



Active Black Country

Creating an active, healthier region



The People Plan 2021

Supporting the Black Country
Physical Activity Workforce





Welcome

The ‘Creating an Active Black Country’ strategy focuses on tackling inequalities in physical activity levels. Active Black Country and partners are committed to placing people at the heart of this approach.



This People Plan outlines the key areas local partners have identified to develop a workforce that is reflective of the local population, and can engage and inspire local people to be active.

Active Black Country work with many partners; how we recruit and develop our own organisations people to engage local partners in a collective approach to people development is critical. The potential benefits of expanding our collective workforce through advocating a people led approach to tackling inequalities in activity levels is significant. Our organisation and partners consider building broader capacity across the Black Country an absolute necessity if we are to realise the regions long term ambition for the Black Country where all ages, abilities and backgrounds are able to be active.

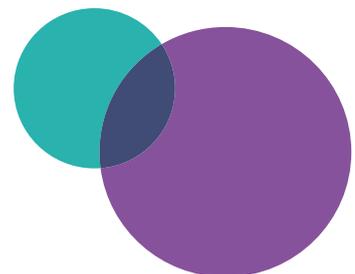
We would like to extend our personal thanks to all our amazing partners and wider workforce, who have not only contributed to the development of this plan, but also for the fantastic work you undertake every day in getting and keeping people active and playing sport.



Amanda Tomlinson
Chair of Active Black Country Board



Ian Carey
Active Black Country Director



Introduction

Empowering and enabling all those who support Black Country residents to lead an active, healthy, and happy life.

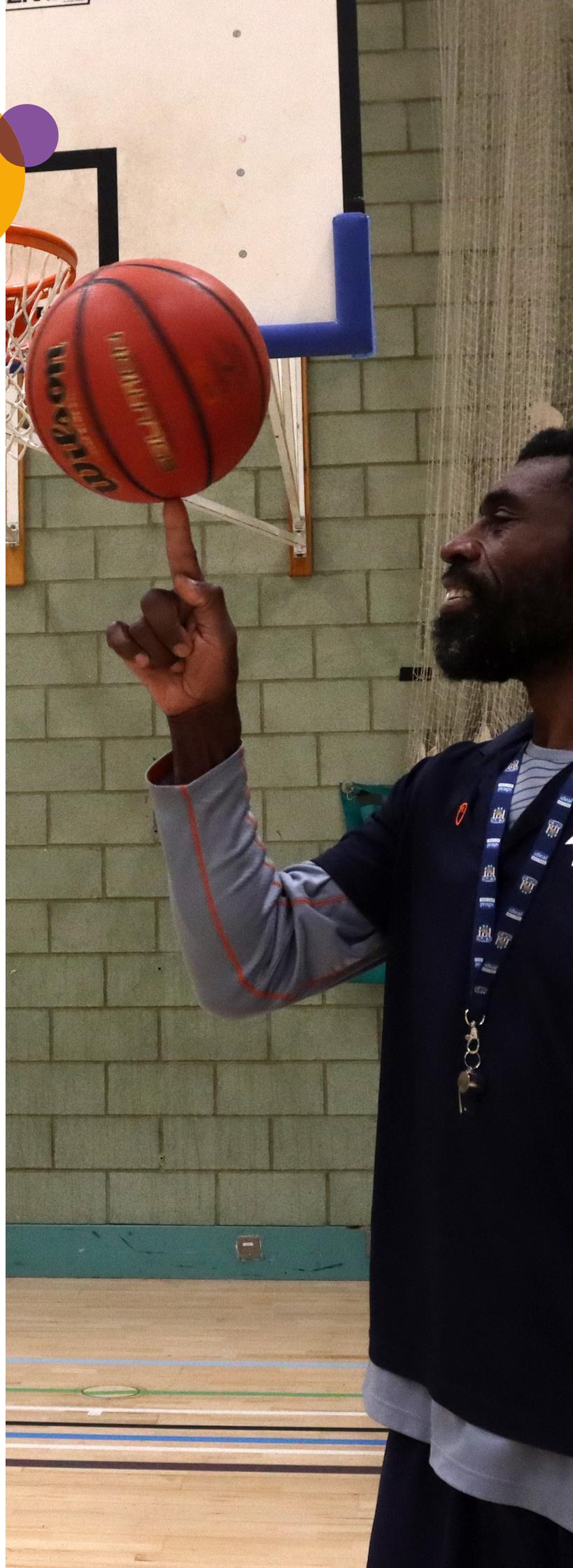
The purpose of this plan is to ensure over a longer term we can truly develop a workforce that is reflective of our local population, better able to engage and inspire opportunities for everyone to be active.

We believe that by putting people at the heart of our organisation and our wider work will help create outcomes that our organisation and wider Black Country organisations are seeking to achieve.

The importance of the amazing people who work within and beyond the physical activity sector cannot be overstated. For us at ABC, they are our 'key workers' and we want to strive to make the work they do more impactful and to support people to realise their potential in helping their community to be more active – from faith leaders, to teachers, to social prescribers and traditional sports coaches - we want to engage with the people who are in a position to influence inactive residents.

People at the heart of our local system means us identifying employer and community workforce need. Connecting with groups and individuals who, traditionally, wouldn't see themselves as having a role in activating communities. Getting partners to work together to support leaders and build capacity across our local sector to advocate, influence and support others to inspire, create and deliver opportunities for people to be active.

Putting people at the heart of our organisation means us developing a team of people leaders. Ensuring we recruit support and develop our own people to provide the necessary insight, expertise, capacity, mentoring, investment and coaching to create the conditions, enabling the broader workforce to flourish in their roles now and into the future.





Current Landscape

COVID has led to an increasing focus being placed on the role that physical activity can play in delivering wider social policy outcomes such as community capacity building and health promotion.

The physical activity sector has been amongst the most gravely hit sectors by COVID-19. It is clear from recent policy commitments and strategic reports that the people agenda in our sector has taken a more elevated status, underpinning the need for a locally curated People Plan with strong employer and deployer engagement that is truly representative of the local place.

To support this ambition our engagement with local partners has been meaningful, broad and diverse. We have gained the perspective of Black Country partners across community, education, workforce development and health, ensuring the plan is firmly reflective of Black Country need. Their collective input has shaped this plan and will support the ongoing implementation. The plan has also been developed at a time of change across the sector and the wider impact of Covid-19.



it's not just about being a coach
(Community Organisation)



The Skills Landscape

Immediate actions won't have an impact on inequalities in the short term. The People Plan can be seen as the first step in a long journey, with our ambition for the next 2 years best articulated as developing a long term workforce strategy for our sector locally. Our work will be influenced by the national Sport England strategy - 'Uniting The Movement' and the work of CIMSPA but firmly focused with local need at the heart of our collective approach.



Support for community clubs and other sport & physical activity providers to work with people with complex needs (Community Sports Club)

ABC Principles

A guiding set of principles will progress our work in the Black Country. These principles will set goals that deserve collective effort and commitment.

- If you make physical activity and sport happen in the Black Country, we will commit to supporting you and your people development needs;
- In all commissions or funding awards, we will take a people approach in assessing capability, capacity and competence of those who will deliver any work with or for ABC;
- Tackling the big EDI (Equality, Diversity and Inclusion) issues ensuring workforce demographics more accurately represent the Black Country population and proactively addressing these with solutions;
- The ABC team becoming People Developers - a people led business (governance, leadership, all our organisations people equipped with the potential to become people developers)



 100% agree we need this - we have to be looking at how we better connect and learn from some tangibles
(Community Club respondent) 

Objectives Identified

The findings highlight how important people are in tackling the inequalities around sport, physical activity and health in the Black Country region – the right people with the right skills, and behaviours, in the right place, with the right personal development support.

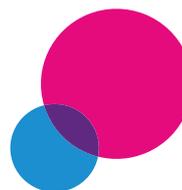
- Recruiting to the sector - **Build Capacity** within our local system and in people who are driving change. Who is the workforce? Who can influence activity levels, many of them might not even identify themselves as being part of our workforce?
- Training the sector - **Develop Capability** of organisations and individuals who want to lead
- Instil **Confidence** - in other professions and community leaders to trust the messages that we're looking to get across
- **Collaborate** with partners - across the system, those known to us and those we don't work with yet; so outside of our traditional sphere of sports
- And in terms of deployment, we have a role to identify and communicate the **Careers** opportunities within our sector. To inspire people to join us to support future generations and leaders

We refer to these as the 5 C's

 We have 500 learners who are desperate to get out into the community and gain experience - and many are good (HE Sector) 

Priority Areas and Tactics

Using the objectives, we have highlighted our priority areas using the 5 C's and examples of key actions. These key actions will build on existing programmes and insight as well as introduce new areas of focus to recruit, train and deploy workforce within our sector.



5 C's	Priority Areas for the Black Country	Active Black Country will...
Capacity	Building capacity , focussing on organisations who do not see themselves as being a catalyst in increasing physical activity opportunities in the Black Country	We will use insight and learning opportunities from existing initiatives, such as our Faith Centre project in Wolverhampton, to identify and uplift leaders who are embedded and respected within their community, unleashing their potential and capacity to improve the health and wellbeing of Black Country residents through inclusive practice.
Capability	Design and deliver a programme which will develop the capability of those on the periphery of the sector with reach into underrepresented groups.	We will work across the emerging Integrated Care System, incorporating GPs, Social Prescribers and other Allied Health Professionals to increase capability to confidently refer and deliver physical activity opportunities which complement and enhance their existing services.
Confidence	Support and instil confidence with partners and stakeholders about local and national messages and campaigns	<p>We will develop a high quality programme of leadership and development to ensure ABC people are 'People' developers' placing people at the heart of everything we do across all priority areas of work.</p> <p>Using existing place-based engagement to develop hyper-local relationships and provide one-to-one support that nurtures confidence in the local workforce to align with national and local workforce opportunities.</p>
Collaborate	Using a person-centred approach, collaborate with partners to engage people and offer support to those who we need to influence	<p>Communities and partners need a lead organisation to bring people together, to facilitate learning in this ever-changing landscape. We will become the lead, to enable, broker, engage and connect to foster collaboration via a series of 'people' networks across the Black Country encompassing;</p> <ul style="list-style-type: none"> • The traditional workforce; people with specific qualifications related to activity (e.g. coaches, personal trainers) • The future workforce; engaging with HE and FE to influence students on sport, health and social care courses • The latent workforce; engaging with those outside the traditional sector (e.g. faith leaders, social prescribers)
Careers	Interactive careers and training insight platform to highlight possible routes into the sector.	We will develop a digital careers pathway, providing information, advice and guidance for those who are considering a career in our sector. The resource will explore career routes and training requirements which will enable informed decision making.

Thank you

Active Black Country would like to thank all consultees who have contributed to The People Plan for their time and input.

For further information please contact:

Jo Dodd, Local Partnership Lead Officer (Workforce)
joanne_dodd@blackcountryconsortium.co.uk

#EveryDayYourWay



Active Black Country



@bcbeactive



@activeblackcountry



Active Black Country



Active
Black Country

Creating an active, healthier region

T: 08458 15 15 15

W: www.activeblackcountry.co.uk

The Deckhouse, Waterfront West,
Dudley Road, Brierley Hill, DY5 1LW

© Copyright 2021 Active Black Country