



**Active
Black Country**
Creating a healthy, active region

**Become an
Active Black Country
Board Member**



Welcome Note

Thank you for your interest in joining **Active Black Country**.

Active Black Country exists to help create equal opportunities for everybody in the Black Country to be physically active. We believe that being active, moving & playing sport has the power to change and improve people's lives.

To realise this belief we need to build a committed organisation that unites people and partners who have a role to play in tackling the inequalities & barriers that prevent everyone in the Black Country from leading an active lifestyle. We want to develop people who can engage, influence & inspire action to achieve our vision of:

A future Black Country where all ages, abilities and backgrounds are able to be active and lead a healthy life.

We want to see more people having equal access and opportunities to be active, move more and play sport based around their individual needs. If you believe you have the beliefs, skills and commitment to help us fully realise our vision and contribute to this change, we would love to hear from you.

I hope this pack provides you with valuable insight into our organisation, its values, and ways of working.

We will be happy to answer any additional questions you may have, and I would be delighted to have an informal discussion with any potential applicants.

Amanda Tomlinson
Chair of the Board of Directors

A photograph showing a person in a red shirt pushing a person in a wheelchair. The wheelchair is blue and black. The person in the wheelchair is wearing a blue jacket. The background is blurred, suggesting an outdoor setting.

Who We Are

Active Black Country is a not-for-profit partnership-based organisation, forming part of the national network of 'Active Partnerships', primarily funded by Sport England. Our organisation exists to help create equal opportunities for everybody in the Black Country to be physically active. We believe that being active, moving & playing sport has the power to change and improve people's lives.

The Black Country comprises the four separate Borough councils of Walsall, Dudley, Wolverhampton and Sandwell. It has a proud and diverse history with a belief that it is a place not defined by its borders, but by its people. The region is undergoing a transformational period with regeneration seeking to change the face of its urban environment and improve the lives for those who live, work, learn and play within it.

The activity levels of Black Country people are significantly determined by their income, ethnicity and where they live. **556,142 Black Country people live in 20% most deprived parts of England.** This pre-existing inequality significantly contributes to over **36.4% of our adult population being classed as physically inactive.** Inactivity promotes wider health inequalities – **480,497 of our adult population live in areas with the greatest levels of poor health.**

We will only overcome this challenge by developing and supporting a network of connected partners and people who have a shared purpose, understand our organisational 'why' and are committed to working with others to harness a collective approach, realised through shared agendas, to create change at all levels and across many sectors.

The 'Creating an Active Black Country' Strategic Framework recognises the far-reaching approach needed to get people active, understanding people's motivations and challenges and improving the place to get people moving. Active Black Country is clear about our role facilitating effective and deep collaboration between the four local authorities, communities and other identified stakeholders. We co-ordinate joint working, where it adds most value, to tackle physical inactivity and get more people active, moving more and playing sport – contributing to better outcomes for Black Country people who face severe and multiple disadvantage.

We have strong aspirations and operate to the highest standards of governance and performance. To help us on this next phase of our journey, we are looking for passionate & committed people to strengthen our team and the work of local partners.



Our Vision

A future for the Black Country where all ages, abilities & backgrounds are able to be active and lead a healthy life.

Our Mission

Use the power of physical activity & sport to influence opportunities for everyone in the Black Country to lead an active, healthy lifestyle.

Our Objectives

- 1 Increase activity levels across the least active to support good mental and physical health and reduce inequalities in activity levels.
- 2 Provide young people the best start in life through a range of varied and diverse opportunities to be active.
- 3 Increase the range of opportunities to be active across Black Country communities. Ensuring they are inclusive, attainable and support stronger, better connected, resilient communities.
- 4 Champion and advocate the role being active can play in contributing to wider outcomes across the health system and tackling health inequalities.
- 5 Increase the diverse range of physical assets, networks, facilities and places that can get people active and take part in sport supporting wider health outcomes.
- 6 Develop a 'people plan' for the Black Country to inspire, motivate and guide others to be active and support the development of sport.





Values

Freedom with Responsibility: We recognise the potential, value and contribution all our people make. Our people are encouraged to be themselves and be a responsibility-taker making decisions everyday to achieve their goals.

Community focused approach: We aim to understand the unique and diverse make-up of our local communities and place their needs at the fore-front of our strategy. Delivering a targeted approach we will reach groups whom are most likely to be inactive and under-represented in sport and physical activity.

Simplicity: We aim to work with clarity being straightforward, honest and transparent in our behaviours, actions and outcomes.

Passion: We recruit, support, motivate and develop people who all share a belief in the power of sport and physical activity as a tool. Our passion is evident in all that we do.

Striving for high performance: we have ambition to develop ourselves, our organisation, our partners and the Black Country.

Active Black Country are committed to promoting equality across local communities.

To achieve this, we need Board Members who share our values and have diverse backgrounds and experiences.

As an Active Black Country Board Member, you will:

- hold us to account, ensuring our executive live and breathe our values, and manage the assets of the charity responsibility and sustainably.
- help us connect with those who can grow our understanding of the barriers that prevent local people from being active.
- bring diversity of thought and experience, whilst being open to the views and experiences of others.
- advocate and promote our belief, vision & mission, encouraging us to be creative and use our resources in a bold but effective way.

/// Our Equality Statement




Active Black Country is committed to achieving the highest standards of employment practice. Equality of opportunity for all sections of the workforce is an integral part of this commitment.

We will not tolerate less favourable treatment on the grounds of: gender, race, colour, nationality, ethnic or national origin, disability, marital status, sexual orientation, gender reassignment, responsibility for dependents, age, trade union or political activities, religion or beliefs, spent offenses or any other reason which cannot be shown to be justified.

We monitor our recruitment and selection practices to fulfil our statutory duty relevant to equality in employment and to ensure our practices are fair, equitable and consistent with the aim of appointing the best person, based on merit, for any role.

/// Anti-Racist

Active Black Country is committed to being an anti-racist organisation and proactively tackling the racial inequalities that prevent or discourage people from leading active lives and enjoying the benefits of sport and physical activity, whether as participants, volunteers or by working in the sector.

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