



Active
Black Country
Creating a healthy, active region

Black Country Virtual Education Programme

19th May 2021

Opening School Facilities to
the Local Community



Housekeeping

- Please keep your video off and your microphone on mute throughout the session, unless you are asked otherwise by the host.
- This session will be recorded to enable people who couldn't attend to watch at a later date.
- The chat feature is turned on and will be monitored by the ABC team.
- If we don't get round to answering all your questions today, you will receive a response to your question via email following the event.

Housekeeping

- The booking link is still open for the remaining sessions. If you would like to attend please book on so we can send you the joining instructions.
- We will be promoting the session on twitter, so if you would like to share your thoughts, please tag in **@bcbeactive** and use **#BCPEConf** with your posts.

Session 2

Thursday 20th May

3:30pm – 4:30pm

Black Country Healthy Schools

Session 5

Wednesday 26th May

3:30pm – 4:30pm

Primary School Swimming

Closing Keynote

Tuesday 8th June

3:30pm – 5:00pm

**Building Mental Well Being; from
Reconnection to Recovery**

Remaining Sessions

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**Using the power of Sport and
Activity to support emotional
and mental health**

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**Can sport sanctuaries in schools
help young people recover from the
impact of a pandemic?**

Session 7

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**School Games and National School
Sport Week**

Booking Link:

bit.ly/PEconf21

Richard Bradford
Opening School Facilities Manager
Active Black Country

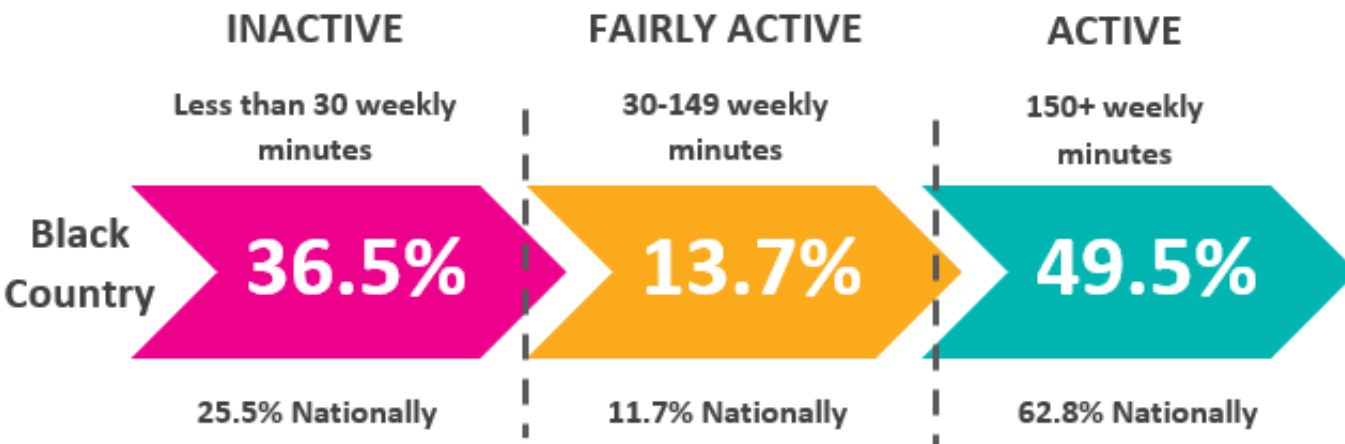
Today's Workshop:

- **Aims:**
 - Pass on the learning so far,
 - Hear about a successful school based community operation,
 - Find out about the support of offer for your school.
- **The next hour:**
 - The challenge in the Black Country
 - The ABC Opening School Facilities Programme
 - Barriers and challenges to opening facilities **(TASK 1)**
 - Our approach to learning about the OSF agenda in the BC
 - A strong community offer (The Streetly Academy)
 - Key learning from Phase 1
 - The ABC Suppliers Hub
 - The OSF Phase 2 investment opportunity **(TASK 2)**
 - Longer term OSF plans.



The Challenge: Inactivity

Adults



Children

35.2%

of Black Country CYP are **LESS ACTIVE** compared to 31% nationally

Black Country
Reception (Age 4 - 5)



12.3% OBESE

(9.7% Nationally)

Year 6 (Age 10 - 11)



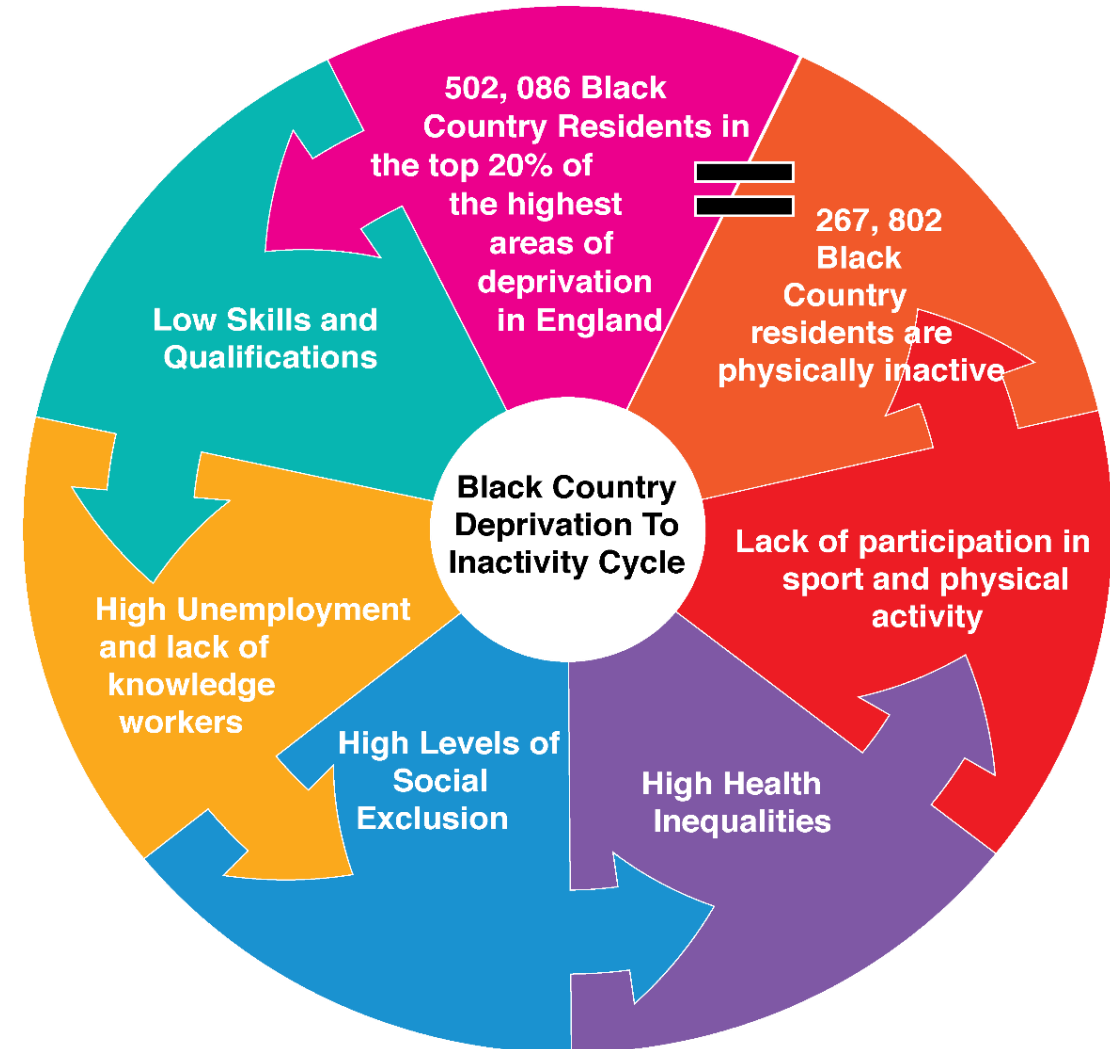
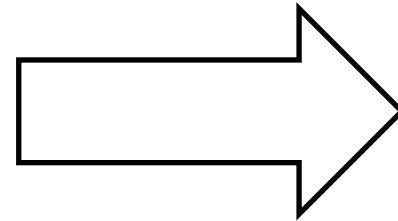
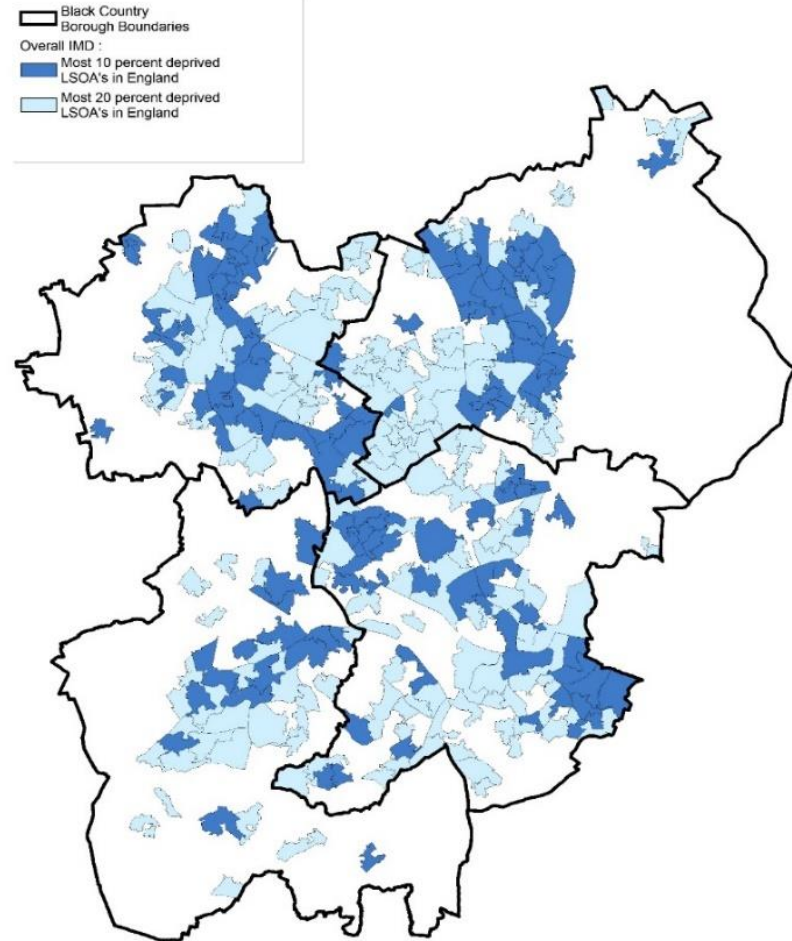
27% OBESE

(20.2% Nationally)

Source: National Child Measurement Programme, PHE 2019

The Reason: Deprivation

INDICES OF MULTIPLE DEPRIVATION 2015 - OVERALL DEPRIVATION



The Opportunity: OSF Programme

Support schools to open up their sport facilities outside the school day (after school, weekends and school holidays).

- Identify schools that do not use, or only have limited access to, their school sport facilities outside the school day
- Identify the barriers to opening up their premises
- Facilitate solutions to support schools.

When working with your school, we will look to **support you** with such things as:

- Potential business models for your community provision
- Policies and procedures

- Identifying the needs of the local community and how your school can meet these needs
- Opportunities to link with local partners and community organisations
- Activity programming in your facilities
- Facility management options and IT solutions
- Potential marketing solutions

At ABC and with our key partners, we are working to ensure the **development of a strong and varied offer of sport and physical activity** that appeals to young people in the schools and communities being targeted.

The Insight: OSF Survey

- 131 (29%) schools responded to the OSF Survey conducted in December 2019.
 - 73 / 353 Primary
 - 51 / 80 Secondary
 - 4 / 16 Special
- The aim of the survey was to determine the current landscape in the Black Country;
 - Types of facilities open
 - General appetite across the region
 - Challenges and barriers
 - Key reasons for opening
- As a result we hosted a series of Focus Groups in each LA area.
 - To build on the knowledge gained and further explore the key drivers for opening school facilities, barriers and challenges.

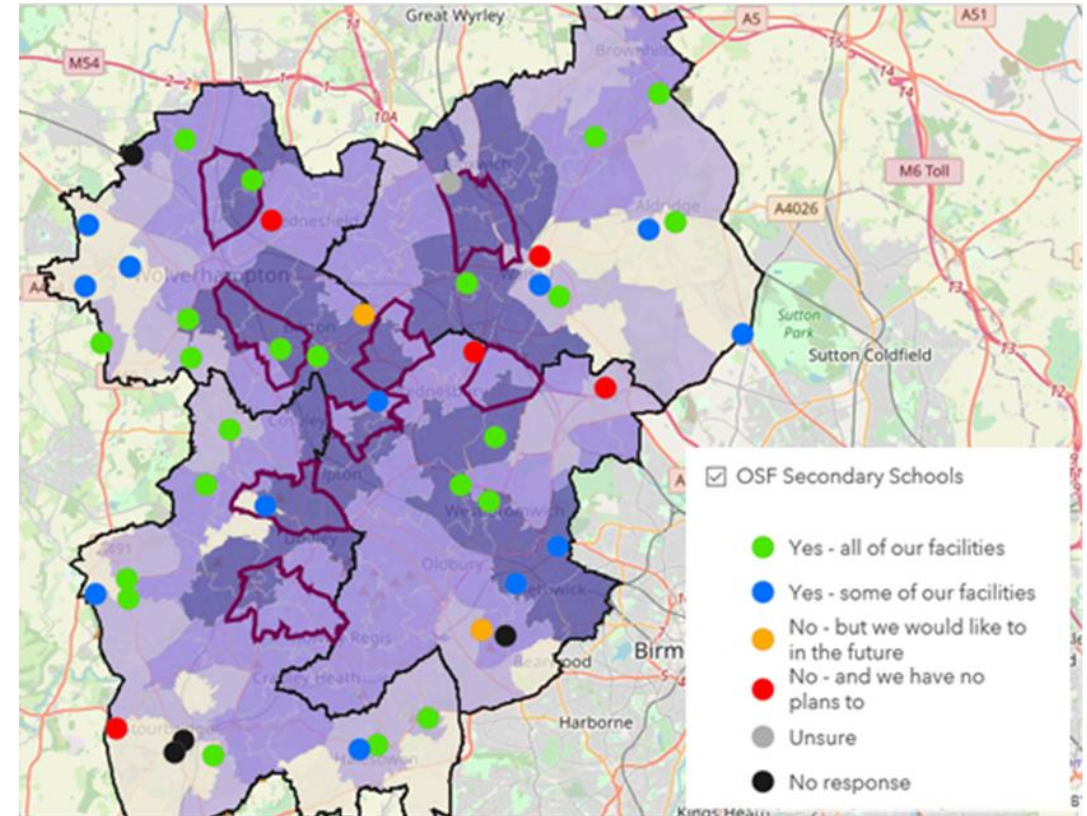


Figure 1: OSF Secondary Schools / Active Lives 2019

TASK 1: Barriers / Challenges

Security concerns

Nobody to open/close the facility

Lack of demand

Other

Site layout

TASK: From your own perspective, rank the perceived barriers to opening school facilities for community use.
Are we missing any?

Lack of marketing budget/knowledge

Covid-19 concerns

Other schools have experienced problems

Generally more trouble than it's worth

Sufficient facilities nearby

Concerns over booking arrangements

Safeguarding concerns

Lack of will within the school

Require funding to get started

Health and safety burden

The Insight: OSF Survey Key Findings

According to OSF Survey the top three **barriers** were:

1. Concerns regarding security (26 responses)
=. Caretaker not available to lock facility (26 responses)
3. Generally more trouble than its worth (9 responses)
=. Site layout (9 responses)



The top three **drivers** for schools to open their facilities were:

1. To improve the schools' presence in the community / community hub.
2. To enable CYP in the community to engage in more sports and activities.
3. To create an additional income source for the school.

The Insight: OSF Survey Key Findings



- ▶ 21% opened all facilities
- ▶ 32% opened some facilities
- ▶ 18.5% would like to open



- ▶ 46% of those using school facilities are sports clubs



- ▶ 53% not externally promoted
- ▶ 22% advertised on their school website



- ▶ 35% were open to extending the hours available for community use

The Approach: Good Practice

- Learning is central to this programme. We consulted with a selection of schools who:
 - Provided examples of good practice
 - Had experience of overcoming challenges to opening up their facility,
 - Were situated in key areas of the Black Country (ABC priority wards),
 - Already provided a substantial community offer, to support our work as we moved in to the next phase of the OSF programme, the pilot project delivery.
 - Case Study: The Streetly Academy.





Learning what works,
from a successful opening
facility community offer



Good Practice: The Streetly Academy

Q&A:

Matt Marson

Operations Manager

The Streetly Academy



Pilot Projects: Ideas

Faith Centre Referral:

Aiming to successfully connect a community faith centre to participate in regular and sustainable activity within a school setting.

GP Referral:

Connecting a school sports facility with (a network of) GP surgeries, for GP referred activity.

Community Sport and Health Officer Led:

Aiming to utilise Level 3 CSHO's extending their responsibilities as activity coordinators to include after-hours community provision in a school setting.

Deprived Area:

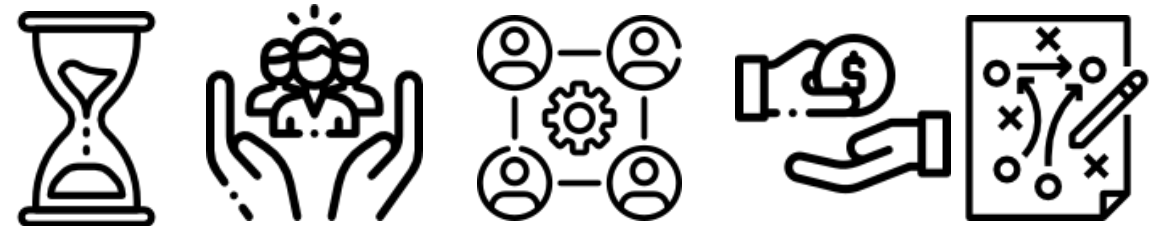
Aiming to widen access to sport and physical activity opportunities through use of a school facility in a deprived area.

Swimming Based

Aiming to utilise a recently refurbished swimming pool at a primary school in an area of high deprivation in Walsall to improve the perception of the school as a community hub and to improve community cohesiveness.

Phase 1: Key Learning

- The Opening School Facilities agenda requires a **long-term approach** if we are to meaningfully impact school-based community sport and physical activity provision within the Black Country.
- Schools have an **appetite** to become a more prominent part of their local community and to **become a community hub**.
- Schools require **support, capacity and resource** in order to realise ambitions of offering community provision as well as to maintain an existing community programme.
- **Investment is key** to enable schools to initiate, develop & maintain community programmes.
- There is a requirement for community programmes to be **high quality, efficiently managed and to meet community need** in order to be sustainable.
- Community programmes need to be **enshrined in local strategy**, in order to meet the needs of the community.
- Active Partnerships are in prime position to be able to provide support, capacity, expertise, and access to networks and partnership working to enable schools to maximise the use of their school facilities out of school hours.



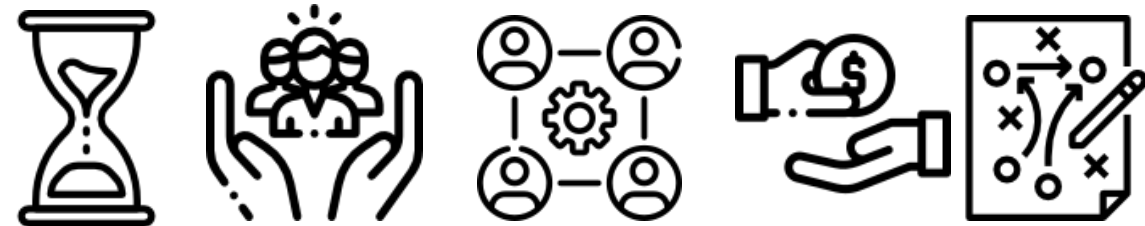
Phase 1: Key Learning for Schools

Programme Development:

- Design the programme around maximising the use of the facilities available;
 - This will maximise revenue potential.
- Consider the community need alongside this.
 - Try and offer variety of activity based on the community need.
- Consider how out of hours activity providers will contribute to the core values and identity of the school;
 - How will the community programme benefit the school pupils and their families?

Long-Term Stability:

- Develop strong working relationships and an element of trust with facility hirers, ensuring they use facilities responsibly.
- Operate with an efficient management approach in terms of staffing capacity and operational processes.
- Consider the type of activity and potential wear and tear on facility stock over the longer term.



Phase 1: Key Learning for Schools

Challenges:

- Schools will find it difficult to justify investing in the community programme, ahead of investment into their core purpose.
- If possible, remain flexible to changing community need in the long term; newly developing organisations may struggle to find facilities due to established programmes, which will affect the appropriateness of the community programme.

Support Required for an Established Programme:

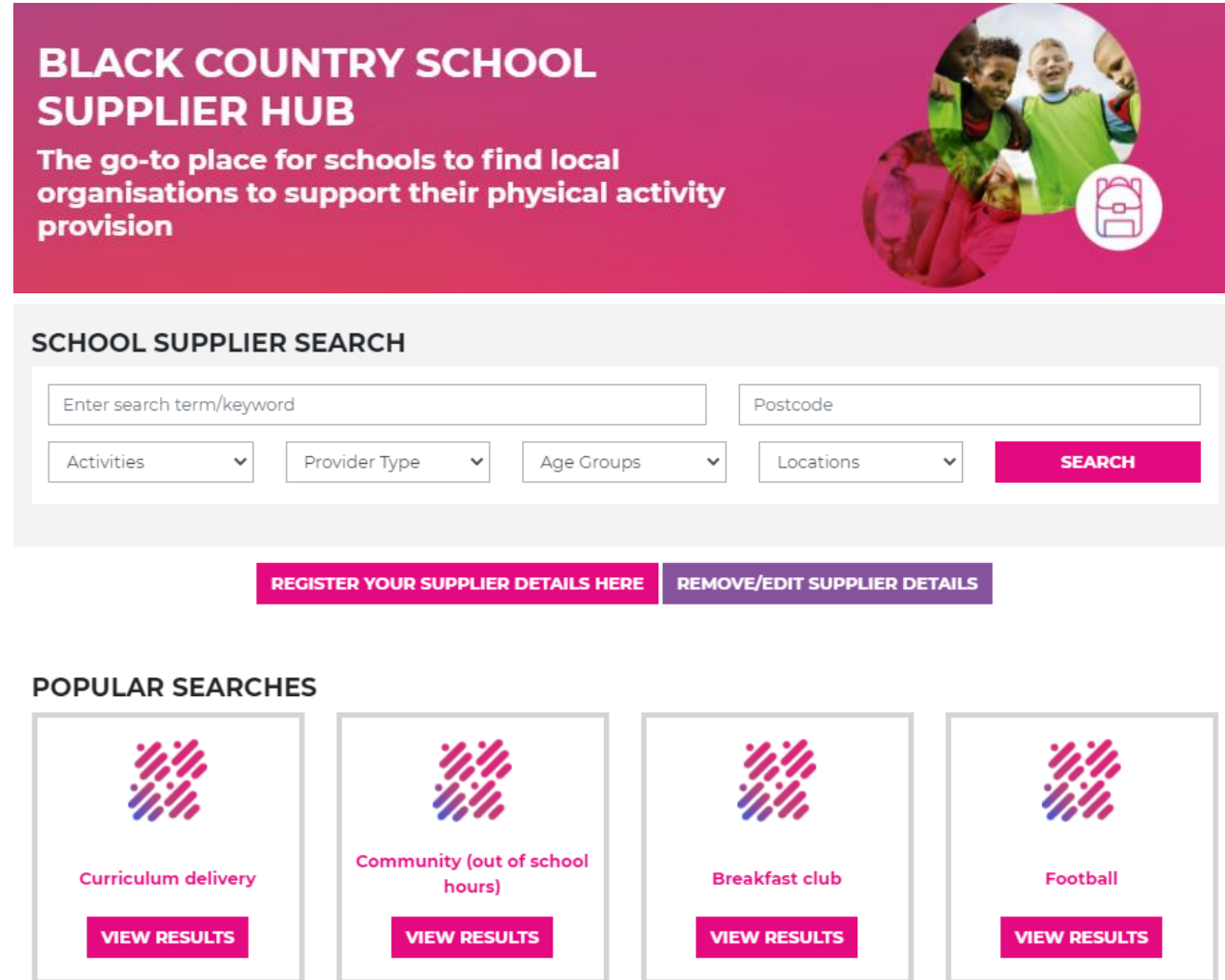
- Interpretation of changing operational and delivery guidance (particularly during COVID-19).
- Expertise in marketing and promotion through appropriate channels.
- Development of up-to-date policies and procedures.
- Enhancement of operational and booking management systems.
- Support with funding applications.
- Link the school with key partners for involvement into wider community projects.
- General point of contact for the school for support with their community programme.

School Suppliers Hub

The go-to place for schools to find suppliers, services, providers and deliverers for all forms of physical activity provision, both during and out of school hours.

- Physical Activity Providers
- Equipment / Facility Solutions
- Facility Management Solutions
- Educational Training Providers

www.activeblackcountry.co.uk/supplier-hub



BLACK COUNTRY SCHOOL SUPPLIER HUB
The go-to place for schools to find local organisations to support their physical activity provision

SCHOOL SUPPLIER SEARCH

Enter search term/keyword Postcode

Activities Provider Type Age Groups Locations **SEARCH**

REGISTER YOUR SUPPLIER DETAILS HERE **REMOVE/EDIT SUPPLIER DETAILS**

POPULAR SEARCHES

- Curriculum delivery** **VIEW RESULTS**
- Community (out of school hours)** **VIEW RESULTS**
- Breakfast club** **VIEW RESULTS**
- Football** **VIEW RESULTS**

School Suppliers Hub

CENTRE SPOT CIC

Centre Spot CIC is a creative social enterprise that uses Sports and Physical Activity to engage and build capacities of children and young people. Centre Spot seeks to encourage the uptake of physical activity, and improve the physical well-being of communities. We also marry sports and physical...

Postcode: B711RU

Activities Offered:
Curriculum delivery, Extra curricular, PPA cover, Community (out of school hours)

Age Groups Covered:
School aged to 11 years, 11 to 16 years, 16-18 years



[FIND OUT MORE](#)

COMPLETE PE

Complete P.E. is a unique and exciting interactive, UK based, Primary Physical Education resource, designed to support the implementation of a High Quality Physical Education curriculum. Complete P.E. is designed for both, PE specialist and non-specialist teachers. Complete P.E. is an online...

Postcode: SG4 8QU

Age Groups Covered:
School aged to 11 years



[FIND OUT MORE](#)

GET SET 4 PE

So much more than a scheme of work, Get Set 4 PE has worked closely with our lovely schools to develop a platform that is progressive whilst also being super fun to use. With a focus on high quality and a whole child approach, Get Set 4 PE can provide all you need for you and your team to...

Postcode: EN11 8BX

Age Groups Covered:
School aged to 11 years, Age 0 to pre-school



[FIND OUT MORE](#)

GL GOLF ACADEMY

We provide sports provision in the form of after school, lunchtime and breakfast clubs, as well as PE. We can work with staff offering training and CPD around sports provision. We do specialise in golf, but offer a multi sports option too.

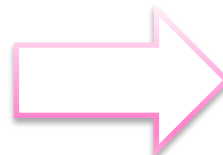
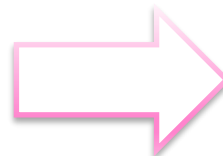
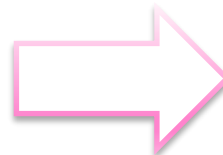
Postcode: B67 5ED

Activities Offered:
Breakfast club, Curriculum delivery, Extra curricular, PPA cover, Community (out of school hours)

Age Groups Covered:
Age 0 to pre-school, School aged to 11 years, 16-18 years



[FIND OUT MORE](#)



WALSALL FC COMMUNITY PROGRAMME

Physical Activity Provider, Educational Training Provider

Walsall FC Community Programme's vision is to use the vehicle of sport and physical activity to make a positive difference to the lives of people within the Walsall community. WFCCP aim to do this by delivering sessions and projects for local people under our four key themes of Education, Sport, Engagement and Health.

We offer activities to cater for all age groups, from our Soccer Schools, Saturday Football and Primary School delivery for the youngest children, right up to Walking Football and fitness projects for the Borough's older residents.



[GET IN TOUCH](#)

[SUBMIT A TESTIMONIAL](#)

SPORTS/ACTIVITIES OFFERED

Football, Curriculum delivery, Extra curricular, Community (out of school hours)

Multi-Sport PE delivery in local primary schools

AGES CATERED FOR

School aged to 11 years, 11 to 16 years, 16-18 years, Over 50s

LOCATIONS COVERED

Walsall

TESTIMONIALS

"Walsall FCCP staff are great role models and are really inspirational for our pupils."

- Primary School Headteacher

"Walking Football has given me back my self-confidence, as I became very insecure after heart problems. I've made friends for life and enjoy the banter and being part of a team."

- Mike Banks, Walking Football Participant

Community staff taught me the fundamentals skills of football and I still use these today. The Soccer Schools were all about having fun and this really rubbed off on because I have been obsessed ever since."

- Jayden Campbell, Walsall FC Academy Scholar

AWARDS & ACCREDITATIONS

Walsall Works Silver Partner 2020

EFL and Premier League Charitable Fund - Governance Quality

AfPE qualified

All staff DBS checked

FA Safeguarding and Emergency Aid

Phase 2: Investment Opportunity

- Sport England / DfE announced **£10.1m Phase 2 investment** in February 2021.
- A result of the learning gathered in Phase 1 of OSF and a recovery mechanism for community based physical activity.
- **To enable the provision of community focussed physical activity opportunities outside of the school day within Black Country Schools.**
- ABC offering the opportunity to apply for up to £5000 dependent upon circumstances (tiered approach to investment).
- With long term support to achieve community ambitions from the ABC Team.

Investment Priorities:

- Distributing a high % of Free School Meals.
- Situated in deprived areas.
- Situated in inactive communities.
- Involved in Holiday Activity & Food (HAF).
- To facilitate community focussed projects aimed at SEND children and young people.
- School Pools in need of reopening support.
- Involvement in Phase 1 of OSF Programme
- Situated within ABC Priority Wards.
- Projects that will add value to, and that are aligned to key partner projects.

Phase 2: Application Process

How to apply:

- Complete a very simple **Expression of Interest** form with your project outline.
- Submit to richard_bradford@blackcountryconsortium.co.uk at your earliest opportunity.
- Further discussion with OSF PM if necessary to align to investment priorities.
- Quick turnaround – all projects **MUST** be delivered by **31st August 2021**.
- Meet at least one of the Level 1 investment priorities to be eligible.

ABC Opening School Facilities Programme Phase 2 Investment



Expression of Interest Form

(Please read the [Information for Schools](#) document before completing this form).

The Opening School Facilities (OSF) programme aims to enable the provision of community focussed physical activity opportunities outside of the school day within Black Country Schools. We welcome your application for project investment from the OSF Phase 2 Investment Fund. Please complete the form giving as much detail as possible about your project and return to richard_bradford@blackcountryconsortium.co.uk at your earliest convenience. **The sooner you apply, the better!**

Please note: all funding awarded as a result of this application process will need to be spent, and projects underway by the 31st August 2021.

Name of School

School Category (Please check box (s))

Primary Secondary Special Educational Needs Pupil Referral Unit

Local Authority Area (Please check box (s))

Dudley Sandwell Walsall Wolverhampton

Investment Requirement

Please select the criteria that your school meets for the (single) level of investment you are applying for (select **all** criteria that apply):

Level 1 Investment – Up to £1,000

Schools eligible to apply for Level 1 investment will meet at least one the following criteria as a minimum:

- Over 10% of pupils receiving Free School Meals.
- Located within one of the 40% most deprived areas (IMD 2019) @<http://tdc.gaps.communities.gov.uk/imd/index.html> - click on your location for information).
- Over 5% of pupils with special educational needs.

Phase 2: Application Process

Level 1 Investment – Up to £1,000

Meet **at least one** the following criteria:

- Over **10%** of pupils receiving Free School Meals.
- Located within one of the **40%** most deprived areas (IMD 2019)
- Over **5%** of pupils who have special educational needs.

Level 2 Investment – Up to £2,000

Meet **at least one Level 1 criteria** and **at least one Level 2 criteria**:

- Over **20%** of pupils receiving FSM.
- Located within one of the **30%** most deprived areas (IMD 2019)
- Over **10%** of pupils who have special educational needs.

Level 3 Investment – Up to £4,000

Meet **at least one Level 2 criteria** and **at least one Level 3 criteria**:

- Over **30%** of pupils receiving Free School Meals.
- Located within an Active Black Country Priority Ward area.
- Located within one of the **20%** most deprived areas (IMD 2019).
- Selected to be a Hub venue for a **Holiday Activity and Food (HAF)** project.
- Plan to facilitate sessions predominantly focussed on SEND pupils out of hours.

Level 4 Investment – Up to £5,000

Meet **at least one Level 3 criteria** and **at least one Level 4 criteria**:

- Over **40%** of pupils receiving Free School Meals.
- Located within one of the **10%** most deprived areas (IMD 2019)
- Are a **Special Educational Needs School**.
- Have a **swimming pool** they wish to open to the community.

Phase 2: Scope of Investment

Project Ideas:

- Take forward an ABC phase 1 pilot project such as GP referral activity.
- Support the **safe delivery** of holiday activity sessions such as the Holiday Activity and Food projects.
- Help safely **re-open** a swimming pool on a school site.
- Help your school **meet Covid-19 measures** for community provision.
- Purchase additional sports, activity and storage **equipment** for out of hours activities.
- Improve the **accessibility** of school sports facilities for out-of-hours provision, especially for SEND pupils.

Phase 2: Scope of Investment

The following list, provided by Sport England, identifies examples of items which **will not** be eligible for investment (*this is not an exhaustive list*):

- Marketing, website development or maintenance.
- Capital expenditure, construction / refurbishment projects.
- Transport costs.
- Items which only benefit individuals e.g., membership fees, bursaries or kit and equipment that is not shared.
- Any expenditure by schools after 31 August 2021 or costs prior to the Award Letter date.
- Activities delivered off school premises.
- Paying teachers or teaching assistants.
- Costs that could be covered by the Primary PE and Sport Premium.
- Any activity delivered during curriculum time or breakfast clubs.
- Funding to cover the loss of revenue.
- Funding independent schools.
- Funding for wrap around care.
- Funding for FE colleges and standalone 6th Form Colleges.
- Funding to an organisation that runs the community side of a dual use school.
- Funding to a letting agency/management company.

TASK 3: Project Ideas

- What is your OSF project idea or longer term community use ambition?
- What is the key driver behind this?
- What steps do you need to take to achieve this?
- What support will you require?



Looking forward

- Work with all schools with community use ambitions.
- Further support for Phase 1 & 2 schools.
- Develop Community Development Plans to work through short, medium and long term goals of any size.
- Part of role to build body of evidence for Built Facilities Strategies.
- Utilise the wider expertise of the ABC team.
- Developing a range local focussed resources.
- Promote national resources:
[Use our school | Sport England](#)
- Assist with applications for larger scale projects e.g. Community Asset Fund.

Children & Young People



Adults



Thanks for listening

- Any Questions?

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richard_bradford@blackcountryconsortium.co.uk



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