

Become an
**Active Black Country
Board Member**



Welcome Note

Thank you for your interest in joining Active Black Country.

Active Black Country is a charity that is passionate and committed to helping local people become physically active so they can enjoy the health and wellbeing benefits that an active lifestyle provides.

Physical activity, moving and playing sport transforms lives. It reduces our risk of developing major illnesses by up to 50% and our risk of depression by up to 30%, it develops skills and experiences that can help people access work and has the power to bring communities together.

We work in partnership to unite people and organisations who have a role to play in addressing the inequalities that prevent people in the Black Country from leading an active lifestyle.

Across Dudley, Sandwell, Walsall and Wolverhampton, there are thousands of people changing lives, improving neighbourhoods and contributing positively to our local area. Active Black Country offers a range of support to strengthen those communities.

We believe that by learning together, sharing skills and pooling resources we can get much more done.

Our trustees are integral to our long-term success. They use their expertise and wider external experience to help us forge new partnerships and connect with individuals or organisations

who can help us beat inactivity. They encourage and enable us to innovate and use our resources in a brave and effective way, bringing diversity of thought and experience, whilst respecting the views and experiences of others.

In 2022, Active Black Country was successful in being named a Sport England System Partner and received a commitment for five years of funding to respond locally to the 'Uniting the Movement' strategy. More recently, we have been awarded significant development funding to expand collective efforts across the Black Country to tackle physical inactivity over the next five years.

The role of the Board is to ensure effective use of public funds and continued compliance with Sport England's Code of Governance. Our trustees support Active Black Country's achievements and delivery of its core purpose.

I really hope that if you do become a trustee of Active Black Country, that you will share our passion and commitment to transforming lives, making our communities stronger and better places for all to live, grow and be proud of. I trust this pack provides you with valuable insight into our organisation and I would be happy to answer any additional questions you may have.

Amanda Tomlinson,
Chair of the Board of Directors.



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We aim to increase activity levels to support good mental and physical health

Who We Are

Active Black Country works across the Local Authority areas of Dudley, Sandwell, Walsall and Wolverhampton and forms part of the national network of 43 Active Partnerships, funded by Sport England.

We aim to increase activity levels to support good mental and physical health, ensuring the range of opportunities are inclusive, attainable and support stronger, better connected, resilient communities.

We do this through understanding the diverse needs and priorities of local people, places and partners, harnessing the power of working together to realise everyone's right to be active and reduce health inequalities, whilst raising the profile of Black Country assets.

Combining strong leadership with learning and insight reports, we support collaboration where it adds most value, to attract investment, influence policy, strategy and facility development, and to spur the coordination and implementation of programmes and campaigns tailored to meet local strategic priorities.

Why is this work so important in the Black Country? 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.

There are multiple and complex pre-existing inequalities resulting in more than a third of the local population (36.4%) being classed as physically inactive; local people who will gain the most benefits from being active and moving more are currently least able to realise them. Inactivity promotes wider health inequalities – 480,497 of our adult population live in areas with the greatest levels of poor health.

The 'Creating an Active Black Country' Strategy recognises the far-reaching approach needed to get people active, understanding people's motivations and challenges and improving the places to get people moving.

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 and 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.





*Active Black Country
is committed to
promoting equality
across local
communities.*

Values

Freedom with Responsibility

We recognise the potential, value and contribution all our people make. Our people are encouraged to be themselves and take responsibility, and to make decisions every day 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 forefront of our strategy. Delivering a targeted approach we will reach groups who 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 ambitions to develop ourselves, our organisation, our partners and the Black Country.

Active Black Country is committed to promoting equality across local communities. To achieve this, we are interested in hearing from applicants who share our values and have diverse backgrounds and experiences.

Supporting New Trustees

We aspire to have a diverse group of trustees who are representative of our local community.

If you have the skills and experience outlined in this pack, please do not be put off because you have never been a trustee before. We are actively seeking new voices and can provide training and support to help you excel as a trustee. We are also keen to work with applicants and make adjustments where needed to make it easier to become a trustee.

What is involved in being a trustee?

As a trustee, you will help lead Active Black Country and keep us on track with our mission and purpose. You might ask questions to help us think differently, make suggestions to move things forward, or act as a sounding board for ideas.

You can find out more about the legal responsibilities of a trustee here: [Charity trustee: what's involved](#)

What would I be doing?

Our trustees meet every two months for board meetings, there is an expectation that you would join one of the three committees that support the work of the board. Trustees may be invited to attend occasional planning days with the full team and board.

Trustee support?

Every new trustee will have an induction with our CEO and Chair of Trustees. We have a Board development plan that we update annually in line with the needs identified through an annual skill survey.

We are actively seeking new voices and can provide training and support to help you excel as a trustee.



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 Statement

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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**Active
Black Country**
Creating an active, healthier region