



## Active Black Country Inclusion and Diversity Forum

**Date:** Friday 20th September 2019

**Time:** 10:00am – 12:00pm

**Venue:** The Deckhouse, Waterfront West, Brierley Hill, DY5 1LW

(free on-site parking is available)

### Agenda

Agenda Item	Lead
Arrival and Welcome <i>Teas and Coffees will be provided on arrival</i>	Anam Choudhury
Introductions	All
Scene Setting	Dan Allen
Project 51 (Sported)	Sophie Tobin
Wildcats Programme (B'ham F.A)	Kerri Walsh
Girls Friendly Society	Jennie Crosby
Group Discussion	All
Accessibility Games update (Inspire Activity)	Dennis Kennedy
European Social Fund – Community Grants	Ruth Burgess
Any other Business	All
Close of meeting	

No	Item
1	<p><b><u>Welcome / Introductions</u></b></p> <p>Present: Daniel Allen (ABC), Anam Choudhury (ABC), Jennifer Oakes (ABC), Sanjay Bensal (ABC), Sophie Tobin (Sported), Callan Barber (Sense), Sandra Troth (SVI), Kelly Owen (SVI), Richard Callicott (ABC), Gregg Southall (Dudley Public Health) , Dennis Kennedy (Inspire Activity), Ranjit Singh Cannock Road Gurdwara), Ammajae Muir (AJ Fitness), Paul Wicker (Walsall Public Health), Mark Knight (Activity Alliance), Claire Southall (Sandwell Taekwondo), Steve Bradley (Midland Mencap), Kristina Brockhurst (Walsall Council), Ruth Burgess (Walsall Council -ESF), Jennie Crosby (Girls Friendly Society), Dionne L Weekes (Girls Friendly Society), Kerri Walsh, (B’ham F.A) Mizran Rahman (B’ham F.A), Indie Bharaj (Staffordshire Cricket), Sarb Biran (Job Centre Plus)</p> <p>Anam Choudhury (Chair) welcomed everyone and thanked all for attending. Anam gave reference to the Active Black Country mission and vision, and ambitions in trying to tackle inactivity amongst the Black Country’s most underrepresented groups to help achieve the vision. Anam, also acknowledged how important the Inclusion &amp; Diversity forum is in presenting an opportunity to consult with and work collaboratively with a wide breadth of partners to address the challenges we face.</p>
2	<p><b><u>Scene Setting</u></b></p> <p>Daniel Allen gave an overview (presentation attached) of physical inactivity across the Black Country with comparisons drawn against the national averages.</p> <p>Women and Girls still remain one of the Black Country’s largest inactive group in sport and physical activity. Daniel reminded the forum of the Active Black Country Satellite club investment and reinforced that we are keen to support initiatives which target women/girls into physical activity.</p>
3	<p><b><u>Sported</u></b></p> <p>Sophie Tobin presentation attached</p> <p>Sophie provided the forum with the background of the organisation with a focus on organisations in deprived communities supporting them to survive, grow and diversify. Sported have been engaged in a national programme focusing on Women and girls, previously Project 51 and now a project called “Girls Unite” which aims to get more girls (aged 11-18) from socially deprived areas of the UK, participating in sport and physical activity. Sophie shared some of the learnings from these programmes in terms of the fundamentals and key barriers when attempting to engage this audience.</p> <p>Sophie also shared a BBC social experiment documentary which looked at Gender stereotyping amongst early years children.</p> <p>Sophie Tobin - s.tobin@sported.org.uk</p>
4	<p><b><u>B’ham F.A</u></b></p> <p>Kerri Walsh (Football Development Officer (Women and Girls) – B’ham F.A Wildcats presentation</p> <p>Kerri explained the Wildcats programme in which Wildcats football centres offer girls aged 5-11 a chance to try football for the first time and provide regular opportunities to play. Sessions take place on a weekly basis, either after school or at weekends and are focused on helping girls make friends, have fun and be active through football.</p> <p>All sessions are delivered by FA qualified coaches, providing a safe place for girls to try football for the first time and develop key skills.</p> <p>There is a range of support available for organisations/groups across the Black Country who would like to establish a Wildcats football centre. If so, please get in contact with Kerri.</p> <p><a href="https://womenscompetitions.thefa.com/en/Article/Wildcats-captured-in-natural-habitat-080419">https://womenscompetitions.thefa.com/en/Article/Wildcats-captured-in-natural-habitat-080419</a></p> <p>Kerri Walsh - Kerri.Welsh@birminghamfa.com</p>

5	<p><b><u>Girls Friendly Society</u></b></p> <p>Jennie Crosby</p> <p>Jennie explained the history of the Girls Friendly Society which stretches as far back as 1875 with the support of the Anglican Church as a pioneer youth organisation. The Girls Friendly Society In England And Wales is a charitable organisation that empowers girls and young women aged 5 to 25, encouraging them to develop their full potential through programs that provide training, confidence building, and other educational opportunities.</p> <p>Jennie’s role covers large geographical boundaries across both England and Wales. Jennie is working to establish female youth clubs which enable Girls aged 5 -25 to engage in a wide range of activities, particularly activity that they don’t necessarily get to try. The Girls Friendly Society can provide small grants of up to £500 and would also like to see female volunteering as a strong feature of any youth clubs.</p> <p>For more information please get in contact with Jennie.</p> <p>Jennie Crosby - <a href="mailto:Jennie@girlsfriendsociety.org.uk">Jennie@girlsfriendsociety.org.uk</a></p>
6	<p><b><u>Group Discussion</u></b></p> <p>Sophie reiterated some stats from their work which are posing as barriers to female engagement in sport/P.A.</p> <ul style="list-style-type: none"> <li>- 16-year-old drop off rate is 64% for W&amp;G</li> <li>- Approx. 80% of media coverage is of Men’s sport</li> <li>- Language used in Sport/P. A is not always appropriate i.e. “run like a girl”</li> </ul> <p>A large proportion of the discussion centred around the BBC Gender Stereotyping in early years documentary shown by Sophie.</p> <p>Comments made were:</p> <ul style="list-style-type: none"> <li>- Are we as a society treating girls differently to boys in terms of accessing sport/P.A and the benefits it provides in terms of motor skills and hand eye coordination etc...</li> <li>- Being mindful of stereotypes</li> <li>- Creating relatable positive role models</li> <li>- Lack of skills being taught to girls at a young age</li> <li>- Stereotypes within families as well as schools</li> <li>- Predominantly female primary teaching staff, if these people have not been exposed to sport etc then they can’t pass this on</li> <li>- Unconscious gender bias</li> <li>- There was an example shared of a club that turned off the lights for boxing sessions, this seemed to encourage a higher proportion of the participants to be women</li> </ul>
7	<p><b><u>Inspire Activity</u></b></p> <p>Accessible Community Games - Dennis Kennedy</p> <p>The Accessible Community Games will take place on Friday 18<sup>th</sup> October 2019. The games are designed to host a wide variety of taster sports/activities for people who may have a range of adapted/complex needs. The event will provide as a much-needed platform for Inclusive sports clubs/providers to showcase their offer whilst also enabling users to engage in new activities.</p> <p>For more information please find flyer attached which outlines what to expect on the day.</p> <p>There will also be a designated information zone for any organisations that would like to promote their services. Please get in touch with Inspire Activity if you would like to be involved in the information zone or alternatively have your information shared on the day.</p> <p>Please contact:</p> <p><a href="mailto:becki@suttongames.co.uk">becki@suttongames.co.uk</a></p>

	<p>Additionally, Sanjay Bensal explained that there will also be an Inclusive Activities programme (IAP) workshop running alongside the Accessibility Games. The IAP workshop will take place from 9am – 12pm before the commencement and grand opening of the Accessibility Games.</p> <p>If you would like more information on the IAP workshop please get in contact with Sanjay.</p> <p><a href="mailto:Sanjay_Bensal@blackcountryconsortium.co.uk">Sanjay_Bensal@blackcountryconsortium.co.uk</a></p>
8	<p><b><u>European Social Fund – Community Grants</u></b></p> <p>Ruth Burgess (External Funding &amp; Community Grants Manager)</p> <p>The ESF Community Grants Programme is to engage with local communities and enable people to make progress towards and enter the jobs market. The administration of the Programme is managed by Walsall Metropolitan Borough Council (WMBC) who has been selected by the ESFA to act as the Grant Co-ordinating Body. Grants of between £5,000 and £20,000 are available. The Programme is designed to assist small community and voluntary groups, charities or not-for-profit organisations providing services or activity that will help an individual’s progress towards employability/access to employment.</p> <p>For more information please contact Ruth.</p> <p><a href="mailto:ruth.burgess@walsall.gov.uk">ruth.burgess@walsall.gov.uk</a></p>
9	<p><b><u>AOB</u></b></p> <p>Sandwell Visually Impaired would like any assistance that can be offered in supporting a Goal Ball initiative they are launching for those with a visual impairment in Sandwell.</p> <p>Please contact Sandra Troth if you can offer any assistance.</p> <p><a href="mailto:sandra_troth@sandwell.gov.uk">sandra_troth@sandwell.gov.uk</a></p>