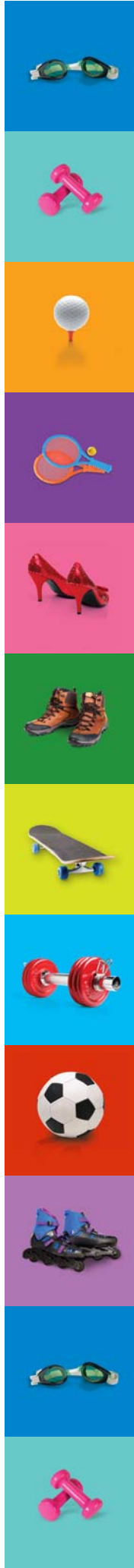
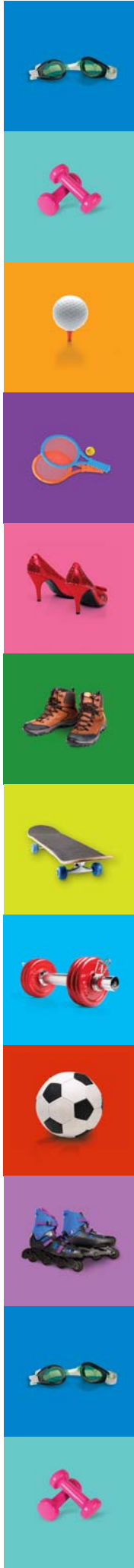


5x30

Time to Get Active Programme

Annual Report

April 2011





Contents Page



Foreword 3

Introduction 4

Background 5

Details of Individual Projects During Year 2 6



Open Bidding Round (OBR) 9

Results Based Accountability (RBA) 14



Physical Activity Development Officers (PADO's) 16

Local Awareness Raising 20

Gifted and Talented 22

Sandwell Voluntary Sports Club Development 23



Programme Summary 25

Statistical Information 27

Succession and Next Steps 30



National Context 31

Conclusion 32





Foreword



The 5 x 30 – Time to Get Active programme has enjoyed a successful second year of delivery within Sandwell.



Building on the firm foundations that were established in year 1, the programme has continued its strive to engage residents in sport, physical activity and active recreation.



The programme has been recognised at national level by the Association of Public Service Excellence (APSE), as one of the best healthy living initiatives in the country during 2010.



As this two year, fixed term programme now draws to a close, we can reflect on the positive impact that it has made towards improving peoples health. Over 53,000 people have directly benefitted from over 50 individual projects

We are of course acutely aware that there is still a pressing need to improve participation rates in sport and physical activity. This is backed up by Government research and statistics.



The effective partnership working, skills and knowledge that have developed over the past two years will continue well into the future and will help us to make further improvements for residents.



We very much hope that you enjoy reading this report and learning more about the achievements of the 5 X 30 – Time to get Active programme.



Keith Heyes
Head of Service



Brian Aldridge
Service Director



Cllr Ann Shackleton
Cabinet Member for
Youth, Culture and
Leisure





Introduction



Welcome to the second annual report of the 5 x 30 – Time to get Active Programme. This report aims to give a summary of the progress and achievements made during the past 12 months and also briefly review the impact that the programme has made during its entire 2 year duration.



The 5 x 30 campaign seeks to encourage more adults in Sandwell to achieve 30 minutes of sport, physical activity or active recreation on 5 days each week. It is hoped that this campaign has gone some way to create a step change regarding the culture of sport and physical activity in the Borough, encouraging participation from all social groups.



The programme also seeks to improve Sandwell's National Indicator 8 (NI 8) statistics. NI 8 measures the percentage of the adult population aged 16 years and over, who participate in sport and active recreation, at moderate intensity, for 30 minutes on 3 or more days a week. This is measured by Sport England via its 'Active People Survey'.



The health benefits to adults that achieve their '5 x 30' are well documented. Regular physical activity can help to assist with the prevention of several chronic diseases (e.g. cardiovascular disease, diabetes, cancer, hypertension, obesity, depression and osteoporosis) and there appears to be a linear relationship between physical activity and health, with the greatest improvements observed when people who are least fit become active.



The programme was launched in April 2009 by Sandwell Partnership (The Local Strategic Partnership) after health and fitness were highlighted as key areas of concern by local residents, agencies and health professionals. A total funding package of £900,000 was allocated to support the programme over its two years of operation (2009/10 and 2010/11). This was made available via Working Neighbourhoods Fund (WNF).



The programme has adopted a partnership approach towards its delivery. Although Sandwell MBC has taken on the role of 'lead agency' a large number of external agencies from the voluntary, statutory and private sectors have worked together and combined their expertise to make the programme work.



The year 1 annual report provided a thorough description of all projects funded along with detailed statistical analysis and mapping of beneficiaries. The year 1 report can be downloaded at www.sandwell.gov.uk/getactive



This report seeks to provide an overview of the progress in year 2 and highlights a number of case studies from individuals that have benefitted from the individual programme elements which are typical of other beneficiaries.





Background



At the commencement of the programme, partners utilised a wealth of local information and knowledge to assist in the decision making process and the allocation / targeting of funding. This included information gathered by Sport England during its 'Active People' surveys.



The 5 X 30 Time to Get Active programme was sub divided into a number of individual projects these are as follows;

- **Joint Commissioning – 5 X 30 and Youth Diversionary Activities (YDA)**

This project has seen local organisations given funding to provide activities which engage young adults in physical activity whilst also reducing levels of crime / anti social behaviour.



- **Open Bidding Round (OBR)**

This project has provided funding to community groups, sports clubs and other local organisations to deliver sport / physical activity sessions that meet local community needs / aspirations.



- **Results Based Accountability (RBA)**

This project has worked with local communities to identify 'end goals' and work from there to develop low cost health interventions which meet local needs.



- **Physical Activity Development Officers (PADO's)**

This project has seen the appointment of three specialist officers who work within local communities to identify needs and help create sport / physical activity opportunities.



- **Local Awareness Raising**

With many of Sandwell's residents being unaware of the 5 x 30 message, this project is delivering a high impact targeted marketing campaign to raise awareness of the benefits of keeping active.



- **Gifted and Talented**

With the London 2012 Olympic and Paralympic games less than 18 month away, we have genuine hopes of seeing Sandwell residents competing at the games. Funding is being made to Gifted and Talented athletes to help them achieve their goals.



Details of each of the above projects will now be given in the following section;





Details Of Individual Projects During Year 2

Joint Commissioning – 5 X 30 and Youth Diversionary Activities (YDA)



Project	Provider	Allocated Funding Year 2	No of beneficiaries Year 2
WBHC - Youth Development	West Bromwich Hockey Club	£2,000	69
Netball	Sandwell Leisure Trust	£872	27
Workplace Fitness	Sandwell Leisure Trust	£1,410	54
Oakham Sports	Oakham Church	£3,200	90
Fit Families	Greenacres Childrens Centre	£2,932	168
Dance STEP	South Tipton Extended Partnership / Sandwell Leisure Trust	£840	285
Farley Fitness Five	Great Bridge Community Forum	£3,968	108
Sports coaching and activity sessions	Manor Foundation Business Enterprise and Sports College	£820	45
Sporting Opportunities GSCA	George Salter Collegiate Academy	£3,500	117
Boxing Project	Sandwell Asian Development Agency	£5,000	145

Case Studies

Project: Dance STEP

Provider: South Tipton Extended Partnership (STEP) / Sandwell Leisure Trust

STEP has worked in conjunction with Sandwell Leisure Trust to offer family dance mat/fitness sessions at various venues in South Tipton aimed at parents and children attending together to have fun and keep fit. Due to remaining funds and achieving beneficiary targets, the Dance STEP project established a series of Aerobics sessions at the Tipton Christian Centre and also football sessions at Alexandra High School for young people aged 16-19 years of age.

Quote from project lead officer

“If the participants were not at the project only one of them would be doing something constructive (at the gym). Nearly 50% of the participants would be hanging around on the streets or drinking, with the possibility of being involved in anti social behaviour, and the other 50% would be at home or doing nothing.”

Project: Fit Families



Provider: Green Acres Children’s Centre



This project offered a number of activities to engage local residents such as Boxercise, Aerobics and Tri Golf: Boxercise is an evening class attracting an average of 12 people. Internal health surveys collected showed a 100% improvement in fitness levels, 75% increased their understanding of how to keep healthy and 25% felt it had boosted their self esteem.



Quotes from programme beneficiaries

“I feel so much better and healthier for doing it.”



“They help my fitness and motivate me to do more exercise – I have more energy.”



**Project: Boxing Project
Provider: Sandwell Asian Development Association**

Sandwell Asian Development Association delivered physical education based training sessions at Alpine House Gymnasium. The sessions included weight training, cardio and non contact amateur boxing. The project worked closely with the West Midlands Police and Sandwell Youth Service.



Quote from project lead officer, Imran Mohammed



“We have engaged over 140 young people in the 5 x 30 Time to Get Active project. We have brought together young people from different ethnic backgrounds including Asian, afro Caribbean, white and eastern European. It has allowed 10 young people to become involved in volunteering, in the long term we will allow them to gain coaching qualifications. The activities we have offered have helped to keep young people away from anti social behaviour and crime and use their energies positively through support.”





Provider: George Salter Collegiate Academy, West Bromwich



The George Salter project aimed to get more 16-19 years olds active. This project linked to local clubs provision and set up new activities to achieve this goal. The need for the project came from consultation with young people and with clubs that use the site which were looking to recruit more 16-19 year olds. The project has engaged with over 100 participants in year two and beneficiaries have taken part in activities such as Table Tennis, Football, Basketball and general fitness sessions.



Quote from Project Lead Officer



“The project has allowed those aged 16 to 19 years to take part in activities that were staffed and increase participation in sports which they would not have the opportunity to participate in during curriculum time. This project has eliminated transport and cost barriers thanks to the 5 x 30 programme.”





Open Bidding Round (OBR)



Project	Provider	Allocated Funding Year 2	No of beneficiaries Year 2
Start Jogging	Sandwell Leisure Trust	£7,640	166
Get Active Clubs	Sandwell Leisure Trust	£5,733.00	216
Adult Swimming	Sandwell Leisure Trust	£6,556	121
Get Active, Take Part	Sandwell Visually Impaired	£7,950	101
Albion Community Sports Clubs	WBA Foundation	£10,000	834
Community Fitness and Weightlifting sessions	Sams Health and Fitness	£1,040	110
Cycle Training Part of Cycling in Sandwell (PCT)	Sandwell Irish Community Association	£700	34
Get Fit Outdoor Training	Warley RFC	£4,020.00	99
Brasshouse Fitness Club	North Smethwick Development Trust	£3,220	78
Fit for the Future	Bangladeshi Islamic Centre	£4,148	69
Sport 4 All	Smethwick Youth and Community Centre	£10,348.00	185
Strictly Keep Dancing	Yew Tree and Tame Bridge Regen Forum	£4,915.00	94
Active Wednesbury	Wednesbury Sports Union	£2,240	55
Tameside Gardens	Tameside Primary School	£1,102	42
Chance to Dance	Tipton North Extended Partnership	£9,256.00	110
Feeling Good & Doing well in West Bromwich	West Bromwich and District YMCA	3,267	12
West Bromwich Tea Dance	Greets Green Community Enterprises	£1,000	56
Galton Valley Mums & Toddlers get active	Sport 4 Life UK	£3,840	91
Boxercise Project	Menzies High School (SSCO)	£1,000	14



Case studies



Project: Fit for the Future

Provider: Bangladeshi Islamic Association



The Fit for the Future project worked with inactive Bangladeshi men in North Smethwick. The project has provided a variety of activities to encourage beneficiaries to become more active such as Football, Yoga and Gardening. Yoga wasn't very popular amongst the local Bangladeshi Community in the past few years until it was introduced at the Bangladeshi Islamic Centre. This helped to raise awareness of how it can help individuals to become relaxed, relieved from stress and able to become more physically active.



Quote from project lead officer, Abdul Subdan



“Mr G is 56 years old and resides in Smethwick. After the first Yoga session he was very shocked but happy at the results. After attending a few sessions, he reported less joint pain and improvements in his health. He also encouraged others to attend as he found it very beneficial.”





Project: Get Active, Take Part
Provider: Sandwell Visually Impaired (SVI)



SVI delivered a programme consisting of Light Exercise and Taster sessions – including Extend, line dancing, swimming, walking, bowling, Eatwell, Walkwell and relaxation sessions. These were targeted towards the visually impaired community of Sandwell, their families, friends and associates.



Quotes from programme beneficiaries;



“I have found the Light Exercise sessions a fun and easy way to keep all parts of my body active with the support of a friendly, understanding and helpful tutor. I also believe that from a social point of view it has been great to speak to other SVI members and exercise together.”

Female, 25



“We are thoroughly enjoying the sessions and find the exercise beneficial, they help with our movement and have increased our ability. We find the tutor a very good motivator who always has the group members best interests at heart. The course is helpful and has boosted confidence.”

Male, 65





Project: Strictly Keeping Dancing

Provider: Yew Tree and Tame Bridge Regeneration Forum



The ‘*strictly keep dancing*’ project offered dance session twice a week (4 x 30 minutes), which took place in the Yew Tree & Tame Bridge Community Centre aimed at attracting local residents 16 years and over in a fun healthy activity:



Quote from project lead officer, Rita Hicken



“The project has worked with a diverse range of participants, forming good relationships in and outside the project; they have taken part in community events, Quiz nights and help raise money for local charities. We have signposted participants to other physical activities/services that are available such as health walks and tai chi.”





Project: Galton Valley Mums & Toddlers get active
Provider: Sport 4 Life UK



Galton Valley Mums & Toddlers Get Active project aimed to engage disadvantaged mothers in regular, fun exercise classes. Classes have been delivered in Smethwick across 4 community venues – Galton Valley Children’s Centre, Devonshire Infant School, West Smethwick Enterprise, and St Marks community Project. 86 classes were delivered in year 2. The fun physical activity sessions were designed to give parents and toddlers the opportunity to exercise together. The sessions work on cardiovascular fitness, muscle strengthening, co-ordination and gross motor skills.



Case study



A 39 year old mother of 3 from Smethwick attended the family fitness sessions run by the charity Sport 4 Life (www.sport4life.org.uk) with her youngest daughter aged 2. As a very enthusiastic member of the group she particularly enjoyed the opportunity to take part in structured physical activity with her daughter. They both enjoyed the fruit of the week and recipe sheets. Since joining the group in October 2009 she has been inspired to change the eating habits of her family, and has herself lost more than 1 1/2 stone in weight. She now feels a lot fitter and the family enjoy regular physical activity together.





Results Based Accountability (RBA)



Project	Provider	Allocated Funding Year 2	No of beneficiaries Year 2
Smethwick adiZone	Sandwell MBC - Parks and Countryside	£0	13,000
Outdoors and active programme	Sandwell MBC - Parks and Countryside	£9,442	194
Dance as exercise	Sandwell MBC - Education	£8,000	1,330
Community Rugby	RFU	£2,500	80
Workplace fitness	Sandwell Leisure Trust	£2,748	149
Wellness Works	West Bromwich YMCA	£646	44
Sporting 'Fads'	Sandwell MBC then SLT	£10,000	741

Case studies

Project: Workplace fitness sessions
Provider: Sandwell Leisure Trust.

Workplace fitness sessions have been offered to all Sandwell MBC and Primary Care Trust staff. 12 week blocks of fitness sessions have been delivered in lunch times and during early evenings.

Staff have benefitted enormously from these sessions

Quotes from programme beneficiaries;

“I really enjoyed and benefited from the previous sessions losing 5kg in weight and getting fitter and more active with more energy.”

“To keep up any exercise it has to be fun. This is! We work hard though! I'm definitely feeling fitter.”

“My circuit sessions with Owen have improved my overall fitness 10 fold. My injured shoulder has improved beyond expectations. 10/10 for the sessions.”



Project: Wellness Works
Provider: West Bromwich YMCA



Wellness works Sessions ran for blocks of 8 weeks, these offered participants the opportunity to understand the concept of wellbeing and also get active in the gym.



Quotes from programme beneficiaries;

“I think the facilities at the YMCA were good and the induction programme was excellent.....I think it’s brilliant that you can access programmes like this via the council.”



“I have been attending the mindfulness sessions and they have helped me to relax.”



“I joined the programme 8 weeks ago and I am really feeling the benefit of it, I have lost 2 inches off my waist. It has inspired me to continue with exercising. Thank you for this opportunity.”



Project: Community Rugby
Provider: Rugby Football Union (RFU)



The RFU has targeted Sandwell as an area to grow the game of rugby union by recruiting and retaining individuals aged 16 and over. The RFU has provided 50 % of the funding towards a community rugby coach to work across the Borough to put on taster sessions and run courses.

Quote from programme beneficiary;



“Since getting involved in Tag-Rugby I have noticed a considerable difference in my health and fitness. Where before I wasn't really involved in any physical activity the Tag-Rugby competitions / sessions have given me an opportunity which I previously never had for enjoyable and competitive physical activity.”





Physical Activity Development Officers (PADO's)



Three specialist Physical Activity Development Officers (PADO's) have been appointed to engage and work with local communities to encourage adult participation in sport / physical activity. The PADO's work within the towns of West Bromwich, Tipton and Rowley Regis. Each of the officers has worked closely with local community groups and built up strong and effective working relationships. The PADO's are well respected and trusted by all those that they work with.



The PADO's understand the locations that they work within and the needs, aspirations and desires of communities. Sport and activity sessions are tailored to meet local requirements which overcome any identified barriers. All activities are designed to become sustainable over the longer term.





Case studies



Residents of West Bromwich raised the issue that there were no Asian dance classes in the area for adults. Vina, the PADO for the area worked with two local dance academies that had staff able to deliver a range of Asian dance sessions.



An 8 week programme of activity was delivered followed by a dance show which was held at The 'Public' building in west Bromwich. Each dance class lasted for an hour and half and was split into 2 halves. One half was Hindu folk dancing and the second half Punjabi folk dancing. A total of 40 individuals took part in the weekly classes, and 26 of these went on to perform in the dance show.



Due to the popularity of the sessions, the class has continued at a different venue but the same people are attending each week. Vina now supports the session by helping to signpost individuals into the programme on a regular basis.



Quotes from programme beneficiaries;



“This programme is great for Jagdeep. At home when we go for a walk he complains after 15 minutes but here he can dance for over an hour and he practices the moves at home in his room. He gets excited each week to come”. Jagdeep has mental health problems and his mum finds it difficult engaging him into physical activity.”



“I've enjoyed the last 8 weeks, it reminds me of my childhood learning to dance. I hope the sessions continue. I like the people.”





Grasshoppers Netball Club is an accredited club based at Haden Hill Leisure Centre in Rowley Regis. Discussions with the club revealed that although they have teams in the local league no new players were being identified and joining. Previous attempts to attract new players had been largely unsuccessful. Matt, the PADO for the local area also identified that there were no opportunities for ladies to just play netball without being part of a team and playing matches.



The club agreed to run an 8 week programme of 'back to netball' sessions on a Tuesday night at suitable time which preceded existing club training sessions. This was supported by the Netball England Regional Development Officer who linked the programme with Netball England "Back2Netball initiative". The sessions were promoted through posters and flyers, press releases, word of mouth and internet.



Each of the 8 sessions were well attended with a total of 64 individuals participating in the project. In addition 2 new social match play sessions took place during the 8 weeks which were attended by 23 individuals.

An article about the sessions was featured in the national netball magazine as the sessions were one of the most popular in the country linked to Netball England's Back2Netball initiative.



A weekly session is now being sustained through fees paid by participants to attend sessions and tournaments.



Matt is currently looking into creating a Sandwell Social League as well as train new coaches and umpires to increase number of coaching sessions and social match play opportunities.



Locally, there are opportunities to extend delivery of coaching and competitions in to 6th forms, and plans are already underway to hold another Back2Netball focused programme in the future.



Quote from programme beneficiary

"I went along and am absolutely loving it! The coaches are great and most of the ladies that go are really friendly. I will continue going until the 8 weeks are up but hope it carries on because there obviously is a need for a club like this. I enrolled 3 of my friend's as well."





Lisa, the PADO for the Tipton area worked closely with the Tipton Muslim Centre, Tipton Swimming Centre and Sandwell PCT to develop a project which met cultural needs and enabled local Muslim females to participate in swimming sessions. Staffing provisions at the swimming centre were reviewed to ensure that the session had female only staff. Marketing material was produced to help promote the sessions which were initially free of charge and then offered at a subsidised rate for participants, this addressed the cost barrier and encouraged individuals who had never accessed the swimming centre before to come along and have a go. The weekly session grew from just two attendees to over thirty regular participants with the majority being either Bangladeshi or Pakistani.



The session has now become a regular public session that is on the Tipton Swimming Centre timetable and is open for any female to attend.

Quotes from programme beneficiaries;



“It is great there is now a session we can access that has female staff.”

“I really enjoy these sessions.”





Local Awareness Raising



The Marketing Campaign for Time to Get Active was created to increase adult participation in physical activity throughout the borough. The campaign has been focused on raising awareness of the 5x30 message, how much exercise residents should be achieving every week and a secondary focus on where in Sandwell residents can get active, by promoting all active spaces throughout the borough.



The campaign has communicated to residents through many different channels, which have included –



Events



Engaging with residents throughout Sandwell is a key priority for the Get Active Campaign and events are a key to raising awareness throughout the communities. Throughout the campaign there have been over 50 events that the Get Active team have organised and/or supported. These have included:



Road Show

The campaign has completed three annual Road Shows where information was provided to residents on being more active along with 'freebies' including sports bags, water bottles which were given out to encourage residents to become more physically active.



Supporting Partners Events

Many events hosted throughout Sandwell based on encouraging residents to be active and stay healthy have been supported by the Time to Get Active Team. The events have included adiZone launch, World Cup Road show with WBA and Get Active & Dance Festival.



Dave Heeley

Blind Dave has been a champion of the Get Active Campaign from its launch. From appearing at events to giving talks on his achievement and motivating others, Dave has been a great ambassador for the campaign and physical activity in Sandwell.



Sandwell Council Website – www.sandwell.gov.uk/getactive

The campaign now has its own pages on Sandwell Council website with frequent listings on the homepage to raise awareness of the campaign. This website provides residents with extra information about the campaign.



Social Media

With social media becoming increasingly more popular, the campaign launched its facebook page in 2010. This enables messages and communication with residents readily available.





Interactive website

The new interactive website allows residents to view a calendar of physical activity, events and sessions, view photography and video clips from previous events. The website also enables residents to register their details onto the website to receive monthly newsletters, this enables us to capture and access the residents who are interested in taking up physical activity.



Internal Communications

Workplace fitness programmes were a huge success in terms of getting Sandwell Council employees active, this was accompanied by other resourceful information Staff emails, updates and features in newsletters have become a great and regular way to engage with employees.



Information guide

The development and distribution of the guide includes a map, wall activity planner and a 4 page leaflet informing residents the key messages of the campaign of what counts towards their 5x30 along with where in Sandwell they can get active.





Gifted and Talented



The 'Gifted and Talented' programme is providing direct financial support to athletes living within Sandwell who have the potential to achieve at elite level within their chosen sport. All beneficiaries apply for funding via an application process which is overseen by an independent expert panel. Funding is used to purchase kit, equipment, travel costs and competition fees. It is hoped to see some of Sandwell's sporting stars competing in the London 2012 Olympic and Paralympic games. The potential impact of this on individuals and communities along with the raised awareness and engagement in sport is tremendous.



Quote from Boxer Steed Woodall



"With the help of Gifted and Talented funding I have been able to enjoy lots of success in my boxing career so far by winning NACYP's and Junior ABA titles. The funding helped to pay for expensive equipment including boxing boots, boxing gloves and trainers. Without the funding from the programme, I would not have achieved so much success so early on, which I hope will continue."



Quote from Triathlete – Jodie Stimpson



"The Gifted and Talented programme is a fantastic incentive that helps local athletes reach their dreams. I am lucky enough to be one of these athletes that has benefited from its generosity. For the past 3 years, the programme has really been able to help me out financially, to the extent of me being able to be coached by a very experienced former Olympian out in Australia! Last year, the programme enabled me to buy flight tickets to race all over the world, to gain valuable racing experience in time for qualification for this year and the London 2012 Olympics where I am hoping to be representing GB."





Sandwell Voluntary Sports Club Development



The Time to Get Active programme has worked in close partnership with Sandwell’s Club Development Officer in order to maximise opportunities for local voluntary sector sports clubs.



The Club Development programme is directly supported for 3 years by Sport England via its Community Investment Funding (CIF).



Both the Club Development programme and the Time to Get Active programme are focussed on driving up levels of adult participation in sport and physical activity. With both programmes having similar and complementary aims there have been many opportunities for joint working to take place.



Case study



A group of ladies that were meeting weekly in Britannia Park, Blackheath to play football amongst themselves decided that they wished to set up as a team.



They soon discovered that there wasn’t a ladies football club in Rowley, nor were there any coaching sessions or opportunities to play competitively in Rowley.



The ladies made contact with Sandwell MBC’s Club Development Officer, who in partnership with the PADO for Rowley, Matt Hill, reacted directly to their needs and aspirations. The ladies were supported in achieving the following;

- Creating a brand new community club called Sandwell Ladies FC with a formal constitution.
- Gaining funding from SMBC’s Club Development budget, and Sandwell Homes to pay for coaching fees and venue hire plus funding for Level 1 coaching qualifications, kit and equipment.
- Creating new coaching sessions every Friday evening in Blackheath with a female coach.
- Organising friendly ‘5 a-side’ matches for Sandwell Ladies.



Currently the club has 23 ladies registered for the team and one player has achieved her FA Level I coaching qualification. The club has already been awarded FA Charter Standard Accreditation. The Warley Rugby Club ground is now being used as a home ground for training and matches with the function room used for post match refreshments and club meetings.





The Club will be competing in the Birmingham County Women's League division 2 for 2010/11 season. They are seeking to recruit an experienced team manager / coach, recruit more players and undertake further fundraising activities to boost club funds.

Quote from programme beneficiary

“We started our first season in the Birmingham Women’s League this year. It was a struggle to begin with but with the help of Heather, Sandwell’s Club Development Officer, our local PADO Matt, Sandwell Leisure Trust, Sandwell Homes, West Bromwich Albion and local company IPU we’ve been able to secure some funding for a new kit, cover costs for our home ground and receive quality coaching and training facilities.”

“We started with only 9 players and now have a squad of 23 which only shows how the team is growing and progressing thanks to all those mentioned above.”

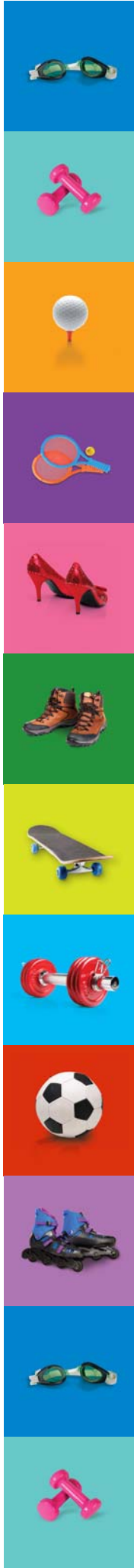


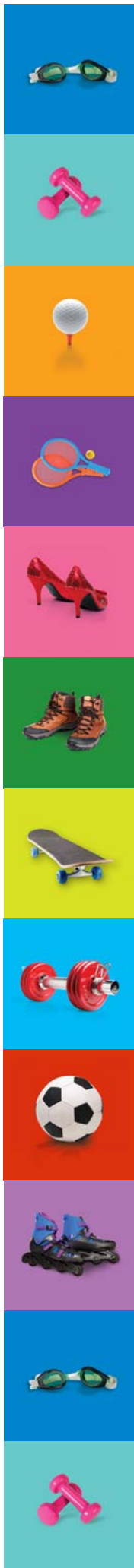


Programme Summary

Over the **two year** life of the programme, the following outputs have been achieved

Joint Commissioning – 5 X 30 and Youth Diversionary Activities (YDA)		
Project	Provider	No of beneficiaries (Total Yrs 1&2)
WBHC - Youth Development	West Bromwich Hockey Club	120
Young Adult Cricket Group	West Bromwich Dartmouth Cricket Club	16 (Yr 1 project only)
Netball	Sandwell Leisure Trust	79
Workplace Fitness	Sandwell Leisure Trust	142
Switch to Sport	Oldbury College of Sport	430
Oakham Sports	Oakham Church	185
Fit Families	Greenacres Childrens Centre	298
Dance STEP	South Tipton Extended Partnership / Sandwell Leisure Trust	535
Farley Fitness Five	Great Bridge Community Forum	181
Sports coaching and activity sessions	Manor Foundation Business Enterprise and Sports College	100
Sporting Opportunities GSCA	George Salter Collegiate Academy	280
Boxing Project	Sandwell Asian Development Agency	145
	Total	2511
Open Bidding Round (OBR)		
Project	Provider	No of beneficiaries (Total Yrs 1&2)
Start Jogging	Sandwell Leisure Trust	205
Get Active Clubs	Sandwell Leisure Trust	312
Adult Swimming	Sandwell Leisure Trust	142
Get Active, Take Part	Sandwell Visually Impaired	184
Albion Community Sports Clubs	WBA Foundation	1472
Community Fitness and Weightlifting sessions	Sams Health and Fitness	193
Cycle Training Part of Cycling in Sandwell (PCT)	Sandwell Irish Community Association	53
Fitness to your door	GAP Project	25 (Yr 1 project only)
Get Fit Outdoor Training	Warley RFC	198
Brasshouse Fitness Club	North Smethwick Development Trust	197
Fit for the Future	Bangladeshi Islamic Centre	135
Sport 4 All	Smethwick Youth and Community Centre	423
Strictly Keep Dancing	Yew Tree and Tame Bridge Regeneration Forum	162
Active Wednesbury	Wednesbury Sports Union	128
Tameside Gardens	Tameside Primary School	60
Chance to Dance	Tipton North Extended Partnership	186
Fit for Life	Alexandra High School	29 (yr 1 project only)
Feeling Good & Doing well in West Bromwich	West Bromwich and District YMCA	45
West Bromwich Tea Dance	Greets Green Community Enterprises	175
Galton Valley Mums & Toddlers get active	Sport 4 Life UK	133
Boxercise Project	Menzies High School (SSCO)	59
Back to Tennis	Sandwell Leisure Trust	17





Back to Football	Sandwell Leisure Trust	33
Back to Netball	Sandwell Leisure Trust	64
Back to Badminton	Sandwell Leisure Trust	13
Never Played Golf	Sandwell Leisure Trust	7
Basketball Project	West Bromwich Albion FC	28
	Total	4678
Results Based Accountability (RBA)		
Project	Provider	No of beneficiaries (Total Yrs 1&2)
Smethwick adiZone	Sandwell MBC - Parks and Countryside	27,510
Outdoors and active programme	Sandwell MBC - Parks and Countryside	244
Dance as exercise	Sandwell MBC - Education	1,997
Community Rugby	RFU	140
Workplace fitness	Sandwell Leisure Trust	262
Wellness Works	West Bromwich & district YMCA	80
Sporting 'Fads'	Sandwell MBC and SLT	1241
	Total	31,474
Physical Activity Development Officers		
Project	Provider	No of beneficiaries (Total Yrs 1&2)
PADO's have directly contacted / supported individuals and developed community based projects	Sandwell Leisure Trust.	7784
Local Awareness raising		
Project	Provider	No of beneficiaries (Total Yrs 1&2)
A wide range of marketing events have been delivered / attended.	SMBC has led delivery in partnership with local agencies.	6546
Gifted and Talented		
Project	Provider	No of beneficiaries (Total Yrs 1&2)
Gifted and talented athletes have received financial support	Partner agencies have worked together to agree levels of funding	62
	Total No of beneficiaries over 2 year lifespan of programme*	53,055

* An individual may be counted during each year of the programme.



Statistical Information



During the life of the Time to Get Active programme, Sport England has monitored the levels of adults engaged in 3 x 30 minutes of sport and physical activity via its Active People Survey. This information is used to measure National Indicator 8 (N.I 8) which, unlike related indicators, takes into account low impact activities such as Pilates for over 65's, recreational walking and recreational cycling. The following table shows the results;



Active People Survey – NI8	% of adults achieving 3 x 30	Ranking / 354 local authorities
Round 1 - 2006	14.9	352
Round 2 – 2008-2009	15.0	353
Round 3 – 2009-2010	12.9	354



Method of research: *Telephone interview*
Sample size: *1000*
Time of year: *Ongoing – year round*
Conducted by: *Ipsos MORI – on behalf of Sport England*



Rounds 2 and 3 were collected over two years to give a combined sample of 1,000 making it comparable to the 2006 baseline. Although the above figures demonstrate an overall downward trend, due to the numbers of individuals surveyed, this is classed as 'Not significant'. It is, therefore, accurate to state that there has been no change to participant rates in Sandwell since the 2006 baseline.



Throughout the delivery of the Time to Get Active programme, project staff have also discussed levels of physical activity and completed questionnaires with residents.



Method of research: *Face to face interviews.*
Sample size: *1167*
Time of year: *Ongoing – year round*
Conducted by: *Project staff and researchers*



Statistical analysis of questionnaires has been completed by The Black Country Consortium and Sandwell MBC's 'Research Sandwell'. This has shown that a more comprehensive sample of participants produces different results. The table below shows the % of people in Sandwell doing 30mins of participation in sport per week according to both the Active People Survey and the Sandwell MBC Time to Get Active Programme.



	Sandwell Active People Score - 2006	Sandwell Time to Get Active Score
0 x 30 minutes	61.5%	6.3%
1 x 30 minutes	7.1%	8.2%
2 x 30 minutes	6%	19%
3 x 30 minutes (or more)	14.9%	66.4%





There is a statistically significant difference between the Active People results and the information gathered from the Sandwell Time to Get Active scheme. By spending time with the respondents, Sandwell staff were able to inform them about the different things they do that count towards being active. In terms of the 16+ population this would suggest 116,682 more people are being active in Sandwell than the Active People Survey is indicating.



Similarly, the amount of people not participating at all is much lower according to the Sandwell Time to Get Active data. According to the Sport England survey, almost 140,000 people in the borough didn't take part in any sport or physical activity on a given week. The data collected by this project suggests this number is closer to 14,000, a significant difference.

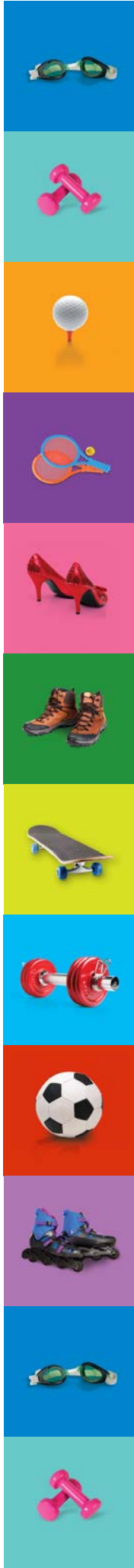


In summary, information gathered locally would suggest that more people are active in Sandwell than indicated by the Active People survey. It is reasonable to assume that this is in part due to the efforts of the Time to Get Active programme.



Average participation rates were taken for each mid-layer super output area in Sandwell and the map on the following page gives a visual indication of how many times a week people across the borough participate for 30 minutes as collected for the Time to Get Active project.



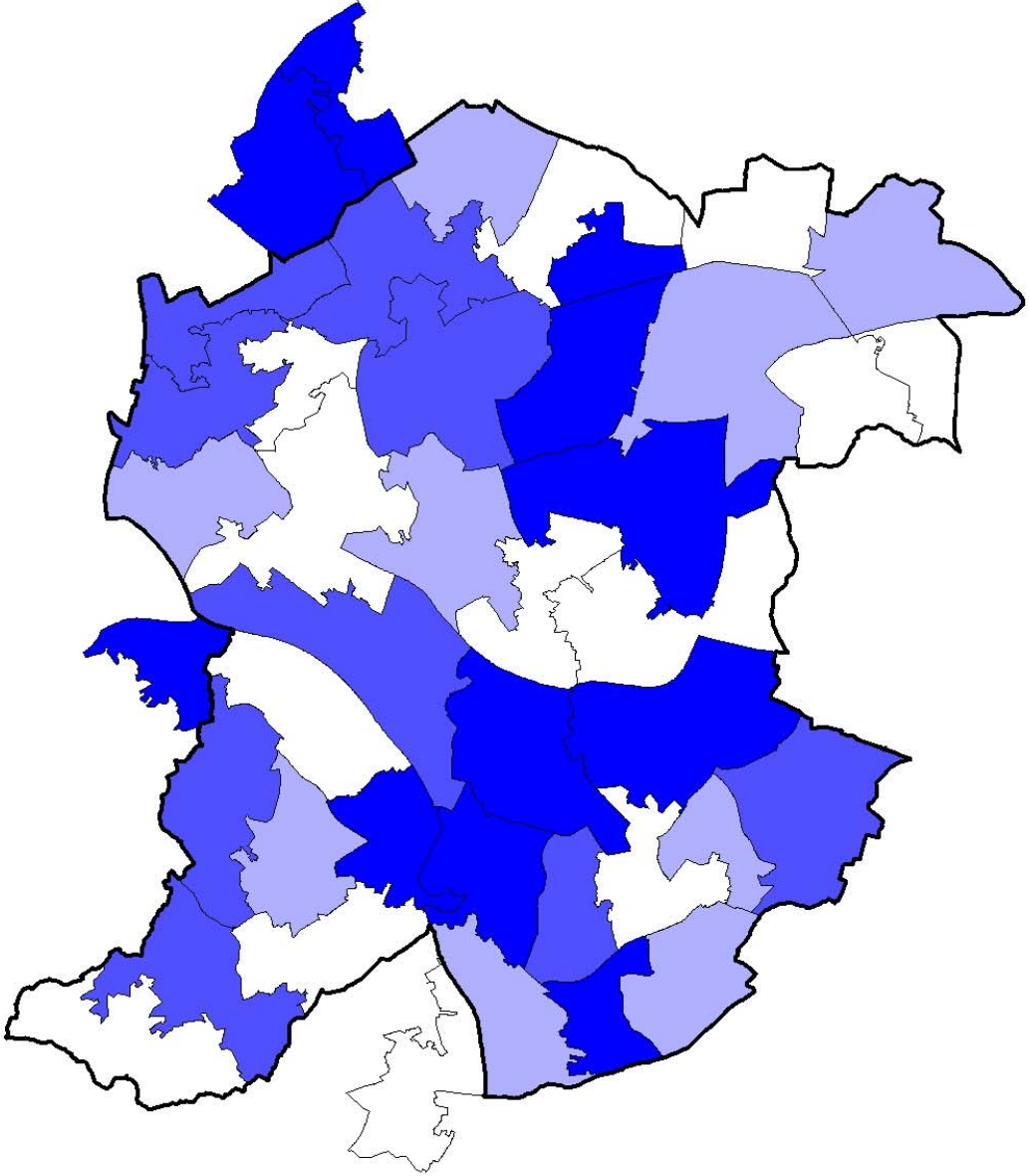


Number of 30 minute Exercise Periods in Sandwell

Participation Averages per MSOA

- 5.2 to 9 (11)
- 4.4 to 5.2 (9)
- 4.2 to 4.4 (9)
- 3 to 4.2 (13)

Sandwell Borough Boundary



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. (Walsall Council) (100019529) (2011). REF: 2214/CS





Succession and Next Steps



The working Neighbourhoods Funding (WNF) allocation to this programme ended on 31st March 2011. All partners agree that the Time to Get Active programme has made a huge impact and that there is still a real need to work in partnership to increase adult participation rates in sport and physical activity.



A review of Sandwell's Physical Activity, P.E and Sport strategy 2009 to 2014 (SPAPES) was undertaken at the end of 2010. This review carefully considered how all partners should work together and identified key future projects that would build on the work completed to date via the Time to Get Active programme.



It was agreed that 4 individual projects would be delivered, these are as follows;



1. Developing and pooling behavioural changes skills & techniques. Implementing an advocacy offensive and creating an 'army' of volunteers.
2. Marketing the physical activity message.
3. Developing the evidence base and improving the way in which we monitor progress.
4. Creating a physical environment which enables people to be active.



The above projects will form a programme which in turn will be overseen by Sandwell's Physical Activity Board. This approach will ensure the learning, drive and enthusiasm of the Time to Get Active programme is continued over future years.



Consultation has also been carried out with all those delivering projects. Many of the voluntary groups currently engaged have indicated that sessions will be continuing, often with a small charge being made to participants. This approach fits closely with the governments 'Big Society' agenda.



Sandwell Leisure Trust has secured the positions of the 3 Physical Activity Development Officers (PADO's) until 2013 and it is optimistically hoped that a Gifted and Talented programme will develop within Sandwell. In the longer term it is hoped that the move towards GP Consortia will enable the commissioning of similar sport and physical activity programmes similar to Time to Get Active in the future.



It is believed that the Working Neighbourhoods Funding that has been injected into this area will leave a long lasting and significant legacy.





National Context



With the Olympics due to come to London and the UK it is appropriate to assess where the 5 x 30 Time to Get Active programme relates to the national context regarding sport.



In December 2007 the Secretary of State for Culture, Media and Sport asked Sport England to review its strategy for community sport in England. Three key challenges were identified as facing community sport:



- Increasing participation in sport. Currently 20.9% of the population participate in sport and physical activity three times a week. 50.6% of the population do not participate in at least one session of sport each week.



- Tackling drop-off. Thousands of people drop out of playing sport each year. There is a particular problem at the age of 16, where 25,000 individuals drop out of sport each year.



- Developing talent. England has a successful track record of elite success in a number of sports. We must ensure that we tap into the vast range of sporting potential across the country to maintain the pipeline of talent up to elite levels.



Sport England is the government agency responsible for building the foundations of sporting success, by creating a world-leading community sport environment of clubs, coaches, facilities and volunteers.



Their focus is around three outcomes - growing and sustaining the numbers of people taking part in sport and improving talent development to help more people excel. Sport England have set themselves five targets which will see delivery against these outcomes;



Grow

One million people taking part in more sport
More children and young people taking part in five hours of PE and sport a week



Sustain

More people satisfied with their sporting experience
25% fewer 16-18 year olds dropping out of at least nine sports - badminton, basketball, football, hockey, gymnastics, netball, rugby league, rugby union and tennis



Excel

Improved talent development in at least 25 sports



Clearly the 5 x 30 - Time to Get Active programme has addressed the increase in more people taking part in sport and has improved sporting talent.



Conclusion



The 5 x 30 Time to Get Active programme has had an enormously positive impact on the health, fitness and wellbeing of Sandwell's residents.



During the past 2 years, over 53,000 people have directly benefitted from the programme. The feedback and response from individuals has been overwhelming and the case studies and quotes listed above are just a small sample of what have been received. It is clear that many people now understand the importance of keeping active and are building this into their thinking and everyday lives.



The programme has benefitted greatly from the effective partnership working amongst local agencies. This has almost undoubtedly helped to single the programme out as one of the best healthy living initiatives nationally during 2010.



The programme is an excellent example of how short term targeted funding can make an important and positive impact. It is widely acknowledged that increased levels of participation in sport, physical activity and active recreation along with reductions in health inequalities within Sandwell by significant amounts will only occur over the medium term through many local agencies working together and maximising inward investment.



Partner agencies are confident that the learning, experiences and positive outcomes of the 5 x 30 Time to get Active programme will leave a lasting legacy and that the new programme currently being developed will further help to improve health and wellbeing amongst Sandwell residents for years to come.

