

Using the Cradle to the Grave Evidence Base: A Case Study

Introduction

The Black Country BeActive Partnership utilised the Cradle to the Grave Evidence Base Compendium in 2012/2013 to successfully apply for £484,911 from Sport England's Get Healthy Get into Sport. The application was one of 14 projects that received approval following 268 initial Expression of Interest applications to Sport England.

The funding will be used to deliver the Black Country in Motion Research Programme with a total project worth of £744,911. Further information on the programme can be found at <http://www.blackcountrybeactive.co.uk/get-involved/black-country-in-motion>

The programme was originally developed in partnership with Sport, Leisure and Public Health representatives from the 4 Local Authorities in the Black Country and the University of Wolverhampton. Wider partners including the VCS, Community organisations and NGBs are now getting on board with the programme.

The Cradle to the Grave Compendium was at the heart of the way in which the programme and the application was developed.

Use of the compendium

The table below provides details regarding the data sources that were used to compile the business case for the Black Country in Motion and how they were used inform the planning for the programme.

Data Source within Compendium	How used to inform planning for Black Country in Motion
Participation Data (page 6); Active People sports participation data (0 x30 minutes and 1 x 30 minutes data)	<ul style="list-style-type: none"> <li data-bbox="715 1603 1406 1850">• The most recent APS data was used within the Evidence of Need section in the Expression of Interest and Project Plan to highlight that the Black Country has some of the lowest participation levels in Sport across the whole of England. <li data-bbox="715 1872 1406 2007">• The statistics were applied to the adult population in the Black Country to give actual numbers regarding those undertaking 0 x 30 minutes of sport per week.

Data Source within Compendium	How used to inform planning for Black Country in Motion
	<ul style="list-style-type: none"> • These facts were used in-conjunction with health statistics to highlight the significant challenge the Black Country faces in getting people into sport and activity and the effects that this inactivity is happening on the health of the population in the Black Country.
<p>Participation Data (page 7); Missing People</p>	<ul style="list-style-type: none"> • The missing people approach is unique to the Black Country way of thinking about the sports participation challenge and highlights how many additional adults we need to get participating in sport to reach the national average. • This information was used to help determine the participation outputs of the programme and highlight the role that the project will play in supporting Black Country partners in moving the “missing people” into sport to document the impact that the programme will have.
<p>Participation Data (page 7); Latent Demand sports</p>	<ul style="list-style-type: none"> • The latent demand sports documented in Sport England research were used to determine an initial focus for the sporting offer in each of the Health Sport Hubs, whilst the findings from Community Insight approaches are compiled to determine the wants and needs of the communities.
<p>Sport England Market Segmentation Data (page 8 – 15)</p>	<ul style="list-style-type: none"> • To determine the 7 predominant market segments in the Black Country that the programme will focus on. This was used alongside local survey data to make the case for those targeted by the programme in the evidence base. • To gain insight and understanding into the barriers, motivators and encouragers to participating in sport and ensure that the BCiM programme is designed to overcome barriers and make the most of motivators for these segments. This was at the heart of the

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	<p>model that was developed to ensure that a true community asset based approach is taken to the programme.</p>
Priority Location Data (Page 17 – 18)	<ul style="list-style-type: none"> • Following discussions with Local Authority partners the data regarding the wards with the lowest participation and highest health inequalities was combined to develop a short list of locations where Health Sport Hubs would be developed. Each Local Authority selected 2 locations from the short list to become the 8 Health Sport Hubs for the project.
Evidence of Interventions (page 19 – 20)	<ul style="list-style-type: none"> • The Community asset based approach for the programme was developed utilising the evidence base for interventions to ensure that evidence based best practice was taken into account. This included evidence regarding behaviour change, development of community coalitions, use of existing facilities, developing welcoming environments in sports clubs and sport and family interventions. This can clearly be seen throughout the Project Plan for the programme
Evidence of Behaviour Change (page 28)	<ul style="list-style-type: none"> • The Community asset based approach for Behaviour Change. This can clearly be seen throughout the Project Plan for the programme regarding the use of Community Volunteers “Activators” to deliver messages utilising the “someone like me” factor, development of Norms and Commitments
Wider Impact Measurement (page 29)	<ul style="list-style-type: none"> • The programme builds upon the evidence base for sport and social cohesion, outcome measures for the programme include these.
Potential savings of getting the population more active (page 35 – 37)	<ul style="list-style-type: none"> • The economic modelling findings were used to highlight the longer term importance of the programme within the Project Plan and Expression of

Data Source within Compendium	How used to inform planning for Black Country in Motion
	<p>Interest application highlighting the opportunities for the outcomes of the project to inform the decision making of Health and Well Being Boards and Clinical Commissioning Group Investment in the longer term to improve the health and well-being of Communities in the Black Country through preventative approaches taken by the programme.</p>
Promising Local Practice (page 40 – 46)	<ul style="list-style-type: none"> • This information was used to document and take into account the best practice from programmes that are already running in the Borough in the development of the programme.
NGB Informal Adult Participation (page 47 – 57)	<ul style="list-style-type: none"> • This information will be utilised during the Insight work that will be undertaken with communities to gain an understanding of what sports and activities are of interest in the 8 Health Sport Hubs. • The information will continue to be utilised as a menu of activities that could be offered through the programme as it develops.