

TOWARDS AN ACTIVE BLACK COUNTRY
STRATEGIC FRAMEWORK

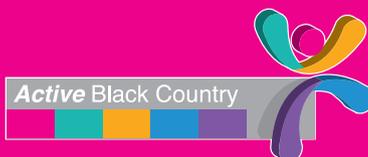
Executive Summary

2017-2033

A CALL TO
ACTION TO WORK
TOGETHER TO GET

People Active

Active Black Country





Foreword

Deborah Williams
Chair Active Black Country

The Black Country has a proud record of achievement in sport and physical activity, producing UK and World leading athletes such as Olympic gymnast Kristian Thomas and Paralympic tennis champion Jordanne Whiley MBE, as well as local community project award winners Rise Up Yoga and the One Albion Disability project. We recognise that sport and physical activity are part of many Black Country residents' DNA, with physical activity being a part of their everyday lives. We understand that there is much to do to improve the conditions and opportunities to help those who are inactive to do more.

However, our hardest challenge remains in how we encourage everyone in the Black Country to be active every day, especially those who are currently inactive as well as addressing the inequalities that exist in those people. According to Sport England's Active People and Active Lives' surveys the Black Country continues to have one of the lowest levels of physical activity in England, with 54,496 additional adults needing to get active, just to get to the England average. Although England average is an important milestone, it won't lead to the positive level of change that we need. This is why we intend to take a long term view of what is required.

This focus on addressing levels of inactivity and inequalities is also consistent with Government, Sport England, West Midlands Combined Authority and Local Authority Strategies. This Strategic Framework sets out both our direction and the added value to partners that a Black Country wide approach can have in getting more people active. My Board understand that we need to cement the value of Black Country working by leading a whole system change approach to enable us to achieve our ambitions.

This Whole System approach is at the heart of our Strategic Framework, determining the changes needed in people, place and business to get people active. We realise the positive impact on physical activity as a result of the transformational changes championed by the Black Country Local Enterprise Partnership in the delivery of the Strategic Economic Plan. These include upskilling the workforce, housing growth, Super fibre optic broadband roll out and transport priorities. It is these inter-dependencies which have the potential to address the stubborn inequalities that exist in levels of physical activity. The Black Country LEP is one of our main partners moving forward.

It is also about a Call to Action to partner organisations to work with us to prioritise addressing inactivity and inequalities, work with communities to understand the barriers and motivations and to align and source new resources.

We can achieve our ambitions by working better together as a Black County. I call on you to join us to achieve our ambitions.

A handwritten signature in black ink that reads "Deborah Williams". The signature is fluid and cursive.

Active Black Country is one of the network of 44 County Sports Partnerships. The Active Black Country Board advises the Black Country Consortium Limited, a not for profit company limited by guarantee of the strategic priorities, partnerships and actions needed to get more people taking part in sport and physical activity.

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

The following members left the Board in 2016/17:

Dave Bassett
Independent

Simon Kirkland
Sport Structures

Introduction

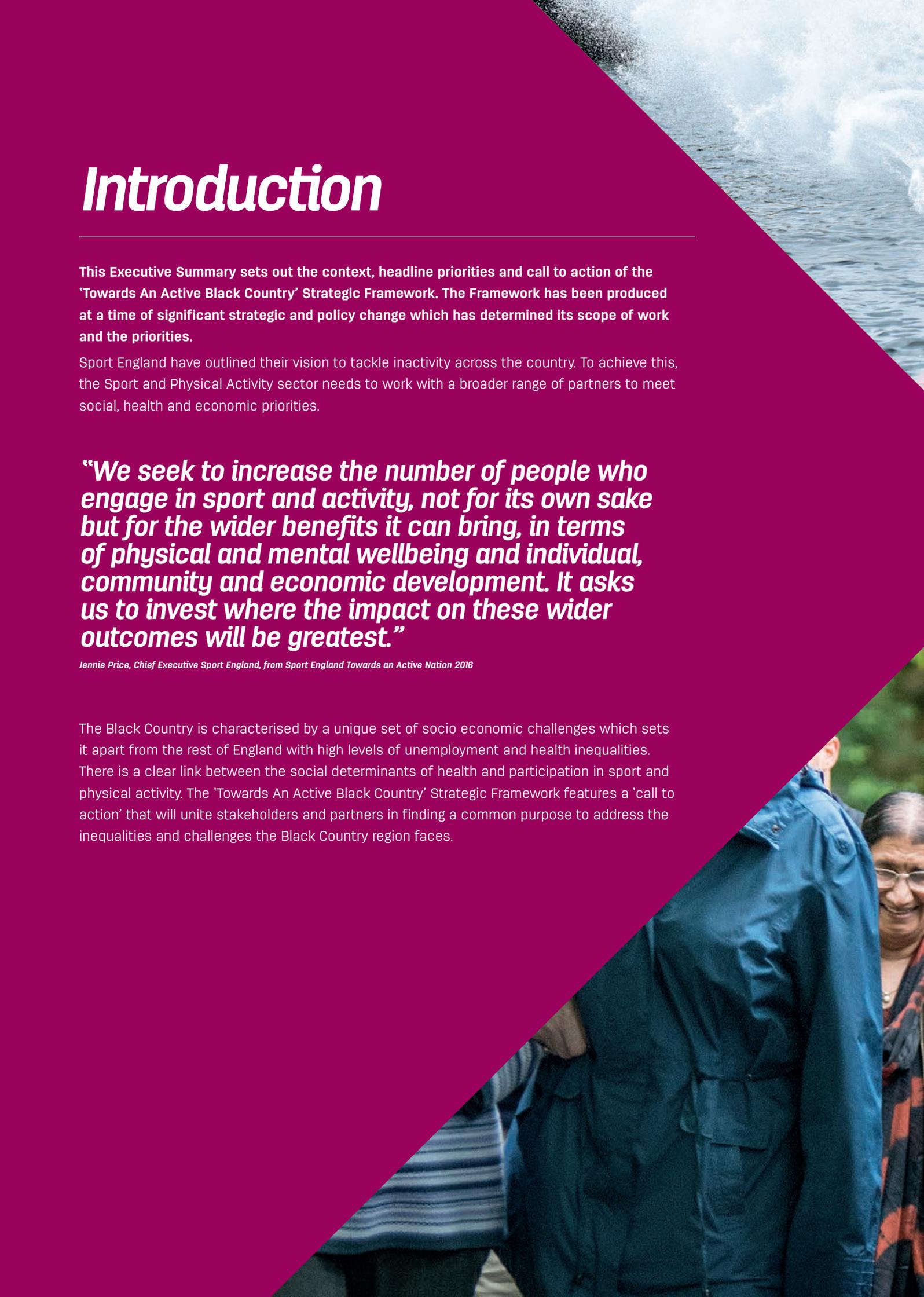
This Executive Summary sets out the context, headline priorities and call to action of the 'Towards An Active Black Country' Strategic Framework. The Framework has been produced at a time of significant strategic and policy change which has determined its scope of work and the priorities.

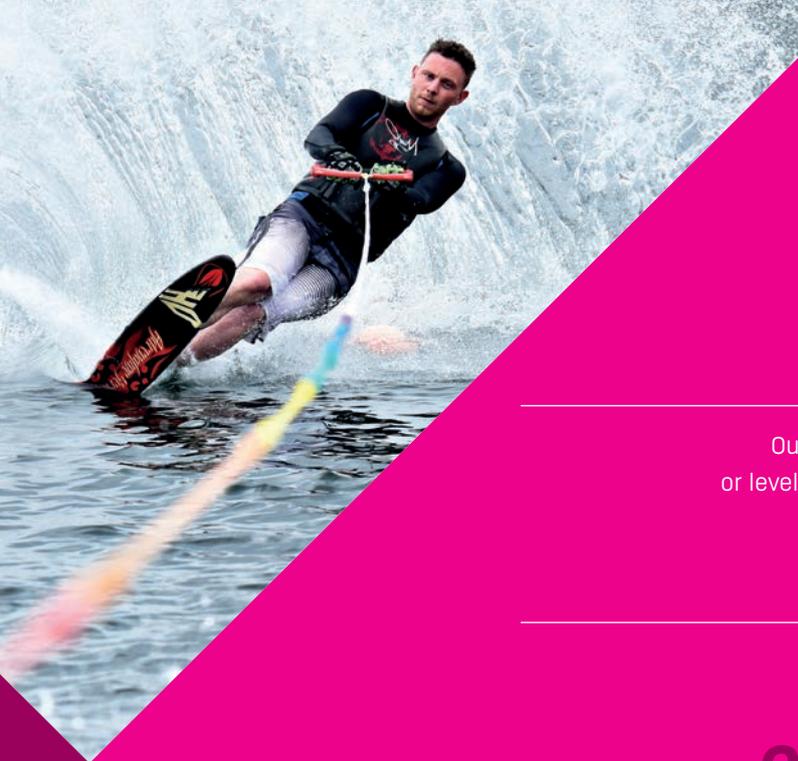
Sport England have outlined their vision to tackle inactivity across the country. To achieve this, the Sport and Physical Activity sector needs to work with a broader range of partners to meet social, health and economic priorities.

“We seek to increase the number of people who engage in sport and activity, not for its own sake but for the wider benefits it can bring, in terms of physical and mental wellbeing and individual, community and economic development. It asks us to invest where the impact on these wider outcomes will be greatest.”

Jennie Price, Chief Executive Sport England, from Sport England Towards an Active Nation 2016

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 health and participation in sport and physical activity. The 'Towards An Active Black Country' Strategic Framework features a 'call to action' that will unite stakeholders and partners in finding a common purpose to address the inequalities and challenges the Black Country region faces.





Vision

Sport England Vision

Our vision is that everyone, regardless of their age, background or level of ability, feels able to engage in sport and physical activity.

Active Black Country Vision

“We aim to make it easier for individuals and communities to be physically active. To be safe, secure, healthy and passionate about sport.”

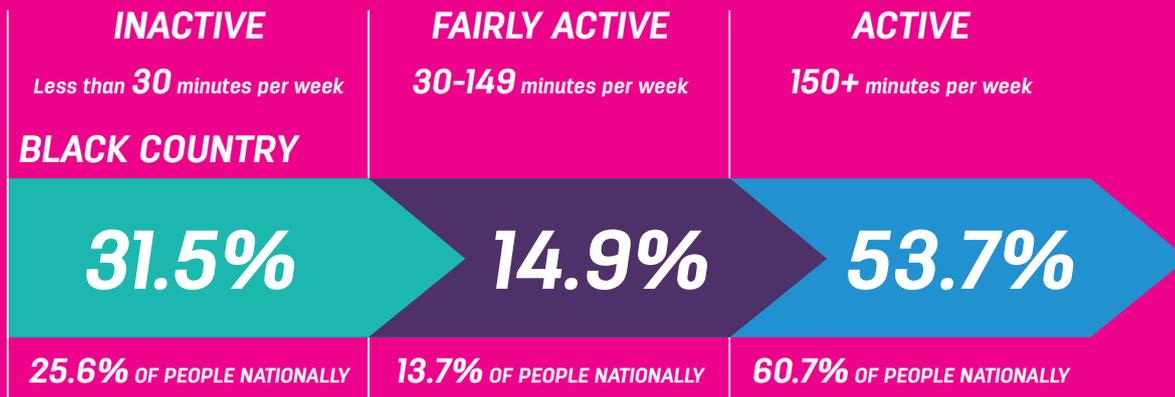
Both Government and Sport England Strategies outline the importance of focusing on under-represented groups. The economic impact of sport, how it can develop skills and competencies required by employers and the sector to get more people taking part whilst moving an individual closer to the job market, has a key role to play in engaging customers in areas of high deprivation and lower socio-economic groups.



Strategic Context

The Black Country Place

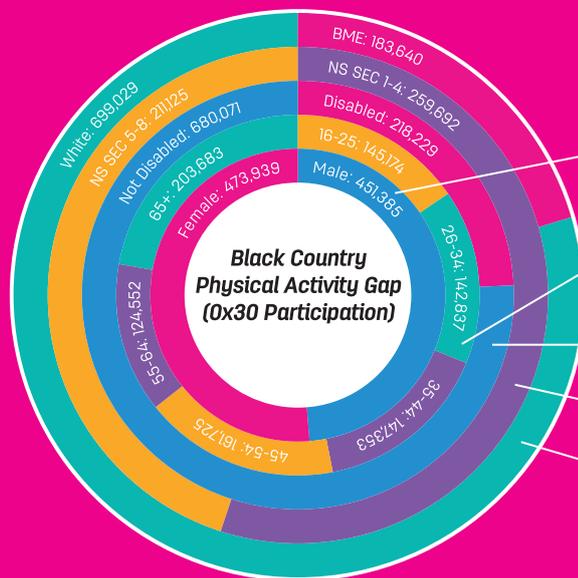
According to Sport England's Active Lives Survey¹, the Black Country continues to have one of the highest levels of inactivity in England, this impacts on health, wellbeing and social and economic development. If we are to reduce inactivity we need a whole system approach to encourage people to get active.



Activity includes walking, cycling, dance, fitness and sport activities. Gardening is excluded.
Sport England, Active Lives Survey 2017

¹ Sport England Active Lives Survey Analysis of no. of adults (16+) taking part in physical activity compared to England average (2017)

The Black Country is a very diverse region and the correlation between qualification levels, deprivation, participation in sport and physical activity and levels of health inequalities is well defined. A person's socio-economic status can be a barrier to participation in sport and physical activity and unemployment in particular is an indicator of social exclusion which can further promote social exclusion and contribute to poor physical and mental health.



% Not Participating in Sport or Physical Activity

- Male: 54.3%
- Female: 68.3%
- 16-25: 42.5%
- 26-34: 47.0%
- 35-44: 52.9%
- 45-54: 62.9%
- 65+: 80.2%
- Disabled: 84.2%
- Not Disabled: 56.0%
- NS SEC 1-4: 55.5%
- NS SEC 5-8: 70.3%
- White British: 63.5%
- BME: 54.7%

Sport England,
Active People Survey 10,
December 2016

Number of people in the Black Country by gender, age, disability, social status and ethnicity (ONS, 2016)

Insight Led

Our insight and data led approach will be critical to every element of our Strategic Framework to understand where people across the region live, work, play and learn, to give us deeper understanding of the Black Country, identifying ways to address the “stubborn inequalities” (Sport England, Place Pilot Presentation 2016) that exist in levels of physical inactivity.



Insight in Action: Focus on Workforce

The Sector Skills Plan for Sport and Physical Activity has provided leading insight into the skills required across the workforce to engage local communities to be physically active and also evidenced the economic benefit and role sport & physical activity can play in developing transferable skills that increase social and economic mobility.

The maps below illustrate the ward area breakdown across the Black Country against a range of demographic indicators. The comparison areas on the maps illustrate the impact that deprivation and qualification levels can have on participation and health inequalities across 2 comparison areas with the ward percentage breakdown for each indicator detailed underneath.

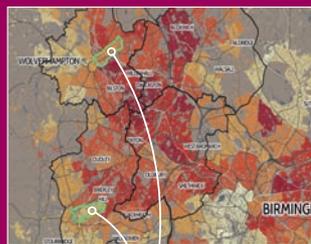
Deprivation



Amblecote	30.01	Change: 4.24%
Heath Town	34.25	

Areas of the Black Country are amongst the most deprived parts of the country. If we aim to increase participation in sport and physical activity in specific areas we need to develop workforce reflective of those communities.

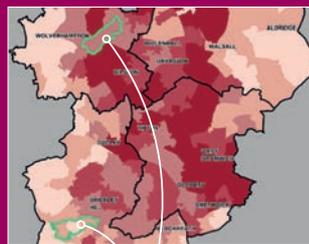
No Qualifications



Amblecote	21.48	Change: 8.64%
Heath Town	30.12	

The Black Country has a high percentage of working age population with no qualifications. Investing in the sport and physical activity workforce to develop right skills will directly affect participation, and support an increase in qualification levels of the Black Country.

Participation in Sport & Physical Activity



Amblecote	19.5	Change: -4.4%
Heath Town	15.1	

Participation in sport and physical activity is adversely affected by disposable income. Through increasing qualifications levels and developing transferable skills through experience in sport and physical activity we can also support employment outcomes.

Long Term Health Problems



Amblecote	7	Change: 1.92%
Heath Town	8.92	

Developing a workforce that can increase participation levels and meet health and regeneration outcomes is vital.

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.

“We are delighted that the Active Black Country Board has set out how it intends to contribute to the Sport England vision and realise the benefits associated with an active community for residents of the Black Country area with a particular focus on tackling stubborn inequalities.”

Mike Diaper – Director Children, Young People and Activity, Sport England



National to Local

Towards an Active Black Country has been produced at a significant time for the Sport and Physical Activity sector. National level policy changes are providing an ideal platform to drive change. The new approach is seeking a major shift as to how physical activity is viewed and positioned. It aims to move health and physical activity more to the forefront of planning and policy, addressing the inequalities and challenges the region faces.

Government Strategies

A new Government strategy for delivering an Active Nation: Sporting Future (2015) has ushered in a new way of working and prioritises five outcomes which intend to improve physical and mental wellbeing, develop the individual and the economy whilst also placing social and community development at the forefront. Delivery of the outcomes will be driven through three broad output areas; engagement in sport and physical activity, sporting success, and a strong and resilient sport sector.

Sport England – Towards an Active Nation

Sport England's Strategy 'Towards An Active Nation' sets out how the Government's Strategy will be delivered focusing on tackling inactivity. It adopts a more 'business to consumer' approach and a focus on customer needs underpinned by a greater understanding of behavioural science. This means that the sector needs to adapt to new trends and requirements in order to get more people taking part, sustain participation, and develop talent.



Not on my radar	Pre-contemplation
Thinking about it	Contemplation
Plan to do something soon	Preparation
Getting started	Action
Sticking with it	Maintenance

People can move back & forth through these stages

The transtheoretical model of behaviour change:
Sport England Active Nation 2016

West Midlands Combined Authority

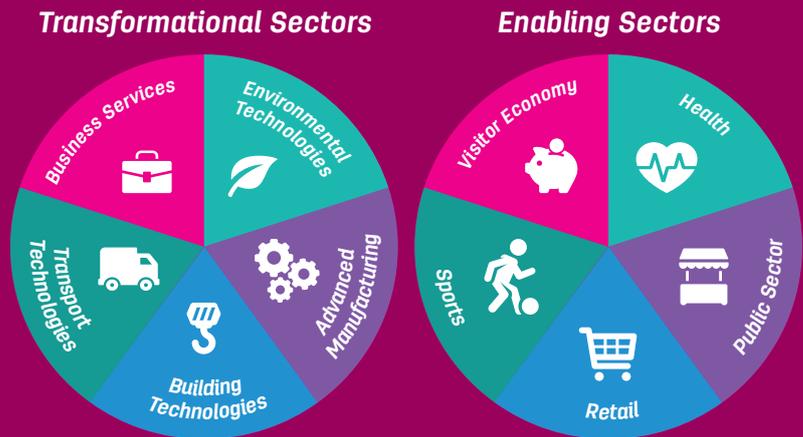
The Black Country Local Authorities and the Black Country Local Enterprise Partnership are key stakeholders in the West Midland Combined Authority (WMCA). Towards an Active Black Country is closely aligned alongside the West Midlands strategic economic plan. The emerging Physical Activity strategy for the West Midlands Combined Authority 'West Midlands On The Move' seeks to improve people's life chances, health, employability and access to work.

"That people living in the West Midlands are healthier, more resilient, happier and more able to make the most of new opportunities to work and live in the West Midlands."

West Midlands Combined Authority 'West Midlands On The Move' 2017

Black Country Local Enterprise Partnership

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. These conditions are centred on 3 themes: Business Competitiveness, Place and People. The 'People' theme aims to raise levels of employability, education and skills. The LEP considers the sport and physical activity sector as one of its integral priority sectors to deliver economic growth.



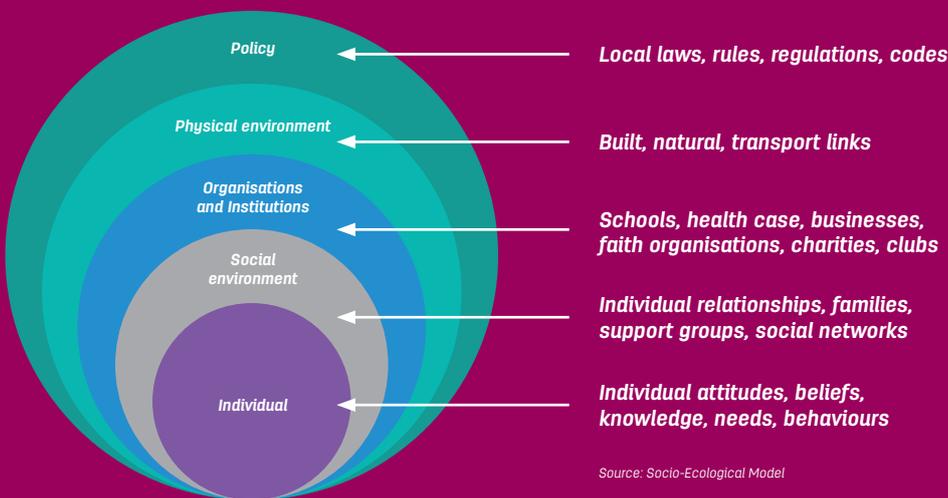
The 10 priority transformational & enabling sectors to drive economic growth across the Black Country

From Strategic Alignment to Call to Action

There are opportunities afforded through the emerging national strategies, West Midlands Devolution agenda and Black Country LEP to influence the physical activity and sport agenda at a more strategic level to realign the 'whole system' through a new model of working. The Black Country and its range of stakeholders and partners sit central to this solution, only by working in partnership will we achieve the impact required to meet strategic priorities.

This presents the Black Country with a unique opportunity to pioneer a new way of working – demonstrating innovation alongside a measurable and collaborative action plan to drive this agenda at a local level.

Population level change requires 'whole system' approaches



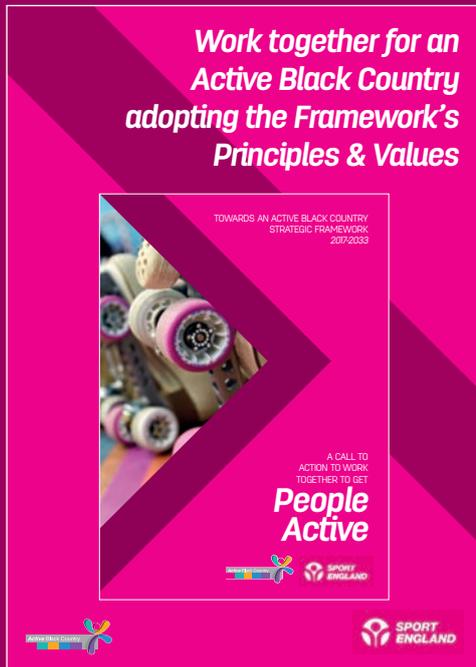
Source: Socio-Ecological Model

"In difficult financial times the call to align resources and investment around shared outcomes is fundamental. 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. The recognition of building in approaches to encourage active lifestyles into major infrastructure and transport developments is a great step on this journey as is the commitment to work with business in a variety of ways to create an active workforce."

Mike Diaper – Director 'Children, Young People and Activity, Sport England



Call to Action



Our Principles

- **Life-course approach**, recognising the long term impact of health and social experiences
- **Asset-based approach**, mobilising and utilising the skills and knowledge of individuals and the connections and resources within communities and organisations
- **Economic viability**, ensuring our approaches are affordable over the long term within the local context
- **A sustainable approach**, providing solutions which work over the long term
- **A collaborative approach**, working in partnership with individuals and communities
- Recognition of the role which sport and activity have in **educational attainment**
- **A focus on wellbeing**, incorporating any activity positively contributing to health & wellbeing
- **Inclusive** across all abilities

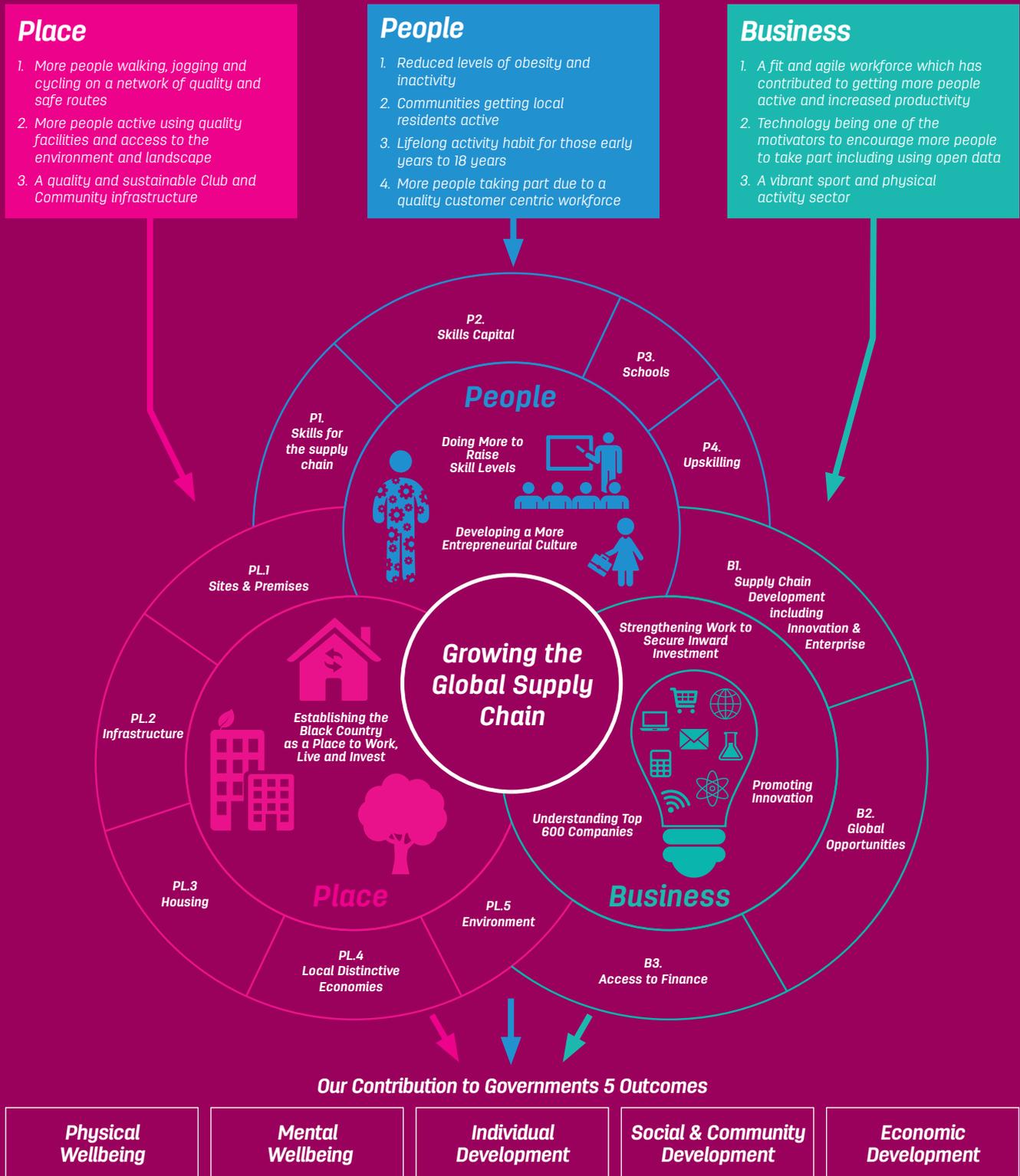
Our Values

- Ensuring **individuals** and **communities are the focus** of our work
- **Respecting and promoting** the **diversity** of individuals, communities and businesses across the Black Country
- **Working in partnership**
- **Working in an inclusive way** so that any individual, community or organisation can contribute to our goal of getting everyone active and enjoying activity as part of their daily lives
- Ensuring a **happy, healthy working environment** for staff, Board members and people working in partnership with us
- Behaving with **integrity**
- **Creating** commitment to continually create, learn and improve

Strategic Framework Priorities

The Towards an Active Black Country Strategic Framework recognises the far reaching approach needed to get people active, understanding peoples motivations and challenges, improving the place to get people moving and the role businesses can play in getting a more active workforce. Our priorities reflect the need to change behaviours, co-ordinate the offer, influence policy and secure investment. We recognise the importance of the principles of equality of opportunity and ensuring that a safe and secure environment applies to everything we do.

The below diagram outlines the strategic frameworks headline priorities and themes and their alignment to the Black Country Strategic Economic Plan.



For more details on the work of Active Black Country,
or to receive news and information visit:

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If you require further information on anything
within this Executive Summary or are interested in
becoming involved, please email Active Black
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