

Detail Priorities 2021-2026

Improve physical and mental by reducing inactivity

- ✓ We will support clubs, hubs and organisations to provide safe and accessible sport and physical activity opportunities.
- ✓ We will develop more active schools that prioritise sport and physical activity opportunities for all pupils.
- ✓ We will educate and provide resources to families so that physical activity and movement becomes embedded in their daily lives.
- ✓ We will support clubs and community organisations to develop their governance, business planning and resilience as they recover from Covid-19 and 'build back better'.
- ✓ We will connect with the health system and support social prescribing.
- ✓ We will support clubs and hubs to be 'Games-ready' for the increased demand to undertake activity.
- ✓ We will work with clubs and community organisations to ensure that mental health and wellbeing is placed on an equal footing to physical health.

Grow and develop a workforce for the sport and physical activity sector

- ✓ We will provide the resources necessary to the workforce to develop and grow.
- ✓ We will work with partners to equip people with the skills needed to become part of the workforce.
- ✓ We will provide a breadth of volunteering opportunities through sport and physical activity.
- ✓ We will upskill the local community to develop and grow a local, representative workforce which will aid sustainability.
- ✓ We will work in partnership to identify relevant and engaging volunteer experiences for our community.
- ✓ We will grow the capacity of our sports clubs and community organisations by recruiting and upskilling a fit for purpose and representative workforce.
- ✓ We will champion the need for a workforce that can adapt sessions safely, are equipped to deliver great coaching – and thereby, inspire participants to develop lifelong active lifestyles.
- ✓ We will provide appropriate training, resources and development opportunities to upskill the local workforce in order to respond to the challenges in getting our communities active.
- ✓ We will provide opportunities for the existing and new workforce to develop their resilience and transferable skills – creating a supported community-based workforce (peer to peer support, community of practice, skills sharing).

Connect communities through sport and physical activity

- ✓ We will work to enable facilities, services and spaces to connect with communities and positively impact on active lifestyles.

- ✓ We will bring together schools and community provision to ensure that young people can access safe and engaging activities.
- ✓ We will work directly with communities to strengthen cohesion through sport and physical activity opportunities.
- ✓ We will engage with local people and groups to co-produce activity and programmes through effectively listening to and working with communities.
- ✓ We will tackle inequalities by working where the need is greatest, recognising that community sport and physical activity can provide a sustainable solution to local challenges and have long- term impact on the lives of communities most in need.
- ✓ We will provide leadership and support through insight, knowledge and expertise, to support with place-based solutions.
- ✓ We will facilitate networking opportunities, community engagement and broker relationships to ensure a collaborative community-led approach.

Improve life skills and prospects through participation and engagement

- ✓ We will provide young people with the opportunity to develop new skills through projects and programmes.
- ✓ We will work with partners to connect training and employment support with our engagement programmes.
- ✓ We will make the most of events to provide opportunity and inspiration for personal development.
- ✓ We will enhance the resilience of our communities through the provision of informal and formal training and experiences.
- ✓ We will develop the employability skills and confidence of young people through the projects and programmes we deliver.
- ✓ We will connect our communities to partners in order to create opportunities for training, development and employment as above comment.
- ✓ We will work with the sector and partners to provide opportunities, paid and voluntary, to develop life skills and raise aspirations.

Make sport and physical activity inclusive and accessible to all

- ✓ We will help educate and raise standards and understanding about being a truly inclusive provider of sport and physical activity.
- ✓ We will work with local providers to deliver accessible sport and physical activity for young people.
- ✓ We will prioritise funding where there is a demonstrable commitment to inclusivity
- ✓ We will provide an open data powered digital solution for 'real time' promotion of sport and physical activity that helps people find the right activity for them.
- ✓ We will influence and coordinate an integrated approach to increasing the participation of disabled people in sport and physical activity across Birmingham through our partnership work.
- ✓ We will showcase and celebrate the range of diverse opportunities to be active in the City.