

CONSULTATION PLAYBACK

SMALL HEATH



Sport
Birmingham



 **ACTIVE**
BIRMINGHAM

Contents

- About Active Birmingham
- The Active Birmingham Approach
- Meet our Champion
- Location Maps
- Consultation Approach: The How and Why
- Champion Playback and Local Insight
- Findings
- What is Active Birmingham doing with the Knowledge
- Activity Finder
- Further Information





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

zed@supportthroughsport.org.uk

Changing Lives Through Sport and Youth Work...

About us:

Support Through Sport is a youth led organisation that uses multi - sport interventions to support the lives of disadvantaged young people. Using our services to protect young people against negative influences such as knife crime, serious youth violence and substance misuse are some of many target outcomes we have when it comes to supporting young people.

As well as using multi - sport, Support Through Sport offers wrap-around, 1-1 mentoring to support young people to help them achieve soft and hard outcomes, such as behaviour/ attendance in school and more difficult outcomes such as reducing levels of substance misuse.

What we do:

We believe every young person deserves the chance to grow. Through our physical activity programmes – especially football and boxing – we help them shift their perspectives, build confidence, and develop into motivated role models and leaders. Our goal is to upskill and mentor youth, equipping them with essential skills, attributes, and experiences for lifelong development.



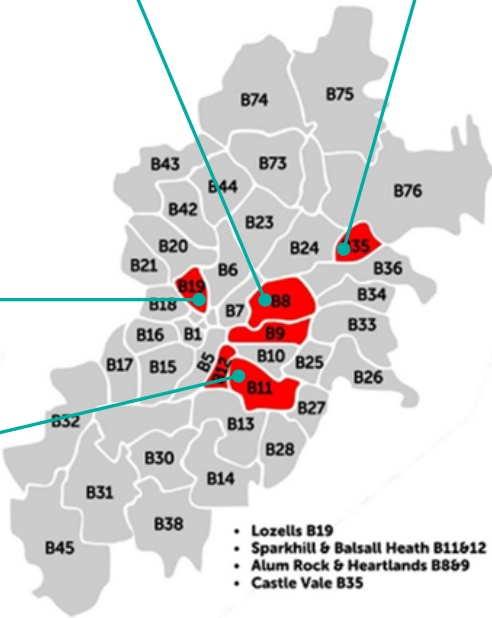
Map of Anchor Locations

OCF.

 The Pioneer Group

SPORTS KEY

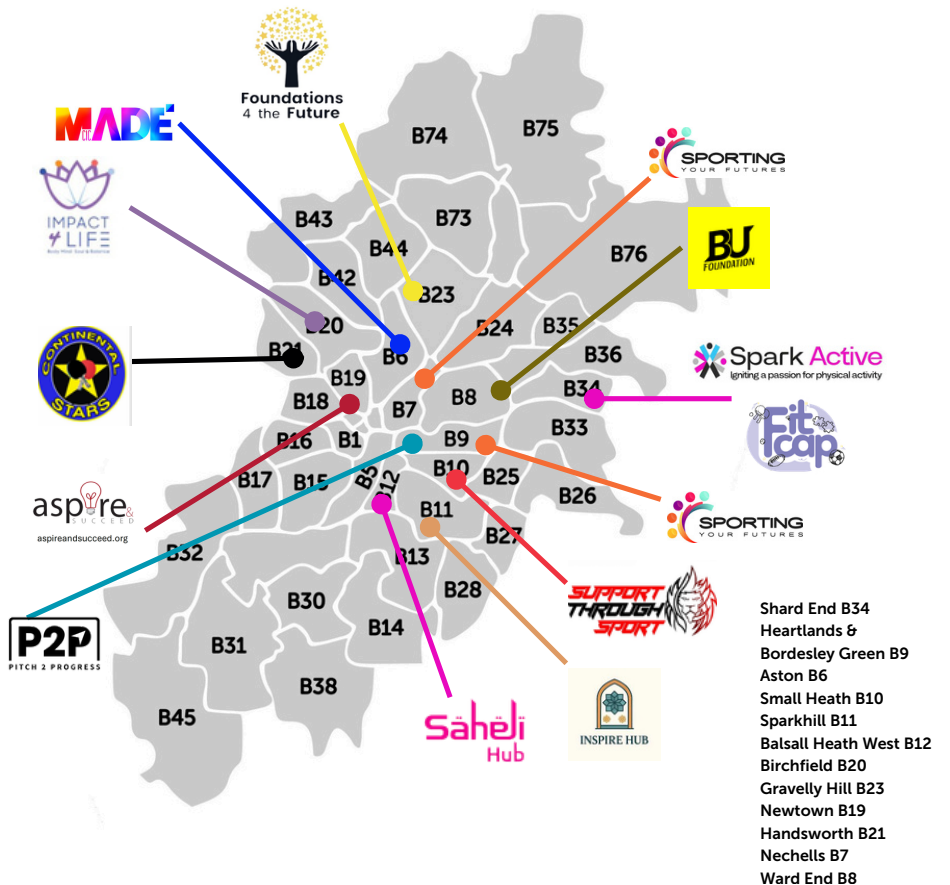
TOGETHER ST PAULS TRUST



- Lozells B19
- Sparkhill & Balsall Heath B11&12
- Alum Rock & Heartlands B8&9
- Castle Vale B35

Map of Champion Locations

Map of Champion Locations



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

Active Birmingham Areas Map

Existing areas and areas of potential expansion



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

Original Anchors (Red/Pink)

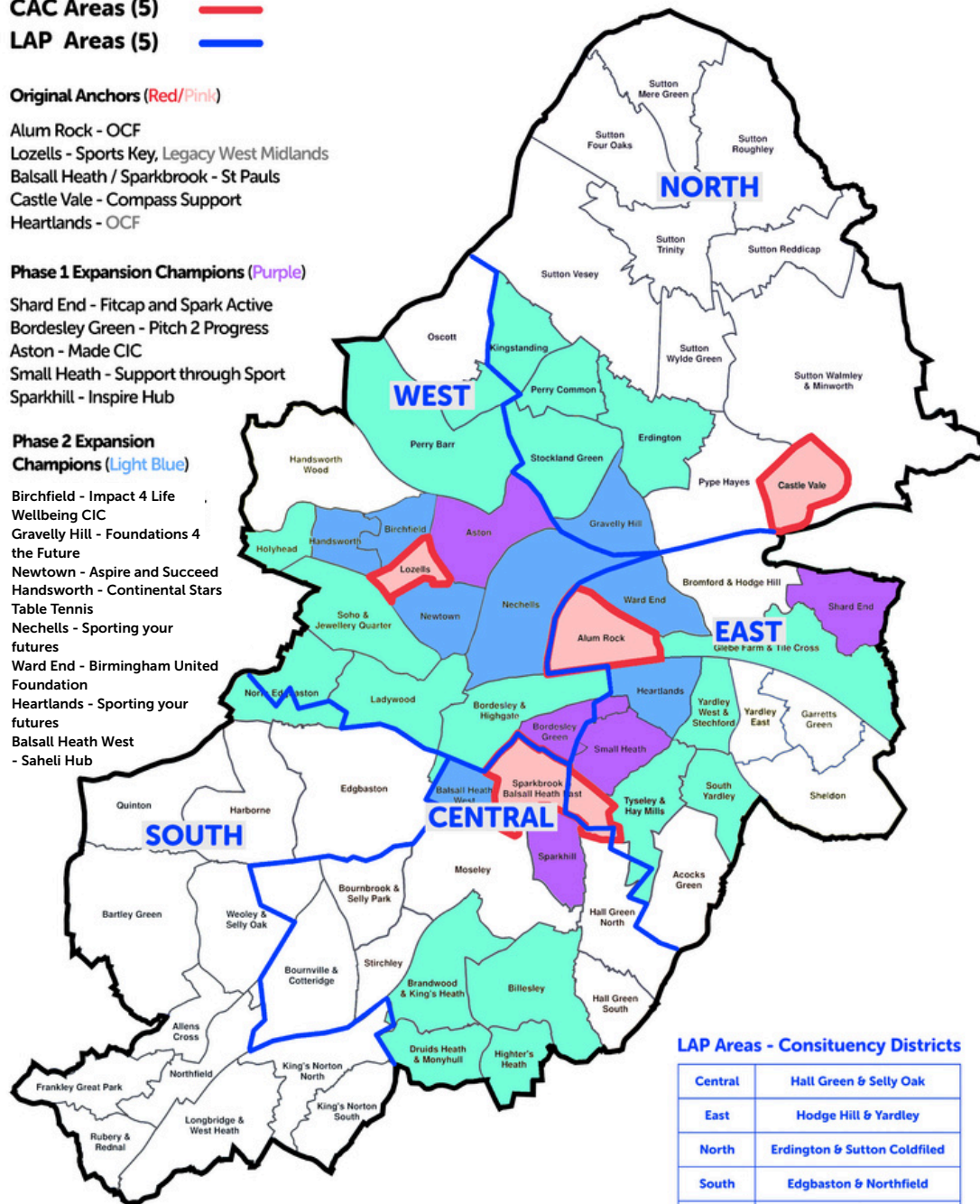
- Alum Rock - OCF
- Lozells - Sports Key, Legacy West Midlands
- Balsall Heath / Sparkbrook - St Pauls
- Castle Vale - Compass Support
- Heartlands - OCF

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?

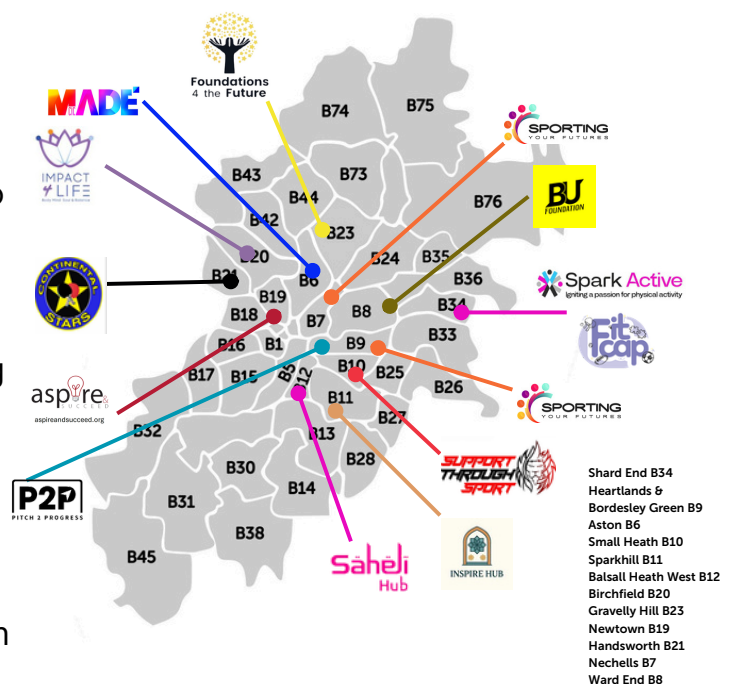
To ensure that Active Birmingham's approach reflects real local needs, we needed to undertake consultation in priority wards. The aim was to measure the needs and capacity of providers in each place, so that investment and resources are directed to the right areas and priorities.

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.

Map of Champion Locations



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



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Support Through Sport summary of consultation approach, benefits and outcomes

- Support Through Sport conducted individual meetings with each organisation operating in Small Heath. These meetings were designed to develop a detailed understanding of how each organisation functions, including their mission, values, and intended outcomes.
- A key focus of this engagement was to explore each organisation's views on sport and physical activity within Small Heath, assessed against the nine Maturity Matrix considerations. This approach ensured that organisational perspectives were captured consistently and in depth, providing a robust evidence base to inform future planning and decision-making.
- There were a number of conclusions made from these consultations which included more collaborations with school, better access to funding/bid writing courses, more collaborative work with community organisations, support with marketing and access to more workers to help stabilise organisations.
- In conclusion, a lot of time, energy and resources need to be invested into Small heath to help raise the level of interaction the community are having with physical activity and make the environment more pro - social.

Consultation Findings



1. Identifying Barriers and Enablers

Key Barriers

- Limited access to suitable local facilities
- Low awareness of available sport and physical activity opportunities
- Affordability challenges for residents
- Cultural and religious considerations affecting participation
- Session timings conflicting with prayer times and family routines
- Digital poverty limiting access to information and communication
- Gang culture, safeguarding concerns and behavioural challenges
- Employment pressures impacting engagement
- Limited systematic ward-level insight capture

Key Enablers

- Strong cultural integration within the community
- High levels of trust in local staff and community leaders
- Delivery in familiar settings (youth centres, schools, faith venues)
- Women-only provision increasing engagement
- Open access models supporting inclusion
- Delivery approaches that reflect local culture
- Trusted staff helping residents feel comfortable taking the first step



2. Organisational Policies, Processes, and Structures

Strengths

- Safeguarding and governance policies in place
- Commitment to Equality, Diversity and Inclusion (EDI)
- Diverse and representative staffing teams
- Use of surveys, youth consultations and digital forms to gather feedback
- Regular informal insight gathered through conversations

Gaps

- Monitoring and evaluation not consistently embedded into day-to-day delivery
- Insight not systematically captured at ward level
- Systems and templates not aligned across organisations
- Feedback loops to communities not always visible
- Data stored in separate systems, limiting shared learning



3. Capacity and Capability

Key Strengths

- Small organisations demonstrate strong commitment to inclusive and community-led delivery.
- There is a clear appetite for learning and development across organisations.
- There are existing community leaders / organisations who can peer-mentor organisations around delivery best practise, governance and GDPR.
- Organisations value practical, experience-based support that reflects local realities.
- There is willingness to engage in ongoing support rather than one-off training.

Gaps

- Monitoring and evaluation skills are underdeveloped and not consistently embedded into delivery.
- Organisations lack simple systems and confidence to collect and use data effectively.
- Knowledge and skills in inclusive delivery vary and require further strengthening.
- Digital capability is limited, particularly in relation to basic social media and online communication.
- Post-training support is not consistently available, limiting organisations' ability to apply learning when challenges arise.

Consultation Findings



4. Collaboration

Current Practice

- Partnerships with schools, youth centres and specialist providers
- Weekly intervention and holiday programmes delivered collaboratively
- Increased access to specialist sport and education provision through partnerships
- Use of local networks and system partners

Challenges

- Time pressures and busy delivery schedules
- Limited staffing capacity
- Partnership development inconsistent across organisations
- Cultural misunderstandings at senior and commissioning levels
- Programme expectations (e.g. mixed-gender sessions) not always aligned with community preferences
- No consistent place-wide planning mechanism



5. Leadership

Existing Strengths

- Youth advisory boards and consultation structures in place
- Young people able to influence programming and decision-making
- Clear leadership structures from senior roles to volunteers
- Diverse and representative leadership teams
- Community clarity around who to approach for specific issues
- Leadership seen as inclusive and open to shared opinion

Challenges

- Limited attendance and engagement in leadership forums
- Leadership development often informal
- Capacity and confidence restricting broader participation
- Need for more structured pathways for women and young people
- Mentoring from trusted individuals viewed as most effective



6. Community-Led Action

Examples of Strong Practice

- Women-only sessions
- Faith-led sport sessions
- Social skills and mentoring programmes
- Role-model engagement
- Open access sports club delivery
- Higher engagement levels within sports-based settings

Challenges

- Behavioural issues affecting sessions
- Difficulty engaging participants in completing forms
- Reliance on short-term funding cycles
- Limited marketing capacity
- Limited evaluation capacity to demonstrate impact



7. Cultures and Practices

Strengths

- Strong understanding of cultural and social norms
- Delivery shaped around modesty needs and prayer times
- Sensitivity to safety and neighbourhood boundaries
- Young people often prefer provision within immediate local area
- Diverse staffing supporting inclusive environments
- Programmes aligned with cultural festivals and key events

Gaps

- Inclusive practice not consistently showcased
- Cultural adaptations not always explicitly articulated
- Low visibility of provision
- Limited use of storytelling, photos and video
- Limited social media presence



8. Built and Natural Environments

Strengths

- Faith-based venues central to delivery
- Youth centres and schools important assets
- Venues described as accessible, affordable, safe and social
- Strengthened relationships between secondary schools and providers
- Equipment and indoor space supporting consistent sessions

Challenges

- Inconsistent access to facilities
- Privacy requirements for women-only or culturally sensitive sessions
- Behavioural and attendance issues
- Limited visibility of available facilities
- Reluctance among young people to try unfamiliar venues
- Dependence on adequate staffing levels to sustain provision



9. Embedded Learning

Current Practice

- Regular team meetings
- Pre-briefs and de-briefs
- One-to-one reflection sessions
- Youth consultations
- Information shared through meetings, bulletins and email communication

Gaps

- Learning stored in separate systems
- No shared ward-level learning mechanism
- Risk of knowledge loss when staff move on
- Insight not consistently fed back into strategic planning structures
- Youth advisory structures not always linked to formal learning systems

Recommendations

2. Organisational Policies, Processes, and Structures

- Strengthen and align monitoring, evaluation and insight systems across Small Heath through a shared, simple session-level template capturing attendance, demographics, barriers, quotes, photos and short case studies.
- Introduce ward-level data capture to identify trends linked to affordability, timing conflicts, cultural considerations and digital exclusion.
- Embed a visible “You Said, We Did” feedback approach to demonstrate responsiveness to community voice.
- Provide simple GDPR-compliant consent and media guidance to support ethical storytelling.
- Produce quarterly place-level insight summaries to improve shared understanding and reporting consistency

3. Capacity and Capability

- Deliver bite-size, practical training to strengthen monitoring and evaluation confidence and impact reporting.
- Provide hands-on digital skills support (e.g. social media planning, online communication tools and basic content creation).
- Offer guidance on managing behavioural and safeguarding challenges within community settings.
- Establish peer mentoring between organisations to share best practice and lived experience.
- Introduce post-training follow-up support to ensure learning is embedded into delivery.
- Strengthen funding readiness and long-term sustainability planning across organisations.

4. Collaboration

- Establish bi-monthly place-based coordination meetings to strengthen shared planning and partnership alignment.
- Facilitate joint planning conversations around privacy requirements, prayer times and culturally appropriate provision.
- Develop and maintain a shared directory of local sport and physical activity opportunities to address low awareness.
- Improve referral pathways and information-sharing mechanisms between organisations.
- Strengthen cross-sector dialogue with commissioners to improve cultural understanding and realistic programme expectations.

5. Leadership

- Develop a structured Young Leaders Network to support leadership progression for women and young people.
- Embed mentoring from trusted community leaders as a core leadership development approach.
- Create supported volunteering, paid progression and micro-qualification opportunities linked to practical delivery experience.
- Expand and provide structured support to youth advisory boards to increase participation and consistency.
- Introduce confidence-building and leadership development opportunities for emerging community leaders.

6. Community-Led Action

- Sustain and expand culturally responsive provision, including women-only and faith-sensitive sessions.
- Simplify registration and referral processes to reduce engagement barriers.
- Introduce measures to address affordability challenges for residents.
- Embed structured role-model pathways within community programmes.
- Move toward longer-term or more predictable funding cycles to stabilise delivery.
- Provide practical marketing and evaluation toolkits to increase awareness and demonstrate impact.

Recommendations

7. Cultures and Practices

- Strengthen visibility of culturally responsive practice through ethical storytelling, photography and short-form video.
- Introduce a shared “impact spotlight” approach to showcase inclusive practice across the ward.
- Support clearer articulation of cultural adaptations within programme design and reporting.
- Increase digital presence and social media capability to improve community awareness.
- Promote culturally appropriate participation models to help normalise inclusive physical activity.

8. Built and Natural Environments

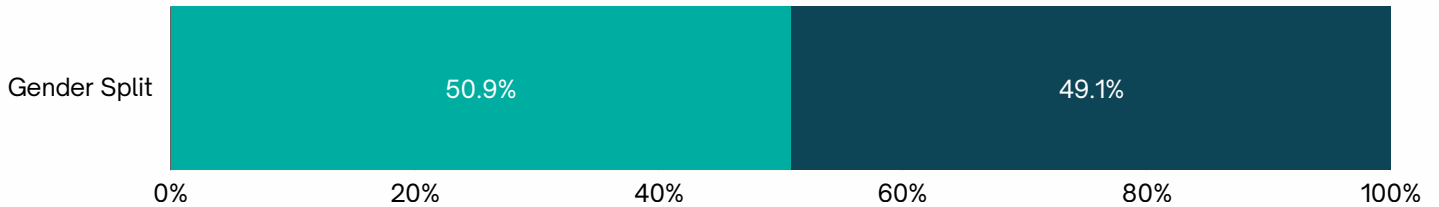
- Map all accessible sport and community facilities across the ward, including identification of venues suitable for privacy-sensitive provision.
- Facilitate shared scheduling conversations between schools, faith venues and community providers to maximise access.
- Deliver taster sessions in underused or unfamiliar venues to build confidence and awareness.
- Improve promotion and visibility of safe, trusted and affordable spaces.
- Consider staffing capacity requirements when planning sustainable facility use.

9. Embedded Learning

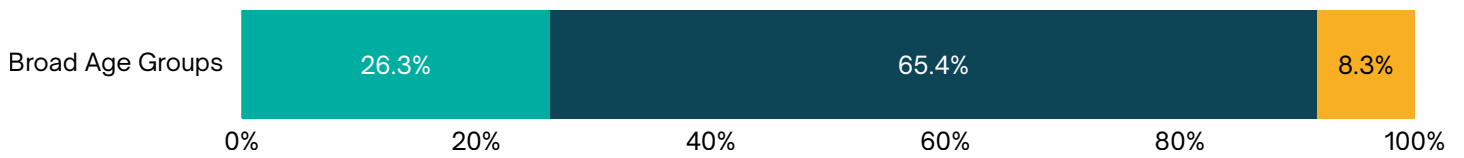
- Establish a shared ward-level learning mechanism to connect team reflections, youth consultations and delivery insights across organisations.
- Introduce a simple, standardised template to capture learning from sessions, pre-briefs, de-briefs and one-to-one reflections in a consistent format.
- Create a shared digital storage space to reduce knowledge loss when staff move on and improve continuity across partners.
- Strengthen feedback loops so insight gathered through delivery is systematically fed into strategic planning and commissioning conversations.
- Formally link youth advisory structures into monitoring, evaluation and reporting processes to ensure youth voice informs learning and decision-making.
- Host quarterly peer learning sessions to share challenges, practice and adaptations across the ward.

Local Insight: Small Heath

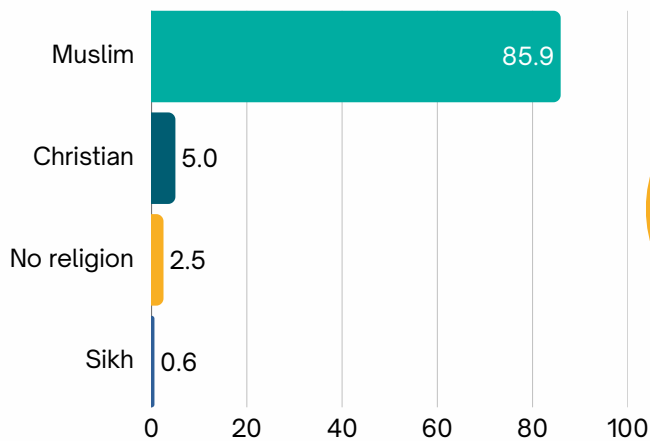
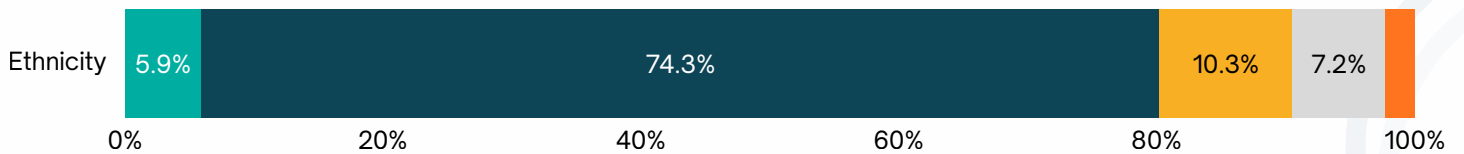
Female Male



0-14 years 15-64 years 65+ years



White Asian, Asian British Black, African, Caribbean, Black British Other ethnic groups Mixed



Where 1 is the most deprived and 69 is the least

Disabled Not disabled



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 BIRMINGHAM

Activity Finder

activebirmingham.co.uk

Getting more people moving

ACTIVE BIRMINGHAM **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 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.