



# **ACTIVE** **BIRMINGHAM**

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## **Consultation Overview 2026**



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## Consultation Overview

Active Birmingham began with Commonwealth Active Communities (CAC) investment from Sport England, a commitment designed to capture the energy of the Birmingham 2022 Commonwealth Games. This established a post-games legacy for communities across the City. This initial fund evolved into the [Memorandum of Understanding](#) between Sport England and the West Midlands Combined Authority (WMCA). Today, that legacy lives on through the Active Birmingham Strategic Partnership, established in 2023 and sustained by continued WMCA funding to ensure the Games' impact remains a permanent fixture in the region.

The programme is delivered by a consortium task force comprising Sport Birmingham, Birmingham City Council, The Active Wellbeing Society, Public Health, and StreetGames.

### Strategic Vision & Mission

Active Birmingham aims to tackle inactivity in local communities and engage underrepresented groups.

- **Vision:** To create a city where physical activity is the norm and sport is integrated into daily life.
- **Mission:** To use an adaptive approach to tackle barriers across three key priority areas:
  - a. Sector Integration: Building stronger links across the system.
  - b. Capacity Building: Strengthening community and individual capabilities.
  - c. Structural Reform: Tackling the root causes of physical inactivity inequalities.

### Geographic Reach

The programme has scaled its impact across the city, moving from an initial pilot phase into a broader expansion:

- Phase 2 - Deepening in original places: Alum Rock, Sparkbrook and Balsall Heath East, Lozells and Castle Vale
- Phase 3 - Cohort 1 expansion places: Shard End, Bordesley Green, Aston, Small Heath, and Sparkhill.
- Phase 3 - Cohort 2 expansion places: Balsall Heath West, Birchfield, Gravely Hill, Newtown, Handsworth, Nechells, Ward End, and Heartlands

## Learning & Consultation Framework

A core pillar of the programme is the co-production of solutions through shared insight. The approach is defined by:

- Adopting the [National Evaluation and Learning Partnership \(NELP\)](#) method to evaluate whole-systems and place-based approaches. This enhances understanding of how to address inequalities by capturing and analysing current local conditions.
- Establishing Trusted Local Partnerships: Building a network of grassroots organisations and Active Birmingham ‘Champions’ to ensure engagement is led by the community.
- Collaborative Design: A consultation framework spearheaded by leads from Sport Birmingham and The Active Wellbeing Society to ensure solutions are evidence-based and locally relevant.

The following report summarises consultation work to date. The intention is to draw out key themes, creating a baseline reference point for further work.



# Active Birmingham Areas Map

## Anchors and Champions



- LDP Areas (6)
- CAC Areas (17)
- LAP Areas (5)

### Original Anchors (Red/Pink)

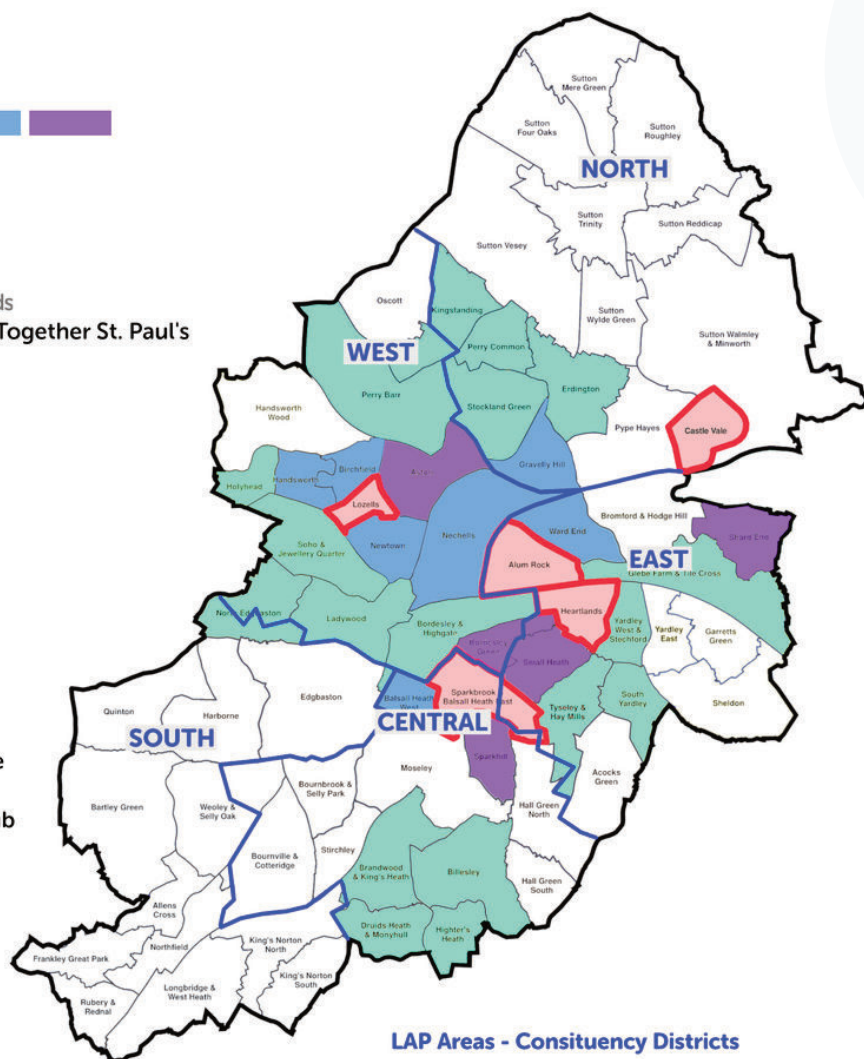
- Alum Rock - OCF
- Lozells - Sports Key, Legacy West Midlands
- Sparkbrook and Balsall Heath East - Together St. Paul's
- Castle Vale - The Pioneer Group

### Phase 1 Expansion Champions (Purple)

- Shard End - Fitcap and Spark Active
- Bordesley Green - Pitch 2 Progress
- Aston - Made CIC
- Small Heath - Support through Sport
- Sparkhill - Inspire Hub

### Phase 2 Expansion Champions (Light Blue)

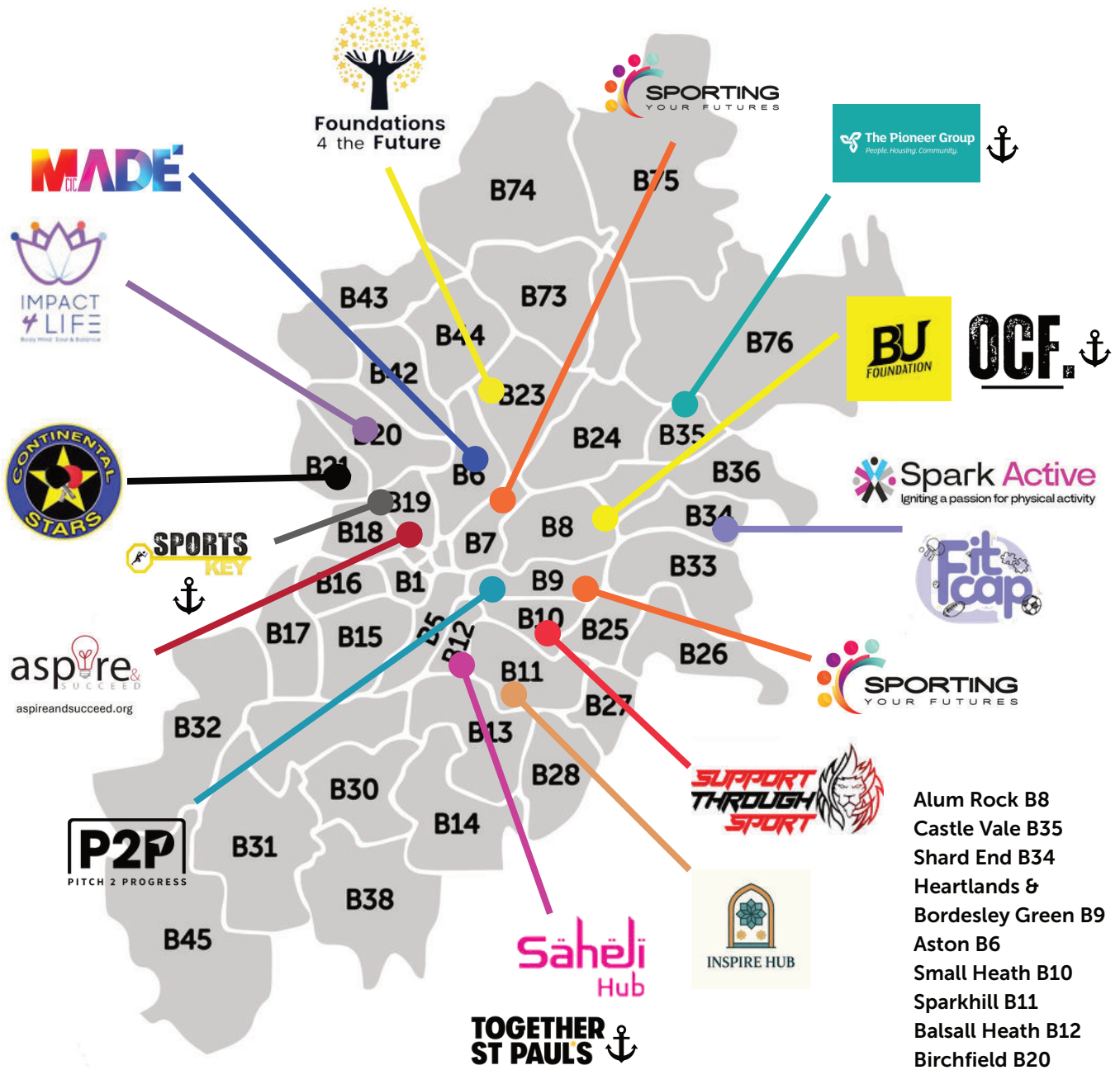
- Balsall Heath West - Saheli Hub
- Birchfield - Impact 4 Life
- Gravelly Hill - Foundations 4 the Future
- Newtown - Aspire & Succeed
- Handsworth - Continental Stars TT Club
- Nechells - Sporting Your Futures
- Ward End - B U Foundation
- Heartlands - Sporting Your Futures



LAP Areas - Constituency Districts

Central	Hall Green & Selly Oak
East	Hodge Hill & Yardley
North	Erdington & Sutton Coldfield
South	Edgbaston & Northfield
West	Ladywood & Perry Barr

# Map of Anchor and Champion Locations



- Alum Rock B8
- Castle Vale B35
- Shard End B34
- Heartlands & Bordesley Green B9
- Aston B6
- Small Heath B10
- Sparkhill B11
- Balsall Heath B12
- Birchfield B20
- Gravelly Hill B23
- Newtown B19
- Handsworth B21
- Nechells B7
- Ward End B8
- Lozells B19

 Indicates Original Anchor Organisation

# How Anchors and Champions Delivered the Consultation

## Objectives and Scope

The anchors and champions were asked to:

- Co-design engagement objectives and scope for the community engagement strategy.
- Engage at least five sport & physical activity organisations and a minimum of three cross-sector stakeholders (e.g. local councillors, housing, police, transport) using a survey tool to better understand the conditions helping to address physical activity inequalities in place and to identify the key barriers and enablers.
- Introduce the Active Birmingham approach, brokering connections and opportunities for local organisations to get involved (using a provided slide deck and stakeholder comms).
- Deepen understanding of place, feeding insight into locality action plans and brokering further connections with community groups, networks, and systems partners.

## Areas of Exploration

Through workshops, conversations, and local mapping, anchors and champions explored:

- Current context, priorities, and challenges for tackling physical inactivity.
- Barriers and enablers to participation in physical activity.
- Capacity and capability of local workforce, volunteers, and organisations.
- Cultural and social norms that shape wellbeing and physical activity behaviour.
- Assets and environments that support active lifestyles.
- Examples of community-led or co-produced initiatives already working well.
- Levels of cross-sector collaboration and leadership, including key networks and forums.
- Opportunities and gaps for better communication, promotion, and joint working around physical activity and wellbeing.

# How Connector / Capacity Role has Supported the Process

## P2 Anchor Deepening

- Facilitate co-design engagement objectives and scope for the community engagement strategy, along with survey tool creation.
- Ops meeting to share barriers and enablers.
- Lead on production of x1 playback document - informed by consultation insights, sense-making (researcher +SB led).

## P3 Active Birmingham Expansion Champions - Cohort 1

- Develop and lead on tender process / recruitment of champions embedding NELP framework to all process - including application document / scoring criteria and involvement of wider AB partners in the decision making.
- Development of timeline to support cycles of action and learning.
- Co-design and adaptation of tools, building on learning from phase 2.
- Connectivity to Ops group amplifying community voice, place need and opportunity to playback consultation findings.
- Connectivity to Activity Finder, wider place partners and strategies to support place-based work and identified need.
- Lead on production and adaptation of playback document - informed by consultation insights, sense-making (Researcher + SB led.) Decision to do individual place documents for phase 3.

## P3 Active Birmingham Expansion Champions - Cohort 2

- Lead on the creation and delivery of How and Why sessions - upskilling and distributed leadership from researcher and SB.
- Lead on sense-making / champion analysis against the 9 conditions
- OPs meetings to share barriers and enablers.

# Phase 2 - Anchors: Deepening in Original Places

## Alum Rock

Area Champion: Our Community Foundation



## Sparkbrook and Balsall Heath East

Area Champion: Together St Pauls



## Lozells

Area Champion: Sports Key



## Castle Vale

Area Champion: The Pioneer Group



# Anchor Consultation Snapshot

## Key Barriers and Enablers

Category	What you found	Examples
Environments	Issues around how easy it is to reach and join activities in the areas and the benefit of creating welcoming and inclusive spaces	We need more accessible sports facilities and green spaces. Creating good vibes and a social environment rather than a sporting environment
Cultural/Social	How well activities match people's backgrounds, beliefs and culture	Expectations from home that students must attend tuition and Mosque, having diversity in those leading sessions, people who have understanding of the culture and community
Financial	Things like money, places, and equipment that affect whether people can afford to join or buy equipment	Funding cuts to centres, People from the community do not have the disposable income to purchase equipment
Strategic	Wanting a better understanding of how the wider system works and how to access funding	Knowledge of the funding and partnership landscape. Support with writing proposals and reaching local businesses and other corporations for sponsorships and partnerships

## 6x Themes around Capacity and Capability

### Sponsorships & Partnerships

Support with writing proposals and building partnerships.

### Event planning & Promotion:

Help planning events like charity runs, sports tournaments and fairs to bring in participants and sponsors. Volunteers to help with event setup and tasks.

### Community & Influencer Engagement:

Help to identify local influencers or leaders who share your goals. Work with them on campaigns or events to reach more people.

### Social media strategies:

Support with a social media strategy for instagram, facebook, and twitter and track how posts perform to improve engagement.

### Community-Centred Activities:

Support for community leaders to plan activities everyone can join and making sure activities are inclusive, relevant and accessible.

### Venue Accessibility:









Help to identify and secure accessible, convenient venues. Rotate locations to reach more communities.

# Consultation Snapshot

## Sparkhill



### Phase 3 Cohort 1 Area Champion: Inspire Hub CIC




NELP Condition	Findings	Example
 Organisational Policies, Procedures & Structure	Organisations require simple, consistent systems to capture insight, demonstrate impact, and show communities how their voices influence delivery	Introduce a shared community insight framework used across organisations to capture feedback, participation trends, and local intelligence.
 Capacity and Capabilities	Community organisations have strong delivery experience but need practical support to strengthen visibility, monitoring, and digital engagement.	Develop community peer-learning networks where organisations share practical skills and experiences.
 Collaboration	Reflective conversations and co-design approaches help strengthen trust and collaboration between communities and delivery partners.	Establish regular reflective learning sessions where organisations discuss what worked, what did not, and why.
 Leadership	Informal leadership pathways are often the most effective route for developing community champions and trusted local leaders.	Recognise and support informal leadership roles, such as group coordinators and community organisers.
 Community Led Action	Small-scale pilots and visible role models help communities build confidence and test new ideas before scaling activities.	Encourage organisations to document and share learning from pilots to inform future work.
 Cultures & Practices	Participation increases when activities are culturally relevant, socially welcoming, and led by trusted local people.	Support organisations to improve storytelling and visibility of community-led work.
 Built & Natural Environment	Familiar, trusted venues and flexible scheduling significantly increase accessibility and participation.	Improve communication about available spaces and opportunities to increase awareness.
 Embedded Learning	Learning must be captured in simple, repeatable ways so knowledge remains within the system even when individuals move on.	Develop shared templates for capturing learning, insights, and programme outcomes.

# Consultation Snapshot

## Aston



### Phase 3 Cohort 1 Area Champion: MADE CIC

NELP Condition	Findings	Example
 Organisational Policies, Procedures & Structure	Safeguarding and governance policies exist but are inconsistently applied, and smaller organisations often lack practical guidance to embed policies into daily delivery.	Introduce light-touch governance support to help organisations strengthen policy implementation.
 Capacity and Capabilities	Organisations demonstrate strong community engagement skills but require additional support in technical areas such as marketing, safeguarding implementation, and impact reporting.	Strengthen skills in monitoring and evaluation, using simple tools that support evidence gathering without excessive administration.
 Collaboration	Collaboration currently occurs in an informal and ad hoc way, with limited structured opportunities for coordination and shared learning.	Create shared communication platforms that allow organisations to exchange updates, resources, and opportunities.
 Leadership	Leadership within organisations is often concentrated among a small number of individuals, creating sustainability risks and limiting opportunities for emerging leaders.	Encourage organisations to adopt distributed leadership approaches, reducing reliance on single individuals.
 Community Led Action	Community relationships and informal feedback strongly influence programme design, but structured co-design processes are limited.	Use community connectors and trusted individuals to shape how activities are promoted and delivered.
 Cultures & Practices	Relationship-based engagement and welcoming environments are central to participation, but volunteer fatigue and capacity pressures threaten sustainability.	Maintain welcoming, non-intimidating environments that prioritise social connection alongside physical activity.
 Built & Natural Environment	Limited access to affordable venues and suitable spaces significantly restricts the scale and sustainability of physical activity provision.	Develop shared directories of local venues and available spaces to improve awareness and coordination.
 Embedded Learning	Learning currently occurs within organisations but is rarely shared across the wider system due to limited trust, networks, and structured learning processes.	Establish regular knowledge-sharing opportunities across organisations delivering local programmes.

# Consultation Snapshot

## Bordesley Green



### Phase 3 Cohort 1 Area Champion: Pitch 2 Progress

NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Many organisations have governance and safeguarding policies in place, but these are often driven by funding requirements and are not fully embedded into everyday practice.	Encourage peer support mechanisms where organisations can discuss governance challenges and share solutions.
Capacity and Capabilities	Community organisations possess strong cultural competence and entry-level coaching capacity, but gaps remain in advanced coaching, safeguarding confidence, and organisational sustainability.	Invest in progression pathways for coaches, including access to advanced qualifications and mentoring.
Collaboration	Peer learning and trusted anchor organisations can play a critical role in strengthening collaboration, sharing safeguarding practice, and building confidence among smaller groups.	Develop peer learning networks where organisations can regularly share experiences and practical approaches.
Leadership	Leadership within community organisations is often informal and volunteer-led, requiring support to build confidence and sustain delivery.	Develop leadership pathways for women and young people within community sport and activity programmes.
Community Led Action	Culturally responsive programmes are already being delivered successfully, but visibility and digital engagement remain limited.	Support organisations to document and showcase culturally relevant activities, strengthening recognition and participation.
Cultures & Practices	Strong community trust and culturally relevant programming underpin participation, but sustainability is challenged by volunteer fatigue and limited funding.	Provide resources that reduce pressure on volunteers, including administrative or operational support.
Built & Natural Environment	Limited access to suitable facilities significantly restricts programme delivery and contributes to inequalities in participation.	Exploring shared space models where appropriate.
Embedded Learning	Structured but simple learning systems could significantly strengthen organisational planning and impact measurement across community networks.	Establish shared learning networks where organisations exchange insights and best practice.



# Consultation Snapshot

## Small Heath











### Phase 3 Cohort 1 Area Champion: Support Through Sport CIO

NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Monitoring, evaluation, and insight capture are inconsistent, limiting strategic use of community feedback.	Develop a shared session-level template to capture attendance, demographics, quotes, photos, and short case studies.
Capacity and Capabilities	Strong community engagement exists, but technical skills in digital, monitoring, safeguarding, and sustainability need strengthening.	Deliver bite-sized, practical training to build confidence in monitoring, evaluation, and impact reporting.
Collaboration	Partnerships exist but are ad hoc; coordination, awareness, and cross-sector understanding can be improved.	Facilitate joint planning discussions around privacy, prayer times, and culturally appropriate provision.
Leadership	Leadership is inclusive but concentrated in a few individuals; pathways for women, young people, and emerging leaders are limited.	Develop a structured Young Leaders Network to support leadership progression for women and young people.
Community Led Action	Culturally responsive provision is strong but limited by short-term funding and capacity constraints.	Embed structured role-model pathways within community programmes to increase participation.
Cultures & Practices	Cultural and social sensitivity underpins delivery, but visibility and digital presence are limited.	Strengthen visibility of culturally responsive practice through ethical storytelling, photography, and short-form video.
Built & Natural Environment	Facilities are limited and inconsistent; privacy, safety, and trust influence participation.	Map all accessible sport and community facilities, highlighting spaces suitable for privacy-sensitive provision.
Embedded Learning	Learning is often siloed; knowledge is at risk when staff leave, and youth consultation links are limited.	Strengthen feedback loops to ensure insights inform strategic planning and commissioning.

# Consultation Snapshot

## Ward End

### Phase 3 Cohort 2 Area Champion: Birmingham United Foundation

NELP Condition	Findings	Example
 Organisational Policies, Procedures & Structure	Place-based partnerships and structured monitoring enable responsive delivery, but communication and visibility of opportunities could be strengthened.	Coordinate partnerships with schools, youth organisations, and local facilities to improve delivery efficiency and reduce duplication.
 Capacity and Capabilities	Staff have strong core skills in coaching, safeguarding, and wellbeing, but gaps exist in emerging activities, mental health support, and facilitation skills.	Increase mental health and wellbeing training for staff and volunteers.
 Collaboration	Collaboration extends reach and strengthens programme delivery, but inconsistent alignment of priorities and awareness limits impact.	Embed formal collaboration structures to maintain long-term partnerships and continuity.
 Leadership	Distributed leadership models engage staff, volunteers, and community champions, but capacity fluctuations and cultural hesitancy can restrict reach	Include participant and family input in decision-making to ensure programmes meet community needs.
 Community Led Action	Community-led initiatives foster engagement and relevance, but sustainable leadership and volunteer pathways need strengthening.	Support volunteering and youth leadership pathways, including coaching and mentoring opportunities.
 Cultures & Practices	Insight: Cultural understanding and local trust underpin participation, but safety, perception, and accessibility can influence uptake.	Address safety concerns and anti-social behaviour through programme design and engagement.
 Built & Natural Environment	Local facilities and public spaces are key assets, but rising costs, maintenance, and seasonal factors limit utilisation.	Coordinate booking and scheduling to reduce conflicts and optimise facility use.
 Embedded Learning	Learning is derived from observation, feedback, and reflection, supporting programme adaptation and continuous improvement	Gather insights from sessions, participation trends, and community feedback to inform programme development.

# Consultation Snapshot

## Heartlands



### Phase 3 Cohort 2 Area Champion: Sporting Your Futures











NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Organisations gather rich local intelligence, but capacity, communication, and access issues limit participation.	Share information across organisations to avoid duplication and make best use of resources.
Capacity and Capabilities	Staff and volunteers have strong community knowledge and cultural competence, but gaps exist in referral pathways and addressing health inequalities.	Develop skills in mental health support, inclusive practice, and behaviour management.
Collaboration	Cross-sector partnerships are essential to reach under-served groups and coordinate responses to health inequalities.	Use collaborations to identify gaps in provision and reach socially isolated or hard-to-reach populations.
Leadership	Distributed leadership and local champions increase innovation and trust, but coordination and recognition challenges remain.	Empower local champions to engage communities and provide historical and contextual insight
Community Led Action	Community-led, flexible, and inclusive programmes improve engagement, particularly for socially isolated or underserved residents.	Support mentoring and partnership development for community-led initiatives.
Cultures & Practices	Cultural relevance, social norms, and visible role models are key to participation; inclusive co-design supports engagement.	Integrate physical activity into everyday practices such as faith-based events, parenting support, and food-growing initiatives.
Built & Natural Environment	Accessible, safe, and well-promoted spaces encourage participation, while oversubscribed venues, poor weather, and limited awareness reduce engagement.	Support transport solutions and schedule activities in locations accessible by public transport or walking
Embedded Learning	Learning is strongest when feedback and data are collected directly from participants and shared widely; trust-building is essential.	Share learning through reports, newsletters, networks, workshops, and digital platforms.

# Consultation Snapshot

## Nechells



### Phase 3 Cohort 2 Area Champion: Sporting Your Futures

NELP Condition	Findings	Example
 Organisational Policies, Procedures & Structure	Organisations have strong governance and monitoring practices, but awareness, communication, and responsive delivery can improve participation.	Improve communication channels with partners and communities to raise awareness of activities.
 Capacity and Capabilities	Staff and volunteers are skilled in leadership, youth engagement, and community outreach, but additional training can strengthen inclusive practice and participant confidence.	Develop staff and volunteer skills in promoting culturally relevant and inclusive activities.
 Collaboration	Partnerships improve reach and resource sharing but require coordination, capacity, and aligned priorities to overcome barriers.	Develop shared promotion strategies to increase awareness and participation.
 Leadership	Distributed and community-led leadership encourages innovation, but confidence, recognition, and coordination challenges remain.	Develop pathways for community members, volunteers, and youth to take lead roles.
 Community Led Action	Trusted, flexible, and locally-led activity delivery drives participation, but volunteer capacity and sustainability remain challenges.	Encourage peer-led sessions and youth ambassador schemes to strengthen engagement.
 Cultures & Practices	Cultural awareness, inclusive practice, and social connection are key enablers, mitigating barriers like cultural expectations, gender norms, and unfamiliarity.	Offer flexible session formats to accommodate family commitments and cultural routines.
 Built & Natural Environment	Safe, accessible, and well-maintained venues are critical to participation; limited facilities and transport barriers restrict engagement.	Develop contingency plans for scheduling conflicts or short-notice cancellations.
 Embedded Learning	Monitoring, feedback, and reflective practice are strong, but insights should inform strategies to overcome barriers and reinforce enablers.	Translate feedback into actionable programme adjustments, ensuring participants see visible outcomes from their input.

# Consultation Snapshot

## Handsworth



### Phase 3 Cohort 2 Area Champion: Continental Stars Table Tennis

NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Policies exist but are not consistently embedded in practice. Insight is not systematically captured or shared.	Introduce light-touch systems that reduce admin burden while improving data consistency.
Capacity and Capabilities	Strong community-led delivery is in place, but there are gaps in technical skills, digital capability, and sustainable workforce support.	Develop advanced coaching and skills progression pathways within the community.
Collaboration	Collaboration is relationship-based and valued, but lacks consistent structure and coordination.	Establish regular, informal peer learning spaces to strengthen collaboration.
Leadership	Leadership is strong but informal, with limited structured pathways and reliance on a small number of individuals.	Develop flexible and accessible leadership pathways beyond formal qualifications.
Community Led Action	Delivery is culturally responsive and trusted but limited by low visibility and marketing capacity.	Strengthen visibility and awareness of community-led activity.
Cultures & Practices	Strong culturally relevant delivery exists but is under-recognised and constrained by capacity and funding pressures.	Strengthen visibility of high-quality local provision.
Built & Natural Environment	Limited and unsuitable facilities significantly restrict delivery, with strong seasonal impacts.	Invest in facility improvements and maintenance where quality is a barrier.
Embedded Learning	Learning is informal and not consistently captured or shared, limiting system-wide improvement.	Introduce simple, structured learning and reflection processes at session level.

# Consultation Snapshot

## Shard End



### Phase 3 Cohort 2 Area Champion: Spark Active & Fitcap

NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Policies and processes are informed by local insight, but visibility and information sharing require strengthening.	Use local intelligence and community insights to prioritise activities and resource allocation.
Capacity and Capabilities	Staff and volunteers have strong local knowledge and engagement experience, but gaps remain in inclusive provision and sustainable leadership.	Provide mentoring and support for new volunteers and activity leaders to build confidence and capability.
Collaboration	Collaboration exists but is often underutilised for physical activity; gaps exist between schools, families, and community networks.	Expand partnerships with local providers, schools, and community networks to increase programme reach.
Leadership	Distributed leadership supports local decision-making, but parent champions and unified engagement are underdeveloped.	Develop parent and youth champions to enhance engagement across cultural and community divides.
Community Led Action	Community-led initiatives exist but are limited; long-term presence and direct feedback enhance programme adaptation.	Encourage family and resident engagement to ensure relevance and ownership of activities.
Cultures & Practices	Cultural norms, social pressures, and confidence influence participation; reflection and adaptation improve inclusivity.	Ensure programmes build confidence, safety, and familiarity for participants.
Built & Natural Environment	Community centres and local schools are trusted hubs; outdoor spaces and playing fields have untapped potential but face constraints.	Plan sessions with consideration of seasonal factors, evening safety, and accessibility.
Embedded Learning	Learning is captured through observation, reflection, and feedback, but connections between tools, local practice, and wider networks can be strengthened.	Use learning to inform future network meetings and coordination, ensuring local gaps and opportunities are addressed.











# Consultation Snapshot

## Newtown



### Phase 3 Cohort 2 Area Champion: Aspire and Succeed

NELP Condition	Findings	Example
 Organisational Policies, Procedures & Structure	Volunteers play a critical role but are often unsupported within funding models. Previous short-term programmes have reduced trust within communities.	Recognise volunteer contributions, including covering expenses such as travel and refreshments.
 Capacity and Capabilities	Additional skills development would strengthen ability to sustain physical activity programmes and engage a wider audience.	Provide training and development opportunities in areas such as governance, funding applications, and programme management.
 Collaboration	Many organisations are unaware of each other's activities. Collaboration has the potential to increase reach, share resources, and reduce duplication.	Establish regular networking or collaboration forums focused on sport, physical activity, and community wellbeing.
 Leadership	Local leaders, volunteers, and community organisers play a vital role in connecting residents with opportunities.	Involve community leaders in programme design and decision-making processes.
 Community Led Action	Community members often want to contribute ideas and shape activities that reflect their interests and cultural needs.	Create platforms for residents to contribute ideas and influence programme development.
 Cultures & Practices	Cultural norms, gender expectations, childcare responsibilities, and language barriers influence participation in physical activity.	Design family-friendly and intergenerational physical activity opportunities.
 Built & Natural Environment	Access to safe, affordable, and appropriate spaces is a key factor influencing physical activity participation.	Provide consistent access to venues to support programme stability and long-term participation.
 Embedded Learning	Continuous reflection and learning are important for improving physical activity programmes.	Create regular reflection and learning sessions between organisations and community leaders.









# Consultation Snapshot

## Gravelly Hill



**Foundations  
4 the Future**

### Phase 3 Cohort 2 Area Champion: Foundations 4 the future

NELP Condition	Findings	Example
 Organisational Policies, Procedures & Structure	Awareness of opportunities remains inconsistent across the community.	Strengthen local communication systems so residents can more easily find information about available activities.
 Capacity and Capabilities	There are gaps in the ability to deliver targeted provision, such as female-only sessions or activities designed to reach harder-to-engage groups.	Provide training opportunities to strengthen inclusive practice, particularly for working with diverse communities and SEND participants.
 Collaboration	Partnerships with health services, including social prescribing systems, were highlighted as a valuable but underdeveloped opportunity to connect residents to physical activity.	Develop clear referral pathways between health services, community organisations, and activity providers.
 Leadership	There are currently limited structured opportunities for residents to influence decision-making or take on leadership roles within community activity.	Develop youth leadership opportunities that allow young people to help shape programmes.
 Community Led Action	Some activities have been supported through volunteer-led initiatives, but sustaining volunteer engagement has been challenging.	Provide small-scale funding opportunities to enable residents to start local initiatives.
 Cultures & Practices	Demographic changes within the area have also increased the importance of culturally responsive practice and inclusive approaches.	Encourage delivery of inclusive and culturally sensitive activity sessions, including female-only opportunities where appropriate.
 Built & Natural Environment	Schools have strong facilities that could potentially serve as community activity hubs and specialist learning spaces.	Support development of school sites as community physical activity hubs.
 Embedded Learning	Learning is not always captured systematically or shared widely across organisations.	Develop mechanisms for sharing learning across organisations and community networks

# Consultation Snapshot

## Balsall Heath West



### Phase 3 Cohort 2 Area Champion: Saheli Hub



NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Residents experience confusion about available opportunities, and pathways between schools, community venues, and health services are often unclear. Systems for booking venues and monitoring participation are inconsistent.	Develop clear local communication systems so residents can easily identify available physical activity opportunities.
Capacity and Capabilities	Staff and volunteers often lack confidence or training to deliver inclusive, community-focused activities, particularly for harder-to-reach groups.	Increase workforce confidence in delivering inclusive activities for diverse communities.
Collaboration	Opportunities for joint working between community organisations, schools, health services, and activity providers are underdeveloped, leading to duplication and gaps in provision.	Establish regular local partnership meetings focused on physical activity and community wellbeing.
Leadership	Local leadership exists but is uneven. Residents, young people, and volunteers are underrepresented in shaping activity programmes.	Develop leadership pathways for volunteers and community participants.
Community Led Action	Residents want to be more involved in co-designing activities, but lack resources, support, or confidence to lead initiatives.	Encourage co-design approaches where residents contribute ideas for new activities.
Cultures & Practices	Some residents face cultural, confidence, or inclusivity barriers, particularly women, older adults, and minority groups. Social connection is as important as the activity itself.	Introduce female-only activity sessions where barriers exist.
Built & Natural Environment	Access to facilities and outdoor spaces is limited by availability, cost, safety, and lack of awareness, limiting opportunities for community activity.	Encourage greater activation of parks and playing fields.
Embedded Learning	Organisations capture learning inconsistently, limiting the ability to improve programmes and share good practice.	Support reflection and evaluation processes after programmes or events.

# Consultation Snapshot

## Birchfield

Phase 3 Cohort 2 Area Champion: Impact 4 Life Wellbeing CIC



NELP Condition	Findings	Example
Organisational Policies, Procedures & Structure	Organisations have strong safeguarding and staff structures, but accessibility, awareness, and responsive delivery can be improved.	Implement consistent participation and wellbeing data collection using surveys, attendance logs, and feedback forms.
Capacity and Capabilities	Staff have core coaching, safeguarding, and wellbeing skills, but confidence and cultural competency affect participant engagement.	Provide training in emerging activities such as dance, yoga, and fitness classes.
Collaboration	Collaborative partnerships exist but limited awareness, communication gaps, and volunteer capacity hinder reach and participation.	Establish shared communication protocols to reduce gaps between partners.
Leadership	Leadership emerges through coaches, volunteers, and youth, but recognition, pathways, and support are limited.	Develop leadership pathways for volunteers, coaches, and young people. Support community members to act as local activity champions.
Community Led Action	Community members contribute ideas, but awareness, confidence, and access barriers limit engagement.	Develop strategies to reach new participants, including those in temporary housing or underrepresented communities.
Cultures & Practices	Cultural inclusivity, trusted facilitators, and social connection are key enablers, addressing barriers like language, confidence, and cultural fit.	Ensure trusted facilitators lead activities, building participant confidence.
Built & Natural Environment	Limited, unsafe, or inaccessible spaces, plus transport barriers, inhibit participation; familiar, reliable, and safe venues are enablers.	Increase availability of sports halls and indoor activity spaces, including during peak times.
Embedded Learning	Monitoring and evaluation are strong, but insights should inform strategies addressing barriers and reinforcing enablers.	Conduct regular programme reflections and internal evaluations.



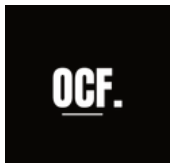
# What do Anchors and Champions do with this Information in their Place?

## Approach

Anchors and Champions will re-engage with local stakeholders and wider community organisations to share insights and recommendations. This collaborative process aims to achieve consensus on a priority condition and co-design solutions that will form the basis of a Place Activation Plan.

This process serves as a call to action to align local systems and wider investments, fostering more mature, place-based approaches to tackle inequalities in physical activity. To support this, places will receive £2,000 to address a specific condition. This work will be guided by an explanatory framework using "If... Then... Because" statements; an evaluation tool designed to help partners clearly define their actions, anticipated outcomes, and the underlying evidence for their strategy.

## Example If.. Then... Because.



**Anchor: Our Community Foundation Place: Alum Rock**  
**Condition : 8. Built & Natural Environments That Enable Physical Activity**

**IF** we improve access to safe, affordable, locally based environments - including addressing parking barriers, reducing hire costs and supporting equipment access, **THEN** more children and young people in Alum Rock will participate consistently in physical activity, **BECAUSE** when we reduce cost and access problems, more young people are able to participate.



**Champion: Pitch 2 Progress Place: Bordesley Green**  
**Condition : 2. Organisational Policies, Processes & Structures Enable Place Based Working**

**IF** we align organisational policies, communications systems and partner structures to enable coordinated place-based promotion and access to physical activity, **THEN** young people will experience a clearer, more consistent pathway from awareness to participation, **BECAUSE** By working together better, we improve coordination, make opportunities clearer, build trust, and encourage more young people to get involved.



**Anchor: Pioneer Group Place: Castle Vale**  
**Condition: 2. Organisational Policies, Processes & Structures Enable Place Based Working**

**IF...** young women felt psychologically safe  
**THEN...** they are more likely to participate confidently in physical activity  
**BECAUSE...** safe and supportive environments help build confidence, self-esteem and overall wellbeing.

# Conclusions and Next Steps

## Consultation Overview

At this stage, Active Birmingham has successfully selected and appointed a full cohort of champions who will play a central role in spearheading the delivery of the programme's ambitions across the city.

The formal consultation phase of the Active Birmingham programme has now concluded. However, ongoing consultation will remain a core principle throughout the lifespan of the programme. Active Birmingham will continue to work flexibly, listening to partners and communities and responding to feedback as it emerges, ensuring the programme remains relevant, inclusive, and responsive to local need.

## Key Findings and Immediate Takeaways

The consultation process highlighted two overarching themes that will shape delivery moving forward:

- **Distributed Leadership:** Strong, effective leadership must be rooted at a local level. Communities are best placed to understand their own needs, and local leadership structures must be empowered to ensure the programme responds to local priorities with agility and authenticity.
- **Upskilling Local Communities:** Communities require the right skills, information, and support to deliver their ambitions. By providing training, connections and support, Active Birmingham can help empower communities to shape and secure the provision they need, rather than receiving top-down solutions.

## Using the Consultation Insights

The information gathered through consultation will be used to:

- Shape approaches to deepening investment, ensuring resources are targeted where they can have the greatest impact.
- Create a benchmark for each place, establishing a clear starting point against which progress can be measured over time and providing a strong foundation for future development.

## Cross-Sector Best Practice: Locality Active Partnerships (LAPs)

The consultation reaffirmed the value of cross-sector, place-based working models already established in Birmingham, eg. Locality Active Partnerships (LAPs).

In Birmingham, public health, local authority, NHS, and community organisations collaborate through LAPs and related structures to improve health outcomes and reduce inequalities. These partnerships align closely with the Birmingham City Council's 'Creating a Bolder, Healthier City' 2022 - 2030 strategy, which focuses on tackling structural barriers to health. Five LAPs commission and deliver targeted interventions across the city, with a focus on increasing physical activity and improving health equity.

### **How will Active Birmingham Act on the Consultation Findings?**

Building on the insights gained, Active Birmingham will focus on the following areas:

#### **Empowering Local Voices**

- Hosting forums to continue to gather community insight and inform future programme development.
- Ensuring local voices are amplified within decision-making processes.

#### **Enhancing Community Connections**

- Supporting Community Connector roles (Callam and Katie) to strengthen collaboration, coordination, and outreach.
- Updating and improving local resource knowledge to better reflect existing assets and emerging needs.

#### **Securing Meaningful Funding**

- Investing in practical tools such as the Activity Finder to improve access to sport and physical activity opportunities. Both for those searching and listing.
- Using remaining and flexible funding to maximise impact at community level.

#### **Raising Awareness**

- Actively showcasing success stories and positive outcomes wherever possible.
- Encouraging Reflection and Learning.
- Working with partners including WMCA, Sheffield Hallam University, and Sport England to gather evidence, insights, and learning.
- Supporting organisations to feed back effectively so that decisions remain aligned with community priorities and lived experience.

## Conclusion

The consultation phase has provided a strong foundation for the next stage of the Active Birmingham programme. By embedding distributed leadership, empowering communities, and drawing on cross-sector best practice, Active Birmingham is well positioned to deliver meaningful, place-based change. Ongoing consultation, reflection, and learning will remain central to ensuring the programme continues to respond to the needs, strengths, and ambitions of Birmingham's communities.



# Appendices

The full report and appendices can be accessed online via the QR code below. Scroll down to Project Work section.

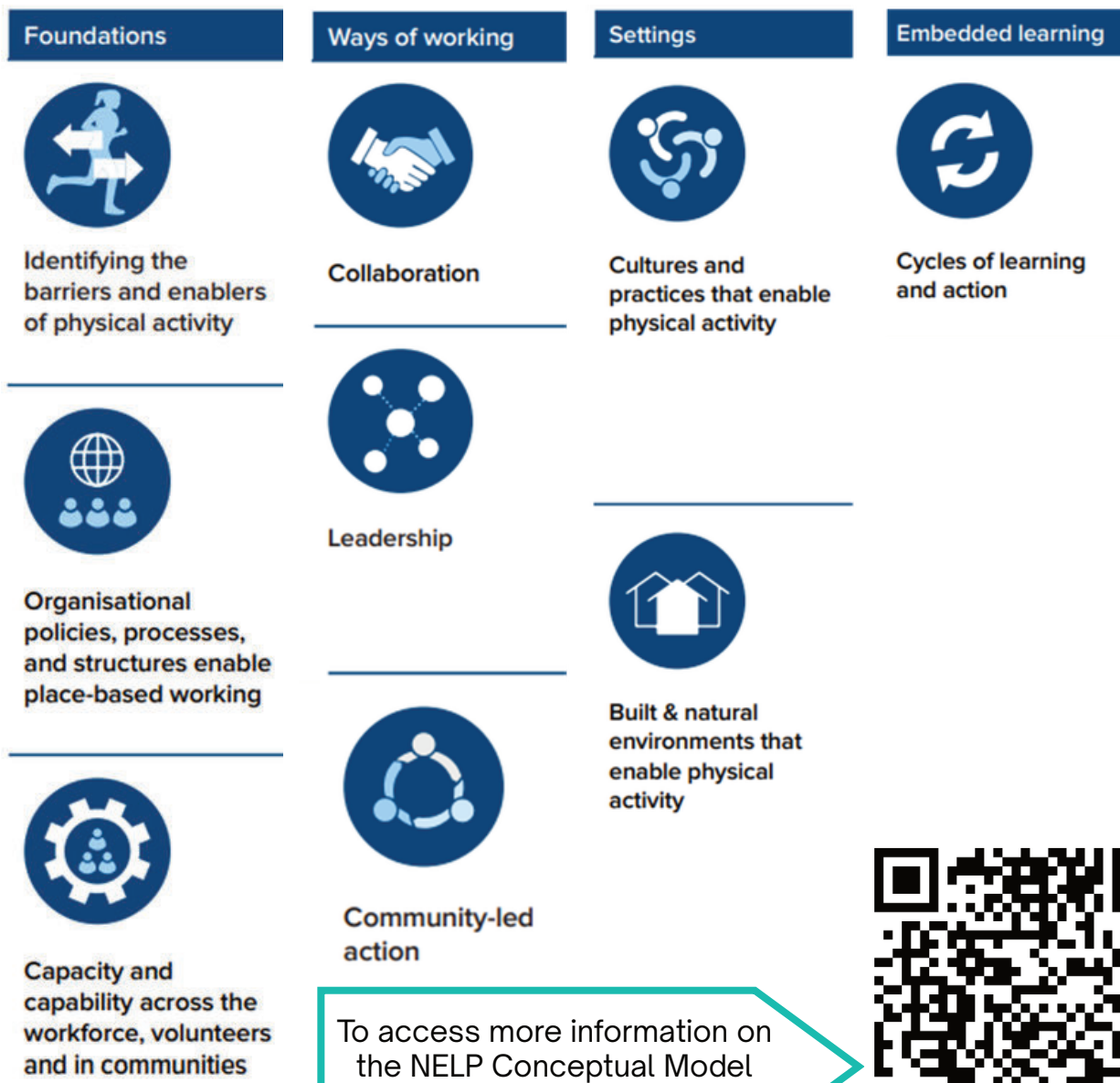


## List of Appendices

<b>Appendix 1</b>	NELP Survey Tool (included in report hard copy)
<b>Appendix 2</b>	Consultation Playback - Sparkhill
<b>Appendix 3</b>	Consultation Playback - Aston
<b>Appendix 4</b>	Consultation Playback - Bordesley Green
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# The Survey Tool

- The National Evaluation and Learning Partnership (NELP) have identified a number of features or ‘conditions’ that may be necessary for place-based approaches to address inequalities in physical activity.
- The framework for the questions helped to engage partners and places with the 9 conditions for change.
- The purpose of the questionnaire / survey is to better understand the conditions helping to address physical activity inequalities in place and to identify the key barriers and enablers.



To access more information on the NELP Conceptual Model scan the QR code





## Contact

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