CSPAP Physical Activity Annual Report
2009 – 2010
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PAN-WM, the WMCSPN and Lifestyle Connect would like to acknowledge the contribution’s made by each of the CSP Directors and Physical Activity Leads to developing the contents of this report.

The photos on the front cover have been sourced from the Promoting Physical Activity Toolkit website www.promotingphysicalactivity.com
Introduction

Between 2009 and 2010 the Department of Health contracted the 49 County Sport Partnerships in England to develop ongoing plans for the delivery of physical activity at local level and maintain the seamless co-ordination of physical activity alongside sport.

The funding was used to expand the remit of CSPAPs and use the new generic term ‘County Sports and Physical Activity partnerships (CSPAPs) to reflect the ongoing role in the co-ordination and delivery of physical activity and deliver against the Labour Government’s Be Active, Be Healthy Plan for getting the nation moving.

In the West Midlands the funding to deliver the Department of Health objectives totalled £480,000. This enabled the County Sports and Physical Activity Partnerships to have an integral role in the delivery of national and regional physical activity strategies and supporting the delivery of local programmes to create a more active nation. Under this contract the CSPAPs were responsible for co-ordinating and leading the strategic development of local programmes and investment to deliver physical activity and active recreation alongside sport.

The five key outcomes the CSPAPs were asked to focus on were;

1. Strengthening the infrastructure for the local delivery of physical activity alongside sport.

2. Supporting strategic planning and delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity. Contributing to 2012 regional delivery plans and supporting the delivery of local area agreements LAA’s. CSPAPs will have a key role in strategically co-ordinating local delivery of physical activity initiatives that will contribute towards the Legacy Action Plan (LAP) target of 2 million more people active by 2012.

3. Supporting the adoption of social marketing tools and methods in promoting physical activity.

4. Targeting of the least active and contributing to the reduction of health inequalities.

5. Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4life, Fit for Future where appropriate.

This report provides a record of the way in which the County Sports and Physical Activity Partnerships in the West Midlands delivered the outcomes stated in the Department of Health contract and highlights the best practice and progress made
to strengthening approaches to physical activity development across the counties during the contract period.
**Section 1.0 Big Wins**

Table 1 provides an overview of the self reported “Big Wins” for the CSPAPs in the region, focussing on key areas of work that were progressed during 2009 and 2010.

**Table 1: CSPAP Big Win’s**

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<th>Birmingham</th>
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<td><strong>NGB engagement</strong></td>
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<td>The CSPAP/NGB engagement work has included a comprehensive assessment of all 46 Sports (whole sport plans) and the impact of those plans on the delivery of the Birmingham Sport &amp; Physical Activity Strategy Priorities.</td>
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<td><strong>Ensuring recreation and</strong></td>
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<td>The ability to have the capacity to co-ordinate Black Country planning and delivery rather than the usual ‘divide it by four’ scenario</td>
<td>The ability to have the capacity to co-ordinate Black Country planning and delivery rather than the usual ‘divide it by four’ scenario</td>
<td>Shropshire Physical Activity Social Marketing Project – bringing in LSP reward grant to target an area of need and highlight the potential of working more collaboratively to meet the activity needs of older people</td>
<td>Tangibly raising the profile of physical activity/active recreation alongside sport in the partnership boundaries as a result of having a person in post.</td>
<td>Shropshire Physical Activity Social Marketing Project – bringing in LSP reward grant to target an area of need and highlight the potential of working more collaboratively to meet the activity needs of older people</td>
<td>Inspired? Toolkit to support organisations and communities in developing a legacy from the 2012 Olympic and Paralympic Games, Funding of CSPAN physical activity programmes to strengthen partnership working in CSPANs</td>
<td>Employment of a Physical Activity Development Manager</td>
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<td>Employment of a Physical Activity Development Manager</td>
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<td>Promoting Physical Activity Toolkit Workshops x5</td>
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<td>Formation of a strong, strategic, active Staffordshire Local Area Agreement NI8 Delivery Group consisting of key partners which has seen an action Plan developed and implemented focussing on ten High Impact</td>
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<td><strong>sport are part of the BCC cycling strategy</strong></td>
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<td>Following interventions from the Birmingham Sport and Physical Activity Partnership the strategy has now been revised to include recreational cycling and sport. Birmingham are working closely with British cycling re. mass participation events.</td>
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<td><strong>Support school advisory team</strong></td>
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<td>Identified a priority in the and to monitor good practice.</td>
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<td>• Dedicated time provided to Sandwell Physical Activity Board to steer elements of strategy implementation such as the facilitation of Focus Group initial meetings to agree priorities.</td>
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<td>• The success of the 1st Black Country Sport and Physical Activity Awards enabled us to profile physical activity projects from across the of SPAA – bringing people together to share knowledge and information, agreeing priorities and laying the ground for collaborative working. Whilst we are still a long way from having achieved everything we have made a good start.</td>
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<td>• Pooling of resources (with PCT and local</td>
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<td>• Establishment of SPAA – bringing people together to share knowledge and information, agreeing priorities and laying the ground for collaborative working. Whilst we are still a long way from having achieved everything we have made a good start.</td>
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<td>• Establishing links with new personnel and partners</td>
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<td>• Promotion, communication and some coordination of physical activity oriented initiatives and updates to local partners including development of a set of physical activity web pages and a CSW</td>
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<td>• Sports Evidence Packs</td>
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<td>• Worcestershire PCT partnership working and engagement in general.</td>
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<td>Changes for Physical Activity Development.</td>
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<td>Physical Activity and its contribution to Health Improvement is a key priority within Staffordshire’s Building Schools for The Future Programme. A visioning document ‘Active and Creative Futures’ produced by the PE, Sport and Culture Stakeholder group which influenced the key priorities set out in the Strategy For Change Documents. This has been</td>
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<td>Birmingham Sport &amp; Physical Activity Strategy to develop an early year’s movement framework (fundamentals).</td>
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<td>Birmingham Sport &amp; Physical Activity Strategy to develop an early year’s movement framework (fundamentals).</td>
<td>Birmingham Sport &amp; Physical Activity Strategy to develop an early year’s movement framework (fundamentals).</td>
<td>Black Country. From the 4 finalists we also developed case studies, which are used to profile the good work of our partners.</td>
<td>authority) to establish a joint commissioning approach which aims to increase voluntary sports clubs capacity and ability to cater for adult returners / beginners</td>
<td>bi-weekly electronic Physical activity update.</td>
<td>resources (with PCT and local authority) to establish a joint commissioning approach which aims to increase voluntary sports clubs capacity and ability to cater for adult returners / beginners</td>
<td>recognised as good practice at a National level by the Partnership for Schools.</td>
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<td>Development of the walking group</td>
<td>development of the walking group</td>
<td>Facilitated an opportunity for all partners to provide a co-ordinated walking offer with a single point of contact.</td>
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<td>The CSPAP Director is the Chair of the PE Sport and Culture Stakeholder Group and work lead for this theme, there has been good input from PCT’s and NGB’s into the work stream.</td>
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<td>Influencing the step change model for schools</td>
<td>Influencing the step change model for schools</td>
<td>CSPAP has been</td>
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<td>Influencing local areas to develop Physical Activity Strategies linked to the LSP.</td>
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<td>Birmingham</td>
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<td>instrumental in shaping the interventions now being included in the Step Change model targeting those schools and areas the highest levels of childhood obesity.</td>
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**Be Active Extended offer**

The Birmingham Be Active Programme is the largest of its type in the country and has received national recognition. The programme has received in the region of £9.3m of funding from PCT’s, LA and
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<th>Birmingham</th>
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<td>Working Neighbourhoods fund. CSPAP has assessed all projects in order that effective current and future links can be made.</td>
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Section 2.0 Birmingham Sport and Physical Activity Partnership CSPAP

2.1 Approach taken to delivering the Department of Health contract

- Aligning the key themes of the Birmingham Sport and Physical Activity Strategy to the DOH outcomes/Be Healthy Be Active Plan.

- Audit of the Be Active, Be Healthy Government plan to identify key partners and initiatives in Birmingham that could support delivery of the plan.

- Ensuring Be Active, Be Healthy is recognised as a Key document driving development at a strategic level with key partnership in Birmingham i.e. Be Birmingham (Local Strategic Partnership), Birmingham Health and Wellbeing Partnership, Birmingham Cultural Partnership.

- Aligning the role of the Birmingham CSPAP PA lead with a lead member from the Birmingham Health & Wellbeing Partnership (lead officer for Obesity in BHWP)

- Using intelligence gathered from the Active People Survey and Sport England market segmentation to lobby and change thinking around the importance and use of physical activity to address health and related Birmingham priorities.

2.2 The agreed Department of Health work programme for the CSPAP

- 30 hours per week for PA lead with additional 7 hours per week of support for the PA Lead from Partnership Support Officer

- Development of theme 4 of the Birmingham Sport and Physical Activity Strategy to include agreed priorities that reflect the Be Active Be Healthy Plan and Birmingham Health and Wellbeing Partnership priorities

- Influencing the cycling advisory group in Birmingham through the production of a Sport & Recreational Cycling Plan – that has helped ensure the inclusion of recreational and sport cycling within the overall Birmingham Cycling strategy.

- Supporting the work of the School advisory team in the development of an Early Years Physical Activity Entitlement Framework.

- Providing funding to support the development of a social media gateway for Sport & Physical Activity in Birmingham.

- Driving the development of a Birmingham Walking Group - bringing partners together to co ordinate and increase walking opportunities in Birmingham to include the production and printing costs of a leaflet advising on walking routes and volunteer walk leaders

- Supporting the NGB engagement work of the partnership to identify those sports with opportunities to promote and deliver physical activity alongside sport.
• Working with the Obesity delivery group to influence a broader a preventative approach to physical activity (and across all ages)

• Helping to shape ‘Step Change’ programme to address rising obesity levels in year 6 children in areas of deprivation ensuring a range of physical activity interventions are offered in addition to nutrition.

• Promoting Be Active Be Healthy government plan to 10 Community Sport and Physical Activity Networks across Birmingham.

• Promoting the use of the Be Active, Be Healthy Plan and related Change 4 Life Campaign with the Birmingham Be Active Project Steering Group

• Encouraging the involvement of PCT Physical Activity Leads within Birmingham’s 10 Community Sport & Physical Activity Networks

• Working along side Constituency leads and PA leads from PCT’s to determine appropriate interventions to address inactivity using the Birmingham ‘Be Active’ Extended offer funding

• Working with Birmingham City Council (BCC) Lead officer for Dance to gain a better understanding of the Dance landscape and how this can be included within PA planning in the city.

• Working with the BCC Lead officer for Dance in to identify possible interventions for inclusion in the Sport England Active Women’s bid

• Working with the Amateur Swimming Association to develop a programme of women’s only sessions

• Strategic Tools

2.3 The Challenges in delivering the objectives

The size and Diversity of the population of Birmingham means that a large and diverse range of activities and interventions are required to increase participation in physical activity and Sport. The city already has a very large and diverse physical activity offer, but this is not well understood or in all cases quality assessed/accredited.

We also know that Birmingham’s sport & physical activity landscape relies heavily on third sector provision that is very often not tied into governing body accreditation or on the radar of normal sport & physical activity structures. This rather disparate and often non-traditional delivery landscape makes it hard to map provision accurately and form strong and reliable intelligence.

The long term benefits of increasing activity also means that results are not easily measured. Evaluation may need to be qualitative rather than quantitative in the first
instance. Limited funding over a short time frame may mean that evaluation of the projects is difficult.

### 2.4 An overview of the CSPAPs delivery against the Department of Health Objectives

<table>
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<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
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| Strengthening the infrastructure for the local delivery of physical activity alongside sport. | - Establishing good working relationships with key officers in Health and Community settings  
- Gaining understanding of the Key NGB’s with an ability to deliver PA as part of their Whole Sport Plans and developing a working relationship with National, regional and local officers  
- Gaining understanding and knowledge of the settings for the delivery of PA alongside sport in Birmingham  
- Linking Health to the work of Birmingham’s 10 CSPAN’s | - Not all PCT’s have a lead officer for Physical activity. This is a clear barrier to progression  
- Some NGB’s still not clear about their Whole Sports Plans  
- The size and diversity of the city means that developing this knowledge and understanding takes time  
- Birmingham’s 3 PCT’s are being re-structured into one PCT. |
| Supporting strategic planning and the delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity. | - The development of the Birmingham Sport and Physical Activity Strategy which has been endorsed by the Birmingham Health and Well Being Partnership.  
- The development of the recreational and sport cycling strategy which sits alongside the Overall cycling strategy for Birmingham. | - Ensuring the document is used as a ‘working document and not viewed as a standalone document. Evidence of this being overcome is linked plans now being developed that |
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<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
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<td></td>
<td>• The launch of the Early Years Physical activity strategy which has been produced by the School Advisory team in conjunction with BSPAP</td>
<td>reflect the priorities in the strategy – such as the Sport &amp; Rec cycling plan and the Early Years Movement Framework.</td>
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<td></td>
<td>• Invitation to present Be Active Be healthy document with an overview of the new role to each CSPAN</td>
<td>• Some CSPAN’s are well developed with a good range of partners, plans and outputs. Others are still developing and requiring support.</td>
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<td></td>
<td>• Some CSPAN’s are well developed with a good range of partners, plans and outputs. Others are still developing and requiring support.</td>
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<td>Contribute to 2012 Regional Delivery Plans and support the delivery of Local Area Agreements (LAAs) and local physical activity initiatives that will contribute to the LAP 2 million target.</td>
<td>• Contributing to the planning and legacy opportunities from the American and Jamaican teams using Birmingham as a training site for 2012</td>
<td>• Ensuring that the focus of training camps etc can be widened to embrace a wider Legacy Action Plan for the city.</td>
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<td></td>
<td>• The development of a working group with all partners delivering walking in the city to provide a co-ordinated approach to walking and to promote walking opportunities.</td>
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<td></td>
<td>• Influencing the City Council (through the partnership and through the Sport &amp; Physical Activity Strategy) to have a greater emphasis on mass participation events. This is reflected in the city now prioritising swimming, cycling, walking and dance and staging Half Marathon running and Sky Ride Cycling Events</td>
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<td>Outcome</td>
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<tr>
<td>Supporting the adoption of social marketing tools and methods in promoting physical activity.</td>
<td>Developing the concept and functional specification for a Social Media Gateway for Sport &amp; Physical Activity. This will allow all the latest mediums of social media to interact with a Social Media Technology Platform and allow users and communities of interest (i.e. those new to exercise or with particular health problems or anxieties) to drive content.</td>
<td>• Lack of funding support from Sport England to support the development of the social Media Platform</td>
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| Targeting of the least active and contributing to the reduction of health inequalities. | • Gaining stage 2 status with the Sport England Active women bid  

  • Working with the Birmingham Obesity Delivery group to develop a ‘step change model’ to target schools in an area of high deprivation with at risk children.  
  • Working with the Amateur Swimming Association to develop a programme of women’s only sessions  
  • Ensuring funding and delivery programmes target the least active areas of the city. (Based on Active People Data) | • Compiling the original stage 1 bid is very time consuming with out any indication of possible success.  
  • Not being able to share the information on childhood obesity with individual head teachers  
  • Lack of facilities to provide swimming activities in Birmingham particularly for women only sessions |
| Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4life, Fit for Future where appropriate | • Constantly re-enforcing the need to engage with the Change 4 Life programme at meetings and in all relevant settings. | • Organisations often want to stamp their own mark on initiatives and don’t always see the }
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<th>Outcome</th>
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<th>Challenges</th>
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|         | • Including the Change for Life Logos on the ‘walk this way’ leaflet promoting walking and volunteering in the community funded by the BSPAP  
• Promoting the care pathway as a motivational tool to be used by the Birmingham Be Active programme | relevance of very high profile, well recognised campaigns. |

2.5 Best Practice Case Studies

• The development of the Birmingham Sport and Physical activity Strategy which is guiding the development of other key strategies and implementation plans for the city.

• The NGB Analysis that has clearly indicated those sports that can contribute significantly to theme 4 of the Birmingham Sport & Physical Activity Strategy.

2.6 Identified Areas For Future Development

• A programme in place that emphasises the importance of physical activity in the early years to pregnant women. If parents understood the long term effect of inactivity they may support the work being undertaken in nursery schools, schools and by community groups as their child develops. We all know the saying it’s never to late to start but the message should also be ‘starting early makes a big difference’

• I would also like to work with partners in Health to develop a programme using physical activity to support people with minor mental health problems (i.e. stress relief etc). It is well documented that being more physically activity and volunteering in the community are 2 key driving to address anxiety and low levels of depression. Being physical Active can be fun, not hard work. It more often than not engages people in the company and social interaction of others, and this can reap real rewards in terms of how people feel and think about themselves (the feel good factor!)
2.7 Feedback from Partners

“Input and organisation from the Birmingham sport and Physical Activity Partnership has been instrumental in pulling together delivery partners for our walking programme, ensuring that delivery across the city has a strategic and co-ordinated approach”

Matt Roebuck, Birmingham City Council

“The Birmingham Sport and Physical Activity Strategy was a key document leading the way in the development of the Early Years framework for a Physical Activity Entitlement for Young Children in Birmingham.”

Helen Miles – Birmingham City Council

2.8 Partnership Directors Comments

“The Department of Health funding has enabled the partnership to have a dedicated resource/role and gain a clearer understanding of the existing interventions having an impact on participation levels in Birmingham. Having this information has enabled the partnership to identify opportunities to provide a more co-ordinated and coherent approach to physical activity in the city and is subsequently adding value to the individual offers and interventions.

The funding has provided an opportunity to raise the profile of physical activity alongside sport and to influence developing or new strategies to consider physical activities and pathways into Sport.

This co-ordinated approach benefits individuals accessing interventions aimed at health improvement and widens opportunities for individuals to access sport in a leisure environment for long term activity. It has also importantly offered the opportunity to bring together an important and ever growing collection of organisations who by working together can have an even greater impact in a city where reducing health inequalities and increasing participation in PA are of paramount importance.”

Mike Dickenson, Partnership Director
Section 3.0 Black Country Be Active Partnership CSPAP

3.1 Approach taken to delivering the Department of Health contract

The CSPAP team, with support from the WM Sport & Physical Activity Co-ordinator initially held a consultation event with Primary Care Trust Physical Activity Leads and Local Authority Sport and Recreation (who work in close partnership with PCT’s through joint projects or are being commissioned) on delivery of the “Be Active Be Healthy Strategy”.

This identified where investment could be best placed to bring added value to local delivery. It was agreed that this should be focused on gaining high-level strategic support for Physical Activity as well as identifying good practice and areas of improvement.

A Physical Activity Task and Finish Group was established to steer the work of consultants who through desk research and consultation with Directors of Public Health, local and regional sport and physical activity senior managers produced 5 high level “Be Active Be Healthy” Strategy audit Frameworks (one for each area as well as the Black Country), focusing on progress, good practice and traffic lighted progress against the CSPAP 5 objective strands:

- Infrastructure
- Strategic planning and influence
- Social marketing
- Targeting health inequalities
- Energising local delivery

Along with the profiles and the ongoing negotiations on responding to emerging priorities, the consultants also identified where the CSPAP should best place the resource to have an impact on delivery. It was agreed that the CSPAP should place specific emphasis on performance management (building on existing expertise), influence and advocacy as well as focusing on “cranking up” the scale of delivery on walking.

Reporting to the CSPAP Board, this enabled the CSPAP team to define specific capacity needed as well as working towards a programme of work both for walking and in each area.

The response has been very positive with the CSPAP team providing capacity to refresh the Community Sport and Physical Activity Network’s terms of reference, priorities and working towards strategy development.

3.2 The agreed Department of Health work programme for the CSPAP

The work programme that was agreed with the Regional and National Department of Health included:

- Create 2 posts – one being full time and one for one day per week and contribute to an office base
Establish a Health and Physical Activity lead on our Partnership board - Sandwell PCT Public Health Manager has provided direction, advocacy and support for the CSPAP work programme. They have worked with us to influence the board and the CSPAP team to widen our scope to include physical activity.

Appoint a consultant to research and develop the physical activity profiles

Develop a focused work programme with each CSPAN in response to the profile in steering direction and development

Co-ordinate the Black Country Walking Forum involving PCT walking leads to explore potential of joint working through for example, a Black Country Walking Festival and training of leaders and volunteers.

Establish of the Black Country Marketing and Communication Forum. The CSPAP’s Marketing and Communications Forum is working on a number of work strands, led by the CSPAP team on:

- The use of social marketing to increase physical activity
- Sharing and opportunities for a joint 5 x 30 minutes marketing campaign
- Work with the Black Country Consortium’s planning and observatory teams to consider how we can both map routes and encourage increased access and availability of walking routes across the sub-region.

Offer capacity to Dudley in delivery of their Healthy Towns status. The CSPAP team is represented on the Dudley Healthy Towns Active Travel corridor sub-group with responsibility for providing sub regional support and intelligence. We are also able to offer them the opportunity to link into other projects / groups which they may otherwise not be aware of. Being involved with this group has also led to the CSPAP being invited to sit on a group looking to develop a new ‘Walking for Health’ pilot in Dudley.

Showcase different physical activity interventions through its Black Country Sport and Physical Activity Awards, which has led to the production of case studies on different interventions and approaches.

Use the expertise of a graduate intern to develop case studies for Sandwell PCT in relation to: Green Gyms, Growing Opportunities (allotments), and young people’s employment & training destinations.

Use the expertise of a graduate intern to produce a ‘Lets Get Moving’ Guidance Overview Document for the Black Country Consortium and partners. This is to be used in conjunction with the LGM matrix currently being developed by PANWM.

Obtain membership to PAN WM, and provide a contribution of £500 to the West Midlands PANWM Conference held at Worcester Rugby Club.

Through the Sport England Workforce & Skills project, we have been able to invest funding into our 4 CSPANs to support professional development. This funding to CSPANs is also open to the physical activity workforce, from PCT physical activity leads through to health trainers and walk leaders.

### 3.3 The Challenges in delivering the objectives

The pace of change amongst local partners has been a challenge and it has taken time for them to adapt. We have had a relatively slow response and we have needed a lot of negotiation and influencing by team members to
bring people up to speed. The physical activity profiles gave us a tool to overcome these challenges, however, due to funding and capacity in certain areas they still, and will continue to exist.

- The pace of change has been different for each area. For example, Sandwell has been really keen to get involved with our progress and they have seen a benefit to being involved. To the other extent, with Wolverhampton, where there is no dedicated Physical Activity lead and we have had to adjust our course of action to suit their timescales.

- Initially there were expectations from local partners that the Dept of Health funding would be solely used delivery and would be divided 4 ways. We had much negotiation and influencing to carry out to ensure that Black Country capacity was provided and any delivery funding would be put where it was most needed.

### 3.4 An overview of the CSPAPs delivery against the Department of Health Objectives

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
</table>
| Strengthening the infrastructure for the local delivery of physical activity alongside sport. | • Workshops held with 3 out of the 4 CSPANs to produce a draft outline of their priorities for delivery and a re-drafted their terms of reference to ensure Be Active Be Healthy is incorporated.  
• 3 workshops delivered within Sandwell to assist them in developing walking, cycling and green activities as focus activities | • Partners not wanting to, or not knowing how to, use us as a resource.  
• Partners possibly see us as a threat – originally wanting the DOH funding divided by 4, or replacing local delivery  
• Mix of capacity across the Black Country PCTs, therefore a 4 times is approach not appropriate and we need to dedicate resources in particular areas. |

| Supporting strategic planning and the delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity. | • The production of physical activity profiles including local priorities and the role of the Black Country.  
• As above in the development of CSPAN workshops | |
<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
</table>
| Contribute to 2012 Regional Delivery Plans and support the delivery of Local Area Agreements (LAAs) and local physical activity initiatives that will contribute to the LAP 2 million target. | • Won the contract to deliver the Sandwell Performance Management Support which will allow us to have an impact how physical activity is monitored within Sandwell  
• Support provided to Sandwell and Dudley to steer NI8 delivery Plans | • Balancing co-ordination with expectations on delivery |
| Supporting the adoption of social marketing tools and methods in promoting physical activity. | • The Black Country Marketing & Comms Forum has been established to share work regarding the use of branding, good practice & resources. A social marketing workshop, with a focus around the use of Facebook, is currently being developed in conjunction with the University of Wolverhampton.  
• The ‘Promoting Activity Toolkit’ is being promoted to organisations via the Black Country website and e-newsletter  
• The 1st Black Country Sport & Physical Activity Awards ‘Physical Activity Initiative of the Year’ award winner announced – Walsall Fun4Life | • Not a challenge now as the Black Country group has been established, but previously it was very difficult to get a Black Country approach to social marketing. |
<p>| Targeting of the least active and contributing to the reduction of health inequalities. | • Using a graduate intern to develop case studies for Sandwell PCT in relation to: Green Gyms, Growing Opportunities (allotments), and | • Recognising that this is an area of considerable development in some areas. |</p>
<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>young people’s employment &amp; training destinations.</td>
<td>• Using the expertise of a graduate intern to produce a ‘Let's Get Moving’ Guidance Overview Document for the Black Country Consortium.</td>
<td>• Getting local partners to see our involvement in their local projects as an added benefit - rather than us having to ‘ask’ to be involved</td>
</tr>
<tr>
<td>Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4Life, Fit for Future where appropriate</td>
<td>• Support provided to Wolverhampton PCT on their Diabetes Care Pathway. • Support provided to Dudley PCT on their Healthy Towns status • Support provided to the Black Country ‘Fit for Future’ event (marketing only)</td>
<td></td>
</tr>
</tbody>
</table>

### 3.5 Best Practice Case Studies

The production of 5 high level “Be Active Be Healthy” Strategy audit Frameworks (one for each area as well as the Black Country), focusing on progress, good practice and traffic lighted progress against the CSPAP 5 objective strands.

The delivery of 3 workshops within Sandwell, which has allowed them to give a focus and priority to physical activity. Walking, cycling and green activities are now focus activities within Sandwell and are three of the ten priorities within their PE, Sport & Physical Activity Strategy.

We have been able to find the right place and role around walking by working with the Black Country Consortium’s planning and observatory teams to consider how we can both map routes and encourage increased access and availability of walking routes across the sub-region. We are also looking to develop a similar project with cycling in the Black Country. We are going to be mapping the walking data against other available data such as Active People, market segmentation, Dudley Healthy Towns hubs and sports clubs / facilities.
3.6 Identified Areas For Future Development

- Continued work with the 4 Black Country CSPANs to develop their membership, terms of reference and action plans to ensure that they are aligned to Be Active Be Healthy
- The development of a Black Country Walking Festival (funding permitting)
- To further develop Dudley Walkzone and take it Black Country wide (funding permitting)
- Mapping & gapping current Black Country walking and cycling routes inter linked with location of current provision, the canal network, Dudley Healthy Towns hubs, 2012 Active Challenge routes and Active People levels of participation (other correlations to be confirmed).
- Subject to funding, commission the research and produce a Guidance document for sport and physical activity practitioners which sets out the types of physical activity and the evidence for that type of activity for different age groups (cradle to grave) and supports local partners to map the local physical activity offer to people, identifies gaps and areas of duplication. This was identified as a priority need through local consultation.
- To review the local area physical activity profiles and to develop the business case for the development of up to 4 physical activity projects which could be commissioned, subject to funding, across the Black Country to establish additional case studies in targeting those most at risk from inactivity.

3.7 Feedback from Partners

The Partnership high-level audit on the delivery of the “Be Active Be Healthy Strategy” which was commented as an “excellent starting point and illustration” by the Dept of Health

"Really grateful to BCC Ltd for time and effort to get us to focus on our priorities"
**Wolverhampton CSPAN**

"The (physical activity) profile is really good as it adds to the evidence that we need to improve the advocacy of physical activity"
**Dudley PaiCE**

"Appreciative of how you led the facilitation and we hope it leads to better partnerships in the borough"
**Sandwell PAB Focus Activities**
3.8 Partnership Directors Comments

“The Dept of Health funding has given us recognition from PCTs, Local authorities and other partners on the ongoing significant contribution we can make around physical activity, particularly in relation to advocacy on regeneration, planning and employment and skills. It allows us to evidence that the work we do is not just centred on traditional sports, but also allows us have an impact on and to incorporate the more healthy, active lifestyle approach.

It has enabled us to carry out high-level strategic engagement and have representation on various local groups (at both delivery and strategic level).

Back in 2007 we developed a Black Country Sports Lottery Portfolio, of which some of the projects had a physical activity focus. This funding has allowed us the capacity to work with these projects in greater detail to ensure their success and potential sustainability. A review of the success of the projects and the impact they have had will be completed during 2010/11. This will also provide us with more case studies to promote the excellent work of partners.”

Simon Hall, Partnership Director
Section 4.0 Energize Shropshire, Telford and Wrekin CSPAP

4.1 Approach taken to delivering the Department of Health contract

The Energize STW approach to delivering the Department of Health contract was for all staff to have a responsibility for aligning physical activity with sport plans. The Energize team only contains 4 members of staff (two Business Development Managers who have geographical liaisons in accordance with local strategic partnerships, one Marketing & Communications Officer who has responsibility for e-comms and a Director who leads development of all work strands). This approach enabled the CSPAP to commit funding to opportunities and priorities that were identified during the year and provided flexibility regarding delivery of the Department of Health contract objectives.

Energize worked with PCT physical activity leads (and other partners) in each of the LSP areas to undertake a Be Active, Be Healthy audit which then led to further actions and support as required in those areas. Working budgets have been committed to the areas of work that have been identified and prioritised.

4.2 The agreed Department of Health work programme for the CSPAP

Energize STW approached this work by supporting our two LSP areas (Shropshire and Telford & Wrekin) and their respective infrastructure for physical activity. The aim is to improve efficiency, identify future priorities for action and raise the profile by providing a unified and collaborative voice for physical activity and sport.

The work programme that was agreed with the Regional and National Department of Health included:

Shropshire – concentrated on the establishment of a Shropshire Physical Activity Alliance and associated action plan with the following activities taking place

- Consultation on establishment of SPAA including interviewing all main partners
- SPAA Launch event
- Identification of key priority areas and creation of SPAA action plan
- Social Marketing project – local development
- Outcomes review of Physical Activity Telford & Wrekin
- Exploration and investment into Adult beginner / returner programme to engage National Governing Bodies of Sport and voluntary sector sports clubs
- Refresh of Telford & Wrekin LAA implementation plan
4.3 The Challenges in delivering the objectives

Whilst this infrastructure funding is very important it may have helped to back it up with further delivery funding. This could add value to the ‘influencing’ role which sometimes on its own can sometimes seem frustrating to partners (and can also be a lever to other local funding). Please note – we are not suggesting that CSPAPs deliver projects but as they do contain key local organisations at a strategic management level it could add value to route funding through them.

This could also enhance our support and co-ordinating role in the local delivery of national initiatives which is currently quite minimal. Where we are asked to be involved there is little consultation and consequently it can sometimes be quite difficult to support. As a minimum we would suggest earlier engagement with CSPAPs as local partners.

The short term nature of the funding / contract has also been a challenge because anything we’ve proposed / developed has to be sustainable without this funding (e.g. SPAA). Consequently partners can’t always rely on us / build us into strategic decision making.

4.4 An overview of the CSPAPs delivery against the Department of Health Objectives

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthening the infrastructure for the local delivery of physical activity alongside sport.</td>
<td>• Establishment of Shropshire Physical Activity Alliance with representation from PCT, local authority (leisure, outdoor recreation, Community Regen, transport planning), commercial sector, voluntary sector, CVS</td>
</tr>
<tr>
<td>Supporting strategic planning and the delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity.</td>
<td>• Shropshire Physical Activity Alliance – linked into Shropshire LSP and recognised within new Community Strategy – agreed as delivery group.</td>
</tr>
</tbody>
</table>
| Contribute to 2012 Regional Delivery Plans and support the delivery of Local Area Agreements (LAAs) and local physical activity initiatives that will contribute to the LAP 2 million target. | • CSP have been the main source of linkage between regional health and wellbeing plans for 2012 and sub regional sports plans.  
• T&W have refreshed the LAA (Ni8) implementation plan with inclusion of many more partner activities and clearer agreement on issues which need to be tackled. |
| Supporting the adoption of social | • Energize have supported (with |
marketing tools and methods in promoting physical activity.

<table>
<thead>
<tr>
<th>Information and intelligence</th>
<th>Development of a Shropshire Physical Activity Social Marketing project which will target older people. The part time employee associated with this project will also be based with the Energize team.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Energize have also provided social marketing intelligence for use by partners in Telford &amp; Wrekin. This is now being incorporated into the adult beginner / returner programme.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Targeting of the least active and contributing to the reduction of health inequalities.</th>
<th>Energize have highlighted performance in terms of people with a long term limiting disability and have prepared the way for a collaborative approach to developing a sub regional project to tackle.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Energize have remained champions for other areas too – notably older people in Shropshire (we were responsible for highlighting the potential of a social marketing project targeting this group).</td>
</tr>
</tbody>
</table>

| Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4life, Fit for Future where appropriate | Energize have promoted use of Change4Life and Cycle Towns (Shrewsbury) campaigns through e-comms. We have also raised the profile and importance of the Physical Activity Care Pathway (Let’s Get Moving) through the respective area networks. |

<table>
<thead>
<tr>
<th>4.5 Best Practice Case Studies</th>
<th>Approach this work through a thorough audit against Be Active, Be Healthy plans has helped to build relationships through a</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Collaborative approach</td>
</tr>
<tr>
<td></td>
<td>• Celebration of what is currently being achieved</td>
</tr>
<tr>
<td></td>
<td>• Raising awareness (and allowing networking)</td>
</tr>
<tr>
<td></td>
<td>• Highlighting gaps in provision</td>
</tr>
</tbody>
</table>
They are still work in progress but we would also hope that the Telford & Wrekin adult beginner / returner project will develop some good practice which can be shared across rest of region and also that SPAA will be effective in raising the profile and delivering a co-ordinated response to local priorities.

4.6 Identified Areas For Future Development

In 2010/11 we have recognised the importance of ensuring that we further build links with and develop community sport and physical activity opportunities. For our local areas this involves;

Shropshire

• Engaging SPAA support for the development of Shropshire PCT Active 4 Life programme and particularly the social marketing project/s and ‘first steps’ action plan.

• Supporting and following up on the Physical Activity Review

Telford & Wrekin –

• supporting the development of adult beginners / returners programme and

• Supporting the emerging Active Lifestyles plan.

Associated this we have identified the need to raise the profile of and support the development of the Physical Activity Care Pathway in our local areas.

Energize have also identified a specific need and gap in terms of provision for people with a disability and in 2010/11 we are planning to undertake consultation and seek extra resources to enhance this provision.

Maintaining the profile and cross sector working for sport and physical activity is also a priority and the following are essential elements within this

• Supporting coordinated action planning to ensure sport and pa respond to LAA priorities

• Supporting co-ordinated responses to strategy/policy consultation (e.g. community strategy, local development framework etc)

• Improving communication, availability of information and networking across organisations and professionals interested in local sport and physical activity developments

• Raising the profile and celebrating success and good practice through achieving standards and awards.
4.7 Feedback from Partners

“The work that the CSP has done in supporting and facilitating the Shropshire Physical Activity Alliance has been invaluable including the launch event. While it’s early days yet this work will better support partners to be able to respond to the new Community Strategy and emerging priorities to support people to be more active.

Support for the Shropshire Physical Activity Review and the physical activity social marketing campaign has also been invaluable both through: Evidence and research Networks and contacts”

Neil Willcox, Head of Leisure and Outdoor Recreation, Shropshire Council

The following table of unique features was produced at a recent Energize Board business planning event

<table>
<thead>
<tr>
<th>WHAT MAKES ENERGIZE BOARD AND CORE TEAM UNIQUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• It is relatively unaccountable:</td>
</tr>
<tr>
<td>o An opportunity to potentially act and react very quickly</td>
</tr>
<tr>
<td>o This is a risk mitigated by having a very clear vision, objectives and demonstrable delivery</td>
</tr>
<tr>
<td>• It can broker discussions:</td>
</tr>
<tr>
<td>o E.g. community use of school sites (without a local vested interest)</td>
</tr>
<tr>
<td>• It can lobby:</td>
</tr>
<tr>
<td>o But there is a need to know what the message is (what is the product)</td>
</tr>
</tbody>
</table>

4.8 Partnership Directors Comments

“The Department of Health funding and contract has given us both the recognition and capacity to bring together the sport and physical activity agenda’s within Shropshire and Telford & Wrekin. We have been able to offer independent support to partners who can (at an operational level) often otherwise find brokering partnership working difficult.

Energize already have a very positive relationship with our two PCT’s (both have representation on our Board) and the DoH funding has allowed us to build on these and advocate further practical developments and partnership working.”

Chris Child, Partnership Director
Section 5.0 Herefordshire & Worcestershire CSPAP

5.1 Approach taken to delivering the Department of Health contract

H & W CSPAP have been working towards the Active Recreation and Physical Activity agenda for 3 years, with an Active Recreation Manager in post to focus on taking these agendas forward. During this time, our primary objective was to engage with PCTs. The Department of Health contract was very useful to the CSPAP as it confirmed that the CSPAPs previous objectives were the right ones.

The CSPAP concentrated their efforts on strengthening the CSPANs using the Be Active Be Healthy Strategy that was current at the time, ensuring that all groups were reporting on physical activity programmes at CSPAN meetings.

The CSPAP has put Be Active Be Healthy at the heart of what they do, and worked to ensure that physical activity agendas run alongside everything that the partnership does. They have used the investment to add value to local 2012 legacy work. Social marketing principles and techniques have been fully adopted across the CSPAP, both using them in our own work, and encouraging and supporting other partners and colleagues to do the same.

5.2 The agreed Department of Health work programme for the CSPAP

The work programme that was agreed with the Regional and National Department of Health included:

- PCT Rep member of SPHW Board; Health Reps on active CSNs and Partnership Projects and to broker NGB and PCT relationships.

- To maintain the work of the Physical Activity Partnership and the various physical activity sub groups such as the Activity Referral County Steering Group.

- Distributed funding to each CSPAN to initiate new and innovative physical activity interventions to target the least active adults - thus leaving a legacy of tighter partnerships by giving local networks a purpose, to discuss and coordinate delivery at a local level. We have a detailed overview if required.

- Research and information documents have been developed and issued to all partners comprising of district specific AP1 and AP2 data, sports club link data and overall CSP area overview.

- Action Plan currently being developed by the CSP, this will summarise the key anticipated outcomes of BHBA, and connect National strategies to local level action plans.
• Working with key partner agencies to develop and promote the 'Inspired?' Toolkit. Helping anyone involved in Sport or Physical Activity to use 2012 messages to enhance existing programmes and develop new projects.

• We continue to support many projects funded through CIF and Worcestershire PCT’s Health Improvement Fund. We have a detailed overview if required.

• Working with CSPANs, PCT Staff, LA Staff, Health Trainers, Sports Clubs and other key partners to raise awareness of key social marketing messages, concepts and benefits through our own workshop.

• Change4life information on SPHW website. New information on C4L is sent on to local partners from PAN WM and central C4L campaign headquarters. SPHW offer to support any partner that wishes to promote the C4L campaign.

• Advocating, promoting and assisting with the introduction of PACP to PCTs and the adoption of it. One of our PCTs has requested that we assist with the PA section of the Healthy Lifestyles pathway.

5.3 The Challenges in delivering the objectives

The two main challenges in delivering the Department of Health objectives were;

• The consistency of PCT staff. One of our PCTs in particular, have been through a number of re-structures and staff changes due to new management and other personnel issues such as maternity cover. All we could have done to work around this is to quickly build relationships with new people as they come in – which we have.

• The diversity of local areas. Our sub-region ranges from urban to rural, affluent to deprived. The groups that cater for and coordinate these areas need to be structured differently. We have supported these groups such as CSPANs to do exactly this.

5.4 An overview of the CSPAPs delivery against the Department of Health Objectives

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
</table>
| • Strengthening the infrastructure for the local delivery of physical activity alongside sport. | • Good links with PCTs at Strategic and Operational levels.  
• News and information being passed through the physical activity partnership mailing list and sub-groups.  
• Commissioning CSPANs | • Almost constant rotation of PCT staff.  
• CSPAN have to be locally specific to the districts that they cater though. |
<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Supporting strategic planning and the delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity.</td>
<td>• To deliver a range of 12 physical activity projects.</td>
<td>• At times, over-commitments can be an issue.</td>
</tr>
</tbody>
</table>
| • Contribute to 2012 Regional Delivery Plans and support the delivery of Local Area Agreements (LAAs) and local physical activity initiatives that will contribute to the LAP 2 million target. | • 9 Sports Evidence Packs have been produced and presented. Early drafts have already been referenced in Sport England bids, HIF applications and DH proposals.  
• Continuing to work on the various steering groups and providing on-going to support to new and existing projects. |                                                                                                                                                       |
| • Supporting the adoption of social marketing tools and methods in promoting physical activity. | • We are on the PAN WM 2012 sub group and contribute to the regional legacy action plan and development work.  
• We have been helping with the development of the Inspired? Toolkit. An inter-agency piece of work to encourage anyone delivering Physical Activity to use 2012 messages to add value to their projects. |                                                                                                                                                       |
| • I have attended 7 courses run by the National Centre for Social Marketing.  
• We have written our own workshop to introduce partners to social marketing concepts and re-visit sports market segmentation. |                                                                                                                                                       |
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<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
</table>
| • The promoting physical activity toolkit is included in this workshop. | • We continue to project many PA projects across the sub-region.  
• Supporting CIF applications and ongoing delivery.  
• Strategically steering the Be Active Be Healthy project. 12% higher participation in year 1 than anticipated.  
• Sitting on numerous steering groups locally, all CSPANs when possible, PAN WM steering group, Older People, 2012 health legacy, GP Referral, and PA Leads sub-groups.  
• Collating progress updates on CIF and HIF to submit best practice examples for DH West Midlands.  
• Well placed with both PCTs to assist with future work as required to do so. | • Trying to pull together all pockets of provision to create something more coordinated and meaningful. |
| • Targeting of the least active and contributing to the reduction of health inequalities. | • Supporting Change4Life campaign in Herefordshire, and any regional sub-campaigns such as Let’s Dance with Change4Life. | • PCT reluctance to commit to the toolkit. |
| • Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4life, Fit for Future where appropriate | | |
5.5 Best Practice Case Studies

- Inspired? Toolkit
- DH Funding Proposal System
- Social Marketing and Market Segmentation Workshop
- Sports Evidence Packs

5.6 Identified Areas For Future Development

The CSPAP has been asked to support one of the PCTs on activity referral development, workplace health and physical activity and the healthy lifestyle pathway. The Other PCT in the locality is launching their healthy lifestyle strategy in June 2010, and the CSPAP will have a role in assisting with the delivery of that where possible. We have also secured funding for a ‘Get back into’ project, which will bring together the NGBs and health sectors.

5.7 Feedback from Partners

“Delivering the physical activity agenda is extremely challenging locally, with a multiplicity of partners and a two-tier authority. Working with the Sports Partnership and drawing on the capacity they have provided to take this work forward has been key. In particular, input to initiatives such as activity on referral, walking for health and a local health improvement fund programme has enabled good progress to be made. The Sports Partnership has led on coordinating the delivery and reporting of NI 8 through the LAA, and this has been important evidence of the way the capacity within the Partnership has been of benefit to all those agencies who have signed up to deliver the targets within the LAA. ”

Dr Frances Howie, Assistant Director of Public Health, Worcestershire PCT

“Since I was appointed as the Marketing, Partnership and Events Manager 7 months ago I have worked in partnership with Herefordshire and Worcestershire Sports Partnership and more specifically Richard Whincup. During my position Richard has offered continuous support to Wyre Forest Sports Development and in particular has offered innovative ideas and practices with the Swim Bus Scheme and Activity Referral. He has also passed on all up to date health and physical activity research, which has been an immense help especially when I originally started in my role. I have thoroughly enjoyed working in partnership with Richard and I look forward to do so in any other relevant projects. ”

Fern Bagley, Marketing, Partnership and Events Manager, Wyre Forest Glades Leisure Centre and Glades Arena, DC Leisure
“As Fitness Manager of ‘Kinetika’ at the Wyre Forest Glades Leisure Centre I can say that Richard has been the front man for getting our Activity Referral Scheme up and running. He has been a great help arranging many things from sorting for instructors to go and see the schemes in progress to providing information and resources for the course.

The scheme has been running for over a year now and with great success but without the hard work done by Richard at the Sports Partnership and our other partners then I believe that the scheme would still yet to be started.

It is a pleasure working with Richard and am looking forward to new working on new initiatives in the future.”

Rosie Humpage, Wyre Forest Glades Leisure Centre, DC Leisure

5.8 Partnership Directors Comments

“The DH contract has given us extra resources and influence to further help to engage the health sector and align the physical activity, sport and health agendas.”

Steve Brewster, Partnership Director
Section 6.0 Coventry Solihull and Warwickshire CSPAP

6.1 Approach taken to delivering DH Contract

The approach taken by CSW to develop the work programme to deliver the DH contract was based upon direction from several sources. These being, the use of Be Active, Be Healthy, guidance from Regional DH, input from PCTs and other local partners, mainly local authorities, and the partnership’s own intelligence and expertise.

6.2 The agreed Department of Health work programme for the CSPAP

CSW approached this work by employing a Physical Activity Officer, new role developed in the 2nd part of the year.

See table below

6.3 The Challenges in delivering the objectives

- As in new roles generally, the boundaries of the role are hard to work out, e.g. what can I lead on? How can I be proactive without ending up delivering a project etc? Identifying areas and specific duties where I can add value is a challenge. Overcome by using initiative and seeking help where needed.

- New role for CSPAP and so it is a challenge to ensure partners understand the role and how it can support their work and benefit them. Overcome by remaining positive, using initiative, pro-active and believing in particular pieces of work. More work to be done.

- Takes time to establish relationships and make these effective – linked to above 2 points – slow to get things moving. Overcome by giving it time and being more pro-active, e.g. identifying individuals/champions who can be engaged into the particular topic/initiative. More work to be done on this point.

- Differing levels of PCT funding for physical activity has an impact on what can be delivered in local areas and negatively affects the perspective of some partners as a result. It has an effect on potential sub regional projects too. This is hard to overcome apart from by finding other ways for partnership working in the less well funded areas such as bringing together a report for the relevant Director of Public Health, to seek funding, on the C.I.F projects, and not discussing the situation.

- 2 unitary authorities and one 2 tier authority with a total of 7 local authorities and 3 PCTs. They are all in different situations and this means that all have different needs and expectations. For example, when getting input into the work plan there is therefore no answer that can please all. After learning from this it is best to gain input and consult but to try and give something a go if there is enough reason to do so, rather than not doing it because there are mixed opinions from partners.
6.4 An overview of the CSPAPs delivery against Department of Health Objectives

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
</table>
| Strengthening the infrastructure for the local delivery of physical activity alongside sport. | Monthly meetings with 3 PCTs  
Established links with new partners and personnel through 1:1 meetings  
Established, coordinated and chaired the Warwickshire PCT and 5 local authorities meeting  
Attendance at appropriate meetings involving physical activity related topics or to raise the profile of physical activity/CSPAP etc.  
Physical activity pages on website developed including production of a bi-weekly physical activity update.  
Coordinated and worked with partners in spring/summer 09 around Get Active Week across sub region | See section 34.0, apply to all 5 of the objectives                                                                                               |
| Supporting strategic planning and the delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity. | Communication and promotion through e-update, website, emails and meetings of national and regional initiatives and all relevant information on physical activity projects, opportunities and events in the sub region.  
Correspondence through 1:1s and other meetings to communicate to partners about the strategies etc.  
Scoping work for Sub regional coordinated dance project – 16-19s and those with a | See the challenges section below as they apply to all 5 of the objectives                                                           |
<table>
<thead>
<tr>
<th>Specific Health Condition</th>
<th>Same as Above</th>
<th>See the challenges section below as they apply to all 5 of the objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute to 2012 Regional Delivery Plans and support the delivery of Local Area Agreements (LAAs) and local physical activity initiatives that will contribute to the LAP 2 million target.</td>
<td>Continual research and awareness of social marketing and its practice in the sub region in order to improve knowledge and skills in this area and be able to share practice.</td>
<td>Room for improvement of social marketing work undertaken and expertise of personnel in the sub region generally, from observations/understanding to date, and work to be done by post holder on improving own knowledge and skills in social marketing generally.</td>
</tr>
<tr>
<td>Supporting the adoption of social marketing tools and methods in promoting physical activity.</td>
<td>Mindset around keeping people informed of relevant updates and resources available in social marketing generally in meetings, emails, e-update and website. Resource and Links page on website that includes a section on Social Marketing Involved in project in Nuneaton and Bedworth that includes social marketing aspect that am supporting on.</td>
<td>Lack of knowledge and understanding of the fact that social marketing is broader than just market segmentation from a number of partners and general lack of understanding of its importance and the benefits of any local investment in social marketing</td>
</tr>
<tr>
<td></td>
<td>Attendance at 2 social marketing workshops, NSMC Information regarding Active People Survey and Health Survey shared on website and plans to collate and communicate future results</td>
<td></td>
</tr>
<tr>
<td>Targeting of the least active and contributing to the reduction of health inequalities.</td>
<td>Coordination work started and ongoing on the patient resource pack for LGM across sub region, targeting least active Involvement in Nuneaton and</td>
<td></td>
</tr>
</tbody>
</table>
| Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4life, Fit for Future where appropriate | Attendance at any relevant meetings involving national initiatives, e.g. LGM, Change4life, other conferences  
Promotion of initiatives in regular e-update to partners and the public  
and promotion of relevant initiatives wherever possible and appropriate through means such as emails and in meetings  
Physical Activity web pages developed with a designated page for national and regional initiatives as well as other pages.  
Work started on coordination of the patient resource packs for Let’s Get Moving  
Links made with key contacts such as WfH lead and ASA lead, regarding these initiatives and actions from this such as promotion, attendance at meetings etc. |

### 6.5 Best Practice Case Studies

- Working/engaging with the PCTs with a range of/all of the job posts in the sector that are coming to an end to help source/contribute towards future funding, e.g. Community Investment Funded (C.I.F) posts and collating a report to present to the Director of Public Health at the PCT.

- The use of DH money to be used alongside other funding to be more attractive to engaging local partners and aid partnership working, e.g. using Sport Unlimited funding or PCT money together with DH money to make something happen on a sub regional level.
• Taking the lead on a more tangible project/initiative, or part of one, to help engage and gain respect from partners. For example, work on Let’s Get Moving, a national initiative, which we are leading discussions and working with a range of partners to deliver at a local level and are leading on the patient resource pack element.

6.6 Identified areas for Future Development

• Small grants scheme – to support various projects/work that contribute towards getting people more physically active

• Social marketing – trial sessions, 2 models followed hopefully by rolling the models out on a broader level across the sub region. The 2 models are one for professionals/paid personnel and one for volunteers/unpaid personnel.

• Dance – coordinating a sub regional dance project(s) for college students using Sport Unlimited and DH funding. Trying to coordinate another sub regional project for a specific target group identified by the PCTs, e.g. disabled people/those with a specific health condition.

• Let’s Get Moving – Coordinating the patient resource pack with physical activity and sport opportunities, for the 7 local authority areas, for Let’s Get Moving and support other aspects of the initiative. Tangibly raising the profile of physical activity/active recreation alongside sport in the partnership boundaries as a result of having a person in post.

6.7 Feedback from Partners

‘This project has had the benefit of bringing us together (the 3 PCTs) sub-regionally to consider our responses both jointly and independently to various physical activity initiatives across the region. I feel there has been great merit in looking at joint responses and much learning from each others work both past and future planned. It is helping NHS Warwickshire to develop robust partnerships with other practitioners in the sub-region which will develop into a more coherent and informed approach to further work. Overall a very good start.’

Deb Saunders, Health Development Manager at NHS Warwickshire
6.8 Partnership Director’s comments

“The main difference is being able to focus on physical activity in addition to sport. Although physical activity was mentioned previously in some documentation/publications there was little focus in practice. The funding has had a positive impact on being able to work with the PCTs and other partners, broadening the range of partners that CSW Sport engages with.

The employment of a dedicated Physical Activity Officer with the core team has ensured that we have been able to dedicate time to champion the physical activity agenda, forging links with new partners, e.g. PCTs whilst also engaging with our existing partners, e.g. NGBs and LAs on the physical activity initiatives.

Having both a physical activity and sport officers within the core team ensures that projects and programmes compliment and link together, making the most of resources available within the partnership.”

Abi Dixon, Sports Development Manager and Line Manager to Physical Activity Lead Officer.
Section 7.0 Sport Across Staffordshire and Stoke-on-Trent CSPAP

7.1 Approach taken by CSPAP to develop work programme

A Physical Activity Development Manager (PADM) was appointed with specific responsibility to deliver the DOH contract and physical activity development work area in general; the PADM is supported by other members of the CSPAP team. The work programme was developed in consultation with the PAN-WM Regional Co-ordinator and the three PCTs within our sub-region (South Staffordshire PCT, Stoke-on-Trent PCT and NHS North Staffordshire). It has been signed off by all three PCTs, the Staffordshire NI8 Delivery Group, and the LAA Health & Well-being Thematic Group. The CSPAP Director Chairs the Staffordshire NI 8 Delivery Group and the CSPAP are the indicator lead.

7.2 Overview of the agreed CSPAP Work Programme

- Employment of a Physical Activity Development Manager
- Continued support of the CSPANs
- Five Promoting Physical Activity Toolkit Workshops were held covering the three PCT areas, with approx 70 delegates attended from a variety of organisations.
- Walk and Talk Plus schemes are running effectively in Lichfield, Burntwood and Fazeley, and the project has expanded into Cannock, Rugeley and Tamworth. The project is funded by Sport England CIF funding and is organised by Age Concern South Staffordshire.
- Staffordshire Local Area Agreement NI8 Delivery Group formed, with an Action Plan developed and implemented which focuses on ten High Impact Changes for Physical Activity Development.
- South Staffordshire ‘Health Watch’ – This project saw the appointment of two Physical Activity Delivery Officers working across the South Staffordshire Council area. A comprehensive programme of activities has been developed and the scheme is contributing to increasing levels of participation across the District.
- Social Marketing project with South Staffordshire Primary Care Trust commissioned.
- A ‘Knowledge Transfer Partnership’ bid has been submitted via Staffordshire University
- Initial work around ‘Activity Across Staffordshire’ grants programme to support projects focusing on the least active and reducing health inequalities via CSPAN Delivery Plans
- Due to support the organisation of a Physical Activity Conference in the sub region.
7.3 Recognising the Challenges

The main challenge has been around the confirmation of funding. As the DoH funding was initially only confirmed for 2009-10, and we are still awaiting confirmation for 2010-11, we have been unable to re-advertise for a Physical Activity Development Manager to oversee this work. Therefore, this has impacted on our ability to deliver over the past two months, and the work is being picked up on a temporary basis across a number of team members, this will not be sustainable and is only a short term measure.

7.4 Meeting the outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Successes</th>
<th>Challenges</th>
</tr>
</thead>
</table>
| Strengthening the infrastructure for the local delivery of physical activity alongside sport. | Establishing and developing a network of CSPANs  
We currently have 6 CSPANs which meet on a regular basis and have either developed or are developing a delivery plan. | Establishing and developing a network of CSPANs  
There are 2 CSPANs which have had meetings but continue to need additional support to engage all partners. 1 further CSPAN has no intention of becoming active at this stage. |
| Staffordshire LAA/Ni8 Delivery Group | Terms of Reference have been widened and agreed by the Ni 8 Delivery Group. Ni 8 delivery Group membership has been widened to include all Staffordshire Local Authorities, South and North Staffs PCTs, CSP, Forestry Commission, Natural England, National Governing Bodies of Sport, Third Sector. The CSP Director Chairs the Group and as the Indicator lead sits and reports to the LAA Health and Wellbeing Theme Group. The CSP service the Ni 8 Delivery Group and collate and |
| Supporting strategic planning and the delivery of regional and national physical activity plans by ensuring that Be Active, Be Healthy is reflected in the sub regional and local planning and delivery of physical activity. | Supporting SSPCT’s 5 Year Health Plan “Mind the Gap”  
Continuing work on jointly hosting a conference with SSPCT for the launch of the 10 High Impact Changes for Physical Activity Charter. SSPCT continuing to develop the Health Fit project in association with SASSOT. Further activity. |
with NGB’s is being developed via partnership working with SASSOT

**Inclusion of Physical Activity in Staffs’ BSF Plans**
The Strategy for Change 2 document contains extensive references to utilizing the BSF programme to provide for increasing physical activity participation in schools and creating environments which are conducive to leading a healthy lifestyle. A draft PE Sport and Physical Activity specification has been prepared by the stakeholder group which outlines the requirements for the facilities needed to deliver educational transformation and support and encourage young people to become physically active and lead healthy lifestyles, health improvement targets are included within the specification. CSPAP Chair and coordinate the work of the Stakeholder Group.

**Staffordshire NI8 Delivery Plan**
The NI 8 Delivery Plan has been refreshed and endorsed

Contribute to 2012 Regional Delivery Plans and support the delivery of Local Area Agreements (LAAs) and local physical activity initiatives that will contribute to the LAP 2 million target.

**SASSOT Responsible for the NI8 Delivery Plan**
SASSOT have coordinated the refresh of the NI 8 plan. The plan now contains 10 High Impact Changes required to further develop physical activity participation across Staffordshire which have
been agreed by the NI 8 Delivery Group. A Workshop has been held to investigate the potential to develop consistent KPIs across the Partnership. The Knowledge Transfer Partnership application includes this as an area for development.

Staffordshire and Stoke 2012 Delivery Plan developed - CSPAP key targets around PA within this plan. Plan launched and includes targets on increasing participation in physical activity, sport and volunteering. Health improvement targets are also included.

Stoke’s FTAP - PA delivery plan for Stoke’s LAA. FTAP is being implemented. Stoke has seen increases in both the Active People 3 Ni8 and KPI 1 Participation indicators.

Supporting the adoption of social marketing tools and methods in promoting physical activity.

Promoting and Delivering PA Toolkit workshops. 5 Workshops have been delivered, at least one in each PCT area.

Discussions with PAN-WM for SASSOT to deliver a media training workshop around PA. SASSOT organised and implemented a social media workshop which attracted 20 partners.

Working closely with SSPCT to develop a social marketing PA programme. SSPCT have commissioned

Stoke’s FTAP - PA delivery plan for Stoke’s LAA. The 30% target is challenging.
| **Targeting of the least active and contributing to the reduction of health inequalities.** | **Supporting the existing CIF projects e.g. SSPCT Health Fit, Age Concern Walk and Talk project.**
Continuing to work closely to support each of the projects. Projects on target

**Supplied data information on targeted groups around least active to Health Trainer network.**
4 Members of the SASSOT core team have received SE training on Active People 3 - this information has been cascaded to the other members of the CSP team - Partners have been informed and are utilising the service to develop new strategies and Delivery Plans.

**Access across Staffordshire fund - targeting the hard to reach communities.**
There were 24 applications to the fund of which 10 projects received funding - a total of £4694 was awarded. Projects targeting girls and women, disability, and low income groups were represented. A variety of sports/activities were awarded including; dance, netball, sailing and multisports. SASSOT has recently appointed a Disability Sports Development Officer funded via the Aiming High Initiative. The aim of the post is to increase participation amongst

**Access across Staffordshire fund - targeting the hard to reach communities.**
Unfortunately no successful bids were submitted for projects working with BME communities, despite the assessment criteria being weighted towards these projects. |
Disabled young people and their families. Funding has also been drawn down to develop new training programmes and come and try it sports and physical activity days.

Supporting the local delivery of regional and national initiatives e.g. Physical Activity Care Pathway, Healthy Towns, Change4life, Fit for Future where appropriate

**Involved in Steering group for the implementation of Pilot of Rural PACP in SSPCT**

Scheme has been implemented and SASSOT Continue to offer support to SSPCT in their Rural Care Pathway Pilot. CSPAP representation on the steering group.

**Swim4Life - supporting the County Swimming Co-ordinator to implement Swim4Life free lessons**

Continuing to support the ASA County Coordinator, Jodi Fereday, to help get swimming lessons in the pools via the LA’s. SASSOT Director now sits on the West Midlands County Swimming coordinator Network Steering Group to input on behalf of CSPAP’s. 500 individuals have received free swimming lessons across the sub-region

**Supporting the Staffordshire 2012 Co-ordinator in the 2012 Ambassadors and Champions programme.**

Awaiting the scope from Regional level.

### 7.5 Good/Best Practice

- The formation and coordination of the Staffordshire Local Area Agreement N8 Delivery Group with an Action Plan developed and implemented which focuses on ten High Impact Changes for Physical Activity Development.
• Approach taken to influencing the Building Schools For the Future Programme via the ‘Active and Creative Futures’ Vision Document for the inclusion of PE, Sport, Culture and Health agenda’s as high level priorities.
• If the Knowledge Transfer Partnership bid is successful, this may be an area to share good practice in the future
• Access Across Staffordshire grants programme to support projects focusing on hard to reach groups (Disabled, Women and Girls, Low income and BME) to increase physical activity levels
• The NHS North Staffordshire, South Staffordshire PCT and SASSOT Club Development Grant scheme to increase the capacity of the voluntary sector to increase participation.

67.6 Future Developments that have been identified

• Complete the delivery of the current Department of Health Delivery Plan, including:
  o Launch the ‘Activity Across Staffordshire’ grants programme to support projects focusing on the least active and reducing health inequalities via CSPAN Delivery Plans
  o Establish with Staffordshire University the Sport and Physical Activity Knowledge Transfer Partnership if the bid is successful
  o Support the physical activity Social Marketing project across South Staffordshire PCT area.
  o Support the organisation of a Physical Activity Conference in the sub region.
• If continued Department of Health funding is confirmed, develop a new Delivery Plan in consultation with key partners and re-appoint a Physical Activity Development Manager
• Continue to support the CSPANs on an ongoing basis
• Review the Physical Activity pages on the SASSOT website
• Support the implementation of the Staffordshire Dance Development Programme.

7.7 Feedback from Partners

“The joint working between the PCT and Sport Across Staffordshire and Stoke – on – Trent (SASSOT) is showing some real benefits. As a PCT we want to improve health and SASSOT has the links to a wide network of activities that we can promote to our patients.”

Jo Robins, Consultant in Health Improvement,
South Staffordshire Primary Care Trust

Greater partnership working and alignment of activities continue to be a priority to maximise coordination and improve the quality of user experience and health outcomes.
“Good progress has been made towards local targets to increase levels of adult physical activity in Stoke – on – Trent”

Siu-Ann Pang, Senior Health Improvement Specialist – Obesity
NHS Stoke – on - Trent

7.8 Partnership Directors Comment’s

“The funding has allowed the CSPAP to make increasing participation in Physical Activity a priority across our sub region. It has given us a mandate and enabled us to put capacity into building a solid infrastructure to develop the agenda across a wide range of partners. Partners have welcomed this and value the fact that there is a coordinating lead agency for developing physical activity opportunities.

The funding has allowed us to develop a targeted Delivery Plan which supports and adds value to partners work in this area.

We have exciting plans in place including the establishment of a Knowledge Transfer Partnership with Staffordshire University to support the physical activity and sports participation agenda, an Activity Across Staffordshire project with our CSPAN’s and the implementation, through the LAA, of our 10 High Impact Changes to develop physical activity. “

Mark Thornehill CSPAP Director
8.0 Conclusion

This report clearly identifies the added value that the County Sport and Physical Activity Partnerships have brought to the physical activity agenda in the West Midlands and highlights the strength of the local, sub-regional and regional networks that are co-ordinated and/or supported by the CSPAPs.

The relationships between CSPAP’s have been significantly strengthened and developed over the last two years with increases in cross boundary working, sharing of good practice and approaches and networking between the organisations happening on a much more frequent basis. This strengthened network of CSPAPs has resulted in the partnerships successfully tendering for the Community Games programme support contract from the 2012 Cultural Olympiad Programme and also the Ambassadors and Community Champion scheme on behalf of PAN-WM. It is hoped that both of these programmes will play a significant part in delivering a health and physical activity legacy for the West Midlands post 2012.

The evidence of the effectiveness of physical activity interventions to address public health outcomes is well established and investment in physical activity has been described as ‘one of the best buys in public health’. Yet the physical activity sector is a complex one, quality of provision and its contribution to health outcomes/target groups is not easily determined and often strategic managers and commissioners in the NHS find it difficult to maximise this potential.

Addressing this was one of the main drivers for the Department of Health funding CSPs during 2009-10 to coordinate wider physical activity alongside sport and establish effective links with health. As part of wider Government efficiency savings, this funding arrangement is not to be continued, it is the policy of the new coalition Government that this kind of activity should be commissioned locally. However, in this short time, as can be evidenced within this document, many CSPs have really begun to make in-roads into this area of work, have built up considerable expertise, contacts and relationships which could be of great value to the health sector moving forwards.

CSPs retain considerable potential to operate beyond their core work in sport, to work across the health and physical activity sectors, and provide a straightforward, cost effective mechanism to help exploit physical activity to deliver targeted health outcomes. They can act as the strategic delivery agency working on behalf of public health to engage and leverage physical activity to meet the needs of health related outcomes and target groups. This document aims to demonstrate the numerous examples of CSPs in the WM working effectively on behalf of NHS to engage partners, conduct consultations, produce strategies, secure significant inward investment, and to design and manage physical activity interventions involving a range of providers across the public, private and third sectors.

Given the current economic climate and the forthcoming period of significant
change within the NHS the future is uncertain but it would be a great shame not to capitalise on this initial investment by DH, and to risk the CSP’s in the WM losing their capacity and thus the experience, contacts and expertise built up over recent months, only to find in the near future that this is exactly what is needed.

This is especially important at this particular time, with London 2012 just two years away and the once in a lifetime opportunity this presents to realise the health benefits of using the Games to inspire our populations to be more physically active.

A statement of intent regarding how the Department of Health, the West Midlands CSPN and PAN-WM will continue to work together to ensure that physical activity remains a priority for the West Midlands in the coming years is available for download from www.pan-wm.org.uk.
This report was compiled by;

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