

BABBASA IMPACT REPORT 2023

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“The candidates we had were all really strong, and every single one of them was employable. I would 100% recommend Babbasa to other organisations”

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INTRODUCTION



“

It's my pleasure to introduce this year's Impact Report as a young professional who benefitted from Babbasa's support 5 years ago to transform my life”

My first engagement with Babbasa was shortly after I had finished my A-Levels. I knew I was not ready to go to University and I wanted to undertake an apprenticeship but I needed some support to get my foot in the right door. I was on a course and came across one of the employees and she invited me down to the Babbasa office to see what support I could get from them. Babbasa helped me create my CV and developed my interviewing skills, which resulted in me starting my first apprenticeship within a couple of weeks.

Fast forward a few years, and I have graduated from University with First Class Honours and am a Chartered Management professional. Moreover, in 2023 I started a new position as a Bids Executive at a UK-Top 100 commercial law firm and hope to develop further in this field.

Looking back, I am grateful for the support the Babbasa provided to me, especially while I was

transitioning from sixth form into the world of work; supporting me with my CV and developing my interview skills. This early intervention and support has built my confidence in the professional world and has allowed me to take on bigger roles and projects in my career.

Looking forward, I intend to support other young people to pursue their dreams and be a voice for them, and hope to be an example of just what you can achieve when you get the right support.

With that in mind, I'm excited to see Babbasa growing its impact, and the OurCity2030 initiative opening up an increasing number of opportunities for underrepresented young people across the city.

Shakerah Williams

CMgr MCMI, Bids Executive,
Bevan Brittan LLP

THE CHALLENGE

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.

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 and the wider West of England, an area of over 1.1 million people with a workforce of around 630,000 (Labour Market Profile - Nomis - Official Census and Labour Market Statistics) and a strong, diverse economy supporting one of the most productive city regions in England outside of London.

The area has above average productivity, significantly higher employment than the national average at 79.7% versus 75.8% (Dec 2022) (West of England Labour Market Summary, by West of England Combined Authority, 2023), low unemployment support claims and a highly skilled workforce supporting the growth of several nationally and internationally significant sectors (Equality Framework. (2020). West of England Combined Authority).

Data from the 2021 census showed that Bristol has a skilled workforce with a high proportion of graduates and students. 56% of Bristol working age residents are qualified to degree level or above compared to the GB average of 43%, and Bristol residents are more highly qualified than all other Core Cities.

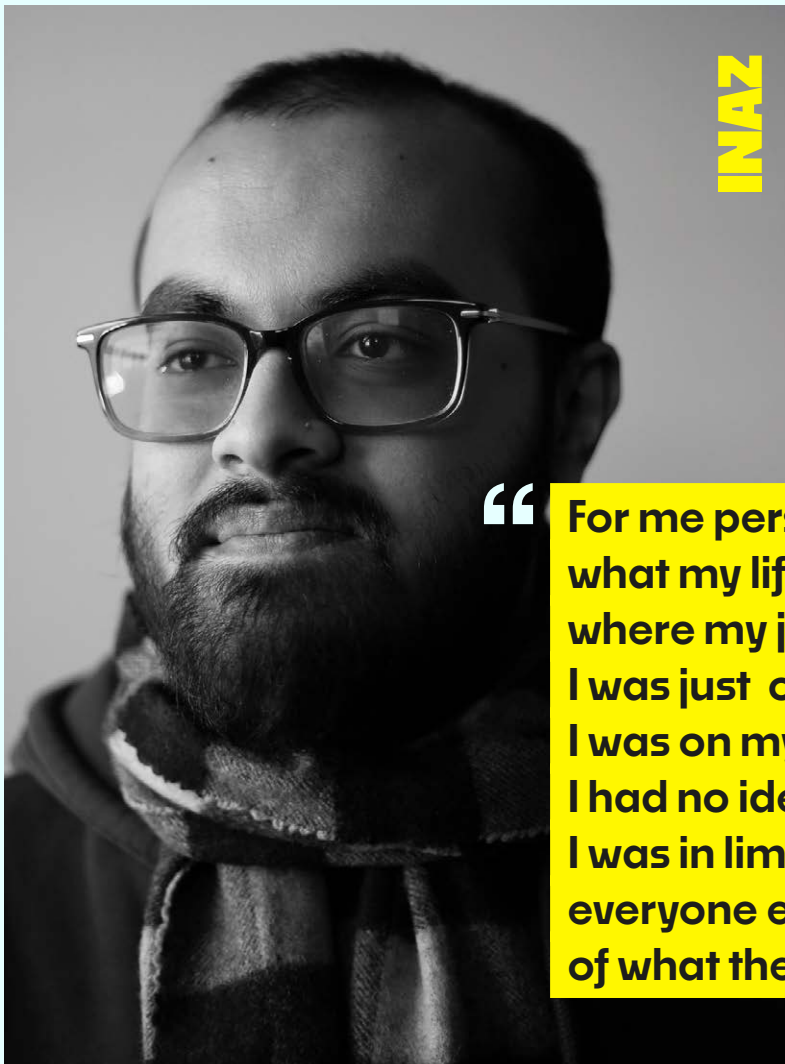
However, structural inequality persists despite the city's relatively skilled workforce. Bristol has 41 areas in the most deprived 10% in England, including 3 in the most deprived 1%, with 15% of Bristol residents (70,800 people), living in the 10% most deprived areas in England.

And it is the city's minoritised communities who are affected most by this. Over the past 30 years, the population of Bristol has become increasingly diverse, growing from a 5.1% minoritised population in 1991 to 18.9% in 2021 (Bristol City Council, 2023). Due to existing racial inequalities within the labour market, individuals from Black and minoritised communities are more likely to occupy service/operational occupations, which are lower income, than their white counterparts.

These structural challenges have been exacerbated by wider national and international economic uncertainty, and the challenges created by the Covid pandemic.



MY STORY



“For me personally, I didn't know what my life plan was. I didn't know where my journey was going. I was just cruising through life. I was on my own a lot of the time. I had no idea what my path was. I was in limbo. It was hard because everyone else had clear plans of what they wanted to do”

Babbasa supported me through the pandemic. It was a pretty chaotic time. I got involved with Bababbsa TV which was actually pretty huge. We got to go to the studio, it was such a cool studio. A lot of the staff here have been so helpful and pointed me in the right direction.

Babbasa has impacted me massively. In 2020 my mental health dropped massively and I was just in survival mode for quite some time. Once I eased my way out of it, I was able to get in touch with Babbasa and access some support. Babbasa was one of the things that kept me going that year.

It really put me in a good place, it made me realise I had to keep going. They stayed in touch to tell me about new opportunities and events.

Now I have building blocks with being a mentee, I have something consistent to be doing. It's crazy to see the journey I have had with Babbasa. I have been in different cities, different time periods and different events happening in my life and Babbasa has been there and helped me and guided me and supported me when it's been hard for me to ask for support.

OUR YOUTH 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 enrol young people who needed support in 2023 on our programmes, we directly collaborated with other local grassroots organisations, used social media, and organised community pop out activities. In 2022/23 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 6000 young people, and led to 658 expressions of interest for support from these young people.

OUR YOUTH PROGRAMMES

As at the end of October 2023, we had supported a total of 580 young people through our programmes as follows:

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 2022/23, Babbasa supported 23 young people facing challenges at school, work or home through targeted group activities and 20 through personalised one-to-one support.

“

I found myself in a spot of trouble before I found Babbasa. In school, you're not always heard. Having someone to support you and believe in you was important. Matt was very influential on me and pushed me to be my best and never gave up. Without Matt, I would've never had this opportunity and it wouldn't have taught me skills of perseverance and not to give up”

Ja Rule – Young Person



CHALLENGE PROGRAMME

The Babbasa Challenge Programme is a leadership programme where young people aged 16-25 get the opportunity to design and deliver a large scale social action project in the city. The 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 develop employment-focused soft skills, confidence and understanding of the workplace.

In 2022/23, Babbasa supported 24 Youth Ambassadors to build soft skills, gain confidence and work on an experiential group challenge to benefit their community.

“

On the Challenge Programme we worked to deliver a careers fair for young people, and that involved a whole lot of planning processes. The major impact Babbasa has had on my journey has been my confidence.

I used to walk around with my head low. These days I totally feel courageous, I feel confident, and I am very inspired or encouraged to go for opportunities. Babbasa has shown me I am able to do anything I set my mind to.”

Itunu – Young Person



OUR YOUTH 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 2022/23, The Babbasa Placement Programme supported 147 young people to build their professional networks and access work opportunities, with 83 securing placement opportunities in companies such as Five Mile Films, Bristol 24/7, Aardman, Silverback, Enviral, Bristol Beacon and Our Media.

The year saw increasing interest from organisations in our insight days, and we took young people to visit employers including McCann, Bristol Civil Justice Centre, Greenhouse Communications, Willmore Iles, Kaluza, Our Media and SLX.

Through our Placement programme, Jay was able to access a fully-funded animation course with Aardman Animation.

“

Without Babbasa none of this would've happened. This course was one of those life-changing moments for me, I don't have the words to describe the impact it has had. Thank you.”

Jay – Young Person



OUR YOUTH PROGRAMMES

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 match young people with professionals in their desired industry, on a short-term or longer-term basis depending on the wishes of the young person being mentored. Young people

on the programme are supported to progress onto the next stage of their journey by their mentor who help them with everything from job applications, university personal statements, interview practice, introductions to professional networks, and even work shadowing and site visits.

In 2022/23, 131 young people were supported through Babbasa's mentoring programme, through 87 ambassadors.

“

Partaking in the mentoring program at Babbasa has really helped me to gain a better insight into the field I'm looking to go into. After I finish sixth form, I would like to go to university and study medicine, so that I can become a doctor in the future. Preparing for it has been challenging however it has also been quite a rewarding experience. I used to be a little apprehensive about fully committing to it, however if I had to give advice to my younger self, it would be to keep pushing at it, and that you can always do what you put your mind to.”

Halima – Young Person

“

I love mentoring. I think I've done quite a lot of mentoring in a professional context, like within my work roles in the past, but I've never had the experience where you get so much back. There's another EOA who mentioned that it's a really two way relationship and I really underestimated that. I've learned so much from all the people that I've mentored through Babbasa. There's such inspirational people. So I think my overall experience has been I think I've learned more from them than they've learned from me. But it's also really rewarding because you're just helping people, you're empowering them to be able to take control of their own direction. So it's just the best feeling ever, I love it.”

Meri – Mentor



“

It's one of the easiest things you can do. To share the knowledge you already have, and to share your journey in life with a young person who is just starting. Being able to give encouragement and remind them there are wider possibilities out there”

Margaret – Mentor



OUR YOUTH 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 that supports young people (aged 16-30) from minoritised and low-income households in Bristol to build entrepreneurial skills and launch businesses – working at their own pace – to build confidence, develop skills, connect with investors, mentors, and peer-to-peer support.

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 2022/23 we worked with 40 aspiring young entrepreneurs to build their confidence and provide them with mentoring, networking events and access to office space.

“

The Enterprise Programme for me has gone beyond support. Offering me both invaluable networking opportunities, where I have connected with many like-minded entrepreneurs, and a haven for focused work with the free office space helping me evolve my business. I enjoy speaking with the members of the Opulence crew as I have been exposed to many new ideas and perspectives that I never would have seen without them. Thank you!”

Jaz – Young Person



ENGAGING WITH YOUTH & COMMUNITY PARTNERS



In 2023 we added 9 youth and community partners (including Muti. Live, MedicMentor, The Prince's Trust, and Diversily) to our network, engaging with them on activities including:

Frome Gateway consultation project with Bristol City Council, ARUP, Riverside, Bristol Horn Youth Concern, and Albaseera Bristol Centre

We worked with partners and local mosques to consult 20 young people on their views for what youth provision should look like in the redevelopment of the area surrounding Riverside Park about the proposed 'Frome Gateway' regeneration project.

Step Forward project with Stepping Up

Delivered the Step Forward project which supported 72 young people with their employability skills and work readiness.

Youth Sector Support Fund (YSSF) with Trinity Centre, Next Gen CIC, Phoenix Adventure Playground and Imayla CIC

We worked with our partners for a second year to deliver a wide range of activities for young

people aged 11-19 including open access sessions to develop young people's confidence, football and sport sessions, gardening and outdoor sessions, residential, and more.

Youth & Play Grants project in partnership with Imayla and youth organisations across the city

We are working with Imayla to deliver a weekly open access session to young people in Eastville. We are also collaborating with partners across the city to deliver career insight and skill development sessions as part of our partners' scheduled Youth & Play Grants delivery.

Youth Leadership Project with The Music Works

We supported a cohort of 12 young people who would be undertaking a social action project to increase representation and promote the voices of under-represented young people in the music industry.

ENGAGING WITH EMPLOYERS

CHANGING THE WORK ENVIRONMENT

We have reacted to the increased momentum around inclusion and diversity through our Babbasa Recruitment & Inclusion Services.

We have reacted to the increased momentum around inclusion and diversity through our Babbasa Recruitment & Inclusion Services.

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.

Over the year, 90 professionals signed up to become Equal Opportunity Ambassadors with Babbasa.

- 87 to Mentor a young person
- 62 to Support a learning experience
- 10 to Undertake a fundraiser
- 12 to Make a donation
- 24 to Introduce potential supporters
- 6 to Refer a young person in need
- 44 to Provide pro bono support

280 people attended the **OurCity2030 Forums**

We worked with **52 organisations**, including Triodos Bank, where we delivered intercultural communications **skills training to more than 300** Triodos co-workers.

607 people **received training** through our EDI training services

60 young people were **placed into a paid role** through BRIS.

“**Having access to an organisation like Babbasa that supports and champions diversity, equity and inclusion efforts not only helps us create a more inclusive workplace culture through their support and training but also opens a world of diverse talent, perspectives and experiences that have enriched our organisation and is helping propel us forward”**

Victoria James – HR Director, Great State

ENGAGING WITH EMPLOYERS

RECRUITMENT SERVICES

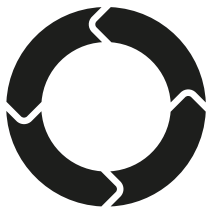
Babbasa Recruitment & Inclusion Services (BRIS) works with employers looking to diversify their organisation and address under-representation in their workplace.

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.

“The candidates we had were all really strong, And every single one of them was employable. I would 100% recommend Babbasa to other organisations”

Steve – HR & Talent Manager, True to Nature, Independent Production Company



**BABBASA
RECRUITMENT
& INCLUSION
SERVICES**

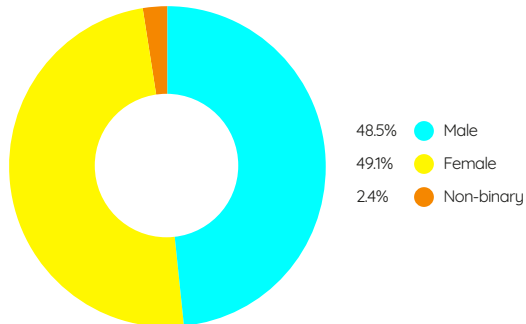
BRIS CLIENTS IN 2022/23

- Arup/Arcadis/Mott MacDonald consortium
- Avon Fire & Rescue Service
- Bristol Beacon
- City of Bristol College
- Enviral
- Global Goals Centre
- Great State
- Historic England
- Silverback Films
- Our Media
- SLX
- Team Love
- Triodos Bank
- The Women's Work Lab

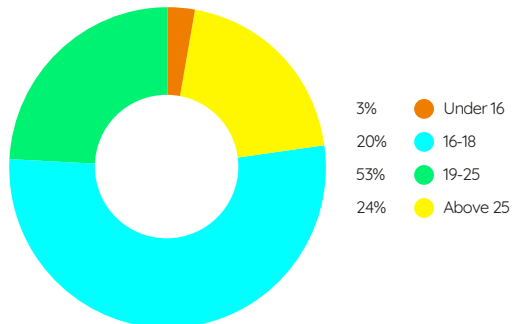
OUR IMPACT DATA

PARTICIPANT DEMOGRAPHIC SPLIT

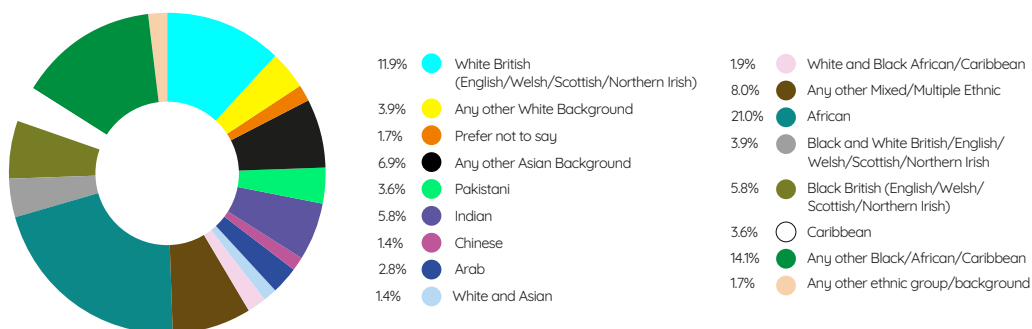
GENDER SPLIT



AGE RANGE/SPLIT



ETHNICITY SPLIT



OVERALL BABBASA ACTIVITIES & PARTICIPANT OUTCOMES ACHIEVED

ACTIVITIES



31
Events
Organised



131
Mentors Matched

OUTCOMES



40
Moved into
Enterprise



29
Moved into Education
or Training



194
Accessed Work
Opportunities



580
Young People
Supported



6052
Engaged in Outreach
Activities



365
Are now
Economically Active

OUR IMPACT DATA

CORE PROGRAMMES

SUPPORT PROGRAMME



20

Young people accessed intensive 1:1 support

CHALLENGE PROGRAMME



24

Young people accessed leadership and career-oriented skills training

PLACEMENT PROGRAMME



83

Work opportunities accessed by young people

MENTORING PROGRAMME



130

Young people supported through our mentoring programme

ENTERPRISE PROGRAMME

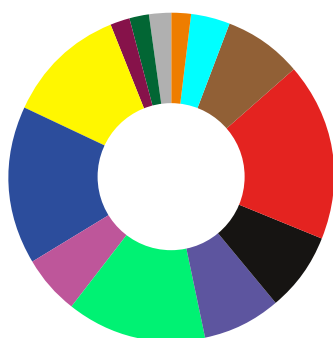


40

Young people supported on their enterprise journey

EMPLOYMENT PATHWAYS

INDUSTRIES OUR YOUNG PEOPLE ACCESSED OPPORTUNITIES WITHIN:

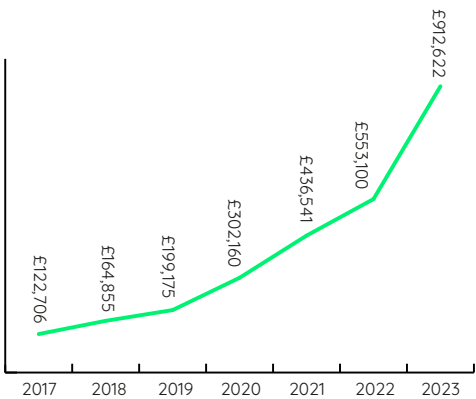


- 2.0% Other
- 3.9% Public Service
- 7.8% PR & Marketing
- 17.6% Not for Profit
- 7.8% Environment, Sustainability & Energy
- 7.8% Built Environment
- 13.7% Business & Finance
- 5.9% Creative, Arts & Culture
- 15.7% Digital
- 11.8% Education
- 2% Science & Technology
- 2% Retail & Hospitality
- 2% Professional Services

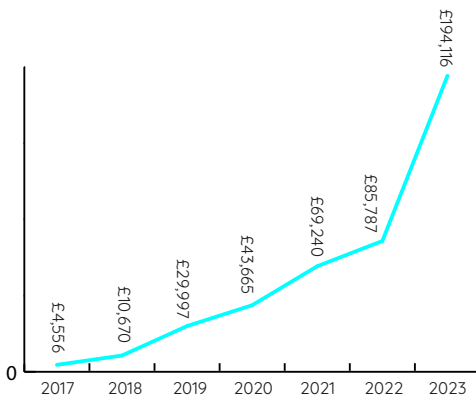
OUR IMPACT DATA

INDEPENDENTLY EXAMINED FINANCES

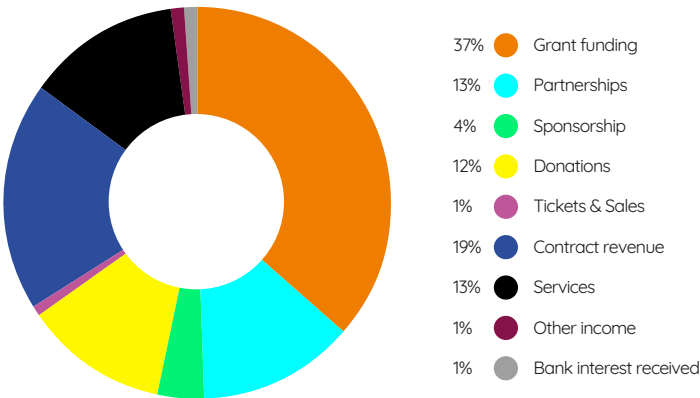
TURNOVER GROWTH



RESERVES



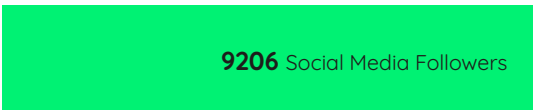
INCOME SPLIT



COMMUNICATION & SOCIALS



2545 Newsletter Subscribers



9206 Social Media Followers

ESTIMATED PRO BONO SUPPORT



OUR RECOGNITIONS

DESIGNATION	AWARDS CATEGORY	YEAR	AWARDS NAME
Finalist		2016	Natwest SE100
TEDx UWE	The Babbasa Approach	2016	
Badge of Honour		2016	Global Enterprise Week
Winner	Best Community Organisation	2017	MTM South West Regional Awards
Winner	Batook Pandya Inclusion Award	2017	Bristol Social Impact Awards
Winner	Best Partnership Award	2017	Bristol Social Impact Awards
Finalist		2018	Bristol Diversity Awards
Charity of the Year		2019	McCann Synergy
Charity of the Year		2019	Bristol Junior Chamber
Winner	Mentoring Scheme of the Year	2019	Hargreaves Lansdown
Winner	Promoting Opportunity	2020	Queen's Award for Enterprise
Charity of the Year		2021	FBE Best Western
Winner	Business in the Community	2021	MTM South West Regional Awards
Winner	Business in the Community	2021	Business Leader SW Awards
Winner	Diversity & Inclusion Award	2022	Bristol Live Business Awards
Charity of the Year		2022	Future Leap
Charity of the Year		2023	Elvie
Charity of the Year		2023	Meeting Place
Charity of the Year		2023	Future Leap
Winner	Civic Award	2023	Bristol Life Awards
Winner	Inclusion & Diversity Award	2023	Business Leader SW Awards
Winner		2023	Cambridge Social Innovation Award (awarded to our CEO, Poku Osei)
Winner	Diversity Champion	2023	Scale-Up Awards



Winners

THE BOARD



POKU OSEI

Founding Director



NYOAKA SQUIRE

CEO



DR ABY SANKARAN

Senior Programme Manager,
University of Bristol



JONATHAN O'TOOLE

Product Advisor & Founding
Team Member, Elvie



CARMEN TILBURY

Technology Business Analyst



PAUL JACOBS

Ex-Director, Bristol City Council,
Education & Skills



CLAIRE GIRALDO

Chief People Officer,
Sideshow Group Ltd



ALEXANDER EMENIKE

Assistant Director,
Natwest Group PLC



GLORIA GOMO

Assistant Management
Accountant, Newton's Theory



SANYALAX MORRISON

Strategic Procurement Director,
National Highways



KEVIN MILLWOOD

Head of Information Security,
Hargreaves Lansdown,
Chair of Babbasa Board



CLRR HANNAH YOUNG

Executive Member
for Highways & Transport,
North Somerset Council



GURMINDER KAUR NIJJAR

Group Deputy General Counsel &
Partner, Irwin Mitchell

THE STAFF



GIFTY BROWN

Senior Operations Lead



SANGEETHA WYNTER

Head of Services



HUSNAA AHSAN

Senior Services Lead
(Outcomes & Progression)



URFAN ALI

Senior Associate & Advisor



ANTHONY PAINE

Senior Business
Engagement Lead



ZOE LYNES

Head of Impact, Learning &
Organisational Development



LOUISE GOUX-WIRTH

Senior Services Lead
(Education & Communities)



SHAMIL AHMED

Outreach Lead



MATT ROGERS

Head of Communications
& Policy Engagement



DELPHI ROSS

Communications Lead



MIKHAILA SIMMONS

Mentoring Lead



IONA DEVAUGHN

Head of Business
Engagement



ELSIE HARP

Challenge Lead



QAZZALLY ALI

Operations Co-ordinator



MO ALI

Enterprise Lead (Associate)



CAROLINE AMRAN

Recruitment Lead

MY STORY

“My name is Shirin. I’m a Production Management Assistant at True to Nature”

I was extremely fortunate that I was able to join True to Nature. Before I secured my placement, I had zero experience in filming and no connection to the TV industry – it had always been a ‘what if’ job to me.”

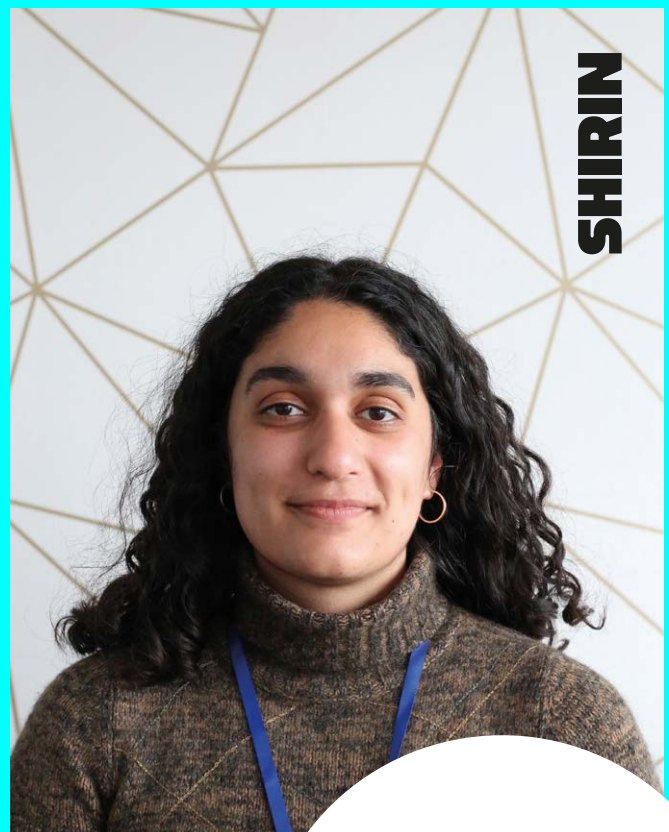
I don’t think I would have been able to picture a way into the industry if it wasn’t for Babbasa. Trying to enter these industries can sometimes feel like a brick wall with no door – and without Babbasa it would remain that way for myself and many others.

Babbasa were extremely supportive right from the beginning. I was quite anxious about joining the network (I’m not quite sure why because everyone is really lovely!) and missed the initial meeting because I was feeling overwhelmed. But they kindly reached out to me and asked if I would like to reschedule, and just that little nudge made all the difference.

After the initial chat, I had a 1-2-1 session with Husnaa (Babbasa’s Placement Lead) and accessed some interview practice... just being able to practise your answers and weed out any bad habits was really useful. I handed in my application for the role on the deadline but Mikhaila (Babbasa’s Recruitment Lead) still had a quick look over it for me and gave me some really useful feedback.

The first step up into an industry is sometimes the most important part. The continual checking in and friendly faces popping up to see how I’m getting on is really nice. I hope to remain in touch and attend more Babbasa events in 2024!

I’d definitely recommend Babbasa to another young person because it’s such a good organisation to help you. In so many industries it’s hard to break through that first barrier, and they give you the tools.”



“I’d definitely recommend Babbasa to another young person because it’s such a good organisation to help you.”

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 16-30) 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

WEBSITE:



EMAIL:

admin@byep.org.uk

CONTACT NUMBER:

0117 924 1707

THANKS & ACKNOWLEDGEMENTS

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.

GRANT FUNDERS

Blagrave Trust
Charities Aid Foundation
Dr Martens Foundation
Impetus
John James Foundation
National Benevolent Charity
National Lottery Community Fund
Nisbet Trust
Patagonia
Paul Hamlyn Foundation
PwC Colour Brave
Quartet
West of England Combined Authority (WECA)
Youth Sector Support Fund

OUR SUPPORTERS

Aardman Academy
ACH
Ambitious PR
Andy Street
Anthem Publishing
Arcadis
Arup
Avon & Somerset Police
Avon Fire & Rescue Service
Blue Earth Summit
Bristol Creative Industries (BCI)
Bristol 24/7
Bristol Beacon
Bristol Cathedral School
Bristol City Council
Bristol Energy Network
Bristol Old Vic
Bristol One City
BSWN

Business West
Cabot Learning Federation
Centrebridge Partners
City of Bristol College
Clarkebond
Clear Channel
Common Purpose
Core3
Creative Youth Network
Development Initiatives
Drive and Thrive
Elvie
Engine Shed
Enviral
Fairfield High School
Five Education
Five Mile Films
Frank Water
Future Leap
Global Bay
Global Goals Centre
Good Faith Partnership
GoshDamn
Grant Thornton
Great State
Greenhouse Communications
GW Cadbury
Historic England
Holymead Primary School
Independent Schools Council
JISC
Kaluza
KPMG
Lux Aeterna
MediaClash
Meeting Place
Motability Operations
Mott MacDonald
The Music Works

NatWest
Newton's Theory
North Bristol NHS Trust
Offspring Films
Our Media
Out of Hand
OVO Energy
Pax8
Pieminister
Playing Out
Prince's Trust
Purplefish
PwC
Redcliffe & Temple BID
saintnicks
SETsquared
SGS College
Silverback Films
Sirona Care & Health
SLX
Team Love
The Urbanists
Thrive Renewables
Triodos Bank
True to Nature
University of Bristol
UWE Bristol
Vist West
West of England Combined Authority
Willmore Iles Architects
The Women's Work Lab
YTKO

Thank you
to all our pro bono
partners, including
our Equal Opportunity
Ambassadors
(volunteers) for their
circa £56k
in support.

OURCITY2030 - PLANS FOR YEAR AHEAD

In 2023 Babbasa made some significant strides, growing our income to £912,622, but more importantly advanced 580 young people towards realising their professional ambitions through skills sessions, mentors, work experience and access to paid career-oriented employment opportunities.

Key to the year ahead (2024) will be our focus on stability - as we look to strengthen our governance and operational structures; invest in our youth empowerment resources; and the team's professional development.

This will be critical as Babbasa needs to reinforce its foundations before any further growth in line with the organisation's vision. It is also necessary as I transition out of the CEO role to take on a more Non-Executive function at Babbasa, called the Founding Director. In the founding Director role, I hope to provide strategic support to Babbasa as and when required, and also work with other board members to explore Babbasa's feasibility plans for growth beyond Bristol to create more inclusive economies.

I'm however not under the illusion that creating truly inclusive city economies across the UK can be the sole product of social mobility agencies like Babbasa alone. It will require other leaders and organisations to make sound judgments across the dimensions of economic, spatial, and social activities, if we are to address the systemic inequality in Bristol

This is why I intend to further my purpose driven work as a social sustainability consultant, in addition to my non-director role at Babbasa. I hope to support leaders and organisations, to make a positive impact on workplace culture and wider society. This includes supporting the amazing OurCity2030 core partners, to create a lasting impact in Bristol - particularly for ethnic minority families who have been disproportionately affected by deprivation over the last three generations.



“I'm, however, not under the illusion that creating truly inclusive city economies across the UK can be the sole product of social mobility agencies like Babbasa alone. It will require other leaders and organisations to make sound judgments across the dimensions of economic, spatial, and social activities, if we are to address the systemic inequality in Bristol”

POKU OSEI – Founder and CEO

#OurCity2030 www.ourcity2030.com

OUR 20 CITY 30



November 2022 saw the public launch of the OurCity2030 initiative, a systems change initiative powered by Babbasa and the One City Office, which specifically aims to support 2,030 young people from low income households, starting from inner city Bristol, to secure a median salary role by 2030.

“

It has been fantastic to see Bristol's businesses, universities and institutions come together to support Babbasa and OurCity2030 so far, with today marking an important milestone in unlocking the next stage in the programme. This initiative showcases what Bristol can achieve, with partners collaborating and driving forward a vision for a truly inclusive city economy.”

Marvin Rees,
Mayor of Bristol



“

City Office is delighted to be supporting and working with OurCity2030. Bristol is a growing city home to many successful industries, but we need to make sure that everyone shares in that success. We know that access to these exciting roles is not yet equitable – that's why we need this programme, to give our talent the opportunity to succeed.”

Nina Skubala,
One City Office



In 2023 we were joined on this journey by Core Partners Arup, Business West, University of Bristol and UWE Bristol, and Strategic Partners Black South West Network, Bristol and Bath Regional Capital, and Cabot Learning Federation.

The initiative has been structured into 5 key deliverables:

1. Establish the OurCity2030 Office to help coordinate city partners and opportunities for delivery
2. Deliver an upward mobility programme to progress diverse talent into employment and support employers with workplace inclusion
3. Build supporting forums (physical and virtual) to mobilise, connect and inform stakeholders
4. Run a longitudinal research to track the impact and evidence for improvement and policy formulation
5. Build a social mobility hub to inspire and enhance connectivity between employers and young people

In 2023 we achieved the following:

- Developed a draft **OurCity2030 Implementation plan** and **case for support for investment**
- Agreed a position with all the identified/interested OurCity2030 core partners to finalise the first ever **social mobility collaboration agreement** for the city of Bristol to be signed in 2024
- **Directly secured c£214K in-year** from OurCity2030 launch event sponsors, core partners commitment, and interested funder
- Engaged **direct delivery capacity (3pp)** to oversee and implement the 5 key deliverables
- **Won the 'Civic Award'** at the Bristol Life Awards 2023 for the most innovative systems leadership concept in Bristol and were voted as 1 of the 3 priority projects (Skills & Economy) under the **One City Priority Goals for 2024**.

“

Social value is at the heart of all we do at Arup and championing our local communities is a key part of that. As a Core Partner of an initiative as important as OurCity2030, we're excited to be supporting a more equitable future for Bristol. We are proud that our socioeconomic research will contribute to the OurCity2030's mission of increasing social mobility for minoritised young people, as well as shape meaningful change for others in the community.”

Maria Vitale,
Arup



“

Many talented young people from some of Bristol's most deprived communities struggle to find well paid employment in our economically vibrant city and yet many of Business West's Bristol-based member businesses are screaming out for talent; it cannot be right that both of these facts are true at the same time. OurCity2030 is linking both needs, satisfying both parties. Business West is delighted to play our part in breaking this cycle of inequality and supporting businesses to grow”

Phil Smith,
Business West



- **Ran two editions of the OurCity2030 Youth and Educators' Practitioners' Forum**, which engaged over 100 youth, community and education practitioners by sharing challenges and solutions, and building supportive relationships and collaborations, including referrals for young people onto OurCity2030 support and progression programmes.
- **Ran two editions of the OurCity2030 Employers' Forums**, which engaged over 180 professionals in enhancing EDI practices and supporting underrepresented young people through career-orientated work opportunities
- **Youth practitioners and education institution feedback** - **80%** rated the forum useful; **92%** gained useful information to support with EDI practices; and **93%** cited the Forum to help foster connections for collaborative working
- **Employers feedback** - **100%** rated the Forum useful; **100%** gained useful information to support with (EDI) practices; **100%** cited helping to foster connections for collaborative working; **95%** cited the Forum supporting ways to enhance access to diverse young talent
- **Forged working relations partnerships with the West of England Combined Authority, CLF, Our Media, KPMG, Bristol Youth Alliance and Post 16 Association** to host 4x inclusion forum events across the year
- **Engaged 12 expert speakers and registered 190 organisations as forum members/ attendees** i.e. employers, education institutions and youth agencies
- **Developed an early theory of change and logic model** for OurCity2030 as part of the Implementation Plan and socialised the OurCity2030 Socioeconomic analysis report
- **Worked with ARUP to secure a total internal grant of c£35K** (pro bono). Grant is being used to develop the next iteration of the **OurCity2030 Socioeconomic analysis report**; an evidence-based OurCity2030 theory of change and **associated monitoring framework**
- **Delivered Pathways programme pilot** - In collaboration with Bristol Creative Industries (BCI). OC2030 delivered under the Creative & Tech pathway - where 14 young people were supported into paid work
- **Brokered 6x other industry pathway agreements for 2024**, They include **Built Environment, Health & Social Care, Enterprise, and Arts & Culture** (Totalling 120 career-oriented opportunities.)
- **In discussions with the following industry pathways: Retails & Hospitality, Professional Services, Green & Sustainability**

“

UWE Bristol are delighted to be part of this important strategic partnership initiative, harnessing collective and unified action, resource and expertise to address city-region inequalities. We look forward to mobilising and leveraging our support through the partnership for inclusive social and economic impact outcomes”

Tracey John,
UWE Bristol



View the video about the OurCity2030 Pathway into Creative & Tech, in partnership with the BCI Internship Programme:



In 2024 we are aiming to achieve the following:

- Running the first **OurCity2030 Annual Impact Event**
- **Delivering Pathways programmes** in **Creative & Tech** (via the BCI Internship Scheme), **Arts & Culture** (in partnership with Big Team), **Built Environment** (in partnership with AtkinsRéalis) and **Health and Social Care** (in partnership with North Bristol NHS Trust)
- Running a **Social Mobility Symposium**, a gathering of delivery partners to understand and engage with other programmes in the city region
- **Raising seed funding for an independent evaluation of the city pilot**

Keep up-to-date with OurCity2030 at www.ourcity2030.com

“

Our city's future depends on the success of our young people and so the University of Bristol is delighted to be working in collaboration with partners to support OurCity2030. By coming together across different sectors, including public, private and not for profits, we take a shared responsibility to reduce inequality and make Bristol an even better place.”

Professor Palie Smart,
University of Bristol



CORE PARTNERS

babbasa

Business
West

ARUP

University of
BRISTOL

UWE
Bristol University of the West of England

BRISTOL
ONE CITY

STRATEGIC PARTNERS

Black
South West
Network

Bristol & Bath
Regional Capital

Cabot
Learning
Federation

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