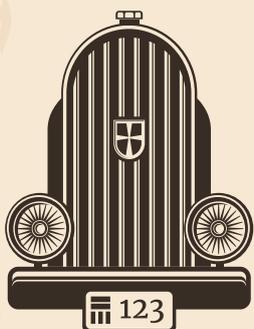




The Healthy Sandwell

Director of Public Health Annual Report



KEEP OUT TH' OSS ROAD

A person's social networks can have a significant impact on their health. One large scale international study showed that over seven years, those with good social relationships had a 50 per cent greater survival rate compared with individuals with poor social relationships.

PEOPLE POWER improves health



The power of community to create health is far greater than any physician, clinic or hospital. Dr Mark Hyman MD

45 years ago the Metropolitan Borough of Sandwell was formed, sharing power with the West Midlands County Council. A lot has changed since then, but what remains central to Sandwell's identity is its residents and their strong sense of community. Research shows that spending time with other people is a great way to improve our health. Through this report we show what community means to Sandwell, and how it is having a real impact on health outcomes.

THROUGH THICK N THIN

Social support is important in increasing resilience and promoting recovery from illness. Loneliness also makes it harder to build willpower and resilience over time, which can lead to unhealthy habits.



Markets have always been a hub of activity in Sandwell, where people came together every week and built strong relationships



Like in many towns at the time, West Bromwich High Street was in the process of being pedestrianised in September 1974

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'People Power' Improves Health

Research shows that spending time with other people is a great way to improve our health.

Whether you live in West Bromwich, Wednesbury, Smethwick, Oldbury, Rowley Regis or Tipton, there are lots of ways to get active and meet new people in your local area.

The new Director of Public Health for Sandwell wants to raise awareness of how important community groups and activities are important for our health.

Dr Lisa McNally said "As we work to improve health in our local area, we need to look at what is strong in our community, not just at what is wrong."

"Sandwell is a place brimming with community groups and projects, run by local people for local people. Whether they be a walking group, a choir, a parents group, a drama society or a craft club - all of them have the potential to improve health and well-being."

This report looks at our local community as a source of health. How do community groups improve health and well-being, and what examples do we have in each of our six towns?

There are stories from those that organise community activities and those that have benefited from them.

They show how community activity in Sandwell is something for us to be truly proud of and support to thrive.



We hope to take you on a journey through our borough to meet our community and see the great work that is currently going on



Lisa McNally, Director of Public Health

Acknowledgements

Lisa would like to thank colleagues from Sandwell Public Health and organisations who provided such great case studies for inclusion in our report. Special mention to Ansaf Azhar, Katie Deeley, Sara Whitehouse, Richard Cooksey, Amarjit Ballagan and Liz Beard for their efforts in getting the report turned around in record quick time!

Our Community and Our Health

There are many reasons why getting involved in a community activity is good for our health. For example, joining a walking group will obviously mean we are more physically active, while getting involved in a choir or a craft group can help reduce our stress levels.

However, maybe the main reason community activities are good for our health is because of the friendship they offer and their potential to reduce loneliness.

“The power of community to create health is far greater than any physician, clinic or hospital.”

Dr Mark Hyman MD

There has been a lot of research looking at the impact of loneliness on health. For example, studies show that it increases your risk of heart disease, diabetes, depression and even dementia. It has also been linked with delays in discharge from hospital and a greater risk of hospital readmission following discharge¹.



Warley Baptist Church garden project showing community spirit at its best, with Cllr Syeda Khatun MBE and Cllr Steve Trow.

The good news is that, if we help people become less socially isolated, then their health outcomes can improve. Research has even shown that when people join a new, group-based social activity, the extent to which they need to see their doctor or go to hospital reduces significantly².

In Sandwell, we’re lucky to have such a strong community spirit, which means that there’s a lot on offer to anyone who is feeling lonely or isolated. There are literally hundreds of community groups run by local people for local people (many are in this report).

This even includes those who may have disabilities or long term health problems. The latest national survey shows that the proportion of social care users in Sandwell who say they have as much social contact as they would like is significantly higher than the national average!³

Let’s not be complacent however. We can all keep looking to increase the number of community activities that local people have to choose from. We also need to ensure those activities get the right support to thrive. If we do, Sandwell will not just be a fun place to live, but also a healthier place to live.

¹McNally (2018) Social Factors in Population Health Management
<http://www.mentalhealthchallenge.org.uk/social-factors-population-health-management/>

²Uni. Of Liverpool (2014)
<http://www.champspublichealth.com/sites/default/files/loneliness%20final.pdf>

³Adult Social Care Outcomes Framework.
<https://digital.nhs.uk/data-and-information/publications/clinical-indicators/adult-social-care-outcomes-framework-ascof/current>

Sandwell 45 years ago

Local illustrator Charlie Griggs entertains children with his Desperate Dan cartoons in the Dandy comics



The Metropolitan Borough of Sandwell was formed



West Bromwich Albion finish 6th in the English Second Division

Health and Safety at Work Act 1974 was released the primary piece of legislation covering occupational health and safety in Great Britain.



Sandwell today

Local born actress Julie Walters receives Dame Commander of the Order of the British Empire



West Bromwich Albion are pushing for promotion in the English Second Division (Championship)

New Director of Public Health starts at Sandwell Council

The Data Protection Act is passed and looks to protect people’s data





3.7% of

working age population claim benefits requiring them to look for work
England average is 2.4%



95.2% of 16-17 year olds are in either education, employment or training



25.6% of children

live in low income families
England average is 17%



22.7% of home occupants rent from the council

1.4 per 100,000 deaths due to drug misuse
Lower than English average

1156 referrals into specialist Child & Adolescent Mental Health Services from April - Oct 2015

6.7% adults in contact with secondary mental health services

50% less under 16s became pregnant in the last 5 years

SANDWELL'S STATS

FROM 2018

SOCIAL DETERMINANTS

IN FOCUS

52.6% of adult

social care users in Sandwell have as much social contact as they would like

England average 46%



33.3% of over 65's lived alone

England average 31.5% (2011 Census)

6.6% of people

in Sandwell volunteered at least twice in the last year in sports or physical activity

England average 13.9% (May 2017/18)



MENTAL HEALTH AND WELLBEING

LIFESTYLE

ILLNESS



18.2% of people 16+ use outdoor space for exercise and health.

March 2015 - Feb 2016

3rd best quit smoking in the West Midlands



70.1% of adults are overweight or obese above England average

38% decrease in number of women smoking at delivery

12.3k more people are exercising 150+ minutes per week between 2016 - 2018



42.4% of children

in Year 6 are overweight or obese
England average 34.3%

326.1 per 100,000 smoking related deaths
England average 262.6

England average 134.6
154.4 per 100,000 under 75s die from cancer

20.9% have limited activity due to long term health problems

Community asset-based approaches to **IMPROVING HEALTH & BUILDING RESILIENCE** for wellbeing

A person's social networks can have a significant impact on their health.

One large scale international study showed that over seven years, those with adequate social relationships had a 50 per cent greater survival rate compared with individuals with poor social relationships (Holt-Lunstad et al 2010). Social networks have been shown to be as powerful predictors of mortality as common lifestyle and clinical risks such as moderate smoking, excessive alcohol consumption, obesity and high cholesterol and blood pressure (Pantell et al 2013; Holt-Lunstad et al 2010).

Social support is particularly important in increasing resilience and promoting recovery from illness (Pevalin and Rose 2003).

Strong social capital can also improve the chances of avoiding lifestyle risks such as smoking (Folland 2008; Brown et al 2006). However, in the most deprived communities, almost half of people report severe lack of support (Halpern 2004), making people who are at greater risk less resilient to the health effects of social and economic disadvantage.

Lack of social networks and support, and chronic loneliness, produces long-term damage to physiological health via raised stress hormones, poorer immune function and cardiovascular health.

Loneliness also makes it harder to self-regulate behaviour and build willpower and resilience over time, leading to engagement in unhealthy behaviours (Cacioppo and Patrick 2009).

In 2030, Sandwell is a thriving, optimistic and resilient community

It's where we call home and where we're proud to belong - where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future, and benefiting fully from a revitalised West Midlands

More information about the Vision 2030 ambitions can be found on page 36.

The following pages present how Sandwell Public Health and other organisations local to Sandwell are working together with the community to make a real difference to local people.

This work is represented in the Directorate Business plan and feeds into the council wide Vision 2030.



Local children enjoying Healthy Sandwell grant funding activities through local VCS

PUBLIC HEALTH at work

It's now time to share how **Sandwell Public Health** operates to realise a closer relationship with our communities here in the borough.

HEALTHY SANDWELL

We find the support you need

Healthy Sandwell is the public facing Public Health Brand that engages with residents on the various services and activities available in the borough.

This includes our Healthy Sandwell advisors who deal with enquiries and referrals that come in from a variety of sources. Healthy Sandwell was branded in 2017 and launched its new website in 2018. The team have active Facebook and Twitter accounts that are used to engage with communities and promote activities and messages from across the borough.



Our campaign "Smokefree School Gates" launched with great engagement from local schools



Our Weigh2Go smart scales weight management programme continues to roll out across the borough



Healthy Sandwell promoting services with a few of our providers

The Public Health Development Officers (PHDOs) are part of the Health Improvement Team within the Directorate.

Based in community settings in each of Sandwell's six towns, they play a key role working with local groups and organisations to make sure referral pathways are working properly, and improving awareness of services that can help people become healthier and happier.

PHDOS also link closely with GP surgeries,

pharmacies and schools to signpost people to preventative support at an early stage.

They are now set to start meeting with businesses across the Borough to ensure that they have a healthy workforce and look at ways of improving employee health overall.

Katie Deeley, Physical Activity - Project Manager told us, "We're keen to promote the message that looking after our health is our responsibility, and support people to look after themselves.



Ricky Byrnes - Smethwick



Matt Hill - Rowley Regis



Megan Smith - West Bromwich



Kate Hickman - Wednesbury



Nicky Taylor - Oldbury



Tom Richards - Tipton



#gofizzfree
Make your pledge

Staff make the pledge to go fizz free in February



Sandwell Trends

Last summer, Sandwell Trends, the council's corporate intelligence website, was refreshed.

The site provides a range of resources; reports, charts, maps, data and information about Sandwell, which is available to everyone.

Since the refresh, we have added a range of content, across a variety of topic areas, including; population, deprivation, health and Census data. Why not take a look...

www.sandwelltrends.info

SHAPE



The SHAPE Programme is the Council's initiative to listen to the child's voice in Sandwell.

Over the past 4 years the programme has made significant progress in achieving its objectives. It provides immense satisfaction and pride in knowing the difference the programme is beginning to make in not only providing a voice to children and young people but also in empowering them to build resilience and confidence to become successful. At the same time the programme has been able to tackle some of the pertinent issues affecting young people in this current climate including CSE, online safety and bullying.

The programme would not be a success if it wasn't for the in kind and financial contribution of both internal and external partners. Partnership working is essential to the programme in particular with the events SHAPE Your Talent and SHAPE Youth Festival. Thank you to all the partners for their contribution for supporting and delivering the programme and a special thank you to the Youth Service who have been an integral part.



SHAPE team and Adam Shaikh picking up his award

Young people are at the heart of SHAPE and through SHAPE Youth Forum we have continued to train and develop young people. Forum members have helped and supported all SHAPE events from planning and organising to delivering. Thank you to all those who are part of SHAPE Youth Forum and have been there to share the experience with us.

Neesha Patel, SHAPE Project Manager

The team have been commended with the West Midlands Police, BAPA police and community inspirational award for the work with Young People. And Adam Shaikh, who is an active member of the SHAPE youth forum, has been awarded with the outstanding citizen award from the West Midlands police and crime commissioner for his work with SHAPE.

Neesha and Tariq picking up the BAPA police and community inspirational award



SHAPE Your Talent 2018

One of the annual events in the SHAPE calendar is SHAPE Your Talent. Throughout May approximately 350 children and young people took part in 6 heats across Sandwell to display their artistic talents of singing, playing in a band, dancing or any other performing art form. The finals were held in June with the winners receiving some fantastic prizes. After the SHAPE your talent final, producers from The Voice Kids had watched the audition videos from the heats and felt that some of the young people should audition for The Voice Kids as some of the acts were that good.

Young people from across the borough performed over the 6 heats



The team have just completed the anti-bullying road shows in 12 schools (including PRUs), reaching 750 young people with an anti-bullying message.



Cllr Simon Hackett taking part in the anti-bullying road show

The Summer Festival attracted over 5,000 young people to Sandwell Valley, for various activities including a "colour-run".



SHAPE's objective is to listen to the voice of children and young people in Sandwell using five themes:

- Staying Safe
- Being Healthy
- Enjoying and Achieving
- Making a Positive Contribution
- Economic Wellbeing

At the heart of the community

Sandwell is a thriving borough with so much on offer in each of our six towns. Here's some examples of **projects in our libraries and community** projects.

Sandwell stories

Based in West Bromwich, Multistory works with outstanding artists to make art with, for and about the people of Sandwell.

Their projects reflect and celebrate everyday life from factories, pubs and clubs, people's homes, places of worship and markets. They work with residents, photographers, artists, writers, documentary film-makers and more.

Multistory brings local communities together with artists to engage them in their creative work, and to produce artwork that people want to see, support and be involved in.

Literature festival at libraries

Libraries across Sandwell ran their first literature festival during March 2019 at Central Library in West Bromwich.

The Festival ran from Saturday 16 to Saturday 23 March and included storytelling, local history talks, author events and musical performances. The festival opened with a musical tribute to the Bronte family featuring a series of songs based on their poetry and characters from their novels by award winning jazz singer Val Wiseman.

Check out what's on in the libraries by visiting Discover Sandwell and checking out the events calendar.

Way to wellbeing through performing arts

Sandwell councils' community art project for people with learning disabilities, part of adult social care direct services, is based at the Coneygre Arts Centre in Tipton.



Running from Monday to Friday, the service's tutor-led performing arts includes drama, dance and singing – providing a fun way for self-expression, confidence building and getting more active.

The project also generates a small income from their ever-popular shows and Christmas performances.

Horticulture Project

The horticulture project, part of adult social care's community engagement services, has completed its move to the Portway Lifestyle Centre.

Previously located on Dudley Road, the new move brings the project together with day opportunities services already based at the centre – which also boasts a fully accessible gym and a GP practice on site. The group are also set to start building up and redeveloping the gardens at Stoney Lane day centre as part of a service remodel.



Both staff and people who use the service rolled their sleeves up to get involved in the big move, from helping

to transport plants and flower beds to reassembling and painting the sheds.

Anyone can pop along and benefit from the project, and everyone is welcome. If you enjoy growing your own vegetables while socialising outdoors in the fresh air – a great boost to wellbeing – why not pop along between 8.30am to 4.30pm, Monday to Friday?

Volunteers are also sought to support the project – all you will need is some spare time and an interest in gardening and making new friends.

Sandwell's Voluntary and Community Sector (SCVO)

Sandwell benefits from a well-established Voluntary and Community Sector (VCS): a vibrant and diverse collection of charitable and not-for-profit businesses, social enterprises, advocacy organisations, community and neighbourhood groups.

Together the many different parts of the VCS make a huge impact on residents' health, providing support around positive life choices, providing opportunities for physical, mental and emotional wellbeing and enhancing people's quality of life.

It's estimated that across the Sector around 20,000 residents participate and support voluntary-led activity each year, giving 1.4 million hours of their time, equivalent to £19 million workforce and with massive health and wellbeing benefits to residents and often to the volunteers themselves. The Sector also features over 200 Sandwell-based charities and not-for-profit organisations delivering professionalised and expert support for residents, very often free of charge.

SCVO is a local charity that acts as an umbrella body for the VCS.

Kaleidoscope Plus Group Upbeat Singers Group

The Kaleidoscope Plus Group, "Community Wellbeing Service" is delivered across Sandwell from community venues.

The service aims to support individuals aged 16 plus, to maintain and improve their wellbeing through activities and support groups based on the "The Five Ways to Wellbeing"

Activities include Mindfulness groups, Yoga and the weekly Upbeat Singers Group.

Working with Healthy Sandwell

Utilising funding from Sandwell Public Health, SCVO delivered a 'micro-grants' programme for Sandwell's VCS.

The programme's purpose is to enable local community organisations to deliver engagement activities that include a short, health-related promotion of Healthy Sandwell services.

During the last year these have been varied and diverse, including:

- A Pamper Party for carers
- Picnic in the Park
- 'Clubbercise' in 3 locations.
- Community Wellbeing event - including Zumba, healthy eating, hand massage, relaxation techniques.
- Family Open Day - including health & wellbeing advice, 'taster' workshops, Healthy Sandwell service information
- Christmas Meal (and garden centre visit) - targeting older adults who often have mobility challenges and find it difficult to regularly get out and about.
- Moat Farm Community Christmas Funday
- Community Cultural event - incl. healthy eating tips, planting vegetables, family exercise session
- Sandwell Special Olympics Awards Evening incl. promotion of health and wellbeing, particularly for those with disabilities
- Music-making/drumming sessions - targeting those experiencing the effects of dementia

Agewell - Sandwell Public Health Older Adults Physical Activity Pathway

Agewell is a social enterprise led by older people for the benefit of older people.

They deliver a range of services to help older people stay healthier and independent for longer, and to support and care for isolated and vulnerable individuals.

Sandwell Public Health Older Adults Physical Activity Pathway contract enabled Agewell to set up opportunities for local older people to get healthier, happier and more active. There is now a programme of weekly activities to suit all abilities. One of the activities most in demand is Tai Chi which can be particularly helpful in reducing stress, improving posture, balance, general mobility and increase muscle strength in the legs.



Ideal for all

Ideal for All is a pioneering user led charity run by and for disabled and disadvantaged people.

They provide a range of services to promote independence, inclusion, health & wellbeing, employment & skills development, and sustainable community projects across the borough. Services include:

- Peer-support groups, condition-specific support groups, social coffee mornings and events across the borough for disabled people, and meaningful volunteering opportunities.
- Employment and skills support, jobs brokerage, Information advice and guidance, welfare rights support.
- Health and Wellbeing Programmes using social and therapeutic horticultural sites, food growing, healthy eating/cooking, active gardening and crafts, vocational experiences. We also have a variety of other opportunities and partnerships which to support people's journey towards healthier, more resilient futures.

The user-led approach means those involved report 86% positive improvements to mental/physical health & wellbeing, reduced isolation, improved knowledge, skills and opportunity, access to suitable employment and increased independence.

Leisure centres get top marks

Sandwell has 11 leisure centres, run by Sandwell Leisure Trust and Places for People Limited. All children aged 16 and under can access free swimming at the centres, and all over 60s and people who are registered disabled can also access free swimming.

Places for People

West Bromwich Leisure Centre is a Sport England best practice example facility in the heart of West Bromwich comprising primarily of 2 swimming pools, a multi station gym, a 2 story soft play area, 2 aerobic studios and a 4 court sports hall.



Since opening in June 2014 West Bromwich Leisure Centre has seen over 2 million active visits.

West Bromwich Leisure Centre have worked closely with the Sandwell Public Health to deliver a successful work place health scheme targeting those who are physically inactive in the workforce. Consisting of a well-supported taster swim or gym membership, after the programme over 25% of those that had took part had made a commitment to being more physically active in the form of a gym/swim or sports club membership at the time of completion.

Working in partnership with Agewell, a Strength and Balance class is currently thriving at the centre. This class regularly attracts over 20 older adults who have a variety of diagnosis making them less mobile. The participants not only enjoy the expert delivered physical activity session by Agewell, but also a hot drink, biscuit and the important social element of this.



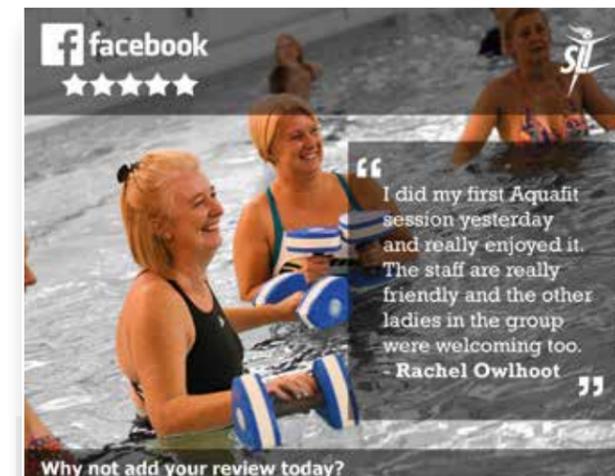
A class run by West Bromwich leisure centre

Sandwell Leisure Trust



Sandwell Leisure Trust is very proud that in a competitive market with challenging local demographics, SLT continues to deliver service improvements exceeding targets agreed in partnership with Sandwell Council, and increasing participation in physical activity and sport throughout the borough.

The Trust continues to play a key role by working in partnership with Sandwell Council to deliver their 'Vision in 2030' for a thriving,



optimistic and resilient community. SLT also supports Sandwell's key Public Health priorities by evidencing how the Trusts work is changing people's lives and by increasing attendances at the leisure centres it manages which is getting more people active in Sandwell.

SLT is committed to developing and delivering activities for young people and creating opportunities for the wider community to socialise through physical activity, sport and group exercise.

The Trust works in close partnership with adult and health care services to support vulnerable adults to access leisure provision in the borough

The Trust also provides targeted concessions, membership options and pay and play activities to enable an affordable choice to access quality sport and leisure activities throughout Sandwell.

SLT manages 10 leisure centres across Sandwell.



OLDBURY

The Aman Group was a project funded through Sandwell Council's Community Activity Network programme.

The Aman Group aims to encourage people living in Sandwell to become more physically active and increase levels of participation in physical activity. South Asian communities are more prone to diabetes and coronary heart disease.

Wellbeing sessions are delivered in the library, encouraging people to

adopt healthy lifestyles and providing tips and techniques through effective fun exercise programmes to better their health, wellbeing and motivation.

The Aman Group provides a safe space for women to meet in confidence and discuss issues concerning Asian women. Combating isolation, the weekly session for women is a unique mix of health, education and physical activity, that aims to improve health and wellbeing, reduce coronary heart disease and related

conditions for them and their families.

The groups offer walking, dancing, singing, art and craft activities, gentle exercise - including chair based for the elderly.

The group includes social outings- along with visits to the cinema, local religious buildings, and information sessions. Visits are planned to arts and community / cultural events with the aim of building upon the lady's knowledge, confidence and self-esteem.

My story

A woman, who attends the groups on a regular basis, expressed that without the group she doesn't know where she'd be now, "I was a recluse, depressed, wouldn't go out, even with relatives. The group has given me a new lease of life and new found confidence, I have a smile on my face now, and my depression has completely gone. Please never close these groups".



The Aman Group enjoying a session

Recovery College

Healthy living workshops and health walk leader training

Quarterly workshops are delivered to a different cohort of adults who are recovering from various mental health problems around leading a healthy lifestyle.

The idea is to increase their awareness of what support there is from Public Health commissioned services

but also what is happening locally to them with regards to living a healthier lifestyle. e.g Portway pass, Kaleidoscope sessions, Stride walks etc.

Staff from the college received walk leader training and deliver a monthly health walk for service users to take part in.



Eat Out Eat Well

An Oldbury business claims the first Gold Award for Sandwell Council's Eat Out Eat Well award. Eat Out Eat Well awards recognise caterers who make it easier for their customers to make healthy choices when eating out.

The latest awards have seen companies across Sandwell- including a national pick up accolades from the council's Environmental Health, Trading Standards and Public Health teams, and BMVJV was the first business to receive a Gold Award.

BMVJV is a joint venture between BAM Nuttall, Morgan Sindall and VolkerFitzpatrick and provide healthy meal options for staff working on the M5 viaduct.



BMVJV picking up their award from Cllr Elaine Costigan

GM2LF Big Local Crime Prevention Programme

Operating in Oldbury and Rowley the Grace Mary to Lion Farm (GM2LF) Big Local is one of 150 community-led groups throughout England and Wales who have been granted £1million to be spent over 10 years.

It's about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

As part of their Community Safety work the GM2LF Big Local launched a Crime Prevention Programme for all residents in the GM2LF area. In partnership with the local Police and Citizens Advice Sandwell crime prevention workshops were held, giving people tips and information on keeping their homes and themselves safe.

As there had been a notable increase in crime in the area the GM2LF offered and still continues to offer local people free crime prevention packs (house, shed and car). Nearly 200 people have received a pack, including people vulnerable through health, previous victims of crime, socially isolated and alone.

The programme has improved people's quality of life, health and wellbeing by helping them feel safer where they live, reducing the risk of social isolation and vulnerability. It has also promoted community togetherness.



The Bangladeshi Islamic Cultural Society was founded in 1992 with the aim of gathering people of ethnic Bangladeshi background to advance education and assist in providing recreational and leisure facilities. It provides various educational facilities for both young and old.

The Sandwell community activity network programme funded weekly football and martial arts sessions are delivered by the Bangladeshi Islamic Cultural Society at local venues including Goals Soccer centre.

Sessions are open to anyone from the local community which will hopefully encourages greater awareness, understanding and communication between different faiths and cultures thereby bringing the

community of all ages together. Children and adults are welcome at the football and martial arts sessions to encourage families to exercise together.

Through the partnership between Goals Soccer Centre and Bangladeshi Islamic Cultural Society public access to the Goals facility has been increased with the new weekly football sessions.

A key project objective has also been to recruit new coaches and officials from the BAME community. The first of these is Ashraf Ali who as the first of many new coaches from a BAME background is leading the way, and will serve as an example and advocate for other parents and adults to encourage them to get involved and become a qualified coach or official.

My story

"I feel proud of myself that I have completed the FA Level one coaching course and would like to see how I progress further into higher levels of coaching. The level 1 coaching course has taught me how to organise a session and also provided me with a variety of sessions to use as well as giving me the opportunity to complete a first aid course and a child protection awareness course"

Ashraf Ali, Level 1 FA Coach



Fish and chip shop offers healthier options

Seavers fish and chip shop in Rowley Regis receives Bronze Eat Out Eat Well Business Awards.

A takeaway frying in high oleic sunflower oil; grilled fish is available as an alternative to fried fish and meals can be served with rice instead of chips.



Seavers picking up their award from Cllr Elaine Costigan

Sport programme

The Rowley Regis Learning Community of 11 primary schools came together with St Michael's C of E High School to create an annual physical activity and sport programme.

This involved training sessions for primary school teachers together with resources packs for each activity, competitions and events for all 11 primary schools to come together at St Michaels, leadership development for St Michael's students and an introduction for the primary school pupils into a range of activities including yoga, dance, mini tennis, dodge ball and handball amongst others.

With early exposure to a range of activities the pupils learn there are a whole variety of ways to be active and healthy over a lifetime.

Grasshoppers Netball Club has been running for over 40 years and currently has 4 senior and 3 junior teams offering netball at a variety of levels, with an age range of 9 - 55!



Back2Netball is a national initiative based around playing the game in a fun, friendly and social way to encourage women and girls

who used to play netball to return to the game or those who have never played to give the game a try in a welcoming, non-judgemental environment.

The Back2netball session offers the opportunity for families to exercise together as mothers can play with their daughters keeping them active and engaging them in positive activity while exercising together which will build their relationships.

The project has attracted 77 new women and girls to the sport and seen 1462 attendances at sessions so far. The club have entered teams into a social Back2Netball league and have created a pathway for any Back2netball participants to progress into the club and play in the competitive leagues if they want to.



SMETHWICK

Special Olympics Sandwell was founded in 1983.

The Special Olympic mission is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for all children and adults with learning / intellectual disabilities.

This provides continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of skills, gifts and friendship with their families, other Special Olympics athletes and the community.

We rely on volunteers to support members in their sport ensuring their personal safety, encouraging them to achieve high standards & PB - Personal Best. Members learn sporting skills but also social skills increasing in self-confidence, physical fitness & improved activity levels.

Members are encouraged to train weekly, competing in sporting events, winning medals of which they are very proud. We are raising money to enable more members to try new sports; to boost our Sandwell Team to "GO FOR GOLD!"

Sports we deliver include Athletics at Tipton Sports Academy, Football & Tennis at Portway Leisure Centre and Swimming at Haden

Hill Leisure Centre & a new swimming project at West Bromwich Baths.

Special Olympics Sandwell worked with the CANDO for Smethwick, Ricky Byrnes, to submit an application for a Community Activity Network funding award to set up and deliver a new weekly Boccia session to add a new activity to their existing programme.



Dorothy Parkes Centre, Smethwick - Extend Gentle Exercise

The Dorothy Parkes Centre is a place of welcome and opportunity, accessible to all within the local community, and open seven days a week. The Centre helps to address local issues such health inequality, obesity, lack of empowerment of local people, elderly isolation, long-term poor health, both physical and mental, low educational attainment and unemployment by

providing, or hosting, a wide range of activities.

Our Extend Gentle Exercise Class is an exercise class for the over 60's to improve strength, balance and increase stamina. Therefore, reducing the symptoms of age related conditions and improving mobility for those who have disabilities.

The beneficiaries are local people who are aged 60+. There are a good mixture of

male and female attendees.

This group has many benefits which include a reduction in falls which reduce number of A&E visits and hospital admissions. The group always stay behind afterwards for refreshments and a chat meaning they make friends and increase confidence and wellbeing. They all go out at Christmas for a meal together.

My story

Paul Collins, an individual who uses Disability Day Opportunities services, has been part of the Special Olympic team for several years. In addition to being a keen Performance Artist, he enjoys keeping fit and healthy and never misses his weekly training sessions.

Paul, 37, competed in the Special Olympics in Birmingham in September 2017, where he won his 1st ever Gold medal for Boccia. The Ceremony was held in December at The Park Hotel in Sutton Coldfield.

Paul, who is from West Bromwich, told us, "I had a really good night at the Awards Ceremony, where I received my medal. I'm very proud of my achievement!"



Lightwoods park community cycle club

Lightwoods community cycle club was developed through a partnership between Sandwell council and Cycling UK.

The club is now led by volunteers and provides Sandwell residents with the opportunity to cycle together.

The session helps people to gain confidence on a bike and cycle for health and leisure.

Town grant helps catering community group

A Smethwick community group is finding it easier to cater for people with disabilities and learning difficulties thanks to a grant from the council.

The Cape Community GO Active Project supports Cape Community Day Care Centre by cooking for its service users.

The GO Active Project applied to Sandwell Council for a town grant to pay for a commercial freezer - meaning food can be prepared and stored more easily for the day centre users.



Bangladeshi Womens Association

The Bangladeshi Women's Association Limited as a part of its Tipton Communities Connected initiative and partnership working with the Workers Education Association has been delivering a Healthy Cooking and Eating programme with a group of 30 women from across the three neighbourhoods of Tipton.

The Programme is delivered by a qualified Chef and from the two centres managed by BWA K Bangladesh Tipton Muslim Community Centre and the Jubilee Park Community Centre, the programme comprises of teaching basic culinary skills, healthy eating and food technology. A healthy meal is cooked every lesson and the dishes cooked are drawn from different cultures and traditions.

This healthy living programme develops cooking skills and knowledge around healthy eating and healthier options through learning about food labelling and healthier cooking methods. The Programme also increased awareness and consumption of fruit and vegetables and to reduce salt, sugar and fat, especially saturated fat from their diet.

My story

Nasra Parveen, a local resident of Pakistani Origin who attends the classes said "I cook at home for my family all the time, but I never bothered to check salt and fats intake, but after attending healthy cooking classes, I am still cooking my daily food but reduced the fats for healthier oils and salt.

The food taste just as same and I feel healthier and feel confident that my family are eating healthy too".



Fun community-led safety awareness for children in Tipton

Following reports of antisocial behaviour occurring at a local green space and concerns among parents in the area around children being abducted, father and martial arts instructor Craige Thompson has been offering his skills to schools in the community, running free Karate-based self-defence awareness classes for local children at after-school clubs and in PE lessons.

The classes, which provide an opportunity to engage in physical activity as well as helping children develop balance, safety awareness and discipline, have been welcomed by PE co-ordinators who appreciate the opportunity to offer their children a chance to have a go at a sport that is outside of the normal range they are able to provide in curriculum PE.

CAN funded project: Tipton fire station running club

Tipton fire station aims to engage with the community with the aim to make the community of Tipton, healthier, stronger and safer.

The Tipton 'Couch to 5k' beginners' programme is led by off duty fire fighters, who voluntarily give up their time to improve the health and wellbeing of Tipton residents.

The 9 week programme targets complete beginners in the hope to get the participants to the position of being able to run 5k. Participants are then signposted on to various 5k runs such as Sandwell Valley Park Run.

Dementia project helps capture memories

A project is capturing the memories of people experiencing dementia and their families in Tipton - so their stories can be shared with future generations.

Tipton Memories has received a council town grant to create an oral history record of people who were born or live in Tipton. Photos and documents may also be published in a book.

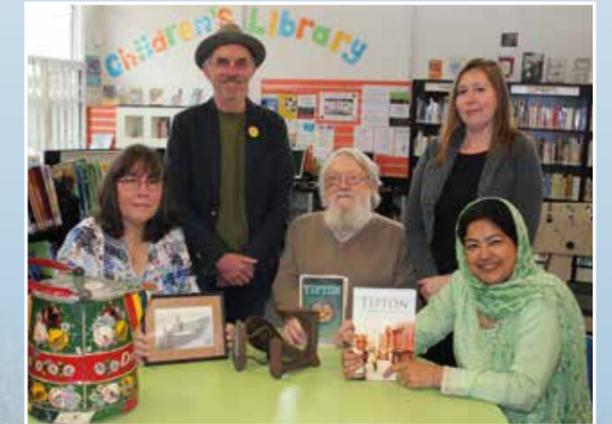
The project is being run by BUDS - Better Understanding of Dementia for Sandwell - which has an office in Great Bridge Library.

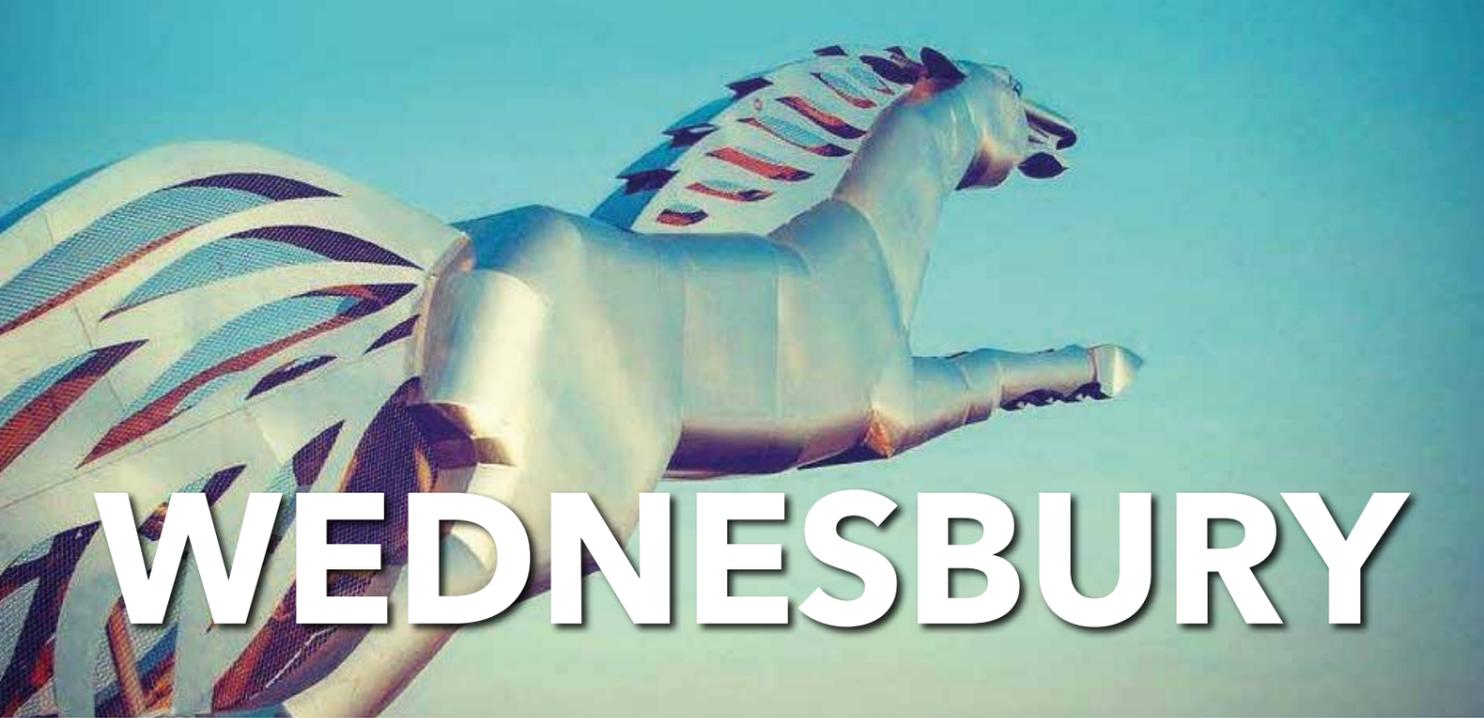
Alison Pugh, director of BUDS, said: "I am delighted that BUDS has received funding and support from Sandwell Council.

"The project has been a while in the planning and our aim is to bring people

together to share and record their memories at a variety of relaxed sessions during the coming months."

Sessions are taking place at various venues across Tipton.





WEDNESBURY

Let's grow in Wednesbury

The 'Lets Grow' programme supports children, families and young people to improve their health and wellbeing through simple 'hands on' food growing, healthy cooking and fun activity sessions.

The Ideal for All team is offering the sessions as part of the Sandwell Let's Grow programme.

Councillor Elaine Costigan, the council's cabinet member for public health and protection, said it was "great news" that the scheme at the town's allotments in Barlow Road was being launched for the benefit of local people.

Members of the experienced horticultural Growing Opportunities team will show people how to easily grow healthy fresh food and get active through gardening.

My story

"By learning through sensory and creative gardening and food-based sessions, children and young people are supported to develop skills and improve their health, building resilience for the future.

The sessions are backed with cooking, label reading, modifying recipes, 'healthier swaps', portion control and inexpensive ways of getting the family involved in mealtimes.

People come together with the team to share ideas for fun and games in the fresh air using the project's garden sites and local parks."

Councillor Costigan



From Wednesbury to Windsor

Members of the Wednesbury Older People Group were treated to a day trip to Windsor thanks to a town grant.

The trip was to give members a chance to socialise with others, helping to reduce social isolation and keep people connected.

The group travelled down to Windsor Castle, walked along the River Thames and visited historical sites around Windsor town centre including the local museum.



Children attending Sandwell's free swimming sessions are being offered fruit to help them achieve their five a day targets and promote healthier snack options.

The 'Free Swimming in Sandwell' initiative allows children and young people, under the age of 16 who live in the borough to swim without charge at leisure facilities throughout the school holidays.

The scheme, which has been running since 2013, has proven to be incredibly popular with Sandwell's children and young people with over 80 thousand people taking part since it started.

Now in a new move to boost the health of youngsters free fruit will be available, some of it provided by the supermarket Tesco, for a trial period in a bid to promote healthier snack choices by young people.

The Free Swimming Initiative in Sandwell is helping improve the sport and active leisure offer in the borough by providing wider access to sport and physical activity opportunities, which will directly support the Council's Vision 2030 ambition for Sandwell's communities to live healthy lives.





Sandwell Valley Parkrun

Sandwell Valley Parkrun launched in Sandwell 2017 and thousands of Parkrun events up and down the country and across five continents.

Parkrun is a free timed five-kilometre run which takes place every Saturday morning, staffed by volunteers and free of charge for runners of all abilities to turn up and enjoy running together safely.

Sandwell Council Sport and Leisure staff helped to get the event off ground but it is now led by volunteers who help with the weekly organisation of the run and help launch it.

“The Parkrun movement is hugely popular and we are happy to help launch one in Sandwell Valley. It gives people of all abilities the chance to run together safely on a Saturday morning and see each week how their times improve. The valley is a great place to hold a Parkrun but we need both runners and volunteers to make it happen.”



My story

As an organisation we have engaged disadvantaged families and provided opportunities for deprived children to participate in fun challenges organised to keep them off the streets, active and participate in civic society, teaching them life skills.

“We have arrived in the UK as refugees, this program has given me and my child hope”

Mrs Sefar

“Shiv has lost weight, he is fitter, happier and enjoys playing futsal”

Mr Singh

“My son had never kicked a football, now he doesn't stop”

Mrs Kossou

“I have learnt that to cook a healthy meal doesn't break the bank and can be delicious”

Mrs Jahan

West Brom All Stars FC received a cash for sports club grant from Sandwell council to provide football sessions to local children.

Their “Street Soccer” programme has aimed to increase and maintain fitness levels. We also delivered quarterly healthy eating workshops to educate parents on the need for a healthy and balanced diet and encourage all participants to embrace and adopt a change in their lifestyle habits. We have children who have lost weight and now participate in regular physical activities in an environment of fun, challenge and excellence.

West Brom All Stars FC are proud to have been able to work with a cohort of 40 inactive children and put them through a 12 month program of structured Street Soccer.

- 40 inactive children are now regularly undertaking physical activity
- The children have lost weight
- The children are eating healthier
- We introduced them to local Role Models

- The children are now participating in local grass roots teams
- West Bromwich Albion FC have signed a child on schoolboy terms to the academy
- Educated parents on changing their lifestyle habits



291 Community Association

The “HUB” is run at Wesley Methodist Church, High Street, West Bromwich. It is open Monday through to Thursday, and is open to all ages from 50 plus.

It provides a friendly, welcoming atmosphere through a range of activities such as a gentle exercise class, men’s walking football, a digital drop in session, a men’s friendship group, and an arts and craft group. Refreshments are also available during each session.

291 Creative Hub for Older People is a valuable service that aims to improve the lives of its members by connecting them with other members, and reducing issues such as loneliness and social isolation. An example of how the Hub is achieving this can be seen through the one regular member who until joining the exercise group had not left her home for three years, the lady now attends a number of the activities throughout the week.

Sandwell Visually Impaired

Funded through the Community Activity Network, SVI offered members the opportunity to attend classes to support visually impaired people to learn to swim and gain confidence in the water.

For many of the participants (who have no sight and couldn’t swim at all before the project) are now able to dive in at the deep end and lane swim without any support.

LOOKING AHEAD

Sandwell's Vision 2030

In 2030, Sandwell is a thriving, optimistic and resilient community.

It's where we call home and where we're proud to belong - where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future, and benefiting fully from a revitalised West Midlands.

Ambition 1



Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience.

Ambition 2



Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.

Ambition 3



Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy.

Ambition 4



Our children benefit from the best start in life and a high quality education throughout their school careers with outstanding support from their teachers and families.

Ambition 5



Our communities are built on mutual respect and taking care of each other, supported by all the agencies that ensure we feel safe and protected in our homes and local neighbourhoods.

Ambition 6



We have excellent and affordable public transport that connects us to all local centres and to jobs in Birmingham, Wolverhampton, the airport and the wider West Midlands.

Ambition 7



We now have many new homes to meet a full range of housing needs in attractive neighbourhoods and close to key transport routes.

Ambition 8



Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families.

Ambition 9



Sandwell has become a location of choice for industries of the future where the local economy and high performing companies continue to grow.

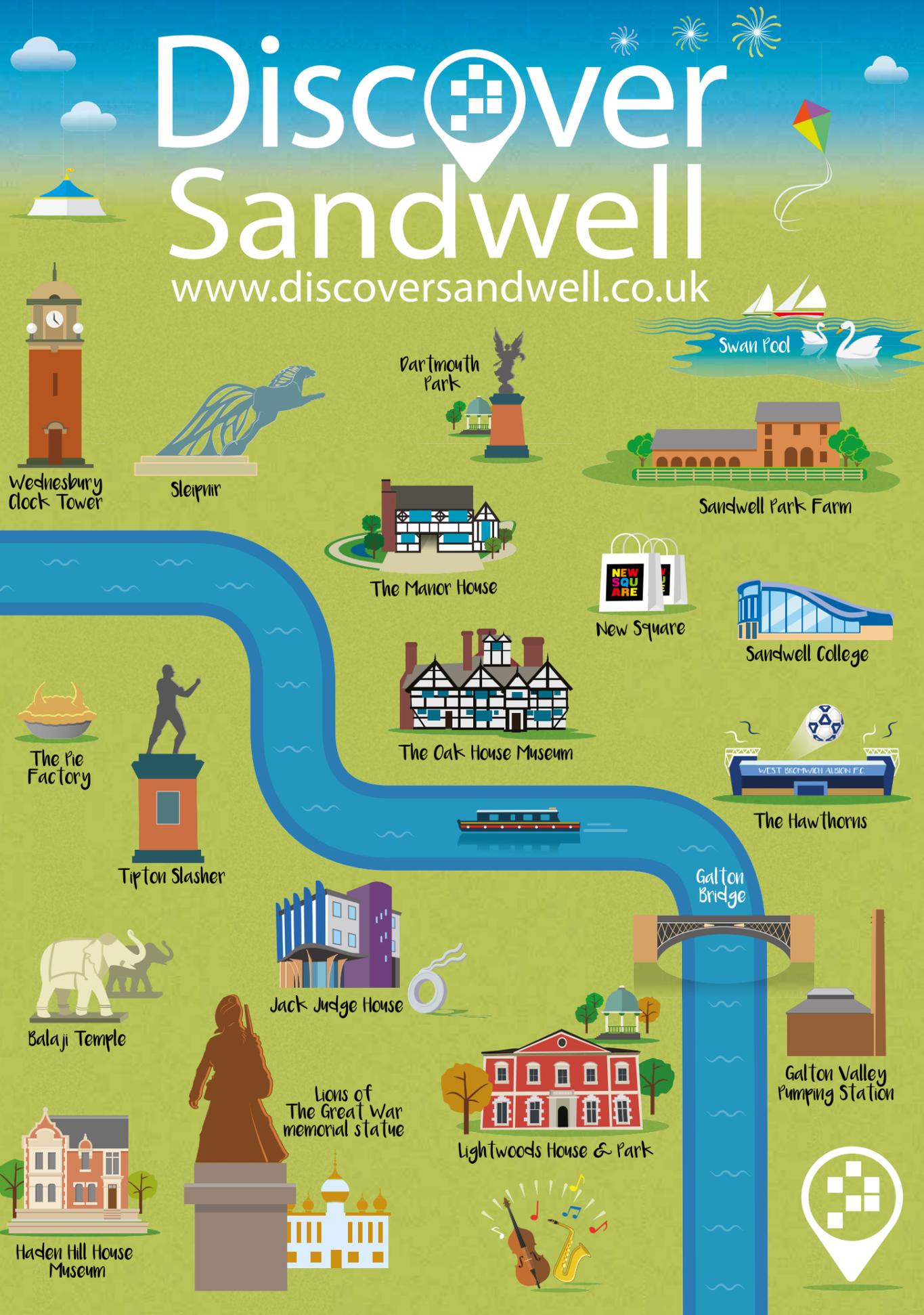
Ambition 10



Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities.

Discover Sandwell

www.discover sandwell.co.uk



SPORT

Black country vipers

Sandwell Valley Parkrun launched in Sandwell 2017 and thousands of Parkrun events up and down the country and across five continents.

Black Country Vipers American Football Club received a cash for sports clubs grant from Sandwell council. The money provided helped to advance the club in their community and youth programme.

What the club said:

"We have been able to offer young people within our community the opportunity to participate in a non-traditional sport that caters for all abilities. We have specifically be able to offer young people less fortunate financially the opportunity to be part of a club that have a sport that all abilities are able to participate in no matter what their background."



The Junior programmes have given 17-19 year olds a club to be part of that encourage a healthy lifestyle and give them the life skills to improve them as people as well as sporting athletics."



New Aquatic Centre set to make a splash

The new aquatic centre will host the Commonwealth Games in 2022.

The designs feature a 50m Olympic-sized competition swimming pool, a 25m diving pool and a studio pool along with 1,000 spectator seats. Alongside the swimming facilities, the plans for the centre include:

A new urban park children's play area and café

New football pitch and changing facilities

Indoor cycling studio, ladies only gym and large sports hall and gym.



SPORT

New tram honours Cyrille Regis

A new West Midlands Metro tram has been named in honour of Baggies legend Cyrille Regis MBE.

Cyrille, who died last year, blazed a trail for black footballers in the 1970s and 1980s.

Alongside fellow Albion stars Brendon Batson and Laurie Cunningham, Cyrille inspired a generation of young people to take up the game. He was awarded the Freedom of Sandwell in 2004.

Mayor of Sandwell Councillor Joy Edis joined relatives and former team mates, including



Brendon, at the regional tram depot in Wednesbury for the naming ceremony, organised by the West Midlands Combined Authority.

Cyrille's wife Julia said: "I believe Cyrille would have been quite surprised to have

a tram named after him. I think he would have felt humbled and honoured, especially as the Cyrille Regis tram will be carrying thousands of fans of his beloved West Bromwich Albion to The Hawthorns for many years to come."

ROWLEY REGIS MARTIAL ARTS WORLD CHAMPIONS

Two Rowley Regis martial arts competitors won gold medals at the World Championships in Rome.

The members of the React Martial Arts - coach Arron Walker and junior member Harvey Adlam - won gold against the best kickboxers in the world.

Harvey, who is aged 11 and from Cradley Heath, and Arron competed in disciplines including ring continuous, mat continuous and boxing at 35kg and 85kg respectively.

"It was a highly competitive world championships with teams from Spain, Sweden, USA, Morocco and Italy," said Arron.

Arron said the club, which was set up in 2014, now hoped to attract new members. The club has received funding from the council to encourage more people to take up the sport.



Jaydon is a world champ

Wednesbury tumbling sensation Jaydon Paddock is a world champion.

Jaydon, supported by Sandwell Council's Gifted and Talented programme, competed in St Petersburg, Russia, against 35 other elite tumblers in the Tumbling World Age Group Championships.

Jaydon said: "I've waited a long time to be able to say that I am a world champion and now I finally can. Words cannot describe how I'm feeling right now."

The Gifted and Talented programme is keen to support other sporting people living in Sandwell.