

CONSULTATION PLAYBACK

BORDESLEY GREEN



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About Active Birmingham

Active Birmingham is part of the Commonwealth Active Communities Birmingham 2022 Legacy investment aiming to...

- Tackle inactivity in local communities and engage underrepresented groups.
- Support the National Evaluation and Learning Partnership (NELP) who support learning and evaluation of whole systems and placed-based approaches, enhancing understanding of how to address inequalities in physical activity, by capturing and understanding the current conditions within place.
- Share insight and learning from across the system to co-produce solutions.

The initial Birmingham partnership:



The Active Birmingham Approach

Our Vision - *What we want to achieve:*

To create a city where physical activity is the norm; inequalities are reduced; systems are changed to remove barriers; and sport and physical activity is accessible and integrated into daily life.

Our Mission - *Why we exist:*

Using the games as a catalyst we will continue to use an adaptive approach and to tackle inequalities in, and barriers to physical activity by focusing on the 3 key priority areas:

- 1) Building sector integration
- 2) Strengthening community and individual capacities
- 3) Tackling structural inequalities

These are aligned to the NELP conceptual framework interconnected areas where action to address inequalities often takes place.



Meet Our Champion

obayed@pitch2progress.co.uk

About us:

Pitch 2 Progress CIC is a community-led youth and physical activity organisation based in Bordesley Green, East Birmingham. We work primarily with children and young people from ethnically diverse and lower-income communities, many of whom face barriers linked to poverty, safety, gender norms, faith, and access to facilities. Using sport, physical activity and culturally competent youth work, we create safe, trusted spaces that support wellbeing, leadership development, and positive life pathways. We also act as a local anchor, convening grassroots organisations and cross-sector partners to address structural inequalities in access to sport and physical activity.

What we do

Our work spans sport, mentoring, education, and community engagement. We deliver school-based mentoring programmes that help young people build confidence, resilience, and employability skills. Through girls-only sports sessions, youth clubs, and open-access activities, we promote physical activity, teamwork, and positive mental wellbeing.

We also host community events and workshops that bring people together, strengthen social cohesion, and provide vital support to families. From developing leadership skills and improving life chances to providing advice on energy efficiency and wellbeing, our programmes are designed to create lasting impact and open pathways to education, training, and employment.



Active Birmingham Areas Map

Existing areas and areas of potential expansion
Existing areas and areas of potential expansion



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

Original Anchors (Red/Pink)

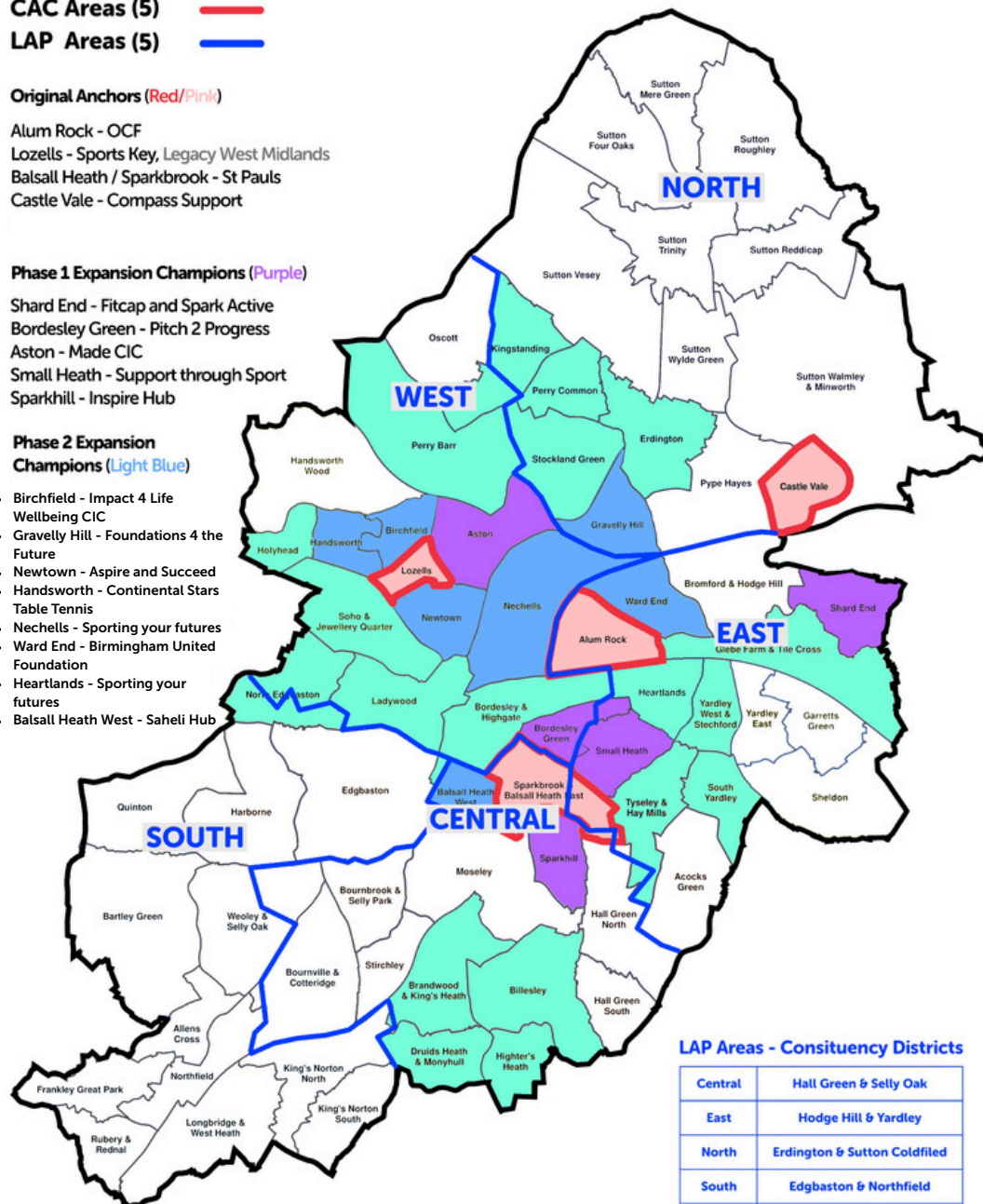
- Alum Rock - OCF
- Lozells - Sports Key, Legacy West Midlands
- Balsall Heath / Sparkbrook - St Pauls
- Castle Vale - Compass Support

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)

- Birchfield - Impact 4 Life Wellbeing CIC
- Gravelly Hill - Foundations 4 the Future
- Newtown - Aspire and Succeed
- Handsworth - Continental Stars Table Tennis
- Nechells - Sporting your futures
- Ward End - Birmingham United Foundation
- Heartlands - Sporting your futures
- Balsall Heath West - Saheli Hub



LAP Areas - Constituency Districts

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

Consultation Approach: How and Why?

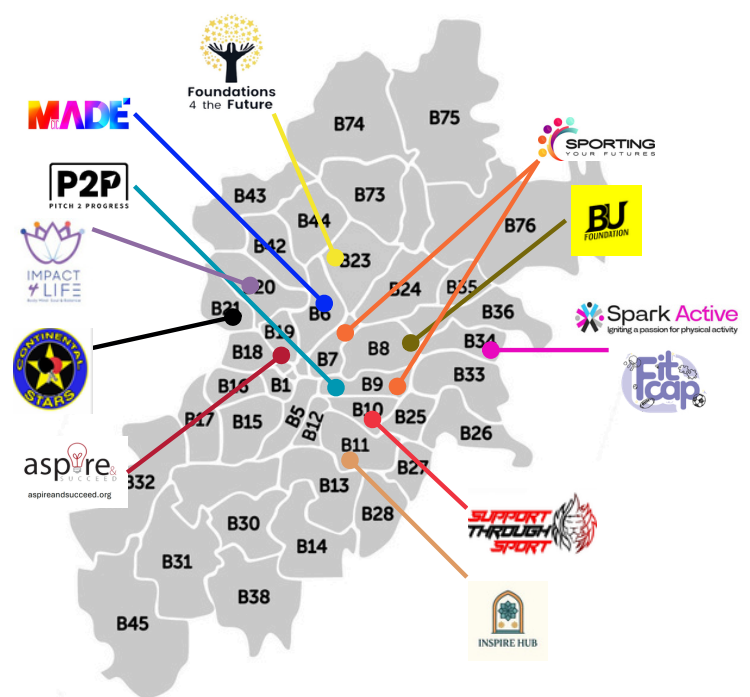
Why Consultation Was Needed?

To ensure that Active Birmingham's approach reflects real local needs, we needed to undertake consultation in priority wards. The aim was to measure the needs and capacity of providers in each place, so that investment and resources are directed to the right areas and priorities.

The consultation enabled us to:

- Gather community-led insight to inform local delivery plans.
- Understand the current landscape of provision, gaps, and opportunities.
- Identify the barriers and enablers to physical activity across different communities.
- Build a stronger evidence base to guide place-based decision-making and ensure our actions are targeted, equitable, and sustainable.

This approach ensures that future investment and collaboration are driven by lived experience and grounded in what matters most to people and providers in each place.



Why Anchors and Champions delivered the Consultation?

Our Active Birmingham Anchor Organisations and Champions were the natural starting point for community consultation. The anchors and champions are trusted organisations and associated individuals who are already embedded within their communities. Due to the ‘frontline’ work carried out by these organisations, they are uniquely positioned to understand the needs and priorities of their local communities, and are ideally suited to connect with people at a grassroots level.

Anchors and champions were selected to lead the consultation because:

- They are trusted people with deep relationships with and credibility in their neighbourhoods.
- They form an integral part of their community and have been shaped by it
- They exist to benefit their local people.
- They enable authentic and honest conversations, ensuring that insight gathered is genuine and reflects real community priorities.
- They can bridge the gap between system and community, building trust and understanding on both sides. For example they can translate system language and concepts (eg. the Maturity Matrix or National Evaluation tools) into terms that are meaningful and accessible to local people.
- By empowering anchors to lead, the consultation became more inclusive, culturally relevant, and grounded in the realities of place, strengthening local ownership and buy-in for the next stage of Active Birmingham’s development.



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.

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.



Click [here](#) to access more info on the NELP Conceptual Model or scan the QR code



P2P Summary of consultation approach, benefits and outcomes

- We carried out place-based consultation with five grassroots physical activity organisations and three cross-sector partners across Bordesley Green, using a mix of structured questionnaires, one-to-one conversations and group discussions.
- The organisations consulted included football clubs, archery providers (including women-only and deaf provision), mosque-based sports groups, a housing provider, a local councillor and neighbourhood policing.
- Engagement was deliberately relationship-led, using trusted community facilitators and existing partnerships to ensure openness, cultural safety and honest insight.
- Acting as an anchor organisation has deepened our understanding of how inequalities around facilities, safety, funding and volunteer capacity shape participation locally.
- The process highlighted the strength of culturally responsive delivery (e.g. female-only sessions, Ramadan leagues) as an enabler rather than a barrier.
- Bringing organisations together has already supported collaboration, shared learning and the development of joint initiatives, strengthening trust across the local system.
- A key outcome has been identifying workforce and governance gaps where light-touch, peer-led support would be more effective than traditional training models.

Consultation Findings



1. Identifying Barriers and Enablers

Barriers

- Confidence gaps among participants
- Limited awareness of opportunities
- The cost and availability of facilities

Enablers:

- Culturally sensitive provision such as female-only sessions
- Insight is largely anecdotal and informal, which limits its strategic use.
- Time pressures, especially for evening and weekend delivery, restrict the ability to produce structured reporting.



2. Organisational Policies, Processes, and Structures

- Many organisations have safeguarding and governance policies primarily to meet funder requirements.
- These policies are often not fully embedded into everyday practice.
- There is a clear preference for:
 - Light-touch governance support
 - Regular accountability check-ins
- Lengthy workshops are viewed as impractical for organisations with limited time and capacity.



3. Capacity and Capability

Key strengths include:

- Lived experience and cultural competence
- Entry-level coaching capacity

Identified gaps include:

- Advanced coaching qualifications
- Confidence in safeguarding practice
- Bid writing and impact measurement skills
- Volunteer burnout and sustainability

A peer learning network is seen as a valuable way to:

- Normalise safeguarding practices
- Share simple, practical processes

Consultation Findings



4. Collaboration

- Links with statutory services are beginning to develop but remain inconsistent and fragile.
- Smaller organisations face challenges in evidencing impact, limiting partnership opportunities.

Peer mentoring from trusted anchor organisations could:

- Strengthen confidence
- Improve partnership readiness
- Bridge gaps between community groups and statutory services



5. Leadership

There is a strong need for leadership development focused on:

- Women
- Young people
- Volunteers from culturally diverse backgrounds
- Many leaders currently develop skills informally and without structured support.

Formal leadership pathways could:

- Reduce reliance on trial-and-error learning
- Enable and upskill Champions to support others



6. Community-Led Action

Organisations deliver culturally responsive activities that reflect local need, including:

- Women-only archery
- Ramadan football sessions

Additional support is required in:

- Branding and marketing
- Use of simple and accessible digital tools

Organisations prefer learning from:

- Local mentors and peers
- Trusted community-based support rather than external agencies

Consultation Findings



7. Cultures and Practices

- Strong community trust and cultural relevance underpin current delivery.
- Growth is restricted by ongoing challenges, including:
 - Poor-quality or unavailable facilities
 - Limited and insecure funding
 - Volunteer fatigue and capacity pressures



8. Built and Natural Environments

- Facility scarcity remains a critical issue.
- Seasonal impacts are significant:
 - Winter reduces provision by approximately 50–70%
 - Some teams are forced to play home fixtures outside Birmingham due to inadequate local facilities.
- Shared space solutions alone are insufficient; there is a need for:
 - Capital investment
 - Ongoing revenue funding to sustain provision



9. Embedded Learning

Structured planning approach could be scaled through:

- A funded East Birmingham Partnership network
- Shared learning would enable smaller organisations to:
 - Adopt consistent planning
 - Strengthen monitoring and evaluation practices



Recommendations

2. Organisational Policies, Processes, and Structures

- Fund anchor-led peer networks to provide real-time safeguarding and governance support.
- Shift practice from “policy on paper” to “policy in action” through:
 - Light-touch mentoring
 - Regular accountability check-ins
- Move away from reliance on long, formal workshops, which are not suitable for time-poor organisations.

3. Capacity and Capability

Invest in planning skills, including:

- Session-level theory of change
- Basic impact measurement approaches
- Support organisations with simple, practical tools rather than complex frameworks.

Address volunteer burnout by:

- Providing ongoing support
- Recognising the sustainability needs of volunteers

4. Collaboration

Develop peer learning networks that enable organisations to:

- Share safeguarding practice
- Learn planning and reporting approaches
- Exchange simple marketing methods
- Use trusted anchor organisations to strengthen collaboration and confidence across smaller groups

5. Leadership

Support leadership development pathways for:

- Women
- Young people

Focus on practical leadership support that helps individuals:

- Sustain delivery
- Build confidence
- Avoid burnout

Recommendations

6. Community-Led Action

Invest in simple marketing and branding tools to:

- Improve visibility of activities
- Strengthen community engagement
- Prioritise support that enables groups to continue culturally relevant delivery, rather than creating new programmes.

7. Cultures and Practices

- Recognise and protect the role of trusted, community-led organisations.
- Provide support that:
- Reduces pressure on volunteers
- Sustains culturally responsive practice over time

8. Built and Natural Environments

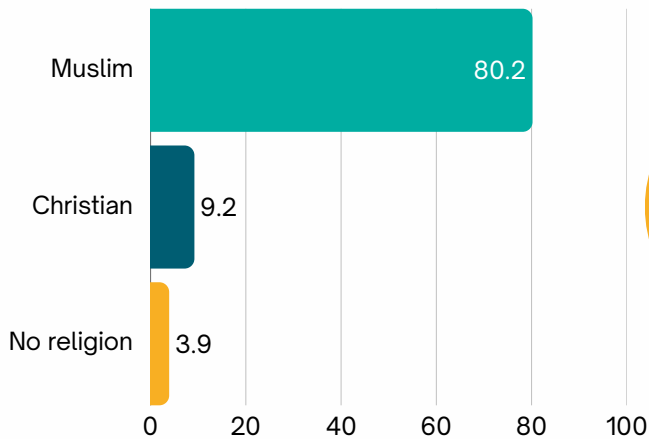
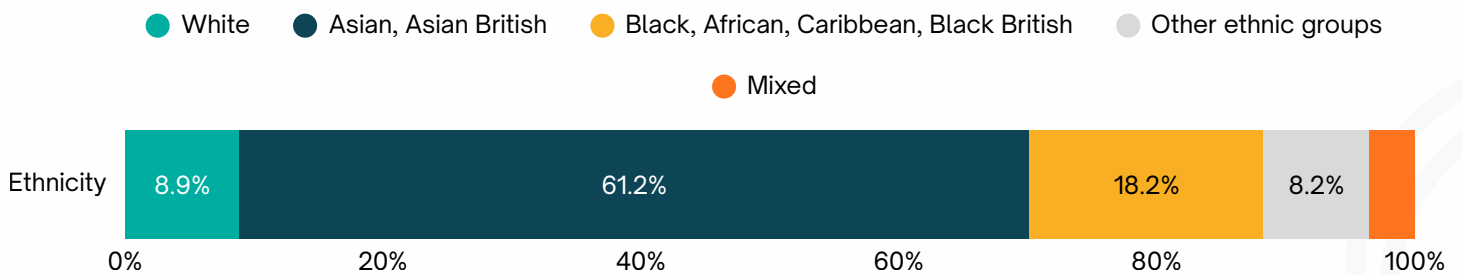
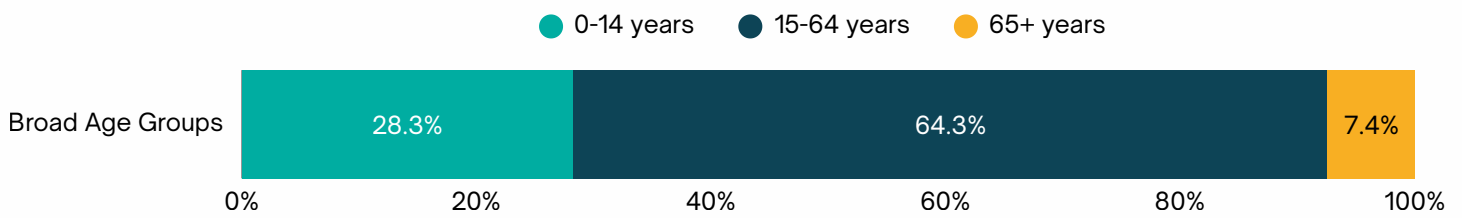
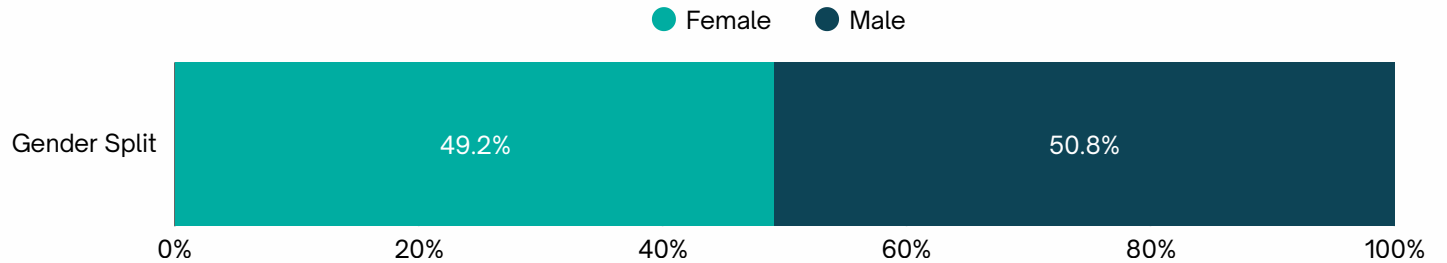
Address facility shortages by:

- Funding realistic winter provision, where activity typically drops
- Exploring shared space models where appropriate
- Acknowledge that poor facilities directly limit participation and increase inequality

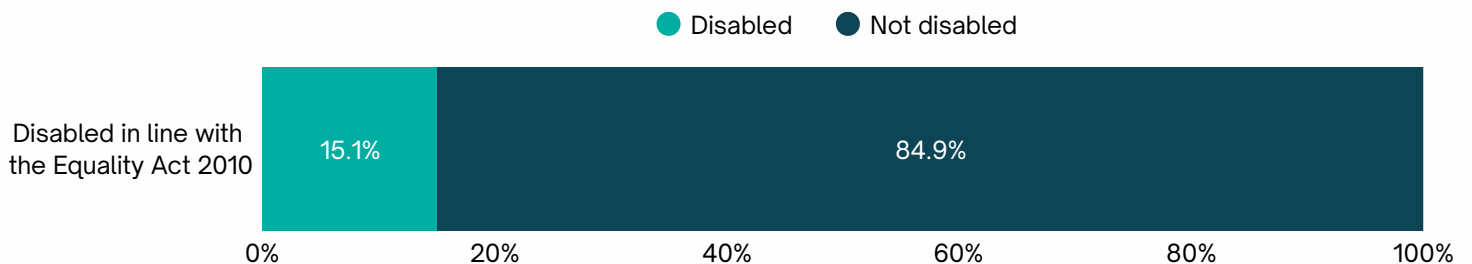
9. Embedded Learning

- Encourage adoption of structured but proportionate learning approaches, including:
- Session-level reflection
- Simple outcome tracking
- Use peer networks to spread good practice rather than relying on external training

Local Insight: Bordesley Green



Where 1 is the most deprived and 69 is the least



What is Active Birmingham Doing with the Knowledge?

Empowering Local Voices

- Hosting forums for community insights to shape future projects.
- Amplifying local voices in decision-making.

Enhancing Community Connections

- Community Connector roles (Callam and Katie) to improve collaboration and outreach.
- Updating resource maps to better reflect local assets and needs.

Securing Meaningful Funding

- Investing in tools like the Activity Finder
- Using leftover funds to maximise impact.

Raising Awareness

- Sharing knowledge through platforms like the Council's 'City Observatory'.
- Showcasing successes wherever we can

Encouraging Reflection

- Partnering with organisations such as WMCA, Sheffield Hallam University, and Sport England to gather insights and track progress.
- Helping orgs feedback so decisions are aligned with community priorities.

**ACTIVE
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Activity Finder

activebirmingham.co.uk



Getting more people moving



**ACTIVE
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Activity Finder

Discover Local Activities

Easily find sports and physical activity sessions near you, filter by sport, activity or location.

Connect and Get Involved

A hub for volunteers and professionals to link with local clubs and community groups.

Free Promotion

Clubs and organisations can list their activities for free to reach more people.

Support Health and Wellbeing

Healthcare and referral agencies can refer patients and service users to local activities for prevention and recovery.

Contact: info@sportbirmingham.org

For help guidance and information

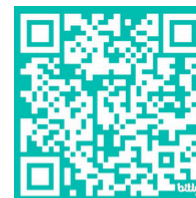
Sign up to the Sport Birmingham Newsletter to discover more about local sport and physical activity



The Active Birmingham Activity Finder allows local sport and physical activity organisations to list their activities for free. It allows members of the public to search for a huge range of activities available in their area.

To access Activity Finder, scan the QR or click the link below. The video link provides guidance on how to list your activity.

activebirmingham.co.uk Click [here](#) for guidance video



Check out Active Birmingham Activity Finder - a fantastic and free way to promote your sport or physical activity organisation.

For more information and support in connection with Activity Finder contact Jacky White, Community Engagement Officer
Email: jacky.white@sportbirmingham.org

Ways to Connect

The Active Birmingham Network hold regular bi-monthly Operations Group Meetings. All network members and stakeholders are warmly welcomed.

The shared values of the Ops Group

- Inclusive
- Connectivity
- Needs Driven
- Co-Designed
- Enabling



The shared purpose of the Ops Group

- Nurture communities to enable and empower them to create opportunities to meet their needs
- To share networks, opportunities and champion each other's work and Active Birmingham
- To influence local place strategies
- To consider target groups / priorities in areas
- To consider our legacy and ensure sustainable outcomes are achieved.
- To encourage communities to be less competitive and more collaborative – connected to funding
- Promote leadership & upskilling – linked to commonwealth legacy
- To connect national offers to local areas based on need (fingertips data)
- To amplify & act on voices of the community (push to influence policy & strategy)

Join the Ops Group Stakeholder Partnership for:

- Invites to bi-monthly face-to-face Ops Meetings
- Active Birmingham updates and playback
- Place-based working and collaboration



For more details about the Ops Group and to join you can get in touch with our Active Birmingham Connectors

Callam Dunne, Development Manager (Youth & Community)

Email: callam.dunne@sportbirmingham.org

Katie Bolam, Activity Manager - Communities & Placemaking

Email: katie.bolam@theaws.org



Further Information



You can learn more about Sport England's place-based strategy [here](#)

Want to know more about your place?
Click [here](#) for Census data

Buddle - Learning and Support for sports clubs and organisations. Click [here](#) for more information.

Get Grants - Funding advice, training and support for sports clubs and organisations. Click [here](#) for more information.

Birmingham Voluntary Service Council (BVSC) - Supporting the voluntary and community sector. Click [here](#) for more information.

Sport Birmingham website - A broad range of support and information including [funding](#), [events](#) and [community support](#) .

Street Games - national charity transforming young people's lives through sport. Click [here](#) for more information.