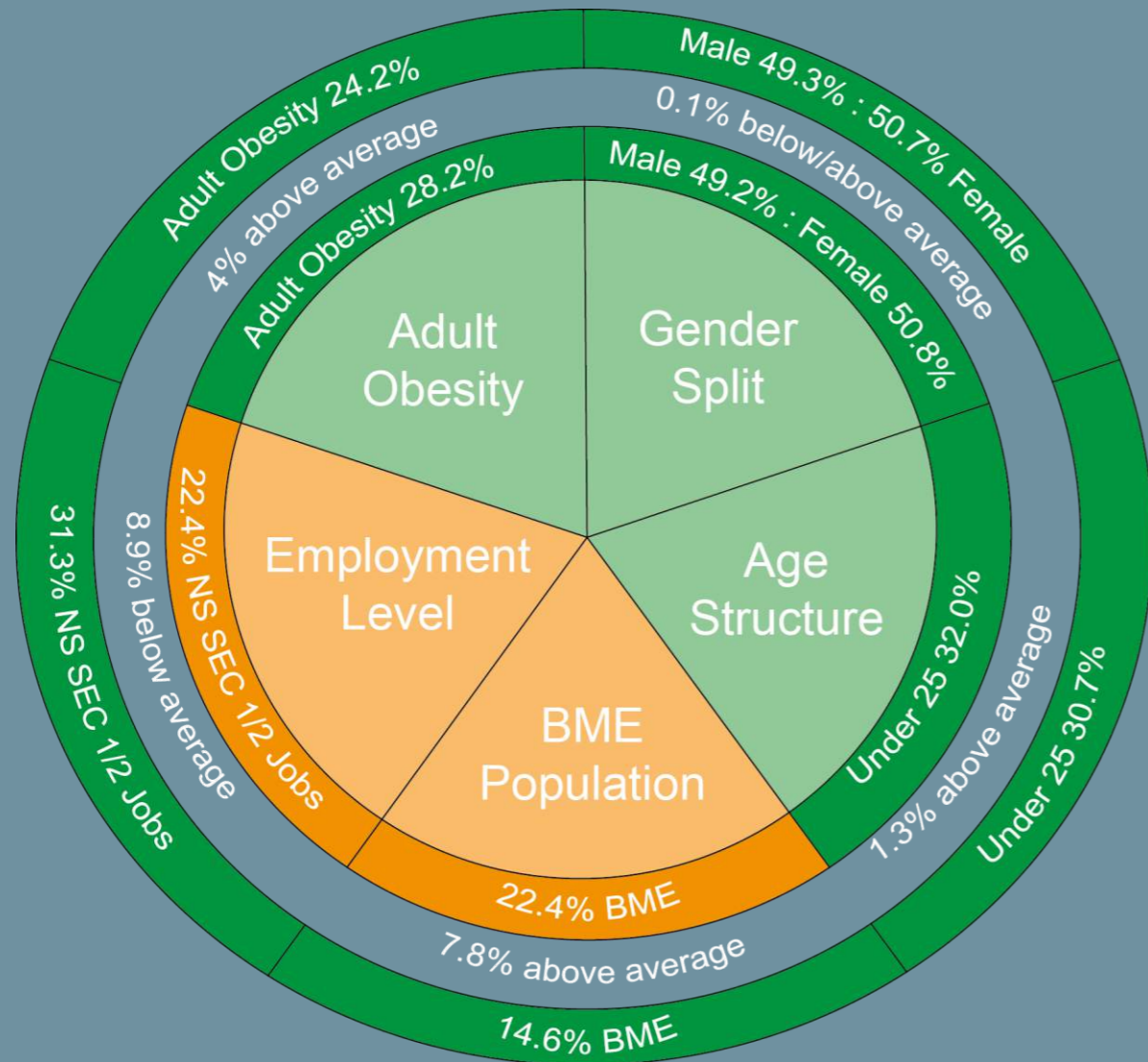
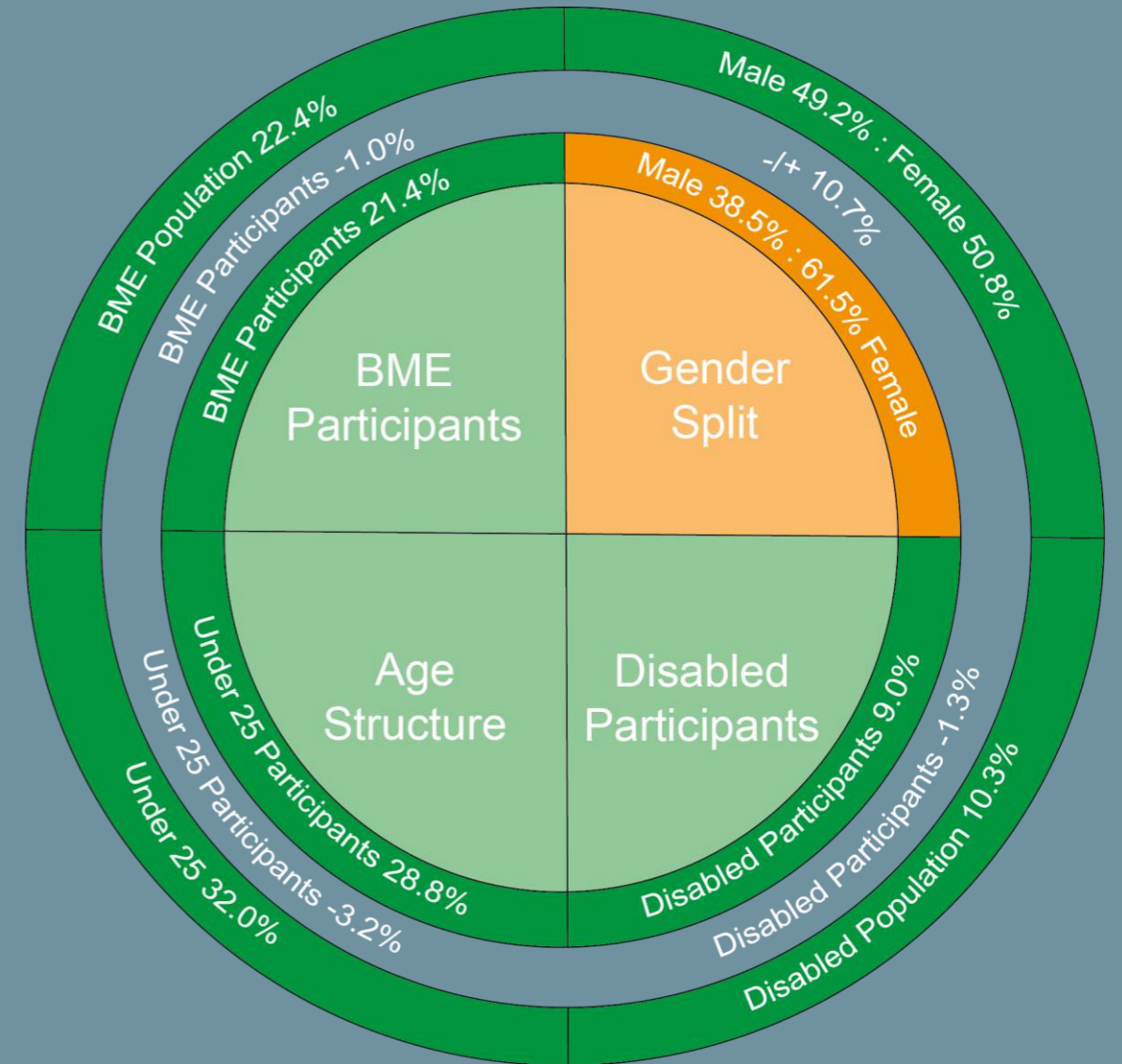


Black Country in Motion

BCIM Demographics against National Averages



BCIM Participants against Local Authority Demographics



Zone Totals

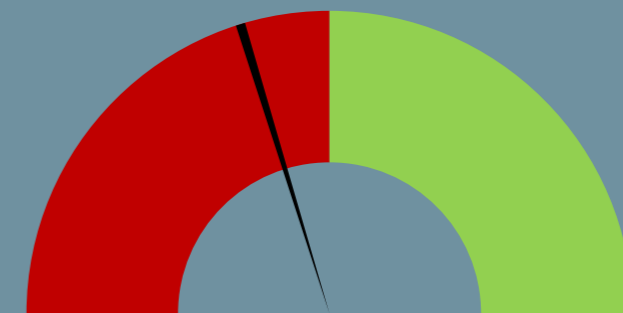
425 (Male)
680 (Female)

1,105
Taking Part

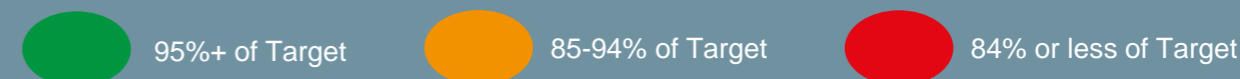
Zone Totals
144 Volunteers

78 (Male)
66 (Female)

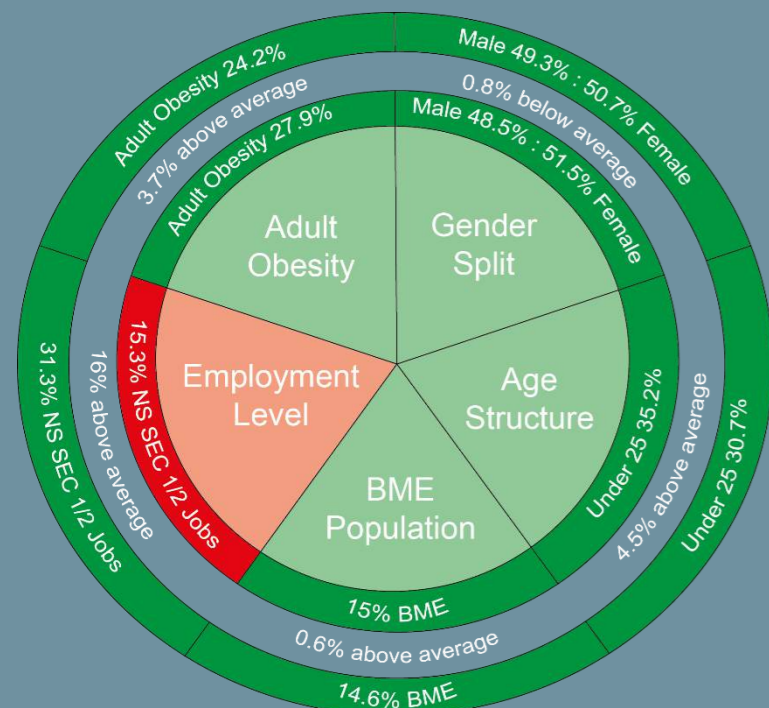
41% of original participants retained across the Black Country



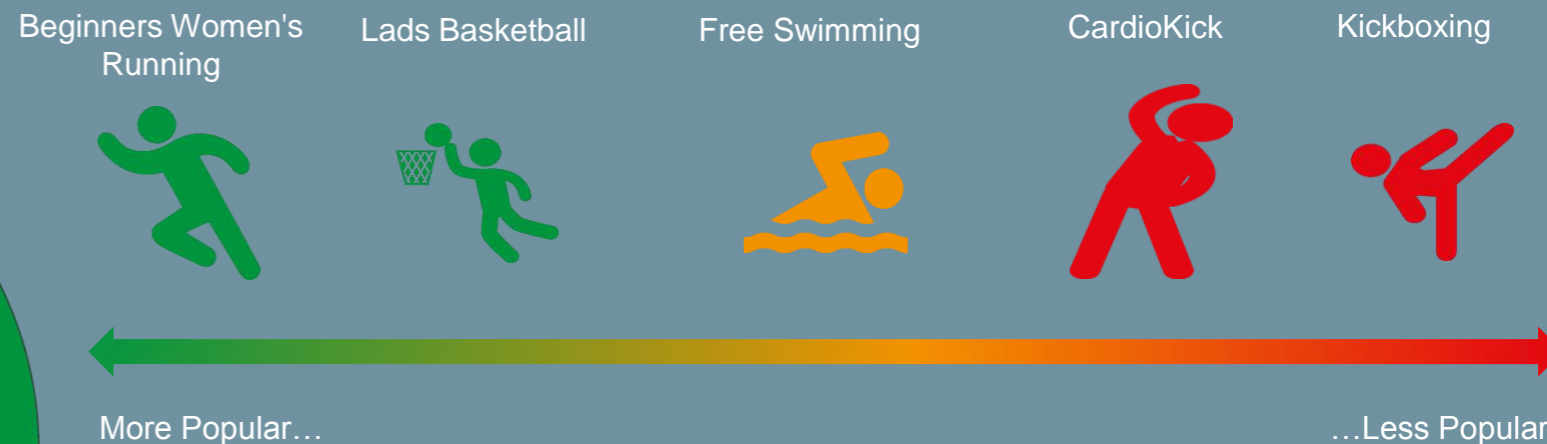
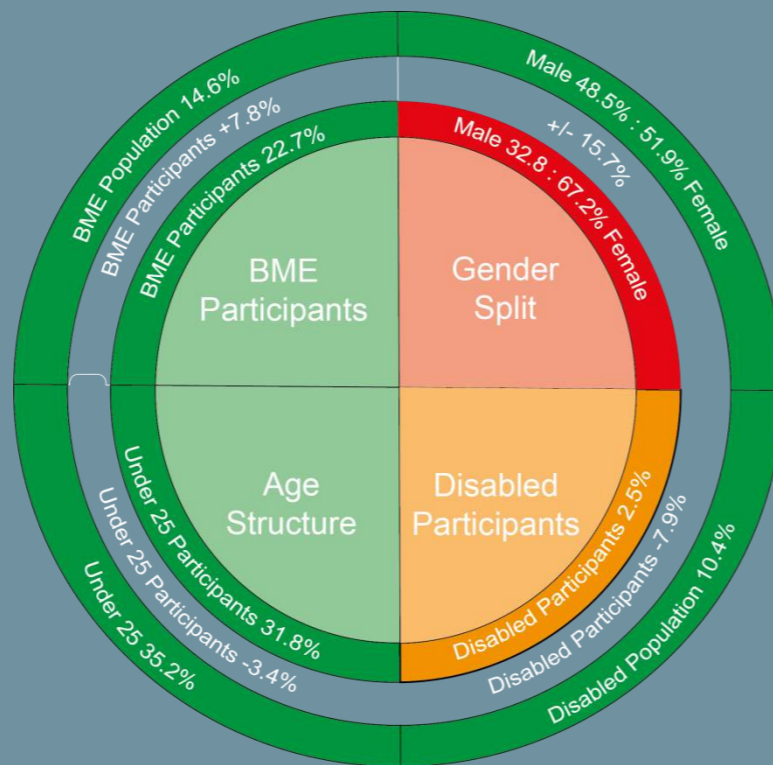
Castle & Priory Zone Report



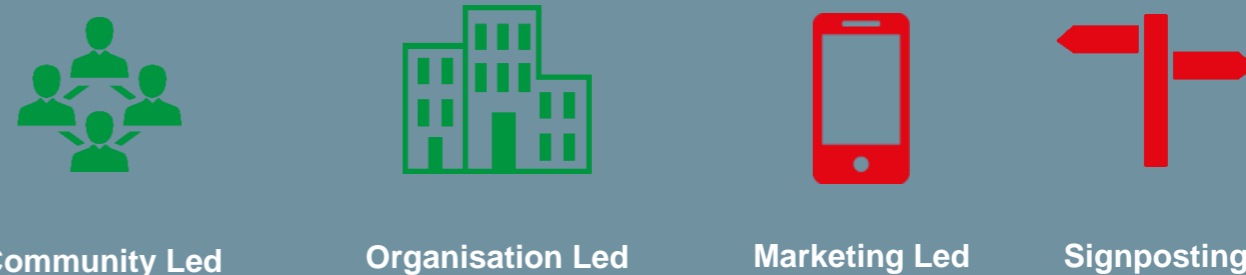
BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Participant Source



Workforce

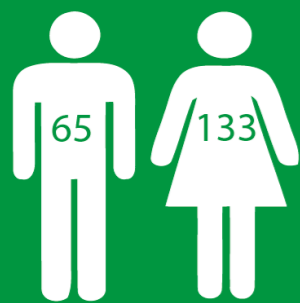
Main Qualifications

- Recreational Running
- Basketball L1
- ASA Poolside Helper
- Exercise to Music
- Sitting Volleyball
- Kickboxing
- Circuits

Castle & Priory 11 Volunteers



Castle & Priory



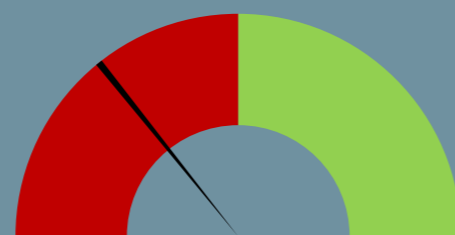
198 Taking Part

Key Groups



3 Month Retention

28% of original participants



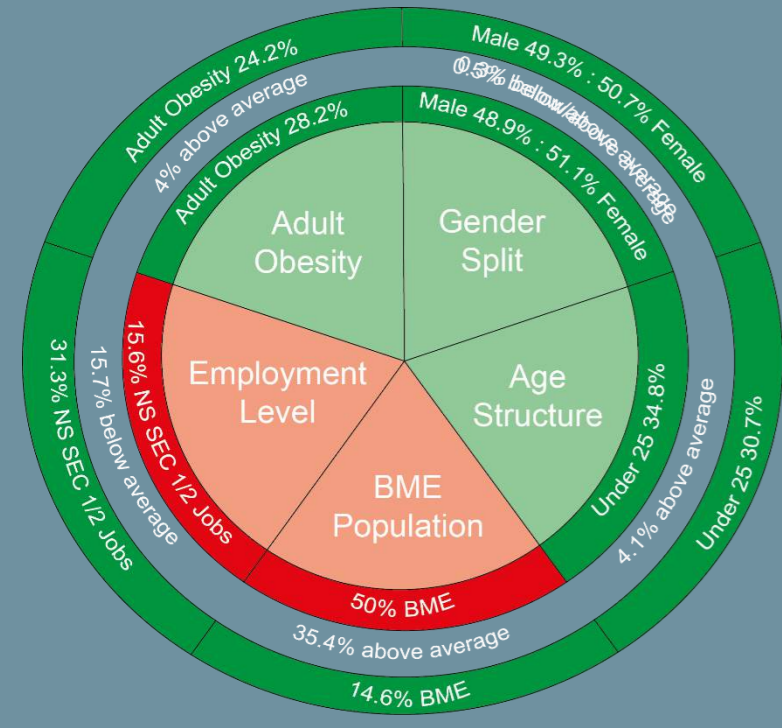
KEY LEARNINGS

- Activities in Priory Park were successful but only during well-lit evenings.
- BCIM and its sessions appealed more to women than men despite effort being made to offer sessions. Basketball was previously the only activity popular with males. Walking Football was successfully introduced to address this. Strong, local, positive role models featured as volunteers on the programme. Participants regularly cited these role models as the reason why they attended
- Word of mouth and the accessing of "informal" WhatsApp / Facebook Groups were the most effective way of marketing sessions
- Dudley Leisure Centre was key as a venue for activity. It is a successful example of Outreach from BCIM dovetailing with Local Provision.
- Activities which required lengthy qualifications (such as Netball) were requested but no work force could be developed
- Family Multi-Sports sessions did not work
- Supplying childcare alongside sessions has been requested and was effective in developing Back2Netball, but is difficult to sustain without funding support from partner agencies.
- Successful marketing through print advertising in informal community venues, progressing Walking Football taster to sustained activities.

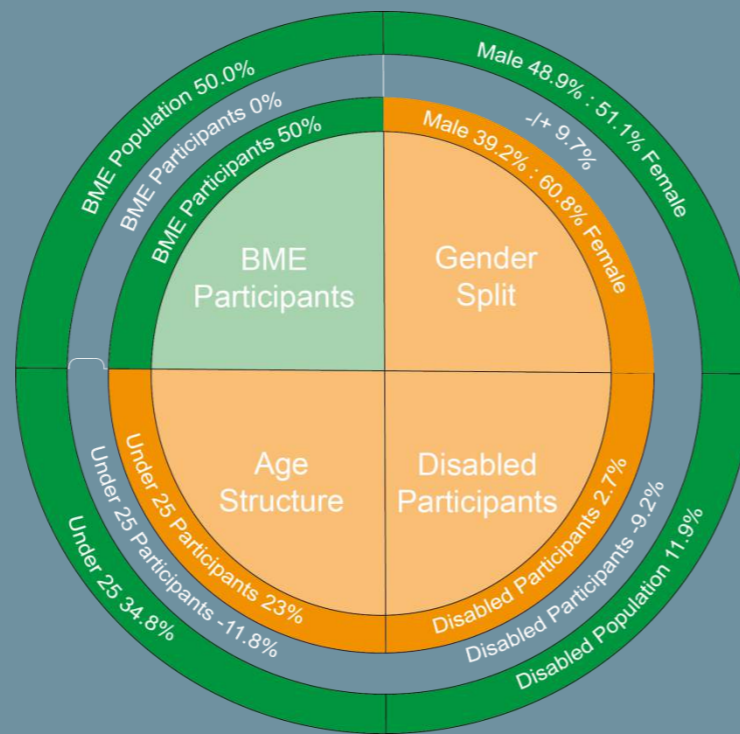
Smethwick Zone Report



BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Pram Pushers Family Table Tennis Family Beginners Running Exercise to Music Fitness Sessions



Participant Source



Community Led

Organisation Led

Marketing Led

Signposting

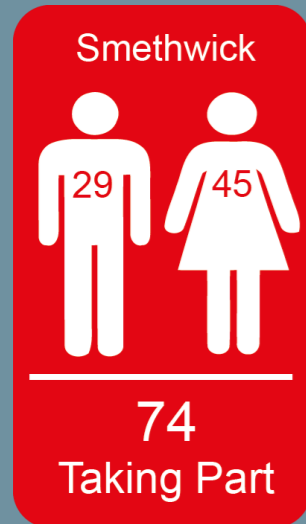
Workforce

Principle Workforce

- Exercise to Music L2
- Recreational Running
- Multi-sport Fitness
- Table Tennis L2
- Yoga Fit

“Hero Volunteer”
Ekey Shocker

Smethwick
14 Volunteers



3 Month Retention

35% of original participants



Key Groups



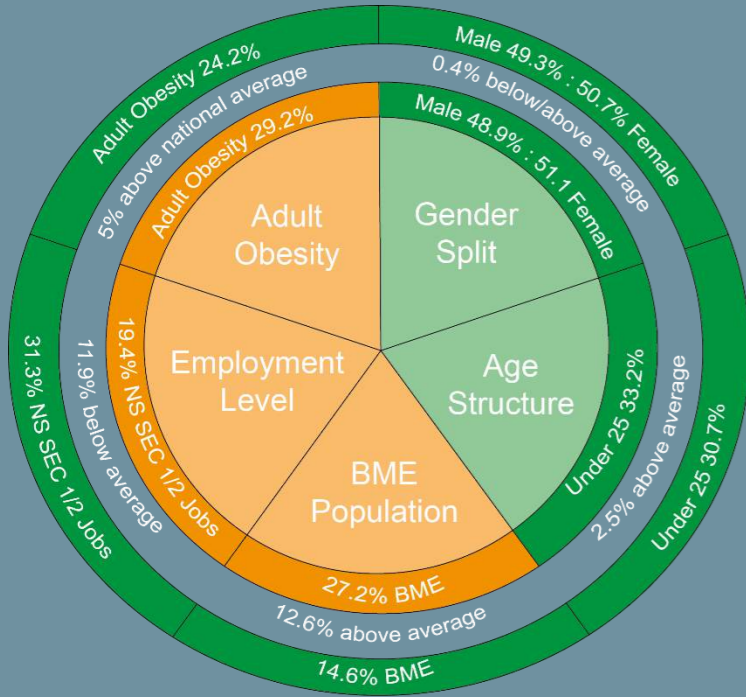
KEY LEARNINGS

- Volunteer demographics need to reflect demographics of specific estates.
- Enclaves exist – Bearwood, Warley and Lightwoods hill are comparatively affluent compared to Soho, Victoria Park and Cape Hill and participants will not cross over in to these areas.
- Sandwell CANDO, WMP, BCIM, Run England and other organisations are working extensively in the area – Partners must work hard to ensure they do not overlap interventions. Sport England Reporting does not encourage this cooperation
- Local Volunteers can unlock doors that have been closed, particularly within ethnic groups
- Parks and open spaces have proven popular for activities but there needs to be increased coordination between organisations for this space
- Sessions aimed at families did not work
- Activities need to coincide with Religious Festivals – Ramadan, Diwali and Vaisakhi.
- Signposting in to SLT venues has not proven popular for participants. They prefer “community” venues.
- BME success was had working with the Abrahamic Foundation to teach ‘Self Defence’ / Martial arts, due to the choice and logistics of activity being led and marketed by the institute itself.

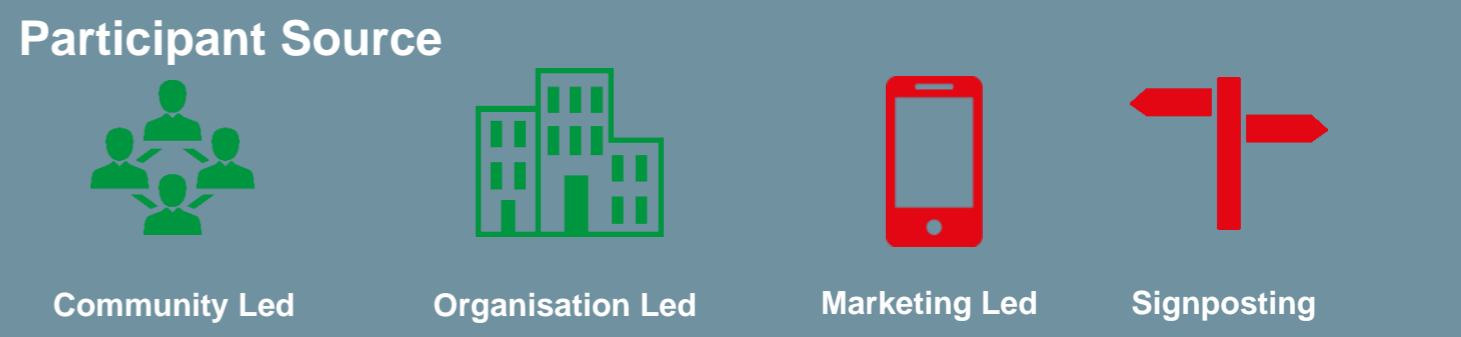
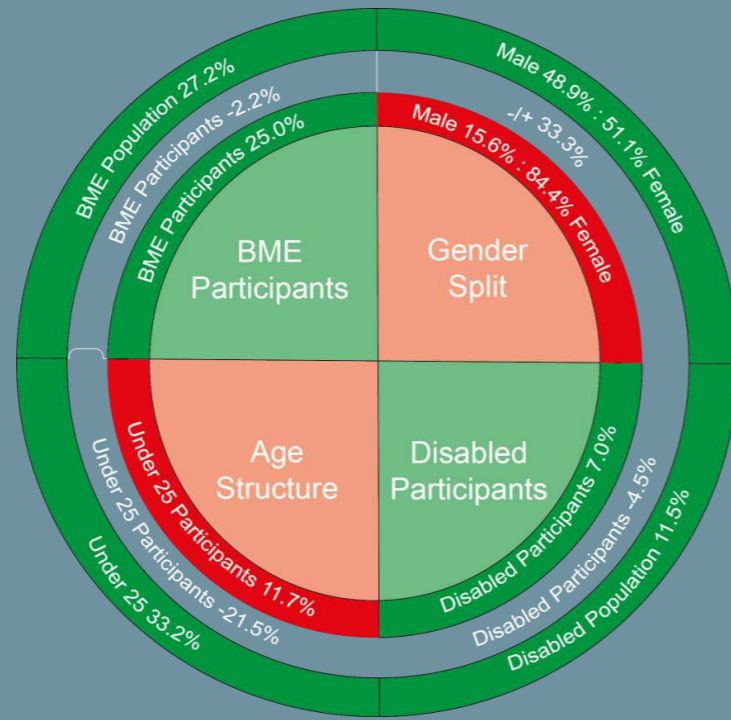
Tipton Green Zone Report



BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Tipton Green

128
Taking Part

Workforce

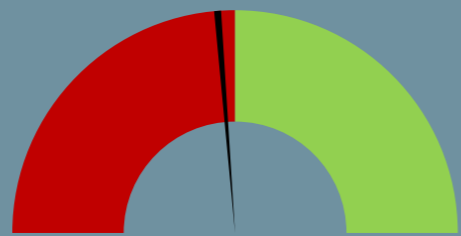
- Key Qualifications
- Exercise to music
 - Zumba L1
 - Multi-Sport
 - Recreational Running

“Hero”
Laura Price – Engaged women’s groups

Tipton Green
15 Volunteers

3 Month Retention

47% of original participants



KEY LEARNINGS

- Sports Clubs have not been interested in participating in the programme to offer exit routes for participants. Only William Perry Boxing Club offered opportunities to Lads and Dads boxing sessions
- Historically was the only Zone where Job Centre Plus actively participated in promoting volunteering opportunities in BCIM to unemployed service users – this was attributed to active and driven JCP staff
- Open Spaces, particularly Jubilee Park have worked well for the programme – Participants felt safe to use these facilities and communicated via Whatsapp Groups to arrange meeting points
- Community Groups such as Jubilee Community Centre, Coneygre Arts Centre and Brook Street Community Centre and Tipton Muslim Centre have been some of the best ways of engaging the community to the programme
- Despite several attempts, ethnic groups, through places of worship, have chosen not to engage in the programme. This has made it more challenging to recruit BME participants.
- Young Volunteers had previously been engaged through Sandwell College – They were unsuccessful and the turnover was very high. Most successful Volunteers were those that came from the communities and had a level of “respect” and community links
- Although the Tipton Community has benefitted from excellent volunteers, only 1 came from a mixed race background. None were from Indian/Pakistani Communities. This is seen as a barrier to engaging those communities.
- Language barriers caused 2 experienced volunteers with functional English to fail formal Cricket L2.
- Community barriers exist between estates and roads. This is considered before sessions are planned.
- Print marketing in shopping areas did not bring engagement, but community leaders promoting on estates produced good numbers.

Key Groups

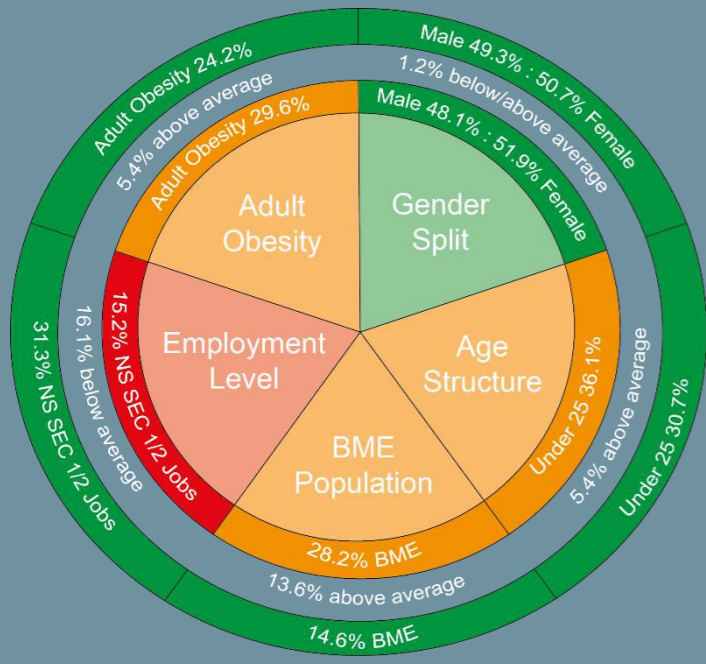
Brook Street Community Centre



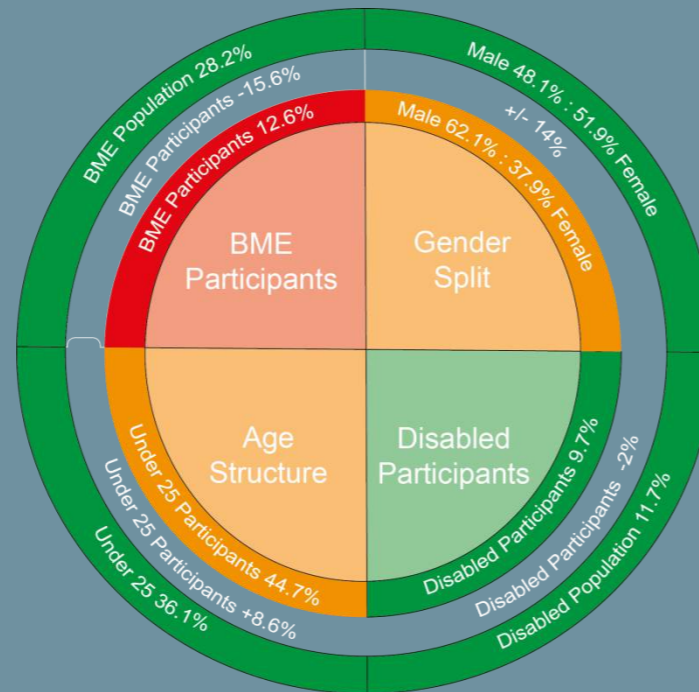
Bentley & Darlaston North Zone Report



BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Participant Source



Bentley & Darlaston North

64 Males
39 Females

103
Taking Part

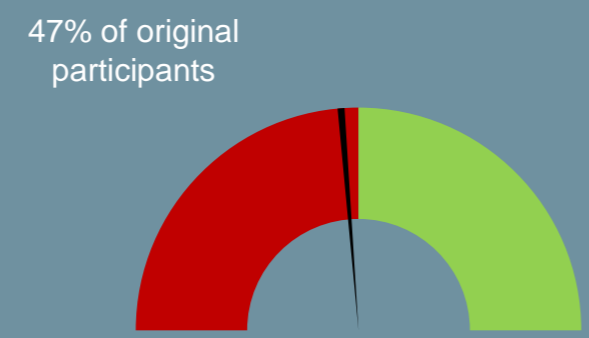
Workforce

- Key Qualifications
- Football L1 & L2
 - Exercise to Music L1
 - Multi-Fitness – L1

Bentley & Darlaston North



3 Month Retention



Key Groups



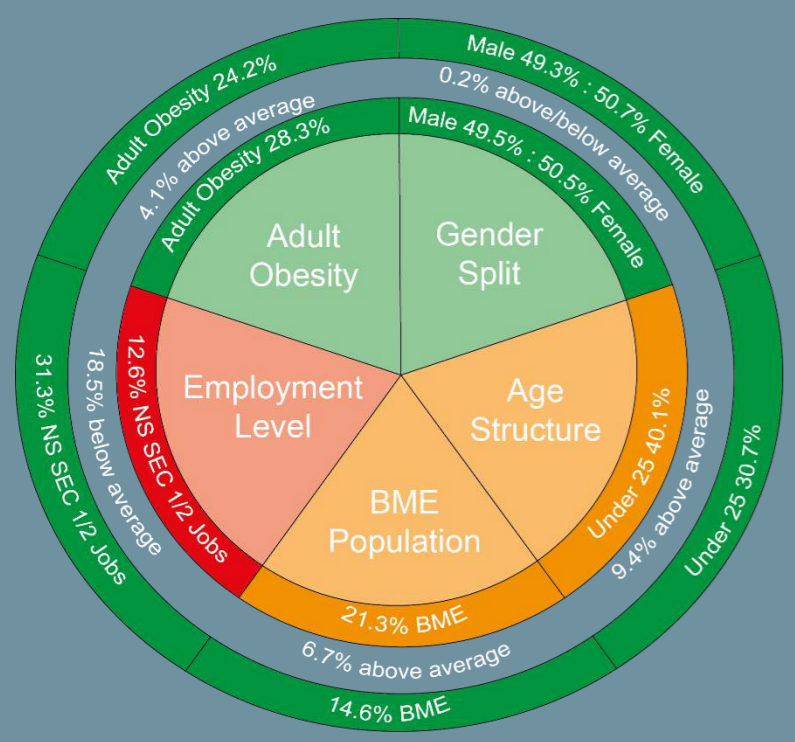
KEY LEARNINGS

- High turnover of volunteers – Many were university (Walsall Campus) students and were found not to be robust enough / reflective of the community in which they were deployed
- Critical to develop senior mentors who can offer a wider support network to those who are less experienced
- Traditional Sports Clubs did not fully engage with the programme despite attempts and incentives
- Quarter of residents under the age of 16 but only football ever proved popular with that age group
- Faith Centres did not see the value in joining up with BCIM – Developing case studies from other areas is important for future engagement
- Partnering with existing community groups such as Old Hall Peoples Partnership was the most successful. Piggy backing Lunch Clubs and Weight Management groups proved very successful
- Low proportion of BME participants - put down to lack of BME volunteers
- Traditional Sports Clubs did not fully engage with the programme despite attempts and incentives, but were willing to collaborate to access Satellite funding and offer provision in the zone.

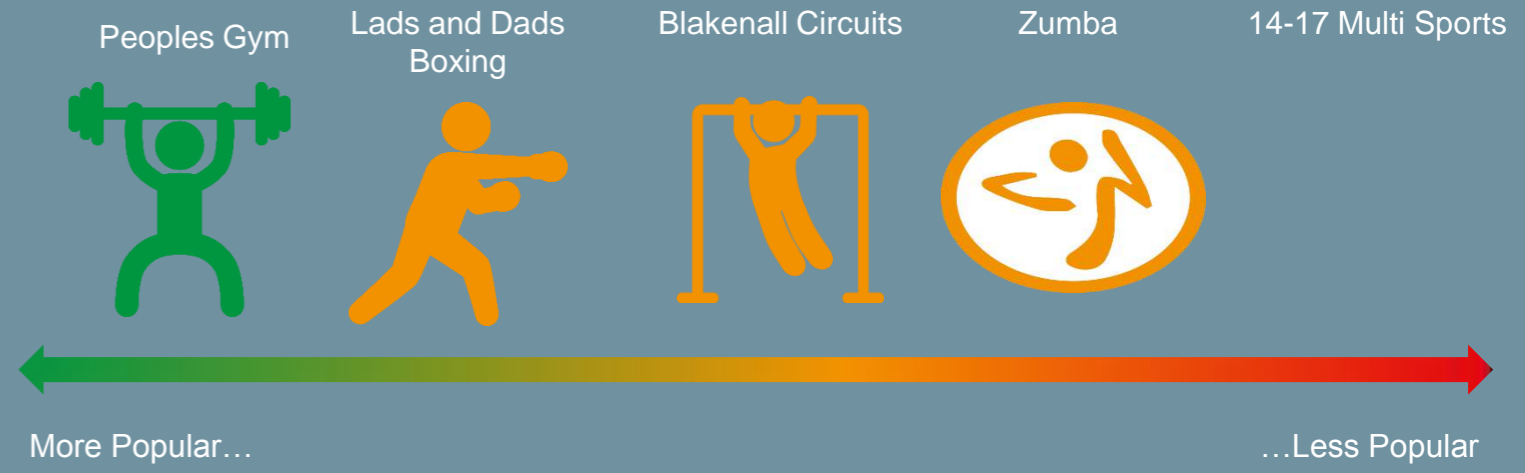
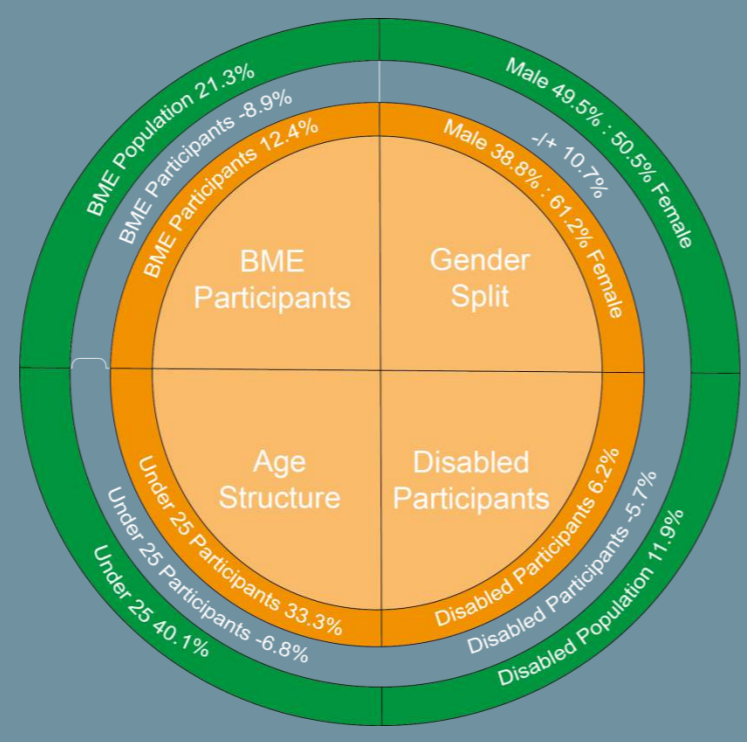
Blakenall Zone Report



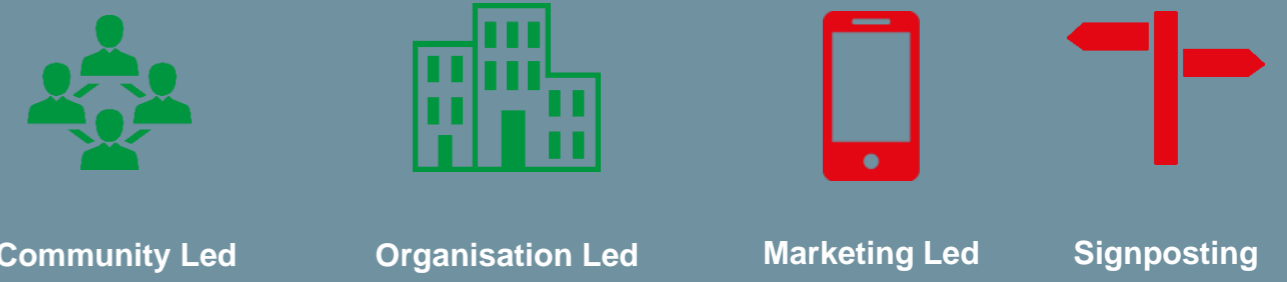
BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Participant Source



Blakenall

129
Taking Part

Workforce

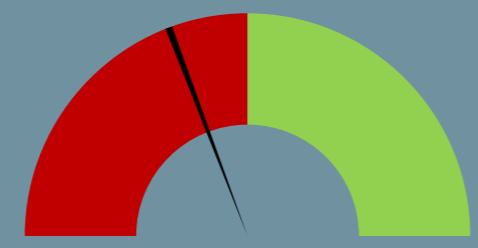
- ABA Box
- Multi-Sports L1 & L2
- Exercise to Music L1 & L2
- Football L1

Blakenall 7 Volunteers



3 Month Retention

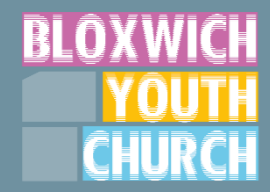
38% of original participants



KEY LEARNINGS

- A serious distrust of paper work and “the establishment” – “generational” resistance to getting involved; one of the key focus areas in looking at better ways of delivering the IPAQ with an emphasis on building trust and simplifying.
- Young people (under 18) do not engage in the programme (apart from Youth Church). When integrated with existing youth provision (Blakenall Community Partnership), participation was successful and grew week on week.
- Community Hubs such as Ryecroft and Blakenall Community Centre offered the best way to engage
- Sessions that were unsuccessful were those that were structured and led by formally trained L1’s and L2’s. Sessions that were more relaxed such as people’s gym were successful.
- Issue with supply of volunteers coming through. Future efforts will be focused on finding community champions who have “respect” in the community and can be kept on a retainer to coach other volunteers.
- Bloxwich Youth Church and Blakenall Community Centre youth groups, social / youth work skills more important than coaching awards. Change of recruitment strategy for youth work / social orientated placements.
- Informal WhatsApp groups were used to engage with other volunteers on the programme. This created a support network.

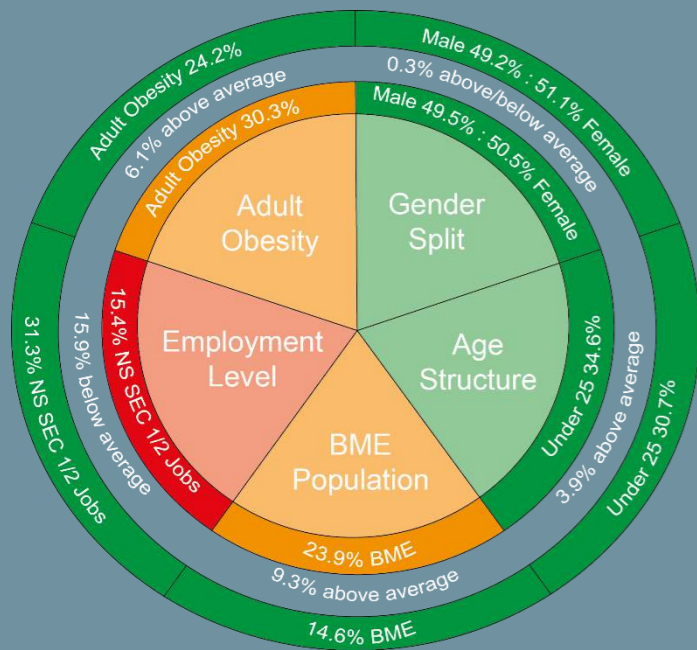
Key Groups



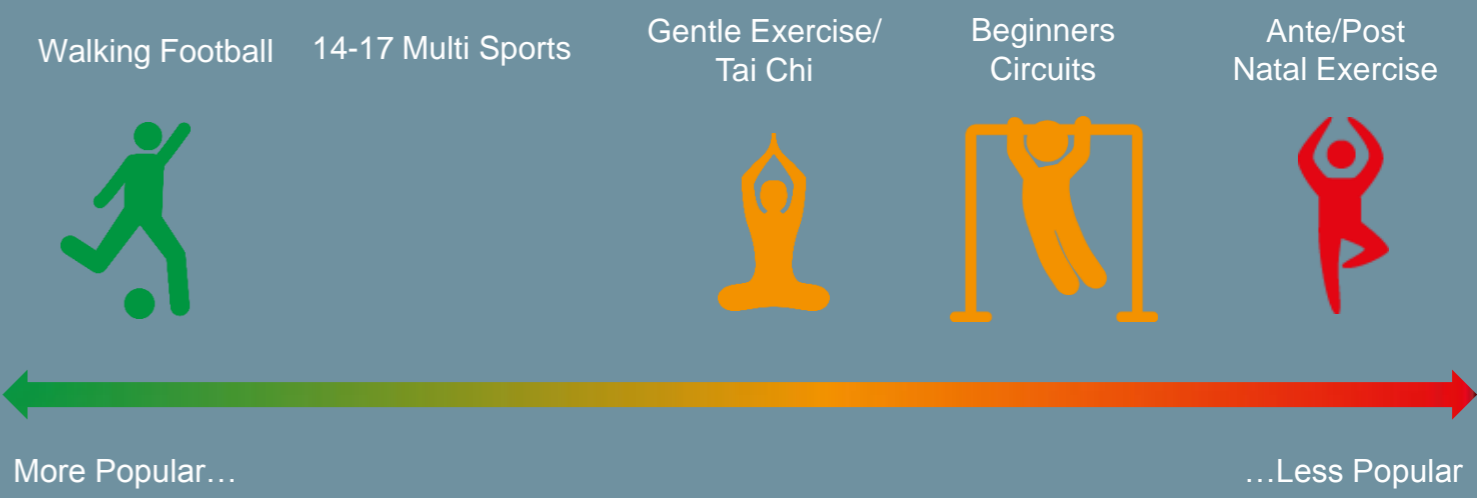
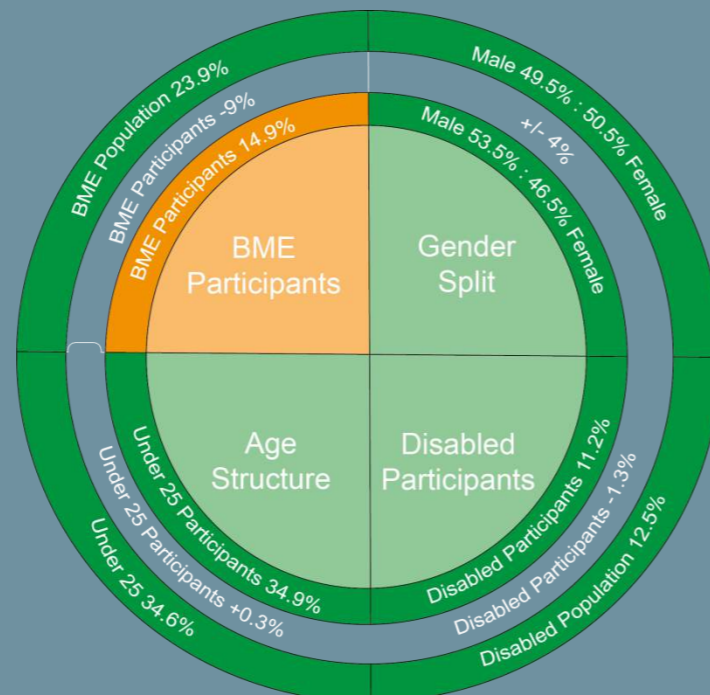
Bilston East Zone Report



BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Bilston East 34 Volunteers

Bilston East

215
Taking Part

Workforce

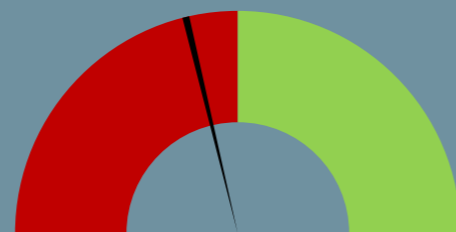
- Football L1 & L2
- Nordic Walking
- Multi-Sport L1
- Exercise to Music

- “Hero” Volunteers
- Aaron Henworth
 - Nathan Maxfield
 - John Elwell



3 Month Retention

42% of original participants



Participant Source



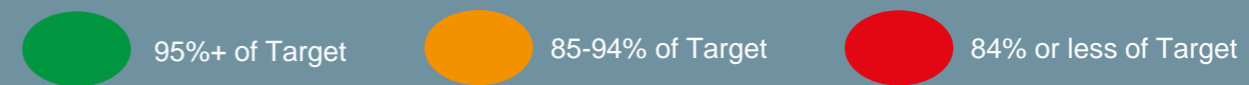
KEY LEARNINGS

- Very Large demand for football for all ages. In part down to the reputation of Wolves Community Trust in the area plus some strong volunteers.
- Widest range of partners – Public Sector organisations figured prominently such as MAST, NHS, Public Health, City Deal & Nova – Will continue to align to these services gave access to high numbers of participants.
- BME Populations did not engage in the programme significantly. Partly due to make up of volunteers but also venues of activities. Greater emphasis in future to engage with places of worship and BME community groups.
- Bert Williams Centre worked very successfully and had a mutually beneficial relationship – drove revenue in to the centre. A successful model of outreach that will be continued.
- Younger volunteers needed additional mentoring before engaging with community – in part led to high turnover to build capacity.
- Print marketing failed to significantly increase session numbers but when a critical mass was achieved, word of mouth accelerated and built up numbers at activities. Success was had through an advert in the bi-monthly Bilston Magazine, resulting in 4-5 new participants. Publication will be used in future due to strong penetration with local population.
- Marketing with Community Connector was effective in identifying venues / introductions to contacts. Community promoting directly alongside partners brought numerous new connections and introductions.

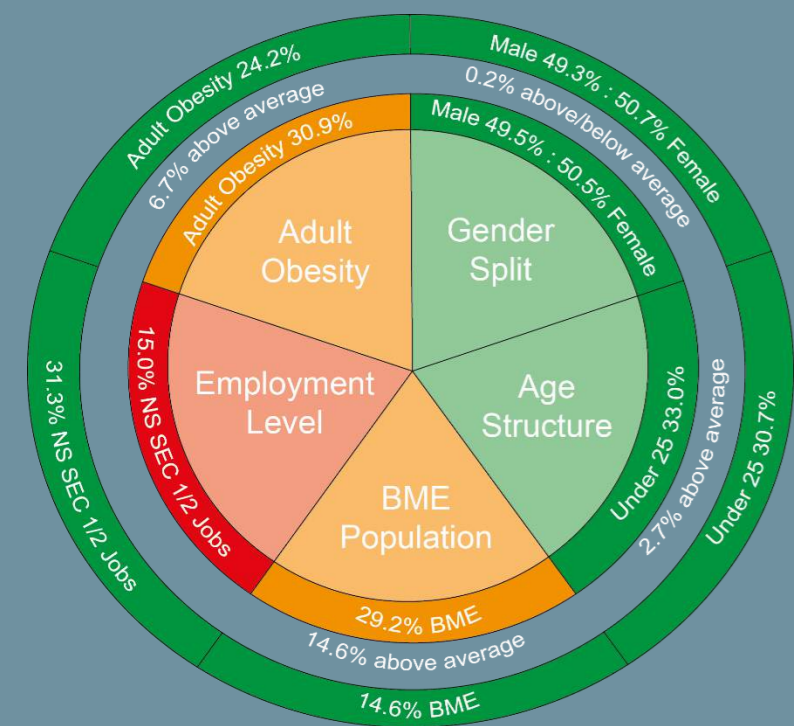
Key Groups



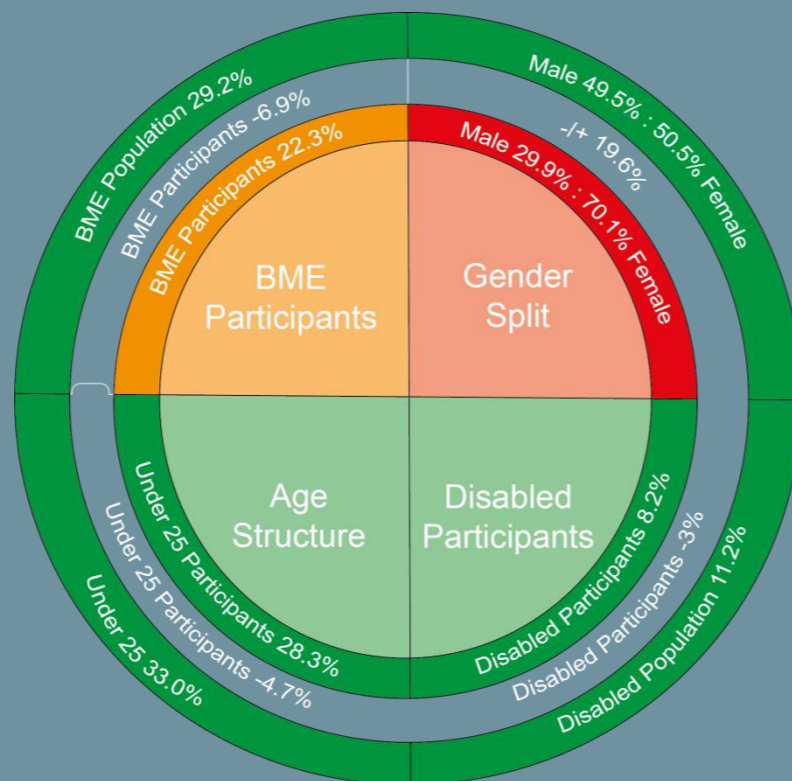
East Park Zone Report



BCIM Area Demographics against National Averages



BCIM Area Participants against Local Authority Demographics



Clubbercise Exercise to Music 14-17 Football 14-17 Multi Sports Tennis



Participant Source



East Park

184
Taking Part

Workforce

- Exercise to Music
- Football L1 & L2
- Multi-Sport L1 & L2
- Tennis L2

East Park
26 Volunteers



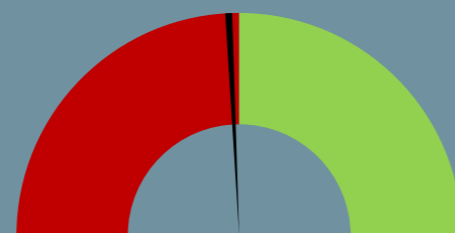
Key Groups

city of
wolverhampton
college



3 Month Retention

48% of original participants



KEY LEARNINGS

- BCIM Activators have become sucked in to local disputes and challenges such as East Park User Group V East Park Management Committee – Time has been spent acting as a community liaison. This was required before building up community capacity
- Significant turnover of volunteers who became disheartened due to local disputes and low turnout – Greater resilience training planned for volunteers
- Linking with groups where physical activity is not the primary outcome has again been more successful –St Matthews Church worked as a venue, but not aware of strong signposting from the churches whereas St. Josephs are actively engaging with EPMG and are due to start an exclusive session for them. St Josephs, v successful delivery for 3 months (regularly 10 partic.), training up church leadership member as volunteer. Rigid, NGB-style qualifications and sessions have not worked well and have led to high drop off rates. Informal sessions such as exercise to music have proven much more popular.
- Informal advertising on social media by leaders has been the highest driver for some sessions due to personal input from leaders.
- New schedule of activities have been brought in which has included: Easyline Gym, Gentle Exercise to Music and Walking Football fulfil local need and have proven sustainable activities.
- New Walking Football sessions have been introduced with a focus on male participants to address the gender inequality identified in East Park