WORKING WITH NGBs

Sport Birmingham works with National Governing Bodies of Sport (NGBs) to support and focus delivery of their Whole Sport Plans (WSP) across the city. The size, population and make-up of the city means it is a priority place for many NGBs, and Sport Birmingham aims to have maximum impact by meeting mutual needs of NGBs and the city, through advocacy and promotion of sport and physical activity at the local community level.

THIS IS BIRMINGHAM

THE SECOND LARGEST CITY
POPULATION IN THE UK OF
1.1 MILLION

ACCESS TO WORKING
POPULATION OF OVER
4 MILLION

THE MOST DEPRIVED
LOCAL AUTHORITY
WITH 51% OF POPULATION
LOCATED IN
THE MOST DEPRIVED WARDS

10TH MOST DEPRIVED
LOCAL AUTHORITY
WITH 45% UNDER 30 YEARS

POPULATION YOUNGER THAN AVERAGE
25% UNDER 16 YEARS &
40% OF POPULATION FROM BME COMMUNITIES

200,000
(1 IN 5) PEOPLE IN BIRMINGHAM
HAVE SOME FORM OF DISABILITY

52% OF ADULTS ARE CONSIDERED TO BE INACTIVE
(DOING LESS THAN 30 MINUTES OF EXERCISE PER WEEK),
WITH OVER 80% NOT REACHING 3X30 MINUTES
OF EXERCISE EACH WEEK

PRIORITIES FOR THE CITY

• Increase and improve the levels of participation in sport and physical activity
• Reduce health inequalities
• Be customer-focused and involve, represent, champion and serve the community in everything we do, thus improving community cohesion
• Deliver a sustainable legacy through interventions to enhance existing activities and create new opportunities
• Address inequality and disadvantage by identifying barriers and providing a solution-focused approach to ensure we have accessible activities that engage people from all backgrounds and abilities across Birmingham

KEY OUTCOMES FOR SUCCESSFUL DELIVERY IN BIRMINGHAM

1. Getting the inactive population more active
2. Maintaining activity beyond 12 weeks to create a sporting habit
3. Creating sustainable activity which is measurable, and can be replicated and scaled-up
• Work with NGBs to identify workforce needs for WSP delivery, Sport England programmes and other local community provision
• Develop a local action plan aligned to NGB outcomes to reach mutual city-wide goals linked to health and wellbeing
• Ensure each sport has a clear point of contact within the team to drive the local action plan to increase participation
• Connect NGBs to other Sport England programme delivery and strategic opportunities that arise

• Focus effort and resource to bring the greatest value to addressing inequality and inclusion, 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 are committed to creating and promoting accessible opportunities for all

• Provide tailored strategic, investment and funding advice to increase NGB impact in the city through innovative practice and working collaboratively on joint pilot opportunities and local delivery
• Offer hosting and hot-desking opportunities for NGBs to enhance their relationship with the CSP and key partners, and gain a greater understanding of the local landscape

• Articulate in-depth knowledge and insight about Birmingham including district level breakdown of local demographics, levels of participation, market segmentation, lifestyle reports and health data
• Provide NGBs with evidence-led information to help shape their offer for the city and focus activity to have maximum impact on participation
• Ensure insight supports NGBs to engage target audiences such as inactive young people, females, disabled people and minority groups

• Work with NGBs to capture Marcomms requirements in an action plan outlining aims, target groups and timeframes
• Champion and promote specific activities, interventions, products and events through effective use of social media platforms and local media contacts
• Provide each NGB with a dedicated sport-specific website page and exposure via the homepage news and events stream
• Profile NGB delivery through targeted mailings and bimonthly E-newsletters circulated to 500+ recipients

Link NGBs to a range of Sport England and partner programmes including:
• Sportivate
• School Games
• Satellite Clubs
• Inclusive Futures
• Primary School Sport Premium
• Workplace Challenge

Link NGBs to our major partners including Birmingham City Council, HE / FE and the wider education community, health and wellbeing, the business sector, disability groups and community-led organisations through our range of forums and events
• Broker relationships and facilitate discussions with partners to enable NGBs to have the greatest impact within the city
• Provide a calendar of events and themed networking opportunities throughout the year for NGB engagement such as the NGB forum, disability forum, education meetings and conferences

Working with...

What we do to enable NGB delivery

- Enhanced services
- Local insight and research
- Strategic networks and partners
- National programme delivery
- Marketing and communications
- Coaching and workforce development
- Equality, diversity and inclusion
- Action planning

How to keep in touch with us

Sport Birmingham, Floor 11 Cobalt Square, 83-85 Hagley Road, Birmingham, West Midlands, B16 8QG
info@sportbirmingham.org
www.sportbirmingham.org
0121 296 5190
Follow Us ‘@SportBirmingham’
Like Us ‘Sport Birmingham’

Birmingham City Council
Lottery Funded