

# 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**

**10TH** MOST DEPRIVED LOCAL AUTHORITY, WITH **51%** OF POPULATION LOCATED IN THE MOST DEPRIVED WARDS

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

POPULATION YOUNGER THAN AVERAGE

**25%** UNDER 16 YEARS

&

**45%** UNDER 30 YEARS

**40%**

OF POPULATION FROM BME COMMUNITIES

ACCESS TO WORKING POPULATION OF OVER **4 MILLION PEOPLE**

**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 workforce plan with each NGB to address any gaps between current provision and delivery needs
- Provide tailored additional support to meet the demand for each sport and develop a fit for purpose workforce

- 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

- 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

- 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



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

- 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

- 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

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LOTTERY FUNDED

## HOW TO KEEP IN TOUCH WITH US

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