

Community Engagement Brief for Consultancy Support

Small Sided Football Projects in Wolverhampton & Dudley Local Football Facility Plans (LFFPs)

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. ABC is hosted by the Black Country Consortium (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 in the Black Country.

The geographical region called the 'Black Country' covers 365 square kilometers and is made up of 30 towns and four strategic centres. Sitting at the heart of England, it forms the west part of the West Midlands Metropolitan Area, comprising the three separate Metropolitan Borough Councils of Walsall, Dudley, Sandwell and the City of Wolverhampton Council.

Today the Black Country is home to 1.18 million people, accounting for one fifth of the West Midlands region's population, and, after years of decline, is now growing and estimated to reach 1.2m by 2020. The diverse population has more women living here than men, and 26% of the population from Black and Minority Ethnic (BME) origins, compared to the national average of 9%. It has a wide selection of faith groups across the region but a marked difference in representations in communities across the four boroughs.

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.

There is a significant challenge to the health of the Black Country with over 32.5% of all residents classed as physically inactive, with that totalling over 305,000 people.

Active Black Country recognises the scale and complexity of the challenge across the Black Country and acknowledges there are complicated and acute reasons as why many people aren't participating in sport or being more physically active. No single organisation holds the answer so we seek to tackle the issues through building a movement of people who share our ambition, agendas and passion to drive change.

A significant feature of our approach is to better understand our priority underrepresented audiences as part of our Communities Theme. We are working on an exciting pilot in partnership with Sport England, The Football Foundation and our Local Authority Partners and are seeking an organisation or individual to work with us.

Context for Local Football Facilities Plans/Small Sided Football Projects & Community Engagement

National funding partners comprising of the Football Association, Premier League and Sport England have committed to making major investment into local football facilities via the Football Foundation over the next 10 years.

To inform and direct this investment Local Football Facility Plans (LFFP) for each Local Authority in England are being written and due for completion by Spring 2020.

The LFFP's identify priority projects to deliver and act as an investment portfolio for schemes that require funding across four facility types (3G Football Turf Pitches, Improved Grass Pitches, Changing Room Pavilions / Clubhouses & Small Sided Facilities).

Small sided facilities can meet a range of needs from informal / recreational football through to use from teams and leagues in a more formal setting.

The inclusion of small sided football projects identified within the LFFP, particularly those situated in lower socio-economic communities does require further understanding of the barriers/challenges /motivations for their audiences to engage.

A community engagement toolkit (text version attached) has been designed by Sport England and the Football Foundation to help a range of organisations and individuals to design football facilities and activities that successfully meet the needs of their community.

The toolkit covers a range of engagement approaches which seek to ensure that the design, development and delivery of projects are carried out with the communities needs in mind at every stage.

Consultancy Proposal

Sport England have awarded funding to Black Country Consortium to work with a community engagement specialists to work alongside four of the Small Sided Facility priority projects identified across the Wolverhampton and Dudley Local Football Facilities Plans, with the aim of -

Developing an action plan for each small sided project based on the needs of their audiences, and also a clear line of sight to potential facility investment.

The four Small Sided facility projects across the Wolverhampton and Dudley Local Football Facilities Plans that are included within this proposal are:

1. Aladdin's Education Centre: Wolverhampton (MUGA)
2. Bob Jones Community Centre: Wolverhampton (Indoor Sports Hall)
3. Ashmore Park Community Hub: Wolverhampton (Indoor Sports Hall)
4. Halesowen Yemeni Community Centre: Dudley (MUGA)

Wolverhampton Local Football Facilities Plan - <https://localplans.footballfoundation.org.uk/local-authorities-index/wolverhampton/Wolverhampton-local-football-facility-plan/>

Dudley Local Football Facilities Plan – <https://localplans.footballfoundation.org.uk/local-authorities-index/dudley/dudley-local-football-facility-plan/>

Work to date by Active Black Country, Sport England and the Football Foundation has included engagement with Local Authorities, Professional Club Community Organisations, Birmingham County Football Association and Community partners detailed above through a series of group and individual meetings.

This engagement has identified a need to refresh community engagement on all the Small Sided Projects and also made it clear that enhancement/improvement of these facilities can lead to wider social outcomes across multiple activities.

Black Country Consortium are seeking to contract community engagement specialists to work alongside the aforementioned small sided priority projects performing the follow duties:

1. Undertake consultation with the small sided priority projects to ascertain their broader development needs and also consult with the audiences they have reach into through a series of facilitation methods.
 2. Utilise the Community Engagement Toolkit to test its effectiveness and the hypothesis of football for lower socioeconomic groups.
 3. Undertake engagement with small sided facility priority projects, key stakeholders and other agencies to identify shared ambitions and ensure a joint up approach throughout.
 4. Gather and develop insight across each small sided project to inform future plans.
 5. Develop a robust set of proposals for each small sided priority project and the facility mix required that can be used to leverage capital investment.
 6. Work alongside Black Country Consortium's appointed monitoring and evaluation consultants to test the effectiveness of the approach and the use of the community toolkit.
- The project framework and learnings will be used to inform future Small Sided Facility project development across other geographical locations nationally.

Reporting

- Reporting to the Active Black Country Communities Lead and the Core Partners steering group.

Timescales

- The work will be undertaken between March 2020 – March 2021

Fee

- Please can those tendering submit two quotes:
 1. To work with two of the four Small sided projects
 2. To work with all four of the Small sided projects

Fee's should total no more than £22,000 Inclusive of VAT.

Please send your tender return to Dan Allen at daniel_allen@blackcountryconsortium.co.uk

The deadline for tender submissions is 12pm, Friday 13th March 2020

For further information please contact Daniel Allen

