

# Black Country Place Based Pilot

## Invitation to Tender for the delivery of a Resident and Stakeholder Engagement Exercise

### Introduction

The Active Black Country partnership is the Active Partnership (AP) for the Black Country, operating as the strategic lead for Sport and Physical Activity across the region. We are a core team who are passionate advocates of the health, social and economic benefits of sport, physical activity and play for our residents. The partnership is hosted by the Black Country Consortium (BCC Ltd) as its accountable body and employer. In turn, BCC Ltd is also the host organisation for the Black Country Local Enterprise Partnership who is a non-constituent member of the West Midlands Combined Authority (WMCA).

The Black Country is a region in the heart of England that is home to 1.2 million people over 356km<sup>2</sup> across the four local authority areas of Dudley, Sandwell, Walsall and Wolverhampton (who are 4 of the 7 constituent members of the WMCA). It is an area proud of its industrial past and technological future and embraces its demographic diversity as a key component of the area's character and strength. It's also a place that's aware of its considerable challenges.

The lives of Black Country residents are determined by a unique set of characteristics, including high levels of deprivation, low skill levels and high unemployment. The correlation between deprivation, unemployment, physical activity levels and higher health inequalities is well defined, with over half of residents living in the top twenty percent of areas of deprivation the health of people across the Black Country is largely negatively driven by socio-economic status.

The diverse population has more women living here than men, and 23% of the population from Black and Minority Ethnic (BAME) origins, compared to the national average of 15%. It has a wide selection of faith groups across the region but with a marked difference in representation across the four boroughs' varied communities.

Sport England research has established a clear correlation between a person's socio-economic status and their activity levels. Active Lives Survey data demonstrates that 33.1% of Black Country adults are classified as *Inactive*, meaning they do less than 30 weekly minutes of moderate intensity activity. The national average is 25.1% and it would require an additional 73,476 residents being active for the Black Country to be on a par with the rest of the country. Previous learnings indicate that inactive people in the Black Country don't consider themselves to be 'hard to reach' – they consider themselves to be let down by the opportunities available to them and it is increasingly evident that the existing system surrounding the lives of Black Country residents is failing to embed physical activity into the fabric of their everyday routines.

Active Black Country recognises the scale and complexity of the challenge across the Black Country and acknowledges there are complicated and acute reasons as to why many people aren't participating in sport or being more physically active, either deliberately or incidentally. It is therefore imperative to develop evidence-based solutions to address activity levels in the area. The Black Country Fund provides a timely opportunity to develop learnings and understanding in this area.

## **Context for Black Country Pilot Tenders**

Creating transformational change in activity levels is more likely to happen if we can work across sectors in a co-ordinated way to maximise impact with a common purpose. The recognition of building in approaches to encourage active lifestyles into major infrastructure and transport developments is a significant step on this journey.

Developing the relationships and understanding between sport and leisure services and commissioners of health, social care and children's services (amongst others) will enable us to generate better outcomes for local people and communities.

Previous learnings from a number of pieces of insight demonstrates that people from lower socio-economic communities are faced with a number of barriers to being active, over and above issues related to disposable income, including low motivation, lack of confidence and poor understanding of the pathways to being active.

Black Country Consortium Ltd have been successful in securing an additional £150,000 from Sport England, via West Midlands Combined Authority, to work in partnership with the 4 Black Country Authorities and WMCA to pilot a community asset-based approach to test alternative approaches to tackling physical inactivity and develop a framework for place-based change that responds to the needs of local Black Country communities.

The investment will be trialled in 8 priority Black Country wards aligned to the existing growth corridors with the learnings informing future planning and policy.

The funding will be used to develop better understanding of residents' needs, provide additional capacity to implement a community prescribing campaign and expertise to support and develop a framework for place-based change.

**Active Black Country along with Black Country Local Authorities and WCMA are seeking an organisation (s) to work with them on this exciting pilot;**

**Three separate tenders will be commissioned as part of the Black Country Place Based Pilot;**

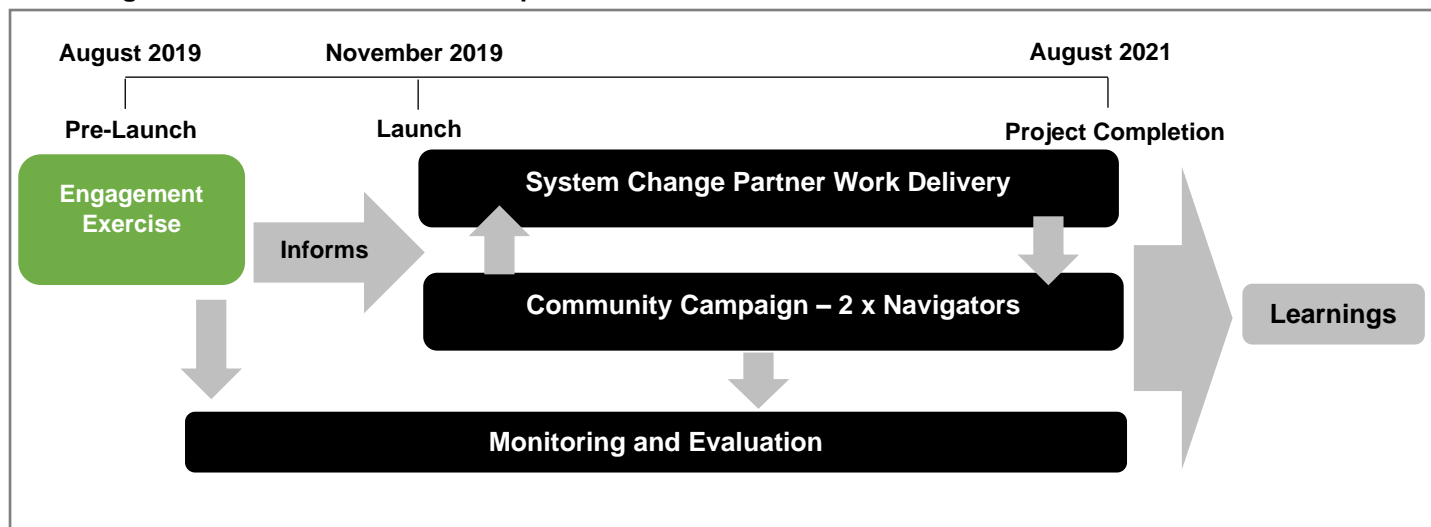
- 1. Resident & Stakeholder Engagement**
- 2. System Change Partner**
- 3. Monitoring & Evaluation**

## Brief Purpose

This brief is to invite tenders to carry out an Engagement Exercise across the 8 priority areas that will provide evidence to inform the subsequent delivery of the project.

Three briefs have been prepared in relation to this project. Figure 1 summarises the relationship of work schedules.

Figure 1: Overview of Relationship of Work Schedules



The initial community engagement exercise across priority ward areas will inform all other elements of the pilot. The community navigators' approaches will support local approaches in the priority ward area and will feature a community based social prescribing campaign that will take into account the distinct needs of each locality and compliment work already underway. The appointed System Change Consultant will work with all stakeholders to build capacity and infrastructure developing a sense of shared purpose to make the best use of community assets and lead to better outcomes in a place. A separate monitoring and evaluation contract will evaluate the overall approach of the pilot.

It is envisaged that the *Engagement Exercise* will be multi-faceted as detailed in Figure 2.

Figure 2: Indicative Methodology of Engagement Exercise

Method	Detail
<b>Survey</b>	<ul style="list-style-type: none"> <li>Work with ABC to co-design and produce a web-based survey to be distributed to residents and community groups in the 8 priority areas.</li> <li>Survey will capture the baseline effectiveness of the existing system and further learnings about both deliberate and incidental activity levels in each ward, along with motivations and barriers to additional activity.</li> </ul>
<b>Interviews</b>	<ul style="list-style-type: none"> <li>Interviews with Local Authority representatives (maximum of 4) and key delivery stakeholders in each priority area (maximum of 2 delivery stakeholders per ward).</li> <li>Interviews will look to map out the existing delivery offer in each ward and gather an understanding of approaches that work and approaches that are proven to not work in terms of engaging with residents from lower socio-economic communities.</li> </ul>
<b>Engagement Event</b>	<ul style="list-style-type: none"> <li>Work with ABC to co-design one Black Country-wide community forum that explores, in depth, the context behind some of the emerging findings from the web-based survey and interviews.</li> <li>Whilst the event will be used to communicate findings from the Engagement, it will also accommodate targeted focus groups that have the aim of developing preliminary recommendations for the benefit of the system change partner and social movement campaign.</li> </ul>

## Systems Based Approach

There is a notable gap in the research that has been undertaken into whether or not the *system* that surrounds and influences the lives of people in the Black Country is effective in enabling physical activity to be part of the fabric of everyday lives – whilst we often consider activity to be a deliberate act, much of what makes us active is more incidental. For the purposes of this brief, the *system* is defined in Figure 3 as a series of touchpoints on activity levels. The engagement work will be expected to develop the learnings around the levels of influence that each system touchpoint has on the deliberate and incidental activity levels of Black Country residents.

**Figure 3: The Black Country Physical Activity System Touchpoints**

Touchpoint	Examples of Influencers	Research Points to Consider
Home	Gardening Housework Active Play YouTube Exercise Channels	Do people have the knowledge, confidence and physical literacy to be active at home?  Do people know what counts as exercise?
Education	Levels of PE Daily Mile / Active Kids After-School Activity Nurseries	Do young people have access to a consistent activity offer or is their level of activity influenced by school capacity, funding or academic focus?
Policy	Physical Activity Strategy Built Facilities Strategy Playing Pitch Strategy Health and Wellbeing Transport Strategy Regeneration Strategy	Are Local Authority (and wider) strategies effectively designed to enable the increase of physical activity?  e.g. Are the principles of Active Travel and Active Design engrained in transport and regen policies?
Community	Parks / Outdoor Gyms Libraries Sport / Faith / Community Groups Leisure Centres	Does access to parks and open spaces influence activity levels?  In what community setting are residents most comfortable being active?
Health and Social Care	Hospitals GP Surgeries / Health Centres Care Homes Social Workers Pre and Ante Natal Care	Are health workers, from across the health spectrum, actively promoting the benefits of activity as a preventative alternative to clinical approaches?
Travel	Walking / Cycling Routes Canals Parking Availability Active Travel Plans Signposting	Why are Black Country residents less likely to travel by foot / bike over short distances?  Does the fear of crime influence levels of active travel?
Workplace	Occupational Health HR Departments Health and Wellbeing leads	Are our places of work designed to encourage inactivity?  Do the workforce have the requisite knowledge regarding the need to be active during the working day?

## Stakeholders

- West Midlands Combined Authority
- Dudley MBC
- Sandwell MBC
- Walsall MBC
- City of Wolverhampton Council
- Black Country Consortium Ltd
- Black Country Local Enterprise Partnership (LEP)
- Active Black Country
- Black Country Together

## Outputs of Brief

The brief has 3 main elements leading to a final output, as demonstrated in Figure 4.

**Figure 4: Elements of Engagement Exercise**



Following an overarching analysis of the engagement delivery, it is expected that the successful tender will incorporate a written report, inclusive of ward-specific recommendations to inform the work of the system change partner and social movement campaign navigators.

## Outcomes of Brief

It is envisaged that this work will contribute to two wider outcomes;

1. An understanding of the baseline position relating to the existing system and the impact it has on physical activity levels in the Black Country.
2. An understanding of the motivations and barriers of increased physical activity amongst residents living in the 8 priority wards for this project.

## Requirements and Assumptions

The successful tender for this piece of work will be able to demonstrate;

- An understanding of the work that needs to be carried out via a detailed and costed methodology and two references from similar contracts
- Previous experience of carrying out multi-faceted engagement exercises
- An understanding of a systems-based approach to increasing activity levels
- The capacity to deliver, via profiles of the project team including qualifications and the roles they will play

## Constraints

1. All Documentation produced will be the property of Active Black Country Partnership.
2. The organisation needs to ensure it complies with Black Country Consortium Ltd policies and practices.
3. The appointed consultant (s) will report on progress in achieving the work programme, emerging priorities and issues at pre agreed milestones to Black Country Boards and WMCA steering group.

## Cost

It is envisaged that tenders for this piece of work will not be above £15,000 including VAT.

## Timescales

It is expected that this piece of work will commence in November 2019 and be completed in January 2020.

## Contact

The main contact for this tender will be;

**Ian Carey** – Active Black Country Director

[ian\\_carey@blackcountryconsortium.co.uk](mailto:ian_carey@blackcountryconsortium.co.uk)

01384 471137

## Tender Submission

In order to apply you should submit an outline:

1. An outline of your proposed approach and methodology to fulfil the scope of the tender.
2. A supporting statement detailing your organisations relevant experience and suitability to undertake the work.
3. A breakdown of the key people who will be involved in completion of the work, their background and summary of recent career history.
4. A breakdown of the proposed budget, including respective day rates.

Please note that applications can only be considered if all the documentation is complete. Please send your application, preferably in MS Word format by email to:

[ian\\_carey@blackcountryconsortium.co.uk](mailto:ian_carey@blackcountryconsortium.co.uk)

Submissions must be received by 5pm 18<sup>th</sup> October 2019