

Active Black Country Partnership  
Board Meeting  
Wednesday 27<sup>th</sup> November 2019  
(NMC, 47 Birmingham Road,  
West Bromwich B70 6PY)



**Present:**

**Board Members:** Deborah Williams (DW) Amanda Tomlinson (AT), Guy Shears (GS), Arwyn Jones (AJ), Ash Rai (AR), Anam Choudhary (AC), Richard Callicott (RC), Rachel Conlisk (RCK) Richard Medcalf (RM)

**ABCA Nominated:** Lisa McNally (LM)

**Advisors:** Ian Carey (IC) Jennie Bimson (JB) Chris Jones (CJ)

**In attendance:** Michael Salmon (MS) Tim Aldred (TA) Daniel Allen (DA) and Rebecca Hill (RH), Steve Mitchell (RY Consulting) (SM)

**Apologies:** Cllr Farut Shaeen, Cllr Nicolas Barlow, Kim Babb

**Advisors not In Attendance,** Graham MacPherson, Paul Griffiths, Sue Wilkinson, Sarah Middleton

MINUTE NO.	NOTES & ACTION	Who
54/19	<b>Welcome and Apologies</b>	
	<p>Welcome from Chair.</p> <p>Apologies noted.</p>	
55/19	<b>Approval of ABC Board Chair</b>	
	<p><b>Note: Both Deborah Williams and Amanda Tomlinson left the meeting room.</b></p> <p>After a broad and extensive recruitment campaign between August and October 2019, the process for the appointment of Chair had been completed. This position was due to commence on 1<sup>st</sup> April 2020.</p> <p>Sport England had been apprised of the recruitment process and indicated they had been happy with the approach taken. The Nominations Committee consisted of Arwyn Jones and Jennie Bimson in consultation with Richard Medcalf, Richard Callicott and Ash Rai, and with Ian Carey and Nicky Horne (Head of HR and Operations for the Black Country Consortium) as advisors.</p> <p>Although the campaign had yielded a low number of applicants, the Nominations Committee interviewed two excellent candidates: Amanda Tomlinson (Current ABC Vice-Chair and Senior Independent Director) and Carol Bate.</p> <p>The panel had concluded that Amanda Tomlinson had best demonstrated all of</p>	

the attributes and skills sought. However, Carol Bate, a recently retired General Practitioner, had shown very strong vertical knowledge in the area of Health and Wellbeing, with extensive experience of the Health Landscape which included Clinical Commissioning Groups and Primary Care Networks.

Therefore, the Nominations Committee wished to recommend to the Board Amanda Tomlinson as the person to succeed Deborah Williams.

It was noted that the existing skills matrix for the ABC Board identified a gap related to Health and Wellbeing. The Nominations Committee considered that Carol Bate's considerable experience in this area would be valuable and recommended that the Chair-elect and Chair review the application further and that she be considered for a role as an Independent Board Member. Once Deborah Williams stepped down from the Board at the end of March 2020, another Board Member would not be a net addition.

**Agreed;** the proposal that Amanda Tomlinson be appointed to the role of Chair (from 1<sup>st</sup> April 2020) for a period of three years, in accordance with the ABC governance policies and; that Carol Bate be considered as an Independent Board Member were both moved, seconded and actioned unanimously by the Board.

**56/19 Minutes – 24th September 2019**

The minutes of the meeting held in 24th September 2019 were submitted and confirmed as a correct record of the meeting.

**57/19 Strategic Engagement with Sport England via ABCA**

A Memorandum of Understanding had been sought with the Local Authorities – the board would be kept informed of developments in this area. Although each Authority has its own priorities, LM highlighted their joint focus on active travel, air quality and community engagement and development.

It is expected that Sport England will attend a meeting of the Association of Black Country Authorities (ABCA) early next year probably in February or March 2020.

IC reminded Board members that Sport England had invested £150K (the Black Country Fund) to pilot approaches to increase levels of physical activity in the Black Country, particularly in areas of high deprivation and low historic investment. Two Community Connectors posts were financed by this money to work across eight wards. The costs of monitoring and evaluation of the pilot scheme would also be covered by the funds.

The work would be done in conjunction with Local Authorities and Local Community and Voluntary Services (CVSs), with the outcomes delivered during April/May 2021. However, evidence from learnings would be gained throughout.

RM stated that if any help should be needed with the project, he felt that Board Members would be more than willing to assist. IC replied that broader advocacy and approach was all that could be asked currently. He added that a meet and greet event next year was planned to take place for those involved.

LM suggested that Local Authorities may be encouraged to provide some

financial support with a relatively informal, light touch approach. This option could be explored as things progressed.

IC felt that, if successful, joint investment would be useful to demonstrate how the investment from Sport England could be leveraged to achieve wider benefit

58/19

**Commonwealth Games 2022**

SM gave a presentation on the development of a Black Country Commonwealth Games Legacy framework. SM observed that bringing people together seemed to be a strong thread desired by members, as well as themes surrounding young people and viable actions.

SM asked each member of the Board to give a short comment related to their thoughts about the upcoming event.

GS stated that the actions towards the Commonwealth Games needed to go beyond rivalries, and that people needed to associate with the event; experience the buildup. He added that if young people could be engaged this would generate the event itself.

AC stressed that organisations needed to work together to see young people from the four Local Authority areas connected. Youth services might be used as a valuable asset in the sustainment of long-term legacy. AC felt the lessons learned from the London and Glasgow games should be heeded.

RCK shared the importance of the games not bypassing people; that it not an event that 'happened to other people'. It was vital that people became engaged and involved at a grassroots level. Any aspect needed to be inclusive; sign language practitioner and adapted sports to be included. RCK felt that work needed to take place to ensure that the Sandwell Aquatics Centre was not meaningless to those on the other side of the Black Country.

RM warned that people were difficult to engage, and people may likely consider the event so far away, especially those not involved in the sporting environment. There was potential for universities to be used to convey the games message to the populace. RM added that he felt excitement, but had noted that with people outside of the field this was less so. Plans needed to be on the front foot with willingness to pitch.

AJ considered the games to be a great way to 'normalise' physical activity for people, with inclusion vital. The games could be used as leverage for engagement and investment in the Black Country. A greater presence/profile for the games was required.

CJ stressed the need for collaborative working. Birmingham City Council had worked hard towards the games, and CJ considered that the feeling that the Black Country were destined to miss out was a myth. Alignment with the organizing committee governance was important. The Department for Digital, Culture, Media & Sport (DCMS) had held a conference call earlier in the month, and increased legacy engagement could be seen. Transparent and closely united legacy plans were needed to realise maximum benefit. DCMS and the organizing committee needed to be used as a central point. CJ stressed that however tempting it was, 'business as usual' should not be badged as

Commonwealth Games business. Legacy needed only to apply to the unique aspects that could be achieved by this event.

CJ remarked that Birmingham City Council had not led on legacy; this process was run by DCMS, who had been keen to look beyond Birmingham. In addition, most of the games had been arranged to take place outside of Birmingham. CJ asserted that though there was some fear of 'death by committee', the piece of work being undertaken was considerable.

DW felt that ABC has a responsibility, and expressed caution that the board might wait for developments to happen rather than see unique plans driven forward. . . DW wanted to see children involved and benefitting. She felt it was important to remember the games had the potential to make gains for Black Country people in line with the ABC strategy

AT saw the need to unify things such as workforce, as well as health and wellbeing across the board. Regeneration and environment should be viewed as a priority area to create active outdoor space.

IC observed that people tended to move around postcodes in the Black Country, hence opportunities to be active needed to be built into the environment; the Commonwealth Games had the power to be a catalyst for this as a once in a generation chance for the area. Partnership working was paramount.

RC agreed with board members comments. He stressed that legacy for previous sporting events had not always gone well, so there was a strong need to be proactive. The legacy group needed to make things happen whilst retaining relevance. RC warned that the Black Country may potentially be seen as simply a suburb of Birmingham, and this needed to be avoided. The areas association with the games needed to be viewed as positive, there was no need to over complicate the process.

AR stated that the Sandwell Aquatics Centre was expected to be a huge achievement for the Black Country. The legacy work had begun over two years ago; benefits included the creation of jobs, in line with Sandwells 2030 message. Further impact was hoped to be seen in the areas of voluntary workforce, health and swimming opportunities for children. AR continued that the Black Country's presence must be felt at the games, and the Aquatics Centre utilized fully.

JB suggested that a 'Hall of Fame' be considered featuring both sports stars and those who had been champions of the cause. This could be utilised to spread awareness in schools. The project was unlikely to be high cost.

LM mentioned that evaluation of previous major events including London 2012 and Glasgow CG have highlighted the challenges inherent in generating sustainable legacy for local communities; a view shared by other Board members. She emphasised the need for the 2022 Games to act as a catalyst for change, especially amongst the most deprived communities. LM outlined work has been undertaken in Sandwell through the MoveMoreSandwell campaign to ensure the conditions are created to maximise legacy benefits, with local groups ready to deliver anything relating to physical activity. The games sounded a brilliant and exciting opportunity for Sandwell and the Black Country but local, regional and national agencies need to work effectively to ensure the 2022 Games benefited. LM asked if the, apparent, complex Governance structure for the 2022 Games legacy work could be a potential barrier and, if so, could it be simplified in any way. LM, through engagement with Dean Hill (CG Physical Activity Lead) and wider ADPH network is advocating the need for genuine

collaboration with local communities across the West Midlands to realise the benefits of hosting the Games.

DA echoed the previous thoughts from around the table, and felt that LM had a valid point. He asked whether the right community organisations had been involved in the process? DA added that the games were a good catalyst for the development of transport and raise awareness for care of the environment. He shared that whilst he lived in Perry Barr, he had witnessed the underuse of the cycle corridor and hoped this could be addressed and get community support.

MS felt that it was important to be prepared for those members of the community that might be inspired by the games and wanted to be physically active. The focus should be wider than public health, and a central resource would be a valued asset. MS highlighted that activity databases became obsolete relatively quickly.

A number of discussions arose from the above comments, which included SM questioning whether it was time for a 'moon shot' from the Black Country?

RM responded that big changes were expected over the next six months, however, it was sensible to get plans in place. Moving too quickly without having sight of DCMS's plan may result in the Black Country shooting themselves in the foot.

CJ added that DCMS were keen to be involved on the journey with the Black Country and to feed into the legacy plan. Ultimately, things needed to reflect back positively on the Organising Committee.

RC warned that central government had a tendency to work slowly, and there was always the danger that the Black Country may not be fully understood by them.

DW wondered whether there were broad themes which could be adapted to fit the Black Country.

LM stressed that grassroots matters could be dealt with quickly.

IC stated that ABC's role in relation to the Commonwealth Games would be set out in the Legacy Framework. IC agreed with CJ that day to day business needed to continue, whilst connections were made with communities. IC felt that it was the right time for the conversation to involve ABCA, in addition opportunities for pilot approaches via DCMS were expected.

AC highlighted that the whole purpose of ABC was to encourage people to become active, and the legacy needed to retain this element at its core.

SM highlighted the diversity of the Black Country, and pointed out that 150 nations had been recorded residing in Sandwell alone.

He added that smaller one-off meetings were expected to take place through January 2020, with the revised framework scheduled to be presented to the ABCA Board later that month. SM encouraged all partners to make contact with him or Rob Young to ensure their voices had been heard.

### **a. Health & Wellbeing**

Public Health England had recruited clinical champions to hold a series of workshops for frontline healthcare professionals to which Active Black Country had been invited to provide local knowledge.

ABC had already engaged public health colleagues from Dudley and will continue to adopt this principle of partner collaboration when workshops are booked across Sandwell, Walsall and Wolverhampton.

ABC and Sandwell Public Health have worked together to engage two GP practices and secure their involvement with the Cycle More Sandwell programme.

ABC have looked to increase levels of engagement with GPs and healthcare professionals and will use this opportunity to introduce these organisations to Sport England's Active Practice Charter.

Healthy Sandwell's community referral scheme was to signpost interested individuals to the cycle programme and it was expected that this will lead to the majority of referrals.

Cycle Routes British Cycling had worked with TfWM to develop 4 cycle routes that will start from Lightwoods Park and Hadley Stadium. The routes have been designed to be suitable for beginners and were estimated to take between 15-35 minutes.

Volunteer recruitment had taken place in November 2019 with a view to commencing delivery in January 2020. Volunteers were expected to undertake 2-day training programme in Learn to Ride and Guided Rides. A Safeguarding workshop (coordinated by ABC) and a First Aid course had also been scheduled.

The NHS Strategy Unit carried out a literature review on Physical Literacy and Dr Tim Horsburgh, a Dudley-based clinician and chair of the STP CYP Group wrote to all PCN Directors in the Black Country to engage them with the program. The CCG had agreed to devote some of the PCN Social Care Prescribing Link Worker's capacity on Children and Young People with a view to prioritising Castle and Priory and Netherton, Woodside and St Andrews wards.

Physical Activity Pathways ABC had worked with the Black Country STP's MSK Group to explore ways of embedding physical activity into care pathways. The group had looked to use an 'Option Grid' approach, which had been used in Nottingham, this utilised the principles of 'Shared Decision Making' whereby by patients are more involved in their treatment.

### **b. Community**

Headline feedback from the Faith and Sport forum focused around the establishment of more localized Interfaith Networks, supported to upskill faith centre volunteers, resources to connect the sectors.

ABC had launched a series of Interfaith networks in each local authority area to connect the sectors and to see developed a consortia approach to include area action plans.

The Activity Alliance identified the Black Country as an area of potential investment for the Get out and get active (GOGA) programme due to their

work being conducted around places of worship and desired to explore inclusive activity.

The Activity Alliance committed to funding ABC 50,000 over 12 months, focused on direct research with faith organisations/groups in Wolverhampton. The GOGA project was due to commence in early 2020.

Black Country Accessibility Games event hosted a wide variety of taster sports/activities for people who had a range of disabilities/complex needs. Approx. 120 people with a disability/adapted needs attended.

Additionally, Active Black Country also hosted an Inclusive Activities programme (IAP) workshop at the Accessibility Games.

As previously highlighted during September's board meeting, ABC had supported Tfwm to amplify awareness of their Better Streets fund to wider and more non-traditional partners.

ABC were part of a pilot project with Sport England around their Community Asset Fund (CAF). CAF was a capital funding programme but was designed to support a range of community organizations and groups to make them more sustainable community businesses.

Sport England agreed to develop a local action plan and provide some funding to implement, the funding was approximately £40k over 2 years

### **c. Education**

ABC had received funding from DFE and Sport England, as one of 17 Active Partnerships, for opening school facilities.

Schools were to open up their sport facilities outside the school day, and ensure that this was supported by a strong and varied offer of sport and physical activity that appealed to young people in the schools and communities targeted.

The funding will be used increase capacity, via a fixed term post within ABC, to develop and lead the insight phase of the project, and develop a number of pilot projects across the 4 LA areas.

The project was to be delivered by August 2020, though scope for extension was to be investigated.

A Dudley apprenticeship steering group had been established to coordinate the CSHO apprenticeship programme for the region.

The Sandwell Holiday Activity and Food steering group continued to receive support from ABC, as part of a consortium of partners to produce an application for the summer 2020 Holiday Activity and Food programme from the DFE.

The Black Country Healthy Schools Platinum award was currently in design and development with the 4 public health teams. It was anticipated that the programme launched in April 2020.

The Schools Hub had been expanded with further supporting resources and best practice video case studies. These had been shared with national partners and the Active Partnerships network.

A Primary PE and Sport Premium mapping report was being produced to summarise insight generated through the desk-based evaluation of Primary School websites in August 2019. It was anticipated this will be complete December 2019 and shared via the insight hub and with partners.

The 2020 Primary School Conference was to be held at Dunstall Park Racecourse, Wolverhampton on Friday 27th March.

A Black Country Swimming Report had been undertaken to expand the initial data trawl captured in August 2019.

#### **d. Workforce, Employment and Skills**

As part of the Government's work to empower young people, the Department for Education committed funding to Active Partnerships to enhance an existing Volunteer Leaders and Coaches (VLC) programme or develop a new project. The initial stages of the programme (to be delivered by May 2020) involved planning the leadership delivery aspect, recruiting partners and engaging young carers across the Black Country.

Boing Training was a playgame based curriculum of physical literacy building games aimed at primary school aged children. ABC had been the first Active partnership to coordinate 'Boing' training with our local partners.

ABC have 21 young people signed up to our Young Coach Academy, 19 of whom attended a weekend residential towards the end of the month.

The purpose of University of Wolverhampton's Employability Network was to engage with students studying sport degrees and to broker relationships with community partners who were actively looking for volunteers.

#### **e. Insight**

MC demonstrated the ABC Website to members. This included information on the Insight Hub; this displayed a selection of timely data and learnings related to physical activity and sport in the Black Country and the added value that ABC offered.

The Training Hub offered resources and videos to support the Black Country sport and physical activity workforce, sports clubs and community organisations.

The third section of the Insight section related to schools. Best practice examples and initiatives from across the 5 key indicators were given to assist schools in utilizing their Primary PE and Sport Premium funding.

Board members had been impressed by these developments, and looked forward to future updates.



	<p><b>f. Velo National Championships</b></p> <p>Due to time restrictions, comments on this item were needed to be submitted electronically.</p>	
<b>60/19</b>	<b>Marketing and Communications ABC Board Paper November 2019</b>	
	<p>Good progress with JB shared with members that a new logo had been developed along with the website revision. A newsletter for Board members had also been circulated.</p> <p>JB appealed to members to please engage with Marketing, and the aim going forward was to increase strategic thinking.</p>	
<b>61/19</b>	<b>Dashboards and Audit Committee Update</b>	
	<p>Circulated for information.</p>	

**Meeting ended 13.37**