners, generous individual donors who have given their time to support our young people through mentoring, workshops and fundraising.

OUR SUPPORTERS

Aardman Academy
ACH
AMBITIOUS PR
AON
Arup
Avon & Somerset Police
Avon Fire & Rescue
BCC Arcadis/Arup/Mott
McDonald
BNP Paribas
Bristol 24/7
Bristol Cathedral School
Bristol City Council
Bristol Creative Industries (BCI)
BSWN
Cabot Learning Federation
Centre for Sustainable Energy
City of Bristol College
Clarkebond
Clear Channel
Common Purpose
Core3
Creative Youth Network
Digilocal
Ecosurety
Elvie
Engine Shed
Envision
Five Education
Forrest Brown
Foot Anstey
Forwards Festival
Future Leap
Glastonbury Festival

Great State
Greenhouse Communications
Hargreaves Lansdown
Holymead Primary School
Lancia Consult
McCann Synergy
Natracare
Newton's Theory
Offspring Films
Our Media
Out of Hand
OVO Energy
Pieminister
Playing Out
Prince's Trust
Proctor and Stevenson
Purplefish
Pytch
Quirky Campers
Redcliffe & Temple BID
Rockpool Digital
Saintnicks
SETsquared Bristol
Silverback
Sirona Care & Health
SLX
Team Love
Triodos
True to Nature
University of Bristol
UWE
Willmore Iles Architects
YTKO

GRANT FUNDERS

Blagrave Trust
Charities Aid Foundation
John James Foundation
Impetus
National Benevolent Charity
National Lottery Community Fund
Nisbet Trust
Power to Change
PwC Colour Brave
Quartet Community Foundation
West of England Combined Authority (WECA)
Youth Sector Support Fund

Thank you
to all our pro bono
partners, including
our Equal Opportunity
Ambassadors
(volunteers) for their
circa £120k
in support.

10 YEAR TIMELINE

PRE 2013

- Poku Osei (founder) has vision for what later becomes Babbasa
- First Babbasa activity organised to empower young people

2013

- Babbasa officially incorporated as a CIC
- Produced first research report with UWE to evidence the need among young people
- Year 1 turnover of £1000

2014

- Received first grant investment: Mayor George Ferguson - £8k
- Secured first paid staff (intern) and office space
- Launched the second iteration of the Babbasa logo

2015

- 200 people attended the 4th Ask About Me intergenerational networking event
- Set up Babbasa Advisory Board

2016

- Founder delivered a TEDx talk on the Babbasa approach.
- Launched first citywide campaign - #Change300Futures to create work and training opportunities for 300 young people from inner-city Bristol
- Secured first public sector contract to support 120 young people per annum: West of England Works - £80K

2017

- Launched SXSW internship competition in partnership with BCI
- Secured first multi-year grant funding: National Lottery- £200K over 3 years

2018

- Launched 'Hear our Stories' campaign: looking at the journey, challenges and successes of people from underrepresented backgrounds, in partnership with Plimsoll Productions, Festival of Ideas and The Watershed.
- Evolved Babbasa Advisory Group into Babbasa Board of Directors.

2019

- Revised existing youth empowerment programmes to support 300 young people and piloted Trailblazer network, Equal Opportunity Ambassador network and BRIS
- Moved into own office facility: Babbasa Hub

2020

- Won Queen's Award for Enterprise for Promoting Opportunity through Social Mobility.
- Launched Babbasa TV: in response to Covid-19 lockdown measures
- Produced Bridge to Equality Report in partnership with University of Bristol

2021

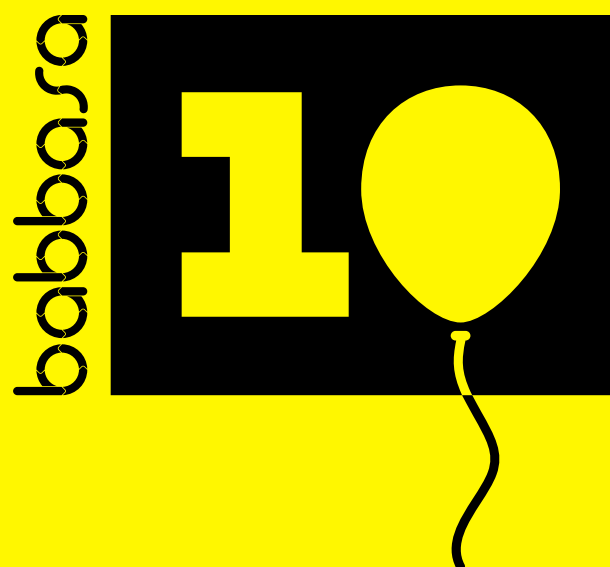
- Formally launched BRIS (Babbasa Recruitment & Inclusion Service), to support organisations to diversify their workforce and become more inclusive work environments.
- Delivered inclusion training to 2000+ police officers and staff from Avon & Somerset Police.

2022

- Expanded support to 400 young people per annum
- Formally launched Babbasa Trailblazers Network
- Produced socioeconomic analysis report with ARUP, and formally launched OurCity2030 vision and work programme, which aims to support young people from low income households to secure a median salary role by 2030.

2023

- Expanding support to 600 young people per annum
- Growing staff to 20 FTE
- Projected £1m turnover by end of financial year



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