

# Developing Our Own Insight

1 Whilst the Hub can be used to access the latest secondary data and national research in relation to physical activity and sport, we're also developing our own insight to reflect local gaps in information.



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We're constantly engaging with local partners, from community groups to statutory organisations, to develop a research programme that stimulates debate and drives local policy.

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As an example, our in-depth analysis of **primary school swimming in the Black Country** is the only one of its kind in the country – the report has raised serious questions around opportunities for children who go to school in deprived areas and levels of water safety. The report has led to the creation of 4 dedicated swimming action groups to address these issues.

4 We also have the latest findings from our **Place Based Pilot** work across our 8 priority wards – the parts of the Black Country with the most acute levels of inactivity, deprivation and highest concentrations of people in lower socio-economic groups. We're holding in-depth consultation with residents and tracking their journeys over a 12 month period to really develop an understanding of their wants and needs with a view of developing a blueprint for system change, using evidence and insight to drive local policy at the highest level.



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We're also eager to accept local contributions - if your organisation has developed insight that furthers our knowledge around tackling inactivity, there is a link on the home page that allows users to upload information to the Hub.



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6 We're actively encouraging contributions – if you fill out the proforma on the home page with your idea we'll be in touch.



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7 We're increasing our content on the hub all the time, so make sure you regularly check our Data, Learnings and Wider offer and help us to make the insight hub a tool to inform, stimulate debate and drive local policy across the physical activity and sport system.



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