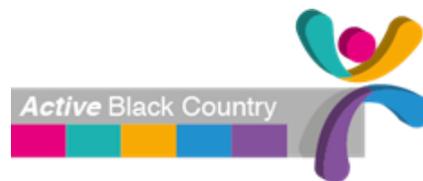


Active Black Country Partnership
Board Meeting
Wednesday 22nd May 2019
(NMC Venue, 47 Birmingham Road, West
Bromwich, B70 6PY)



Present:

Board Members: Deborah Williams (DW) Amanda Tomlinson (AT), Ash Rai (AR), Anam Choudhury (AC), Richard Callicott (RC), Arwyn Jones (AJ), Guy Shears (GS) and Richard Medcalf (RM)

Co-opted Members: Rachel Conlisk (RCL)

Advisors: Ian Carey (IC) Jennie Bimson (JB) and Chris Jones (CJ)

In attendance: Lina Martino (LM), Michael Salmon (MS) Daniel Allen (DA), Sanjay Bensal (SB), Tim Aldred (TA) and Rebecca Hill (RH)

Apologies: John Denley, Paul Griffiths, Sarah Middleton, Cllr Anne Shackleton and Graham MacPherson.

MINUTE NO.	NOTES & ACTION	Who
23/19	Welcome and Apologies	
	<p>Welcome from Chair.</p> <p>Apologies noted.</p>	
24/19	Declarations of Interest and Disclosure and Barring Service Clearance	
	<p>No declarations made.</p> <p>Noted that DBS Clearances are ongoing and some declaration of interest forms are still outstanding. These needed to be clarified after the meeting had taken place.</p>	
25/19	Minutes – 19th March 2019	
	<p>The minutes of the meeting held in 19th March 2019 were submitted and confirmed as a correct record of the meeting.</p> <p>It was to be noted that a Nominations Committee took place on 8th May 2019. It was recommended that the Board appointed Guy Shears as an independent member. Guy was the Executive Principal (CEO) of the Central RSA (The Royal Society of Arts) Academies Trust, a growing multi-academy trust which aimed to deliver exceptional education for young people from Early Years through to 18. Board members this appointment should be moved forward</p> <p>Agreed unanimously that Guy Shears be elected as an independent member to the Active Black Country board.</p>	

Board members were given a presentation by IC, which highlighted the current areas of work that are a priority for Active Black Country over the next 12 months.

The Quest appraisal had informed the existing continuous improvement plan which had been incorporated into the dashboard.

The vision was to design activity into the larger strategic projects. It was vital that the needs of the audience were understood, and to ensure they were tied in to the right projects to suit their needs.

An increase in community capacity building was needed. A Community Asset Fund existed which offered a potential grant of between £10,000 and £150,000. ABC was working alongside Local Authorities partners as to how their knowledge should be effectively applied.

The Association of Black Country Authorities (ABCA) had signed a letter for the Chief Executive of Sport England and the Chief of Estates related to the playing pitch strategy.

The underuse of Faith Centre's and less stereotypical sites for the community to access physical activity was recognised. AC thanked DA for his work to engage these organisations, and the board unanimously felt them to be a valuable resource.

Board Members asked that the dashboards were provided to the next meeting in order for priorities to be effectively linked.

Action - that dashboards be provided to the next meeting in order for priorities to be effectively linked.

A 12-month marketing plan had been developed by JB and Joanne Booker of the BCC. Brand management had been targeted as a priority. A new logo and website refresh are immediate priorities.

A heavy focus was to be given to the use of social media in ABC's promotion. This was a low cost and variable medium. The upcoming 'sports heavy' summer was an excellent vehicle for this, with the opportunity to reach out to sporting ambassadors.

IC felt that ABC's message must be tailored to the audience that was to be addressed at that time, and so a level of flexibility must be retained.

As part of the new marketing plan it was felt a strapline was needed to complement the ABC logo. "Active Black Country – creating a healthy, active region" was proposed.

Board felt this strapline was fit for purpose and agreed that it should be put into use.

It was intended that the new branding be launched from September 2019.

It was confirmed that there was continued capacity for work on branding to be completed.

IC shared that meetings with the Express and Star newspaper had been arranged.

Board Members expressed concern that the priorities did not come through strongly enough in the marketing plan currently, and felt it was important that these priorities were revisited regularly.

IC stated that the new strapline and logo would be shared before the new meeting.

Agreed – Board Members agreed unanimously that the proposed strapline “Active Black Country – creating a healthy, active region” was implemented.

Action – new strapline and logo to be shared before the next meeting on Tuesday 30th July 2019.

28/19 Implementation - Black Country Fund

IC explained that the contract provided by the West Midlands Combined Authority (WMCA) was highly detailed, and had already been examined by two Black Country Consortium (BCC) solicitors. It needed to be signed by a BCC Director, and this would hopefully have taken place within the next seven days.

The Black Country Fund (BCF) had arisen after the comparative under funding to the Black Country had been recognised.

£150,000 had come to ABC via the WMCA and had identified eight priority areas.

There had been ongoing conversations with Directors, Elected Members of the Local Authorities to ensure work undertaken had been adapted to these areas.

It was hoped that this could be used as a robust evidence base to secure further funding into the Black Country.

IC confirmed tenders were advertised via the ‘Complete 4’ website and social media; it was considered useful to invite Sean Russell to the next meeting of the Board.

Board Members felt this subject needed to become a standing item on forthcoming ABC Board Meeting agendas; it was requested that project risks were also outlined.

Action – to see that Sean Russell of the WMCA was invited to the next meeting of ABC.

Action – Black Country Fund to be added to forthcoming agendas as a

standing item.

Action – project related risks to be outlined to Board Members.

**RH
Complete
05/06/19**

29/19 Towards An Active Black Country Strategic Framework

Education Theme:

TA explained that the ongoing apprenticeship work which had been undertaken through the Wolverhampton City Council had been looked at to be upscaled out to the other three Local Authorities. Work at Wolverhampton had also been looked at to move towards phase 2 of the project. A second cohort of apprenticeships were due in September 2019.

Sandwell MBC had moved through the recruitment of school phase, Walsall Council had established a route with stakeholders, whilst Dudley MBC was due to begin the process shortly.

A proposed investment application via the Department of Education's "Disadvantaged Holiday Fund" had failed. Sandwell MBC had implemented a steering group to build on the initial work undertaken to source alternative avenues of investment.

In relation to marketing, work continued on the "Schools Hub". This work had led on to see case studies and investigations into pupil premium spending. This information, once gathered, can be used as guidance for assistance. Input had been received from Public Health, and a consultation with schools related to an Ambassador Programme Network had taken place; this was due to be launched later this year.

Insight:

Progress was ongoing in regard to the Insight Hub. A meeting had taken place between the Head of Insight, Marketing lead and Ice Blue (current web developers) to discuss ABC requirements for the new hub. Copy had been written for the data section of the site and case studies prepared to populate the learnings section. A sub-group of ABC Officers had been meeting to discuss team learnings in relation to the 8 priority wards and a team away day was due to take place on 21st June 2019; this was to be based around the theme of developing these discussions further into examples for the hub.

The site will now be developed as part of a wider refresh of the ABC website and it is planned to be live by late Summer 2019.

Workforce:

SB shared that networking had taken place with Black Country businesses related to the Coach Core programme. The aim of this was to encourage companies to take on a sports/activity related apprentice. So far eight had been confirmed. Board Members were asked to suggest appropriate contacts towards this project if possible. SB confirmed that via the Royal Foundation £5000 was provided to a company to take on an apprentice.

The total cost of this position would cost the business between £4000 and

£9000; this was dependent on wage. The apprentice position was to be held for a minimum of three years, with the first year incentivized. Information on this project was to be circulated to Local Authorities. CJ stated that he would provide SB with contacts.

ABC had developed a myth-busting document related to apprenticeships, and three demand led workshops were to take place.

A pilot programme by the Department for Work and Pensions (DWP) where meaningful volunteering opportunities were created linked well to this project. This programme offered individuals a place on a two-day course aimed at improving their mental resilience; after completion of this course, the young people will then go onto a traineeship for further developments for a five-week period. This programme was something that had the potential to be upscaled and could be a route of investment for the DWP.

This project included young people with poor mental health and addiction issues. Strong links with Dudley Mind had been established. Whilst DWP was the first point of contact, they were able to signpost people to further organisations.

Communities:

A thorough understanding of the needs of people across the Black Country was an extremely important factor, as was the need to tap-in to non-traditional organisations. The engagement with Faith Centres tied into the inclusion and equality forum. 450 Faith Centres across the Black Country had been mapped out and an audit undertaken to establish size, facilities and appetite for engagement. This exercise had revealed an ample array of potential resources. It became apparent that siloed physical activity had taken place in the region, but was often 'off the radar'.

A significant number of unqualified people had been identified that wished to be upskilled which presented a massive opportunity; the desire to engage was considerable.

Regular consultations with the relevant markets was intended, as well as the use of some funds to establish what worked well and what did not. It would be ideal to pull this evidence together and look at a sport/faith forum later this year.

JB asked whether it would be possible for some images to be collated to use in the marketing campaign. This was not seen to be an issue.

RM stated that the City of Wolverhampton intended to launch a programme by September, where Faith Centre input would be valued greatly.

There had been local investment related to the Active Trail. The use of canal towpaths had been looked at and work continued with Local Authorities and cycle clubs.

The Police and Crime Commissioner wished to challenge young people in relation to knife crime. Locally trusted groups needed to be developed to work with young people at risk. A summer holiday programme was to be actioned.

Action – Faith/Sport images to be collated and forwarded to Marketing.

Health and Well-being:

The Black Country and West Birmingham Sustainability Partnership wished to create documents for new staff to highlight the relationship between preventable diseases and activity. An initial document was well received, and a further four were intended. 'MIND' also liked the concept of a document related to mental health.

In relation to Primary Care Networks, the need for social-prescribing was not to be seen to have diminished, nor would it in the foreseeable future. Therefore, ongoing research was needed. Five Link Workers were located in Dudley to work with the top 2% of people who visited their local Doctors Surgery. A similar system was used in Wolverhampton. Referring opportunities were found to be relatively low, particularly related to physical activity. A meeting with Sandwell MBC and Walsall Council was to be held shortly.

AJ stated that this area had the potential to diversify income through social investment and social prescribing projects. This was a fertile ground where ABC had the ability to work with others to ensure gaps in the market were filled. It was felt by Board Members, that a more detailed discussion was required, and that "Health, Wellbeing and Insight" needed to come back on the agenda.

Action - "Health, Wellbeing and Insight" to be added to the next agenda to facilitate further discussion.

30/19 Commonwealth Games 2022

CJ updated the Board in relation to the Aquatics Centre. The project went to Full Council on 9th April 2019, and was approved.

£5 million LEP funding had been secured, with an additional £2 million from Sports England.

Work had continued on the development of the building design. Enabling works were scheduled to begin on 17th June 2019.

Engagement had taken with local communities, and highways remodeling had focused on active travel thus far. Close partnership working had taken place with the Canal Trust, and thought given to the Wolverhampton to Brindley Place line, and how that could be utilized.

The Legacy Board had been set up by the Organising Community, and further sub-groups were in development. Sandwell had looked at Legacy from a Sandwell/Black Country based perspective.

There was strong engagement with Swim England, particularly related to the diving provision. They had appointed a Diving Development Officer for the West Midlands, which was funded until December 2020. A meeting was due to take place shortly.

Sandwell proposed legacy framework covered the following areas:

- Sport;
- Physical Activity;
- Generations;
- Jobs/Skills;
- Community Cohesion.

It was vital that the development of the Aquatics Centre involved the public, and seen as a positive addition to the area. The Commonwealth Games as a whole needed to be used as an opportunity to inspire people to become active.

Work had taken place with Sandwell's three main swimming clubs, and it was hoped this would merge into one larger club.

31/19 Board Development

It was confirmed that a Nominations Committee would be set up to lead the recruitment process for the ABC Chair, this was to be discussed at a later date. Board Members would have the opportunity to nominate themselves for this position.

32/19 Finance and Dashboard Reporting

The full year finances were circulated to the Board. A slight underspend was shown but this was due to recruitment of staff, and was not a concern.

22/19 Next Meeting and 2019 Board Dates

Date	Venue	Time	Full Address
Tuesday 30 th July	Walsall College	10.00-12.00	The Hub, Littleton Street West, Walsall, WS2 8ES Phone: 01922 657090
Tuesday 24 th September	Beacon Centre	15.00-17.00	Wolverhampton Road East, Wolverhampton WV4 6AZ Phone: 01902 880111
Wednesday 27 th November	Dudley College	11.00-13.00	The Broadway, Dudley DY1 4AS Phone: 01384 363000

Meeting ended 16.35