

Black Country Place Based Physical Activity Pilot Active Lifestyle Community Connectors



Project Name: Black Country Moving

Introduction

Active Black Country in partnership with the four Black Country Local Authorities and Local Council for Voluntary Services are running a pilot approach to getting more people active in the Black Country.

The pilot, which is funded by Sport England and Active Black Country (the funding will be disseminated by the West Midlands Combined Authority), is trialling approaches in 8 local ward areas to develop a better understanding of residents' needs.

The pilot will seek to identify the role that all partners and organisations can play in realising change, getting people more active and supporting mental and physical health.

The Connectors

Two Active Lifestyle Community Connectors will engage with local community groups to get people moving more. They will identify the barriers preventing people being active and the opportunities available to them. This will be from the perspective of local residents, community organisations and local statutory partners.

The connectors will work with existing community forums and partners to understand what is needed to change and develop a wider network of organisations to provide opportunities for people to be more active. This will result in the implementation of a community campaign to get people more active.



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I have over 20 years' experience working in health promotion having graduated with a BSc (Hons) in Sport and Exercise Science. I have a wealth of experience in exercise prescription whilst working on both adult and children's exercise weight management programmes, exercise advice and support services and specialised sessions.

I have knowledge of barriers to exercise along with physical activity motivators and I've worked with individuals with physical and learning disabilities and sensory impairments. I've worked with people with co-morbidities and I'm qualified in Phase VI cardiac rehabilitation and Level 3 GP exercise referral.



Angela Harvey
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My background is in health & wellbeing, after graduating with a first-class BA (Hons) in Social Care and Social Policy, I supported children and families and mentored students with learning disabilities.

I have experience of social prescribing, which I thoroughly enjoyed as I was able to make positive differences within local communities and witness the transformation social prescribing has on individual lives.

I am excited to be working with Active Black Country on this project as it will provide opportunities for local people to be more active, reduce social isolation and improve their health and wellbeing.

Priority Ward Areas

The 8 ward areas are shown below. These wards were selected based on a combination of IMD and Active Lives data.

1. Castle & Priory
2. Woodside, Netherton & St Andrews
3. Friar Park
4. Princes End
5. Birchills Leamore
6. Darlaston South
7. Bushbury South & Low Hill
8. Ettingshall