



THEME:
Communities

TITLE OF LEARNING:
Faith and Sport

KEY RESEARCH QUESTIONS

How can we support our partners to tackle inactivity?
How do we develop opportunities to be active in the community?



Walsall Council



AN EXAMPLE OF BEST PRACTICE:

In July 2019, Active Black Country held the inaugural BC Faith and Sport Forum, at which faith-based organisations from across the four Local Authority areas convened to discuss using their roles as trusted sources within the community to deliver positive messages and programmes related to tackling inactivity and improving levels of health and wellbeing. ABC used the event as an opportunity to collect insight into the existing delivery capacity amongst these groups and to gain an understanding of the barriers preventing them from pursuing such a course of action.

There was general consensus that faith-based organisations were having considerable difficulties in terms of recruiting suitable volunteers and there was a notable lack of knowledge regarding the networks that they could approach to fill potential gaps in capacity. Positively, all groups indicated that activities were open to the whole community, rather than just the congregation, however several churches suggested that attracting a diverse group of participants was an issue and they would welcome support in resolving this.

WHAT WERE THE LESSONS THAT WERE LEARNT AND HOW ARE THEY BEING APPLIED IN THE FUTURE?

The insight has been used to develop an online offer whereby faith centres can advertise their volunteering needs on the ABC website, which will link in with local volunteer centres. ABC are also in the process of mapping the various health and wellbeing opportunities provided by faith centres with a view to develop a database that can be shared with social prescribing link workers.

HOW WAS SUCCESS MEASURED?

Success will be measured in terms of the number of volunteers successfully recruited and deployed as a direct result of this work.