

Introduction

Active Black Country are committed to producing insight that stimulates debate and drives policy across the local physical activity and sport system. From 2020, *Thematic Briefings* will be available to download on a quarterly basis for our 4 thematic areas, summarising the insight that has been collated over the preceding 3-month period and applying it to the overarching strategic objectives for the theme.

If you have any queries, or would like to submit information for future briefings, please contact Michael_salmon@blackcountryconsortium.co.uk.



Education – Theme Objectives

Active Black Country's four thematic areas of work have all been developed with a clear set of *Objectives* in mind, against which evolving *Strategies* and practical *Tactics* are identified to enable delivery.

Develop a lifelong physical activity habit for all children and young people in the Black Country

Schools using PE, School Sport and Physical Activity to impact on whole school outcomes

Schools using PE, School Sport and Physical Activity to contribute to tackling health inequalities



Opening School Facilities

As part of the Government School Sport Action Plan, Active Black Country is one of 19 Active Partnerships in England who have been successful in securing funding from Sport England to widen access to opportunities to participate in physical activity for pupils and local communities by supporting schools to open up their sports facilities outside of the school day.

Our Approach

As part of the submission to Sport England to be part of this scheme, ABC proposed a project that was part-insight and part-delivery, with the first half of the study dedicated to engaging with schools, collating intelligence and conducting a thorough analysis of the baseline position to ensure future pilots and delivery could be targeted using evidence-based design on a bedrock of primary insight. Identifying and sharing best practice with other partnerships is paramount to the success of the overall project. The ABC approach consisted of;

Survey

- Opportunity to understand schools' existing position and future intentions regarding opening facilities for community use and to identify potential sites for pilot delivery.


Focus Groups

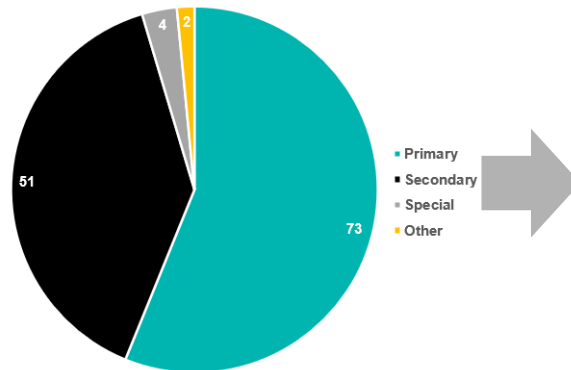
- To further understand key issues and barriers that prevent schools from developing a community offer and to learn from those that have already gone through the process


What we Learnt


The Opening Schools Facilities Survey was conducted with the aim of identifying schools that do not use, or only have limited access to their school sports facilities outside of the school day, identifying the barriers to opening up their premises and to begin to facilitate solutions to support schools to open to the local community. The graphic below summarises some of our findings.


Response


131
Schools
Responded



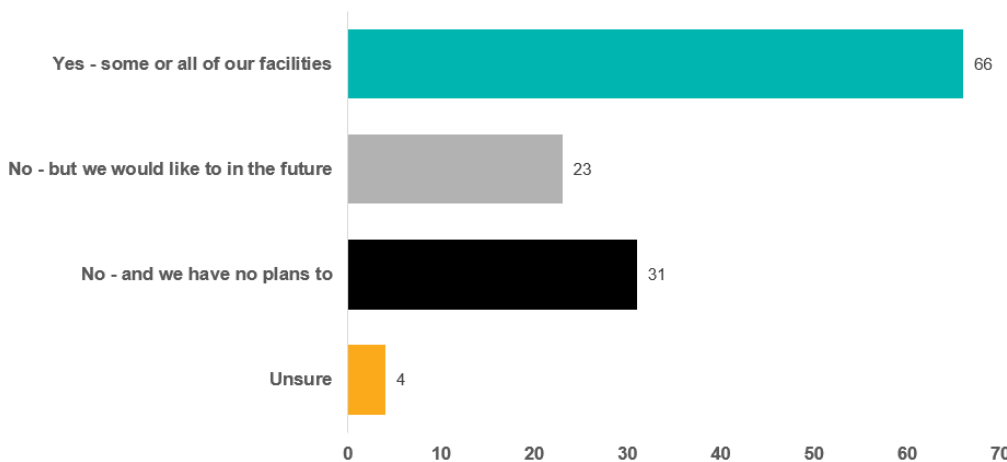
 **53%**
of respondents
were PE Teachers
or Head of PE


 **17%**
of respondents
were Business
Managers


 **15%**
of respondents
were Head
Teachers

Open for Community Use

Do You Open Your Facilities for Community Use?



 **36%**
of Primary Schools
opened some or all
facilities

 **71%**
of Secondary
Schools opened
some or all facilities

The survey demonstrated that the majority of bookings (46%) were taken by Sports Clubs. 53% of schools who open didn't advertise externally, with 59% managing bookings in-house.

Reasons for Not Opening



Caretaker
unavailable to
lock facility



Concerns
regarding
security



More trouble
than it's worth



Site layout not
conducive to
community use



Concerns
around child
protection

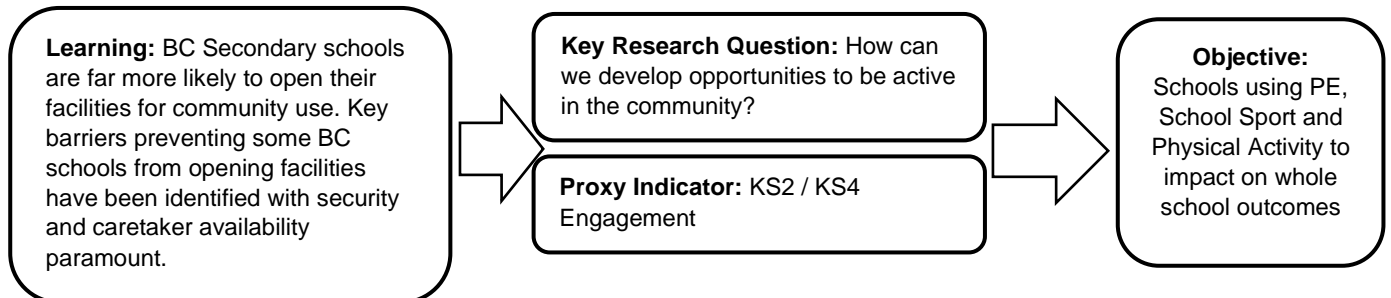
Focus Groups

Focus groups were held in Dudley, Walsall and Wolverhampton with one-to-one meetings taking place with a number of schools in Sandwell. These were conducted to delve further into some of the findings gathered from the survey and to start to identify potential pilot projects. Schools invited were a mix of primary and secondary, and included both those who currently do and don't open their facilities. Additional barriers to opening facilities identified during these sessions included;

- Lack of marketing budget
- Requirement of seed funding to get started
- Concerns over booking arrangements
- Lack of will within the school
- Other schools have had issues

Strategic Alignment

The diagram below explains how these learnings contribute to ABC's overarching strategic approach. ABC reporting is centred around a series of proxy indicators that contribute to the delivery of wider objectives. In parallel, to drive the development of insight across all themes, 3 key research questions have been derived and all research, consultation or exploratory engagement is carried out with the view of furthering knowledge against at least one of these.



Primary School Swimming in the Black Country



Swimming is still one of the most popular ways in which we like to be active and school swimming is often the one and only opportunity for all children to learn to swim and know how to be safe in and around water.

Since 2017, all schools have been required to publish their swimming and water safety attainment levels. In April 2020, Active Black Country published an in-depth analysis of the collective results.

Our Approach

ABC carried out a mapping exercise of all Black Country Primary School websites to record published data against the 3 key indicators as shown in the adjacent graphic.

All data was subsequently collated and mapped against prevalence data for deprivation, BAME, child obesity and other available measures.

The minimum requirement is that, by the time they are ready to leave KS2, every child is able to:

1. Swim competently, confidently and proficiently over a distance of at least 25 metres
2. Use a range of strokes effectively
3. Perform safe self-rescue in different water-based situations

What we Learnt

25m Proficiency

59%

of Black Country Year 6 Pupils can swim 25m

Range of Strokes

55%

can use a range of strokes effectively

Water Safety

48%

can perform safe self-rescue in a range of water-based situations

Correlations

ABC analysed the correlation between 25m proficiency and a number of other indicators.

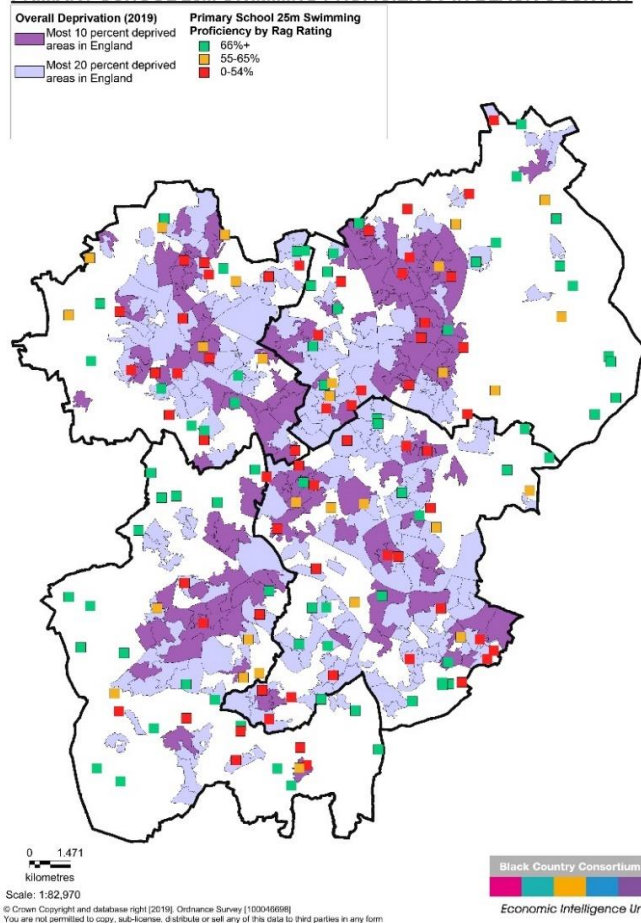
The adjacent map shows Black Country Primary Schools against a background of the latest deprivation data.

Schools plotted in **Green** denote those performing considerably higher than the Black Country average (66%+), schools in **Orange** performed 5 percentage points approximately either side of the of the Black Country average (55%-65%) whilst schools in **Red** performed considerably below the Black Country average (less than 55%).

Schools located in deprived areas are considerably more likely to have lower 25m proficiency scores than those in non-deprived areas. A third of Black Country schools within the 20% most deprived areas are rated **Green** whilst more than half of schools in comparatively more affluent areas hit this mark.

The table below shows the difference in 25m scores depending on where a school was located.

PRIMARY SCHOOL 25M SWIMMING PROFICIENCY IN BLACK COUNTRY



Average 25m Proficiency

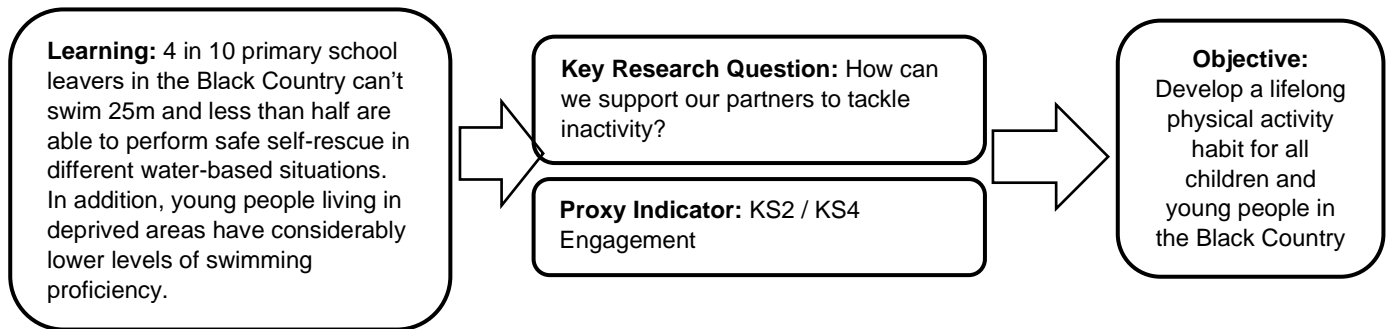
Schools in Deprived Areas	51.4%	In Area of High Child Obesity	48%	In Area of High BAME Prevalence	48%
Schools in Non-Deprived Areas	65%	Not in Area of High Child Obesity	60%	Not in Area of High BAME Prevalence	60%

Strategic Alignment

Active Black Country are monitoring the learnings from Sport England's local swim pilots. Whilst developed to address a decline in swimming more generally across communities, the emerging insight recommends the implementation of bespoke local approaches, informed by local intelligence.

Moving forward, Active Black Country will work with our Local Authority partners and education networks to agree a coherent plan to address the issues raised in this report. We will develop an action plan for each Local Authority area in consultation with key partners including Local Authorities, Swim England, schools and leisure providers.

The diagram below explains how these learnings contribute to ABC's overarching strategic approach.



Sport Premium

The PE and Sport Premium is provided to schools to make additional and sustainable improvements to the quality of PE and Sport and Physical Activity that is offered. Since the inception of the PESSP funding Active Partnerships have been required to sample and review school websites.

As part of this remit ABC undertakes a desk-based review of primary and special school websites across the Black Country each year.

Our Approach

During the 2018/19 academic year a total of £6,652,360 was allocated to schools across the Black Country as part of their Primary PE and Sport Premium (PPESP) investment. To understand how this investment was spent, ABC officers undertook a comprehensive data collection exercise.

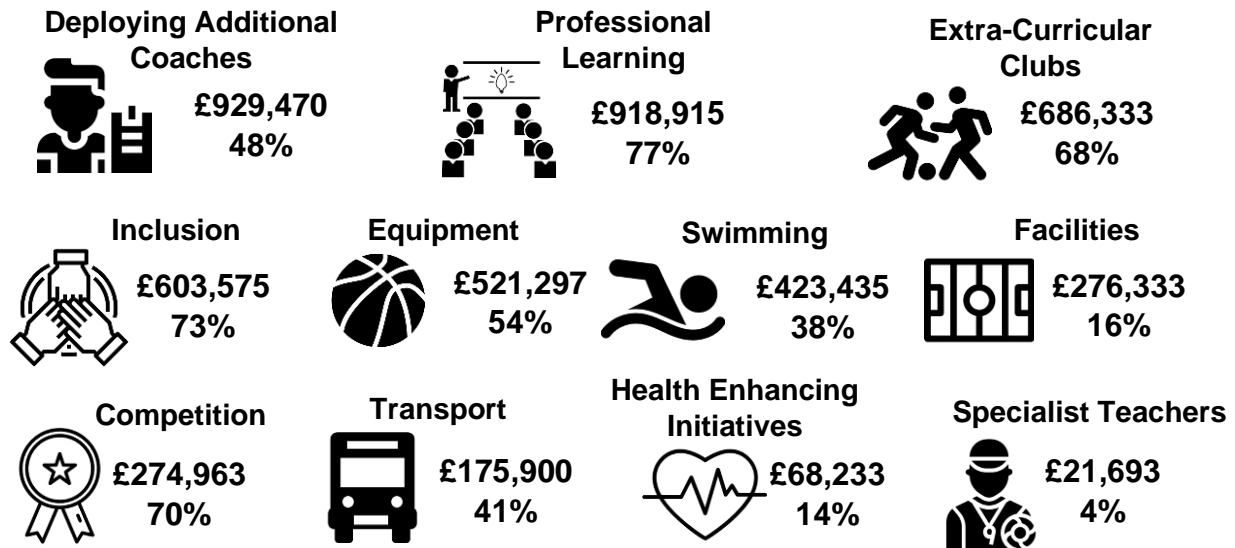


Whilst all primary school websites were reviewed, not all establishments had 2018-19 data available. Approximately 73% of Schools in the Black Country have the most recent information published on their website (reduced to 50% for special schools).

What we Learnt

Areas of Premium Spend

There are two ways of analysing areas of spend, as demonstrated in the graphic below. The following analysis shows both the aggregated spending by schools against different subjects along with the percentage of schools that used some portion of their premium budget.



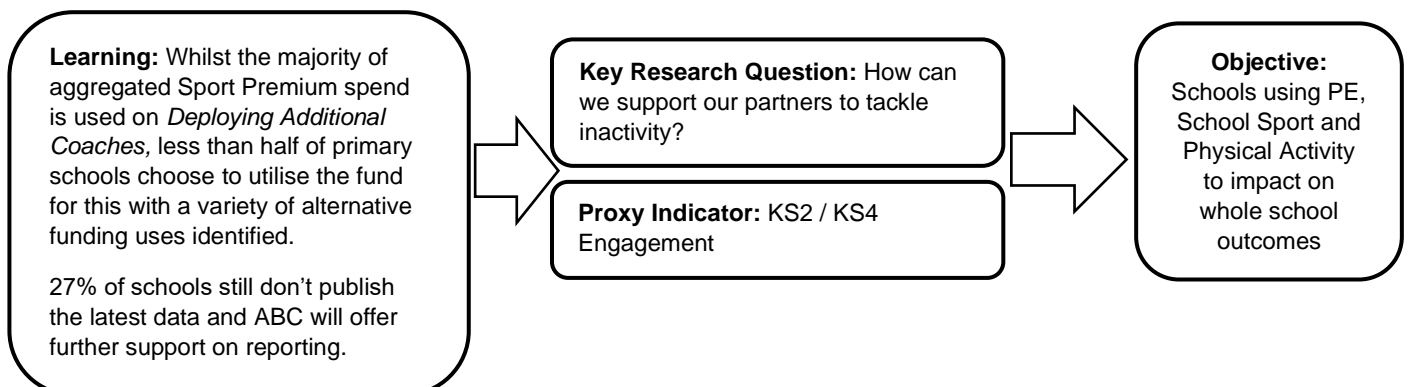
The data analysis demonstrates that those schools who use funding for *Deploying Additional Coaches* do so as a considerable proportion of their total grant allocation. This is consistent with information collected in previous years.

Furthermore a note of caution should be raised when looking at individual breakdowns of the data in isolation. As an example, whilst the aggregated analysis shows that *Competition* is one of the lowest areas of total spend, it is clear that the majority of schools (70%) are spending part of their funding on developing their offer in this area.

A caveat should also be added regarding schools' use of the funding to support *Health Enhancing Initiatives*. Local intelligence suggests that despite a small number of schools (14%) spending a total of £68,233, this still remains a huge priority for schools across the region. ABC acknowledge that schools are utilising other areas of investment to fund provision around this area including, but not limited to Pupil Premium funding, the Healthy Pupil Capital Fund and wider school budgets.

Strategic Alignment

The diagram below explains how these learnings contribute to ABC's overarching strategic approach.



Further Reading



Whilst these quarterly documents will provide a summary of the latest learnings across each thematic area, there is a plethora of additional information available through Active Black Country resources and those of the wider sector.

Access the information below for additional reading.

Active Black Country Schools Hub

The hub provides examples of best practise (case studies, videos and summaries) from across the region in relation to Primary schools use of the Primary PE and Sport Premium. Within the Hub a dedicated section exists providing examples of successful approaches Schools have undertaken in both meeting national curriculum Swimming requirements and additional provision for swimming and water safety funded through the Primary PE and Sport Premium.

<http://blackcountryschoolshub.co.uk>



SCHOOLS HUB

Active Black Country Insight Hub

Active Black Country are one of the most insight-led Active Partnerships in the country and our new Insight Hub collates primary research, secondary data and softer thematic learnings in relation to tackling inactivity across the sub-region. The site is full of helpful information to help partners understand their area, evidence need and make decisions in relation to physical activity.

<http://blackcountryinsighthub.co.uk>



INSIGHT HUB