

ACTIVE  
BLACK  
COUNTRY

# *Annual Review* *2016 – 2017*



Active Black Country



# Board Members



**Deborah Williams**  
Chair  
Active Black Country



**Carol Brown**  
HR & OD Consultant  
Herbal Life Distributor & Travel Consultant,  
Carol Brown Associates



**Pauline Tomlinson**  
Head of Business Development  
YMCA Black Country Group



**Kay Biscomb**  
Strategy Group Director of the  
Institute of Sport  
University of Wolverhampton



**Richard Callicott OBE**  
Chief Executive  
Reddenhill Consulting Ltd



**Arwyn Jones**  
Chief Executive  
Beacon Centre for the Blind



**Van Willerton**  
Participation Manager  
Lawn Tennis Association



**Cllr Rachel Harris**  
Portfolio Holder for  
Health and Wellbeing  
Dudley MBC



**Gina Wallis**  
Independent Consultant  
(Education)



**Ros Jervis**  
Director of Public Health  
Wolverhampton City Council



**Amanda Tomlinson**  
Chief Executive  
Black Country Housing Group



**Rachel Corns**  
Sports Curriculum Manager  
Dudley College



**Ian Carey**  
Advisor  
Active Black Country



**Shimul Haider**  
Advisor  
Sport England



**Sarah Middleton**  
Advisor  
Black Country Consortium Ltd

The following members left the Board in 2016/17:

**Dave Bassett**  
Independent

**Simon Kirkland**  
Sport Structures

## About us

Active Black Country (ABC) is the Government and Sport England recognised Country Sports Partnership (CSP) for the Black Country region, providing the strategic leadership for sport and physical activity across the areas of Dudley, Sandwell, Walsall and the City of Wolverhampton. It operates under its clear vision that - 'We aim to make it easier for individuals and communities to be physically active. To be safe, secure, healthy and passionate about sport'.

ABC is hosted by the Black Country Consortium Ltd (BCC Ltd) as its accountable body and employer. As a not for profit Company, limited by guarantee, BCC Ltd is a small, multi-disciplined team working to promote economic prosperity, health and well-being across the Black Country.



## Foreword

Deborah Williams  
Chair Active Black Country

**The Black Country region has made great progress over the past 12 months with new facility investment, additional community sport clubs forming and a change in approach to developing the workforce. The period has seen significant changes to our landscape with the Government strategy for Sport and Physical Activity and Sport England's 'Towards An Active Nation' strategy – which will define the sector over the next 5 years.**

The Black Country is a diverse region with a unique set of challenges that present a huge opportunity to implement Sport England's 'Towards an Active Nation' strategy. The correlation between deprivation, participation in sport and physical activity and levels of health inequalities is well defined.

The contribution that Sport & Physical activity has to play in socio economic priorities is clear and provides a fantastic opportunity for the Black Country. Now more than ever it is vital we understand the relationship between participation and the social determinants of ill health and participation in sport and physical activity, of equal importance is understanding the needs and motivations of individuals to become physically active.

Active Black Country's position within Black Country Consortium Ltd provides an ideal opportunity to access a broader range of networks to realise greater impact against the broader range of outcomes outlined in the National strategy.

Many thanks on behalf of the Active Black Country Partnership for the work that is detailed in this review which could not be possible without the diligent work of our stakeholders, partners and the network of community clubs, organisations, and the army of volunteers who have contributed so much to the successes in 2016/17.

Next year promises to be hugely exciting with many new opportunities. The revised primary role for County Sport Partnerships places the emphasis on greater knowledge of the Black Country place and people to understand what can work in tackling inactivity. We can only achieve this by working together, our new strategy 'Towards An Active Black Country' which will drive our future work has an overarching call to action aimed at local stakeholders and partners to work together and make it easier for Black Country residents to be physically active.

I look forward to new partnerships emerging and successes for the Black Country in 2018.

# The Black Country in Numbers

Participants Total  
**6647**

**82**  
Satellite Clubs sustained

**41**  
New Coaches Trained

**168**  
Existing Coaches Accessing CDP

Inactive Participants  
**1667**

**132**  
Volunteers Trained

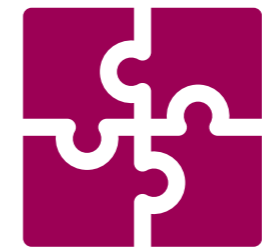
**2314**  
School Games Participants

**12**  
Sport Specific School Games Events

**290**  
School Games Volunteers

**1**  
School Games Festival

**2062**  
Sportivate Participants



**£271,697**

invested into our 4 Local Authority areas

Marketing and Communications



**10,000**

Website page views



**332,500**

twitter impressions



**£85,806**

Advertising Value Equivalent



**2,266**

twitter followers



**1,222**

YouTube Channel Views

## Outcomes

Reduced CVD: £2.5m  
Reduced Diabetes: £1.7m  
Reduced Breast Cancer: £0.3m  
Reduced Mental Health: £3m  
Increased Confidence: £1.9m  
Increased Employment: £0.9m  
Improved Qualifications: £0.003m  
Improved Wellbeing: £1.3m  
Savings to Exchequer: £0.3m  
Reduced Crime: £3.6m

## Inputs

Sport England - Lottery: £2.1m  
Sport England - Exchequer: £0.008m  
Sports Premium - Maintained Schools: £2.7m  
Sports Premium - Academies: £0.6m  
Lottery Grant - £2.8m

**£8.21m**

**£15.50m**

**SROI = 1.89**

For every £1 spent on sport, £1.89 worth of benefits are generated

Social Return on Investment (SROI) is an approach to help understand the impacts of a given project or programme, organisation or policy. It compares investments (costs) to returns (benefits) by measuring the social, environmental and economic change from the perspective of those who experience or contribute to it.

# The Black Country Place - Networks and Partners

## Active Black Country Partnership approach 16/17

The Black Country is characterised by a unique set of socio economic challenges which sets it apart from the rest of England with high levels of unemployment and health inequalities. There is a clear link between the social determinants of ill-health and participation in sport and physical activity.

Sport England's Strategy 'Towards An Active Nation' outlines the importance of focusing on under-represented groups, and having a broader impact against the 5 outcomes in the Government Strategy.

The economic impact of sport; how it can develop skills and competencies required by employers and the sector to get more people taking part whilst moving an individual closer to the job market, has a key role to play in engaging customers in areas of high deprivation and lower socio-economic groups.

The Black Country Local Enterprise Partnership (BCLEP), a key partner of ABC, aims to create the conditions for enterprise to flourish resulting in greater economic prosperity. The partnership considers the sport and physical activity sector as one of its integral priority sectors to deliver economic growth. The approach focuses on 3 strands:

- People** – Aims to raise employability, education and skills
- Place** – Transforming the Black Country Infrastructure and Environment
- Business** – Improving Black Country Business Competitiveness

Connectivity between employment, skills and the aspirations of the sport and physical activity sector has never been so well defined. Improving skills, competencies and behaviours to drive participation and enable access to jobs is one of the headline themes which will drive the economic prosperity of the Black Country and West Midlands Combined Authority and meet both Government and Sport England strategic objectives.

The Active Black Country Partnership, 4 Local Authorities and local stakeholders, position investment to target those areas in greatest need, and realise a broader impact. We have sought to develop new partnerships with the networks on our tube map and gain insight into the needs of Black Country residents and communities. Our 2016 / 2017 annual review sets out some of the highlights of the work undertaken across the Black Country set against the People, Place and Business themes.



### 'Big Dave Gauder' Sportivate

Big Dave Gauder is a former strongman who aims to engage, challenge and educate young people using his experience in weightlifting and anti-bullying to combine exercise, nutrition, Maths and English to achieve personal development using physical activity as a vehicle. ABC worked with Big Dave to deliver a Sportivate programme with Holly Lodge.

MW ID

### Launch of 'Towards An Active Nation'



### Revised ABC Safeguarding Policy

### 'Stourbridge Mums on the Run' – Someone Like Me!

Stourbridge Mums on the Run are an adult running group primarily targeted at like-minded women who want to take up running as a safe, affordable and enjoyable option to get physically fit. The group was started by Emma Barnes who understands the challenges of juggling a busy home life with keeping fit. Emma gained her LIRF qualification at level 1 with support from ABC and is looking forward to expanding Stourbridge Mums on the Run.



PW ID SCD

### Rise Up Yoga Project

The project was the brainchild of local resident Akil Maylor. It was run at a disused shop in the middle of the Heath Town estate. The shop was turned into a yoga dojo through a combination of Sportivate investment and donations from local community.

*Akil Maylor mentored by Deon Morgan, a traditional martial arts and yoga teacher, successfully developed a community hub to run classes for the estate whilst gaining his own qualifications.*

**"I have seen the wonderful impact that the yoga sessions have had on the community of Heath Town. By providing an opportunity to be active and learn new skills we have shown young people there is hope and a future - as there was nothing here before."**

Deon Morgan



ED ID SCD

### Beat The Streets Wolverhampton

The project was delivered in partnership with Wolverhampton City Council, Intelligent Health and ABC. The game had a huge impact with Wolverhampton residents getting fit, having fun, spending time with friends and family and exploring the local area

**27,736** players (11% of the population in Wolverhampton)

**14,075** adults **13,661** Children

**"I planned a longer route to work so that I passed as many beat boxes as I could. I was averaging around 10 miles a day. I am still sticking to my route and continuing to clock up the miles. I bought my self a fit watch so I can keep a record."**

Participant



PW SCD

### Black Country School Games and Young Coach Academy

School Games is an inclusive competition pathway providing opportunities for young people from 5 to 18 years old to take part, compete and transition into community sport. The 2016 festival saw over:

**1350** participants **200** volunteers support festival delivery

The Young Coach Academy run by Active Black Country has provided a pathway of development for young volunteers to enhance their employability and tracking into community settings and wider deployment.

The School Games Local Organising Committee has sought to broker links with NGBs to signpost School Games participants to local community Sport Clubs. In partnership with Birmingham County FA we successfully transitioned participants from the school games festival programme – 31 are now regularly taking part at community football clubs.



PW ID

### Establishment of New Basketball Club

The Inspire Foundation ran a 6 week Sportivate project to engage inactive young people to have a go at basketball. The Foundation established a satellite club to provide a pathway for the young people involved. The Satellite Club was participant led which created a real feel of ownership to the club. The approach from the coach created an environment for the young people to grow their confidence through trial and error whilst working as a team, trusting each other and committing to regular attendance. The result was they have formed as a constituted club, competing in the West Midlands League.

PW ED SCD

### Exhibition at the House of Commons kick starts Black Country Day

Black Country LEP and ABC joined forces with Rt Hon Hilary Benn MP and Ian Austin MP for Dudley North to host a showcase of Black Country business. Aspire from the Black Country joined the event. Aspire engages children and young people in physical activity, by providing innovative delivery and training services and resources that educate and inspire.



ED

### Walsall College Inclusive Academy

The college have recently gained approval to establish a SLDD Football Academy (starting in September 2016), which will be the first of its kind in the country and will enable the college to provide a full pathway for SLDD students from recreational to elite playing opportunities.

**"Through football, we have been able to engage, motivate and inspire SLDD students. This has given students the foundations to become active members of their communities, and instilled them with the confidence and skills to enable them to progress."**

Tutor



SCD PW

### Paralympic Celebration Week

What made you join this session?  
I've always enjoyed watching golf on TV but never thought I could do it being a hand female. When the chance came though from the Bolton Centre I jumped at the chance.

What keeps you coming back?  
I just enjoy doing it. I come at every opportunity. I get a lot of pleasure and satisfaction from it, it's great when you see the progression you've made.

How does physical activity make you feel?  
It helps with my fitness & it's good mentally as it allows you to escape. When you play golf you're focused solely on golf and not worrying about anything else.

"Try it & have a go and don't let your disability define you. I don't. Don't feel sorry for yourself, don't think about what you can't do, think about what you could do and what's possible if you try"  
- Gillian Dean

**Fact File**  
Name: Gillian Dean  
Age: 60  
Hometown: Dudley  
Biggest Sporting Favourite Hobby: Theatre, reading & volunteering, teaching  
Childhood: Most loved sports  
Disability: Visually impaired

PW

# Future of Sport Conference and Launch of Sport & Physical Activity Sector Skills Plan

Active Black Country, in partnership with the Black Country LEP, has launched their Sport & Physical Activity Sector Skills Plan - the first of its kind in the UK. The plan aims to transform the skills needed to get more people active and contribute to addressing the skills needed for economic growth. The Sector Skills Plan was launched as part of 'The Future of Sport: Employment, Skills and Apprenticeships Conference' at Molineux Stadium, Wolverhampton organised by Active Black Country.

This ground-breaking study examines the relationship between an active nation, wellbeing, a well skilled workforce in the sports sector and economic prosperity. The Black Country team are working with the West Midlands Combined Authority as the Mental Health Commission Action Plan and West Midlands on the Move are launched to make sure that the people of the Black Country are fit, healthy and prosperous.



ED PW SCD

**“In the Black Country we have gained valuable insight into the important role local people play in motivating people to take part. In an area which has one of the lowest numbers of individuals taking part in Sport and Physical Activity, we need to develop a workforce capable of engaging and motivating local communities.”**

Deborah Williams,  
Chair of the Active Black Country Board

**“Sport and Physical Activity will significantly contribute to “People” priorities for the BCLEP on apprenticeships, leadership, traineeships and reducing unemployment and improving school performance. This demonstrates how valuable sport and physical activity, as an enabling sector is in meeting our economic priorities. I believe in the power of sport and physical activity as a vehicle to bring people closer to the job market and communities closer together. It is also successful in providing opportunities to demonstrate leadership and high performing teams.”**

Stewart Towe CBE DL,  
Chair Black Country Local Enterprise Partnership

## Women in Sport Week

**Fact File**  
Name: Tracey Carey  
Age: 45  
Hometown: Dudley  
Biggest Sporting Achievement: Climbed Mount Snowdon  
Favourite Hobby: Drinking Gully Pleasure: A tub on a Tuesday after football!

ID SCD PW

## Tennis Spooktacular

Active Black Country worked with the LTA and the 4 Local Authority partners to promote the 'Tennis Spooktacular' weekend which was a focal point across the Black Country. The promotion formed part of the wider Club and Community tennis development project that has featured opening up park sites, workforce development and clubs opening their doors as part of the 'Great British Tennis Weekend' run by the LTA.



PW SCD

## Black Country in Motion Seminar – Learnings from zonal reports

The programme aimed to increase activity across 8 deprived zones across the Black Country with a specific focus on inactivity. The programme overcame many of the barriers that existed including trust and a workforce they could relate to.

**Over..**  
**12,000** hours of physical activity  
**140** volunteers engaged  
**1,205** participants engaged  
**170** community clubs, organisations and associations involved  
**13,000** invested into qualifications and training



PW ID SCD ED

## Establishment of Black Country Cross Sport Talent Forum

Sam Hayer ex Olympic Coach is heading up the forum that includes several NGBs and their talent coaches. Sam provided mentoring to the front-line workforce.

ID

## Rise Up Yoga Win Sport England Sportivate Project of the Year



ID SCD PW MW ED

## Sport 4 Confidence Talent Match mentors

Active Black Country worked with Talent Match mentors to utilise the experience of mentors to work and engage with young people who have a diverse range of needs and potential barriers to taking part in sport and physical activity. Talent Match Mentors accessed CPD and training to use Sport & Physical Activity to support the delivery of Talent Match programme, providing an opportunity for the young people to take part in physical activity sessions gaining new skills that can help them in their Talent Match journey.



ID

## West Midlands Community Sports Awards



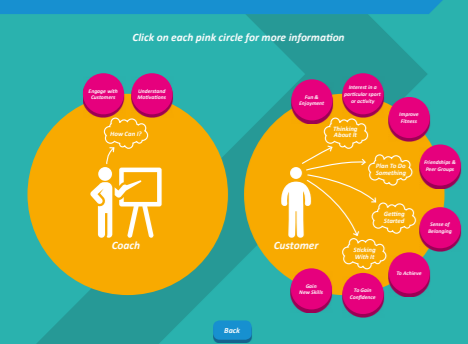
## Black Country Sport & Physical Activity Awards

Celebrated the achievements of the Black Country organisations to getting more people inactive through organising, leading, helping Black Country communities be active.



### Launch of My Coaching Journey

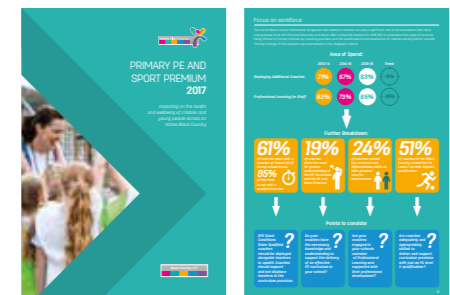
The 'My Coaching Journey' forms the basis of ABC workforce offer moving forward and features the 'Know Your Customer' toolkit that aims to help coaches design and deliver quality sessions, meeting customer needs and motivating them to join in and take part in physical activity on a regular basis.



ID ED PW

### Primary School Infographics

PESSP Awards recognise excellent local work from schools. An education support package has been produced to advocate impact (linked to Ofsted and whole school outcomes) of school's involvement in School Games and the use of PESSP.



ID PW

### LEP Annual Conference

The Black Country Local Enterprise Partnership (LEP) aims to create the conditions for enterprise to flourish resulting in greater economic prosperity across the Black Country. The LEP considers the sport and physical activity sector as one of its integral priority sectors to deliver economic growth.



ED

### Launch of Clubs and Organisations Resource

Community clubs and organisations serve an incredibly important role within Black Country communities providing opportunities for people to be active, realising a range of health benefits, bringing the community together and providing opportunities for people to develop new skills that can help them gain employment or improve their career prospects. The resource provides advice and guidance for clubs and organisations across 11 themes identified by clubs as the areas where they had the greatest support needs.



SCD ED

### Talent Match Games

A tournament was organised and project managed by the participants from the DKHT programme allowing them to utilise the skills that they had developed through the programme. The tournament resulted in 4 teams competing in a round robin format with Talent Match service users refereeing, score keeping and facilitating the event. When attending their exit interviews for the programme, the Get on Track / Talent Match participants said that the event was a positive experience which helped foster desirable skills, including project management.



ID ED

### LymphYoga Project

Dudley Public Health and LymphCare UK (Dudley) collaborated to develop the LymphYoga programme. They delivered yoga sessions in community settings. LymphYoga proved to be really beneficial, improving the patient's range of movement, reducing limb swelling, helped with weight loss and generally improved the patient's quality of life, with 67% of participants reporting a reduction in swelling to their limb.



PW MW

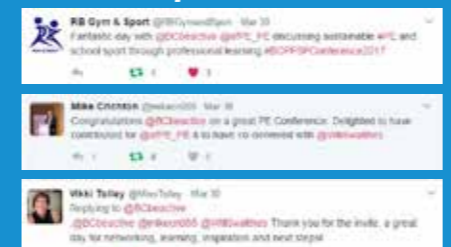
### Primary PE & Sport Premium Conference and Primary School Awards

#BCPPSPConference17

162 delegates primary schools

228,567 people reached on twitter

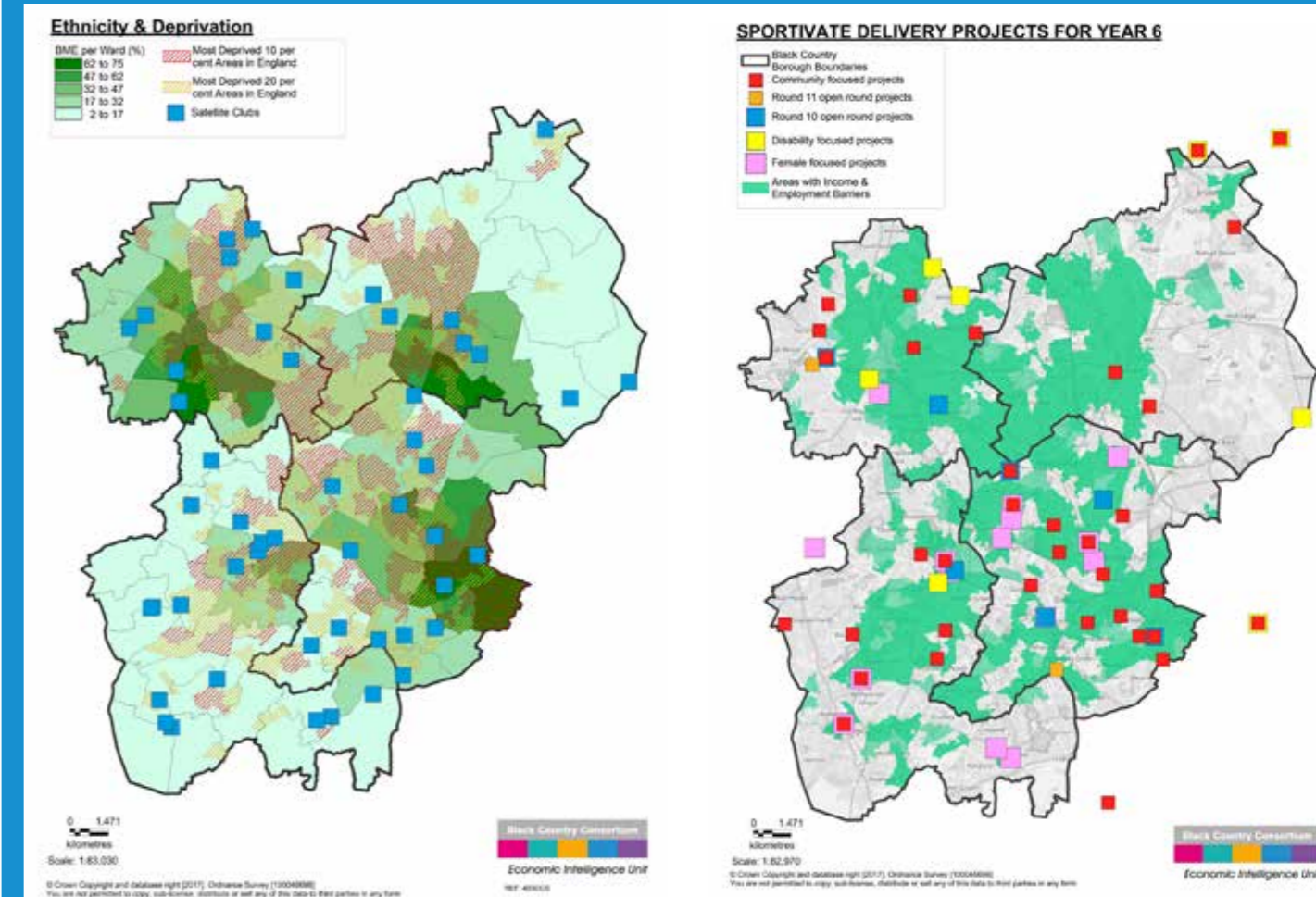
809,041 twitter impressions



PW ID

### Year end programme maps

These 2 maps identify the location of our Satellite Club and Sportivate projects set against deprivation.



### Launch of the Dudley Mind Mental Health Video



MW

### West Midlands CSP Staff Behavioural Architect Training

People Plus Get on Track

PW

Active Black Country and Birmingham County FA developed a joint action plan to get more people active

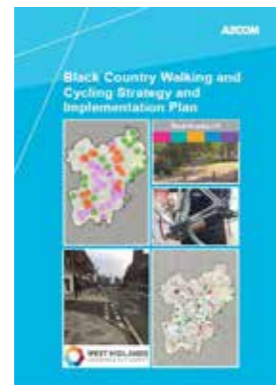
PW ID SCD

### Georgina Darlington – Ultimate Trampolining

Georgina's interest for coaching began at school, she started volunteering at a school club and that enabled children with disabilities to take part. Georgina progressed and completed her trampolining coaching qualification before setting up a new Satellite Club that coaches approximately 50 people a week. Coaching improved her confidence and communication skills, and she works with a variety of children both mentally and physically disabled.

ID PW SCD

### Walking & Cycling Implementation Plan Published



PW

### Fit4work

Walsall MBC ran the 'Fit4work programme' an Intensive Musculoskeletal and back pain intervention programme for those people on Employment Support Allowance and unable to work. The project has established referral routes from job centres into the programme. Programme participants saw marked improvements in both physical and mental wellbeing and positivity for the future.



PW MW ID

Talent Match  
Get on Track

International  
Women's Day

### Superfast Broadband access to Community Sports Clubs

Estimated 10% update of Black Country Sports Clubs taking advantage of the Superfast Broadband offer.

ED

Production of Must Should Could document for those involved in delivery of PE in Schools



PW

### CANDO Attitude!

CANDOs have set up 6 Community Activity Networks (CAN) and have already engaged with over 100 local stakeholders in each of the Sandwell towns:

**4,387** individuals have taken part in Community Activity Network (CAN) activities; attending 38,263 times, exceeding Sport England targets.

CAN activities have attracted **1,245** participants from BAME backgrounds, exceeding Sport England initial target's by 779

Approx. **£74,000** of external funding has been secured for Sandwell through the CAN project team.

To date the CAN Project team have invested over **£170,000** in 70 projects across Sandwell



SCD PW

# 2017 / 2018 Future Plans

2017 / 18...brings in a new way of working for Active Black Country

Our new strategy features 6 headline calls to action



## Our Vision

*"We aim to make it easier for individuals and communities to be physically active. To be safe, secure, healthy and passionate about Sport".*

## Our mission

*"To demonstrate our passionate belief that in our local area, where socio-economic factors have created far reaching inequalities and inactivities, physical activity and Sport have the power to change lives".*



To receive news and information visit:

**[www.activeblackcountry.co.uk](http://www.activeblackcountry.co.uk)**

**e:** [sports@blackcountryconsortium.co.uk](mailto:sports@blackcountryconsortium.co.uk)

**t:** @bcbeactive

**f:** /Active Black Country

If you require further information on anything within this Annual Review or are interested in becoming involved, please email Active Black Country at the above email address.

**Active Black Country**

The Deckhouse, Waterfront West,  
Dudley Road, Brierley Hill DY5 1LW

**t:** +44 (0)8458 15 15 15

**f:** +44 (0)1384 471177

