



Sport Birmingham

Big Local - May 2017



*Harnessing the power
of sport and physical
activity to improve lives
across the city*

- Your Sports Partnership
- https://www.youtube.com/watch?v=MN_YbwT76VE
- Sports Contribution to Community Resilience and Wellbeing

Basics about CSPs

- Network of 44 across England
- Independents / Registered Charities
- Funding and Sport England
- ‘Infrastructure’ organisations
- ‘Strategic Leadership’
- Partnership ethos

Our role and focus 2017-2021

- **Government Strategy**
 - Impact on the big 5 outcomes!
- **Sport England Strategy** (Inactivity focus)
 - A strong understanding of ‘Place’ and ‘People beyond just Sport & PA sector
 - An ability to broker a wider range and depth of relationships
 - An active role in project implementation

- SE Active Lives Survey 2016
 - 30% Inactive / 15% Fairly Active / 57% Active
- Young population (25% under 16 years, 46% under 30 years)
- 51% of population in the most deprived 20% of wards
- Broad ethnic mix – around 40% non-white
- Around 200,000 people registered with a disability



What we are doing at the moment!

- Project Management (leading consortia/partnerships)
- Workforce (Coaches, Volunteers, Apprentices, Mentors)
- Clubs
- Schools
- Inclusive Sport
- Workplace Wellbeing
- Community (Community Games, Hubs)



How we work?

- Board of Trustees
- Core Team of 12 / Extended Team 24
- Leadership
- Connecting organisations and people
- Marketing and Communications
- Funding
- Advice and Guidance

Your Local Area

- What is the S&PA offer in your area?
 - Facilities, Providers, Clubs / Access, Cost
- What is the demand from residents?
 - Consultation, Opportunity
- Could/Should S&PA be one of your priorities?
 - Active Citizens, Health, Social, Individual development

A Few Examples/Ideas

- Community Games (Dennis Kennedy/Sutton)

- <https://www.youtube.com/watch?v=oRaJNd9E5t8>

A village fete combined with a schools sports day. All the activities provided free of charge by local sports clubs, groups and associations; a true community event with a simple aim: to give everyone, whether young or old, an opportunity to try their hand at the enormous variety of sports played and activities enjoyed in the area. Made possible by a core team of volunteer organisers, several hundred volunteer event providers, and the generosity of the Sutton Coldfield Charitable Trust and a small number of local businesses.

- Big Local Example

- <https://www.youtube.com/watch?v=1b8pzFGGe9fc>



Contacts

Mike Chamberlain

Chief Executive

mike.chamberlain@sportbirmingham.org

www.sportbirmingham.org

07973 751839