

Bold Actions CIC

Impact Report

March 2026



**BOLD
ACTIONS CIC**

For the people. For our planet.

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Introduction from Bold Actions CIC founders

A passion to serve

At Bold Actions CIC, we are driven by a passion to serve communities experiencing the greatest inequalities. We recognise that many Black African people with English as a second language face significant socio-economic and health challenges, alongside barriers to integration, access to services, and social inclusion. Our mission is to improve health and wellbeing by providing inclusive, practical, and culturally responsive support that empowers people to thrive.

We work alongside disadvantaged community members to promote healthier lifestyles and increase access to opportunities, regardless of the barriers they face. Through trusted relationships and community-led activities, we help individuals build confidence, deepen knowledge, strengthen social connections, and make informed choices that lead to healthier, more fulfilling lives.

A key focus of our work is tackling loneliness and social isolation issues that disproportionately affect many within our community. We invest significant resources into creating welcoming spaces where people can connect, build friendships, and rediscover joy and purpose.

Our programmes primarily support marginalised Black African communities across Birmingham, with particular attention to young people, women, adults over 50 and people living with long-term disabilities.

We design our activities to reduce inequality by creating safe, welcoming spaces where people can build confidence, strengthen their wellbeing, and feel more connected to others.

Through weekly and monthly programmes, we enable older adults and people with disabilities to improve their physical health, build confidence, develop friendships, and reduce loneliness.

Our reach reflects our commitment to the communities we serve: 85% of our beneficiaries are from Black African backgrounds, while 15% come from other communities, demonstrating our inclusive approach. In addition, our befriending service supports young adults aged 18-49 experiencing loneliness and adults over 50 facing mental health challenges, helping them build meaningful relationships and regain confidence.

The greatest measure of our success is the voices of those we support. Time and again, beneficiaries tell us that our activities have reduced their isolation, improved their wellbeing, and given them a renewed sense of belonging. Their stories inspire us to continue creating opportunities that transform lives and strengthen communities.



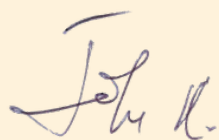
Our Report

We believe every organisation has a responsibility to reduce its negative impact and intentionally maximise its positive contribution to society. This report reflects our commitment to transparency and accountability by showcasing the difference Bold Actions CIC has made in the communities we serve.

Our work is driven by the belief that health and social inequalities should not be accepted as inevitable, but challenged and reduced wherever they exist. Over the past four years, we have worked tirelessly to empower community members with the knowledge, confidence, and opportunities to improve their own lives, fostering independence rather than dependence.

Within each section of this report, we highlight the impact achieved against the vision and mission established at the inception of Bold Actions CIC. We also outline our ambitions for the future and the commitments we are making to continue supporting and strengthening our communities.

We hope this report informs, inspires, and demonstrates the value of community-led action. If you have any feedback or questions, we would be delighted to hear from you.



Jean Claude & Mark Samson



"We believe that health and social inequalities should not be accepted as inevitable but challenged and reduced wherever they exist."

The difference Bold Actions CIC makes

VISION

Bold Actions CIC envisions a world where the wellbeing of people and the environment will be at the centre of any development.

MISSION

Inspire and influence people to take action to adopt a healthier lifestyle.

APPROACH

Delivering change through innovative, cultural, and community driven initiatives.

We believe that lasting change happens when people are equipped, enabled, and empowered to make a positive difference in their own lives and within their communities. Through innovative programmes and community-led initiatives, we create opportunities that inspire confidence, build resilience, and generate a ripple effect of sustainable transformation at the grassroots level.

As a Community Interest Company, we are committed to promoting health, wellbeing, and social inclusion. We deliver educational resources, practical workshops, and engaging community activities that equip people with the knowledge, skills, and support needed to make healthier lifestyle choices and achieve their full potential.

Everything we do is guided by our vision and mission to:

- 1. Empower young people to overcome barriers, make positive life choices, and achieve their full potential.*
- 2. Support and empower women to build confidence, develop skills, and thrive personally and economically.*
- 3. Enable adults over 50 to age well by promoting physical health, mental wellbeing, and social connection.*
- 4. Care for our planet by encouraging environmental responsibility and sustainable practices within our communities.*

Outputs

Activities to support community members

Prevention: We have been bold in inspiring and influencing individuals' actions to address issues before they become societal problems.

We support in the following ways:

- 1. Reducing social isolation and loneliness**
- 2. Creating space for social interactions for adults**
- 3. Providing women opportunities to connect**
- 4. Mentoring and guiding young people to make informed and positive life choices**
- 5. Promoting a volunteering spirit**

Activities summary

- ✓ 118 community members reached through Long Covid awareness work
- ✓ 120 older adults supported through the Inspire Project
- ✓ 102 residents engaged through the Steps to Healthy Life project
- ✓ 17 young people have improved their lives by adopting healthier habits.
- ✓ 97 citizens reached through the Befriending Service and Women Sewing Club.

Projects activities



Impact

Helping community members to adopt healthier lifestyles

We have been championing a healthy lifestyle through innovative initiatives. Recognising many barriers that communities from the global majority face within the West Midlands region, our initiatives have made significant progress in improving people's quality of life.

Bold Actions CIC's strongest impact comes from combining culturally sensitive outreach with accessible community activities. All our project activities from line dancing, sewing sessions, healthy eating, cooking, arts and crafts, befriending and health awareness, are not isolated activities; together, they create safe and practical routes into wellbeing, prevention, social participation and community belonging.

Outcomes summary

These outcomes demonstrate that community-led and culturally appropriate interventions can deliver measurable improvements in health, wellbeing, and social inclusion.

- ✓ 87% of our beneficiaries have reduced loneliness and social isolation, and improved mental wellbeing.
- ✓ 76% of our beneficiaries have increased physical activity.
- ✓ 90% of our adult beneficiaries have improved health literacy.
- ✓ 75% of our beneficiaries have stronger confidence and learned new skills.
- ✓ 65% of our volunteers have developed their social connections.

Case studies

“

I frequently expressed profound feelings of loneliness, struggling to find genuine connection. The Befriending service provided consistent in-person interactions, establishing a safe, accepting space. I now look forward to these meetings as a vital lifeline. They have successfully combated my loneliness, and I am deeply grateful.

**AF, a resident of Basall Heath
Befriending service client**

”

At 18, PK was struggling with life transitions and the stress of challenges at home, leading to heavy smoking. After attending our Raising Role Models and Aiming Higher, Youth Network session and hearing inspiring real-life experiences, PK gained greater confidence and resilience, ultimately choosing to stop smoking and adopt healthier habits.

**PK, a youth network events
attendee**

After a long period of social isolation, BA struggled with a lack of meaningful engagement. The weekly sewing sessions provided BA with a consistent creative outlet. These structured engagements offered a dedicated space for her to develop new skills and interact with others in a relaxed setting. These sessions have demonstrably improved her overall happiness.

**BA, Moseley Day Centre
Sewing session for women with
learning disabilities**



www.bold-action.org



“““

While we value everyone, at Bold Actions CIC, women have a particular place in our approach. Projects targeting women over 50 are designed to reduce social isolation and loneliness. These projects have continued smoothly, with sewing sessions at both sites running as scheduled and remaining well attended. Participants continue to value the group as a weekly retreat, where they build new friendships, feel less isolated, and gain confidence as their sewing skills and creativity develop.

Women's project activities



Finances

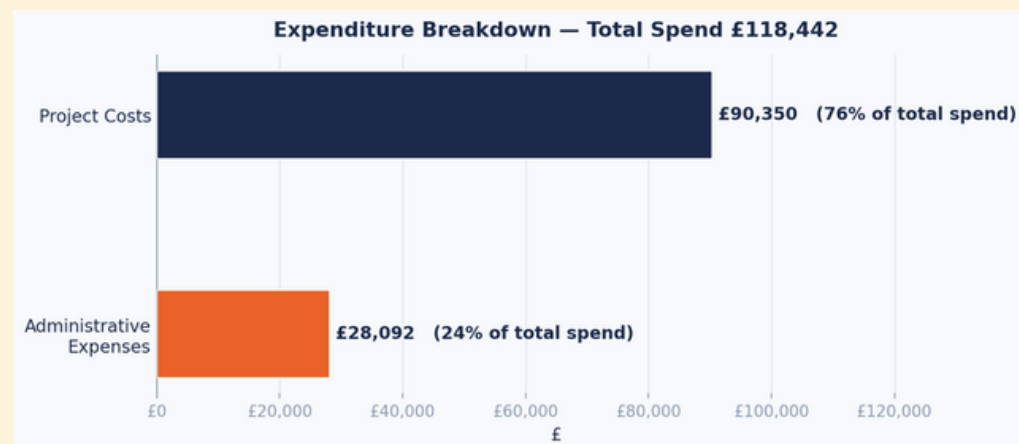
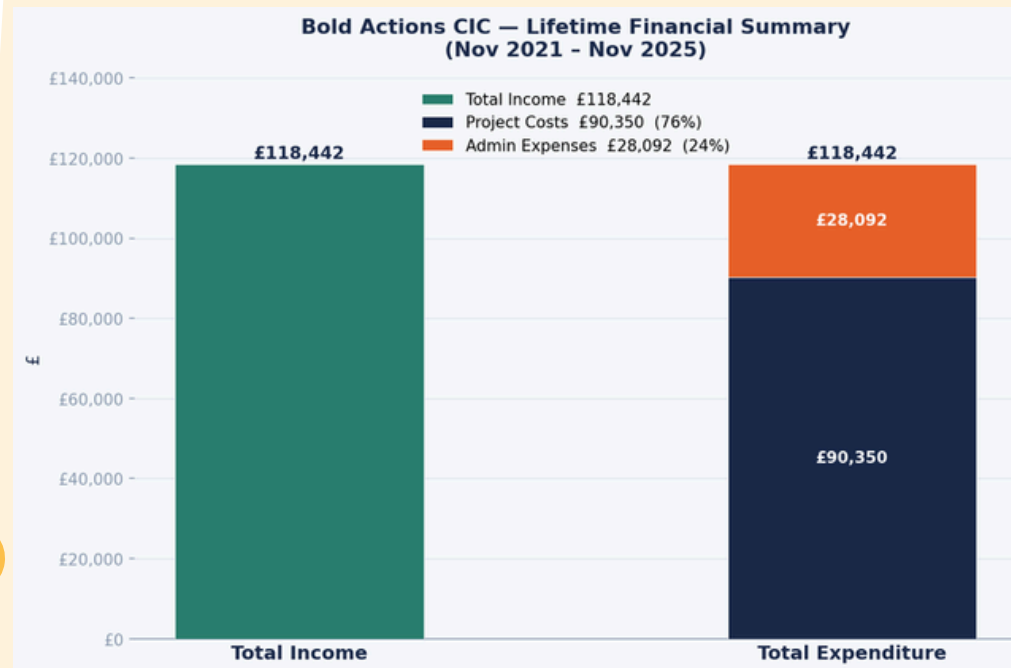
We are very grateful to all our supporters and funders, including:



Hall Green
Neighbourhood
Network Scheme



Birmingham
City Council



| *Lessons & the future*

Here are our key lessons and looking ahead:

- ▶ Recognising inequality is only the first step – taking meaningful action creates real change. Our work has shown that practical, community-led solutions can improve lives.
- ▶ Inclusive and accessible activities improve wellbeing. Creative programmes such as dancing, sewing, arts and crafts, and healthy living sessions build confidence, reduce isolation, and promote better physical and mental health.
- ▶ Listening to our beneficiaries is essential. The people we serve are our most important stakeholders, and our services must continue to respond to their needs and aspirations.
- ▶ Strong partnerships create stronger communities. Working collaboratively with local organisations and stakeholders increases trust, expands our reach, and strengthens the sustainability of our programmes.
- ▶ Financial sustainability requires diverse income streams. A diversified funding base is essential to ensure we can continue delivering our mission and supporting those who need us most.
- ▶ Reducing loneliness and social isolation remains at the heart of our work. Creating opportunities for connection, friendship, and belonging continues to put smiles on people's faces and improve wellbeing.
- ▶ As we grow, our priorities are to recruit and develop more volunteers, strengthen and sustain our existing partnerships, and secure permanent community hubs where people can access support and activities in safe and welcoming spaces.
- ▶ Above all, we will continue to design and deliver initiatives that reduce inequality, improve health and wellbeing, and create lasting positive outcomes for the communities that need them most.

Over the past four years, Bold Actions CIC has shown that when communities are trusted, empowered, and supported, lasting change is possible. As we look ahead, we remain committed to reducing inequalities, tackling loneliness, promoting healthier lifestyles, and creating opportunities for everyone to thrive.





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Activities hubs:

Kings Heath Community Centre
8, Heatfield Road
Kings Heath
B14 7DB

Connected Life Church Hall
George Road
Erdington
B23 7RY

Moseley Day Centre
1, Amesbury Road
Moseley
B13 8LD